



# NEWS

**For Immediate Release**  
May 12, 2006

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

## **CHICAGO MARKETING MISSION FOCUSES ON VISITING FOREIGN CONSULATES, BUSINESSES and REAL ESTATE OFFICES**

**MADISON** - - Forward Wisconsin's annual spring Chicago Marketing Mission will have an additional target this year as the state's business marketing group and its partners plan to visit with several foreign consulates and trade commissions during the three-day trip to the Windy City. Forward Wisconsin will travel to Chicago with a team of state economic development professionals on May 16-18 with the overall goal of attracting investment and expanding companies to the state. This year's outreach effort includes over 30 scheduled appointments with CEOs, eight meetings with representatives of foreign consulates and several sit downs with real estate professionals/business site selection consultants.

"There are over 70 foreign consulates and trade commissions in Chicago," said Forward Wisconsin President Pepi Randolph. "With Governor Doyle and Commerce Secretary Burke's strong emphasis on encouraging foreign investment in the state, as well as exports from Wisconsin businesses to other countries, we believed it would be a great opportunity to explore potential business opportunities with foreign representatives.

The Chicago Marketing Mission CEO appointments are the result of a three-month effort that included purchasing a qualified mailing list of Chicago area executives in targeted industries, and sending a personal invitation letter from Forward Wisconsin Chairman Governor Doyle to over 3,000 business executives.

The letters from Governor Doyle were mailed in April to generate interest in scheduling meetings and were followed by an intensive phone initiative that secured appointments during the two-day calling portion of the trip. The Wisconsin Department of Commerce's International Division provided a list of foreign consulates and trade commissions to Forward Wisconsin. Forward Wisconsin staff contacted the representatives from larger countries and those countries that Wisconsin has a strong relationship with to schedule meetings during the marketing mission.

Forward Wisconsin will conduct the on-site portion of its annual marketing mission to the Chicago area on May 17 and 18. Wisconsin's pro-business message continues to resonate with Illinois corporate executives – many of which have Wisconsin vacation homes and spend significant amounts of time in the Badger State. Since 1987, Forward Wisconsin has worked with about 85 Illinois firms that have expanded or relocated to Wisconsin.

"Forward Wisconsin will continue to invite Chicago area business people to take a serious look at expanding their businesses to our state. Wisconsin has the available buildings and sites, competitive business costs, a pro-business climate and excellent educational and transportation systems that can be of great benefit to growing companies," said Randolph. Why continue to sit in traffic jams, pay high Chicago business taxes and endure such a high cost of living when you can be in Wisconsin?"

- More -

Governor Doyle and the Legislature have recently implemented a number of important initiatives that are growing Wisconsin's economy and creating a better business climate.

Successful measures include: switching to a single factor sales methodology of calculating corporate income taxes; implementing the most aggressive regulatory reform in the Midwest; providing funding to manufacturing extension programs to help small manufacturers modernize and create new jobs; providing more venture capital in Wisconsin to help start-up companies grow and develop; expediting the process of siting needed power generation and transmission facilities; and modernizing Wisconsin's financial industry.

The seven-county region that includes and surrounds Chicago has remained a geographic target for Forward Wisconsin since the organization began in 1984. The Forward Wisconsin team will discuss several Wisconsin business advantages during the appointments, including the state's competitive pro-business economy, skilled workers, lower land and building costs, tremendous quality-of-life, lower housing costs, shorter commute times, and wonderful recreational opportunities.

Eleven Wisconsin officials will pitch-in to make the appointments. The Forward Wisconsin team members are primarily economic development professionals from across the Badger State interested in both promoting Wisconsin and their region or community.

The Forward Wisconsin Team of economic development professionals going to Chicago includes:

Jan Alf	Forward Wisconsin
Delmore Beaver	Village of Jackson
Tony Chirchirillo	Chirch Global, LLC
Brian Doudna	Eau Claire Area Economic Development Corporation
Nancy Elsing	Columbia County Economic Development Corporation
Jamie Jacobs	WISPARK LLC
Jessica Kirchner	La Crosse Area Development Corporation
Rob Kleman	Hwy. 41 Corridor Partners
James Otterstein	Rock County Planning & Development Agency
Jim Paetsch	Milwaukee Development Corporation
Pepi Randolph	Forward Wisconsin

Forward Wisconsin, Inc., ([ForwardWI.com](http://ForwardWI.com)), 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 Jim Doyle is Forward Wisconsin's Chairman of the Board.