

THE FLASH

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201 W. Washington Ave., Suite 500 – Madison, WI 53703
608.261.2500 or info@forwardWI.com

LARGE FOOD DISTRIBUTOR SELECTS RACINE COUNTY - CREATES 200 JOBS

McLane Foodservice, a full-service distributor to the leading quick-service restaurant chains, has purchased 21 acres in Racine County's GrandView Business Park. The firm plans to build a new 169,000 square-foot food service distribution center with an estimated value of \$8 million to \$10 million. It is estimated



that McLane will initially employ 200 people at the new facility. Dry and refrigerated foods will be brought to the center and then trucked to restaurants and convenience stores once the facility is completed in May 2003. McLane Foodservice is a wholly-owned subsidiary of McLane Company and McLane Company is a wholly-owned subsidiary of Wal-Mart Stores, Inc. McLane works behind the scenes to supply restaurant chains with everything they need to run their business. The company, based in Carrollton, Texas, has 17 distribution facilities and several support centers throughout the country. Jan Alf, Forward Wisconsin's Eastern Regional Director, initially worked with the project manager – Construction Management Technology of Dallas Texas – for several months in providing business cost comparative data, consulting assistance and help with finding available business sites in southeast Wisconsin.



50 MINNESOTA CEOs MEET WITH WISCONSIN TEAM

On October 8-10, Forward Wisconsin led a group of 16 Wisconsin economic development professionals from across the state into the Twin Cities' metro area as part of its metro market development program. The mailing and marketing effort prior to the program caught the interest of 50 Twin Cities' area CEOs who wanted to learn more about the benefits of expanding their businesses to Wisconsin. The Wisconsin Team met with CEOs in the plastics, business services, computer-related and general manufacturing sectors. In addition, several firms headquartered in the Twin Cities, that currently have Wisconsin operations, were visited to hear their feedback on doing business in the state, thank them for their investment here and offer any assistance that they may need. The Forward Wisconsin Twin Cities program commenced several weeks ago with a personal letter from



Wisconsin Department of Commerce Secretary Albert, along with a brief direct mail piece. The letter was sent out to nearly 4,000 Twin Cities' metro area business executives and it was tailored to the specific industry sector that the firm was operating in. For example, a Minnesota printing firm received a different letter than a Minnesota plastics firm and the letters spoke of Wisconsin's business advantages in the particular business cluster the Minnesota company occupied. The industry "tailored" letters were mailed out as part of an ongoing effort to "target" specific businesses for expansion to Wisconsin. Each Minnesota businessperson received a follow-up phone call from Forward Wisconsin in an effort to secure the face-to-face appointments. The prospecting trip to the Twin Cities by Forward Wisconsin is an annual marketing strategy. Forward Wisconsin maintains an Eau Claire, Wisconsin office with its Eastern Regional Director – Ken McAdams - who works exclusively with Minnesota businesses interested in a Wisconsin expansion.



WISCONSIN TEAM TARGETS REAL ESTATE EXECUTIVES

The Wisconsin Team will be heading to San Diego next month to develop stronger relationships with corporate real estate executives and site selection consultants during



CoreNet Global's Fall Summit. Businesses are increasingly hiring outside consulting firms to advise them on where to locate new facilities and this makes the CoreNet association membership a key audience for Wisconsin's marketing efforts. The Summit will take place November 16-20 with the theme "Risky Business: Leading Change in Turbulent Times." Corporate real estate practitioners and industry experts will examine how shifts in the market, economic trends, evolving corporate strategies and technology are driving change. Forward Wisconsin will host a dinner with site selection consultants that concentrate their efforts in the Midwest and on corporate real estate professionals with locations in the region. In addition, the Wisconsin Team will work the Forward Wisconsin tradeshow booth during the exhibit portion of the Summit and participate in one-on-one visits with potential prospects in the San Diego area. CoreNet Global is the world's premier association for corporate real estate and related professionals. Its membership base totals almost 7,000 corporate real estate executives, service providers and economic developers.