

# THE FLASH

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## Governor McCallum Meets with Minnesota Prospects at Fishing Opener

**G**overnor McCallum was trying to land more than fish when he attended the 37<sup>th</sup> annual Wisconsin Indian Head Country's Governor's Fishing Opener the first weekend in May. For the seventh year in a row, Forward Wisconsin hosted several business executives who have expressed an interest in expanding their companies to Wisconsin at the Opener. Governor McCallum met one-on-one with the CEOs during the weekend to encourage them to locate a new facility in the state and to create new investment and jobs in Wisconsin.



## Plastics & Biotech Industry Efforts Growing

**F**orward Wisconsin continues to intensify its focus on target industries with plastics and biotechnology leading the way. PlasticsWI.com – launched in June 2001 – is undergoing feature and service upgrades and continues to receive more visitors each month. Just added to the site is the Spring Plastics Wisconsin newsletter. A plastics marketing piece is in the works, as well as an on-line plastics directory. On the biotechnology front, BIO 2002 in Toronto, June 9-12, is the largest biotech conference in the world. Forward Wisconsin is organizing a 12-space exhibit pavilion, two receptions, several related meetings and the schedules of Olympic Gold Medallist Casey FitzRandolph and Governor McCallum for the event. A bioscience marketing piece and directory are also being prepared. Over 50 people from Wisconsin will be in attendance at the conference.



## Johnson Bank Steps "Forward" with All-Star Support

**R**on Estervig, CEO of Johnson Bank, has graciously agreed to provide half of its Miller Park suite to Forward Wisconsin during Major League Baseball's All-Star Game on July 9. Forward Wisconsin will utilize the game tickets and amenities as the highlight of all-day

business prospect tour and recruitment effort. A program is being developed for several CEOs in targeted industries to be invited to spend a day in the Milwaukee area to learn more about what Wisconsin has to offer expanding businesses. The agenda will include one-to-one company visits, a tour of the Milwaukee area, meetings with public officials and finally, a visit to Miller Park for the All-Star Game – hosted by Governor Scott McCallum. Forward Wisconsin wishes to thank the Johnson Bank group for their support.



## WI Electric - WI Gas Is Now We Energies

**F**orward Wisconsin's largest private sector supporter has changed its name. In mid-April, Wisconsin Electric-Wisconsin Gas announced that it was changing its name to We Energies. The change was effective immediately and the company has already begun using the new name and logo on its buildings, vehicles and employee uniforms. With a number of mergers and acquisitions over several years, the company has roots from many entities and the name We Energies pulls them together under a single, united business.



## Chicago Prospecting Trip A Success

**F**ifty CEOs in the Chicago metro area were visited as part of Forward Wisconsin's annual spring prospecting trip in mid-April and early returns are showing strong interest in expansion to Wisconsin. Forward Wisconsin has conducted a prospecting trip to the Windy City for 17 straight years and Wisconsin's pro-business message and wonderful quality of life continues to resonate with Chicago-area CEOs. Additional follow-up by Forward Wisconsin and its economic development partners is underway with all the companies that expressed a need for expansion or potential relocation.

