



Dear Business Leader:

I am excited to introduce you to the State of Wisconsin and to tell you that Wisconsin is a great place to do business. Companies from around the country, and the world, have already discovered the benefits of investing in Wisconsin and I hope you will, too.

Wisconsin companies profit from a sustained competitive advantage attributed directly to high employee productivity; accessible suppliers and support services; stable utilities; proximity to major markets; core education and training programs; plus much more. Through my Grow Wisconsin economic plan, I've balanced our budget, lowered business tax burdens and improved the regulatory climate. In addition, Wisconsin offers employees a low cost of living and a wonderful quality of life.

**Governor Jim Doyle**  
**Forward Wisconsin Chairman**

Wisconsin is a leader in manufacturing, forest products, agriculture and technology. Our state is home to Harley-Davidson, Kohler Corporation, Rockwell International, GE Healthcare, Johnson Controls, Lands' End and many other prominent manufacturers. Wisconsin is a national leader in several manufacturing segments like the production of small gasoline engines, lawn machinery and industrial equipment.

Our productive and extensive forests help us rank first in the US in papermaking and our forest products sector is thriving. Long known as "America's Dairyland" due to our strong agricultural industry, our state is now using technologies to grow our agricultural biotech and value-added product sectors.

Finally, thanks to our strong research and development activity, Wisconsin is an active place for fast-moving, technology companies and a fertile place to launch new companies and ideas.

I invite you to learn more about Wisconsin and to explore the business benefits that our many corporate partners already enjoy. If you are serious about expanding, Forward Wisconsin, the Wisconsin Department of Commerce, and our local development partners are waiting to help. We offer a variety of services and financial programs to assist you. To find out more about Wisconsin's pro-business climate and resources, e-mail us at [info@ForwardWI.com](mailto:info@ForwardWI.com), complete the Customized Request Form found on the homepage or call 1-800-669-1190.

We look "forward" to doing business with you in Wisconsin!

Sincerely,

**JIM DOYLE**  
Governor