

March 13, 2008

PRESENT: Mayor Tom Barrett, Mark Cronce, Mark Jaeger, Suzanne Kelley, Larry Nelson, David Rayburn, Nancy Russell, Tom Sackett, Carlos Santiago, Carol Schneider, Steve Smith, Dr. Robert Spitzer, Mary Ellen Stanek, Richard Telfer, Dan Vrakas, Scott Walker, Ed Zore

ABSENT: T. Michael Bolger, Michael Grebe, Willie Hines, Lee Holloway, Allan Kehl, Gale Klappa, Dennis Kuester, David Lynch, William McReynolds, Cory Nettles, Phillip Neuenfeldt, Stephanie Phillips, Joel Quadracci, Steven Stanbrook, John Torinus, Scott VanderSanden

STAFF: Dean Amhaus, Julie Granger, Wendy Hauser, Shelley Jurewicz, Pat O'Brien, Jim Paetsch, Tim Sheehy, Julia Taylor, Marjorie Yoshida

Call to Order-Opening Remarks

Co-Chair Ed Zore called the meeting to order at 8:30 a.m. Mr. Zore welcomed the Council members, guests and elected officials. This was the first council meeting of the year and 2008 marks the third year since the Milwaukee 7 was formed.

Mr. Zore thanked UW-Washington County and Economic Development Washington County for hosting today's meeting. Doreen Buntrock of West Bend Savings Bank, the new president of Economic Development Washington County, welcomed the Council to Washington County. Dr. David Nixon, Dean & CEO of UW-Washington County, also welcomed the Council and stressed the importance of continuing education as a catalyst for change and improvement in economic development. UW-Washington County has eight baccalaureate programs. They will take in their first class of engineering students this fall.

Approval of Minutes

Upon motion duly made and seconded, the minutes of the November 20, 2007 Council meeting were approved as presented.

BUSINESS REPORT and COUNCIL ACTIVITIES

Financial Update

Mr. Zore reported that Milwaukee 7 has a total of 61 investors and a 5-year pledge of more than \$6.4 million. The mission is a critical one and we continue to reach out to investors to help us in our goal to make Milwaukee a region of choice for retaining, expanding and attracting world-class businesses and talent.

Two new investors were thanked for their investments: American Transmission Company for \$25,000 and The Business Council (TBC) for \$5,000.

TBC is an affiliate organization of the MMAC and promotes the growth of ethnically diverse businesses in metro Milwaukee - essential to our region's economic development. It has a Supplier Diversity program that helps match smaller, ethnically diverse companies with larger corporations (including Northwestern Mutual) to build business partnerships. Last year, the program generated a record \$35.7 million in new revenues for these smaller companies, and overall, the program has generated \$86.1 million since it was started in 2002.

Call Program

In all, 500 visits with local CEOs have been completed to date. Reports will be available on Water Industry and Financial Services CEO calls at the Council's November meeting.

Calls to Central City employers were recently completed. This latest research on Central City businesses is important because a healthier inner city means not only a dramatic boost for the city, but also for the entire region. The major finding from these calls is that inner-city firms in Milwaukee are relatively healthy, in spite of local, regional and global challenges. Interviews were conducted with 81 companies, with an average of 94 employees each, almost half of which were in manufacturing.

Findings from the report include:

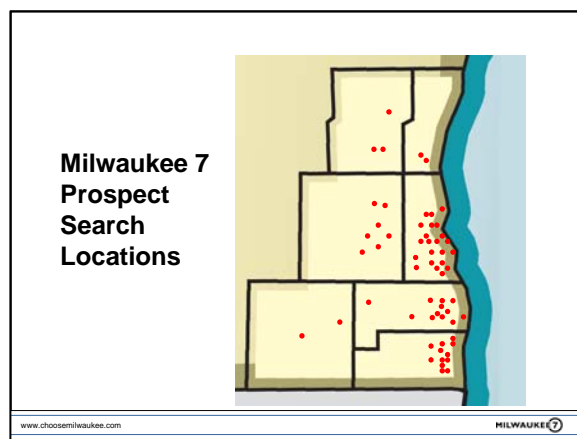
- 53% of the companies reported increased sales over the past 3 years
- 63% expect more profits over the next 3 years
- 49% expect to add significantly more employees over the coming year
- 50% said the business climate has improved over the last few years
- 47% reported they are going to make significantly higher capital expenditures and 26% reported a desire to add space in the coming year

These results were shared in January with the entire community. A summary can be found in the business packets link on choosemilwaukee.com in the Milwaukee7/Council section.

Prospect Activity

Mr. Zore explained that the success in retaining, expanding and attracting businesses depends on a cohesive regional response to prospects.

This map shows search activity in the Milwaukee 7 region, with each dot representing sites that Milwaukee 7 prospects have looked at. There's been activity within each county in the region.



The chart below gives a snapshot of the wins and losses, along with employment numbers (current and projected) at the point Milwaukee 7 became engaged in the projects. Ten companies have new or expanded operations with a regional impact of more than 3,800 jobs. Milwaukee 7 is currently working with 8 other companies with a combined 2,030 jobs at stake.

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▶ Prospect Activity To Date			
Employment figures are at time of engagement			
	Companies	Regional Employment	New Employment
Wins	10	1,750	2,095
Pending	8	1,620	410
Losses	5	205	1,559

Tech Upgrade, Inc.

Chairman Zore introduced Dan Klasen, president of Tech Upgrade, Inc. Tech Upgrade is one of the companies in our "win" column. Dan Klasen shared his company's story about his recent move from Chicago to Milwaukee. Klasen's experience is a prime example of what having the right economic development resources in place, like our website, means to the success of our region.

- Tech Upgrade started in Chicago in 2004 as a computer/technology resource working with K-12 school districts.
- Chicago site selection resources were "all over the place." Milwaukee resources from Jim Paetsch to the Department of Commerce to FUEL Milwaukee all referred him to ChooseMilwaukee.
- Klasen used the website for planning, budgeting and implementation. He utilized many sections that were quick, accurate and concrete:
 - Starting a business
 - Living and working here
 - Incentives and financing
 - Creating a budget: tax and compensation information
 - Location search with cost and square footage information
- Other cities' websites and resources seem to be geared more towards big business and large companies.
- Websites are only as good as the employees who support it. Jim Paetsch was very helpful and knowledgeable. Jim also helped Dan in finding resources to hire employees.
- Tech Upgrade finished last year with \$1.2 million in sales!

U.S. Bowling Congress

Chairman Zore indicated that the Milwaukee 7 has been actively engaged with the U.S. Bowling Congress, bowling's governing body, to keep its headquarters here in Milwaukee. The U.S. Bowling Congress is a \$50 million business with approximately 240 employees. The Bowling Congress is currently headquartered in Greendale, but announced late last year its intention to move its operations to Arlington, Texas. One of its main partners, the Bowling Proprietors Association of America, is located in Arlington. Over the last several months, the Milwaukee 7 spearheaded a team effort to keep the Bowling Congress headquarters in Milwaukee. This culminated in a formal proposal made to its board of directors in Atlanta last Sunday. The Milwaukee 7, with the mayors of Milwaukee and Cudahy, outlined a proposal that was economically cost competitive. The proposal included both state and municipal financial support.

This truly was a regional effort to keep the Bowling Congress here. The announcement that the Bowling Congress is relocating to Arlington was disappointing - we put together a very compelling case for them to stay. We believe the decision was made largely due to the influence of the Bowling Proprietors Association on the Bowling Congress and its desire to have the Congress located nearby.

MillerCoors

Chairman Zore then spoke on the Milwaukee 7's major prospect work with MillerCoors. Discussions have been ongoing with the companies, and the governor and mayor have had several meetings with the CEOs of Miller and Coors. Any review of potential headquarters sites won't begin until after the proposed joint venture receives antitrust approval from the Justice Department. Approval is expected in early summer. The Milwaukee 7 is ready to act with a coordinated team in place, including the city, county and state. We are in the game. We have great assets and can make a great case for Milwaukee.

Region Building Resource Center and Website

Chairman Zore summarized statistics for the Milwaukee 7 Resource Center and Website. The Resource Center at We Energies has held more than 130 meetings with various groups, companies and organizations, and last month held a video conference with officials from Milwaukee and Richards Bay, South Africa, to consider developing a sister city relationship between the two cities. Our award-winning web site, ChooseMilwaukee.com, since launching in November 2006, has had more than 135,000 unique visitors and 3 million hits.

Public Policy

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Public Policy

Pending: Governor's Grow Wisconsin agenda

- Innovate Wisconsin (New tax credits for R&D)
- Accelerate Wisconsin (Expansion of tax incentives for angel and venture capital investment)
- Next Generation Manufacturing (New tax credits for lean manufacturing protocols)

Ozone Redesignation Request

Region currently classified as ozone non-attainment zone by EPA

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In the public policy area, the Governor's Grow Wisconsin agenda is pending in the state legislature and we are working to pass these business incentives. They have been well-received by the state Assembly. Their fate is less certain right now in the state Senate. A Wisconsin press release from Tim Sheehy of the MMAC was included in the business packet (choosemilwaukee website under M7/Council).

The other issue is our region's current classification as an ozone non-attainment zone by the EPA. The EPA is refusing to act on our redesignation request because 2007 data was out of compliance at one of the regional monitoring stations, located in Kenosha. The EPA would like the state to withdraw its redesignation request. So far, Governor Doyle and the DNR have been unwilling to do so. As a result we're at a standoff.

Deloitte Consulting

Chairman Zore reminded council members to attend events around the annual meeting of Deloitte Consulting's national corporate site selector team being held in Milwaukee, May 7-9. This is a great opportunity to get one-on-one access to these high-level professionals who have worked globally on hundreds of corporate relocation projects.

Investor Letter

Chairman Zore also brought attention to a letter that will be sent out to council members, elected officials, community leaders and business executives briefly summarizing the Milwaukee 7's accomplishments to date and next steps for 2008. This letter demonstrates the difference that the Milwaukee 7 is making, which is borne out by these bottom-line results:

- 10 corporate expansions or relocations
- 3,800 jobs created or saved
- \$323 million in direct and indirect spending

Marketing Council

Chairman Zore gave the update for the Marketing Council. The Marketing Council is developing an overarching Communications Framework and Plan for Milwaukee 7. The Framework combines all of the previous branding and marketing efforts to ensure a uniform and consistent message. The emphasis will

be on collaboration among the primary organizations charged with promoting the region. The Communications Plan will be completed in the next few months and will define marketing priorities, identify key audiences and outline action items, budgets, timelines and lead partners.

Additionally, the marketing team has been working on the following initiatives:

- Nearly 7,000 surveys have been sent to regional and national business leaders to measure their perceptions and attitudes toward the Milwaukee Region. Results are expected to be announced in late spring/early summer.
- The first Legislative tour of the region will be conducted in May. Modeled after the successful college editor tour, members of the Wisconsin Legislature will be invited to experience living, working, learning and playing in the region. Thanks to Reps. Jeff Stone and Jon Richards for helping organize this visit.
- Collaborating with UWM's School of Information Studies to compile a database of facts and photos of the region. All of this material will become part of the branding toolkit that will be made available through ChooseMilwaukee.com.
- Other activities include the development of a Fresh Water Marketing Campaign, the "Dream It, Do It" campaign for manufacturing careers, national news story placements, a regional promotional brochure and corporate PR briefings.

Next Generation Manufacturing Council (NGM)

Mr. Zore introduced Pat O'Brien, president of Milwaukee 7, to give an update on the NGM Council.

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Next Generation Manufacturing Council

Manufacturing
is Milwaukee's dominant industry

173,305 of 300,000 export driver jobs (57%)
\$8.7 billion payroll
\$50,000 average wage vs. \$35,000 regionally
State exports grew \$7.5 billion since 1999 (77%)

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Mr. O'Brien stressed that the importance of manufacturing to this region's health and welfare cannot be overestimated. 57% of our regional driver jobs are in manufacturing, creating close to \$9 billion dollars a year in regional payroll, and paying wages 43% above the regional average. Moreover, manufacturing is the largest contributor to our state's growing export economy.

Mr. O'Brien stated that the purpose and role of the NGM Council is to facilitate and promote Next Generation Manufacturing principles and practices through collaborations with selected implementation partners. To improve strategies and feedback, the NGM Council is continuing to broaden its base of members by further diversifying by manufacturing size, type, industry and geography. If you know of someone who might like to make a difference, contact us.

Next Generation Manufacturing Council

Bill Berezowski, Ph.D., P.E., VP & GM Imaging Sub-Systems, GE Healthcare
(Waukesha County)

Mike Erwin, President, Tailored Label Products, Inc. (Waukesha County)

Mary Isbister, President, General Metal Works Corp. (Ozaukee County)

Rich Meeusen, President & CEO, Badger Meter (Milwaukee County)

Dave Rayburn, President & CEO, Modine Manufacturing Co. (Racine County)

Mike Reader, President, Precision Plus, Inc. (Walworth County)

Mark Rolison, President, Frontier Medical Products (Ozaukee County)

David Tomczek, President, Federal Tool & Engineering (Ozaukee County)

Keith Trafton, President & CEO, Super Steel (Milwaukee County)

Mike Wells, Chairman, Frank L. Wells Co. (Kenosha County)

Transition Manufacturing

Mike Klonsinski, Wisconsin Manufacturing Extension Partnership (WMEP)

To help transition manufacturing to next generation capabilities:

- WMEP has increased its regional staff from 8 to 11. This will increase the number of manufacturers served from 100 to 150 annually.
- Milwaukee 7 is working with WMEP to promote the Manufacturing Matters Conference in April. With the support of the Regional Economic Partners, this new collaboration is sponsoring a pre-event luncheon for select area manufacturers and economic development agencies. The keynote speaker is noted industrial futurist John Brandt.
- WMEP has also launched the Eureka Winning Ways program to support transformational innovation in manufacturing companies.

Technology and Innovation

Colin Scanes, Vice Chancellor of Research and Economic Development at UWM

Scanes announced the launching of the Institutes for Advanced Manufacturing and Biomedical Engineering with the goal to create strong programs in research coupled with a commitment to develop partnerships with industry and the community. UWM is looking to add 26 new faculty over the next 18 months to help staff these efforts.

International Manufacturing Support

Pete Beitzel, Milwaukee World Trade Association

- Manufacturing Matters! Conference
 - "How to Enter the Global Marketplace"
 - April 23, 2008, Midwest Airlines Center
- MWTA Staffing booth at Mfg Matters Conference (April 23, 2008)
- Wisconsin International Trade Conference (May 13, 2008, Italian Community Center)
- U.S. Midwest - Japan Conference (September 7-9, 2008, Midwest Airlines Center)

Water Council

Mr. O'Brien introduced Julia Taylor, president of the Greater Milwaukee Committee, to give an update on the Water Council. Julia Taylor provided the Council with the following overview of the Water Council's work in support of its goal to align the regional freshwater research community and water-related industries to establish the Milwaukee Region as the global capital for freshwater research, economic development and education.

Academic

- UW-Milwaukee's new School of Freshwater Sciences is under development with plans to include a water technology business accelerator. Our academic resources will also be mapped along with the call program.

Business Connections and Networking

- Fifteen companies are initially being approached for the Water CEO Call Program and results will be given at the Water Summit being held July 14, 2008 at Discovery World at Pier Wisconsin.
- Frederick Dubee, Senior Advisor, United Nations Global Compact Program will be a keynote speaker.
- UW-Milwaukee is also working on a Milwaukee Region Water Cluster white paper for distribution at the summit.

Government Support

- Council members met with Congressional delegations and the Wisconsin DNR
- Earmarks: algae control with MMSD for cleaner beaches, business technology accelerator

Business, Academic and Government Research Collaboration

- Memorandum of Understanding established & Master Agreement signed
 - City of Waukesha; new water treatments
 - City of Milwaukee; developments in ultrasound technology for water purification
 - City of Milwaukee and MMSD; development for storm water disinfection

Workforce Development

Ms. Taylor stated that Workforce Development is one of the most critical components of our strategy for the region. Nearly every CEO called on in the CEO call program put workforce at the top of their list of concerns. The key is to align our workforce system with education and economic development to build our talent pipeline. To do this, the Regional Workforce Alliance (RWA) was created and supported by a \$5.1 million federal WIRED grant. (WIRED stands for Workforce Innovation in Regional Economic Development.)

Ms. Taylor introduced Ed Morrison from Purdue University's Center for Regional Development. Mr. Morrison serves as the Economic Policy Advisor for the WIRED initiative in a 14-county region of North Central Indiana. Formerly working as an economic developer in the South, Ed has moved back to the Great Lakes Region, where in his view, significant growth potential exists. Ed presented an Open Source model for economic growth and discussed how it has helped the WIRED initiatives in other states. Prior to starting his economic development work, Ed was a corporate strategy consultant serving companies such as Ford, Volvo and General Electric.

Ed Morrison's presentation focused on a new model for economic growth: Open-Source Economic Development. This model promotes the development of open innovation networks to accelerate regional development and he is currently applying this model in Indiana, Northeast Ohio and the Bluegrass region of Kentucky. Mr. Morrison is a staff member of the Center for Regional Development at Purdue University and Economic Policy Advisor for the WIRED Initiative in North Central Indiana.

Mr. Morrison identified two core challenges to the Great Lakes Region

- Promoting open innovation that crosses political and organizational boundaries
- Managing the transition between our grandfather's economy and our grandchildren's economy

And cited these examples of open innovation

- Clean manufacturing certifications connecting high school to college
- STEM education and career academies
- High school entrepreneurship training tied to STEM business plan competitions
- New high school curricula tied to 21st century skills

In conclusion, Mr. Morrison emphasized that successful regions will:

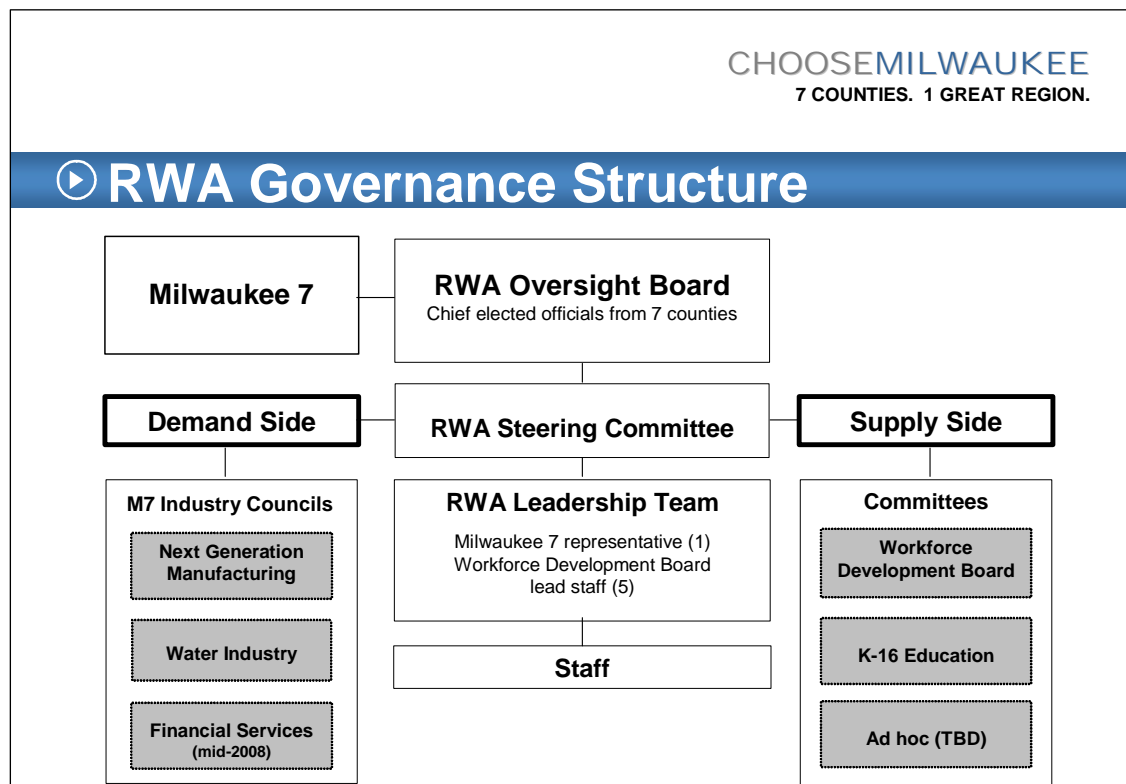
- Move civic thinking from hierarchies to networks
- Overcome the “power” of invisible boundaries
- See the value in networks

Additional information on Open-Source Economic Development is available at:

<http://www.i-open.org>

Julia Taylor thanked Ed Morrison for his very informative presentation. Ms. Taylor then continued the meeting with an explanation that the purpose of the Regional Workforce Alliance is to design and implement a workforce system in the Milwaukee 7 region aligned with economic development and education. The RWA brings into focus the current and future needs of employers as a way to shift the education and workforce preparation system.

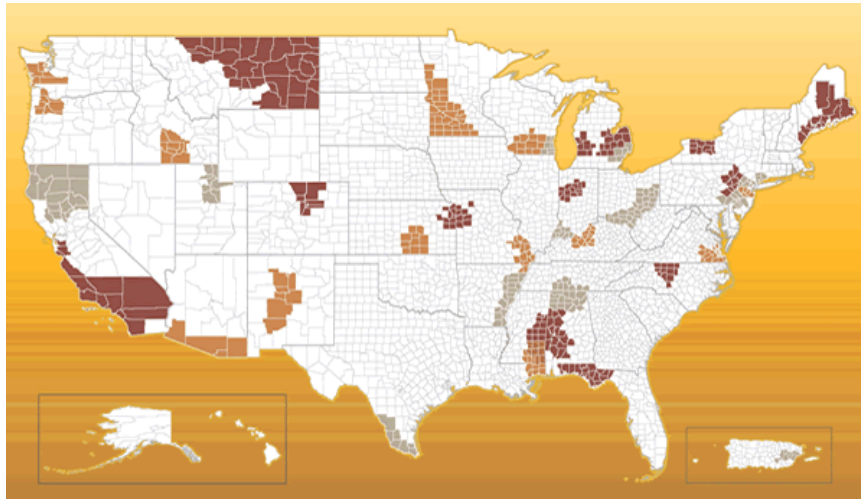
The RWA governance structure illustrated below is designed to link, leverage and align our resources as we work to find innovative solutions.



Continuing, Ms. Taylor noted that the RWA completed the implementation plan for the WIRED grant and has approval by the US Department of Labor in December 2007. In addition:

- The RWA will help develop the talent pipeline for Milwaukee 7 export driver industries and emerging business clusters
- The RWA is establishing a single point of contact on workforce development issues for companies with whom Milwaukee 7 has as a prospect
- In support of the Next Generation Manufacturing Industry Council, the RWA is actively driving efforts to train, assess and certify production workers with the Manufacturing Skills Standard Certification for companies within the Milwaukee 7 region
- An RWA commissioned study by UWM assessing demand and training for welders within the region is scheduled for released in March 2008

- The RWA plans to fund the call program for the Water Council in order to assess the talent needs for this emerging industry and begin building a more proactive method for meeting workforce talent needs
- The RWA is developing a protocol between the workforce boards for grant writing that should help the region respond more quickly and effectively to funding opportunities from the US Department of Labor and other grant-making organizations



Workforce
Innovation in
Regional
Economic
Development

There are a total of 39 WIRED
Regions funded by US
Department of Labor
Employment and Training
Administration

Generation 1 = Red
Generation 2 = Grey
Generation 3 = Gold

On April 11, 2008, the RWA will launch the WIRED Innovation Fund which is a resource of \$2.5 million for the Milwaukee 7 region of southeastern Wisconsin that will invest in innovative programs, projects and activities to transform key elements of the talent development system in the region. One goal of the Innovation Fund is to create a portfolio of investments in the talent development system during 2008 and 2009 that will seed additional innovations within the region.

Projects and activities funded by the WIRED Innovation Fund need to reflect “RSTI” guiding principles:

- R - Regional and Replicable
- S - Strategic and Sustainable
- T - Transformational and Targeted
- I - Industry-driven and Innovative

The WIRED Innovation Fund will invest in talent development innovations that forge new partnerships between the public and private sector and explore original ways to provide the necessary training and education needed to prepare today's workers for tomorrow's opportunities. There are three rounds of funding planned which are intended to make a total of \$2.5 million in investments in 2008 and 2009.

1. Exploratory Investments: Up to \$20,000
2. Demonstration Investment: Up to \$100,000
3. Implementation Investment: Up to \$250,000

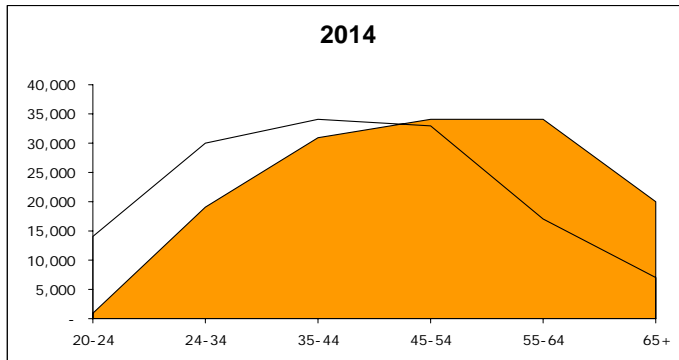
Round I is being launched at the Innovation Forum on April 11, 2008.

Next, Ms. Taylor introduced FUEL Milwaukee, leading the local talent and attraction and retention efforts (formerly Young Professionals of Milwaukee). The group, now nearly six years old, has become the largest of its kind in the country with 5,500 members representing over 400 employers. It is also recognized by the U.S. Chamber of Commerce as a national model of success. The group has developed several strategies to make the Milwaukee Region a destination of choice for global talent.

Ms. Taylor next introduced the FUEL representatives: Leslie Dixon, Chief Human Resource Officer for Robert W. Baird and chair of FUEL's Executive HR Council. Shelley Jurewicz is MMAC's vice president of regional talent and executive director of FUEL.

According to Jurewicz and Dixon:

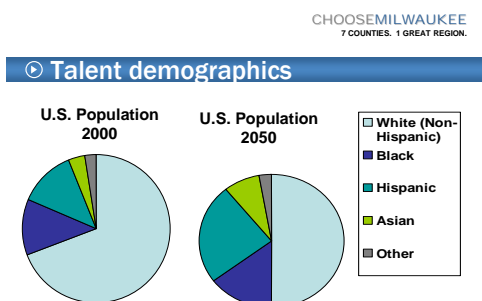
- By 2012, there will be a 6 million person gap between the supply and demand of knowledge workers in the U.S. *Deloitte Consulting 2008*



- The graph to the left shows the potential impact of Baby Boomer retirement and the aging workforce.
- "As the demographics for workers shift, the larger portion of the population is moving into the 55-70 year segment, while the number of available younger workers appears to be shrinking. Although the average retirement age is expected to rise, there will be a significant loss of leaders in the next seven to ten years." *Source: Bersin.*

to rise, there will be a significant loss of leaders in the next seven to ten years." *Source: Bersin.*

- There are 80 million "Boomers." Behind them are 40 million less experienced workers who hold 10-14 jobs before age 30-40. This is a problem of retention with employers. Are we ready for this major change in demographics?
- This shift is creating a war for talent. In 2008 alone, Hewitt Associates, predicts a 4.6 million worker shortage. There will be fierce competition for top talent in the near future.
- The war for talent is also here in Milwaukee. Of 100 employers surveyed in the Milwaukee region, there will be a shortage of 2,600 workers this year alone.
- America's 500 biggest companies will lose half their senior managers over the next 5 years. *Economist October 2006*
- Nearly 7 in 10 Boomers plan full- or part-time jobs for pay following retirement. *2006 Work Trends Survey*
- Average US worker has 10.5 different jobs before age 35. *Bureau of Labor Statistics 2007*
- 72% of employed workers are seeking new jobs. *Human Resource Management 2007*
- By 2010, 70% of the incoming workforce will women and people of color. *U.S. Census Bureau*
- The talent we are and will be recruiting looks different also.



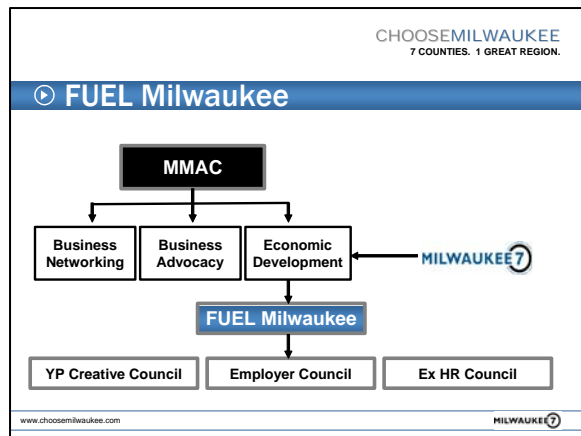
- US demographics have been steadily shifting for the past 60 years. (See chart above.)
- The workforce has changed, the workplace has not. *Deloitte Consulting 2008*
- It's an employees' market. They have the options. They have choices. And employers are starting to realize it. *Manpower 2007*

Employer Members 58

Actuant Corporation
Assurant Health
AT&T
Aurora Health Care
Bartolotta Restaurant Group
The Bon Ton Stores
The Business Journal
Chase
Children's Hospital & Health System
City of Milwaukee
Deloitte
Direct Supply
Eaton Corporation
Ernst & Young
Foley & Lardner LLP
Froedtert & Community Memorial
GE Healthcare
General Mills
Harley-Davidson Motor Company
HNTB Corporation

InPro Corporation
Johnson Controls, Inc.
Journal Communications, Inc.
Kahler Slater
Kohl's Corporation
The Kohler Co.
KPMG LLC
Manpower
Marcus Center
The Marcus Corporation
Marquette University
Marshall & Ilsley Corporation
MGIC Investment Corp.
Michael Best & Friedrich LLP
Miller Brewing Company
Milwaukee Area Technical College
Milwaukee Brewers Baseball Club
Milwaukee Bucks
MilwaukeeJobs.com
Milwaukee Symphony Orchestra

Northwestern Mutual
OnMilwaukee.com
Openfirst
Park Bank
Planned Parenthood of Wisconsin
Potawatomi Bingo Casino
Quarles & Brady LLP
Reinhart Boerner Van Deuren S.C.
Robert W. Baird & Co.
Rockwell Automation
Sensient
Stark Investments
Thermo Fisher Scientific LLC
Time Warner Cable
We Energies
Wells Fargo
Wheaton Franciscan Healthcare
Whyte Hirschboeck Dudek S.C.



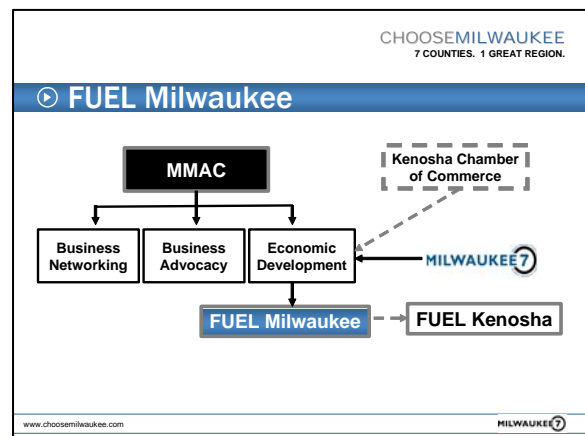
There are currently 350 volunteers actively involved FUEL Milwaukee.

FUEL is exploring a regional chapter with Kenosha and is thinking of taking FUEL to the college level.

FUEL strategies include:

Strategy #1: Brand the Milwaukee Region as a destination of choice for global talent

Image of Milwaukee cited as No. 1 barrier to attracting and retaining talent to the region.
2005 YPM/IDEAL Recruit-Ability Study



▶ Covers & Headlines



The world's most engaging communities **FAST 50**

No. 1 The Milwaukee Region

...Milwaukee's knowledge workers are innovating the Region's quality of life and economy and give Fast Company reason to recognize this community as the most engaging in the world.

Fast Company 2015

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Strategy #2: Brand the Region's talent base as the most engaged in the country

- FUEL Online: create an online community to facilitate member networking to engage members' interests in the region. FUEL Online will be live in 45-60 days.
- Members complete an interest profile and begin to both send, and receive, invitations to engage others who share their interests. Milwaukee ranks 8th in the nation for people serving in community service.

Strategy #3

Brand the Region's employer base as having the most contemporary workplaces in the country. Facilitate best practice sharing through:

- Monthly best practice sessions
- Quarterly dialogues among chief HR executives
- First Annual Chief HR Executive Retreat in Lake Geneva: April 10-11, 2008



FUEL Online

Name _____
Profession _____
Employer _____

CATEGORY	My	FUEL ONLINE INTERESTS
1. Business Climate & Affordability	✓ ✓	Property taxes Health care cost Next Generation Manufacturing
2. Social Justice & Diversity	✓	Poverty level Bronzville development Incarceration rates
3. Healthy & Green	✓	KRM Rail State-wide smoke free ban Great Lakes Compact
4. Leisure & Culture	✓	America's Black Holocaust Museum Lakefront development Performing arts
5. Talent Attraction & Retention	✓ ✓ ✓	Women & people of color in management Workplace flexibility Intergenerational workforce
6. Life Long Learning & Creativity	✓	Region-wide WiFi UW-Milwaukee Innovation Center MPS graduation rates

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▶ Measuring Success

GOALS	NATIONAL	REGIONAL
Grow number of "great places to work"		
Grow workplace diversity		TBD
Grow social responsibility		TBD
Grow workplace flexibility		

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FUEL will measure its success and help employers measure theirs. A core set of evaluation avenues have been chosen for FUEL members to pursue.

When tracking our growth in the number of "great places to work" we will leverage *Fortune* and *HR* magazines assessments at a national level and the *Business Journal's* Top Places to Work, at the local level.

On the diversity front, FUEL will work with the GMC Diversity Committee and *Diversity Inc.* Magazine.


For social responsibility, FUEL is in conversation with the American Society of Quality as they establish an

assessment for employers to measure Corporate Social Responsibility.

And on workplace flexibility, FUEL represents one of 30 regions across the country that were selected by the US Chamber of Commerce to host the When Work Works Award for Workplace Effectiveness and Flexibility.

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When Work Works Flexibility Awards



When Work Works is a national initiative to promote and recognize workplace flexibility and effectiveness as globally competitive business strategies.

Organized locally by: FUEL Milwaukee
Conducted by: When Work Works of the Family & Work Institute
Promoted by: US Chamber of Commerce
Locally sponsored by: Manpower, Business Journal, Deloitte, and Robert W. Baird

Apply online at:
www.WhenWorkWorks.org

Application Deadline: April 14, 2008

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As many employers as possible are urged to complete the When Work Works online assessment survey. It takes about 40 minutes and in return:

- Each employer receives a benchmark assessment report on your flexibility efforts and provides a comparative to how employers are doing nationally - for no fee.

- FUEL will receive an overall benchmark report on how our employers fared nationally as a collective.

"As the competition for talent heats up, businesses can, in a relatively doable period of time, make our workplaces among the most diverse and flexible in the country."

Paul Purcell, Chairman and CEO, Robert W. Baird

Human Resource executives are encouraged to contact Shelley or Leslie to get involved.
www.fuelmilwaukee.org

Adjournment

Ed Zore opened the floor for Q&A...No questions were asked.
He opened the floor for any new items of business for the council.

The next council meeting will be held June 4 in Racine County, with the location to be determined.

Meeting adjourned at 10:00am.