

# FORWARD WISCONSIN OVERVIEW

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Jerry Franke - *Vice Chairman*  
President of WISPAK LLC - We Energies  
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Dir. of Economic Development - MG&E  
Richard Leinenkugel  
Secretary - WI Dept of Commerce  
Kristen Cogswell  
Dir. of External Affairs - AT&T  
Diane Ramsey  
Dir. of Economic Development &  
Real Estate - Alliant Energy  
Mark Ehrmann  
Partner - Quarles & Brady  
Tom Meinz  
Exec. VP. External Affairs - Integrys  
Energy Group, Inc.  
Mike Swenson  
Wisconsin's President & CEO - Xcel Energy

## Board of Directors

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David J. Cullen  
President - J.P. Cullen & Sons Inc.  
Patrick Drinan  
Econ. Dev. Coordinator - City of Brookfield  
Roberta Gassman  
Secretary - WI Dept of Workforce Development  
David F. Giroux  
Ex. Director Communications & External  
Relations - UW System  
Reed Hall  
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Regional Managing Partner - Virchow, Krause  
& Company, LLP  
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President - Milwaukee Development Corp.  
Jeff Plale  
State Senator  
Jeffrey Ticknor  
Senior Vice President - M&I Bank  
Rolf Wegenke, Ph.D  
President - WAICU  
Jeff Welch  
President - Madison Market - Chase



**Governor Jim Doyle, Chairman**

info@forwardwi.com  
**ForwardWI.com**

***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](http://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

*Continued On Reverse*



#### **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 LOCATION**

##### **Pewaukee**

Waukesha County Technical College  
800 Main Street  
Pewaukee, Wisconsin 53072  
Phone: 262.691.7873  
Fax: 262.691.7876

##### **Web Connection**

**Visit us on the web at [ForwardWI.com](http://ForwardWI.com)**

##### **Email**

**[Info@ForwardWI.com](mailto:Info@ForwardWI.com)**