

THE FLASH

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TWIN CITIES PROGRAM TAKES ON ENRICHED FORMAT

The annual Twin Cities prospecting trip – like all of Forward Wisconsin's upcoming forays into geographic markets – is taking a new approach to getting Wisconsin's pro-business message to corporate decision-makers. The Twin Cities prospecting trip, now called the Twin Cities market development program, will still include a mailing to nearly 4,000 CEOs requesting appointments with the Forward Wisconsin team for a two-day period next month. Yet, the program will now take a more focused approach in reaching targeted industries and Forward will begin adding value events surrounding the traditional call program. For example, in recognizing the importance



of business retention, Forward Wisconsin has enhanced its mailing list to include 62 companies that are headquartered in the Twin Cities metro area that already have facilities in Wisconsin. In addition, for the first time ever, each targeted industry CEO will receive a letter specifically tailored to their particular industry requesting an appointment. Finally, seven Twin Cities area site consultants have accepted an invitation to attend a networking dinner. On future market development trips, other targeted activities will be added like Wisconsin alumni receptions, meetings with site selection consultants, face-to-face visits with media outlets and other supplemental initiatives. The goal is to bring more people to a geographic market, to create more contact with a wider audience and to gain more exposure for Wisconsin's economic development advantages.

INVESTOR PROFILE: ANR PIPELINE COMPANY

ANR Pipeline Company has gone through many changes since the mid-eighties - notably being acquired first by The Coastal Corporation and recently by El Paso Corporation – but one thing has not changed at ANR and that is their high-level of commitment to Forward Wisconsin and to economic development in the state. ANR Pipeline Company was one of the founding members and original financial supporters of Forward Wisconsin when it started back in 1984 and their commitment remains to this day. ANR Pipeline is one of the top five investors in Forward Wisconsin and Gary



Charette, ANR's Vice President – Marketing, Development & Capacity Training in their Brookfield, Wisconsin office, serves on Forward's Board of Directors. ANR has also been generous in supporting countless Forward Wisconsin marketing efforts and events over the years including providing tickets to the Greater Milwaukee Open and Great Circus Parade for prospects, sponsoring Forward at real estate conferences and giving grants for publications and regional marketing. Through its approximately 10,600 miles of pipeline, ANR Pipeline Company operates one of the nation's largest interstate natural gas pipeline systems and has served Wisconsin for over 50 years. A big "thank you" to ANR President Jim Cleary and ANR Board of Directors' member Gary Charette for their ongoing support and investment.



NEW TARGET INDUSTRY REPORTS & PUBLICATIONS AVAILABLE

Forward Wisconsin has collaborated on, or created, several reports and publications recently that are available to economic development professionals, business people and other interested parties. Call 608.261.2500 for more details.



- *BIO 2002 Final Report* (available in *.pdf electronic format, limited paper copies available)
- *Bioscience 4-color marketing piece* with CD-ROM biotech company directory (paper copies available)
- *Plastics 4-color marketing piece* (paper copies available)
- *Wisconsin Primary & Secondary Wood Using Directories* from DNR (paper copies available)
- *Wisconsin Building & Sites Database – SitesWI.com brochure* (limited paper copies available)

REMINDERS

- [Forward Wisconsin Annual Meeting](#) at American Family Insurance (RSVP: 608.261.2501) Sept 23 – Madison
- [Wisconsin Economic Development Association Conference](#) (weda.org) Sept 25-27 – Milwaukee
- [Wisconsin Economic Summit III](#) (wisconsin.edu/summit/) Oct 14-16 – Milwaukee