



January 2012 WEDA Wire

January 31, 2012

President's Comments

The old Chinese Proverb - "May you live in interesting times" - will likely never ring truer for WEDA members than it will in 2012. As I complete my final message to you as President of the WEDA Board of Directors, I can't avoid taking a few moments to reflect on accomplishments for the organization this past year, changes we have seen and the great opportunities that await us in 2012.

WEDA had a very busy and productive year in 2011. We focused on continuing the progress the organization had achieved on numerous fronts, while transitioning to a new mix of staff, new Board members as well as new partners at the State level.



Bruce Kepner

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January 2012 Legislative Highlights

By Amy Boyer on behalf of The Hamilton Consulting Group

State of the State

Republican Governor Scott Walker delivered his second State of the State address on January 25 before a joint session of the legislature and crowded viewing gallery. Governor Walker stayed on message as he has this past year touting the difficult decisions that were made to balance a \$3.6 billion deficit, while avoiding major tax increases and mass government employee layoffs.

Throughout the speech, Walker focused on his continued goal of job creation, an improved business climate and on his Wisconsin Working jobs plan, which is intended to direct policies and resources towards Wisconsin's workforce through training investments and recruitment services. Additionally, Walker indicated his support for mining reforms, which can possibly create thousands of jobs throughout Wisconsin.

The address was not without interruption by random outbursts from Walker opponents, who were quickly removed from the gallery.

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Welcome New Members

Louise Bentley, Momentum West, Eau Claire

Sarah Bownds, WEDC, Madison

Peggy Burke, WEDC, Madison

Graham Callis, WEDC, Madison

Susan Crane, We Energies, Milwaukee

Rebecca Deschane, WEDC, Madison

2012 Governor's Conference on Economic Development - Register Today!

Great performance is more valuable than ever - but where does it really come from? Join us in Madison **February 8-10, 2012** for the Governor's Conference on Economic Development. At this year's conference, titled *The Power of Deliberate Practice*, you will hear about companies and individuals who have learned from deliberate practice.

[Register Online](#)

Wisconsin Economic Development Corp. Update

By Paul Jadin, Chief Executive Officer

WEDC Operations Plan Summary

Learn more about WEDC's operations plan for the next year. This online summary describes how the WEDC will achieve better business development results to foster investment and job growth in Wisconsin's economy. The Operations Plan was approved by the WEDC Board of Directors on Oct. 11, 2011. [Read more>>>](#)

WEDC Makes Investment in Water Technology Sector

WEDC announced on Jan. 19 it will invest \$750,000 over the next three years to underwrite start-up water technology companies' tenancy costs in the Water Technology Research and Business Accelerator Building in Milwaukee. This investment is WEDC's first major step of our strategy of focused target industry advancement in Wisconsin. [Read more>>>](#)

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WEDI Update: Economic Development News and Views

Information you can use:

[WEDA Member Survey Summary](#) just posted on the Web site:

- WEDA members are experienced; over 35% have 20+ years in ED. But the 10-14 year group is growing.
- The populations served by these members average just over 148,000 people.
- Two thirds of the member respondents are managers and the other third is staff.
- Salary information is given in the tables at the end of the summary.
- The most common employer benefits are (in order): life insurance, family health insurance, dental insurance and 401K/deferred compensation.
- Economic development budgets average 64% of total budgets and most commonly are in the \$100 - \$150,000 range.
- ED annual budgets average \$4.18 per capita (service area) but range from \$0.04 to \$22.73/capita.

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2012 Candidates for the WEDA Board

Catherine Dunlap, WEDC, Madison

Jim Engle, WEDC, Madison

Alan Erickson, City of Mosinee

Josh Fazzan, WEDC, Madison

Luke Fuszard, WEDC, Madison

Tarna Gahan-Hunter, WEDC, Madison

Phil Hartley, Heart of Wisconsin Chamber of Commerce, Wisconsin Rapids

Paul Jadin, WEDC, Madison

Todd Jensen, WEDC, Madison

Lisa Johnson, WEDC, Madison

Lora Klenke, WEDC, Madison

Joe Lawniczak, WEDC, Madison

Kelly Lietz, WEDC, Madison

John Milburn, WEDC, Madison

Jim O'Keefe, WEDC, Madison

Nicholas Owen, Village of New Glarus

Bethany Owen, Superior Water Light & Power, Superior

Rick Roeser, Northwest Regional Planning Commission, Spooner

Jack Salzwedel, American Family Insurance, Madison

Jason Scott, WEDC, Madison

James VanderHeiden, HGA-Architects & Engineers, Milwaukee

David Volz, WEDC, Madison

There are seven board openings for the three-year term starting in 2012. This year's Annual Meeting will be held on Thursday, February 9 at 12:50 pm at Monona Terrace Convention & Community Center during the 2012 Governor's Conference on Economic Development. If you are unable to attend the Annual meeting a proxy ballot is below the list of candidates.

Meet the Candidates:

- Pam Christenson, Madison Gas & Electric, Madison
- *Deb Clements, Wisconsin Economic Development Corp., Plover
- Dave Eckman, McDevco, Wausau
- JoAnn Hall, Moraine Park Technical College, Fond du Lac
- *Andrew Janke, Greater Beloit Economic Development Corp., Beloit
- James Jermain, AT&T of Wisconsin, Madison
- Vicki Markussen, 7 Rivers Alliance, La Crosse
- *Patrick Schloss, City of West Allis, West Allis
- Chris Smith, Dunn County Economic Development Corp., Menomonie
- Vicky Strobel, Marshfield Clinic, Marshfield
- Craig Thompson, Transportation Development Assn. of Wisconsin, Madison
- Christian Tscheschlok, Washington County Economic Dev. Corp., West Bend

*Incumbent Candidates

2012 Proxy Ballot

The Proxy ballot is for members who cannot attend the Annual meeting due to a conflict. All proxy ballots must be returned to the WEDA office no later than Tuesday, February 7 at 12:00 pm.

Job Openings

Executive Director, Oconto County Economic Development Corp.

Wisconsin Economic Development Corp. openings

- Community Account Manager, Eau Claire
- Community Account Manager, Green Bay
- Regional Account Manager, Milwaukee
- Regional Account Manager, East Central Wisconsin
- Economist

Check out the [Job Description page](#) on the WEDA Web site for complete descriptions.

As a benefit of WEDA Membership, you can post job openings on the WEDA Web site. Please send the job description and application deadline to weda@weda.org.

WEDA Corporate Sponsor



Hooper Corp. is a full-service electric power and mechanical contractor. Headquartered in Madison since 1913, Hooper has extensive experience in completing large and complex projects throughout the continental U.S. and Canada. Hooper specializes in technically challenging projects and can handle any project individually but also collaborates on projects and works well as a team. Through Building Information Modeling (BIM), Hooper's collaboration in-house and its ability to work seamlessly with other contractors can save its customers both time and money on any project.

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Mark Your Calendar

February 8-10, 2012
[2012 Governor's Conference on Economic Development](#)
 Madison

February 16, 2012
[Business Day in Madison](#)
 Madison

March 14, 2012
[Arts Day 2012](#)
 Madison

May 17, 2012
[Wisconsin Companies to Watch Awards Event](#)
 Pewaukee

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