

# FORWARD WISCONSIN OVERVIEW

## Executive Committee

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Dir. of Economic Development &  
Real Estate – Alliant Energy

Jerry Franke – *Vice Chairman*  
President of WISPARK LLC – We Energies

Mark Ehrmann—*Treasurer*  
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Kristen Cogswell  
Dir. of External Affairs – AT&T

Brian Doudna (WEDA representative)  
Ex Dir—Eau Claire Area IDC

Franc Fennessey  
Director, Land Mgmt & Stakeholder Affairs—  
American Transmission Company

Tom Meinz  
Exec. VP. External Affairs – Integrys  
Energy Group, Inc.

Mike Swenson  
Wisconsin's President & CEO – Xcel Energy

Phyllis Wilhelm  
Dir. of Economic Development - MG&E

## Office Location

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ForwardWI.com

2010

*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 the only state-wide business marketing group. Its job is promoting Wisconsin's business advantages to attract new businesses, jobs and enhanced economic activity to the state. Forward Wisconsin traditionally has been 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.

## BOARD OF DIRECTORS

Forward's Board of Directors reflects a representation that includes Wisconsin's utilities, educational institutions, law firms and real estate development companies.

## 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.

## MARKETING STRATEGY

Forward Wisconsin works to boost the state's image and to attract business, talent and intellectual capital to Wisconsin. The group's marketing plan focuses its resources on selected industry clusters. 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 geographic targets for marketing missions.

## 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.

## 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 interested in locating in Wisconsin
- Trade show appearances at targeted industry expositions
- Print advertising
- Business cost comparisons, financial information and other consulting services.
- Direct mail campaigns and follow-up telemarketing to targeted industries and geographic areas