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December 2010 WEDA Wire

December 6, 2010

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WEDA Corporate Sponsor

Ady Voltedge

Ady Voltedge is a highly specialized research and marketing communications firm ideally suited to help both urban and rural economic development organizations retain, expand and attract business investment and talent to their respective regions.

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As my year winds down, I want to remind everyone that these next several months are a key to advancing our economic development goals and truly getting Wisconsin Back in the Game.

The special session in January will definitely incorporate parts of the Be Bold Wisconsin recommendations. In my view, it is now time for WEDA to go beyond the main

recommendation of restructuring Commerce and move to the funding and innovation recommendations that are needed to provide Wisconsin the flexibility to grow both our traditional and innovation-based economies.

A key message that I took away from the fall conference is that an innovation economy is based on strategic long-term investments and taking advantage of new opportunities, which requires long-term investments similar to those of a managed venture capital fund. The proposed Wisconsin Pioneers, with a funding model similar to the successful Kansas model operated by the Kansas Bioscience Authority, would be an important advancement in Wisconsin. This funding model seems to be more politically acceptable in the state's current economic situation, since it is pay as you go rather than adding debt through using bonding capacity. To learn more, watch the [video of their presentation](#) at the fall conference located on the WEDA Web site.

On a personal note, I want to thank Secretary Aaron Olver and his staff for their leadership during his time with Commerce. Several new financial tools were developed that long-term will enhance the performance of the state. While WEDA didn't see the Governor at our annual conferences, Commerce leadership did invite WEDA to the table to help structure several of these programs. The willingness of staff to collaborate in revising and developing new programs was greatly appreciated and a true

testament to their professionalism.

Sincerely

Brian Doudna
Wisconsin Economic Development Association
President
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Legislative Update

Governor-Elect Scott Walker has announced that he will call the new Wisconsin Legislature into Special Session on January 3, 2011 to address economic development, job creation and Wisconsin's business climate. The Governor-Elect had vowed during the campaign to take quick action--before the start of the regular session--to help jump-start the state's economy. His announcement of the Special Session is a carry-through on that promise.

Representatives of WEDA and the Hamilton Consulting Group have been meeting with the Governor-Elect's Transition Team promoting important economic development initiatives including certain provisions from the recently concluded *Be Bold Wisconsin* study of which Scott Walker spoke favorably during the campaign.

It is important to understand at this point that no specifics have been released regarding what provisions will be included in the Special Session package. The Governor-Elect has clearly signaled that business climate, including improving our litigation atmosphere, is a high priority along with a sharper state focus on economic development initiatives and programs.

Please watch for WEDA Legislative Alerts and Calls-To-Action as elements of the Special Session are released.

WEDA leadership, the Legislative Committee and Hamilton Consulting also continue to fine-tune WEDA's legislative agenda beyond items to be included in the Special Session. While the results of the November election are old news, the new Governor and a new Legislature offer an opportunity for bold, progressive initiatives for the betterment of our state's economy and our business climate. Stay tuned!

WEDA Expands Communication with Social Media

As you may have noticed on recent WEDA communications or a visit to the WEDA Webpage you can now connect with the organization through Twitter, LinkedIn and Facebook. If you are active on any or all of these applications, we encourage you to connect with WEDA. If you are not an active social media participant, we encourage you to give it a try. Many economic development professionals and organizations have started to use social media to connect with each other and communicate with their communities, businesses and clients. WEDA's primary focus in utilizing these tools is to improve communication with our

its practical, actionable advice; strong connections with leading site selectors; and ability to mesh the analytical with the creative to get results.

For more information visit www.adyvoltedge.com.



Mark Your Calendar

December 5-7, 2010
[Mid-American Competitiveness Conference and Site Selector Forum](#)
Chicago, IL

February 2-3, 2011
[Finance and Accounting for Non-Financial Executives](#)
Fluno Center, Madison

February 9-11, 2011
[Governor's Conference on Economic Development](#)
Monona Terrace, Madison

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membership and sponsors, and also to locate our message and activities in places where we can attract new members and grow our efforts to be Wisconsin's Voice for Economic Development

On [LinkedIn](#) the Wisconsin Economic Development Association group is exclusively for WEDA members. All members and their email addresses have been included. Once you request to join, it should automatically accept you as a member. LinkedIn is a means to establish a professional network, and through the WEDA group you can start/participate in discussions, post/seek job opportunities and promote events.

The WEDA [Twitter](#) page @WEDAWi is a means for WEDA to communicate - (tweet) events, news items, reminders, etc to WEDA members, as well as non-members, who follow the feed. A number of other State organizations currently follow the @WEDAWi, and it provides us an opportunity to promote our activities and calls to action. In addition @WEDAWi follows a number of other organizations, individuals and media on Twitter and are looking at ways to share that feed with our membership.

[Facebook](#) is the more social of the three sites. WEDA members and non-members alike can be fans of the page. Again, we are using the site to promote our activities, generate interest in the organization, and keep our name in a location that is frequented by members and non-members.

All of the social media sites are tied into our email distributions as well as the WEDA Web site. As we are able to reach non-members through these forums, we hope that they will click through to the WEDA Web site and find out more about the organization. Going forward we will continue to develop the effectiveness of these tools as part of WEDA communications. We encourage member feedback on our use of social media and on improving communications overall.

[WEDI Update: Economic Development News and Views](#)

Information you can use:

[The Role of Local Elected Officials in Economic Development: 10 Things You Should Know](#)

"Economic developers will find this publication a valuable tool in building their relationships with their local elected officials." The publication was produced by the National League of Cities Center for Research and Innovation and the International Economic Development Council.

[Economic Development Council.EDA Releases Initial FY 2011 Federal Funding Opportunity](#)

The Economic Development Administration has released this announcement for FY 2011 funding opportunities for the EDA's Economic Development Assistance Programs.

[FTC Updates Green Guides to Environmentally Friendly Marketing](#)

Michael Best & Friedrich recently summarized the new Federal Trade Commission (FTC) "Guides for the Use of Environmental Marketing Claims," commonly known as the Green Guides. It provides standards for the claims that everyone is green these days, as used in promotional materials.

Economic Development News:

- Start-up and companies with high-growth potential based in Wisconsin have attracted **more angel and venture capital in the first nine months of 2010 than the totals of 2008 and 2009**, according to a new report released by the Wisconsin Angel Network. The "[2010 Wisconsin Portfolio](#)" tracks early state investment.
- The Cultural Alliance of Greater Milwaukee recently announced initial findings about Southeastern Wisconsin's creative industries. **According to the findings, there are 67,000 people employed in the creative sector in the southeastern Wisconsin region making up more than \$2 billion in wages.** The study also indicated that nearly 46 percent of the creative professionals in the region are involved in the design industry. A full report of their findings will be available by the end of 2010.

Do you have any major data, policy information how-to-do needs? If you do, please contact [WEDI](#), maybe we can help.

WEDA Member Awards and Updates

- Kristin Fish, Managing Partner, Redevelopment Resources LLC, was elected to the Board of Directors of the International Economic Development Council

Welcome New Members

- Richard Binder, Symbiont Science Engineering & Construction Inc., West Allis
- David Carlson, SEH Inc. Chippewa Falls
- Theresa Gutsch, Gleason
- Kristi Johnson, City of West Allis, West Allis
- Eric Kuznacic, Southwest WI Workforce Development Board, Janesville
- Roseann Meixelsperger, City of Brodhead
- John Neis, Venture Investors LLC, Madison
- Jolene Presti, Vandewalle & Associates, Milwaukee
- Tina Reese, Symbiont Science Engineering & Construction Inc., West Allis
- Todd Schmidt, Village of Waunakee
- Greg Smithback, Bachmann Construction, Madison
- Lee Swindall, Wisconsin Manufacturing Extension Partnership,

Madison

- Mike Van Den Bosch, Walworth County Economic Development Alliance, Elkhorn

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