



THE FLASH

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FORWARD WISCONSIN JUMPS INTO THE NEW YEAR WITH A FULL SLATE OF ACTIVITIES AND EVENTS

Forward Wisconsin has a number of priorities and events on its January through June 2005 marketing and work agenda and it will definitely be a busy and exciting first half of the year.

Forward President Pepi Randolph will continue his heavy travel schedule to meet with investors, potential investors, legislators, government leaders, board members, economic development professionals and association heads throughout the state to gather their input and support.



Forward Wisconsin technology staff will be working on further enhancements to forwardwi.com that will offer even more marketing opportunities to Wisconsin economic development professionals and communities.



Forward Wisconsin publicity efforts will focus on bolstering in-state media networks and coverage, continuing to work on our Wisconsin national media campaign and partnering on a Wisconsin economic development day event. Finally, the prospect development program will include a spring marketing mission to the Chicago area and a June trip to Philadelphia for the world's largest biotechnology conference – and that's just part of what we are doing for the first six months of the year! Stay tuned for more details on additional Forward activities in 2005.

FORWARDWI.COM OFFERS EXTENSIVE RESOURCES FOR WISCONSIN ECONOMIC DEVELOPERS

[Forwardwi.com](http://forwardwi.com) features a "Resources for Economic Developers" section that includes over two dozen fact sheets in five different categories: Why Wisconsin, State Comparisons, Business, Education, and Forward Wisconsin. The fact sheets are updated twice a year - prior to our spring and fall marketing missions – and they are easily downloadable. In addition to the "Resources" section, there are more fact sheets within the "Why Wisconsin" Section, accessible right from our homepage. We will continue to add materials in the coming weeks and months so visit us at forwardwi.com on a regular basis.



FORWARD WISCONSIN LIFE SCIENCE MARKETING ADVISORY COMMITTEE PREPARING FOR BIO 2005

The Forward Wisconsin Life Science Marketing Advisory Committee met on December 20th in Madison to begin preparations for Wisconsin's presence at BIO 2005 – the world's largest biotechnology conference. Jan Alf, Forward's Director of Business Development, is helping to coordinate the effort to have a 14-space Wisconsin pavilion exhibit area in the Pennsylvania Convention Center. BIO 2005 will take place on June 19-22 in Philadelphia. For more details, contact Jan Alf at 262.691.7873.



GOVERNOR'S CONFERENCE ON ECONOMIC DEVELOPMENT TO CELEBRATE 10TH ANNIVERSARY

The Wisconsin Economic Development Association is inviting everyone with an interest in business growth to join them for their 10th annual Governor's Conference on Economic Development. The theme for this year's conference is "Wall Street to Main Street: Finding Local Solutions in a Global Economy." The event will take place at the Monona Terrace Convention Center in Madison on February 2-4. The program will examine both local and global examples of economic development solutions that are working in the areas of finance, workforce, education and health care. For registration and more information, visit weda.org.



GOVERNOR DOYLE ANNOUNCES RECORD ECONOMIC IMPACT FOR PGA CHAMPIONSHIP

The 2004 PGA Championship pumped more than \$76 million into Wisconsin's economy – nearly double the economic impact of the 2003 PGA Championship in New York – and shattered the previous all-time record by more than \$25 million. NorthStar Economics of Madison conducted the impact study that was funded by the Departments of Tourism and Commerce. During the PGA Championship, Forward Wisconsin partnered with Commerce in arranging visits for Governor Doyle with corporate executives to pitch them on doing business in the state.

