



For Immediate Release
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STATE MARKETING TEAM IN TWIN CITIES SEEKING BUSINESS EXPANSIONS

Forward Wisconsin Marketing Mission Generates 35 Meetings

MADISON - - Fourteen economic development officials from Wisconsin are currently in Minnesota speaking with Twin Cities' area CEOs, real estate brokers, site selection consultants, and "headquarter" company executives about the advantages of doing business in Wisconsin. Forward Wisconsin's annual fall Twin Cities Marketing Mission includes appointments scheduled for today (Wednesday, October 18) and tomorrow (Thursday, October 19.)

"The Minneapolis-St. Paul metro area continues to be the most successful geographic market we have for our business recruitment efforts," said Pepi Randolph, Forward Wisconsin President. "When you look at all the costs involved in doing business, Wisconsin offers significant cost savings to companies that locate in our state. Wisconsin also provides a great educational system, a wonderful quality of life, and a transportation infrastructure that enhances our competitive advantage versus Minnesota."

Forward Wisconsin marketing missions are three-month direct mail and telemarketing efforts that culminate in face-to-face meetings with corporate executives and key business decision-makers that have expressed an interest in expanding their companies to the state or making an investment in Wisconsin. After mailing a letter from Governor Doyle to nearly 2200 business people and calling each one, the marketing mission yielded 35 appointments that are being conducted by economic development professionals from throughout the state. The Wisconsin Team has formed seven groups and is visiting with CEOs, professionals that work with CEOs to advise them on where to expand their businesses, and company executives from firms headquartered in Minnesota that have Wisconsin operations. Forward Wisconsin and its partners will then follow up with more detailed information on the state, based on the needs and inquiries of the interested CEOs and others they meet.

In addition to Wisconsin's strong primary and secondary educational systems; it's productive and skilled workforce; and great quality of life, a Wisconsin business location can offer many cost advantages. For example, a recent National Association of Industrial and Office Properties study found that a typical 99-employee manufacturing company in a 70,000-square-foot building would pay \$108,649 in property taxes in Minnesota, while paying just \$62,009 in Wisconsin. In addition, Wisconsin worker's compensation rates, on average, are lower than Minnesota's, and Wisconsin's corporate income tax rate is 7.9% compared to Minnesota's 9.8%. Wisconsin also has lower personal income tax rates and sales tax rates than Minnesota.

Forward Wisconsin's 2006 Twin Cities' Marketing Mission team includes:

Andy Albarado, Rusk County Development
Jan Alf, Forward Wisconsin
Linda Clark, Xcel Energy
Paul Ehrfurth, Forward Wisconsin Consultant
Michael Malcheski, Pierce County EDC
Jerry Murphy, New North
Dr. Barbara Nemecek, UW-River Falls

Pepi Randolph, Forward Wisconsin
Tiffany Richter, City of Eau Claire
Bill Rubin, St. Croix EDC
Diana Schultz, ED Corp of Manitowoc County
David Storey, Wisconsin Dept of Commerce
Scott Wagner, First National Bank of Hudson
Charlie Walker, Chippewa County EDC

Forward Wisconsin, Inc., (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 inform decision-makers about the positive benefits of living, working, playing, and doing business in Wisconsin. Governor Doyle is Forward Wisconsin's Chairman of the Board.