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November 2011 WEDA Wire

November 29, 2011

## President's Comments

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Once Thanksgiving is over the year's big holidays get all of the attention. It is widely reported that most people don't make any effort to pause and reflect about what they are really thankful for. If you would do that over the Thanksgiving weekend each year, psychologists believe your health will improve and you will exhibit longer-term satisfaction with life. It is also believed you will find yourself in the holiday spirit much sooner. Those are not bad outcomes, and all you have to do is list the things that you feel thankful or grateful for.

If I think about it from WEDA's perspective, there are some obvious areas of gratitude:

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Bruce Kepner

## November 2011 Legislative Highlights

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*By Amy Boyer on behalf of The Hamilton Consulting Group*

The Wisconsin Legislature formally adjourned its regular business floor period earlier this month; however the Governor's special session, the second one called this year, is still open, which may bring the legislature back to Madison in December. Several bills that were supported by WEDA passed both houses and have been signed into law this month. Several more are still in the process.

Bills that have been enacted include:

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

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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*

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## Welcome New Members

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Dennis Johnson, Ayres Associates  
Eau Claire

John Marquardt,  
Marinette Cty.  
Association for  
Business & Industry,  
Crivitz

Mike Stoffel  
Ayres Associates

*Power of Deliberate Practice*, you will hear about companies and individuals who have learned from deliberate practice.

[Register Online](#)

## Wisconsin Economic Development Corp. Update

### **New WEDC Operations Plan** By CEO Paul Jadin

About the time you receive this newsletter, WEDC will be promoting its new Operations Plan for the 2011-2012 fiscal year, showing how the new organization will generate better results on investments and how we will strengthen economic development partnerships. The WEDC Board in October approved the Operations Plan which includes four main objectives:

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### New WEDC Web Site Launched

The WEDC launched its new Web site Nov. 7 ([www.WEDC.org](http://www.WEDC.org).) The new site is designed to be more customer-friendly, providing clear links to key contacts at WEDC. Use this site to locate the WEDC staff to assist in your economic development projects. The site is still a work in progress as a new Locate in Wisconsin site selection tool is developed, and as divisions establish new programs and networks are strengthened. Also, keep on top of WEDC's latest investment news by visiting the new site daily.

## WEDI Update: Economic Development News and Views

### **Information you can use:**

#### ***[Drive: The Truth About What Motivates Us ...](#)***

Amazing Youtube short by Daniel Pink demonstrates that when jobs require cognitive skills, pay incentives alone lead to lower performance.

**Broad band and Economic Development:** ["After the Stimulus: Broadband and Economic Development"](#), by IEDC. There are numerous WI [community case studies on broadband](#) from UW-Extension. [FCC study](#) says 664,000 Wisconsinites don't have access to broadband.

**BMO Capital Markets Economics "State Monitor Report"** has modest good news that the Wisconsin economy is expanding at a moderate pace, as manufacturing has regained almost half the jobs lost since the start of the recession, while agriculture output is on pace for another solid year.

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## After the Stimulus: Broadband and Economic Development

*An update from Professor Andrew B. Lewis, Community and Economic Development Manager, Office of Broadband Sustainability, University of Wisconsin Extension*

Building Community Capacity through Broadband, the Wisconsin broadband project, has developed six great new short videos on broadband in Wisconsin

Eau Claire

Kathleen Thomas,  
Springsted, Inc.  
Milwaukee

Scott Wilson  
Ayres Associates,  
Madison

**WEDA Corporate  
Sponsor**

*greater*  
Beloit**works**

The **Greater Beloit Economic Development Corp. (GBEDC)** was officially organized in April 2005 as a result of a merger of the Beloit Economic Development Advisory Council and the Beloit Economic Development Corp. This powerful alliance of non-profit organizations focuses on competitive and prosperous growth throughout the region, which includes Beloit, South Beloit, Illinois, Town of Beloit, and Town of Turtle. The GBEDC works with existing and new companies that are interested in investing in the community, and retaining or creating new jobs.

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Mark Your Calendar

**December 4-6, 2011**  
**2011 MAEDC**  
**Competitiveness Conference**  
**and Site Selector Forum**  
Chicago

**December 7, 2011**

and its effect on government streamlining and cost savings, e-commerce, health care, economic development and jobs: <http://www.youtube.com/wibroadband1>

The videos include the following:

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## **Job Openings**

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**Business Development Specialist** - City of Madison, WI

**Executive Director** - Greater Mauston Area Development Corporation, Part Time - Mauston

**Community Development Authority Director** - City of Whitewater, WI

**Director, Department of Community Development**, City of West Bend, WI

**Wisconsin Economic Development Corporation - Madison, WI**

A list of currently open positions at WEDC

- Regional Account Manager
- Community Account Manager
- Financial Underwriter
- Foreign Direct Investment Manager
- Export Development Manager
- Market Development Director
- Event and Trade Mission Coordinator

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 applicaiton deadline to [weda@weda.org](mailto:weda@weda.org).

[Forward email](#)



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[New North Summit](#)  
Green Bay

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

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

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

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