

**This is a copy of the email sent from Michelle St Clair from Dane County Planning and Development to the Dane Plan email list on January 6<sup>th</sup>, 2004.**

**Subject:** Announcements & Materials

Hello,

Happy new year to all. In this new year, we are excited to move forward in this process and we thank you for your continued commitment to housing and economic issues in the Dane County comprehensive planning process.

To start with, we have some announcements about an upcoming conference & lunch on economic development, which will be followed by the finalized draft goals & objectives for housing & economic development in another e-mail coming to you soon.

If you have any questions, or announcements that you would like distributed to others, please let me know. Thank you.

Michelle

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### **Announcement 1:**

TITLE: The Capitol View

TIME: 4:30 to 5:30 p.m., Thursday, Jan. 8.

PLACE: The Bio Technology Center at Promega Corp., 5445 E. Cheryl Parkway, Fitchburg (just off Fish Hatchery Road).

Please join Department of Administration Secretary Marc Marotta, Department of Commerce Secretary Cory Nettles, University of Wisconsin Regent David Walsh, State Sen. Ted Kanavas, R-Brookfield and State Rep. Terri McCormick, R-Appleton, for a panel discussion on the progress of state economic development efforts.

With the Doyle administration and the current Legislature each marking one-year anniversaries in office, the forum will focus on what progress is being made in Wisconsin's effort to build a high-growth, high-wage economy. That will include a discussion of progress on Gov. Jim Doyle's "Grow Wisconsin" plan and various legislative initiatives.

The forum is co-sponsored by WisBusiness.com and the Wisconsin Innovation Network (WIN) Foundation, which is a subsidiary of the independent, non-profit Wisconsin Technology Council.

The forum will be preceded by a presentation on how to enter the Governor's Business Plan Contest, which is being produced by the Wisconsin Technology Council. Tom Still, president of the Tech Council, will moderate the forum.

There is no admission fee for the event. Following the panel discussion will be networking social with refreshments served.

Directions: Take Fish Hatchery Road south of the Beltline interchange about 3 miles. Just past La Paella restaurant, turn left on E. Cheryl Parkway. The Bio Technology Center is about one-quarter of a mile east on the right side of the road. Parking will be available either in the lot or on the street.

How to register: Go to [www.wisconsintechcouncil.com](http://www.wisconsintechcouncil.com) <<http://www.wisconsintechcouncil.com/>> and click on the Events icon ....

### **Announcement 2:**

**SBDC's Economic Development LUNCH  
Wednesday, February 11, 2004**

**Please note:** This is a **lunch** program so we could accommodate a very special presenter, Mr. Ross DeVol from the Milken Institute in California. See below for program time.

## **The future of the Madison area economy: Are we an "up and comer" or just another Midwest city?**

Alliant Energy and Madison Gas & Electric have arranged this very special presentation you won't want to miss! Come hear a highly respected outsider's view of our local economy based on comparisons to other U.S. university research communities and major metropolitan areas. Ross DeVol of the Milken Institute will provide a provocative and informative program and discuss how we compare, what our strengths are and what we need to do better.

Mr. DeVol has studied local economies extensively. His *State Technology and Science Index: Comparing and Contrasting California*, analyzes investments in science and technology - from higher education to industry research and development - and their role in deciding the fates of regional economies. Mr. DeVol's other Milken Institute research includes: The *Best Performing Cities Index*, the *Forbes/Milken Institute Best Places Index*, and *Index*, and the *Knowledge-based Economy Index*.

### **Presenter**

Ross C. DeVol, M.A. in Economics from Ohio University, is Director of Regional Economics at the Milken Institute. He oversees the Institutes research efforts on the dynamics of comparative regional growth performance. DeVol is an expert on the intangible economy and how regions can prepare themselves to compete in it. He is examining the effects of technology, research and development activities, international trade, human capital and labor-force skills training, entrepreneurship, early-stage financing and quality-of-place issues on the geographic distribution of economic activity. Particular focus on these issues is made in the context of California, the world's 6th largest economy. He has authored studies examining how to harness the research and innovation capacity of a region to build high-tech clusters based on new technologies. DeVol co-authored a study analyzing the factors that have lured technology industries into several cities and what lessons might be applicable to other urban centers.

Mr. DeVol appears on national television and radio programs such as CNN's "Moneyline" and NPR's "Talk of the Nation" to discuss a variety of economic topics. He is frequently quoted in printed media such as *The Wall Street Journal*, *Investor's Business Daily*, *Los Angeles Times*, *Forbes*, *The Economist*, *Time*, *Business Week* and many others.

### **PROGRAM REGISTRATION**

**SECURE WEB SITE:** Use your credit card at  
<<https://secure.uwex.edu/semtek/register/edb3.cfm>>

**OR CALL:** 608-262-3909

**PROGRAM DATE:** Wednesday, February 11, 2004. Please register by Feb. 5<sup>th</sup>.

**PROGRAM #:** 6411

**TIME:** 11:30 AM 1:00 PM; Lunch starts at 11:30 AM. Program starts at 12 noon.

**PLACE:** University Research Park, MG&E Innovation Center, 505 S. Rosa Rd./ 510 Charmany Dr., Madison, WI 53719; Room 50

**PARKING:** Free parking right outside the building.

**COST:** \$18 per person; includes lunch.

Payment in advance is appreciated.

For more information call the Small Business Development Center at 263-7680.

### **Attached Files:**

[WBIA Report on the State of the Wisconsin Incubation Industry in 2002](#)

[Small Business Development Center Breakfast Presentation: Job Generation Engines](#)

[Small Business Development Center Breakfast Presentation: Job Generation Engines Lyons Presentation](#)