



For Immediate Release
January 13, 2005

NEWS

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Forward Wisconsin Completes Initial Phase of Award-Winning Web Site – forwardwi.com
Funding by SBC was critical to “phase one” development of Wisconsin’s business marketing site

MADISON - - With funding support from SBC, Forward Wisconsin has completed phase one of its web site - forwardwi.com – and has been recognized with an excellence award from a regional economic development association. SBC, a Forward Wisconsin investor for over 20 years, was instrumental in providing dollars for a complete redesign of forwardwi.com into a business portal web presence that provides vital information on doing business in Wisconsin.

“Web sites will soon become the most important economic development tool there is and it is critical that Wisconsin’s business assets are communicated over the world wide web,” said Forward Wisconsin President Pepi Randolph. “We are fortunate that SBC recognizes the important role of technology in economic development and provided monies for us to develop an award-winning web site to communicate Wisconsin’s business advantages.”

Forwardwi.com is being implemented in two-phases. Phase one involves creating one of the leading edge economic development portals in the country with Wisconsin business data and information on the state’s business climate. This state-level data is assembled so that corporate decision-makers and development officials can get specific Wisconsin business information quickly and efficiently. Phase two is currently under construction and will include detailed data on Wisconsin communities and their available buildings and sites, as well as usability enhancements.

After completion of phase one of forwardwi.com, Forward Wisconsin’s web site was recognized with an “excellence” award from the Mid-America Economic Development Council (MAEDC) in December 2004. The MAEDC is an economic development professional membership organization that represents ten Midwest states, including Wisconsin. For many years, MAEDC has sponsored a competition to recognize and stimulate the creative use of quality marketing materials by economic development organizations throughout the Mid-America region in promoting their respective areas. Entries in ten different categories are judged on design, functionality, production quality, completeness, visual impact and uniqueness.

“With so much of the business site selection process taking place on the Internet, we are even more excited about completing phase two of our web site so we can provide detailed information on all Wisconsin communities,” said Randolph. “This is important because it will give every Wisconsin region, county and community an equal opportunity to market their assets to business decision-makers from across the world.”

Forward Wisconsin, Inc., created in 1984, is a unique public-private state marketing organization. Its job is marketing Wisconsin’s business advantages outside the state to educate decision-makers on the positive benefits of living, working, playing, and doing business in Wisconsin. Governor Doyle is Forward Wisconsin’s Chairman of the Board.