

# THE FLASH

June 2002

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

## STRATEGIC PLANNING SET FOR DELLS

The Forward Wisconsin Board of Directors will be meeting this week to discuss the future direction of Forward Wisconsin. Jim Bower of The Bower Group has been working with Forward Wisconsin and its partners to develop a new road map for the organization to take marketing efforts into the New Economy. The strategic planning process was launched several months ago with the goal of examining Forward Wisconsin's marketing objectives and to decide what new projects should be undertaken and what initiatives should be eliminated. Strategic planning sessions have already been held with Governor McCallum and his staff, COMMERCE Secretary Albert, the Wisconsin Economic Development Association Board of Directors, Forward Wisconsin's Executive Committee and the Forward Wisconsin Economic Development Advisory Council. The culmination of the strategic planning process will be a June 20-21 session with the full Forward Wisconsin Board of Directors at the Wilderness Resort in Wisconsin Dells. The strategic plan will be completed in July of this year.



## BIO 2002 SETS RECORD PARTICIPATION

Wisconsin and the Biotechnology Industry Organization (BIO) both enjoyed unprecedented success at last week's BIO 2002 conference, the world's largest biotech convention. Governor McCallum led a record-breaking number of over 75 Wisconsin biotech executives, venture capitalists, economic development practitioners, medical professionals and academics to Toronto for the June 9-12 show. COMMERCE Secretary Albert and Agriculture Secretary Harsdorf bolstered the effort through meetings with several companies that had an interest in Wisconsin partnerships and business expansions. Casey FitzRandolph, Wisconsin Speedskating Gold Medallist, graciously signed autographs and visited with guests.

Forward Wisconsin organized the state's marketing effort at BIO 2002 which included a 10-space Wisconsin exhibit pavilion, two receptions and several one-on-one meetings with firms interested in doing business in Wisconsin. More than 15,000 participants registered for BIO 2002 – a new record attendance. The participants came from 52 countries and more than 1,000 exhibitors and speakers



discussing everything from science and medicine to business development, ethics and religion during the four-day conference.

## WE ENERGIES SPONSORS GMO EVENT

Forward Wisconsin will hold its 12<sup>th</sup> annual business recognition event at the Greater Milwaukee Open (GMO) on July 12 with We Energies graciously agreeing to sponsor the program this year. Governor Scott McCallum will highlight the recognition event and speak with out-of-state business prospects in an effort to encourage their companies to expand into Wisconsin.



While sharing his best sales pitch on the advantages of doing business in the state, Governor McCallum will also recognize companies that have recently expanded to the Badger State. The program will begin at 9:00 a.m. in the We Energies' tent in the GMO Corporate Village.

The business recognition program is part of a larger event held July 11-12 to both entertain business prospects from across the Midwest and to recognize firms that recently expanded to the state. The Wisconsin hospitality includes an overnight stay in downtown Milwaukee and a dinner cruise on the Milwaukee River. On Friday, July 12, business prospects attend the business recognition program and enjoy a day at the GMO, compliments of We Energies. Wisconsin golfers Jerry Kelly, Skip Kendall, J.P. Hayes and Steve Stricker are among those that are committed to play in this year's GMO.



## COMMERCE DEPUTY SECRETARY SPEAKS AT PLASTICS CLUSTER MEETING

Forward Wisconsin's Ken McAdams, Forward's Plastics Industry Specialist, organized a regional meeting of plastics related businesses on June 12th at the Origen Center in Menomonie. Phillips Plastics Corporation hosted the meeting with 15 companies that heard Commerce Deputy Secretary David Storey speak about a "plastics cluster" as a catalyst for implementing state initiatives to promote Wisconsin's plastics industry on a global basis. Storey also addressed the significant benefits to be derived by the industry as a cluster. McAdams additionally provided an update on the plastics website, brochure, statewide directory and a proposed business survey.