



THE FLASH

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GOVERNOR EARL RECEIVES FORWARD FOUNDER AWARD

In October 1983, a task force created by Governor Anthony Earl considered new economic development marketing strategies for Wisconsin. One of its recommendations was to form an organization that would market the state outside its borders. The organization was formed and incorporated on



February 21, 1984. Capitalizing on the state motto, it was named Forward Wisconsin. The organization was set up as a public-private 501(c)(3) chaired by Governor Earl with representatives of business, industry, education and the state

legislature. At the February 12, 2003 Forward Wisconsin Board of Directors Meeting at Madison Gas & Electric, 19 years since Forward Wisconsin was incorporated, Governor Earl was awarded the Forward Founder Award. Governor Earl shared his original vision, and current perspectives, on the state's business marketing and recruitment group. Governor Earl reiterated the need for Forward Wisconsin and told the Board that Forward Wisconsin was as relevant today – and maybe even more so – than it was when it was created during his administration back in the mid-eighties. "Thank You" Governor Anthony Earl!

WE ENERGIES TO SPONSOR WISCONSIN ALUMNI RECEPTION IN CHICAGO

We Energies has provided funding for Forward Wisconsin for a "Come Home to Wisconsin" reception for Wisconsin college alumni currently residing in the Chicago metro area. Over 5000 alumni have been invited to the April 2nd event celebrating Wisconsin's quality of life and competitive employment opportunities. The guests will be treated to Wisconsin food products and beverages, a visual reminder of Wisconsin's incredible lifestyle and recent developments in the state, and will be provided with access to and information on Wisconsin employment opportunities. While there will be opportunities to view available jobs online during the reception, the primary focus will be to spend time, one-on-one, with Wisconsin expatriates and share with them many of the great things that have happened in the state since their college graduation. College alumni living in the Chicago metro area that received degrees between 1987 and 1996 are being invited to the "Come Home to Wisconsin" reception. The talent attraction event will take place on Wednesday, April 2 from 5:30 p.m. to 7:30 p.m. in downtown Chicago at the W

Chicago City Center. Forward Wisconsin has been organizing "Come Home to Wisconsin" receptions for Wisconsin college alumni for over three years in an effort to reach multiple audiences and maximize its resources and effectiveness while present in an out-of-state location for its market development programs. In this instance, the Chicago talent attraction reception will take place during the timeframe of Forward's annual Chicago business market development trip. Past alumni events have been organized in Boston, Toronto, Wichita and San Diego.



LANDS' END JOINS THE FORWARD WISCONSIN TEAM

Lands' End, one of Wisconsin's most well known and respected companies, has joined the Forward Wisconsin team of investors and partners. Lands' End has bolstered Forward Wisconsin's marketing effort by becoming a President's Level, \$20,000 - \$49,999, investor which puts the firm among the top supporters of the state's business marketing and recruitment group. The Lands' End brand is synonymous with quality, and having Lands' End as part of our economic development group, when promoting Wisconsin, is a win for both organizations. Formed in 1963, Lands' End is a



direct merchant of traditionally styled clothing for the family, soft luggage and products for the home. They offer products through catalogs, on the Internet and in both outlet and "Inlet" stores. Lands' End operates

16 stores in four states including Wisconsin, Illinois, Minnesota and New York, plus three stores in the United Kingdom and one in Japan. An interesting historical note about Lands' End is many people ask why the apostrophe in Lands' End is in the wrong place. There have been some interesting explanations along the way, but the truth is, it was a mistake. It was a "typo" in their first printed piece that the company couldn't afford to reprint and correct it. In the years since, the misplaced apostrophe has continued to grace the Lands' End name and label. While it has prompted some raised eyebrows among English teachers, it also sets the company apart. A big "thank you" to Lands' End for their new commitment to Forward Wisconsin!