



# NEWS

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## **FORWARD WISCONSIN RETAINS PAUL W. EHRFURTH & ASSOCIATES, LLC TO PROVIDE ECONOMIC DEVELOPMENT SERVICES**

**MADISON** - - Forward Wisconsin, the state's public-private business marketing and recruitment group, has retained the services of Paul W. Ehrfurth & Associates, LLC to bolster the organization's business marketing and attraction efforts. Paul Ehrfurth, the president of the firm, has 30 years of experience in economic development, community development, planning and marketing.

"Paul's experience in economic development make him a great fit for representing Forward Wisconsin both within the state and externally," said Forward Wisconsin President Pepi Randolph. "He will be spending a significant amount of time interacting with Wisconsin economic development officials, pitching in with Forward Wisconsin's marketing efforts and providing information to out-of-state business executives that are interested in expanding their companies to the state."

Ehrfurth was most recently the vice president of economic development for the Green Bay Area Chamber of Commerce – a post he held for nine and a half years. He started his own economic development consulting business in July 2006 upon his retirement from the Chamber. Ehrfurth will officially start his work on behalf of Forward Wisconsin on Tuesday, September 5.

"Through my prior economic development positions, I have partnered with Forward Wisconsin in its marketing efforts for more than 20 years," said Ehrfurth. "I am very familiar with Forward Wisconsin and how they market the state to business. I am excited about the opportunity to work on behalf of Forward Wisconsin."

Ehrfurth has a wealth of experience in nearly every sector of the economic development field. He has held positions at the city-level, serving in the area of community development in Wausau, the area of planning in Oshkosh, and the area of economic development in Wauwatosa; as well as at the county-level, serving as the executive director of the Sauk County Development Corporation. In addition, Ehrfurth spent nearly 4 years with an electric utility – Wisconsin Electric Power Company – as an economic development consultant.

He has a master's degree in urban planning from Iowa State University and a bachelor's degree in urban analysis from UW-Green Bay. Ehrfurth holds certifications from the American Institute of Certified Planners (AICP) and through the National Development Council as an Economic Development Finance Professional (EDFP).

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.