

FORWARD WISCONSIN OVERVIEW

Executive Committee

Governor Jim Doyle - *Chairman*
Jerry Franke - *Vice Chairman*
President of WISPARK LLC - We Energies
Scott Lockard - *Treasurer*
President - Madison Market - U.S. Bank
Jack Fischer
Secretary - WI Dept of Commerce
Kristen Cogswell
Director of External Affairs - AT&T
David A. Cullen
State Representative
Mark Ehrmann
Partner - Quarles & Brady
Tom Meinz
Exec. VP. Public Affairs - WPS Service Corp
Mike Swenson
Wisconsin's President & CEO - Xcel Energy

Board of Directors

Douglas Bradley
Special Asst., Ofc of the President, UW-System
Carol Chinn
COO - American Transmission Company
Dan Clancy
President - WI Technical College System
David J. Cullen
President - J.P. Cullen & Sons Inc.
Kristen Fish (WEDA Representative)
Business Development Director - City of Wausau
Roberta Gassman
Secretary - WI Dept of Workforce Development
Reed Hall
Executive Director - The Marshfield Clinic
Kevin Heppner
Regional Managing Partner - Virchow Krause
Pat O'Brien
President - Milwaukee Development Corp.
Jeff Plale
State Senator
Diane Ramsey
Director of Economic Development & Real Estate - Alliant Energy
Jeffrey Ticknor
Senior Vice President - M&I Bank
Rolf Wegenke, Ph.D
President - WAICU
Jeff Welch
President - Madison Market - Chase
Phyllis Wilhelm
Director of Economic Development - MG&E

Forward Wisconsin markets the state to corporate executives, site selection consultants, business decision-makers and investors to encourage their investment in Wisconsin.

OVERVIEW

Forward Wisconsin (ForwardWI.com) is a unique public-private state marketing group. Its job is promoting Wisconsin's business advantages to attract new businesses, jobs and enhanced economic activity to the state.

BOARD OF DIRECTORS

Forward's Board of Directors reflects a true public-private partnership. Governor Jim Doyle is chairman. Private sector representation includes Wisconsin's utilities, banks, educational institutions, law firms, insurance companies and manufacturers. Public sector representation includes four state legislators, the Secretaries of the Departments of Commerce and Workforce Development.

HISTORY

Forward Wisconsin was created in 1984 on the recommendation of a 1983 Governor's Strategic Development Commission Report. It is a 501(c)(3) not-for-profit corporation.

FUNDING MIX

Forward Wisconsin has an annual budget of approximately \$750,000. About 60 percent of that funding is provided by private sector contributors, with the balance coming from the state through a contract with the Wisconsin Department of Commerce.

MARKETING STRATEGY

Forward Wisconsin works to boost the state's image, to project the state's positive business climate and to attract business, talent and intellectual capital to Wisconsin. The group's marketing plan focuses its resources on selected industry clusters that are determined by the Wisconsin Department of Commerce. Currently, Commerce has ten defined industry clusters and Forward Wisconsin selects two to three of these annually to target for our marketing initiatives. These cluster industries currently thrive in the state, or are emerging, are compatible with the state's strengths and are projected to have strong growth potential. Forward Wisconsin additionally selects two to three geographic targets per year for marketing missions.

MARKETING ACTIVITIES

Forward Wisconsin uses a wide range of economic development marketing tools. These include:

- Business, building, site and community information at **ForwardWI.com/Find a Site or Building**
- Out-of-state marketing missions to meet with CEOs
- Trade show activities at targeted industry expositions
- Print advertising campaigns directed toward geographically targeted publications and target industry journals
- Image-building campaigns
- Special event promotion
- Direct mail campaigns and follow-up telemarketing to targeted industries and geographic areas



Governor Jim Doyle, Chairman

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WORKING WITH BUSINESS DECISION-MAKERS

Forward Wisconsin provides business cost comparisons, financial information and a variety of other business data and consulting services to out-of-state business decision-makers. Forward Wisconsin services are provided on a confidential, no-cost basis.

RELATIONSHIP WITH THE WISCONSIN DEPARTMENT OF COMMERCE

Forward Wisconsin gains its primary strength from its unique status as a public-private partnership, its ability to draw upon the resources of both the public and private sectors and its capacity to coordinate these efforts. The group's success in implementing its mission statement depends in large part upon its close working relationship with the Wisconsin Department of Commerce (Commerce.WI.gov). Forward Wisconsin acts as the first point of contact for out-of-state firms interested in expanding to the state and promotes the state's strong business climate. Forward Wisconsin then transfers serious business prospects to Commerce to help "close the deal" with their community expertise and financial assistance programs.

OFFICE LOCATIONS

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