



# THE FLASH

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## WISCONSIN SITES DATABASE UPGRADED AND LAUNCHED

**S**itesWI.com, Wisconsin's building & sites database has been completely redesigned to serve as the one-stop resource for available industrial and commercial locations in the Badger State. Forward Wisconsin recently held a focus group, organized by Paul Ehrfurth with the Green Bay Area Chamber of Commerce, with real estate executives to receive recommendations on modifications to improve the web site and to make it more detailed and user-friendly.

As part of the process, Forward brought in a new web design group to allow more immediate, in-house control over [SitesWI.com](http://SitesWI.com) and also invested additional funds into upgrading the functionality. The new [SitesWI.com](http://SitesWI.com) went live in early January 2003 and has incorporated the recommended changes and new features.

[SitesWI.com](http://SitesWI.com) is a free service for anyone marketing an available building or site in Wisconsin. It provides a full descriptive listing of properties, a basic and advanced search on numerous fields, photo upload capability and a link to MapQuest showing the property's location. Forward Wisconsin wishes to thank Paul Ehrfurth, the Green Bay Area Chamber of Commerce, SBC and the Wisconsin Department of Commerce for their efforts and continued support of [SitesWI.com](http://SitesWI.com). [SitesWI.com](http://SitesWI.com) currently lists about 400 available sites and 750 available buildings. For more information, log on today at [SitesWI.com](http://SitesWI.com).



## SENATOR MEYER ROUNDS OUT ROSTER OF NEW BOARD MEMBERS

**S**enator Mark Meyer (D-La Crosse) was recently appointed by Senate Majority Leader Mary Panzer to round out the latest group of new Forward Wisconsin Board Members. As mentioned in the January 15<sup>th</sup> newsletter edition, Forward Wisconsin previously welcomed three other public sector members to its board of directors. Governor Doyle became Forward Wisconsin's new chairman upon his inauguration on January 6, while Commerce Secretary Cory Nettles and Senator Scott Fitzgerald (R-Juneau) were both welcomed to our governing body on January 8. We look forward to working with our new group of board members and encourage their new ideas, energy and enthusiasm as we work collaboratively to grow Wisconsin's economy.

## WISCONSIN PUBLIC SERVICE IS PRESIDENT'S LEVEL INVESTOR

**W**isconsin Public Service Corporation has pitched in again to support economic development in Wisconsin and to bolster Forward Wisconsin's marketing effort by maintaining its President's Level (\$25,000 - \$50,000) financial commitment. Wisconsin Public Service Corporation, with former President Paul D. Ziemer as its first board member, has been with Forward since its inception in 1984.



The tradition of the company's board membership lives on today with Tom Meinz, Vice President of Public Affairs, serving on Forward's governing body, as well as the Executive Committee. Of course, the economic development stalwart, Ted Penn - Wisconsin Public Service's Director of Business & Community Development - has worked with Forward Wisconsin for over a decade and has partnered on numerous prospecting trips, trade shows and specials events. Public Service Corporation has long roots with Forward Wisconsin, but even longer ones in the state. Formed in 1883 as the Oshkosh Gas Light Company and incorporated as Wisconsin Public Service Corporation in 1922, Public Service provides electricity and natural gas to more than 400,000 customers within an 11,000 square mile. Its 20 county service territory consists of a large portion of northeast and central Wisconsin and a small part of Upper Michigan. "Hats off" to WPS for their on-going support!

## WE ENERGIES ACTS AS HOST, THE BUCKS WIN AND SO DOES FORWARD WISCONSIN

**W**e Energies graciously provided its corporate suite at the Bradley Center on February 6 where the Milwaukee Bucks and Forward Wisconsin both came out winners. While the Bucks were taking care of business by beating Coach Karl's



former team, the Seattle Supersonics, Forward Wisconsin made great contacts with several potential investors. Vice Chair Holly Reed, SBC, along with fellow board member Scott Lockard, US Bank, provided a strong assist to the Forward Wisconsin staff present in helping to share the Forward story. "Thank you" to We Energies for providing the venue and platform to promote Forward Wisconsin.

