

THE FLASH

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AMERICAN TRANSMISSION JOINS THE FORWARD WISCONSIN TEAM

Forward Wisconsin is proud to welcome American Transmission Company (ATC) as a new investor, board-level participant and economic development partner. ATC became a Leadership Level investor earlier this year and José M. Delgado, President and Chief Executive Officer joined the Forward Wisconsin Board of Directors. ATC is the first multi-state transmission-only company in the United States. They provide electric transmission service from the Upper Peninsula of



Michigan, throughout the eastern half of Wisconsin and into portions of Illinois through 8,900 miles of high-voltage transmission lines and 450 substations. ATC provides communities with access to local and regional energy sources through its electric transmission network. ATC began operations on Jan. 1, 2001, when the company took responsibility for the transmission systems that previously were owned and operated by multiple electric utilities serving the Upper Midwest. A Wisconsin law encouraged utilities in the state to transfer ownership and control of their transmission assets to a statewide transmission company. Unlike other utilities, ATC has a sole focus – transmission. They are not involved in the generation, distribution or marketing of electricity. ATC operates a \$700 million transmission system as a single entity. Thank you to ATC for joining the Forward Wisconsin team!

BO RYAN TO KEYNOTE FORWARD WISCONSIN ANNUAL MEETING

University of Wisconsin Men's Basketball Coach Bo Ryan will be the keynote speaker for Forward Wisconsin's Annual Meeting & Reception to be held on Thursday, September 18. For the third straight year, American Family Insurance will host the event at their corporate headquarters in Madison, with the event beginning at 5:00 p.m. Invitations will



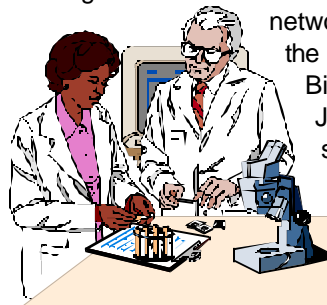
be mailed in late August. Not many people knew what to expect when Ryan took over as UW head coach two seasons ago. He inherited a team that lost five seniors and returned just three players that had played more than five minutes per game the prior year. After two historic seasons, Ryan has given Wisconsin fans every reason to be happy. We look forward to his insights on the coming season and his comments regarding the economic and quality of life impact of a major college sports program.

MIDWEST – JAPAN BIOTECHNOLOGY SUMMIT SLATED FOR SEPTEMBER 10 IN CHICAGO

The Japan External Trade Organization (JETRO Chicago) will host The Midwest-Japan Biotechnology Summit on Wednesday, September 10, 2003 in Chicago, Illinois. Co-organized by over 30 bio-related organizations



including Forward Wisconsin, and universities from 12 Midwestern states, the afternoon summit will bring together representatives of the Midwest biotechnology and life science clusters and high-level executives from Japanese biotech companies. The goal of the summit is to build business relationships, enhance collaboration and explore opportunities for investment. The afternoon event will be hosted at the Chicago Hilton and Towers, from 12:30 pm to 6:00 pm, with



networking sessions before and after the event. The Midwest – Japan Biotechnology Summit is the latest in JETRO's series of events supporting its Kansai Midwest Biotechnology Initiative (KAMBI). KAMBI is designed to build greater linkages in the areas of business, investment, research and development, while

enhancing visibility for the biotechnology sectors of the Midwest region of the United States and the Osaka-Kansai region of Japan. This initiative will culminate with the JETRO US - Midwest BioMission to Osaka from October 18-25, when local companies and bio-related organizations will have the opportunity to visit Japan and further their development plans with the companies of Kansai's biotech and life science clusters. For more information on the Midwest Japan Biotechnology Summit or the US Midwest BioMission to Osaka, contact David Peterson, JETRO Chicago at 312.832.6000 or visit them on the web at jetrocgo.org.

TWIN CITIES' MARKET DEVELOPMENT TRIP DATES ANNOUNCED

Forward Wisconsin will make its annual foray into the Twin Cities' market to meet with CEOs and encourage business expansions to Wisconsin on October 7-9. For more information contact Forward Wisconsin Rep. Ken McAdams at 715.833.6666 or via e-mail at kmcadams@cvtc.edu.

