



THE FLASH

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“A NEW DAY” - FORWARD WELCOMES NEW BOARD LEADERSHIP & MEMBERS

During his January 6 inaugural speech, Governor Doyle declared it a “new day in Wisconsin” and his comment rang true as well for Forward Wisconsin as it welcomed its first democratic chairman since Forward founder, Governor Earl, held that post from 1984-1986. “The Forward staff is excited to be working with our new chairman, Governor Doyle, as we continue to promote the great state of Wisconsin,” says Wayne Harris, Forward Wisconsin president. On January 8, Forward Wisconsin also welcomed two additional new board members, Wisconsin Department of Commerce Secretary Cory Nettles and Senator Scott Fitzgerald. Nettles, formerly with the law firm of Quarles & Brady, was appointed as Secretary and becomes an automatic Forward Wisconsin Board and Executive Committee member. Senator Fitzgerald (R-Juneau) was appointed by Senate Majority Leader Panzer to serve as one of our four legislative board members.



WISCONSIN LIFE SCIENCE FIRMS TO NETWORK WITH NATIONAL VENTURE CAPITAL AUDIENCE

Long known as a “fly-over” zone for national venture capital dollars, the Midwest is coming together to flex its collective strength to investors and Wisconsin life science firms will benefit. The Wisconsin Biotechnology Association will join with its sister organizations from seven other Midwest states, as well as the national Biotechnology Industry Organization (BIO), to bring a premier venture investor event to the Midwest.

On April 3-4, the BIO Mid-America Venture Forum is scheduled to take place in Chicago at the Intercontinental Hotel. The objective is to showcase the Midwest biotechnology life science companies to top venture capitalists from the around the country. For more information, go to www.bio.org/midamerica/2003.

CHICAGO - CENTER POINT OF FORWARD'S NEXT MARKET DEVELOPMENT TRIP

The Forward Wisconsin team will spend April 1-3 in Chicago as part of a multi-faceted market development trip targeting CEOs, alumni, real estate brokers and

business site selection consultants. Over 3000 Chicago area business executives will be invited to spend 45 minutes on either April 2nd or 3rd with the Forward Wisconsin team to discuss the benefits of expanding their operations to the state. The invitation will come in the form of letters and a telemarketing campaign. To bolster the effectiveness of the development program, Forward Wisconsin will also work with partners to organize a “Come Home to Wisconsin” alumni event and desk-side visits with key real estate brokers and business site selection consultants. In keeping with Forward Wisconsin’s emphasis on attracting emerging industries, we will heavily target technology firms and advanced manufacturing operations. For more information, contact Melanie Platt-Gibson at [608.261.2507](tel:608.261.2507) or mplattgibson@commerce.state.wi.us.



VERIZON CONTINUES FOUNDATION SUPPORT OF FORWARD WISCONSIN

Verizon supported 25 Wisconsin nonprofit groups to promote technology, workforce development and literacy in 2002 and Forward Wisconsin proudly counts itself among those 25 recipients of Verizon’s generosity. Supporting economic development and Forward Wisconsin is nothing



new to Verizon and its Wisconsin predecessor organization, GTE. The communication giant, formed by the merger of Bell Atlantic and GTE, has deep roots in Wisconsin. In fact, GTE was conceived as a corporate entity in 1918 when three individuals purchased the small Richland Telephone Co. in Wisconsin and the rest as they say, is history. While not nearly so long ago, that history also applies to Forward Wisconsin. When Forward Wisconsin was formed in 1984, GTE was there. As well as becoming one of the founding members of our group, Verizon’s support of Forward continues to this day. Dan Matson, Vice

President of Regulatory and Government Affairs, currently serves on the Forward Wisconsin Board of Directors and Verizon invests in Forward Wisconsin at the President’s Level. Thank you to Verizon for your ongoing support of Forward Wisconsin.

