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NEWS

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Business Publication Cites Wisconsin's National Leadership in Manufacturing Job Creation

Inc. Magazine notes that "Wisconsin experienced the nation's largest surge in manufacturing job creation in 2004"

MADISON - - *Inc. Magazine* – the self-proclaimed "magazine for growing companies" – has published an article in its February 2005 issue that tells the story of a "remarkable turnaround" in manufacturing job creation in Wisconsin and calls the state a "blue-collar heaven."

The article, titled "... And the State of Manufacturing: Wisconsin leads the nation in new blue-collar jobs", specifically details how Wisconsin has added more than 16,000 new blue-collar jobs through October 2004. The column goes on to say that "by comparison, that's 7,000 more than runner-up Minnesota and 12,000 more than third-place Oregon." It also mentions that in 2004, Ohio, Michigan, and Illinois "combined lost about 19,000 jobs, according to the Bureau of Labor Statistics."

The article credits Governor Doyle's policies as a critical reason for the manufacturing turnaround. Specifically mentioned are his focus on specialized small manufacturers and many positive initiatives he has undertaken like lowering taxes, stripping away outdated regulations and arranging for funding through the Manufacturing Extension Partnership.

David J. Ward, president of NorthStar Economics in Madison, is cited as one source for the article and is quoted as saying: "The governor has made all the right moves to promote manufacturing."

Forward Wisconsin initiated a national media relations campaign in partnership with Development Counsellors International (DCI)—the world's leader in marketing places – in May 2004. The goal of the program is to increase national awareness of Wisconsin's pro-business climate and abundant business resources. A recent campaign objective is to inform large business publications of Wisconsin's national manufacturing job creation leadership. The February 2005 *Inc. Magazine* article was a direct result of those efforts.

"It is vital that we promote Wisconsin nationally and internationally in major media outlets as a positive place for doing business. Wisconsin must first of all be on the radar screen of business decision-makers before we can even be considered as a potential place to do business," said Pepi Randolph, Forward Wisconsin President. "The best way to reach corporate decision-makers is through article placement in publications they read on a regular basis and we will continue to work toward securing more positive national and international media placement for Wisconsin."

Forward Wisconsin, Inc., 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 Doyle is Forward Wisconsin's Chairman of the Board.

Inc. Magazine (Inc.com) is one of the nation's most influential business magazines, and reaches 671,840 readers monthly.

Note: A copy of the *Inc. Magazine* article is available on Forward Wisconsin's web site at forwardwi.com