

WISCONSIN BUSINESS COUNCIL NEWS UPDATE

October 2009 Issue 1

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Please join us!

WBC to host conference on improving Wisconsin's business climate

Wisconsin's economic development efforts have come into sharp focus recently, with the continued erosion of manufacturing jobs and loss of corporate headquarters.

What more could we, as a state, do to keep existing businesses, encourage economic growth and attract new jobs?

Join Wisconsin **Gov. Jim Doyle, Attorney General J.B. Van Hollen**, other

elected officials and members of the Wisconsin Business Council at a daylong conference focused on generating ideas that will lead to real results. Members of the Wisconsin Business Council are dedicated to working with fellow citizens, elected officials and policy-makers to implement a pro-business climate that enhances our quality of life and our prospects for sustainable economic growth.



Gov. Doyle



Attorney Gen. Hollen

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Keeping, Growing and Attracting Businesses

The Wisconsin Business Council's first day long symposium will be held Thursday, November 5 in the Plenary Room, 1310, Grainger Hall, at the Wisconsin School of Business, 975 University Ave.

Check-in will begin at 8:30 a.m. with the program featuring UW-Madison Chancellor Biddy Martin to begin at 8:50 a.m. Other notable speakers including Gov. Jim Doyle; Attorney General J.B. Van Hollen; AT&T Wisconsin President Scott VanderSanden; Orion Energy Systems CEO Neal Verfuert; Robert W. Baird & Co. Managing Director Paul Carbone; and Former UW System President Katharine Lyall promise to make this a high-powered and memorable event.

The day concludes with a reception at 4:30 p.m. To register, please send your contact information to Heidi Reynolds at Reynolds@wibusiness.org or call (608) 252-9245 by Friday, October 30.

Wisconsin Business Council Enjoys Successful Launch, Hosts Events with Policy-Makers

From a statewide tour in July that attracted significant legislative and media attention to a series of policy-maker luncheons, the Wisconsin Business Council is off to an exciting start.

Our July launch effort captured media attention throughout the Midwest and quickly established our reputation with the Wisconsin Legislature as a credible and collaborative pro-business voice.

In the months that have followed, we have played an active role in advocating for our members by providing testimonials in support of critical legislation. We also have hosted a series of policy-maker luncheons focusing on key issues related to economic development.

In August, we were honored to host both Republican Senate Leader Scott L. Fitzgerald and Republican Assembly Leader Jeff Fitzgerald for our first policy-maker luncheon in Milwaukee.

In September, we hosted Assembly Speaker Mike Sheridan and several members of his caucus in Madison. During our most recent luncheon, held earlier this month in Madison, we hosted Democratic Senate Leader Russ Decker and leaders from his caucus. We look forward to hearing from each of these leaders again at our upcoming symposium in November.



Rep. Sheridan



Sen. Fitzgerald



Sen. Decker



Rep. Fitzgerald

For more information or to register for these upcoming policy-maker luncheons, visit our Web site at www.wibusiness.org or contact Heidi Reynolds at Reynolds@wibusiness.org.

Working for a better Wisconsin

Founders of the Wisconsin Business Council recognize our state must expand and energize its commitment to economic development in a variety of ways.

Securing the state's future vitality requires a coordinated effort on the part of private sector leaders as well as elected officials and leaders of our education and training institutions. We must pursue a comprehensive, multi-faceted strategy that includes the recruitment of new companies and recognizes the urgent need to empower new entrepreneurs and focus on expanding existing businesses.

The Wisconsin Business Council is eager to expand the dialogue beyond the traditional participants to gain new ideas and accelerate our progress. We welcome the input of you, our members, and we are striving to build momentum that will encourage others to join.

In the weeks and months to come, we intend to focus our efforts on the unique needs of entrepreneurs and how to increase the availability of investment capital — particularly second-stage capital. We also recognize the need to continue to strengthen the relationship between the tremendous research capacity of our universities and colleges, and the development and marketing power within our business communities.

In addition, we intend to explore more tangible ways to highlight Wisconsin's special quality of life and how we can leverage this strength to attract and retain the 21st century work force we need. These are just a few of the issues awaiting Wisconsin's leaders. The Wisconsin Business Council invites you to join the discussion today.



WBC Welcomes Heidi Reynolds

The Wisconsin Business Council is growing and we are pleased to announce a new staff member: Heidi Reynolds will serve as director of membership development and retention, joining Executive Director Brian Taffora and Chairman Phil Prange on our leadership team.

Reynolds brings an extensive background in organizational communications and previously served as district manager and sales manager in the membership department of Wisconsin Manufacturers and Commerce. She was also responsible for the creation and implementation of the Republican Party of Wisconsin's phone bank operations.

To reach Reynolds or request information about becoming a WBC member, call (608) 695-1867 or e-mail Reynolds@wibusiness.org.

WBC welcomes participants for conference on improving state business climate (continued from page 1)

The conference will feature leaders and decision makers from the business, policy and academic community and center on four specific types of experience with business decision-making in Wisconsin, including:

- Financing start-up and growth in Wisconsin;
- The challenges of locating or expanding a business in Wisconsin;
- Specific focal points for growth including cluster industries and second stage capital; and
- Policy opportunities related to these areas.

Together, conference panelists and attendees will explore how to positively influence companies that may be considering whether to stay, grow or move to Wisconsin; what can be done to encourage second stage capital investment; and what can be done to improve the state's current tax structures to advance economic growth.

The Wisconsin Business Council seeks to energize Wisconsin's commitment to economic development by pursuing a comprehensive, multi-faceted strategic vision that includes recruiting new companies, empowering entrepreneurs and supporting existing businesses.

The daylong event will conclude with recommendations for actions by government, in the private sector and among education and training institutions. The Wisconsin Business Council will prepare and release a written summary of the meeting as well as a series of specific proposals.

Wisconsin Business Council leaders will then conduct a series of briefings with elected officials, state education leaders and private sector leaders to discuss the specific initiatives.