



# THE FLASH

December 2002

201 W. Washington Ave., Suite 500 – Madison, WI 53703  
608.261.2500 or [info@forwardWI.com](mailto:info@forwardWI.com)

## MARSHFIELD CLINIC BOLSTERS FORWARD'S MARKETING EFFORTS

Marshfield Clinic has again stepped up in a big way to support Forward Wisconsin's planned economic development activities. The Marshfield Clinic recently committed to a President's Level investment in Forward Wisconsin to fund Forward's marketing programs in the coming year. This commitment level puts Marshfield Clinic in elite company as one of the largest investors in Forward Wisconsin. To further push Forward Wisconsin biotechnology marketing efforts, Marshfield Clinic has additionally responded to the call by agreeing to be a Molecular Sponsor – a \$2500 commitment – of



Wisconsin's presence at BIO 2003, the

world's largest biotech conference to be held this coming June. Reed Hall, Executive Director of Marshfield Clinic, serves on the Forward Wisconsin Board of Directors. A big "thank you" to Marshfield Clinic for the great support you provide Forward Wisconsin and for all you do for Wisconsin's economy!

## FORWARD PARTNERS WITH WISCONSIN TEAM TO SECURE FORD EXPANSION

Minnesota-based site selection consultant was hired by the Ford Motor Company to seek a location in Minnesota for their new parts distribution center. Having previously worked on several expansion projects with Ken McAdams - Forward Wisconsin's Western Regional Director based in Eau Claire - the site consultant gave McAdams a call, knowing that prior clients had looked at Menomonie, Wisconsin due to its close proximity to the Twin Cities. A quick call from the site selection consultant to McAdams to explore the potential of a Menomonie site began a several month process that eventually landed the new Ford Motor Company facility on the Badger side of the border.

On November 21, the Ford Motor Company made the announcement that a new parts distribution center would open in October 2003 in Menomonie. Ford will lease 200,000 square feet of building space to develop a "High-Velocity Center" just off Interstate 94 at Exit 41.



Last year, Ford announced plans to replace its existing group of 10 parts distribution facilities with 21 new centers located around the country. The move was made to allow dealers to order and receive parts every day, as opposed to once-per-week under the old system. The Menomonie facility will supply vehicle service and repair parts to about 400 dealers in the Midwest. The new location will have about 50 employees. A Ford representative said they chose Menomonie because of its central location to the dealers it will serve and because business taxes are more favorable in Wisconsin.

## SAN DIEGO MARKET DEVELOPMENT TRIP TAPS BIO & REAL ESTATE EXECUTIVES

Forward Wisconsin, with assistance from Alliant Energy, The Wisconsin Alumni Research Foundation (WARF), and Wisconsin Public Service Corporation, traveled to California last month to market Wisconsin to site selection consultants, real estate executives and biotech company CEOs in a multi-tier program initiative. CoreNet Global's Fall Summit took place November 16-20 in San Diego, and with businesses increasingly hiring outside consultants to advise them on where to locate facilities, Wisconsin's visibility with CoreNet's real estate executive and consultant membership is critical.



Forward Wisconsin hosted a dinner with site selection consultants who concentrate their efforts in the Midwest and on corporate real estate executives with locations in the region. The Wisconsin group worked the exhibit floor during the conference to give interested CoreNet members a central point of contact to learn what Wisconsin has to offer them and their clients. Finally, on November 18-19, Scott Reigstad, Forward Wisconsin's staff person that works with the life science sector, conducted appointments with four biotechnology firms in San Diego that expressed an interest in Wisconsin. Matt Bohlman, WARF's West Coast Licensing Associate staffing their new San Diego office, partnered with Scott on the appointments and discussed Wisconsin technology transfer opportunities.