

# THE FLASH

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## NEW FORWARD WISCONSIN PRESIDENT HITS THE GROUND RUNNING

**M**ichael J. Armiak officially took the reigns of Forward Wisconsin as its new president on October 20 and hasn't stop moving since. He has been meeting with investors, potential investors, legislators, government leaders, board members, economic development professionals and association heads throughout the state to gather their input and support. Mike joined Forward Wisconsin as president following a successful career at ANR Pipeline Company, an interstate natural gas pipeline company serving Wisconsin and the Midwest. Recently, he was self-employed as an energy consultant. Mike's life-long experience in the energy industry provides a solid background in an area important to decision makers who are seeking to expand or relocate businesses.

As head of ANR's economic development efforts, he was responsible for the creation of initiatives, decisions on outside program requests and lending a hand himself when manpower was required. Michael is past Chairman of the Michigan Economic Development Utility Consortium. He was active on the Greater Detroit Chamber of Commerce Business Attraction Committee and, at one time, served as its Chair. Mike was instrumental in the creation of Michigan First, a public private partnership modeled after Forward Wisconsin. He has been an active participant in Forward Wisconsin over 10 years serving on the Board of Directors, Executive Committee and as Chairman of the Marketing Committee. Mike holds a Bachelor's degree in Business Administration from Wayne State University and a MBA from Eastern Michigan University.

"I am delighted by Mike's selection as the new president of Forward Wisconsin. He is a proven marketing executive and has worked extensively in the area of economic development in several states," Governor Doyle said. "His past experience in working with Forward Wisconsin will allow him to hit the ground running and effectively partner with my Administration on our 'Grow Wisconsin' economic development plan."

### SUGGESTION BOX

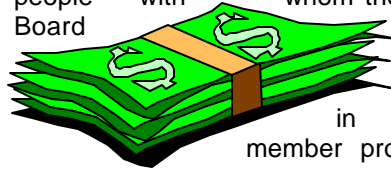
#### What does Forward Wisconsin do best?

To comment, click on the e-mail link below and share your thoughts with the Forward Wisconsin staff.

[Info@forwardwi.com](mailto:Info@forwardwi.com)

## FORWARD KICKS OFF CAPITAL INVESTMENT RECRUITMENT PROGRAM

**O**ne initiative that has already been implemented with Forward's new president on board is a "peer-to-peer" investor recruitment effort. This initiative teams Forward Wisconsin Board Members with staff and sends them out to personally meet with executives from organizations that expressed potential interest in becoming investors. The Board members provide the initial contact to business people with whom they have a relationship. The Board member speaks with the potential investor about the benefits of investing in Forward and the staff member provides specific information on the organization's activities. With the program underway for just two weeks, the results have been very strong. One existing investor increased their financial commitment, a past investor rejoined and a new investor has come on board as a Forward Wisconsin partner.



## BUSINESS SITE SELECTORS TARGETED AT INTERNATIONAL REAL ESTATE CONFERENCE

**O**n October 11-15, 2003, Forward Wisconsin participated in the CoreNet Global Summit in Atlanta, Georgia. CoreNet Global is the world's premier association for corporate real estate and related professionals numbering nearly 3,000 members.

Forward Wisconsin's marketing effort included an exhibit booth and a private dinner with five site selection consultants that work primarily in the Midwest to locate facilities. Several national contacts were made with corporate real estate executives and site selection consultants. Forward staff is currently conducting a follow-up program.



Site selection consultants and corporate real estate executives continue to play a significant role with companies seeking expansion or relocation and Forward Wisconsin works to develop one-to-one relationships with this key constituency to keep Wisconsin on the "radar screen" for business expansion and relocation projects.