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NEWS

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NEW FORWARD WISCONSIN WEB SITE AND ANNUAL REPORT RECEIVE AWARDS

Mid-America Economic Development Council gives "excellence" awards to forwardwi.com and 2004 Annual Report

MADISON -- The Mid-America Economic Development Council (MAEDC) has announced that the new Forward Wisconsin web site – forwardwi.com – and the 2004 Forward Wisconsin Annual Report, have each received "excellence" awards in their annual Development Materials Awards Competition. The awards were officially presented to Forward Wisconsin at a ceremony held on December 6 in Chicago during MAEDC's annual Mid-America Competitiveness Conference.

Aesention (now part of The Hiebing Group), a Madison-based creative design firm, developed forwardwi.com, under the direction of a Forward Wisconsin Web Site Task Force. The Task Force is composed of IT experts from the UW E-Business Consortium and the Wisconsin Department of Commerce as well as economic development professionals from Alliant Energy and We Energies.

The Forward Wisconsin 2004 Annual Report was designed by Arketype, a Green Bay creative design and advertising firm, and was written by Forward Wisconsin's Director of Communications, Scott Reigstad. The Report highlighted the past year's activities as well as Forward Wisconsin's 20-year anniversary.

"With as much as 80 percent of initial screening for site locations now done via the Internet, web sites are fast becoming the single most important economic development tool available," said Forward Wisconsin President Pepi Randolph. "Our goal in creating forwardwi.com was to assemble one of the leading edge economic development portals in the country so that corporate decision-makers could get specific Wisconsin business information quickly and efficiently. I am pleased that MAEDC recognized our efforts, and those of our partners, for both forwardwi.com and our annual report."

For many years, MAEDC has sponsored a competition to recognize and stimulate the creative use of quality marketing materials by economic development organizations throughout the Mid-America region in promoting their respective areas. Entries in ten different categories are judged on design, functionality, production quality, completeness, visual impact and uniqueness.

Forward Wisconsin, Inc., created in 1984, is a unique public-private state marketing organization. Its job is marketing Wisconsin's business advantages outside the state to educate decision-makers on the positive benefits of living, working, playing, and doing business in Wisconsin. Governor Doyle is Forward Wisconsin's Chairman of the Board. The MAEDC is an economic development professional membership organization that represents ten Midwest states, including Wisconsin.