



SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. Box 7863
MADISON, WI 53707

Andrew Franken
Wisconsin Insurance Alliance
44 E. Mifflin St
Madison, WI 53703

Dear Mr. Franken,

The State of Wisconsin and the Wisconsin Economic Development Corporation (WEDC) are pleased to announce the upcoming publication of *Wisconsin: In Good Company* in both an elegant full color 9" x 12" hardcover book and an e-book to be published in the summer of 2014. These volumes will showcase our great state and the many opportunities Wisconsin offers to businesses, investors, and organizational leaders looking to take advantage of our unique assets.

Wisconsin's great schools and the talented workforce they produce combine with rich natural resources, reliable infrastructure, and a strong history of innovation to create an environment full of potential. *Wisconsin: In Good Company* will strike a perfect balance between work and play, just as Wisconsinites do. While celebrating our attractive business climate and the many companies that have achieved success here, this showpiece publication will highlight the myriad cultural and recreational options that make Wisconsin a special place to live and visit.

Wisconsin: In Good Company will be distributed throughout Wisconsin, nationally, and internationally. Business leaders and other VIPs will receive this beautiful volume as a keepsake meant to create a lasting impression of Wisconsin's rich history and bright future. It will also be sold in bookstores locally, nationally, and online.

Enclosed is a letter from Reed Hall, secretary and CEO of WEDC, outlining the exciting opportunity *Wisconsin: In Good Company* offers your company to share its story with the world.

I thank you for the role you play in creating a prosperous Wisconsin and look forward to working with you to keep Wisconsin at the forefront of economic leadership and development.

Sincerely,

Scott Walker
Governor

Andrew Franken
Wisconsin Insurance Alliance
44 E. Mifflin St
Madison, WI 53703

Dear Mr. Franken,

Wisconsin has drawn national attention for the improvements we've made in our economic climate. The strides we've made to encourage business development in our state are truly worth celebrating, as are the remarkable statewide assets that make Wisconsin such a wonderful location to live and work. To help us tell our story to the world, the Wisconsin Economic Development Corporation (WEDC) is partnering with industry leader Cherbo Publishing Group to produce a special keepsake publication entitled, ***Wisconsin: In Good Company***. We're hoping that you will join us in this exciting initiative that aims to spotlight Wisconsin's many treasures.

Wisconsin: In Good Company will be an elegant, hardcover 9" x 12" book that will also be available as an e-book. It will serve as a tremendous economic development tool that we will use to attract new business and investment capital to our state. ***Wisconsin: In Good Company*** will be distributed to business leaders, elected officials, and relocation prospects nationally and internationally. Cherbo produced a highly successful book six years ago which greatly enhanced our status. However, a lot has changed since that time, and we want everyone to know about our progress and exciting future plans.

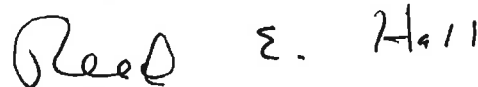
To that end, a key section of the book will feature a limited number of profiles of leading companies, organizations, and institutions across the state whose history, accomplishments, and vision are indicative of Wisconsin's spirit.

Because of your significant role in our state, I invite and encourage you to participate as you did last time. This is an outstanding opportunity for your company to showcase your products, services, and images to the world.

Cherbo's Director of Publications Bob Freeman will briefly meet with you in your office to provide you with an overview of the project. To schedule a convenient time, please complete and return the reply form, email to rcgroup@netscape.com or call directly (608) 210.6729.

Thank you for your consideration and for helping to build a strong Wisconsin.

Sincerely,



Reed E. Hall
Secretary and CEO



201 W. Washington Avenue
Madison, WI 53703

P.O. Box 1687
Madison, WI 53701

608.210.6700
855-INWIBIZ
inwisconsin.com

PLEASE SCHEDULE A CONVENIENT TIME TO MEET
REGARDING THIS VERY IMPORTANT PROJECT FOR THE
STATE OF WISCONSIN AND ITS BUSINESS AND ORGANIZATIONAL LEADERS

Please fax to 866/402-2206 or Email to rcgroup@netscape.com
or call directly to 608/210-6729

Reply Form

Convenient times to meet with _____
(Name) (Title)

of _____
(Company)

for an executive overview of, **Wisconsin: *In Good Company***

1st Choice: Day: _____ Date: _____ Time: _____

2nd Choice: Day: _____ Date: _____ Time: _____

3rd Choice: Day: _____ Date: _____ Time: _____

Your Street
Address: _____

Your City: _____

Your Email Address: _____

Your Phone: _____ Your Fax: _____

Thank you for your prompt reply.