

Thank You for more than
\$5.2M in funding

REGIONAL CHAMPIONS
(\$200,000 AND ABOVE)

| | |
|-----------------------------------|-----------|
| Bradley Foundation | \$500,000 |
| State of Wisconsin | \$500,000 |
| We Energies | \$500,000 |
| M&I Corporation | \$300,000 |
| Northwestern Mutual | \$300,000 |
| Quad Graphics | \$300,000 |
| Harley-Davidson Foundation | \$300,000 |
| AT&T Wisconsin | \$300,000 |
| S.C. Johnson | \$200,000 |
| Aurora | \$200,000 |

REGIONAL LEADERS
(\$100,000-\$199,999)

| | |
|------------------------------------|-----------|
| A.O. Smith Corporation | \$125,000 |
| Modine Corporation | \$125,000 |
| Manpower | \$125,000 |
| Robert W. Baird | \$125,000 |
| Briggs & Stratton Corp. | \$125,000 |
| Johnson Controls | \$125,000 |
| Journal Communications | \$100,000 |
| City of Milwaukee | \$100,000 |
| Children's Hospital | \$100,000 |
| Froedtert Hospital | \$100,000 |
| Miller Brewing Company | \$100,000 |
| US Bank | \$100,000 |

REGIONAL PLAYERS
(\$25,000-\$99,999)

| | |
|--|------------------|
| Downtown BID | \$ 75,000 |
| Columbia-St. Mary's | \$ 75,000 |
| Deloitte | \$ 75,000 |
| Foley and Lardner LLP | \$ 50,000 |
| Wells Fargo Bank WI | \$ 50,000 |
| Roundy's Supermarkets Inc. | \$ 50,000 |
| G.E. Healthcare | \$ 50,000 |
| Quarles & Brady LLP | \$ 50,000 |
| Kenosha County | \$ 25,000 |
| Milwaukee County | \$ 25,000 |
| Racine County | \$ 25,000 |
| Waukesha County | \$ 25,000 |
| Ozaukee County | \$ 25,000 |
| PriceWaterhouse Coopers | \$ 25,000 |
| Irgens Development Partners LLC | \$ 25,000 |
| Ernst and Young LLP | \$ 25,000 |

REGIONAL SUPPORTERS
(\$500-\$24,999)

| | |
|--------------------------------------|-----------------|
| Medical College of WI | \$5,000 |
| City of Brookfield | \$2,500 |
| Kahler Slater Architects Inc. | \$ 2,500 |
| Sam's Club | \$1,000 |
| The Business Journal | \$ 500 |

Bold = MMAC Members

The 33 member Regional Economic Development Council met in Waukesha on March 1st for the groups second meeting.



**FUNDERS SET MILWAUKEE 7
CAMPAIGN IN MOTION**

At the second meeting of the Milwaukee 7 Regional Economic Development Council — a collaborative group of private and public representatives from throughout the seven-county region — campaign co-chairs announced that the group has met its goal of \$5.2 million in new funding added to the base of \$7 million in existing funding for a total five year commitment of \$12.2 million. Securing those funds is the key step in moving forward with strategies to grow, retain and attract companies and diverse talent in the region.

"Reaching this total allows us to fund our program of work and plan for additional programming in the future," said **Dennis Kuester**, chair of the MMAC and campaign co-chair along with **Steven Smith**, chair of the Greater Milwaukee Committee and CEO of Journal Communications and Milwaukee **Mayor Tom Barrett**.

Advanced manufacturing and its role in the Milwaukee 7 region was a focal point of the Council meeting. **Cliff Waldman**, economist with Manufacturers Alliance/MAPI, spoke about the evolution of U.S. manufacturing and its implications on regional policy makers. **Sammis White**, associate dean, UW-Milwaukee School of Continuing Education and professor, UW-Milwaukee School of

Architecture & Urban Planning, outlined data and trends as they relate to the Milwaukee 7 Region.

"Manufacturing has been a strong staple industry for the entire Milwaukee region," said **Gordon Kacala**, executive director, Racine County Economic Development Corp. "In recent years the technological advancements that have taken place with our region's manufacturers has positioned this industry as one of our key exporters to the world." Thank you the Milwaukee 7 contributors — additional funds are still being sought to expand on our goals.



Following the Regional Council's meeting, participants were able to tour Quad Graphic's Sussex facility

SCHOOL CHOICE: IT'S ALL ABOUT THE ECONOMY

By STEVE BAAS,
Director of Governmental Affairs

In 1992, Bill Clinton's campaign manager, James Carville, hung a sign in the campaign's Little Rock headquarters to keep everyone on message. The sign read, "It's the economy, stupid!"

With the passage of landmark legislation increasing the enrollment cap on the Milwaukee school choice program by 50%, it might be worthwhile to dust off Mr. Carville's sign as a reminder of why this political victory was so important. At its heart, the Choice program is about the economy, plain and simple.

Milwaukee is not only Wisconsin's largest city; it is the state's economic engine, accounting for nearly one third of all personal income in Wisconsin, 30% of employment, a quarter of the state's manufacturing shipments, and 27% of Wisconsin's total retail sales. As goes the Milwaukee economy, so goes the Wisconsin economy.

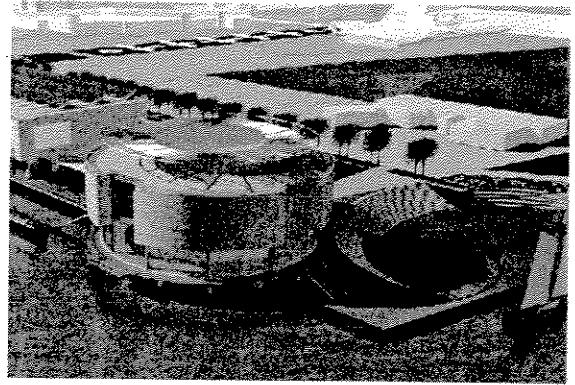
That's why School Choice is so critically important. The vitality of Milwaukee's economy is inextricably linked to the quality of its workforce. As demographic trends illustrate, it's critical that every student in Milwaukee is getting the skills necessary to take their place in the workforce.

That is an enormous challenge, not only because of the tightening demographic picture, but also because of the changing nature of the jobs in our 21st Century economy. Gone are the days when you could make a family-supporting career with nothing more than a strong back and a good alarm clock. Today, a high school degree is the minimum requirement for entry into the workforce, and if Milwaukee cannot

supply these skilled workers, employers will simply leave and take their business to other communities or countries that can. If we are serious about meeting the challenge posed by today's global economy we will need to use every tool in our educational toolbox, including the School Choice program.

The Milwaukee Public School system has many outstanding schools and dedicated educators. The MMAC is proud to support those schools and has spent tens of millions of dollars working with MPS to make our schools stronger. In addition, state taxpayers send more money to MPS than any other school district in the state, funding 83% of the school district's costs. But even with this support, MPS schools are not the answer for every student. MPS's graduation rate of 64% clearly cannot sustain our economy in the long run. Simply put, while School Choice may be a political and philosophical hot button, its significance to Milwaukee's competitiveness is urgent and practical. Our economy needs to provide every educational option possible. As a program that provides an educational lifeline for over 15,000 of the state's most economically disadvantaged children, Choice is a critically needed option in Milwaukee.

When they agreed to a deal that would put the Choice program on solid footing for years to come, Governor Jim Doyle, Assembly Speaker John Gard and the state legislature showed that they understood not only the importance of this educational lifeline, but also the importance of the economic lifeline each of those children represent for all of Wisconsin. It's not just School Choice. It's the economy.



Rendering of Pier Wisconsin.

ATTRACTIONS, ATTITUDE HELP SELL REGION

"Innovation built this country and it is what built my company. It is the

answer for the region's future," said local entrepreneur and philanthropist Michael Cudahy at the Council of Small Business Executives meeting February 9. Cudahy stressed that creating attractions such as Pier Wisconsin complements regional efforts to bring new industries to the region.

"Decision-makers consider more than the logistics. They want a strong community and workforce to help their business grow," said Cudahy. MMAC is currently co-charing the seven-county regional economic development campaign — the Milwaukee 7.

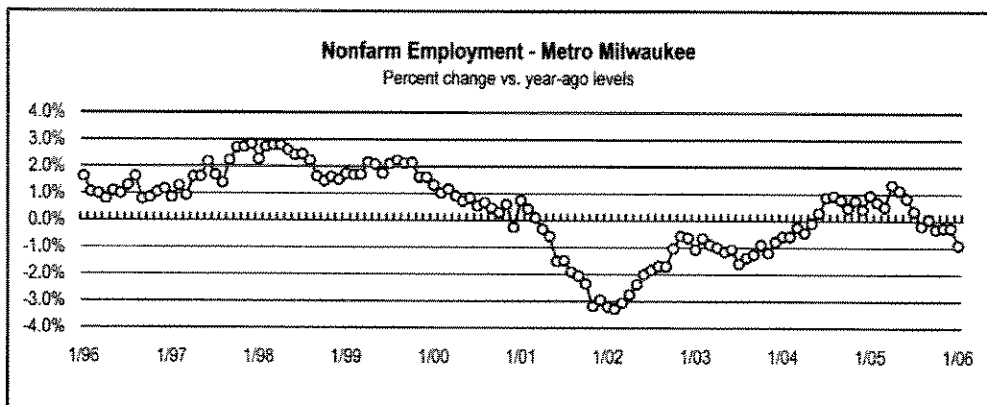
Discovery World/Pier Wisconsin has scheduled a homecoming gala in June for the S/V Denis Sullivan, the Wisconsin flagship that will be housed outside the new educational complex. The museum will feature two digital theaters, an outdoor café, fresh- and saltwater aquariums and numerous interactive exhibits.

"The Pilot House on the top floor will be the greatest meeting room Milwaukee has ever seen with a 360 degree view of Lake Michigan and the Milwaukee skyline," Cudahy remarked. It will accommodate 300 and be utilized for corporate meetings, weddings and other events.

To make Wisconsin a more attractive location for new businesses, Cudahy urged business leaders to adopt a more positive attitude about the Milwaukee region. On his recent trip to Ireland with Wisconsin leaders, Cudahy noted, "The Irish business community and government are unified to do whatever it takes to grow their economy and that comes across to prospective businesses."

Cudahy co-founded Marquette Electronics, Inc. in 1965 to develop, produce and market health monitoring systems. Cudahy's activities in political and civic affairs are supported by his personal philanthropy and leadership in local fund-raising.

JANUARY ECONOMIC TRENDS



0.1% decline after revision. For January, the manufacturing sector registered a small job decrease (down 0.1%), but production and earnings indicators posted robust gains. The workweek length for manufacturing production workers averaged 42.5 hours in January, a 4.7% increase from one year ago. A production worker's average weekly earnings rose a strong 13% to \$789, while average hourly earnings for such workers increased 7.9%, to \$18.56.

The start of 2006 is marked by unevenness among Milwaukee area business activity indicators, according to a monthly report by the MMAC.

Overall, 12 of 23 such indicators pointed upward in January, up from the 11 improvements posted in December.

"Annual revisions to employment figures by Wisconsin's Department of Workforce Development show a local economy with less vigor than originally reported," said Bret Mayborne, economic research director for the MMAC. "While average employment levels did increase in 2005, monthly job levels have actually fallen in recent months."

Unemployment indicators for January were positive. The number of unemployed in the metro area fell 5.6% (vs. one year ago) while new unemployment compensation claims dropped 7.3%. January's seasonally unadjusted jobless rate of 5.0% is slightly lower than the 5.1% rate posted one year ago.

INDICATORS: JANUARY, 2006 VS. JANUARY, 2005

Annual revisions to monthly job figures led to notable changes in the overall job trend. Rather than 12 consecutive months of growth in nonfarm employment in the metro area for 2005, there were eight months of growth and four months of decline with an overall gain of 0.4% (vs. the 1% gain originally reported). The year ended with three consecutive months of employment decline (vs. year ago levels), and 2006 follows this trend with a 0.9% fall in nonfarm jobs (vs. January, 2005), to 815,200.

Four of ten major industry sectors recorded job increases in January. Employment in the construction, mining & natural resources sector grew at a 6.5% pace, this month's largest year-over-year gain among major industry sectors. The leisure & hospitality, educational & health services, and financial activities sectors also reported January gains.

Among the six major industries with job declines, the trade, transportation & utilities sector, down 5.3%, posted the largest year-over-year decline. Metro area employment decreases were also posted in the information, professional & business services, other service, government, and manufacturing sectors.

Revisions to employment numbers caused the manufacturing job trend to switch direction, from a 1% gain in 2005 as originally reported, to a small

Area housing and real estate indicators tracked by the MMAC both pointed downward in January. Existing home sales in the metro area fell 9.9%, to 777, and mortgages recorded in Milwaukee County numbered 7,488, down 12.8% from one year ago.

Air passenger usage of Mitchell International Airport posted its ninth consecutive month of increases. Passengers totaled 541,201 in January, a 3.5% increase over one year ago. Metro area new car registrations remained on an upward trend. Registrations grew 3.6% from one year ago, to 2,672.



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April 2006

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| 30 | 31 | | | | | |

THURSDAY, APRIL 6
Member Orientation
 7:30 - 9:00 AM
 MMAC, 756 N. Milwaukee Street
 Contact Sandy, (414) 287-4114,
 skaye@mmac.org

FRIDAY, APRIL 7
Energy Symposium
 7:00 AM - 1:30 PM
 Milwaukee Athletic Club
 758 N. Broadway
 Contact Michele, (414) 287-4141,
 mmcfarland@mmac.org

THURSDAY, APRIL 13
YPM Around Town @ Envoy
 6:00 - 9:00 PM
 2308 W. Wells Street
 Contact David, (414) 287-4133,
 dkrupaka@mmac.org

THURSDAY, APRIL 27
YPM Milwaukee Magnet
 5:00 - 9:00 PM
 Renaissance Place
 1451 N. Prospect Avenue
 Contact David, (414) 287-4133,
 dkrupaka@mmac.org

MMAC

Vivo Urban Grill

MONDAY, APRIL 17
 608 E. Ogden Avenue
 5 - 7 PM

Register online at
www.mmac.org/calendar
 or email mkealty@mmac.org

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 \$20 prospective members

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Questions? Call MARGARET KEALTY at (414) 287-4166

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