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January 2011 WEDA Wire

January 25, 2011

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WEDA Corporate Sponsor

Keller, Inc.

Keller, Inc. is a commercial design/build firm with offices in the Fox Cities, Madison, Milwaukee and Wausau. Because Keller is 100% employee-owned, all projects are completed with the motto in mind to "build every building as if



WEDA has experienced a very eventful year, which has set a solid foundation for advancing Wisconsin's economic development policies and organizational models by creating a more aligned economic development solution to growing jobs and investment.

In March the WEDA Board knew that it would have a window of opportunity to advance our vision of "being the leader in providing economic development solutions". Through the Be Bold Wisconsin report, member briefings and legislative testimony, WEDA has helped shape the discussion and the direction of our profession. The challenge for the future is to be part of the implementation process and continue making goals and working diligently to achieve them.

I realize that it has been a difficult year for many of our members in statewide business development and innovation organizations, due to the uncertainty of the Be Bold recommendations on their livelihoods. This has been an unfortunate reality; one that wasn't taken lightly but was also unavoidable when advancing recommendations on organizational change.

During my recent testimony on the restructuring of the Wisconsin Department of Commerce, I stated the following: "the recommendations that were discussed in Be Bold - The Wisconsin Competitiveness Study should not be a reflection on the majority of work that is completed by this Department's staff. Former Commerce leadership and staff have been saddled with a multi-faceted organizational structure that is outdated. Even with that huge obstacle, they have advanced new policies while enhancing the flexibility of existing financial programs to improve Wisconsin's economic development performance."

A recent development that has impacted WEDA's staffing model is the appointment of Dan Schwartzter as Deputy Secretary for the Wisconsin Department of Insurance. As part of this appointment, Dan has sold the Schwartzter Management Group to Scott Newcomer. On behalf of the board, I want to thank Dan for his service to WEDA and wish him luck in his new role.

In closing, I look forward to a seeing you all at the Governor's Conference on Economic Development in Madison and welcoming the new Governor on the morning of Thursday, February 10th. The conference is full of content that will provide valuable insights and set the tone for WEDA's role in providing economic development solutions.

Sincerely,

Brian Doudna
Wisconsin Economic Development Association
President
715-834-0070

Legislative Update

As promised during the campaign and following his election, Governor Walker has called a Special Legislative Session on Jobs & the Economy to demonstrate to Wisconsin and the rest of the country that "Wisconsin is open for business."

Specifically, policy areas within the Special Session include:

- Civil liability reform;
- Regulatory reform;
- Creating the Wisconsin Economic Development Corporation, a public/private entity devoted exclusively to economic development and otherwise restructuring the Department of Commerce;
- Eliminating taxes on health savings accounts;
- Cutting taxes on small businesses;
- Granting income and franchise tax credits for businesses relocating to Wisconsin, and;
- Expanding the economic development tax credit.

Public hearings have been and are being held on the above issues and action in both houses will continue at least until the Governor's State of the State address, which is scheduled for February 1. The Legislature is performing its role of examining the proposals; hearing from the public; and offering amendments where it deems appropriate.

WEDA has testified and filed statements of support for the creation of the new Wisconsin Economic Development Corporation and the civil justice reform package. WEDA will also lend its support to other proposals when and if appropriate.

Much is happening and at a very rapid pace. WEDA will keep members informed via regular updates and alerts as these important matters progress through the process.

it were our own".

Although Keller has the capabilities to self-perform erection, concrete, rough and finished carpentry work with almost 200 employees, it manages a total of 600 people a day.

Innovative programs such as Keller's Kick-Start finance assistance program and the Speculative Building Program make Keller a great economic development partner in any community. Keller is proud of its heritage of 50 years in business and recently was named the "Top Metal Builder in the Nation" by *Metal Construction News* and voted the "Best of Wisconsin - General Contractor and Architect/Design Firm" by readers of *Corporate Report Wisconsin*.

For more information visit www.kellerbuilds.com.



Mark Your Calendar

February 2-3, 2011
[Finance and Accounting for Non-Financial Executives](#)
Fluno Center, Madison

February 9-11, 2011
[Governor's Conference on Economic Development](#)
Monona Terrace, Madison

February 23, 2011
[Business Day in Madison](#)
Monona Terrace, Madison

[More Upcoming Events](#)

Quick Links

WEDA Board Member Profile: Dan Schneider

Years in WEDA: I've attended WEDA conferences for a number of years, but only became a member a few years ago.

WEDA Involvement: Elected to WEDA Board in 2010 for a three-year term. I am serving on several committees, including Co-Chair of Leadership - Value Added Services and Co-Chair of Corporate Sponsorship.

Current Position: Executive Vice president of Wisconsin Business Development Finance Corporation (WBD). WBD is a private, non-profit, member-based organization created to assist Wisconsin small businesses to gain access to capital, create jobs and promote economic development through long-term, fixed-rate financing. Through its affiliates, WBD also works directly with other local, regional and state-wide organizations that support small business growth and economic development. WBD has eight offices located throughout the state and worked jointly with over 110 different lending institutions during 2010. WBD is currently servicing over 1,000 loans totaling nearly \$500 million and has originated loans in 70 of Wisconsin's 72 counties.

Background/Education: My hometown is Menomonee Falls, Wisconsin. I graduated in 1981 from the University of Wisconsin - Whitewater (currently 2-time defending national champions in football!) with a B.B.A in Finance. I began my career in banking, first in Sheboygan and subsequently in Neenah, where I currently reside. My career at WBD began in 1998 as VP-Loan officer in the Fox Valley office.

Random Thoughts on Economic Development: I've had a fascination with economic development that began early in my banking career. Becoming involved in activities that enhance the ability of small business owners to create additional jobs and improve the quality of life in a community is very meaningful. I feel fortunate to have the opportunity to serve on the WEDA Board and support the activities of economic professionals throughout Wisconsin.

Interests & Hobbies: My wife, Sue, and I stay very active trying to keep up with our seven children plus a 2-year old granddaughter and the family pet, a French bulldog. The children range in age from 13 to 26 and include two sons and five daughters. Despite the time constraints we all face trying to raise a family, I feel strongly about giving back to the community and have been very involved in non-profit organizations during my professional career. I served as the chairman of a county business incubator; member of a city's plan commission and architectural review board; treasurer of a facility that houses seven non-profit organizations; actively involved in March of Dimes and United Way; and also coached numerous youth sports teams. Wisconsin is a great place to live, work and raise a family!

2011 Governor's Conference on Economic Development

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Join us at the [2011 Governor's Conference on Economic Development](#), February 9-11, at the Monona Terrace Community & Convention Center in Madison. Governor Walker will kick off the conference with an outline of his administration's major economic development policy initiatives and plans to promote Wisconsin as "Open for Business."

[Register online](#)
[Download registration form](#)

Commerce Update: Walker Appoints Paul Jadin as Commerce Secretary

In December Governor Walker appointed Paul Jadin as Secretary of the Department of Commerce. In July Jadin will become the first CEO of the Wisconsin Economic Development Corporation. The formation of this public-private entity to replace the current Department of Commerce is one recommendation laid out in the Be Bold Wisconsin plan.

"We are obviously already looking at implementation of some modified versions of what is in Be Bold Wisconsin, and certainly the most significant is the privatization of the Commerce Department," states Jadin. "But as I've told the Legislature, I think a much bigger factor in our endeavor to create 250,000 jobs is what the Governor and Legislature will be doing over the next few years as well. That means creating an environment where Wisconsin is viewed as much more favorable by business, both those that are already here looking to grow as well as those that might be looking at Wisconsin from the outside. Some of what is already in the jobs bill for this special session is designed to do that."

The goal of the Be Bold Wisconsin plan is to have Wisconsin ranked among the top ten U.S. states by 2016 as a locale to start and grow a business. Jadin believes that is an achievable goal. "Again it will have a lot more to do with what goes on in the Capital building than simply tweaking the functions at Commerce. While it is very important that we be as agile as possible and responsive to our business community, we need to make sure there are not more tax and regulation burdens on them."

Jadin comes to the position of Commerce Secretary after serving as mayor of Green Bay and president of the Green Bay Area Chamber of Commerce, where he was instrumental in the formation of The New North, an 18-county regional economic development effort. "Having been in all of those capacities, at the city, chamber and regional levels and now at the state, it is my earnest intent to try to create an organization that is much more responsive to all levels of economic development in the state, while making it a lot easier for them to be responsive to the business community," says Jadin. "So I look forward to a very significant partnership with everyone in WEDA."

2011 WEDA Board of Director Candidates

Nine candidates are running for six open positions on the 2011 WEDA Board of Directors.

1. Todd Battle, Kenosha Area Business Alliance, Kenosh
2. Nick George, Midwest Food Processors Assn, Madison
3. Vic Grassman, City of Janesville, Janesville
4. *Brenda Hick Sorenson, Fond du Lac County Economic Development Corp., Fond du Lac
5. Randy Hulke, Discovery Center: UW-Stout, Menomonie
6. Scott Jansen, AT&T, Milwaukee
7. Carol Karls, Wisconsin Public Service Corporation, Green Bay
8. *Bruce Kepner, Alliant Energy, Madison
9. Kim Kindschi, UW System/UW Extension, Madison

*Incumbent, 2nd Term

[Click here](#) for more information on the 2011 candidates.

Unable to attend the 2011 Governor's Conference and WEDA Annual meeting? A Proxy Ballot is available [here](#).

WEDI Update: Economic Development News and Views

Information you can use:

Help for your small businesses. Last year, the Small Business "Jobs and Lending" Bill was signed into law. The legislation will permit businesses to: refinance at a better rate and longer term with SBA 504 loans, refinance before the balloon payment of their current loan comes due, and possibly consolidate business debt.

Did you know? The "Energy Independence and Security Act of 2007" mandated improved efficiency standards for incandescent light bulbs-effectively ending the 100+ year reign of this technology. The efficiency standards will start with 100-watt bulbs in January 2012 and end with 40-watt bulbs in January 2014.

Economic Development News:

Update to Forward Cost Comparison: Last fall, Forward Wisconsin, Inc. announced a new cost comparison tool providing detailed cost information on taxes and other site location factors for Wisconsin and all six of its surrounding states. The tool allows customizable searches and generates a PDF cost comparison. Recently, the site was enhanced with detailed property tax information for all seven states.

Federal Information Sources are often overlooked: If you want a cookbook, easy-to-use analysis of industry growth patterns, [Career One Stop US Dept Labor](#) is a time saver. Similarly, [Wadley Donovan](#) has provided a detailed (2, 3 and 4 digit NAICS) summary of industry changes for 2010 using BLS data.

To learn more about the **economy and economic development**, IEDC and the Federal Reserve Bank of Atlanta

have available a [free podcast series](#).

Home, Work and a "Third Place" are discussed for Wisconsin by several UW-Stevens Point studies: [Livable Communities](#) and examples of [Third Place locations](#).

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

Welcome New Members

- Gene Dalhoff, Sauk County Development Corp., Baraboo
- Bill Fennessy, Superior Water Light & Power, Superior
- Charles Glazman, Wisconsin Indianhead Technical College, Superior
- Nancy Glynn, Wisconsin Indianhead Technical College, Rice Lake
- Paul Hampton, Newmark Knight Frank, Rosemont
- Frank Heafy, Via Rail Logistics LLC, Dousman
- John Henderson, NAI MLG Commercial LLC, Brookfield
- Kristi Johnson, City of West Allis
- Larry Kilduff, The Kilduff Company LLC, Cedarburg
- Eric Kuznacic, Southwest WI Workforce Development Board, Janesville
- Roseann Meixelsperger, City of Brodhead
- Michael Mooney, NAI MLG Commercial LLC, Brookfield
- Bambi Pattermann, Wisconsin Indianhead Technical College, Ashland
- Richard Sneider, Wisconsin Board of Commissioners of Public Lands, Madison
- Collette Sorgel, CMJ Solutions LLC, Mazomanie
- William Tehan, Ruder Ware, Wausau
- Doug Wheaton, Walworth County, Elkhorn
- Errin Welty, Vierbicher Associates Inc., Madison

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