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May 2011 WEDA Wire

May 31, 2011

President's Comments



The last few months have been a significant transition period for WEDA. The board, their staffs, individual members and Hamilton Partners pitched in to help with operational issues during the search for a new association management group. Everyone's help was most appreciated, and I can't thank them enough.

We embarked on a new phase of change and growth for the organization in late February with the release of a request for proposals to provide WEDA with association leadership and management services. We received strong proposals from a number of firms and a selection committee interviewed the top candidates. With the long-term goal of having our own staff in mind, we selected two individuals - Kristen Fish / Redevelopment Resources and Megan Purtell / Purtell Marketing - for the positions.

Kristen Fish brings 20 years of experience in economic development to the Association Leadership position. Many people will remember that Kristen served as WEDA President in 2007-2008. Her skills, professional connections and overall experience will be very strong assets for the organization going forward. Kristen will stay involved with Redevelopment Resources, her economic development consulting firm.

Megan Purtell has been closely involved in WEDA activities for the last seven years as an employee of Schwartzer Management. She recently started her own company to provide a high level of staffing and functional services to clients. Megan's skills and institutional knowledge of WEDA make her uniquely qualified for the conference and management services position.

In order to continue the transformation of WEDA's operations as well

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WEDA Corporate Sponsor



As one of the largest railroads in North America and in the state of Wisconsin, CN is engaged in the rail and related transportation business. CN's focus is on running a safe and efficient railroad. The company's 20,600-mile rail network spans Canada and Mid-America,

as continuing to advocate for changes in the state's economic development programs, we were fortunate to secure these two talented individuals. There is a great deal of work that still needs to be done on these fronts, but with their skills WEDA is well positioned for success.

Please join me in welcoming our new WEDA staff and let them know how you can help grow the organization.

Best regards,

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

LocateInWisconsin Update

Work continues on the GIS-based, statewide sites and buildings solution - LocateInWisconsin (www.locateinwi.com). The Web site provides an integrated system of information on available buildings and sites throughout the state as well as online site selection analysis tools that will be helpful to businesses of all sizes to identify opportunities and the best business location.

LocateInWisconsin is available for ANYONE to use, although a password is required to enter properties. That can be obtained by visiting the "Contact Us" portion of the site. We have also partnered with several organizations - Property Drive and CARW/Xceligent - for direct feeds, so brokers are encouraged to utilize these services.

An additional training webinar will be held on Tuesday, June 7th at 10:30 a.m. Please send email to weda@weda.org, if interested in participating in the Webinar.

You will receive a confirmation email with the GoToMeeting instructions included. This session will be recorded and available for future viewing under the "FAQ and Help" section of the site.

Again, anyone can access the site, as well as link to it from their Web site, at no cost. If, however, you are interested in a local edition, feel free to contact Russ Riblett, GIS Planning, at (415) 294-4771 or rriblett@gisplanning.com. You must be a WEDA member to take advantage of this opportunity. The annual pricing structure is as follows:

Population of Agency	Local Edition Cost
less than 50,000	\$4,800
50,000 - 100,000	\$9,000
100,001 - 200,000	\$9,600
200,001 - 300,000	\$10,800
300,001 - 500,000	\$12,000
500,001 - 750,000	\$14,400

connecting three coasts: the Atlantic, the Pacific and the Gulf of Mexico. This extensive network and its co-production agreements, routing protocols, marketing alliances and interline agreements, provide CN customers access to all three NAFTA nations. CN's revenues come from seven commodity groups representing a diversified and balanced portfolio of goods transported between a wide range of origins and destinations. Those commodity groups are petroleum and chemicals; metals and minerals; forest products; coal; grain and fertilizers; automotive; and intermodal.

In Wisconsin, CN operates about 1,500 track miles of railroad, more than a third of the track in the state. The network stretches across Wisconsin from Kenosha County to Superior and from St. Croix County to Green Bay. CN took control of Wisconsin Central in 2001 and today has approximately 1,100 employees across the state with operations in Superior, Stevens Point, Fond du Lac, Chippewa Falls and Green Bay. CN's core route through Wisconsin via Stevens Point and Fond du Lac connects the Pacific Coast to Chicago and

Keep your eyes open for these on-going changes and don't hesitate to contact WEDA with feedback. Please contact weda@weda.org or 608-255-5666 with specific questions.

Legislative Update: Economic Development from 2011 Special Session

By Jim Hough on behalf of The Hamilton Consulting Group

May 2011

WEDA Board Member Profile: Randy Hulke

Years in WEDA: Attended and exhibited at Governor's Conference on Economic Development and select regional conferences since 2006. Presented at WEDA Fall Regional Conference and was panelist at recent Governor's Conference.

WEDA Involvement: Elected to WEDA Board in 2011.

Current Position: Executive Director of Applied Research and Technology Transfer, UW-Stout. Reporting to the Provost, I am responsible for providing strategic leadership and direction to the applied research and technology transfer efforts of the University, including direction of the UW-Stout Discovery Center. This direction includes serving as liaison with business and industry, state and federal agencies, and other constituencies regarding Stout's applied research, technology transfer and industry outreach activities. This position is also charged with creating and supporting cross-disciplinary and inter-institutional research collaborations.



Background/Education: I have a B.A. from the University of Wisconsin-Eau Claire and an MBA from the Carlson School of Management at the University of Minnesota. I held a variety of positions in sales, marketing, operations and strategic management prior to joining UW-Stout in 2005. My direct industry profit and loss responsibility was in manufacturing and logistics companies, where I employed Six Sigma tools to advance process improvement; designed curriculum and facilitated training sessions; created and developed business strategies; and led project management efforts in mergers and acquisitions.

Random Thoughts on Economic Development: The availability of funding will likely never match the increasing needs of the economic development community. This will require continued creativity and commitment to excellence in the collaborative deployment of critical intellectual and physical resources, including those housed in Wisconsin's universities and colleges.

beyond.

The company supports transportation education through sponsorship of the University of Wisconsin-Superior and safety education through its support of the Madison Children's Museum. CN also supports communities across Wisconsin through United Way donations to chapters in Brown County, Fox Cities, Fond du Lac Portage County and Superior-Douglas County.

More information can be found at www.cn.ca

Mark Your Calendar

September 28-30, 2011
WEDA Fall Regional
Conference
La Crosse

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Interests, Hobbies & Activities: I enjoy outdoor sports, traveling, music and spending quality time with my wife and our three children.

WEDI Update: Economic Development News and Views

Information you can use:

The new and expanded 2011 edition of the [WI Banker Association's Economic Development Manual](#) is available. Written from the viewpoint of a commercial lender, the manual is designed to provide assistance to Wisconsin bankers and economic development professionals by identifying appropriate Wisconsin finance programs for their project(s). The Manual is \$80 plus S&H.

The new [Federal Financing Reference Guide](#), also newly available, is the most comprehensive resource available for assessing federal economic development financing programs. This guide gives an overview of over 170 federal economic development financing programs from 16 agencies and includes agency information, program descriptions, and application details, among other helpful information. The Guide is available from the Council of Development Finance Agencies. Non-Member Price: \$175.00. See their [bookstore](#) for other finance manuals and guides.

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.

Economic Development News:

CNBC has released its [annual business competitiveness rankings](#) using economic development criteria. Wisconsin is ranked 29th.

Wisconsin has the fourth-lowest state and local tax burden for business expansion in the nation, according to a new study. To gain access to the full report, click [here](#). The study, "**Competitiveness of State and Local Business Taxes on New Investment**," was compiled by the Quantitative Economics and Statistics Practice (QUEST) of Ernst & Young LLP in conjunction with the Council On State Taxation (COST).

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

2011 Spring Meetings Recap

WEDA along with the Wisconsin Department of Commerce hosted four regional meetings in Eau Claire, Appleton, Wausau and Waukesha during the months of April and May. More than 110 total attendees gained valuable information and had an opportunity to share their experiences and insight related to economic development structures, processes and policies.

Secretary Paul Jadin and Deputy Secretary Mike Klonsinski participated in all of the regional sessions, presenting a preliminary organizational chart of the new Wisconsin Economic Development Corp. along with details on the structure and strategies of the organization to drive business development and expansion toward the goal of adding 250,000+ new jobs in Wisconsin.

Job Openings

As a benefit of WEDA Membership, you can post job openings on the WEDA Web site. Please send the job description and applicaiton deadline to weda@weda.org. Questions, please contact the WEDA office, 608-255-5666.

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