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October 2010 WEDA Wire

October 1, 2010

President's Comments



In this challenging economic time, WEDA is aggressively moving forward with recommendations and solutions that seek the transformation of the field of economic development in Wisconsin. The WEDA board's efforts are focused on advancing the association's vision for WEDA to be the leader in providing economic development solutions.

The leader role is never easy, but individual commitment to a group effort is what makes a team work. Many individuals at all levels of the organization have been working overtime to implement new economic development solutions. Here are some examples:

Be Bold Wisconsin - WEDA Board Adopts Resolution of Support

The Be Bold Wisconsin report was released on August 2nd and has received favorable press and editorials across the state. The legislative staff, committee and board all have met to discuss the study's recommendations. On September 9th, the WEDA board adopted a resolution supporting key recommendations from the study. Go to our Web site www.weda.org to see the resolution adopted by the board. It is important that WEDA members take an active part in the upcoming legislative process. Our initial goal is to have these recommendations incorporated into the budget document submitted by the new Governor.

Value Added Services - New Statewide Buildings & Sites Solution

After a long process, the board has authorized me to sign the contract that will bring Zoom Prospector to Wisconsin. On behalf of the WEDA Board, I want to thank the committee for their work in researching the various tools and working to make sure that the solution was sustainable. I also want to thank the Wisconsin Department of Commerce, as their involvement was key in bringing this new solution to the state. WEDA members can learn more about the statewide service and the local options by calling the WEDA office. Information on the service will be added to the Web site shortly. Please consider incorporating the costs of a local edition into your 2011 budget.

Value Added Services - Several Under Consideration

Additional Value Added Services are currently being researched by the committee and will be discussed at the fall conference. I have been impressed

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WEDA Corporate Sponsor

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A top leader in public finance, Ehlers is an independent financial advisory firm that works with clients to design financial solutions to help grow their communities in the Midwest. Since

with the committee efforts and the energy of this group.

It is our association's role to implement our mission and to strive for our vision. I want to commend WEDA's staff, committees and board for taking these statements to heart. Now, WEDA needs the membership to be a vital part of our implementation team. Are you willing to be part of the team seeking to drive solutions, or are you sitting on the bench like I did for many years? At the end of the day, WEDA will be judged on the transformation of the field of economic development in Wisconsin. I encourage you to take a proactive role in this thoughtful transformation!

Sincerely

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

WEDA Fall Conference in Manitowoc

Positioning Wisconsin's Future: Our Call to Action

October 6-8, 2010

It's not too late to register for the WEDA Fall Regional Conference in Manitowoc. This two-and-a-half-day event will highlight the Wisconsin Competitiveness & Positioning Study, Now that the Be Bold Wisconsin study is complete, the conference will offer in-depth discussions on implementing policy, programs and moving ahead as a Bold Wisconsin. Guest speaker, E. Mitchell Roob, Jr., Secretary of Commerce for the state of Indiana and Chief Executive Officer of the Indiana Economic Development Corp. will provide insight into his state's successful approach to economic development. Conference Attendees will also benefit from a visits by 2010 Gubernatorial Candidates, insights from a grassroots perspective, networking and much more. Participate in the 2010 Fall Golf Outing at [Autumn Ridge Golf Course](#) in nearby Valders on October 6.

[Register Online Today](#)
[Download Registration Form](#)

Click [here](#) for more information or contact the WEDA office with any questions, weda@weda.org or 608-255-5666

Legislative Update

On September 14, Wisconsin citizens voted in the Primary Election to select the candidates who will face the voters in the General Election in November. With Governor Doyle not seeking re-election, the race for governor has and will draw the most attention as Wisconsin will have a new governor for the first time in eight years.

Republican gubernatorial candidate Scott Walker won an impressive victory over former Congressman and previous U.S. Senate candidate Mark Neumann. Walker's opponent in November is Democrat Tom Barrett, who faced only token opposition in the primary. Walker, Milwaukee County Executive, and Barrett, Mayor of the City of Milwaukee, both come from an area that has not had much success in previous gubernatorial elections. That will change.

1955, Ehlershas assisted clients in strategically planning projects and balancing fiscal implications for the short- and long-term. Comprehensive advisory services from Ehlers include: Debt Planning and Issuance; Economic Development and Redevelopment Services; Financial Planning; Management, Communication and Public Participation.

Building relationships with clients in Wisconsin is a key characteristic of Ehlers as an independent advisor. That means the company does not have any relationship with any other parties that attempt to influence the direction or advice of Ehlers. Our main goal is to only serve local governments.

For more information visit www.ehlers-inc.com



Mark Your Calendar

October 6 - 8, 2010
[WEDA Fall Regional Conference](#)
Holiday Inn, Manitowoc

November 8-11, 2010
[WI Basic Economic Development Course](#)
Pyle Center, Madison

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

In the other high profile election, incumbent U.S. Sen. Russ Feingold (D), an 18-year Senate veteran, faces a very serious challenge from Republican Ron Johnson, a successful business person from Oshkosh who has no previous experience as a political candidate.

Voters will also elect all 99 members of the State Assembly and 17 members of the State Senate.

For more complete election coverage, see the most recent [WEDA Political Tidbits](#).

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WEDA Board Member Profile: Sam Perlman

WEDA member: Since the WEDA Fall Conference in Appleton, October 2003.

Current Position: Economic Development Manager of the Door County Economic Development Corp.

Background/Education: B.A. from Grinnell College (IA). Major in Music, undeclared concentration in Russian Cultural Studies. University of Minnesota-Duluth Upper Midwest Economic Development Course, July 2004. Certified NxLevel™ Entrepreneurial Training Program Instructor. In past lives in Chicago and New York City, I worked as a talent agent, a marketing executive and a dot-communist.



Professional Affiliations: President of the Northeast Wisconsin Regional Economic Partnership; Chair of the Door County Job Center Management Team; Treasurer of the Bay Area Workforce Development Board; Family Selection Committee of the Door County Habitat for Humanity affiliate.

Interests & Activities: I am passionate about food, and I love cooking, eating and supporting local food producers. I am also a contributing editor to *Door County living* magazine. In limited free time, I am an avid bicyclist in summer and a broomball player during the winter. I joined the Door County YMCA Board of Directors in 2010, after seven years on the Grinnell Alumni Council that included two on the college's Board of Trustees. My wife Mariah and I live in Baileys Harbor with our sons Theo and Trey.

Thoughts on Economic Development: I love that this profession is so complex and has so many different facets to it: promoting business growth; supporting entrepreneurship; public works; technology and telecommunications; workforce development; housing; politics and policy. It certainly keeps me busy and interested, as no two days are ever the same.

WEDI Update: Economic Development News and Views

Important notice (notify your constituents):

Small nonprofit organizations are at risk of losing their **tax-exempt status** if they failed to file required returns for 2007, 2008 and 2009. They can preserve

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their status by filing returns by Oct. 15, 2010, under a one-time relief program, the Internal Revenue Service (IRS) has announced.

Small mom-and-pop organizations, such as local sports boosters, clubs, neighborhood associations, historical societies and other organizations without professional accountants are probably most affected.

See: [IRS Press Release](#) and [List of Organizations by state](#) that haven't filed (list may be incomplete).

[Continue Reading](#)

Basic Economic Development Course Offered Again

It's not too late to sign up for the WI Basic Economic Development Course. This exciting and interactive introductory course is especially beneficial for new professionals entering the field of economic development. It's also a great overview for municipal and county staff, elected officials, bankers, village and city administrators and other individuals involved in economic development. The course will be held at the Pyle Center in Madison, Wisconsin, beginning Monday afternoon, November 8, 2010, and run through Thursday, November 11, 2010. Cost: \$595 (early rate) through October 1, 2010; \$625 after October 1. To register go to: www.uwex.edu/CES/cced/economies/bedc.cfm

A limited number of scholarships are available. Click [here](#) for more information on scholarships.

[More Information & Registration](#)

GIS Buildings and Sites Database Update

"If it sounds too good to be true it probably is." We are all familiar with that phrase, however, sometimes something good comes along that is true. WEDA's Leadership Committee for Sites and Buildings, under the leadership of Brenda Hicks-Sorensen, has spent a year researching, testing and finally selecting a provider for a statewide Buildings and Sites database to replace the current system, LOIS.

From a small economic development organization's perspective, there are many advantages in the GIS Planning system. First, it will be available at NO COST, thanks in part to funding from the Wisconsin Department of Commerce. Many of the utilities across the state have also pledged their financial support. If you know of an organization that is a potential sponsor, contact the WEDA office for sponsorship opportunities.

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WEDA Awards: Call for Nominations

The time has again arrived for submitting nominations for the WEDA Economic Development Awards that will be presented at the Governor's Economic Development Conference in Madison, WI, February 2011

In 1985 WEDA established an awards program with the purpose of recognizing exceptional contributions to the economic vitality of Wisconsin. The now biennial program allows WEDA members to nominate outstanding individuals, organizations and businesses. These awards recognize exceptional current contributions through the use of creativity, leadership, effort, investment or other qualities which further broad-based economic development goals and objectives within the State of Wisconsin.

This is an excellent opportunity to recognize individuals, businesses and organizations that are making significant contributions to the economy of Wisconsin. It is also a good way to spotlight WEDA and the important role our members play.

Remember, only WEDA members in good standing can submit nominations. Nominations are limited to two (2) typewritten pages in length. Please use the form enclosed in the recent mailing as a cover for the nomination and return it by **November 15, 2010**.

If you have any questions contact one of the WEDA Awards Co-Chairs, [Jack Sroka](#) or [Mari Kay-Nabozny](#).

WEDA Member Awards and Updates

- Patrick Drinan, Executive Director of Sheboygan County Economic Development Corp., was appointed to to a three-year term on the Bay Area Workforce Development Board
- Gayle Kugler, Director of UW-Extension Division of Entrepreneurship and Economic Development, was named to the National Board of Small Business Development Centers

Welcome New Members

- Kim Erdmann, Watertown Chamber of Commerce
- Cynthia Jaggi, Executive Business Builders, LLC, Middleton
- Mary Willett, Village of Holmen
- Lisha Coffey, Alliant Energy
- Steven Shupp, Alliant Energy
- Scott Snider, Alliant Energy

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