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September 2011 WEDA Wire

September 28, 2011

President's Comments

Manufacturing - IT'S STILL IMPORTANT

Manufacturing is still an important part of the Wisconsin economy and it will continue to be. I recognize this sector has lost over 150,000 jobs in the last ten years - down from 599,000 jobs in 2000 to fewer than 449,000 jobs in mid-July of this year. This long, painful slide has hurt many communities and families throughout Wisconsin.

So why am I optimistic? Wisconsin has the second-highest level of manufacturing employment as a percentage of total state employment in the U.S. The only state with a higher percentage is Indiana. Since late 2009, our low point for employment, the state's manufacturing sector has added over 25,000 jobs. Many of these are good-paying jobs and nearly every county in the state has shared in the growth. We have a diverse manufacturing base with growth in machinery manufacturing, fabricated metals and food products. The remaining firms have faced two decades of challenges from Japanese and German firms and now the Chinese, and they are still in business.

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September 2011 Legislative Highlights

By Amy Boyer on behalf of The Hamilton Consulting Group

The legislature met this month in the first regularly scheduled floor period of the fall session, which is scheduled to continue through the first week in November. While the September calendar was relatively light, items we may see come before either house include more substantial proposals relating to venture capital investments



Bruce Kepner

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Welcome New Members

Duane Ford, University of Wisconsin Platteville

Kip Golden, Keller, Inc., Kaukauna

Alison Helland, Ernst & Young, Milwaukee

Kelly Hibbs, Burnett County Development Association, Siren

as well as legislation updating Wisconsin mining statutes in hopes of attracting a significant mining project in Northwestern Wisconsin. The WEDA Legislative Committee continues to monitor and review these and other proposals and will provide member alerts as legislation starts to make its way through the process.

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Wisconsin Economic Development Corp. Update

By CEO Paul Jadin

The Wisconsin Economic Development Corporation (WEDC) continues making progress toward becoming the state's lead economic development entity. Since July 1, when WEDC replaced the Wisconsin Department of Commerce, we have been taking bold leadership to better serve more Wisconsin businesses, generate better results on economic development investments and bring more resources together to strengthen and promote Wisconsin's economy.

I am excited about the progress we've made and the plan we are laying out to establish WEDC as the state's lead economic development organization. I want to thank all of the leaders who have been engaged to help us implement these changes and support the commitment to change the way we approach economic development in Wisconsin.

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WEDA Board Member Profile: Kim Kindschi



Kim Kindschi

Current Position/Responsibilities - As executive director of the University of Wisconsin Extension's Division of Entrepreneurship and Economic Development, I am responsible for fostering effective, broad-based relationships throughout the state between the UW Extension/UW System and governmental entities, educational institutions, non-profit organizations and the business community. I am directly involved in planning, coordinating and implementing a wide variety of strategic initiatives that strengthen and enhance the economic climate in the state. In addition, I am actively involved in articulating and promoting programs that

utilize the vast resources of the University of Wisconsin System to support statewide economic growth and development.

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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](#) continues to be enhanced by WEDI for 2011. Four new states are being added. A total of fourteen states can be compared and a PDF report generated.

Gordon Kacala, Racine County Economic Development Corp., Sturtevant

Vicki Markussen, 7 Rivers Alliance, La Crosse

Vern Nystrom, Keller, Inc, Kaukauna

Melissa Pahl, Platteville Area Industrial Development Corp.

Amy Peterson, City of La Crosse

Scottie Sandstrom, Bayfield County Economic Development Corp., Washburn

Ron Van Straten, GRAEF, Green Bay

Tracy Williams - Prince, Keller, Inc., Kaukauna

John Wilmet, City of Fort Atkinson

WEDA Corporate Sponsor



The **Wisconsin Manufacturing Extension Partnership** (WMEP) is a private, nonprofit organization committed to the growth and success of Wisconsin manufacturers. Since 1998, WMEP has helped to generate more than \$1 billion in economic impact and create and save more than 13,000 state manufacturing jobs, according to results documented by customers. WMEP receives financial support

Survey of Local Economic Development Organizations completed jointly by [WEDI](#) and UW-Extension, this study replicates one done in 2002-'03. The survey was designed to help describe and quantify the amount of economic development effort at the local level in the state. The survey looked at budgets, funding sources, staffing, salaries, and more.

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Member Awards and Updates

The Nominating Committee of the International Economic Development Council (IEDC) has re-elected **Kristen Fish**, a Certified Economic Developer in Wisconsin, as Vice Chairperson of the Planning and Business Development Committee.

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First-Ring Industrial Redevelopment Enterprise Recognized for Promoting Regionalism

First-Ring Industrial Redevelopment Enterprise (FIRE), a regional Community Development Entity, formed by the City of West Allis for the purpose of supporting Economic Development through the use of New Market Tax Credits, was recently presented the Regional and Cross Border Collaboration Award by the International Economic Development Council (IEDC). The award was presented on September 20, 2011 at the Annual Fall Conference of IEDC in Charlotte, N.C.

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Items of Interest for Members

DNR Sand Mining Fact Sheet

The Department of Natural Resources (DNR) has created a fact sheet for use by local municipalities, chambers of commerce, economic development, trade organizations and individuals involved in startup operations for sand mining. The [fact sheet](#) outlines the environmental requirements that apply to new and existing sand mining operations, to ensure that those involved understand their obligations. Whether or not a permit or license is required by the DNR, there may be other requirements that should be followed. The sheet summarizes those requirements and directs the reader to web pages for state administrative code for more details. Please share this with those who may contact you regarding starting a new sand mine or related operations in your area. Direct questions on this topic to DNR spokesperson Tom Woletz at 715-839-3756 or Thomas.Woletz@Wisconsin.gov.

Job Openings

Economic Development Planner, East Central Wisconsin Regional Planning Commission, Menasha, WI

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.

from the Wisconsin Department of Commerce and the NIST Hollings Manufacturing Extension Partnership. The National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (MEP) is a national network of 59 centers throughout the United States and Puerto Rico.

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Mark Your Calendar

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

October 10, 2011
[Lean Government Conference](#)
 Madison

October 27-28, 2011
[Wisconsin Land Information Fall 2011 Regional Conference](#)
 Neenah

December 4-6, 2011
[2011 MAEDC Competitiveness Conference and Site Selector Forum](#)
 Chicago

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

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Wisconsin Economic Development Association | 10 E Doty St Suite 500 | Madison | WI | 53703