



## NEWS BRIEF

**For Immediate Release**  
February 26, 2007

**For More Information Contact:**  
Scott Reigstad, 608.261.2506

### **Forward Wisconsin will market to "Who's Who of Corporate Real Estate"** *Business Recruitment Group traveling to Industrial Asset Management Council Forum*

**Madison** – Forward Wisconsin will be conducting a business outreach and promotional effort at an event that starts this coming weekend that will include a veritable "Who's Who of Corporate Real Estate" worldwide. The state business marketing group will be attending the Industrial Asset Management Council (IAMC) Spring 2007 Professional Forum being held near Jacksonville, Florida on March 3-7.

IAMC is a group whose ranks include the senior real estate directors of Fortune 1000 companies such as Campbell's Soup, Dell, BASF, Hallmark Cards, United Technologies, 3M, Pfizer, Merck, CSX, Anheuser-Busch, Honda, Chevron Texaco and many other large industrial firms. It is the leading association of industrial asset management and corporate real estate executives, their suppliers and service providers.

"Participating in the IAMC Forum gives us direct access to top industry executives that make major business-location and investment decisions," said Forward Wisconsin Business Development Director Jan Alf. "Nearly 25 states have an economic development presence at the Forum and it is critical that Wisconsin be present to show these key individuals that we are serious about economic development."

Forward Wisconsin, Inc., (ForwardWI.com) created in 1984, is the state's business attraction organization and is a unique public-private marketing group, chaired by Governor Doyle. 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.