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July 2011 WEDA Wire

July 26, 2011

President's Comments

"THE HEAT IS ON"

If you love summer heat and humidity over winter snow and cold, then you should be ecstatic this month. I must admit to favoring the summer heat, but does it have to come all at once? However we aren't the only ones feeling the heat. The heat is also being turned up on the political and business development fronts in Wisconsin.

- Eight state senators face recall elections in July and August. The best political minds are saying no one really knows how this will play out. We don't have much experience with recall elections. Public sentiment is certainly polarized, but we don't know how that will translate into voter turnout.
- The State of Wisconsin is feeling the heat after the Taxpayers Alliance's latest annual report card, *"Measuring Success: Benchmarks for a Competitive Wisconsin"*. The report has been compiled since 1998, and it ranks Wisconsin's competitive position on 34 variables in six broad categories. The first comparison is against the state's past performance on each item, and then the state score is compared to neighboring states and the nation. Areas of strength in the report were Wisconsin's quality of life and education rankings. Wisconsin's challenge is the per capita personal income. This number may be the best single measure of a state's overall economic health. Unfortunately Wisconsin's per capita personal income declined in 2009 for the first time since 1949 and was 5.6% below the U.S. average. In 2010 Wisconsin was 5.3% below the U.S. average.



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Welcome New Members

Buckley Brinkman,
Wisconsin
Manufacturing
Extension Partnership,
Madison

Allen Davis, City of
Oshkosh

Kent Disch, AT&T of
Wisconsin, Madison

Dextra Hadnot, AT&T
of Wisconsin,
Milwaukee

- Governor Walker's legacy will very likely be measured by his promise to create 250,000 jobs by 2015. The *Milwaukee Journal Sentinel's* PolitiFact Wisconsin has decided to have monthly updates on the Governor's progress in creating private sector jobs. December 2010 is their baseline, and they will use a monthly net change figure from the Department of Workforce Development.

The June 2011 numbers are:

Starting Point:	Previous Month:	Current Month:	Monthly Change:	Overall Change:
2,317,200	2,343,600	2,356,500	12,900	39,300

The 2015 job number goal is 2,567,200 and based on the Current Month figure, we have 210,700 jobs to go. The average number of net jobs needed every month to reach the goal is just 5,028. June was a very good month with a 12,900 net jobs increase, and the monthly average after seven months is 5,343.

We will keep you posted on the Governor's progress on this important benchmark. My guess is the job creating effort will play out like the Packer's latest Super Bowl winning season - okay numbers during the first half, but things will really turn for the better in the second half.

If you dislike summer heat then fall can't come soon enough. **Remember to put on your calendar the [WEDA Fall conference in La Crosse, September 28th through the 30th](#).** The conference committee is preparing a full agenda around the conference theme of "Benchmarking - Adding Value to Your Organization & the Community." Registration information is available on the [WEDA Web site](#). It will be a great program, and we are making arrangements so you can also enjoy Oktoberfest 2011.

See everyone in La Crosse,

Bruce Kepner
Wisconsin Economic Development Association
President
608-458-5753

July 2011 Legislative Update

By Amy Boyer on behalf of The Hamilton Consulting Group

Jobs and the economy continue to be a focal point for the state Legislature and administration this summer. Governor Walker recently signed [2011 Wisconsin Act 37](#) into law, which creates a development opportunity zone for the City of Beloit. The new development opportunity zone is authorized for five years, with no more than \$5 million in tax benefits to be allocated. The Wisconsin Economic Development Corporation may extend the zone for an additional five years if it determines that the extension will continue to support economic development within the city.

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Jim Jermain, AT&T of Wisconsin, Madison

Diane Lupke, Diane Lupke & Associates, Inc, Manitowoc

Jenn Post Tyler, Thrive, Madison

Teresa Withee, Green County Development Corp.

WEDA Corporate Sponsor



SEH, Inc. is a multi-disciplined consulting, engineering and architectural firm with more than 500 employees and offices throughout Wisconsin. The firm offers a full range of services to communities, counties and economic development organizations across the Midwest. This includes economic development planning, industrial park development, brownfield reuse, revolving loan fund management, enterprise zone consulting, tax incremental district creation, site incentive negotiation and grant writing.

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2011 Fall WEDA Conferenc: La Crosse WI

Register Today for the Fall WEDA Conference, September 28-30, 2011 at the Radisson Hotel in La Crosse.

The conference will focus on benchmarking techniques used in business, communities and regions. The practice of measurements and benchmarking is certainly not new, but a lineup of outstanding speakers will address the need to continually adjust or altogether change benchmarks in today's rapidly changing business, economic and policy climate.

For more information or to register, check out the [WEDA Web site](#).

Wisconsin Economic Development Corp. Launches

By CEO Paul Jadin

The passage of the 2011-13 biennial budget by the Legislature and its signing by Governor Walker represented the final legislative act in a significant reform of Wisconsin's economic development activities.

Effective July 1st, the Wisconsin Economic Development Corporation (WEDC) replaced the Wisconsin Department of Commerce as the state's lead economic development entity. The new corporation is smaller, more flexible, focused solely on economic development, and with more resources to support business start-up and expansion. I am excited about the opportunities afforded us with this new structure.

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WEDA Board Member Profile: Carol Karls

Years in WEDA: 9 - 3 most recently and 6 in the '90s.

WEDA Involvement: Elected to WEDA Board in 2011. Co-chairing the 2012 Governor's Conference on Economic Development. Involved with the WEDA subcommittee on selecting and implementing a statewide sites & buildings database tool.

Current Position: Manager - Business & Community Development for Wisconsin Public Service (WPS). I work with existing businesses, local communities and EDOs to make sure the businesses served by WPS remain viable and have opportunities to expand. I also work with state, regional and local leaders in helping attract new investment and jobs into communities WPS serves. And to prepare communities so they are ready for business growth by working on existing business expansion and new business attraction projects. WPS serves 19 counties in Wisconsin with 440,000 gas & electric customers.

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Mark Your Calendar

September 28-30, 2011
[WEDA Fall Regional Conference](#)
 La Crosse

February 8-10, 2012
 2012 Governor's Conference
 on Economic Development
 Madison

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WEDI Update: Economic Development News and Views

Information you can use:

Preparing a multi-state prospect proposal? Forward Wisconsin's [multi-state cost comparison site](#) is updated by WEDI for 2011, and three new states have been added. A total of ten states can be compared and a report generated. Information Fact Sheets on "Utility Costs", "Incentives" and most others are also current.

Free Map Tools Also useful for preparing proposals and reports, these quick tools can find zip codes within a radius, distances between points, plot radii and calculate an area you enclose on a map.

Food for Thought [Spurring Job Growth Through Greater Investment](#)
"Many financing programs are not cost-effective for those with borrowing needs under \$35,000, which is a significant problem for small businesses." Ideas are presented on how to bridge the gap.

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Job Openings

- Planner (Consultant) - Martenson & Eisele, Inc., Menasha
- Assistant Milwaukee County Extension Director, Milwaukee County Coop. Ext.
- Executive Director, Crawford County Economic Development Corp., Prairie du Chien
- Multiple Employment Opportunities, Wisconsin Economic Development Corp., Madison.

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.

[Forward email](#)



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