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\$3 MILLION FORWARD BUDGET GOAL ANNOUNCED at 20th ANNIVERSARY LUNCHEON CELEBRATION

Forward Wisconsin Chairman Governor Jim Doyle and Forward Wisconsin President Pepi Randolph both presented a challenge to boost Forward Wisconsin's budget to \$3 million at the organization's 20th Anniversary Luncheon Celebration held October 14 in Milwaukee.

"I've challenged Pepi and Forward Wisconsin to increase the organization's budget by \$2 million in new private sector investment," said



Governor Doyle. "The state, as a partner, would match that new investment with \$1 million. This new commitment will allow Forward Wisconsin to improve its efforts at marketing Wisconsin as a great place to do business, and I know that with your help, Forward Wisconsin will reach that goal."



Randolph's remarks concluded the event and he echoed Governor Doyle's call to action in urging business leaders in attendance to support Forward's marketing mission, and renewed drive for more funding.

Don H. Davis, Jr., Chairman of Rockwell Automation was special guest speaker and shared his thoughts on the state's business climate while Tim Sheehy, president of the Metropolitan Milwaukee Association of Commerce, acted as emcee for the celebration.

The program also featured the showing of a new state business DVD, presentation of colors by the St. John's Military Academy, members of the UW Marching Band and comments from Forward Wisconsin Vice Chair Jerry Franke of WISPARK.

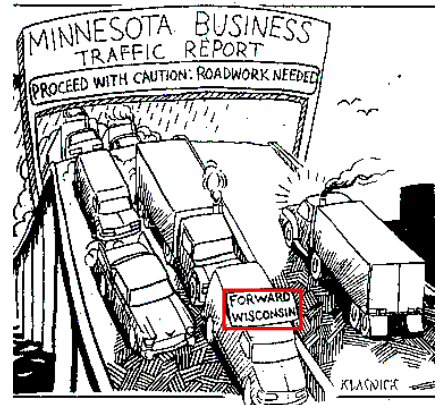


Seven past presidents and one past chairman joined 325 Forward supporters at the celebration marking Forward's 20-year history. Forward Wisconsin was the country's first statewide public-private economic development group.

MINNESOTA CEOs SHOW STRONG INTEREST IN EXPANDING THEIR BUSINESSES TO WISCONSIN

Forward Wisconsin led a group of nine Wisconsin economic development professionals to the Minneapolis-St. Paul metro area on October 26-28 to pitch the state's business strengths to top corporate executives. Over 40

face-to-face appointments were held with Minnesota CEOs to discuss the advantages of expanding their businesses to the state. The meetings, which were the result of a three-month direct mail and telemarketing campaign, generated several solid



prospects. Forward Wisconsin and its partners are now following up with more detailed information on Wisconsin, based on the needs and inquiries of the interested CEOs.

BUSINESS SITE SELECTORS HEADING TO TEXAS; WISCONSIN MARKETING TEAM WILL FOLLOW

The fall CoreNet Global Summit will take place on November 6-10 in San Antonio, Texas and Forward Wisconsin has organized a Wisconsin marketing effort to get the word out about the state's business advantages.

CoreNet Global is the world's largest group for corporate real estate executives and business site selection consultants – key decision-makers in deciding where businesses will locate, expand and invest. The Global Summits are held on a biannual basis and serve as the major educational conferences for the group's membership.



Forward Wisconsin will have an exhibit in the Henry B. Gonzalez Convention Center Expo Hall and will host one-on-one meetings with several site selection consultants and real estate executives – targeting ones that work in locating companies in the Midwest.