

THE FLASH

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FORWARD CHAIRMAN PROMOTES BUSINESS GROWTH AT THE GMO

Governor Jim Doyle spent some time on the golf course last Friday morning, but other than giving a few pretend club-gripping pointers to Madison professional golfer Jerry Kelly, he never struck a golf ball nor swung a nine iron. The Governor instead made a pitch encouraging Wisconsin business growth. Governor Doyle visited the 36th annual Greater Milwaukee Open (GMO) on Friday morning, July 11, to specifically speak with out-of-state business prospects in an effort to encourage their companies to expand to Wisconsin. While working his best sales pitch on the advantages of doing business in the state, Governor Doyle also recognized several companies that recently expanded to the Badger State. The



business recognition program is an annual event coordinated by Forward Wisconsin. The ceremony took place at the We Energies' Corporate Tent in the GMO Corporate Village and it was the 13th year that Forward has organized the GMO event in partnership with one of its private sector investors. This year, We Energies agreed to sponsor the business recognition ceremony to help honor firms that had expanded to Wisconsin from other states over the past 12 months. The business recognition program is part of a larger two-day event organized by Forward and sponsored by We Energies to both entertain business prospects from across the Midwest and to recognize firms that recently expanded to the state. The Wisconsin hospitality included an overnight stay in downtown Milwaukee and a dinner cruise on the Milwaukee River. On Friday, July 11, business prospects attended the recognition program and enjoyed a day at the GMO, compliments of We Energies.

GOVERNOR DOYLE LED WISCONSIN TEAM TO WORLD'S LARGEST BIOTECH CONFERENCE

The nation's capital saw a little more "red" last month when over 75 Wisconsinites traveled east to BIO 2003, the world's largest gathering of biotechnology leaders. BIO 2003, organized by the Biotechnology Industry Organization (BIO), is the primary annual educational conference for the life science industry and over 18,000 professionals from 52 nations attended the conference at the new Washington Convention Center in Washington DC on June 22-25. Governor Doyle led the delegation of Wisconsin business executives, university officials and development professionals to BIO 2003. Forward

organized the Wisconsin effort to promote the state's life science resources and companies to the attendees and media at BIO 2003. Wisconsin's multi-faceted marketing program was highlighted by a large Wisconsin reception, hosted by Wisconsin Commerce Secretary Cory Nettles and Wisconsin Agriculture, Trade & Consumer Protection Secretary Rod Nilsestuen. Forward also assembled a Wisconsin pavilion area on the exhibit floor with several Wisconsin firms and organizations



represented and other meetings to encourage business growth. Representatives from Congresswoman Baldwin's office and Congressman Petri's office participated in the Wisconsin reception, along with Congressman Mark Green and HHS Secretary Tommy G. Thompson. This is the fourth straight year a large Wisconsin delegation has attended and exhibited at the BIO conference, with past events taking place in Boston in 2000, San Diego in 2001 and Toronto in 2002. Over the last three years, Wisconsin team members have earned a very visible "red" reputation as they proudly wear their true color. Each Wisconsin team member dons a bright red, button-down dress shirt during the Wisconsin reception and at the exhibit pavilion. The red shirts always send a clear message that Wisconsin is at BIO in force to promote the Badger State.

WISCONSIN GROUPS EXHIBIT AT NPE '03 "THE WORLD'S PLASTICS SHOWCASE"

Wisconsin's strong plastics sector was very visible last month in Chicago when Forward Wisconsin joined 56 Wisconsin-based plastics-related businesses on the exhibit floor at McCormick Place for the National Plastics Expo (NPE) 2003, the World's Plastics Showcase, on June 23-27. NPE, the premier international plastics event, included more than



1,900 exhibitors and 63,000 participants. Forward led a group of 11 economic development professionals from across the state to the Windy City for the event in its ongoing effort to recruit new businesses to the state. Plastics is one of six industries that are being specifically targeted by Forward for attraction and expansion. According to the Society of the Plastics Industry, Wisconsin is the 10th largest state in the country in terms of plastics employment with nearly 54,000 plastics industry jobs.