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FORWARD WISCONSIN VISITS THE “BIG APPLE” TO PROMOTE STATE BUSINESS CLIMATE

The Wall Street Journal, Christian Science Monitor and business site selection consultant meetings highlight effort

MADISON - - Forward Wisconsin President Pepi Randolph and Director of Business Development Jan Alf traveled to New York City on November 28-30 and pitched the state's business strengths to top national business reporters and key business site selection consultants. The meetings, which were scheduled by New York City-based Development Counsellors International (DCI), are part of a national earned media campaign being implemented by Forward Wisconsin. DCI, an economic development consulting firm in business since 1960, is the world leader in marketing places and is partnering with Forward Wisconsin to generate national visibility for Wisconsin's business climate.

“The national business media, especially the outlets based on the coasts, needs to hear more about all the great things happening in Wisconsin,” said Randolph. “Since many of those journalists never travel to our state, I see it as our mission to take Wisconsin's positive business climate message directly to them and work to get deserved media attention for the state. Our goal is for this added media exposure and attention to draw more investment in Wisconsin.”

During the trip, Randolph and Alf met with reporters from *The Wall Street Journal* and *Christian Science Monitor*, as well as business site selection consultants from Cushman & Wakefield and Ernst & Young. The journalists were most interested in learning more about the strong job creation numbers being generated in Wisconsin, while the business site selection consultants were interested in more detailed information on recent actions taken to encourage more business growth in the state.

“Clearly, the news that Wisconsin is leading the Midwest in job creation has reached the East Coast media and we are following up with more background to the reporters we met with,” said Randolph. “In addition, we discussed Governor Doyle's Grow Wisconsin plan with the business site selection consultants and they agreed on the importance of the changes that have been implemented through that effort.”

Forward Wisconsin, Inc., (ForwardWI.com), created in 1984, is a unique public-private state marketing organization. Its 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. Governor Doyle is Forward Wisconsin's Chairman of the Board.