

Include a link to view a webpage version of this e [Include a link to view a webpage version of this e](#)



March 2011 WEDA Wire

March 30, 2011

President's Comments



"Keep Calm and Carry On" - This simple five-word phrase has been called the greatest motivational message ever produced. It was developed for the British people over sixty years ago at a key moment in their history. However, I think it has a very real application for Wisconsin and WEDA at one of our defining moments.

The situation at the Capitol has been anything but calm and business as usual for the Legislature. WEDA is closely monitoring Governor Walker's budget repair bill and proposed biennial budget to better understand the full impact on members. We

see conflicting reports on the economic and fiscal impact. A recent study by a UW professor Steve Deller projected over 21,000 jobs would be lost in the public and private sectors. Other reports claim a balanced budget removes the threat of tax increases and this will have a greater positive effect on job creation.

We know WEDA members will be impacted. Impacts will be felt as early as April when medical and pension deductions are increased. The full effect will not be known until the biennial budget debate is complete. In the interim, the best advice may be simply - **Carry On**. WEDA members are truly the state's partners in economic development. We are on the front line in the effort to bring new jobs with a goal of adding 250,000 new jobs by the end of 2014. The Be Bold Wisconsin recommendations were focused on building a more competitive state economy by reorganizing efforts and those initiatives are underway.

In order to move beyond short-term spending cuts, our communities need increased tax revenue from expanded business activity. Assisting existing businesses to expand and new business development are key activities in building a larger and more competitive economy. We are doing the right things, but it does

In This Issue

[President's Comments](#)

[Legislative Update](#)

[WEDC to Solicit Stakeholder Comments](#)

[WEDA Board Member Profile: Todd Battle](#)

[WEDI Update](#)

[2011 WEDA Regional Spring Meetings](#)

[2011 WEDA Officers](#)

[Status of WI Basic Economic Development Course](#)

[Governor's Conference Summary](#)

[Welcome New Members](#)

[WEDA Corporate Sponsor: Centergy, Inc.](#)

[Mark Your Calendar](#)

WEDA Corporate Sponsor

Centergy, Inc.

Centergy, Inc., previously known as the Central Wisconsin Alliance for Economic Development, is a regional non-profit corporation covering the counties of Marathon, Wood, Portage, Adams, and a

take time for results. **So we need to keep in mind that "at the end of the day, whatever may happen, all you can do is keep calm and carry on."**

Overall, it is a message worth considering. If you have questions or concerns on what WEDA is doing to represent the membership during this transition, please call or e-mail me. Thank you for your involvement.

Best regards,

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

Legislative Update: Economic Development from 2011 Special Session

By Jim Hough on behalf of The Hamilton Consulting Group

March 2011

This memorandum presents an overview of specific economic development initiatives, with emphasis on the creation of the Wisconsin Economic Development Corporation (WEDC), adopted as part of Governor Walker's Special Session called to improve Wisconsin's business climate and send the message that "Wisconsin is open for business."

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION ---[Act 7](#) creates a new quasi public Authority called the Wisconsin Economic Development Corporation (WEDC), which essentially represents Phase 1 of the Governor's plan to completely reorganize the current Department of Commerce. Phase 2 of the Commerce Department reorganization will be accomplished as part of the Governor's biennial budget bill.

The Authority created under the bill is authorized to develop and implement economic programs to provide business support, expertise and financial assistance to companies that invest and create jobs in Wisconsin, and to support new business start-ups and business expansion. The WEDC will be run by a Board of Directors that consists of 13 voting members, including: the Governor who serves as chairman; six members nominated by the Governor; three members appointed by the Senate Majority Leader (which includes one member of the majority party, one member of the minority party and one person employed in the private sector); and three members appointed by Assembly Speaker (which includes one member of the majority party, one member of the minority party, and one person employed in the private sector). In addition, the Secretaries of Administration and Revenue would serve on the board as nonvoting members.

This initiative grew out of the "Be Bold Wisconsin" study and recommendations developed by the Wisconsin Economic Development Association and its partners, Competitive Wisconsin

portion of Lincoln County. Its mission is to stimulate measureable economic development in Central Wisconsin by aligning resources, encouraging cooperation among all sectors of the regional economy, and promoting the value of doing business in Central Wisconsin.

The organization was created in 1989, but approximately three years ago the board of directors decided to restructure to better facilitate the involvement from various industry sectors, aggressively implement a regional strategy, and move from a volunteer organization to paid staff.

The board is made up primarily of private sector business members. Since its work also includes Community and Workforce Development, a cross section of educational and civic leaders also engage in its implementation.

Centergy's mission is guided by the following principles:

- **Collaboration:** Leverage the resources across the region; work across municipal boundaries to do what is in the best interest of the entire region

and the Wisconsin Counties Association, and strongly embraced by Governor Walker during and after the campaign.

The primary purposes of the new economic development entity is to focus solely on the expansion, retention and attraction of business in Wisconsin and, thereby, to growing Wisconsin's economy; to be a change agent, a high-profile economic development champion empowered to aggressively pursue business retention, growth and attraction; and to have leadership and staff that will not be distracted by responsibilities not directly related to economic development.

TAX DEDUCTION/CREDIT FOR A BUSINESS THAT RELOCATES IN WI --- [2011 Wis. Act 3](#)

creates a tax **deduction** for business income earned by an individual or pass-through income from a partnership, limited liability corporation (LLC) or tax-option corporation for tax years beginning after December 31, 2010. The deduction may be claimed by a business that moves either 51% or more of the workforce payroll or at least \$200,000 of paid wages to Wisconsin. The deduction may be claimed for two consecutive tax years, beginning with the tax year the business begins doing business in Wisconsin. An individual may not take the deduction if the individual or pass-through entity has done business in Wisconsin during the two preceding taxable years. The bill also creates a similar tax **credit** for corporations for tax years beginning after December 31, 2010. Partnerships, LLCs, and tax-option corporations are not allowed to claim the credit, but may claim the deduction.

ECONOMIC DEVELOPMENT TAX CREDIT PROGRAM --- [2011 Wis. Act 4](#)

increases the maximum total amount of economic development tax credits that could be claimed by \$25 million. Coupled with the \$73 million in credit cap available under the current program, \$98 million in total credits are available retroactive to January 1, 2011. Under the program, individual income or corporate income tax credits may be claimed for conducting a qualified job creation, capital investment, employee training, or corporate headquarters location or retention project.

INCOME TAX CREDIT FOR SMALL BUSINESS --- [Act 5](#) creates an income tax deduction for job creation. Under the new Act, a business with gross receipts of \$5,000,000 or less in a taxable year may claim a deduction equal to \$4,000 for each new full-time employee employed in the taxable year. Businesses with gross receipts of more than \$5,000,000 may claim a deduction equal to \$2,000 for each new full-time employee. A person may not claim the tax deduction for job creation if the person may claim a tax credit based on the person relocating the person's business from another state to Wisconsin. The deduction first applies to tax years beginning on January 1, 2011. Further, the bill directs DOR to promulgate rules to administer the tax deduction.

LEGAL REFORM [Act 2](#) and **REGULATORY REFORM** (pending final action) are extremely significant advancements in improving and enhancing Wisconsin's business climate. There are separate memoranda available dealing exclusively with these issues.

- **Competitiveness:**
Position Central Wisconsin as a leader in key industry sectors to compete in the world market
- **Consensus:**
Bring clarity of vision of regional priorities

More information can be found at www.centergy.net



Mark Your Calendar

WEDA Spring Meetings
April 19 - Eau Claire
April 21 - Appleton
May 3 - Wausau
May 4 - Waukesha

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

[More Upcoming Events](#)

Quick Links

[Register Now](#)

[Newsletter Archive](#)

[Related Topics](#)

[More On Us](#)



WEDC to Solicit Stakeholder Comments

By Paul Jadin, Secretary, Department of Commerce

As we continue the development and implementation of the Wisconsin Economic Development Corporation (WEDC), we want to make sure that both our internal and external stakeholders have a chance to add their insights and comments.

On March 29, we will begin this effort with a strategic planning session with all WEDC employees. I value your knowledge and experience and look forward to joining you as we determine the best way to meet our goals of creating 250,000 jobs, raising per capita income to rank in the top half of the nation, and ensuring that new economic development opportunities reach all of Wisconsin's regions.

We will conduct six two-hour roundtables with our economic development partners on March 30 and 31 and April 1. Two industry roundtables will be scheduled in April, and in late April and early May, we will conduct four outstate listening sessions. By taking all these viewpoints into account, we will be on firm ground as we transition to the WEDC.

WEDA Board Member Profile: Todd Battle

Years in WEDA: 5

WEDA Involvement: Elected to WEDA board in 2011. Additionally serve as a member of Legislative Committee.

Current Position: President of the Kenosha Area Business Alliance, a public/private partnership that serves as Kenosha County's economic development corporation and employers association.



Background/Education: I have a B.S. from Central Michigan University, where I majored in political science (public administration emphasis) and minored in economics. My entire career has been spent in economic development. Prior to Kenosha, I spent six years in executive leadership roles with economic development organizations in Iron Mountain and Muskegon, MI.

Random Thoughts on Economic Development: I rarely have met a colleague that set out to become an economic developer. Yet I have met a number of talented and committed ED Pros who have developed tremendous passion for this career path. It is a challenging and rewarding profession - - regardless of how one was introduced to the "business." Personally, I love the diversity of the job and the ability to work with entrepreneurs, business executives, public administrators and community leaders toward a common goal of building a great community.

Interests, Hobbies & Activities: Outside of work, my family

consumes most of my free time, as my wife and I have two girls, ages 4 and 2. Lately I have memorized the words to nearly every Disney Princess story and can recite them on cue. When I have time to myself, I am an avid golfer and love playing and working on my game.

WEDI Update: Economic Development News and Views

Information you can use:

[New Webinar: Leveraging the Power of Twitter and Blogging to Generate More Leads, Thursday, April 14th - 1 Hour, 10:30 am CDT.](#) Learn how to use social networks like Twitter to give your blog a super-boost and generate more clicks and more leads. This complimentary webinar is brought to you by the Business Accelerator Program, sponsored by American Family Insurance.

[Wisconsin Business Resources - \(Got Moo-La\)](#), DATCP offers this database of capital, resources, value-added consultants and service providers, and grant writers. The database, which is updated regularly, has an agricultural slant but is very comprehensive for all businesses.

Forward Wisconsin's [multi-state cost comparison site](#) is being continually updated.

Economic Development News:

[Despite China's might, U.S. factories maintain edge:](#) America remains the No. 1 manufacturing country, out-producing No. 2 China by more than 40 percent. American factories manage to make more goods with fewer workers. U.S. manufacturers have abandoned products with thin profit margins. Instead, American factories produce complex and expensive goods requiring specialized labor.

In "Chief Executive's" [annual survey of best and worst states for business](#), WI ranks 42nd in 2010, up 1 place from 2009. According to the CEO's, those states with lower tax and regulatory burdens, lower costs of living and a friendlier attitude to business rank the highest.

[The Philanthropic Collaborative](#) quantifies the economic force of foundation funding showing that the work of private and community foundations supported more than 9.2 million jobs nationwide. The nonprofit community as a whole provided 12.9 million jobs, or approximately 9.7 percent of the country's workforce. Every dollar they provided to charities and other programs produced more than eight dollars in direct economic benefits.

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

2011 WEDA Regional Spring Meetings

The Wisconsin Economic Development Association and Wisconsin Department of Commerce are partnering to host regional meetings to inform and gather specific suggestions on economic development structures, processes and policies. Secretary Jadin and Deputy Secretary Klonsinski are scheduled to participate in all regional sessions.

Economic development systems, processes and programs will experience a transformation over the next several years. The goal of the sessions is to spur communication that is focused on enhancing services to customers of all economic development systems. Participants invited to these meeting will include: economic development related professional and private sector companies that are past users of Commerce programs.

April 19, 2011 - Eau Claire

April 21, 2011 - Appleton

May 3, 2011 - Wausau

May 4, 2011 - Waukesha

All sessions 1:30 pm-5pm

\$40/MEMBERS

\$50/NONMEMBERS

Click [here](#) to register and view the agenda for the Spring meetings.

Please contact the WEDA office with any questions, weda@weda.org or 608-255-5666

Sponsorship Opportunities available!

2011 WEDA Officers

President - Bruce Kepner, Alliant Energy

President - Elect - Brenda Hicks-Sorensen, Fond du Lac Cty Economic Development Corp.

Treasurer - Patrick Schloss, City of West Allis

Janet Ady, Voltedge, Inc.

Andy Albarado, Rusk County Development

*Todd Battle, Kenosha Area Business Alliance

Jennifer Brown, Kewaunee Cty Economic Development Corp.

Deb Clements, Wisconsin Department of Commerce

Brian Doudna - Past President, Eau Claire Area Economic Development Corp.

*Randy Hulke, Discovery Center - UW-Stout Menomonie

Andrew Janke, City of Beloit

*Carol Karls, Wisconsin Public Service Corp.

Mari Kay-Nabozny, Northwest WI Workforce Investment Board

*Kim Kindschi, UW-Extension

Sam Perlman, Door County Economic Development Corp.

Dan Schneider, WI Business Development Finance Corp.

Cheryl Welch, Fox Valley Workforce Development Board

Phyllis Wilhelm, Madison Gas & Electric

** Newly elected board members*

View [2011 WEDA Committee information](#) on the WEDA Web site. Contact the WEDA Office at weda@weda.org or 608-255-5666 if you are interested in getting involved with any of the committee activities.

Status of WI Basic Economic Development Course

Because of the uncertainty around the State budget and its potential impact on municipalities, schools, state agencies, technical colleges, and others, the 2011 WI Basic Economic Development Course (BEDC), scheduled August 29 through September 1, 2011, has been canceled. The course will be offered again next year, September 10-13, 2012.

The decision to cancel the course in 2011 is also based on declining attendance since the course was first offered: 53 in 2008; 42 in 2009; 28 in 2010. Further decline in attendance was expected for 2011. Course planners are optimistic that skipping 2011 could increase future demand for the course.

If you have comments or questions on the decision to cancel the course or on future course offerings, please contact [Mary Cole Laub](#) (715-588-3721) or [Laura Brown](#) (608-890-0008).

2011 Governor's Conference Summary

Approximately 400 attendees gathered at the Monona Terrace in Madison on February 9-11 for the 2011 Governor's Conference on Economic Development. You can view most of the outstanding presentations at <http://weda.org/governors-conference>.

Welcome New Members

- Dane Checolinski, Sheboygan Cty Economic Development Corp.
- Brian Fukuda, La Crosse County
- Paul Hampton, Newmark Knight Frank, Rosemont, IL
- Karen Huisman, AKA Rachel Productions, Madison
- Bob Keyes, Retired, Marshfield
- Larry Kilduff, The Kilduff Company, Cedarburg
- James Schneider, Blue Chip Training & Marketing, Gotham
- Neil Stechschulte, City of Sun Prairie

[Forward email](#)



This email was sent to weda@weda.org by newsletters@weda.org | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Wisconsin Economic Development Association | 4600 American Parkway, Ste 208 | Madison | WI | 53718