

I N V E S T I N G F O R T O M O R R O W



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Forward Wisconsin Profile

Forward Wisconsin (ForwardWI.com) is the state's external business and economic development marketing group. Our 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. Our economic development organization was started in 1984 and we are a 501(c) (3) non-profit, non-stock corporation. Forward Wisconsin's fiscal year runs July 1 through June 30.

Forward Wisconsin is the longest-standing, statewide public-private marketing group in the country. Forward Wisconsin's Board of Directors reflects our tradition and history as a public-private entity. Governor Jim Doyle is Chairman of the Board, with additional public sector representation including four state legislators, two from each political party, and the Secretary of both Commerce and Workforce Development. The fine Wisconsin educational post-secondary institutions are represented with the leaders of the UW-System, Technical College System and private colleges and universities sitting on our governing body. Private sector representation includes Wisconsin utilities, banks, manufacturers, law firms, insurance companies and others.

Forward Wisconsin is funded with private sector investment and a dollar-for-dollar matching commitment from the State of Wisconsin. In fiscal year 2002-03, over 80 private sector investors financially supported our operations with \$499,000 in investment and the State of Wisconsin contributed \$475,000 into our marketing efforts. Private sector partners additionally contributed over \$80,000 in in-kind support.

Forward Wisconsin's marketing strategy places special emphasis on six target industries, but we also work with any company or individual that expresses an interest in doing business in the state. The six target industries were determined by an exhaustive economic development study conducted in 1999 and re-evaluated in 2002. The six industries include biotechnology/life sciences, plastics, value-added forest products, computer and data processing services, business services and production machinery and equipment. These industries are a mix of thriving and emerging business sectors—they are compatible with the state's strengths and are projected to have strong future growth potential.

Forward Wisconsin uses diverse economic development marketing tools. One-to-one relationship-based marketing remains a key component of our marketing effort. Out-of-state market development trips, tradeshow, industry conferences and special events allow us to build long-term people networks to promote Wisconsin investment. Industry marketing pieces, direct mail, targeted print advertising and media relations play a complementary role in our marketing programs. Our Internet presence, led by our newly-retooled flagship site ForwardWI.com, will continue to provide valuable data for economic developers, business people and site selection consultants. SitesWI.com provides available Wisconsin building and site locations.

Forward Wisconsin exemplifies a successful partnership between state government and the private sector. Our group gains its primary strength through our ability to draw upon the resources of both the public and private sectors and our capacity to coordinate these efforts. Our success depends upon a close working relationship with the Wisconsin Department of Commerce. Forward Wisconsin is responsible for out-of-state business marketing, while the Wisconsin Department of Commerce oversees existing business retention, expansion, entrepreneurial/start-up activities, financial programs and international export encouragement.



Governor Jim Doyle and Board Member David Cullen (right) discuss Wisconsin's growing economic opportunities at BIO 2003, as Mike Klein, Wisconsin Technology Network, looks on.

Thoughts from Governor Jim Doyle, Our Chair



RECOGNIZING CHALLENGES

I am keenly aware of the economic development challenges that lie ahead of us and that we must all work together to "Grow Wisconsin." I know that we can do it, and we will do it, because it is a new day for Wisconsin and for Forward Wisconsin. While our challenges are many, our opportunities are so endless, we really don't have any other choice, we can no longer do business the way we have in the past.

EXHIBITING LEADERSHIP

While I have been Forward Wisconsin Chairman for only a short time, I have already experienced the innovative and pro-active leadership approach our

state business marketing group is taking in promoting the wonderful quality of life and positive business climate we have in the great State of Wisconsin. Forward Wisconsin successfully markets the state as a business destination and works closely with the Wisconsin Department of Commerce and many other partners to bring new jobs and investment to the state.

BEING INVOLVED

I have personally been involved in Forward Wisconsin events to highlight the importance of working together to bring economic growth to our great state and Forward Wisconsin is on a successful path. In May, I spent time with Minnesota business prospects at the Governor's Fishing Opener and in June, I led a Wisconsin delegation of over 70 people to BIO 2003 in Washington, DC, the world's largest biotech conference, to promote the state's life sciences resources. In July, I recognized several new Wisconsin companies and met with business prospects at Forward Wisconsin's annual event at the Greater Milwaukee Open.

ENCOURAGING PARTNERSHIP

Forward Wisconsin is a public-private partnership and as such, it will be a key component of our future economic development strategy for the state. Government cannot run Wisconsin's economy and it should not even try. Government's role should be to unleash the innovative spirit of our people and to create a hospitable environment for economic development. Government can be a valued partner, but the private sector and public-private groups must collaborate to bring business growth.

INTENSIFYING EFFORT

Forward Wisconsin is a vital piece of Wisconsin's economic development team and it will continue to market Wisconsin to out-of-state businesses and encourage investment in the state. In fact, I see Forward Wisconsin intensifying its efforts to promote Wisconsin's status as a leader in the high-tech sector and increase its attractiveness to out-of-state companies, venture capital firms and workforce in the science and technology fields.

MOVING FORWARD

I am excited about the aggressive, pro-active agenda Forward Wisconsin is setting for the coming year, but it will take everyone's investment of time, energy and resources to ensure success. I am confident that the organization will be successful and productive, as it has been for the past 19 years, and we need your continued support of Forward Wisconsin in its 20th year.

Congratulations to Forward Wisconsin on a great year. I look with anticipation to Forward Wisconsin's exciting role in the state's future economic development plans.

Sincerely,

A handwritten signature in black ink that reads "Jim Doyle".

Jim Doyle
Chairman

Investing for Growth

LIFE SCIENCES PROMOTION & GROWTH

Since 2000, Forward Wisconsin has placed a strong emphasis on promoting Wisconsin's life sciences resources and companies. The marketing effort had humble beginnings with a handful of individuals coming together and deciding to help Forward Wisconsin take an exhibit booth to BIO—the world's largest biotechnology conference—and to create a state biotech marketing piece and biotech company directory. Over the past three years, the life sciences marketing program has steadily grown with support from the Governor's Office, state agencies, universities, technical colleges, life sciences firms, economic development officials and many other valuable partners. We are delighted that our partners within state government, academia and the private sector have utilized Forward Wisconsin's Bioscience Marketing Advisory Committee meetings, and BIO exhibit pavilion area and related events, to launch even more targeted efforts to promote Wisconsin life sciences interests and their own specific goals.

For example, Advisory Committee discussions spawned the idea that Wisconsin life sciences firms needed more guidance with regulatory pathways. A focus group, coaching session and regulatory breakfast meeting resulted. BIO 2003 spurred spin-off activities as well with Governor Doyle leading over 70 Wisconsinites to Washington, DC to promote our state's life sciences resources and companies. While each of the Wisconsin delegation members had different goals for their participation—whether it was gaining more investment for their companies, encouraging technology transfer, handling sales or developing key relationships—each came together to support the overall Wisconsin marketing program through the Wisconsin exhibit pavilion, large reception and other activities. Forward Wisconsin will continue to work with the emerging, and exciting, life sciences sector into the future.

LIFE SCIENCES SECTOR HIGHLIGHTS

Bioscience Marketing Advisory Committee Meetings:

July 22, 2002, Sept. 20, 2002, Dec. 5, 2002,
Feb. 7, 2003, March 21, 2003, May 8, 2003 and June 5, 2003

Life Sciences Firm Mini-Prospecting Trip in San Diego:

Nov. 18 & 19, 2002

BioWI.com Open House in Madison: Dec. 3, 2002

Regulatory Issue Focus Group for Life Sciences Firms in
Madison: Dec. 16, 2002

Wisconsin Life Sciences Company Visits in Southeast
Wisconsin: Jan. 21 & 22, 2003

Regulatory Coaching Session for Life Sciences Firms in
Fitchburg: March 20, 2003

BIO 2003 in Washington, DC: June 22–25, 2003

Regulatory Breakfast Meeting in Washington, DC:
June 25, 2003



Sig Snopek (left) and his band Angel Breath pictured with Holly Reed (center) from SBC after their performance at the Wisconsin "Just Imagine" reception held in Washington, DC to promote biotech.



Gala Biotech's Greg Bleck (left) and Bob Branflick (center) share their product and service line with a potential customer as part of the Wisconsin pavilion at BIO 2003.

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PLASTICS PROMOTION & GROWTH

Wisconsin is home to an impressive plastics industry that is well established and among the top 10 in the nation. However, it is the great growth potential and the important part the sector plays in cutting-edge technologies that encouraged Forward Wisconsin to intensify its plastics marketing program over the past two years. Following the target industry model established by the life sciences sector, Forward Wisconsin has established partnerships within the state's plastics industry, as well as with regional and national associations, to promote Wisconsin's plastics resources and companies. The Plastics Wisconsin initiative has maintained a web site at PlasticsWI.com, assembled a plastics marketing piece and company directory, organized an annual Plastics Day and pulled together a marketing effort at national and regional plastics tradeshows and conferences.

The National Plastics Exposition (NPE) highlighted the Plastics Wisconsin marketing program this past year, as well as the strength of Wisconsin's plastics sector. Forward Wisconsin led a group of 11 economic development professionals from across the state to the Expo and the Wisconsin exhibit floor presence was bolstered by 56 Wisconsin-based plastics-related businesses that brought booths to McCormick Place in Chicago. A Wisconsin reception was held to encourage partnerships, joint ventures and investment in the state's plastics industry.

PLASTICS SECTOR HIGHLIGHTS

- Published Plastics Marketing Piece: Aug. 2002
- Wisconsin Plastics Industry Day in Madison: Nov. 19, 2002
- Plastics Advisory Meetings in Menomonie: Dec. 12, 2002, Feb. 19, 2003 and May 14, 2003
- Installed Electronic Wisconsin Plastics Business Directory on PlasticsWI.com: June 2003
- National Plastics Exposition in Chicago: June 23–27, 2003



Forward Wisconsin's Ken McAdams (center) and Jan Alf (left) led a team of economic development professionals to NPE 2003 to promote Wisconsin's plastics sector.

“Our company was pressed for space with a growing customer base when we decided to build a new manufacturing facility. We considered building in both Minnesota and Wisconsin. We consulted with Forward Wisconsin on numerous occasions before making the decision on our move to Osceola. Ken McAdams was always helpful with coordinating meetings, answering questions and getting information to us when needed. We are pleased with Forward Wisconsin's cooperation; it has helped us to make our decision to move east of the river.”

*Keith Koecher, President,
F&M Plastics, Inc.*

Investing for **Achievement**

FOREST PRODUCTS PROMOTION & GROWTH

The equation “trees equal technology growth” may not be readily apparent, but it is exactly that concept that has made the forest products sector a target industry for Forward Wisconsin. And, more importantly, a wonderful growth opportunity for Wisconsin. While Wisconsin’s rich forest resource base and paper industry are well known, the innovation, technology and value-added product potential of our \$22 billion forest products industry is not. Forward Wisconsin, in partnership with forest product firms, the Department of Natural Resources, University and Technical College Systems, the Wisconsin Paper Council, local economic development groups and utility companies, has spearheaded an effort to promote the forest products sector for the past three years.



Terry Mace (right), Wisconsin DNR, and Doug Venable, City of Janesville, helped to focus potential prospects on the advantages of the state’s forest products industry at IWF in Atlanta.

Forward Wisconsin’s forest products marketing program was featured this past year at The International Woodworking Machinery and Furniture Supply Fair (IWF) 2002. IWF is one of the largest tradeshow for the furniture manufacturing, architectural woodwork, custom and general woodworking industries. A group of 10 Wisconsin local economic development professionals and industry experts traveled to Georgia to promote the state’s resources. Representatives from the Department of Natural Resources-Bureau of Forestry and the UW-Madison Forest Ecology and Management Bureau pitched in to help promote Wisconsin’s forest products sector to a global audience of wood product business executives and vendors. During the past year, the forest products working group also spent considerable time assembling a marketing piece titled “Wisconsin’s Forest Products: A Cut Above” for promoting the industry sector.

FOREST PRODUCTS SECTOR HIGHLIGHTS

The International Woodworking Machinery & Furniture Supply Fair in Atlanta: Aug. 22–25, 2002

Published Forest Products Marketing Piece: April 2003



Scott Reigstad (left), Forward Wisconsin, works with a South African delegation interested in the target industry model utilized by Forward Wisconsin to promote sectors like forest products, biotechnology and plastics.

Geographic Market Development

TWIN CITIES METRO MARKET DEVELOPMENT TRIP

The Twin Cities metro area is an annual geographic target for Forward Wisconsin and has been visited regularly throughout our organization's history. Minnesota's higher cost of doing business, the similar nature and history of our two states and the close proximity of the Twin Cities metro area to Western Wisconsin, has made this program a success every fall. From 1987–2003, nearly 40 percent of all the successful out-of-state attraction projects that Forward Wisconsin has been involved with were from Minnesota. The vast majority of those successful business projects were located in the Twin Cities metro area and were visited during a market development trip.

On October 8–10, 2002, Forward Wisconsin led a group of 16 Wisconsin economic development professionals into the Twin Cities metro area to meet with 50 CEOs that were interested in expanding their businesses to Wisconsin. The market development trip began with the mailing of 3,500 letters and follow-up phone calls to secure appointments. The letters were customized and targeted, based upon what industry was receiving them.

CHICAGO METRO MARKET DEVELOPMENT TRIP

With the largest manufacturing metro area economy in the Midwest, Chicago and the counties in northeastern Illinois have been another annual geographic target for Forward Wisconsin. The Chicago metro area is a massive economic engine and has nearly three times more businesses than the Twin Cities metro area. Illinois residents are consistent pleasure travelers to Wisconsin and the similarity and proximity of our two states helps to fuel positive results with the annual spring Chicago program. From 1987–2003, over 25 percent of all the successful out-of-state attraction projects that Forward Wisconsin has been involved with were from Illinois and most of these projects resulted from the Chicago metro market development trip.

On April 1–3, 2003, Forward Wisconsin led a group of 14 Wisconsin economic development professionals into the Chicago metro area in search of emerging industries and technology businesses that had an interest in expanding to Wisconsin. To further target several thousand Chicago-area business decision-makers who were looking for expansion options in Wisconsin, 3,000 letters and direct mail pieces were sent to CEOs in the specific areas of aerospace, advanced manufacturing, plastics, value-added forest products, biotechnology, medical devices and software/computers. Following the letters, an extensive phone program took place that secured 38 one-on-one appointments.



The Proficient Data team gathers in their new Milwaukee office. Proficient Data is a Forward Wisconsin success in the past year, as well as a major investor.

“Wisconsin was a huge help to us in finding a new home for our expanding businesses. Choosing Wisconsin was only the beginning of Forward's involvement. They continued working with many of our associates, to ensure a successful launch. Forward's follow up and on-going support are truly amazing!”

*Jim Russell, President,
Proficient Data*

Investing for **Visibility**

Special Business Marketing Activities

GREATER MILWAUKEE OPEN BUSINESS RECOGNITION OUTING

For the past 12 years, the Greater Milwaukee Open (GMO) Business Recognition Outing has been a premier special event organized by Forward Wisconsin in partnership with one of our major private sector investors. For the past several years, since the GMO moved dates from September to July, the GMO Outing has unofficially kicked off our fiscal year marketing schedule. ANR Pipeline Company, U.S. Bank and *We Energies* have all sponsored the two-day event over the years by providing tickets, their corporate village tent venues and financial support. Forward Wisconsin invites its “hottest” business prospects, prior year success companies, investors, board members and special guests to the GMO. The Wisconsin hospitality program includes an overnight stay in downtown Milwaukee and a dinner cruise on the Milwaukee River. Guests also attend a business recognition program with the Governor giving awards to our success companies and then stay to enjoy the rest of the day on the golf course, watching the pros.



Olympic Gold Medal Speedskater Casey FitzRandolph is pictured with Forward Vice Chair Holly Reed. Casey has worked with the Forward team over the past year to promote Wisconsin's outstanding business assets.

On July 11 & 12, 2002, *We Energies* sponsored the two-day GMO Business Recognition Outing to help recognize seven firms in attendance that expanded to Wisconsin from other states over the past 12 months. The Governor, Lt. Governor, Forward Wisconsin Board members and investors, plus several other key state officials, helped to honor the success companies and worked in urging the out-of-state business prospects in attendance to expand to Wisconsin. The seven companies honored included: Bombardier, Greentek, Islander Houseboats, National Railway Equipment, Permacel, Professional Power Products, and TNT Logistics/ Andersen Corporation.

CORENET GLOBAL SUMMIT

Site selection consultants and corporate real estate executives continue to play a significant role with companies seeking expansion or relocation. Forward Wisconsin works to develop one-to-one relationships with this key constituency to keep Wisconsin on the “radar screen” for business expansion and relocation projects. One way our group develops and maintains these relationships is through attendance at international and national real estate conferences. Forward Wisconsin staff have attended real estate conferences and organized a Wisconsin presence at these conferences for well over 15 years. Early efforts focused on a marketing program at the International Development Research Council (IDRC) and their fall “World Congress.” A similar group, the National Association of Corporate Real Estate Executives (NACORE)



Steve Peterson (right) of Alliant Energy shows location options to interested site consultants visiting the Forward booth at CoreNet in San Diego.

was also a target for our initiatives. In 2002, IDRC and NACORE were integrated into one organization, CoreNet Global. CoreNet stands for Corporate Real Estate Network. CoreNet Global is the world's premier association for corporate real estate professionals. CoreNet Global's nearly 3,000 end-user members make it the world's largest group for corporate real estate executives who typically run the real estate and related support functions for companies.

On November 17–20, 2002, Forward Wisconsin conducted a marketing program at the CoreNet Global Summit in San Diego, California. The program included our exhibit booth, a private dinner with site selection consultants and attendance at Summit sessions by staff. In addition to these activities, a life sciences mini prospecting trip was conducted in partnership with the Wisconsin Alumni Research Foundation's (WARF) West Coast office. A 180-piece direct mail campaign and telemarketing follow-up yielded appointments with six bioscience companies that were visited in the San Diego metro area.

“CELEBRATE WISCONSIN” CHICAGO ALUMNI RECEPTION

Forward Wisconsin has been organizing receptions for Wisconsin college alumni for over three years in order to reach multiple audiences and maximize its resources and effectiveness. These “value-added” activities are conducted while the organization is present in an out-of-state location for its market development programs and tradeshows. Past receptions were organized in Boston, Toronto, Kansas and San Diego and sponsored by the Wisconsin Department of Workforce Development. Forward Wisconsin works with the state's colleges and universities to invite targeted alumni. Attending guests are treated to Wisconsin food and beverages, a visual presentation of Wisconsin's incredible lifestyle and recent developments in the state. Additionally, they have access to Wisconsin employment opportunities.

On April 2, 2003, a “Celebrate Wisconsin” Chicago alumni reception took place during the timeframe of Forward's annual Chicago metro area market development trip. *We Energies* provided guidance to Forward and underwrote half the event's cost. While there were opportunities to view available job listings during the reception, the primary focus was to spend time one-on-one with Wisconsin expatriates and let them know all the great things that have happened in the state since their college graduations. College alumni living in the Chicago metro area that received degrees between 1987 and 1996 were mailed invitations from Governor Doyle, with the reception taking place in downtown Chicago at the “W” Hotel.



Mike Eaves, head coach of the UW Hockey Badgers, recently moved back to Wisconsin. Mike, a UW-Madison alum, is enthusiastic about Wisconsin's quality of life and shared his thoughts at Forward's 2002 Annual Meeting.



Governor Doyle (right) with Jeff Kapp (center) from Wausau Insurance, talks about the vital importance of economic growth in our state.

GOVERNOR'S FISHING OPENER WEEKEND

Forward Wisconsin, for the eighth consecutive year, hosted business executives at the Governor's Fishing Opener. The weekend event is a great outing that shows off Wisconsin's wonderful quality of life. The Opener provides an opportunity for Forward Wisconsin staff and the Governor to spend time with business prospects and talk to them about the benefits of doing business and living in Wisconsin.

Forward Wisconsin hosted executives from three Minnesota companies, May 2 & 3, 2003, on Lake Namekagon near Cable for the 38th annual Wisconsin Indian Head Country's Governor's Fishing Opener. Governor Doyle greeted the executives during the weekend to encourage them to locate a new facility in the state and to create new investment and jobs.

Marketing Support & Successful Partnerships

Forward Wisconsin receives hundreds of contacts per year requesting information about the state, and we respond accordingly. Contacts range from students seeking details to complete an assignment, to business people seeking licensing, permitting, site and regulatory information, to local economic development professionals inquiring about state cost comparative data. Forward Wisconsin touches dozens of successful business projects during a typical year. Our staff may provide information, attend meetings, give referrals directly to a prospect, or someone working with a prospect, or we may be the key contact throughout an ultimately successful expansion project. In any event, Forward Wisconsin markets Wisconsin's business climate and will assist and work with any individual or group that wishes to bring economic development investment into the state.

Forward Wisconsin's public-private partnerships and relationships are key ingredients to our success in encouraging businesses to expand, relocate or build in Wisconsin. Working together with the Wisconsin Department of Commerce, economic development professionals, state government, educational institutions and our many private sector partners, we provide significant assistance to nine businesses that brought investment and jobs to the Badger State last year.



Melanie Platt-Gibson (left), Forward Wisconsin, and Nancy Elsing, Columbia County EDC, collaborate on the creation of a marketing piece for an upcoming industry forum.

Investing for Results

COMPANY NAME	ORIGIN LOCATION	WI LOCATION	PROJECT TYPE
American Structural Metals Mfg.	Minnesota	Somerset	Structural Steel
Armstrong-Blum Manufacturing Company	Illinois	Oshkosh	Corporate Headquarters
Dadson's Machining	Minnesota	Hammond	Machine Parts Mfg.
F & M Plastics	Minnesota	Osceola	Plastics Mfg.
Ford Motor Company	Minnesota	Menomonie	Distribution Center
Gartner Studios	Minnesota	Hudson	Distribution Center
Kohler Co.	Wisconsin	Saukville	Metal Fabrication
McLane Foodservice-Milw.	Texas	Racine	Distribution Center
Proficient Data Milwaukee	Illinois	Milwaukee	Data Processing

“We would not have moved our business to Wisconsin if it weren't for Forward Wisconsin. They helped answer all the questions we had about relocation and connected us to all the right people in the process.”

Greg Gartner, President, Gartner Studios, Inc.



Fred Riermann (left), President of American Structural Metals, and Forward's Ken McAdams in front of the American Structural Metals construction site in Somerset, Wisconsin.



McLane Foodservice, a distributor to the leading quick-service restaurant chains, purchased 21 acres in Racine County's GrandView Business Park. McLane is building a 69,000 square-foot food service distribution center with a value of \$10 million and initial employment of 200 people.



Ford Motor distribution center building in Menomonie, Wisconsin. Ford and GM both located parts distribution centers in western Wisconsin in the past year.

“Ford chose Wisconsin as the location for our new High Velocity Parts Distribution Center because at the state and local level, there are many positive attributes that support and encourage business development. Our partners at Forward Wisconsin have always made us feel like they really wanted Ford as a key member of their business community.”

Don Johnson, Director, Global Parts Supply and Logistics, Ford Motor Company

Forward Wisconsin Board of Directors

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Governor Jim Doyle

VICE CHAIR

Holly Reed

Vice President—Govt. & External Relations
SBC

TREASURER

Jeffrey B. Bartell

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MMAC

Barbara Swan

Executive Vice President & General Counsel

Alliant Energy

Mike Swenson

Wisconsin's President & CEO

Xcel Energy

Rolf Wegenke

President

WAICU

Jeff Welch

President—Madison Market

Bank One, Wisconsin

Gary Wolter

President & CEO

Madison Gas & Electric

Investing for **Value**

Forward Wisconsin's marketing activities are supported with a state investment that requires a one-to-one financial match by private sector entities. Over our organization's 19-year history, the private sector has invested nearly \$12 million in Forward Wisconsin to support economic development. We appreciate everyone that contributes to Forward Wisconsin's success through their time, energy and investment.

CHAIRMAN'S LEVEL

- State of Wisconsin
- We Energies

PRESIDENT'S LEVEL

- Alliant Energy
- Lands' End
- Marshall & Ilsley Corporation
- Marshfield Clinic
- SBC
- U.S. Bank
- Verizon
- Wisconsin Public Service Corporation
- Xcel Energy

LEADERSHIP LEVEL

- The American Center
- American Transmission Company
- Bank One, Wisconsin
- Dairyland Power Cooperative
- DeWitt Ross & Stevens
- Madison Gas & Electric
- Merrill Lynch
- Proficient Data
- Quarles & Brady
- Wausau Insurance Companies

INVESTOR LEVEL

- Associated Banc-Corp
- Boelter + Lincoln
- CenturyTel Corporation
- GE Medical Systems
- J.P. Cullen & Sons, Inc.
- Johnson Controls Foundation
- McGladrey & Pullen, LLP
- Midwest Airlines
- Wausau Benefits
- WOW Logistics

PARTNER LEVEL

- A.O. Smith Corporation
- AMCORE Bank
- Ayres Associates
- Berghammer Corporation
- Cedar Corporation
- Deloitte & Touche
- First National Bank

- General Motors
- Georgia-Pacific Corporation
- Godfrey & Kahn
- Grant Thornton
- J.J. Keller & Associates
- John Deere Horicon
- Johnson Bank
- Kell Container Corporation
- Kikkoman Foods
- Michael Best & Friedrich, LLP
- MLG Commercial
- Opus North Corporation
- Promega Corporation
- Stora Enso North America
- The George Kress Foundation
- The River Bank
- Virchow, Krause & Company
- Wells Fargo
- Wisconsin Physicians Service

ASSOCIATE LEVEL

- A.C.E. Building Services
- Allen-Edmonds Shoe Corporation
- C.G. Bretting Manufacturing
- Church Mutual Insurance
- CUNA Mutual Group
- Durand Builders Service
- Forward Janesville
- General Casualty Company, Inc.
- Kenosha News
- Kwik Trip, Inc.
- Peterson Builders
- Roethe, Krohn, Pope & McCarthy, LLP
- Saint Croix Ventures
- SSI Technologies
- Sub-Zero Freezer Co.
- The Edgewater Hotel
- Whyte, Hirschboeck & Dudek
- Wisconsin Economic Development Association
- Wisconsin Manufacturers & Commerce

Investing for **Financial**

Statements of Financial Position

JUNE 30, 2003 AND 2002

ASSETS	2003	2002
Current Assets		
Cash and cash equivalents	\$ 177,068	\$ 137,950
Certificates of deposit	168,039	216,950
Contributions receivable	75,000	18,911
Other receivables	9,638	4,500
Prepaid expenses	12,031	8,881
TOTAL CURRENT ASSETS	441,776	387,192
Property and Equipment, Net	63,131	53,175
	\$ 504,907	\$ 440,367
LIABILITIES AND NET ASSETS		
Current Liabilities		
Current portion of capital lease payable	\$ -	\$ 9,251
Accounts payable	82,693	56,434
Accrued liabilities	42,391	41,245
TOTAL CURRENT LIABILITIES	125,084	106,930
Long-Term Portion of Capital Lease Payable	-	4,029
TOTAL LIABILITIES	125,084	110,959
Net Assets		
Unrestricted	354,823	296,908
Temporarily restricted	25,000	32,500
TOTAL NET ASSETS	379,823	329,408
TOTAL LIABILITIES AND NET ASSETS	\$ 504,907	\$ 440,367

Forward Wisconsin wishes to sincerely thank all of our additional partners that provided in-kind services, time, energy and marketing support throughout the year. We appreciate everything you do for us and value your contributions.

If you are interested in joining the growing list of Forward Wisconsin investors and partners, please contact us directly at 608.261.2500 or info@forwardWI.com.

Forward Wisconsin Locations

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- Eastern Region Office
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Pewaukee, WI 53072
Phone: 262.691.7873
Fax: 262.691.7876
- Western Region Office
620 W. Clairemont Avenue
Eau Claire, WI 54701
Phone: 715.833.6666
Fax: 715.833.6668



Forward Wisconsin's headquarters is located on the fifth floor in the Wisconsin Department of Commerce building in downtown Madison. The close proximity to the State Capitol and our Commerce partners allows for the efficient and effective transfer of vital information that leads to business growth.



Former Governor Anthony Earl received the Forward Founder's Award this past February in honor of his foresight and vision in structuring the public-private model that continues to exist today. Governor Earl was Forward Wisconsin's first chair and remains a strong supporter of the organization and its mission.



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