

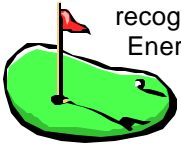
THE FLASH

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GOVERNOR PROMOTES WISCONSIN BUSINESS CLIMATE AT GMO

Governor Scott McCallum spent some time on the golf course last Friday, but he was not swinging a golf club; the Governor was making a pitch encouraging Wisconsin business growth. Governor McCallum visited the 35th annual Greater Milwaukee Open (GMO) on Friday morning, July 12, 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 McCallum also recognized 22 companies that have recently expanded to the Badger State; five of which attended the GMO business recognition program. Forward Wisconsin's 12th annual GMO business recognition program took place at the We Energies corporate tent on the Brown Deer golf course. We Energies graciously sponsored Forward's two-day GMO outing which also included a Thursday evening stay for business prospects in downtown Milwaukee and a dinner cruise on the Milwaukee River.



REP. KREIBICH PITCHES BADGER STATE TO MIDWEST SITE SELECTION CONSULTANTS

While Governor McCallum was busy promoting Wisconsin in the southeastern corner of the state, fellow Forward Wisconsin Board Member, Rep. Rob Kreibich, was addressing the same opportunities on the same day in western Minnesota. Forward partnered with Momentum Chippewa Valley to be part of the CoreNet Global Midwest Chapter Annual Summer Program and Boat Trip. CoreNet Global is the world's premier association for corporate real estate, site selection consultants and related professionals with chapters throughout the world. The Friday, July 12th program featured presentations on corporate real estate in the morning, followed by a boat cruise on Lake Minnetonka in the afternoon. As a sponsor of the event, Forward had the opportunity to make comments about Wisconsin's outstanding business climate and to create relationships with executives that regularly make company expansion location decisions. Rep. Kreibich successfully



carried the Wisconsin message to the Midwest CoreNet Global group, along with several economic development professionals from the Chippewa Valley.

FORWARD WI / JOHNSON BANK ALL-STAR GAME IS A HOME RUN

Landing the prestigious All-Star game in Wisconsin proved to be a great economic benefit for Milwaukee and Forward Wisconsin supporter Johnson Bank pitched in to make it an even greater success for the state. Johnson Bank graciously provided half the tickets to its suite at Miller Park to Forward Wisconsin for the July 9 All-Star game.

Forward took advantage of the rare All-Star game opportunity to host



two venture capitalists from the East Coast, a pharmaceutical company executive and a CEO from one of the largest medical technology firms in the Midwest. Both venture capital organizations have expressed specific interest in investing in the state and one financial group is seriously considering starting a Wisconsin venture fund and opening an office here. The pharmaceutical company represented at the event and the medical technology firm CEO were encouraged to attend thanks to connections with another Forward supporter, The Marshfield Clinic. Governor Scott McCallum, Commerce Secretary Phil Albert and Forward Wisconsin President Wayne Harris attended to pitch the benefits of investing and doing business in Wisconsin. Follow-up is ongoing with the businesses that attended the All-Star game and there is optimism that the positive results will be seen in the future.

ALF CELEBRATES 15 YEARS WITH FORWARD

On July 9th, Jan Alf, Forward Wisconsin's Eastern Regional Director, officially finished her 15th year with Forward Wisconsin. Alf is the longest-serving



Forward Wisconsin employee ever and has served in several positions during her tenure in the Milwaukee area office. She began her career with Forward Wisconsin when A.J. (Nino) Amato was President in 1987 and she has worked under a total of six Forward presidents. Jan continues to work with business prospects from her office on the campus of Waukesha County Technical College. Congratulations Jan!