



THE FLASH

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BUSINESS SITE SELECTORS TO BE TARGETED AT INTERNATIONAL REAL ESTATE CONFERENCE

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-on-one relationships with this key constituency to keep Wisconsin on the “radar screen” for business expansion and relocation projects. One way our group develops and maintains these relationships is through attendance at international and national real estate conferences.



On October 11-15, 2003, Forward Wisconsin will conduct a marketing program at the CoreNet Global Summit in Atlanta, Georgia. CoreNet stands for Corporate Real Estate Network. CoreNet Global is the world's premier association for corporate real estate and related professionals. CoreNet Global's nearly 3,000 end user members makes it the world's largest group for corporate real estate executives, or occupiers, who typically run the real estate and related support functions for companies whose primary business is not real estate. Forward Wisconsin's effort will include an exhibit booth, private dinners with site selection consultants and attendance at Summit sessions by staff. Ted Penn, Director of Business & Community Development for Wisconsin Public Service Corporation, will also travel to the CoreNet Global Summit and assist with Forward's efforts.

GOVERNOR DOYLE MAKES A GREAT “WHY WISCONSIN” SPEECH TO JAPANESE CEOs

Governor Jim Doyle, Forward Wisconsin Chairman, made a great case of “Why Wisconsin” to over 200 Japanese C-level executives that were in the Windy City on September 8 attending the 35th Annual Joint Meeting of the Midwest U.S.-Japan Association Conference. Governor Doyle spoke at the opening ceremony along with several other Midwest Governors and Lt. Governors. Each state leader gave their sales pitch on why their state was the best in which to do business. Governor Doyle led off the panel with a strong message focusing on Wisconsin's great research and development capabilities, the state's wonderful educational system, the excellent infrastructure, enjoyable quality of life and our state's long-history of doing business with Japan. Governor Doyle specifically cited Kikkoman's decision to locate a facility in Walworth, Wisconsin 30 years ago and the company's recent



business expansion. The conference took place in downtown Chicago on September 7-9 and its focus was on new technologies in a variety of business sectors. Forward Wisconsin and the Wisconsin Department of Commerce participated in the event.

PROFICIENT DATA INVESTS IN FORWARD WISCONSIN & THE STATE OF WISCONSIN

Proficient Data recently increased its investment in Forward Wisconsin from \$1,500 to \$10,000. That is a good story within itself, but the tale gets better with an even larger investment by Proficient Data in the State of Wisconsin. In July of this year, Proficient Data Milwaukee, a newly spun-off company of Illinois-headquartered Proficient Data, was recognized at the Greater Milwaukee Open Business Recognition ceremony by Forward Wisconsin and Governor Doyle for their purchase of a 56,000 square foot building in the City of Milwaukee. The Wisconsin location for the firm gainfully employs about 50 people and Proficient's Wisconsin business continues to grow.



Jim Russell, Proficient Data's President and General Manager accepted the business expansion award from Governor Doyle in July, spoke eloquently about the great experience he had in working with Forward Wisconsin and city officials on his expansion. And, to the surprise of nearly everyone, he pulled out a check for \$10,000 and presented it to Forward Wisconsin Vice-Chair Holly Reed. Russell explained that he wanted to invest in Forward Wisconsin to help other businesses expand to the state. He will be formally welcomed to the Forward Wisconsin Board of Directors at the 19th Annual Meeting and Reception on September 18.

Proficient Data provides data management and production services to companies looking to outsource the processing and delivery of invoices, statements, checks, and other transactional documents. With a broad range of services - from database management to intelligent inserting, postal qualification to electronic document delivery, full-color personalization and more – they offer much more than traditional service bureaus, providing complete integrated document management and output solutions.

FORWARD ANNUAL MEETING RSVP

If you have not RSVP'd for the Forward Wisconsin Annual Meeting scheduled for 5:00 p.m. on Thursday, Sept. 18, you may still do so by calling the Forward offices at 608.261.2501 or via e-mail at info@ForwardWI.com.