

THE FLASH

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FORWARD WISCONSIN TO TOUT THE STATE'S FOREST PRODUCTS INDUSTRY

The Forward Wisconsin team will travel to the Georgia World Congress Center in Atlanta later this month to promote the state's forest products industry in front of an international audience at the largest woodworking trade show held in the Western Hemisphere. The International Woodworking Fair (IWF) 2002, to be held August 22-25, will host more than 50,000 attendees from 10,000 companies representing over 90 countries. Forward will partner with Wisconsin economic development professionals and the Department of Natural Resources in staffing its exhibit booth at the Fair which will showcase an 800,000 square-foot trade show floor with over 1320 exhibiting organizations. IWF 2002 will feature the latest technology in machinery, raw materials, supplies, hardware and services for both large manufacturers and small professional shops in the woodworking, furniture, upholstery, cabinetry, solid surface, architectural woodwork, store fixtures and plastic fabricating industries. IWF is owned and sponsored by the American Furniture Manufacturers Association (AFMA), the Wood Machinery Manufacturers of America (WMMA), and Woodworking Machinery Industry Association (WMIA). For more information contact Forward Wisconsin at 608.261.2500.



RSVP NOW! FORWARD WISCONSIN ANNUAL MEETING IS MONDAY, SEPTEMBER 23

University of Wisconsin-Madison Men's Hockey Coach Mike Eaves will be the guest speaker at Forward Wisconsin's 18th Anniversary Annual Meeting & Reception on Monday, September 23. Coach Eaves begins a new era of Wisconsin hockey with the start of the 2002-03 season, taking over the program from Jeff Sauer who retired this past season. The Badger all-American is the UW's all-time leading scorer who went on to play and coach in the National Hockey League.

The Annual Meeting and Reception will take place at American Family Insurance, Building A – Training Center located at 6000 American Parkway in Madison. American Family is a long-time Forward Wisconsin supporter and is sponsoring the event for the second year in a row. The evening begins with a 5:00 p.m. reception followed by a formal program at 6:30 p.m. RSVPs are encouraged by September 10 to Amy Jablonski at 608.261.2501 or via e-mail at info@forwardwi.com.



FORWARD WISCONSIN "EDAC" MEETS TO EXAMINE NEW STRATEGIC DIRECTION

The Forward Wisconsin Economic Development Advisory Council (EDAC) and key Wisconsin Economic Development Association (WEDA) members attended a meeting with the Forward Wisconsin staff in Madison on August 7 to learn more about Forward's new strategic direction – Forward Vision 2004. Forward Vision 2004 highlights nine work product areas that Forward will focus on in the next two years including: market development, technology development, industry/cluster development, marketing materials, talent attraction, earned media, investor development, peer-to-peer facilitation and branding Wisconsin. EDAC is a statewide advisory council of economic development professionals, marketing professionals and association representatives that work directly with business prospects and local business development activities.



Market Development Program

The topic that generated the most discussion was Forward's plan to enhance its prospecting trips and reformulate them to provide for enhanced market development initiatives. For example, the fall 2002 Twin Cities' prospecting trip will now be a market development trip and additional activities will be added to the effort that may include a reception for Wisconsin alumni, visits with site selection consultants and media outlets and other added-value programs. The concept will be that a larger Wisconsin team will travel to a specific metro area and participate in multiple program tracts. The goal is to generate more interest in Wisconsin within the metro area, educate a greater base of opinion leaders and decision-makers on Wisconsin's attributes and to provide more opportunities for communities in the state to promote themselves, based on their own specialized interests. For more information please contact the Forward offices at 608.261.2500 or at info@forwardWI.com.



BRANDING UPDATE

Forward Wisconsin is taking initial steps in developing a brand research process. If you would like to work with the Forward team or would be interested in committing resources to this effort, please give us a call at 608.261.2500 or via e-mail at info@forwardWI.com.