



THE FLASH

April 2002

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EDAC & WEDA LEADERSHIP INVITED TO SHARE IDEAS ON FORWARD PLAN

The Forward Wisconsin Economic Development Advisory Council, EDAC, and leaders of the Wisconsin Economic Development Association, WEDA, will meet on Thursday, May 2, in Madison to participate in a facilitated conversation regarding Forward's new strategic plan. Jim Bower of Bower Associates and



Forward Wisconsin staff will attend as the EDAC committee and WEDA members share their thoughts on Forward's role in marketing Wisconsin for economic development. Forward has made a commitment to conduct organizational strategic research and create a growth-oriented action plan. The facilitated research will become the

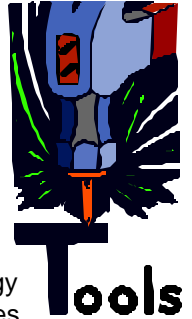
platform from which Forward will launch future organizational efforts to dynamically achieve its mission of attracting jobs, investment and increased economic activity to Wisconsin. The Forward Wisconsin strategic plan will be completed during a session with the Forward Wisconsin Board

of Directors in June. For more information on Forward's strategic planning process or to share your thoughts and ideas, please contact Wayne Harris direct at 608.261.2508 or via e-mail at wharris@commerce.state.wi.us.

TECHNOLOGY TOOLS KEY TO FORWARD WISCONSIN MARKETING STRATEGY

Forward Wisconsin sees the Internet and the use of technology becoming ever more important in marketing the state to attract businesses and workers. This strategy has brought forth the development of four web sites administered by Forward Wisconsin with several additional web sites on the horizon. Currently, ForwardWI.com serves as the primary location for providing Wisconsin business development information and it has been on-line for four years. With business prospects most often listing available building and sites, and available workforce as their top two site selection factors, Forward saw the need for two additional web locations. SitesWI.com was officially launched earlier

this year and is Wisconsin's on-line building and sites database. GreatJobsWI.com is Forward's career site and matches employers with potential employees. As Forward Wisconsin delves deeper into marketing to its target industries, industry-specific web sites will appear for those business clusters. PlasticsWI.com is the first industry site administered by Forward and it promotes Wisconsin's plastics industry. Currently, Forward is working with the Wisconsin Biotechnology Association to create a life sciences industry site for the state that should be completed by fall 2002. Log onto any one of these four sites for more information today or call the Forward offices at 608.261.2500.



FIRSTAR BANK CONTINUES ITS SUPPORT OF FORWARD WISCONSIN

Firstar Bank, a subsidiary of U.S. Bancorp, has renewed its strong support of Forward Wisconsin.



Firstar has had a representative on the Forward Wisconsin Board of Directors and has been an investor since 1984, and while

the banking firm has gone through many changes over the years, its support of Forward Wisconsin has been an ongoing tradition. Eighteen years ago, First Wisconsin National Bank of Madison and Milwaukee partnered with Forward Wisconsin. Later, First Wisconsin became Firstar Corporation and the commitment continued. Now, after its recent merger with U.S. Bancorp, the company continues to view economic development marketing as a critical goal for the state.



Presently, Scott Lockard, Senior Vice President of Firstar Bank in Madison serves on the Forward Wisconsin Board of Directors. Many thanks to both Firstar and all of the Forward Wisconsin investors who continue to invest in Wisconsin's economic health and vitality.