

You are: **City of**



We are: **Hiebing &**



VANDEWALLE & ASSOCIATES, INC.

This is: **Marketing Wisconsin's BioAg Gateway &
Southeast Madison Business Centers
10.18.07**



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Hiebing 

TAB 1 – General Information and Signatures



RFP FORM A

SIGNATURE AFFIDAVIT

Note: This form must be returned with your proposal response.

PART I:

In signing this proposal, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other Proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Bid, and declares that the attached proposal and pricing are in conformity therewith.

Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer to a contract.

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER: <i>Barbara C. Hernandez</i>	DATE: 10.17.07
NAME AND TITLE OF PROPOSER: Barb Hernandez PR Director	COMPANY NAME: The Hiebing Group, Inc.
TELEPHONE: 608 256-6357	ADDRESS: 315 Wisconsin Avenue
FAX NO.: 608 256-0693	Madison WI 53703

Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME:	TITLE:
TELEPHONE:	FAX NO.:
EMAIL:	



RFP FORM A

SIGNATURE AFFIDAVIT


Note: This form must be returned with your proposal response.

PART I:

In signing this proposal, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other Proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

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Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer to a contract.

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER: 	DATE: 10/16/07
NAME AND TITLE OF PROPOSER: Rob Gottschalk, Principal	COMPANY NAME: Vandewalle & Associates
TELEPHONE: 608-255-3988	ADDRESS: 120 East Lakeside Street Madison, WI 53715
FAX NO.: 608-255-0814	

Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME:	TITLE:
TELEPHONE:	FAX NO.:
EMAIL:	



RFP FORM A

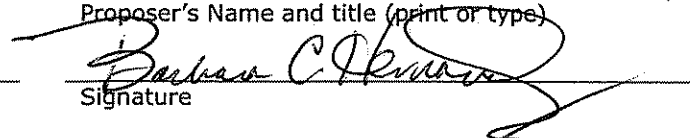
PART II: RECEIPT FORMS and SUBMITTAL CHECKLIST

The undersigned hereby acknowledges the receipt and/or submittal of the following forms:
 (Initial all applicable forms)

Request for Proposals	Initial to acknowledge receipt of RFP Documents	Required Submittals Checklist. Initial all submitted documents
Section A: Administrative RFP Information and Conditions	BCU	
Section B: Project Information and Specifications	BCU	
Attachment A: Sample Contract for Services	BCU	
Attachment B: Standard Terms and Conditions	BCU	
Addendum No. <u>1</u> Dated: <u>09.24.07</u>	BCU	
Addendum No. <u>2</u> Dated: <u>10.01.07</u>	BCU	
Addendum No. <u> </u> Dated: <u> </u>		
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Tab 2	Executive Summary	BCU
Tab 3	Qualifications a. Qualifications Overview b. Organization Management Approach c. Key Staff	BCU
Tab 4	Experience, Past Performance, Litigations	BCU
Tab 5	Technical Approach	BCU
Tab 6	Cost Proposal	BCU

The Hiebing Group, Inc. (dba Hiebing) Barb Hernandez PR Director/Partner
 Company Name (print or type) Proposer's Name and title (print or type)

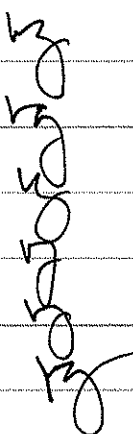



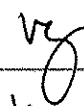


10.17.07
 Date


 Signature

RFP FORM A

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Vandewalle & Associates

Rob Gottschalk, Principal

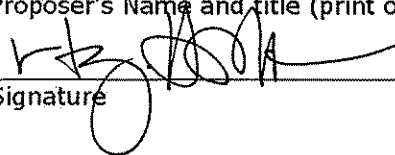
Company Name (print or type)

10/16/07

Date

Proposer's Name and title (print or type)

Signature





**RFP FORM B
 CONSULTANT PROFILE**

1. **Proposing Company Name:** The Hiebing Group, Inc.
 SOCIAL SECURITY NO. _____
 2. FEIN 39-1383835 OR (If Sole Proprietorship) SSN to be provided if awarded the contract
 DUNN AND BRADSTREET NO. rating:1A2

3. **Form of Organization:** Corporation Limited Liability Company General Partnership
 Sole Proprietor Unincorporated Association Other: _____

4. **Location of Main Office:**
 ADDRESS 315 Wisconsin Avenue
 CITY Madison STATE WI ZIP + 4 53703-2107

5. **Location of Office servicing City of Madison account:**
 ADDRESS 315 Wisconsin Avenue
 CITY Madison STATE WI ZIP + 4 53703-2107

6. **Principal Information and Contact:**
 NAME Barb Hernandez TITLE: Public Relations Director/Partner
 TEL 608 256-6357 TOLL FREE TEL _____
 FAX 608 256-0693 E-MAIL ADDRESS bhernandez@hiebing.com

7. **Contact Person in the event there are questions about your proposal:**
 NAME Barb Hernandez TITLE: Public Relations Director/Partner
 TEL 608 256-6357 TOLL FREE TEL _____
 FAX 608 256-0693 E-MAIL ADDRESS bhernandez@hiebing.com

8. **Mailing address where City purchase orders/contracts are to be mailed and person the Department can contact concerning orders and billing:**
 NAME Karena Koenig TITLE: Business Manager
 TEL 608 256-6357 TOLL FREE TEL _____
 FAX 608 256-0693 E-MAIL ADDRESS kkoenig@hiebing.com
 ADDRESS 315 Wisconsin Avenue
 CITY Madison STATE WI ZIP + 4 53703-2107

9. **Affirmative Action Contact:**
 The successful Consultant, who employs more than 15 employees and whose aggregate annual business with the City for the calendar year in which the contract takes effect is more than twenty-five thousand dollars (\$25,000), will be required to comply with the City of Madison Affirmative Action Ordinance, Section 3.58(8) within thirty (30) days of award of contract.
 NAME Karen Koenig TITLE: Business Manager
 TEL 608 256-6357 TOLL FREE TEL _____
 FAX 608 256-0693 E-MAIL ADDRESS kkoenig@hiebing.com
 ADDRESS 315 Wisconsin Avenue
 CITY Madison STATE WI ZIP + 4 53703-2107



RFP FORM B

CONSULTANT PROFILE

1. **Proposing Company Name:** Vandewalle & Associates

2. FEIN 20-826-4210 OR SOCIAL SECURITY NO. (If Sole Proprietorship) SSN to be provided if awarded the contract

DUNN AND BRADSTREET NO. _____

3. **Form of Organization:** Corporation Limited Liability Company General Partnership
 Sole Proprietor Unincorporated Association Other: _____

4. **Location of Main Office:**
 ADDRESS 120 East Lakeside Street
 CITY Madison STATE WI ZIP + 4 53715-2028

5. **Location of Office servicing City of Madison account:**
 ADDRESS _____
 CITY _____ STATE _____ ZIP + 4 _____

6. **Principal Information and Contact:**
 NAME Rob Gottschalk TITLE: Principal
 TEL 608-255-3988 TOLL FREE TEL _____
 FAX 608-255-0814 E-MAIL ADDRESS rgottschalk@vandewalle.com

7. **Contact Person in the event there are questions about your proposal:**
 NAME Rob Gottschalk TITLE: Principal
 TEL 608-255-3988 TOLL FREE TEL _____
 FAX 608-255-0814 E-MAIL ADDRESS rgottschalk@vandewalle.com

8. **Mailing address where City purchase orders/contracts are to be mailed and person the Department can contact concerning orders and billing:**
 NAME Nonna Anderson TITLE: Accounting Manager
 TEL 608-255-3988 TOLL FREE TEL _____
 FAX 608-255-0814 E-MAIL ADDRESS nanderson@vandewalle.com
 ADDRESS 120 East Lakeside Street
 CITY Madison STATE WI ZIP + 4 53715-2028

9. **Affirmative Action Contact:**
 The successful Consultant, who employs more than 15 employees and whose aggregate annual business with the City for the calendar year in which the contract takes effect is more than twenty-five thousand dollars (\$25,000), will be required to comply with the City of Madison Affirmative Action Ordinance, Section 3.58(8) within thirty (30) days of award of contract.

NAME Jenny Kurt TITLE: Administrative Services Manager
 TEL 608-255-3988 TOLL FREE TEL _____
 FAX 608-255-0814 E-MAIL ADDRESS jkurt@vandewalle.com
 ADDRESS 120 East Lakeside Street
 CITY Madison STATE WI ZIP + 4 53715-2028



RFP FORM C

CONSULTANT REFERENCES

FOR VENDOR: The Hiebing Group, Inc.

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for four (4) or more installations with requirements similar to those included in this solicitation document. If vendor is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

Company Name Virent Energy Systems, Inc.
Address (include ZIP) 3571 Anderson Street Madison WI 53704
Contact Person Mary Blanchard, Dir. Mktg **Phone No.** 608 663-0228
Service(s) Used Brand strategy, logo design, communications plan, web redesign, presentation materials and collateral and trade booth graphics for professional conventions

Company Name Monona Terrace
Address (include ZIP) One John Nolen Drive Madison WI 53703
Contact Person Bill Zeinemann, Dir. Mktg **Phone No.** 608 261-4010
Service(s) Have worked together 10 yrs. Services include grand opening, market research, marketing plan, ads, airport signage, crisis communication plan, presentation for economic impact study, siting of Monona Terrace Hilton (with Marcus Corp.)

Company Name _____
Address (include ZIP) _____
Contact Person _____ **Phone No.** _____
Service(s) _____

Company Name Schneider National
Address (include ZIP) 3101 S. Packerland Drive Green Bay WI 54306
Contact Person Janet Bonkowski, PR Mgr **Phone No.** 920 592-2865
Service(s) Public relations green initiative -- a campaign to reduce the environmental impact of trucking, including exploring the use of bioenergy and other fleet-related efforts



RFP FORM C
CONSULTANT REFERENCES

FOR VENDOR: Vandewalle & Associates

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for four (4) or more installations with requirements similar to those included in this solicitation document. If vendor is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

Company Name Waterloo Development Corporation

Address (include ZIP) 10 West Fourth Street, Suite 310, Waterloo, IA 50701

Contact Person Jeff Kutz, Former Executive Director Phone No. (319) 292-3956

Service(s) Used Corporate partner development

Redevelopment advisors

Resource procurement

Company Name John Deere Foundation

Address (include ZIP) 1515 River Drive, Moline, IL 61265

Contact Person Jim Collins, President Phone No. (309) 748-7951

Service(s) Bioeconomy positioning strategy development

Project communication materials

Corporate partner development

Company Name Madison Gas & Electric (MG&E)

Address (include ZIP) 133 South Blair Street, PO Box 1231, Madison, WI

Contact Person Phyllis Wilhelm, Phone No. (608) 252-5647
Director of Economic Development

Service(s) Economic development consulting

Economic vision/ strategy development

Technology cluster/ development

Company Name _____

Address (include ZIP) _____

Contact Person _____ Phone No. _____

Service(s) _____



RFP FORM D

Designation of Confidential and Proprietary Information

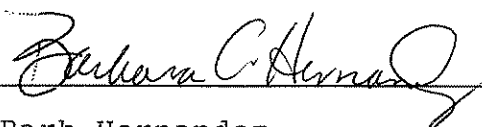
The material submitted in response to this solicitation documentation includes proprietary and confidential information which qualifies as a trade secret, as provided in Section 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this proposal response be treated as confidential material and not be released without our written approval. We request that the following pages not be released:

Section	Page No.	Topic

This does not apply to proposal prices. Prices are always open. Other information usually cannot be kept confidential unless it is a trade secret. Trade secret is defined in s.134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique, or process to which all the following apply: 1) The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and 2) The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

Failure to include this form in the proposal response may mean that all information provided as part of the proposal response will be open to examination and copying. Other markings of confidential in the proposal document will be considered to be insufficient.

The undersigned agrees to hold the City harmless for any damages arising out of the release of any material unless they are specifically identified above. In the event the designation of confidentiality of this information is challenged, the undersigned also agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality.

Authorized Representative Signature 
 Authorized Representative Name Barb Hernandez
 Title Public Relations Director/Partner
 Company Name The Hiebing Group Inc.
 Date 10.17.07

TAB 2 - Executive Summary

Overview

Hiebing and Vandewalle & Associates have joined forces to help bring one of the most important global BioAg projects to reality. Expertise in development meets expertise in marketing—two long-standing, established organizations with the ability to leverage a sophisticated network of influencer relationships including business, media, political leaders, education and other key opinion leaders. We know agribusiness. We know biotechnology. We know bioenergy. We know real estate. And we understand the synergies that will help the city of Madison become a destination for all things BioAg, positioning the Gateway Project as a national BioAg business hub and thought center.

How? First and foremost, Hiebing and Vandewalle & Associates have holistic approaches to problem solving. We understand the BioAg Gateway Project is not just a vision for Madison but for our entire region. Our tenure in this area, along with our significant expertise in constituency building, regional development and successful marketing programs, make our organizations well suited to help bring the BioAg Gateway Project to life.

Our process is established and proven. We will take you through our six steps to guarantee we're on track and moving toward the same goal. Together we have vast experience and knowledge in economic development and marketing, and we understand the need to powerfully connect your target's rational and emotional needs. We don't just apply a blanket approach; we dig to uncover target insights—from primary and secondary research—before developing the plan. We have enlisted the expertise of a panel of targets that will provide feedback throughout the process. Our method will help define optimal targets beyond demographics to include the motivational factors that will be sure to attract businesses and talent to the BioAg Gateway.

Hiebing Relevant Projects

- Community Relations Initiative for Siting the Monona Terrace Hilton for Marcus Corporation – Madison, Wisconsin (2001–2002)
- Grow Wisconsin – Department of Workforce Development – Madison, Wisconsin (2002–2003)
- Fiskars Project Orange Thumb Community Gardening Grant Program – Sauk City, Wisconsin (2003–2004)
- Danisco/Rhodina Probiotic Awareness Initiative – Madison, Wisconsin (2004–2005)
- Manure to Methane: Your Biomass Resource, Wisconsin Public Service – Green Bay, Wisconsin (February 2005–August 2005)
- Virent Energy Systems – Madison, Wisconsin (December 2006–Present)
- Wisconsin Petroleum Marketing & Convenience Stores Biofuels Initiative – Madison, Wisconsin (2006–Present)
- weEnergies/City of Chicago Energy Education Project – Chicago, Illinois (2006–2007)

- Schneider Transportation Green Initiative – Green Bay, Wisconsin (2007–Present)

Vandewalle & Associates' Relevant Projects

- Cedar Valley TechWorks – Waterloo, Iowa (2001–Present)
- MG&E Economic Development – Advancing Catalytic Economic Development Initiatives (2001–Present)
- Healthy City Model – Madison, Wisconsin (June 2003–June 2004)
- Wisconsin BioAg Gateway – Madison, Wisconsin (2004–Present)
- Colorado Energy Innovation Center – Rifle, Colorado (2004–Present)
- Collaboration Council – Dane County, Wisconsin (2005–2006)
- Innovation and Research Park at Surprise Center – Surprise, Arizona (2006–Present)
- State of Wisconsin – Bioindustry Corporate Partner Development (DATCP) (August 2006–August 2007)
- Great Lakes Bioenergy Research Center – Madison, Wisconsin (October 2006–March 2007)
- Great Lakes Green Industry Complex – Milwaukee, Wisconsin (November 2006–Present)
- State of Wisconsin – Department of Tourism – Ecotourism Strategy Development
- The Milwaukee Regional Medical Center – Wisconsin

TAB 3 – Qualifications

A. Qualifications Overview

Hiebing

Hiebing is a strategic marketing and brand development firm with 60+ employees and approximately \$55 million in capitalized billings. We are fond of our size because it allows all of our senior leadership to be actively engaged in our clients' business, and this would be true of our relationship with the City of Madison as well.

We're a strategic marketing and brand development firm, not an ad agency. The difference is that we start with the target market, and we constantly look through the target's lens when solving problems. Objectives, strategies and tactics need to link together for ideas to flourish. Too often marketing teams driven by ad agencies skitter from idea to idea trying to land "the big one" without getting anywhere. In contrast, our marketing perspective forces holistic solutions to problems rather than ad-centric ones, so that each touchpoint your targets come in contact with is aligned around an idea.

Asking the right questions on the front end will lead us to better solutions on the back end. It is no coincidence that our founder authored textbooks on marketing planning and that we still teach "Disciplined Marketing Planning" through the University of Wisconsin Business School's Continuing Education program today.

Our expertise spans the continuum of marketing needs—brand strategy, insight research, message strategy, touchpoint planning, advertising, media interactive technology and public relations. Five areas in our firm interweave to keep our marketing efforts strategically aligned:

Account Management

Our account managers treat every client's brand and budget as if we are an extension of their marketing department. We listen, learn and provide daily attention to internal and external communications, because we take brand stewardship very seriously. This group is groomed to ensure strategic consistency—that we are nailing a consumer insight on the front end and executing it thoroughly and consistently on the back end. It's a core strength that we take great pride in.

Brand Strategy

At the heart of any dynamic brand lies a profound respect for its customers. And to respect, you first have to fully understand. What motivates your target's behavior? What are their passions, fears, filters, quirks and dreams? Using positioning techniques, as well as our own JobHuntingSM and Message StrategySM processes, we are able to uncover the target's emotional (not just the rational) needs—then shape brands that fit meaningfully into their worlds.

Insight Research

What do customers think? It depends. To find out, we apply quantitative and qualitative techniques—and have even designed some of our own proprietary methods. From developing questionnaires to conducting interviews to combing and editing data to conducting analyses to writing reports, it's all done right here.

Creative

Unlike many firms, our account, brand strategy, research and creative groups play well together. We enjoy fueling each other's success and, in fact, have co-developed many of the processes we use to create and evaluate ideas. We embrace pre- and post-measurements of communication effectiveness to help establish the proper marketing benchmarks. And we invite the target to help us understand what is working and what isn't in a particular communication, then use that information to adjust the communications and the process begins again. Done well, our clients can live off the ideas we create for years to come.

Public Relations

Public relations paves the way for companies to have successful relationships with everyone who has a connection with your brand. We are the guardians—and often the architects—of your business' reputation and credibility. Our team is expert in managing reputations, a critical component to building successful brands. Our counselors also collaborate internally and externally to ensure stakeholders—from internal audiences to the ultimate consumer—get the messages they need when and how they want them, to create a positive perception of your brand. Media relations, events and promotions, reputation management and crisis communication, and cause marketing—you name it and we've got your back.

Capabilities and Experience Serving Governmental Entities

Over the past 25 years, we've worked with clients of all shapes and sizes, facing all sorts of marketing and brand development challenges. Our experience has included nearly every industry and target group—from global food companies (e.g., Nestlé, Kraft, Coke) to healthcare (e.g., Nicolet Biomedical, Viasys, Epic Systems, PerkinElmer) to retail (e.g., Famous Footwear, Spectrum Brands) to energy management (e.g., Virent Energy, Wisconsin Public Service, MG&E and Wisconsin Petroleum Marketers) and agribusiness and technology (ACVP, Orkin Agribusiness, Danisco, Epic Systems). Ranging wide across the marketing horizon helps keep our cultural antennae tuned and our thinking fresh.

Here are some of the clients we have served including our experience with government-related entities:

- Forward Wisconsin
- Greater Madison Convention and Visitors Bureau
- Monona Terrace

- Wisconsin Historical Society
- Wisconsin Manufacturers and Commerce
- Wisconsin Department of Workforce Development

Vandewalle & Associates' Qualifications Information

Vandewalle & Associates, Inc. is comprised of 35 talented community and regional planners, economic development specialists, urban and regional designers, and landscape architects. This multidisciplinary team of professionals is able to provide the comprehensive range of creative solutions and services required to create economically, socially and environmentally sustainable growth patterns that preserve and enhance our quality of life.

We are “placemakers.” As masters at planning economics, designing and implementing balanced economic relationships between people and the regions in which they live, we help foster a healthy quality of life for generations.

Vandewalle & Associates believes that the solutions to many of the challenges of the 21st century, including continued depletion of our natural resources, the degradation of the environment by air and water pollution, and the loss of productive open space and farmland to sprawl, must be addressed through comprehensive economic planning and design initiatives that create and preserve livable, sustainable communities and integrate land use, economic development and transportation goals. Vandewalle & Associates strives to communicate ideas, develop new initiatives and implement creative solutions that address these complex problems.

Vandewalle & Associates provides solutions that are grounded in civic, natural and urban economics as part of a regional design process. This approach requires a deep understanding of place within a regional, economic, historical and environmental context while at the same time having a broader vision for current trends and future opportunities. We help communities create or rebuild vibrant spaces, meet the challenges of positioning for future opportunities and develop initiatives to create new opportunities.

Vandewalle & Associates places a strong emphasis on public and local government participation in all planning processes. Throughout the planning process we work to form partnerships that will smoothly move the plan into the implementation phase. By integrating our knowledge and experience with community desires, we produce plans that are community-driven and truly implementable.

“Making it happen” is central to Vandewalle & Associates philosophy and mission. Over the past 30 years the firm has demonstrated success not just developing plans but also building the public and private partnerships necessary to leverage local opportunities, find the capital needed to get the job done and serve our clients in an ongoing manner. Our goal is to prepare redevelopment and revitalization plans that are highly creative, workable and politically viable.

Vandewalle & Associates Capabilities:

Economic Vision/Strategy
Economic Positioning
Economic Infrastructure Implementation
Economic Asset Analysis
Technology Cluster Development
Tourism Planning & Design
Community Branding

Business Innovation & Creation
TIF Creation
Presentation Materials
Public Participation
Campus and Urban Employment Center
Plans

The Vandewalle & Associates team serves hundreds of government and municipal clients every year. We have a diverse list of client experience that spans a broad spectrum of industries across the country including:

- City of Milwaukee
- City of Madison
- Deere & Co.
- State of Iowa
- State of Wisconsin Office of Energy Independence
- State of Wisconsin Department of Agriculture, Trade & Consumer Protection
- State of Wisconsin Department of Tourism
- University of Wisconsin–Madison
- Madison Gas & Electric
- Caterpillar
- Milwaukee Regional Medical Campus
- Fitchburg Technology Campus
- City of Middleton
- City of Surprise, Arizona
- Spectrum Brands, Inc.
- Aerospace Center, Sheboygan, WI
- Sheboygan Development Corporation
- Waterloo Development Corporation/Waterloo TechWorks
- Washington Island Brands

B. Organization Management Approach

Both Hiebing and Vandewalle & Associates are customer service driven and led by a management team.

We're here to build relationships, not portfolios. That's why you'll find that our principals remain actively engaged in your work throughout the tenure of our relationship. Should we be awarded your business, consultants from Hiebing would include management (Barb Hernandez and Dave Florin), your primary account contact (Carie Wlos in public relations), and management in other areas as needed (insight research, touchpoint planning, media, interactive and creative). Your consultants from Vandewalle & Associates would include strategy development (Brian Vandewalle and Rob Gottschalk) and communications and connections (Susan Ruddock and Brian Ellison). Individual consultants' bios can be found in Tab 3 of this proposal.

We will work closely with you on all programming elements, ensuring there are no surprises. We begin each project with a job order for our clients and project team, detailing the objectives, project milestones, the individuals accountable and specific deadlines. If timelines or plans change, your account contact will issue a change order to document the changes you agree on. We can also have daily touch base calls, biweekly status reports, interim meetings or entire team sessions as needed. And because we're just a few blocks away, we're easily accessible for impromptu, in-person meetings. Together we will develop an action plan that works for everyone.

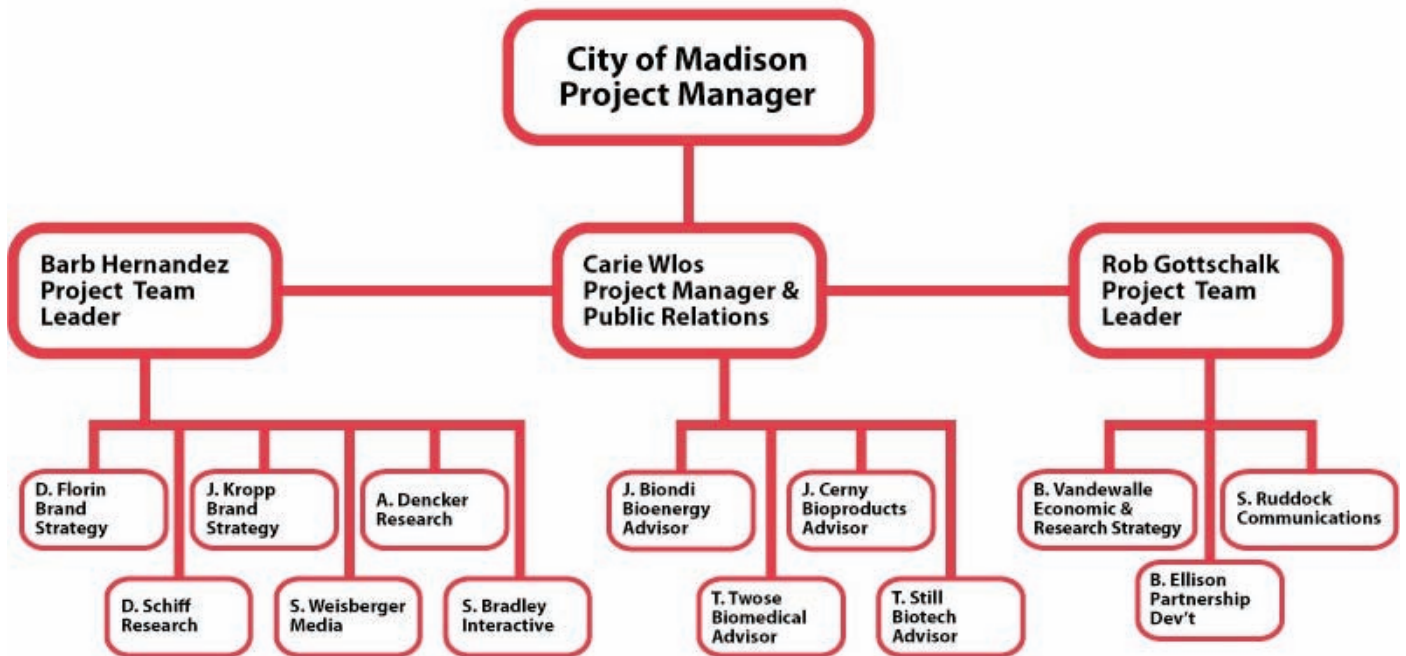
Internally, employee performance, work quality, timelines and budgets are managed through weekly team meetings. Additionally, we employ a rigorous project management and traffic system that allows us to view daily schedules and workload projections as well as actual project hours vs. estimates to make course corrections quickly and adjust accordingly. Our tools and customer service have helped us deliver on time and within budget and has kept our clients happy, many of whom have been with us for more than five years.

C. Key Staff

The team we've constructed to serve on this project is made up of experts in many areas. From our detailed understanding of regulatory issues and drafting regulations to our vast experience in marketing and gaining public involvement, we've got someone poised and ready to go. We're here to meet the challenges head-on, and we'll be here to see the success of the BioAg Gateway right here in our city.

Our project team will combine the collective talents of Vandewalle & Associates, Hiebing, and advisors in the biotech, bioproducts, biomedical and bioenergy fields. This team would interact with the city's project manager through Carie Wlos, the Hiebing/Vandewalle & Associate's primary project contact. The following diagram outlines the team structure:

Consulting Team Organizational Chart and Roles



Both firms have the staff capacity to handle the workload if awarded the project and have listed the individual team members that will have availability to work on the project during the contract period.

The following bio briefs highlight individuals' experience, similar project work and anticipated hours on the project. We've also listed current and proposed projects and completion dates for the team's principals—Barb Hernandez, Brian Vandewalle and Rob Gottschalk.

Barb Hernandez, Public Relations Director/Partner

Project Role: Public Relations Counsel

Years with Hiebing: 10

Estimated Time on Project: Phase 1 (70 hours), Phase 2 (180 hours)

Over the course of 30 years, Barb has developed hundreds of successful marketing programs for clients in some of America's most challenging industries. She has helped them improve relationships with a variety of targets: industry, community, media, customers, investors, employees, franchise members, voters and politicians. Barb and her team have created story placements worth millions of dollars in equivalent paid media at all levels: local, regional, national and international. A partial list of her past clients includes: Department of Workforce

Development, Virent Energy, Orkin, Miller Brewing, FMC, Kennecott Corporation, Hillshire Farms, Browning Ferris Industries, Everpure, RainSoft, Wisconsin Petroleum Marketers & Convenience Store Association, Wisconsin Public Service, Marcus Corporation, Monona Terrace and Convention Center, Raynor Garage Doors, Foley & Lardner and ThedaCare. In addition to receiving numerous public relations awards, Barb is an accredited member of the Public Relations Society of America, currently serving as President of the Madison chapter.

Major project commitments (all ongoing)

- Schneider National Global PR Consultation
- Nestlé Nutrition PR Consultation and Planning
- ACVP PR Consultation
- Kinetico PR Consultation
- WPMCA PR Consultation

Dave Florin, President/Partner

Project Role: Consultant

Years with Hiebing: 6

Estimated Time on Project: Phase 1 (2 hours), Phase 2 (10 hours)

Dave's job is to see that our clients are served by the latest and best practices in our tried-and-true area of expertise: target-market-driven communications. So he has continued to attract top talent from around the country, add new areas of knowledge and set new standards of performance across all communication disciplines. Dave's passion is his proven commitment to client service, creative quality and brand strategy. He has been an invited speaker for organizations like the National Retail Federation, the Retail Advertising and Marketing Association, and the International Institute for Research and the Investment Council Institute. His client experience includes Nestlé, Famous Footwear, Coca-Cola, General Motors, Northwestern Mutual Life, the National Retail Federation, Coors, PerkinElmer and JanSport. Dave is married and has three daughters.

Carie Wlos, Public Relations Counselor

Project Role: Main Contact

Years with Hiebing: 1

Estimated Time on Project: Phase 1 (90 hours), Phase 2 (270 hours)

With over seven years of agency experience, Carie has worked on an array of national, regional and local brands from Southwest Airlines Vacations and Johnson Controls, Inc. to VISIT Milwaukee and The Mandel Group, one of the largest retail and residential developers in the state of Wisconsin. Carie understands people and prides herself on relationships both with her clients and the media. Her creative approach to public relations has been recognized by various industry awards and has

received coverage on national television networks and programs including The Discovery Channel, Pimp My Ride, Overhulin' and TLC. She takes a thoughtful approach to each project, determining the proper communication tools and messages to be crafted. Carie has been an active member of the Public Relations Society of America for the past four years.

Jeane Kropp, Strategy Director/Partner
Project Role: Brand Strategy Consultant

Years with Hiebing: 4

Estimated Time on Project: Phase 1 (25 hours)

Over the last decade, clients with brands in over 90 countries have invested over a billion dollars in the new products, strategies and communications that Jeane helped create as a consultant. Her thinking has inspired marketing communication successes such as the MasterCard "Priceless" campaign, the double-digit annual sales growth of Kraft's DiGiorno pizza and the extremely successful repositioning of 36 brands in 150 SKUs for Canada's Vachon snack cakes. She has helped pioneer new strategic models for everything from SKU simplification to packaging concept evaluation. Some of Jeane's other brand experiences include Motorola, Nabisco, Kraft, Jergens, UDV/Guinness, ConAgra, Glidden Paint and Boise Cascade. Jeane knows what it's like to be a client with an old brand to revive or a new product to introduce. After receiving her MBA in marketing and management from Indiana University, Jeane worked client-side at Procter & Gamble (Scope, Crest Toothbrushes, Old Spice) and at Oscar Mayer (Lunchables, Bologna, Louis Rich Turkey).

David Schiff, Associate Creative Director
Project Role: Creative Consultant

Years with Hiebing: 3

Estimated Time on Project: Phase 1 (20 hours), Phase 2 (150 hours)

David brings over 15 years of experience, most recently at BBDO Chicago. David helps execute dynamic ideas that give clients and their brands a creative edge. His creativity is instrumental in developing national campaigns for companies such as American Family Insurance and Nestlé. David's personal claim to fame, the launch of Orbit and Orbit White (which is now Wrigley's top sugar-free gum), is one he is most proud of. He has also worked extensively on consumer advertising in all media for Wrigley's other gum brands including Juicy Fruit, Winterfresh and Extra. Other accounts include Jim Beam Bourbon, Ziploc bags, Aleve, Flintstone vitamins and Old Style beer, to name a few. Schiff also conceived, sold and produced consumer, direct and trade advertising for an eclectic group of Chicago agencies. Clients range from financial and banking firms to software, health care providers, pharmaceutical companies and even theme parks. Schiff has been honored with multiple awards in the advertising world, including The One Show, and his work has been featured in national publications such as Adweek, Ad Age, Creativity, Ad Critic and Print Critic.

Ann Dencker, Consumer Insights Director

Project Role: Research Development Consultant

Years with Hiebing: 1

Estimated Time on Project: Phase 1 (25 hours)

With spot-on intuition and collaborative style, Ann just gets target markets. Her extensive industry background includes guiding brands such as Wisconsin Bell, Rayovac, Remington and Oscar Mayer for Kraft. Ann's industry experience also includes teaching a strategic research class at the UW School of Journalism and launching her own consulting business where she worked on brands in the food, spirits and lawn and garden categories. At Hiebing, along with digging for target insight, Ann advances our research methods to ensure we use the most powerful tools to uncover the most powerful insights. When Ann isn't busy being the voice of the consumer, she can be found relaxing on Lake Wisconsin or minding her perennial garden.

Sandra Bradley, Interactive Services Director

Project Role: Interactive Consultant

Years with Hiebing: 3

Estimated Time on Project: Phase 1 (15 hours), Phase 2 (50 hours)

Sandra Bradley can span both the technical world of new media and the marketing world of branding and communications. Prior to joining the agency, she founded and led Aesention, Inc., a successful Web design firm with clients nationwide in businesses as high-touch as Smart Studios (producers of Nirvana) and as high-tech as TDS Telecom and LDS Group (engineers of equipment for the Mars Rover). Sandra has provided strategic development, information architecture, Web site launches and multimedia campaigns for hundreds of Web initiatives. She is an instructor at the University of Wisconsin, and you'll find her chapter on cross-cultural advertising in a book titled *Global and Multinational Advertising*. Sandra also brings years of traditional agency and marketing experience with clients like Cadbury-Schweppes, Duracell, DowElanco and Eldon/Rubbermaid. Sandra received a B.S. in journalism from California State University, San Luis Obispo, and an M.S. in mass communication from the University of Wisconsin–Madison.

Sandy Weisberger, Media Director/Partner

Project Role: Media Strategy Consultant

Years with Hiebing: 20

Estimated Time on Project: Phase 1 (15 hours), Phase 2 (24 hours)

Sandy's special skill is giving clients the maximum return on their investment. Sandy evaluated the key points of various major markets before buying into Madison as a place to call home. He was in New York at PepsiCo, in Chicago at McCann Erickson, in Minneapolis at Bozell & Jacobs, and in Dallas at Cunningham & Walsh and GSD&M. In the course of his 28-year media career, he has helped clients place a total of over \$400 million in media, covering such accounts as Pepsi brands, Wonder Bread, Johnson & Johnson Baby Shampoo, Diaper Genie,

Greyhound, Quaker Oats, Sears, Famous Footwear and Dallas Morning News.

Other Hiebing staff (production/logistical support) estimated time: Phase 1 (15 hours), Phase 2 (30 hours)

Brian Vandewalle, President/CEO Vandewalle & Associates

Project Role: Economic and real estate market strategy consultant, including BioAg, bioeconomy, corporate strategy and networking expertise

Years with Vandewalle & Associates: 30

Estimated Time on Project: Phase 1 (30 hours), Phase 2 (95 hours)

Brian Vandewalle has been a leading strategic urban planner, economic development advisor, and development consultant for over 30 years. In 1977, he established Vandewalle & Associates, now a firm known for producing some of the most visionary economic development and land use plans in the country. While carefully building a unique, multidisciplinary team, Brian has led the firm's development of a comprehensive approach to economic repositioning and the results are feasible and sustainable "market-driven design." With his finger on the pulse of the region's emerging technologies and economic sectors, Brian is highly instrumental in implementation due to his expertise in generating consensus, forging partnerships, determining financing sources, and recruiting end-users for urban development and redevelopment. In recent years, Brian's work has included economic development with corporations and cities large and small, including Middleton, Sheboygan and La Crosse, Wisconsin; Moline and South Suburban Chicago, Illinois; Lansing, Michigan; Dayton, Ohio; Waterloo and Davenport, Iowa. He was also instrumental in master planning and economic development for the Milwaukee County Grounds Research Park and Medical Center.

Major project commitments (all ongoing)

- Waterloo, Iowa, Implementation
- Milwaukee Regional Medical Center
- Moline, Illinois, Implementation
- Colorado Energy Innovation Center
- City of Milwaukee Economic Development Advising

Rob Gottschalk, Principal

Project Role: Project leader, lead on bioeconomy and food sector, economic and market strategy development, asset analysis and regional competitive analysis

Years with Vandewalle & Associates: 14

Estimated Time on Project: Phase 1 (95 hours), Phase 2 (220 hours)

A creative innovator, Rob Gottschalk has an easy-going style and is passionate about bringing core visions to life. He focuses on actively designing and building the key catalytic projects, initiatives or collaborations to have the biggest impact on accelerating positive change. Mission

driven, Rob strives to enhance the economic and place-based value of the upper Midwest to improve economic and environmental stability—and ultimately, long-term quality of life. Rob led recent work with DATCP and the Office of Energy Independence to help engage Wisconsin's major corporations in growing the diverse bio-based economy in Wisconsin. He is also working with the Department of Tourism to position Wisconsin as an ecotourism leader and to identify and ensure long-term asset protection, reduce the ecological footprint of the tourism industry and grow a statewide culture of stewardship. Rob also worked on behalf of MG&E to help the University of Wisconsin secure a \$125 million U.S. Department of Energy grant. He assisted with the analysis, definition and creation of a compelling vision “Why Wisconsin?” communicating why Wisconsin should be a global centerpoint for bioenergy research. With MG&E, UW-Madison, and the executive leadership in the health care industry, Rob helped to establish the Biomedical Collaborative, which seeks to position the Madison Metro Area as a regional and national leader in health care and biotechnology. Rob was the lead architect of the Healthy City Model for a Forward Economy for Madison Mayor Dave Cieslewicz’s 2004 economic summit. He is the lead staff member of a team of experts that provided the Collaboration Council with a comprehensive identification and analysis of regional natural resources, as well as economic, physical and cultural assets of the Dane County region.

Major project commitments (all ongoing)

- City of Milwaukee Economic Development Advising
- MG&E Economic Development
- Jefferson County Economic Development
- Blue Planet Partners Regional Food Strategy

Susan Ruddock, Creative Director

Project Role: Real estate/Community marketing and strategy

Years with Vandewalle & Associates: 5

Estimated Time on Project: Phase 1 (35 hours), Phase 2 (100 hours)

Susan Ruddock is a marketing communications specialist with over 15 years of advertising agency experience as copywriter, designer and creative director as well as related background in landscape architecture. She has worked to create selling concepts, marketing platforms, design and copy tone for a wide range of clients. Brand creation is an area of particular interest in all of Susan’s work, whether it’s marketing or communicating a “sense of place.” In the past, she was responsible for helping create unique brand images for Philips Medical Systems, HOPPE and BBC Technologies in Europe and Mercury Marine, Kohler, CUNA Mutual Group, Oscar Mayer, Rayovac and Kraft in the United States. Susan has directed communication development on hundreds of Vandewalle & Associates projects, including the Wisconsin BioAg Gateway, Cedar Valley TechWorks, Colorado Energy Innovation Center, Madison Biomedical Collaborative, Madison Healthy City Initiative and the Park Street Partners Vision Project.

Brian Ellison, Associate Designer

Project Role: Bioenergy partnership development, research and economic development strategy

Years with Vandewalle & Associates: 4

Estimated Time on Project: Phase 1 (50 hours), Phase 2 (150 hours)

Brian Ellison is an economic positioning and business development specialist with Vandewalle & Associates. His work with farmers on Washington Island, Wisconsin, received recognition as one of the best Wisconsin Rural Development Initiatives of 2006 and resulted in a resurgence of value-added agriculture through products made from wheat and other small grains grown on the island. During his past three years of work with the Western Slope community in Rifle, Colorado, Brian has helped the city to form and begin to implement a plan that includes an energy innovation campus, an incubator business center and a public-private run regional sports and wellness facility. As part of this work, Rifle received a USDA grant to engage in a Regional Biofeedstock Study. With an MBA from IESE–University of Navarra and a bachelor of landscape architecture from the University of Georgia, Brian is able to offer clients a wide range of services, from leading urban design and community land planning to tenant recruitment and small business development. Through his work, Brian tries to unite the needs and desires of different groups in a “triple bottom line” formula that protects the environment, preserves and enhances community and meets the economic requirements of the client, the community and the region.

Other Vandewalle technical specialists and support staff estimated time: Phase 1 (20 hours), Phase 2 (120 hours)

Team Member	Role on Project
Vandewalle & Associates	
Brian Vandewalle, President/CEO	Economic and real estate strategy
Rob Gottschalk, Principal	Project leader on bioeconomy and food sector, economic and market strategy development, asset analysis, and regional competitive analysis
Susan Ruddock, Creative Director	Real estate/Community marketing and strategy
Brian Ellison, Associate	Bioenergy partnership development, research and economic development strategy
Hiebing	
Barb Hernandez, Public Relations Director/Partner	Project team leader; Touchpoint planning lead and public relations director
Dave Florin, President/Partner	Hiebing and all client programming—brand oversight
Jeane Kropp, Strategy Director/Partner	Brand strategy—positioning and message strategy (phase I)
David Schiff, Associate Creative Director/Partner	Creative strategy and management of creative materials
Ann Dencker, Consumer Insights Director	Primary research development and oversight (phase I)
Carie Wlos, Public Relations Counselor	Account contact and public relations development
Sandra Bradley, Interactive Services Director/Partner	Interactive strategy (phase II as appropriate)
Sandy Weisberger, Media Director/Partner	Media planning and buying (phase II as appropriate)
Industry Advisors	
John Biondi, President, C5-6 Technologies	Target insights and feedback on bioenergy field
Trevor Twose, CEO, Biopons & Mithridion	Target insights and feedback on biomedical field
John Cerny, Renewable Biopolymers, Rubber & RIM Specialist, John Deere & Co.	Target insights and feedback on bioproducts field
Tom Still, President, Wisconsin Technology Council	Target insights and feedback on biotech field

TAB 4

A. Experience

Our team has a wealth of experience making these types of projects happen. We have worked with several companies and government entities to achieve goals similar to yours – raise awareness of complex technical issues, educate audiences with diverse needs, and attract corporate partners, businesses and investors.

The map below is representative of Vandewalle & Associates' current projects within the bio-economics industry across the country.



The following are some of the most recent, relevant projects we've been a part of:

Cedar Valley TechWorks – Waterloo, Iowa

Vandewalle & Associates has been working with the City of Waterloo, Waterloo Development Corporation, Greater Cedar Valley Alliance and Deere & Company for the past five years to transform former John Deere manufacturing facilities into a virtual and physical regional nexus for the bioproducts and bioenergy industries. Vandewalle & Associates completed the original business plan and model and secured funding from the State of Iowa and Deere & Company for building renovation. Vandewalle & Associates is now working to partner with bioproducts and

bioenergy companies to create a public showcase and virtual collaboration for industry innovation.

Client Name: Waterloo Development Corporation

Address: 10 West Fourth Street, Waterloo, IA 50701

Contact: Jeff Kutz, (319) 292-3956

Status: Ongoing project

Vandewalle & Associates is prime consultant

Great Lakes Green Industry Complex – Milwaukee, Wisconsin

Vandewalle & Associates, working with the City of Milwaukee, is in the early stages of developing the Great Lakes Green Industry Complex. The economic development focus of the complex is biomanufacturing, waste-to-energy and product businesses, freshwater technologies, and tool/machinery businesses for growing the green economy. Vandewalle & Associates is currently engaging development and business partners and corporations. The Great Lakes Green Industry Complex will nationally reposition the City's major industrial corridors and become an economic focus for reinvestment.

Client Name: City of Milwaukee Department of City Development

Address: 809 North Broadway Street, Milwaukee, WI 53401

Contact: Rocky Marcoux, (414) 286-5800

Status: Ongoing project

Vandewalle & Associates is prime consultant

Colorado Energy Innovation Center – Rifle, Colorado

Vandewalle & Associates has been working with the City of Rifle, Colorado, and the Rifle Economic Development Corporation to devise sustainable economic positioning strategies and implement key private sector partnerships to help the rapidly growing western town avoid the boom and bust cycles predominant in the region due to natural gas drilling and oil shale exploration. The USDA awarded Rifle a grant to explore bio-based feedstock in the region for utilizing for alternative energy and liquid fuel production. The Colorado Governor's Energy Office and the Colorado Center for Biorefining and Biofuels (C2B2) has supported the city's plan through letters of support and technical assistance. As important, private companies, from large energy groups operating in the region to small start-up companies focusing on renewable energy technologies, have expressed commitment to develop the Colorado Energy Innovation Center Campus in Rifle, for which plans are moving forward in earnest. The city of Rifle is defining its vision for the future as a steward of energy and is rapidly becoming a national model for energy and technology innovation.

Client Name: City of Rifle, Colorado
Address: 202 Railroad Avenue, Rifle, CO 81650
Contact: Matt Sturgeon, (970) 625-6224
Status: Ongoing project
Vandewalle & Associates is prime consultant

State of Wisconsin – Bioindustry Corporate Partner Development (DATCP)

Vandewalle & Associates recently worked with DATCP and the Office of Energy Independence to help engage Wisconsin's major corporations in growing the diverse bio-based economy in Wisconsin. Specifically, Vandewalle & Associates conducted an opportunity scan of the state's major corporations, identified and engaged several corporations to advance private sector investment in the bio and Clean and Green economies in the state.

Client Name: State of Wisconsin
Address: 17 West Main Street, Madison, WI 53702
Contact: Judy Ziewacz, (608) 261-0607
Status: Ongoing project
Vandewalle & Associates is prime consultant

Great Lakes Bioenergy Research Center – Madison, Wisconsin

Working with MG&E, Vandewalle & Associates was an integral partner in helping the University of Wisconsin secure a \$125 million U.S. Department of Energy grant. Vandewalle & Associates joined the grant team to help analyze, define and create a compelling vision communicating the "Why Wisconsin?" program and why it should be a global centerpoint for bioenergy research. Highlighting the natural resources, human capital and corporate assets of the Midwest was instrumental in helping shape the strategic economic role the center will play in the region.

Client Name: Madison Gas & Electric
Address: 133 South Blair Street, Madison, WI 53701
Contact: Phyllis Wilhelm, (608) 252-5647
Status: Contract completed February 2007
Vandewalle & Associates is prime consultant

Virent Energy 2006-2007

In late 2006, Virent Energy hired Hiebing to help them secure an identity and marketing position that would help them take their company to the next level in the alternative fuel industry. Prior to that time, the company relied on some freelance graphic design assistance to get things going, but understood that moving forward they would need a more sophisticated marketing architecture to achieve connections with key targets (government leaders, investors, the media and others). Hiebing developed a new identity package for the organization, which has since been applied to multiple marketing materials, including brochures, powerpoint presentations, letterhead and more. We also assisted them in upgrading the Virent website (www.virent.com) to better reflect the overall corporate mission and identity. We're continuing to work with them to continue to help them with their marketing efforts in 2008.

Client Name: Virent Energy Systems

Address: 3571 Anderson St., Madison, WI

Contact: Eric Appelbach, CEO

Status: Ongoing

Hiebing is prime consultant

“Manure to Methane: Your Biomass Resource” Educational Tool Kit

Hiebing's goal was to target Wisconsin Public Service (WPS) farmers with more than 100 animals on their properties and WPS Ag Consultants. Hiebing was to communicate the benefits of methane digestion to farmers who didn't understand the technology via sales consultants who didn't really understand the WPS program or ultimate benefits for the community. Hiebing understood that methane digestion systems offered a viable option for large farms with significant animal waste issues that sparked community outrage. Farmers needed to know the benefits of biomass, and they needed it presented in a way that wasn't pushy or intimidating. Our solution was a flexible educational kit that presented the complex subject of methane digestion in an approachable, nonintimidating way and provided an easy-to-use assessment tool for determining the economic benefits of this waste reduction option. Hiebing interviewed WPS Ag Consultants and WPS customers who had methane digestion systems in place and sought the advice of six university experts in assessing the systems most appropriate for Wisconsin farms. In addition, we reviewed dozens of white papers, university studies and system documentation in support of, and in opposition to, methane digestion before embarking on the design and copywriting of the kit. The project was a huge success and exceeded client expectations. More than 350 kits with varied internal components were distributed by WPS, and the kit became a respected resource for other Midwest utilities to develop their own kits. The kit was so popular that it was converted to an online brochure for the WPS Web site, where it could be easily updated and used for outreach.

Client Name: Wisconsin Public Service Corporation

Address: 700 N. Adams St., Green Bay, WI

Contact: Larry Weyers, Chairman & CEO

Status: Completed

Hiebing was prime consultant

Campaign to Increase American College of Veterinary Pathologists (ACVP) Visibility, Membership and Corporate Partners

Hiebing targeted student scientists, trade and general media, and corporate sponsors to raise awareness surrounding the fact that veterinary pathologists were beginning to retire and that there weren't enough students in the pipeline to fulfill the need. ACVP membership recognized the need to raise awareness, but the characteristics that made them wonderful scientists often made it difficult for them to do outreach programs. They came to Hiebing to: 1) raise awareness of their organization and 2) recruit new student members. Veterinary pathologists are some of society's unsung heroes. As animal researchers, they're the ones who discovered West Nile virus, are solving chronic wasting disease and avian influenza, and are developing the next treatment for cancer. Get them talking about their work and we could tell their story to the world. Our solution was a low-budget, grassroots campaign targeting general media, trade media and university campuses. We created the group's first brochure and sent it to colleges to include in packets to prospective students. We also distributed the brochure to 100 trade and major science and health media and proactively began contacting editors offering ACVP experts as resources. We developed a career Web site and CD-ROM that aligned with the association's brochure and began placing articles and fact sheets online. All the information was presented in a nonscientific way to be accessible to both students and the media. In addition, we advised the ACVP executive board on how to approach corporate sponsors to fund department chairs that could ensure the future of veterinary pathology programs at leading universities. The campaign has paid off. ACVP experts have been quoted in major news outlets including *Newsday*, *USA Today*, and the *LA Times*, and ABC News has five ACVP experts on their research board to critique health and science issues. Across university campuses, ACVP student chapters have grown from five to 24, and corporate partners like Pfizer, GlaxoSmithKline and Covance have contributed more than \$2 million in grants for department chair positions.

Client Name: American College of Veterinary Pathologists

Address: 2800 Crossroads Dr., Madison, WI

Contact: Wendy Coe, Executive Director

Status: Ongoing

Hiebing was prime consultant

Monona Terrace Branding Initiative

After Hiebing successfully developed the grand-opening plan to introduce the new Frank Lloyd Wright Convention Center, the agency was called on to help brand the center—increasing awareness and affecting positive attitudes among meeting planners and business executives. We conducted research against meeting influentials in the Chicago area. Focus groups showed us that the Frank Lloyd Wright factor isn't an important decision-making factor. Large companies need accessibility and often hold off-site meetings at or near one of their corporate locations. The adjusted strategy focused on top managers of large Wisconsin companies. We developed a campaign based on the key insights obtained in the research. The campaign included advertising in select publications and newspapers along with direct mail. The advertising achieved both the highest recognition and readership scores. Direct mail had a 21% positive response rate and the campaign received 7 Citations of Excellence and an "Addy."

Client Name: Monona Terrace

Address: 1 John Nolan Dr., Madison, WI

Contact: Bill Zeinemann, Director of Sales & Marketing

Status: Ongoing

Hiebing was prime consultant

Schneider National "Green Initiatives"

As environmental issues surrounding idle time and emissions have become top-of-mind within the transportation industry, Schneider National, a leader in transportation and logistics, wanted to set an example for the entire industry by promoting their "green" and "environmental safety" initiatives. With Hiebing's counsel, Schneider is becoming known as a leader in the industry in many areas including emission reduction and fuel efficiency. Hiebing assisted in promoting Schneider's driver training program, which leads the industry in environmentally friendly equipment and the reduction of idle time through a series of driver incentive programs. As a result of their efforts, Schneider National has become a charter member of the EPA Smartway Program and has been awarded the Smartway Excellence Award for the past two years. Schneider has also been featured in many of the most prominent transportation and logistics publications for their environmental initiatives. In addition, Schneider has received grants from the U.S. Department of Energy, the U.S. EPA and the State of Wisconsin to evaluate and develop engine-off air-conditioning alternatives to be used as a model in transportation.

Client Name: Schneider National

Address: 3101 S. Packerland Dr., Green Bay, WI

Contact: Janet Bonkowski, Public Relations Manager

Status: Ongoing

Hiebing is prime consultant

Contracts Hiebing and Vandewalle & Associates have performed for the city of Madison:

Capital Gateway BUILD

Felland Neighborhood Development

Williamson St. Development Standards

Block 89 Building Reuse Study

Bassett Neighborhood Plan Implementation

Bassett Neighborhood Master Plan

Block 50 Redevelopment

Pioneer Neighborhood Development Plan

Central Urban Service Area Amendment

Monona Terrace Market Research and Grand Opening

Greater Madison Convention & Visitors Bureau Logo and Tagline Development

B. List of current projects:

- Cedar Valley TechWorks – Waterloo, Iowa
- Great Lakes Green Industry Complex – Milwaukee, Wisconsin
- Colorado Energy Innovation Center – Rifle, Colorado
- State of Wisconsin – Bioindustry Corporate Partner Development (DATCP)
- Great Lakes Bioenergy Research Center – Madison, Wisconsin
- Innovation and Research Park at Surprise Center – Surprise, Arizona
- Wisconsin BioAg Gateway – Madison, Wisconsin
- MG&E Economic Development – Advancing Catalytic Economic Development Initiatives
- Virent Energy Systems – Madison, Wisconsin
- Petroleum Marketers – Madison, Wisconsin
- Monona Terrace – Madison, Wisconsin
- Schneider National – Green Bay, Wisconsin

- Informing Ecological Design – Madison, Wisconsin
- American College of Veterinary Pathologists – Madison, Wisconsin

C. Developing and implementing real estate marketing materials:

As a multidisciplinary firm, our collective experience brings to bear expertise in real estate and real estate development, urban planning, redevelopment, economic positioning, communications, and more. Our role in real estate marketing generally comes on the front end of the process. That is, once we've successfully uncovered the opportunity for the site and have determined highest use, we create the real estate marketing materials (brochures, storybooks, boards, presentations) that are used to secure funding, explain the concept to the public, recruit developers, and in some cases, recruit tenants. In our communications deliverables, we occasionally carry the marketing message of unique place, unique opportunities, sites, parcels and communities all the way through to prospective businesses or tenants in the forms of brochures, interactive DVDs or mailers.

Examples include:

- Cedar Valley, Iowa: "Cedar Valley Techworks: Iowa Connection" plan, vision, economic positioning, storybook
- Hillside, Illinois: "Opportunity Unfolds" marketing piece
- East Peoria, Illinois: "Peoria Area Technology Park" real estate brochure for East Peoria; plan, vision, economic positioning, real estate marketing brochure
- Grafton, Wisconsin: "Catch the Current" brochure and interactive marketing DVD, promoting the downtown and business park opportunities
- Cudahy, Wisconsin: Downtown marketing plan, vision, economic positioning, marketing DVD, mailer and brochure
- Madison, Wisconsin: The Blettner Group commercial real estate marketing

Each of these pieces was developed around a unique, place-based concept designed to recruit businesses and their employees to the business parks and downtown. Opportunities, regional connections, quality of life, infrastructure, business and census data, and specific parcel information are included. Various components of the marketing program were targeted to businesses, the community and, in the case of Cudahy, prospective residential targets.

D. Developing and implementing community marketing materials:

The key messages and content for our community marketing materials develop naturally from our place-based opportunity approach. In virtually everything we do, we grow ideas, concepts and messages directly from a community's human and place-based assets, opportunities, and unique aspects of natural, physical and cultural place. This place-based approach shines through in the marketing materials we develop for communities. Our community marketing materials touch on the area's unique history, explore new economic development ideas that are well-suited to place, and showcase assets that together create an attractive quality of life. Many of these materials have multiple purposes—serving as consensus building devices or

recruitment pieces internally, then serving as educational and positioning materials as they reach the general public.

Examples include:

- Rifle, Colorado: “An Energy Village and River Town”
- Village of Sussex, WI: “Plans & Progress”
- Madison, Wisconsin: Healthy City Model for a Forward Economy”
- Madison, Wisconsin: Monona Terrace Market Research and Grand Opening
- Madison, Wisconsin: Wisconsin Coalition Against Sexual Assault

E. Outreach and marketing to BioAg and tech-related businesses:

Much of our work involves developing strategies for economic replacement in rural communities, urban manufacturing towns and larger regions. In order to help businesses and residents begin to think differently about the catalytic role of innovation in a new economy, we create educational and marketing communications pieces that describe new ways to replace the old ag and manufacturing economies with new BioAg and advanced technologies.

Examples include:

- Rifle, Colorado: Energy Innovation Center plan, vision, strategy, brochure
- Madison, Wisconsin: Wisconsin BioAg Gateway plan, vision, strategy, presentation materials
- Wisconsin: Paradise Prairie Grazers “Grass-Based Dairy Ice Cream” educational piece/Chocolate Factory menu
- Moline, Illinois: “The Midwest I.P. Institute Economic Development Model (Harnessing & Managing Technology & Talent to Keep US Companies Competitive)” plan, vision, strategy and storybook
- Madison, Wisconsin: Blue Planet “Midwest Regional Food Strategy” plan, vision, leadership, brochure
- Madison, Wisconsin: “Madison Biomedical Collaboration” plan, vision, storybook
- Washington Island, Wisconsin: Washington Island Brands packaging and brand development (regionally grown and regionally produced beverages)
- Chicago, Illinois: Worked with We Energies and other prominent energy companies to develop an online application for Chicago Public Schools that educates students about energy use.
- Madison, Wisconsin: Helped WPS promote their SolarWise for Schools campaign through media relations and direct response.

Hiebing

- Madison, Wisconsin: Led public policy efforts through a public relations campaign for the Wisconsin Petroleum Marketers and Convenience Store Association (WPMCA) to ensure that all Wisconsin petroleum retailers abide by fair marketing efforts that result in the lowest possible costs for their petroleum products.

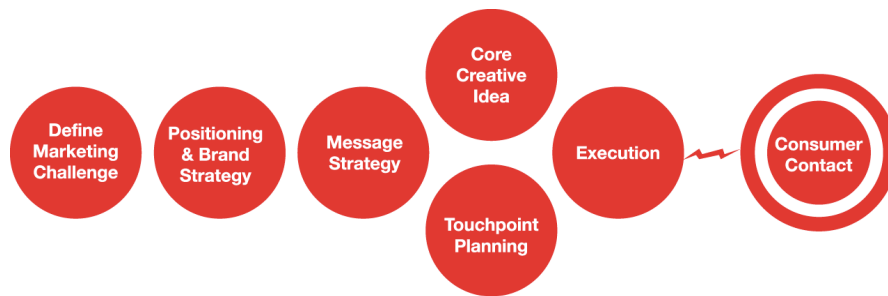
F. Disclosure of contract failures, litigations - none

TAB 5 - Technical Approach

A. Proposed Approach to the Project

Process

We have developed and service-marked several interlocking processes to identify and match the contextual and emotional drivers of our clients’ target audience with the communication needs of their brand.



Phase 1 – marketing assessment and plan development (6 steps)

The path to creating an effective marketing plan for the BioAg Gateway project will include the following components:

- a. **Brand/Target Immersion** – The first step in our work together is to review and internalize background that already exists, which will be important for the team to be familiar with as they move forward with developing a marketing plan. This includes thorough understanding of the City of Madison Comprehensive Plan, the Southeast Industrial Development Plan and the Stoughton Road Revitalization Project, along with other Wisconsin BioAg initiatives. We will also review competitive programs throughout the region and the country to assess strategies that may be utilized in bringing the BioAg Gateway Project to life.
 - It will be imperative to conduct focus groups with Gateway-area businesses to identify SE Madison’s locational advantages during this step.
- b. **BioAg Task Force Full-Day Summit** – Obtain firsthand knowledge of what some of the leading BioAg firms are seeking from government partnerships. All key areas will be represented. In addition, we recommend an online survey of target companies to obtain additional learning about key drivers.
 - During this step we will analyze the Madison area bioeconomy assets and competitive advantage in the context of the nation and globe
- c. **JobHunting Positioning Process** – In today’s hyper-fragmented marketing environment, traditional USP-based positioning and identity-oriented branding approaches are no longer sufficient. Parity is so common between competitors that in most markets, consumers struggle to differentiate brands and product offerings on a rational basis. Brand identity or brand essence is a piece of the answer, but the consumer doesn’t care as much about who you are as they do about

the job you are going to do for them. A brand is an active promise to consumers to meet very specific functional and emotional needs. That's its job. Put another way, a brand can't simply be, it must do. Using JobHunting, our brand strategy process, we will work with your team to refine and enhance the BioAg Gateway positioning to ensure that your brand will engage targets by understanding the triggers that move them to action, the filters that help them determine appropriate solutions and defines the most powerful job your brand can play in their lives.

- d. **Message Strategy Process** – We live in the most overcommunicated society in the history of the planet. The average American is exposed to somewhere between 600 and 3,000 selling messages a day and will typically take less than half a second to decide whether or not to pay attention to your message. So your communications must be focused on the single most powerful emotional point you can make about your positioning. Message Strategy is our proprietary process for doing that. Message Strategy looks at your brand through the eyes of the target. It is emotional rather than rational. It paints the emotional bulls-eye at which all your communications will aim. To insure choice is forced, it reduces your message to one-line answers to seven questions that fit on one side of one piece of paper. It literally gets everyone on the same page before creative work begins (which saves money and leads to richer work). And it becomes the yardstick against which creative work is evaluated. Client and creative participation is encouraged.

Message Strategy Process

Who are we talking to exactly? Defining the target market.

What's the point? The core of what we are trying to communicate.

What is the key word in the point? Think of someone having only 1 1/2 seconds to "get it."

Why should I care? Why the main point really matters to me (from the heart).

Why should I believe you? Reasons to believe, but not necessarily copy points.

How should I feel? When the target receives the message.

What do you want me to do? It may be a change in belief or an action (call, write, fax, etc.).

- e. **Touchpoint Planning** – Touchpoints occur anytime a brand touches a consumer's life. Touchpoint planning explores all channels of communication to assess the most powerful integrated connections. The consumer is firmly in the center of the planning process, viewing touchpoints from his/her perspective. It is planning without bias toward or against any particular mediums or channels, from conventional media through new media, ambient media, interactive, public relations, sponsorships, events, design, point of sale, guerilla, word-of-mouth, etc. It is the demonstration of our commitment to being truly consumer-centric and media neutral.

Touchpoint planning demands a totally clean slate approach, identifying those touchpoints that have a role to play in the consumers' lives and clearly identifying what that role is. To be noticed, touchpoints must work together. Integrating the touchpoints is where the power lies in connecting most powerfully with the target.

Historical models of media planning tend to follow old linear models of hit 'em hard, grab their attention and you're bound to get the result you want. Touchpoint planning introduces the missing humanistic link, adding an understanding of how the consumer/brand/media relationships interact with each other, ultimately leading to more powerful connections and better results. It also considers the dimensional model of time, space and context to understand when consumers are most receptive to messages.

- f. **Defining Success Parameters** – How will we measure success? Together we will define and assess best measurements against the marketing effort. We will look at constituency building efforts, inquiries to the city re: the project, interest in the property, Web site measurements, search engine results and more.

At the end of Phase 1, we will have a detailed marketing assessment and plan in place, which we will execute in Phase 2. This detailed plan will likely include the implementation of key components including the following (outlined on pages 30-31):

- Brand concepts (ideas)
- Identity package
- Web site presence
- Task force development & logistical support
- Events
- Coalition-building activities
- Corporate & Institutional Partnering & Business Development
- Media relations
- Ongoing support elements

Phase 2 – Plan execution and constituency building

Creative Ideation

With your communications platform in place, we go to work to find a powerful campaign idea to drive all your creative executions. This is the art and craft of creating words and pictures that unite to express a powerful idea. We believe in offering our clients choices of ideas and choosing the best concepts together. In the ideation phase, we prefer to work in “rough form,” both to save our clients money and to insure that the creative work is not a clever execution that contains no idea.

The best concepts tend to be both unexpected (to catch your attention) and relevant (to make you care). They have a sustainable theme (to build brand equity) and many variations on the theme (fresh executions to surprise you). And they tend to be compelling, believable, ownable and extendable across many targets and situations.

The touchpoint plan will identify specific components of bringing the BioAg Gateway Project to fruition, but will most likely include some of the following tactics:

Identity package for the BioAg Gateway initiative:

- Brand the program. Establish a solid identity that is far-reaching and ownable.
- Translate the brand through multiple communication channels. A Web presence will be a key component of the initiative, but the identity also needs to be applied to other communications, including collateral, trade show materials and displays, stationery, etc.

Gateway coalition task force development:

- Solidify team of key opinion leaders to assist in execution
- Establish four check-in meetings in 2008, establishing milestones and deliverables
- Include consultants in first session (and potentially more) depending on needs established in touchpoint plan

Attendance and enhanced visibility at appropriate professional Biotech / BioAg / Biomedical / Bioproducts events:

- BIO International Convention, June 17-20, 2008 (San Diego)
- Investing & Partnering in Bio-Tech, February 26-28, 2008 (Boston)
- International Biomass Conference and Trade Show, April 15-17, 2008 (Minneapolis)
- Others (as prioritized during TPP process)

Coalition-building activities:

- Roundtable Summit (including representatives from all Ag categories), moderated by Tom Still or other media representatives
- Consider Webcast for more reach
 - Invitation-only to enhance attendance by key prospects
 - Full-day event near location (preferably in late spring/early summer)
 - Proceedings document to be distributed to key prospects throughout the country, focusing first on those in the Midwest region
- Multi-tiered direct mail effort (against specific targets throughout the year)
 - Timely follow-up process to ensure personal touch

Corporate and institutional partnering and business development:

- Identification of key corporations, small businesses, and bio-economy institutional players that should be immediate targets for collaboration and technology development
- Events/meetings to partner with state-wide commodity boards and ag and bio business associations

Media relations activities:

- Full-scale trade and consumer business media relations program to raise awareness and educate targets the area as a BioAg incubator, and Wisconsin as a desired destination
- Online press room to achieve efficiencies and extend reach/frequency

B. (See Organizational Chart in Tab 3)

See Section C for specific engagement with City Staff

C. Phase I – Funding and Scope of Work

Item	Deliverable	% of Total	Hiebing	V&A	Consultants	Timing
Immersion	<i>Two meetings with city staff, review of all existing materials, category competitive review document</i>	20%	\$8,500	\$8,500		Nov. 07
Research/Consultant Task Force	<i>One meeting with city staff, one-day strategy session with key consultants; key learnings document including target profiles and main messages</i>	20%	\$5,000	\$5,000	\$7,000	Nov./Dec. 07
Positioning	Meeting with V&A and Hiebing	5%	\$2,125	\$2,125		Nov. 07
Message Strategy	<i>One meeting with city staff, strategy session with V&A, Hiebing provides analysis</i>	5%	\$3,000	\$1,250		Dec. 07

Touchpoint Plan Process	Hiebing to lead Touchpoint Planning; working with V&A; One meeting with city team; three check-ins via conference calls and ongoing communication via email	48%	\$25,000	\$15,800		Dec. 07
Defining Success Parameter	<i>One meeting with city</i> ; finalizing plan and agreeing on success parameters. Final plan delivered to city	2%	\$850	\$850		Dec. 07

Phase 2 – Funding and Scope of Work

Item	Deliverable	% of Total	Hiebing	V&A	Consultants/ Other exp.	Timing
Creative Ideation	Three concepts to choose; final selection <i>Two meetings with city staff</i>	8%	\$13,000	\$5,000	\$2,500	Jan. '08
Identity package	New identity applied to multiple components. <i>Two meetings with city Staff; ongoing email communication, as needed</i>	20%	\$20,000	\$10,000	\$25,000	Feb/Mar '08
Website presence	New web wrapper around initiative; with	20%	\$30,000	\$10,000	\$1,500	Feb/Mar '08

	CRM components <i>Two meetings with city staff; ongoing conference calls / emails TBD</i>					
Task force development & logistical support	Ongoing meetings, task force support, follow-ups. <i>Four to six meetings with city staff, as needed</i>	12%	\$10,000	\$15,000	\$3,000	Jan – Mar '08
Events	Meeting attendance; materials, displays. <i>city staff needs TBD</i>	10%	\$10,000	\$10,000	\$5,000	Ongoing
Coalition-building activities	Other sessions, response materials. <i>city staff needs TBD</i>	10%	\$10,000	\$10,000	\$5,000	Year-long
Corporate & institutional partnering	Identification of key corporate & business assoc. partners. <i>Meetings with city staff TBD</i>	8%	\$7,000	\$10,000	\$3,000	Jan-April '08
Media relations	Press contact, clippings, editorial briefings. <i>city staff person as initiative spokesperson, on call for requests</i>	8%	\$15,000	\$5,000	\$2,500	Year-long
Ongoing support elements	As needed	4%	\$5,000	\$5,000	\$2,500	Year-long

TAB 6 – Cost Proposal

1. Lump sum cost: **Phase 1: \$85,000; Phase 2: \$250,000**
2. Detailed full-service fee proposal outlining services to be provided under each phase of work (See Tab 5: B)
3. Value of the work including % of sub consultant's involvement in each phase
 - o Hiebing will invest an additional amount of time in the project, to bring our total value to the project to \$175,000 in time.
 - o Vandewalle & Associates value represents \$140,000 in time
 - o Subcontractors/consultants represent \$13,000 in time
4. Hourly rate by personnel and expenses and proposed # of hours budgeted for each member of the team
(See Tab 3: C for proposed number of hours for each member of the team).
(See Tab 5: B for proposed expenses by programming element)

Vandewalle & Associates hourly rate by personnel:

Company President	\$210
Principal Planner	\$115-\$160
Associate Planner	\$80-\$110
Assistant Planner	\$57-\$95
Principal Urban Designer	\$115-\$160
Associate Urban Designer	\$80-\$110
Assistant Urban Designer	\$57-\$95
Economic Development Advisor	\$140-\$150
Urban Revitalization Specialist	\$140-\$160
GIS Analyst	\$70
Communications Specialist	\$65-\$75
Project Assistant	\$35-\$55

2007 Hourly Rates			
Name	Title	Standard Rate	Travel Rate
Dave Florin	President	200	100
Brand Strategy & Research			
Jeanne Kropp	Brand Strategy Director	180	90
Barry Callen	Creative Strategy Director	180	90
Mike Pratzel	Research Director	160	80
Research Freelancer	Research Analyst	120	60
Karl Mendelsohn-Victor	Research Associate	100	50
	Brand Strategy & Research Ave.	148	
Client Service			
Carl Fritscher	Client Service Director	170	85
Paul Thompson	Strategy Director	160	80
Marion Michaels	Strategy Director	160	80
Jacqi Fleissner	Sr. Account Executive	130	65
Brad White	Sr. Account Executive	130	65
Joan Lenherr	Sr. Account Executive	130	65
Nicole LaBuw	Account Executive	110	55
Jaimi Brinkman	Account Executive	110	55
Sam Mueller	Account Executive	110	55
Katie Bradley	Account coordinator	90	45
Eric Bain	Account coordinator	90	45
Abigail Buckwalter	Account coordinator	90	45
Mandie Purcell	Account coordinator	90	45
	Client Service Ave.	121	
Create			
Sean Mullen	Creative Director	170	85
David Schiff	Assoc. Creative Director	140	70
Erik Zimmerman	Sr. Copywriter	120	60
Sandy Geier	Sr. Copywriter	120	60
Brian Marconnet	Sr. Art Director	120	60
Peter Bell	Sr. Art Director	120	60
Darren Halbersma	Designer	120	60
Barry Kalpinski	Designer	120	60
Becky Lowe	Copywriter	120	60
Wendy Hawkins	Interactive Designer	120	60
Chris Richard	Print Production Mgr	110	55
Claire Wenstrom	Production Supervisor	110	55
Heather Hardy	Art Buyer/Broadcast Mgr.	100	50
Karen Brey	Graphic Artist	100	50
Mary Jo Abell	Graphic Artist	100	50
Production Freelancer	Production Freelancer	100	50
Mary Magray	Proofreader	90	45
Marcie Tomlinson	Sr. Traffic Manager	90	45
	Create Ave.	115	
Touchpoint			
<i>Public Relations</i>			
Barb Hernandez	Public Relations Director	160	80
Julie Blystone	Assoc. Public Relations Director	140	70
Carolyn Bishop	Senior Public Relations Counselor	130	65
Anna Stanley	PR Counselor	100	50
Ashely Butzen	PR Intern	60	30
	Public Relations Ave.	118	
<i>Media</i>			
Sandy Weisberger	Media Director	160	80
Mark Anderson	Assoc. Media Director	130	65
Leanne Havertape	Media Buyer	110	55
	Media Ave.	133	
<i>Interactive Media</i>			
Sandra Bradley	IM Director	160	80
Kurt Malueg	Sr. Interactive Producer	130	65
Matthew Bielarczyk	Programmer Analyst	120	60
Danielle Fossum	Programmer	120	60
April Hobart	Programmer	120	60
Jorel Tingesdahl	Interactive Designer	120	60
	Interactive Media Ave.	128	
	All Agency Ave.	124	
	All Agency Weighted Ave.	120	

5. Any additional work we feel is needed and what the cost might be
Not at this time.



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IT'S ABOUT THE BENEFITS YOU EXPECT, AND THOSE THAT ARE EXCEPTIONAL.

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to get stock options, so you can own a piece of the company and share financially. Now that is an opportunity of a lifetime.

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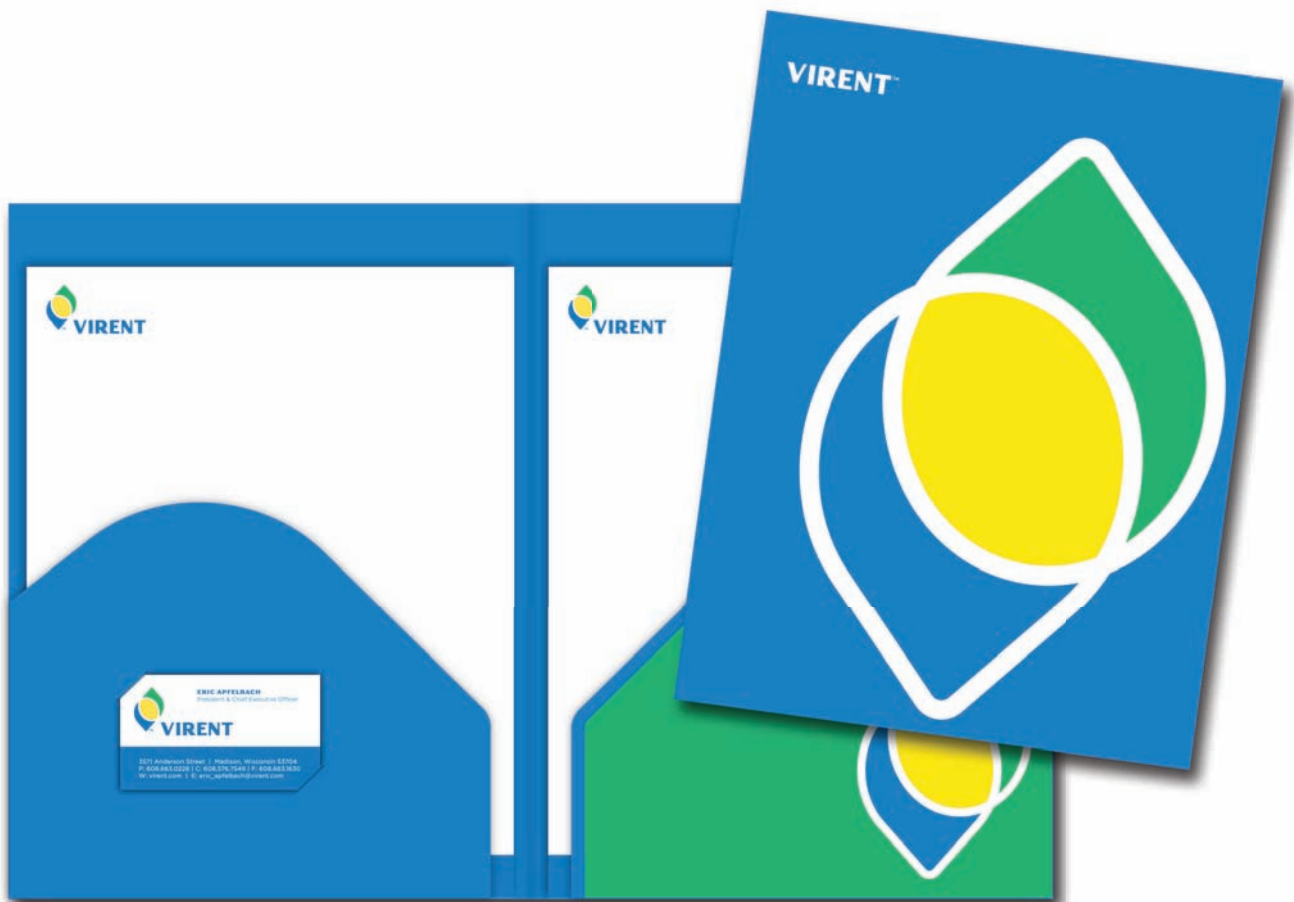
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VIRENT: RECRUITING BROCHURE

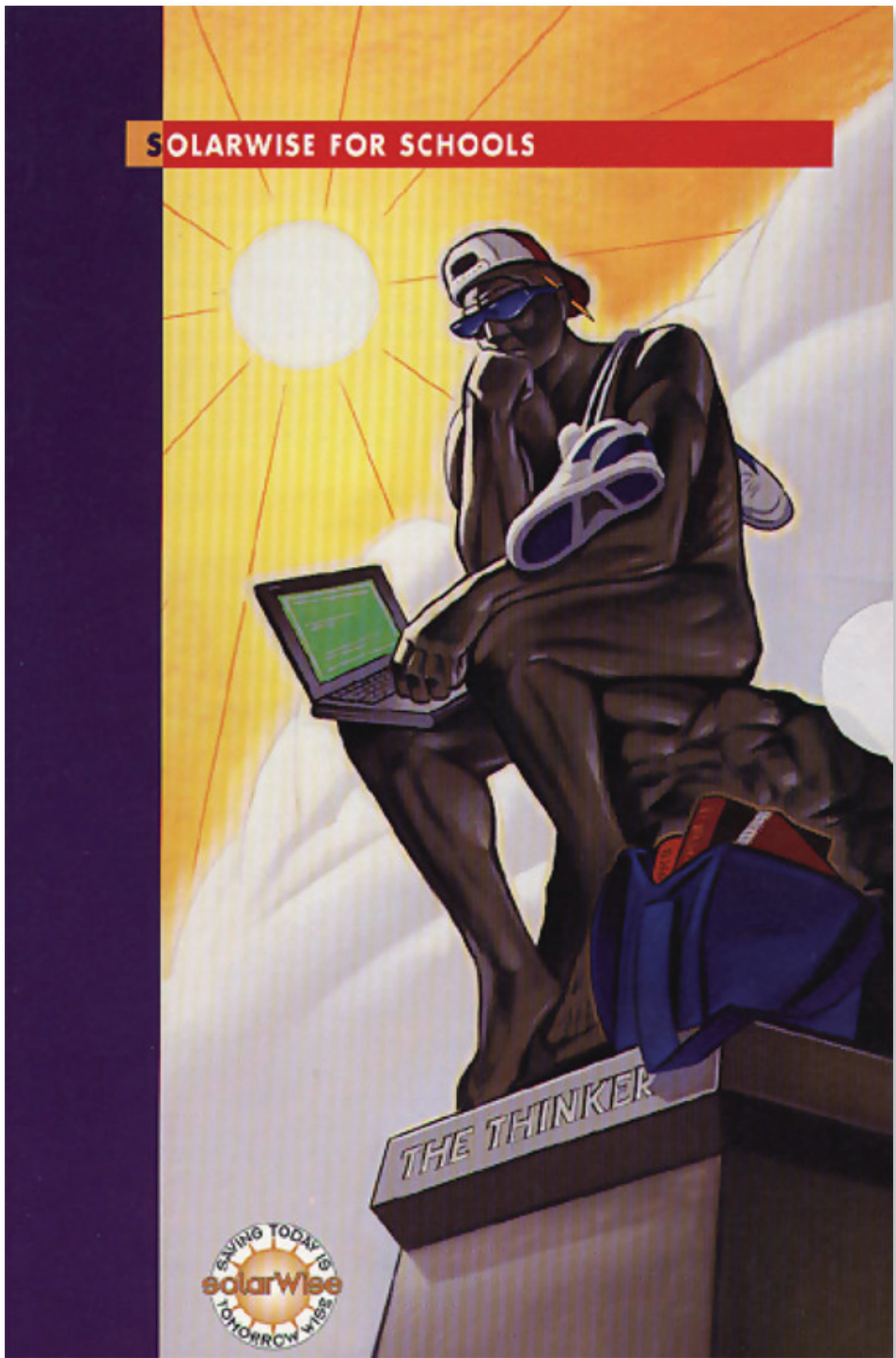


VIRENT: MARKETING FOLDER



WISCONSIN PUBLIC SERVICE: "MANURE TO METHANE" MARKETING MATERIALS

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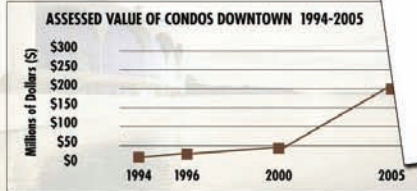


Monona Terrace Community and Economic Impact Study

The Proof Is in the Numbers



Assessed Value and Number of Downtown Condos Also Increased Significantly

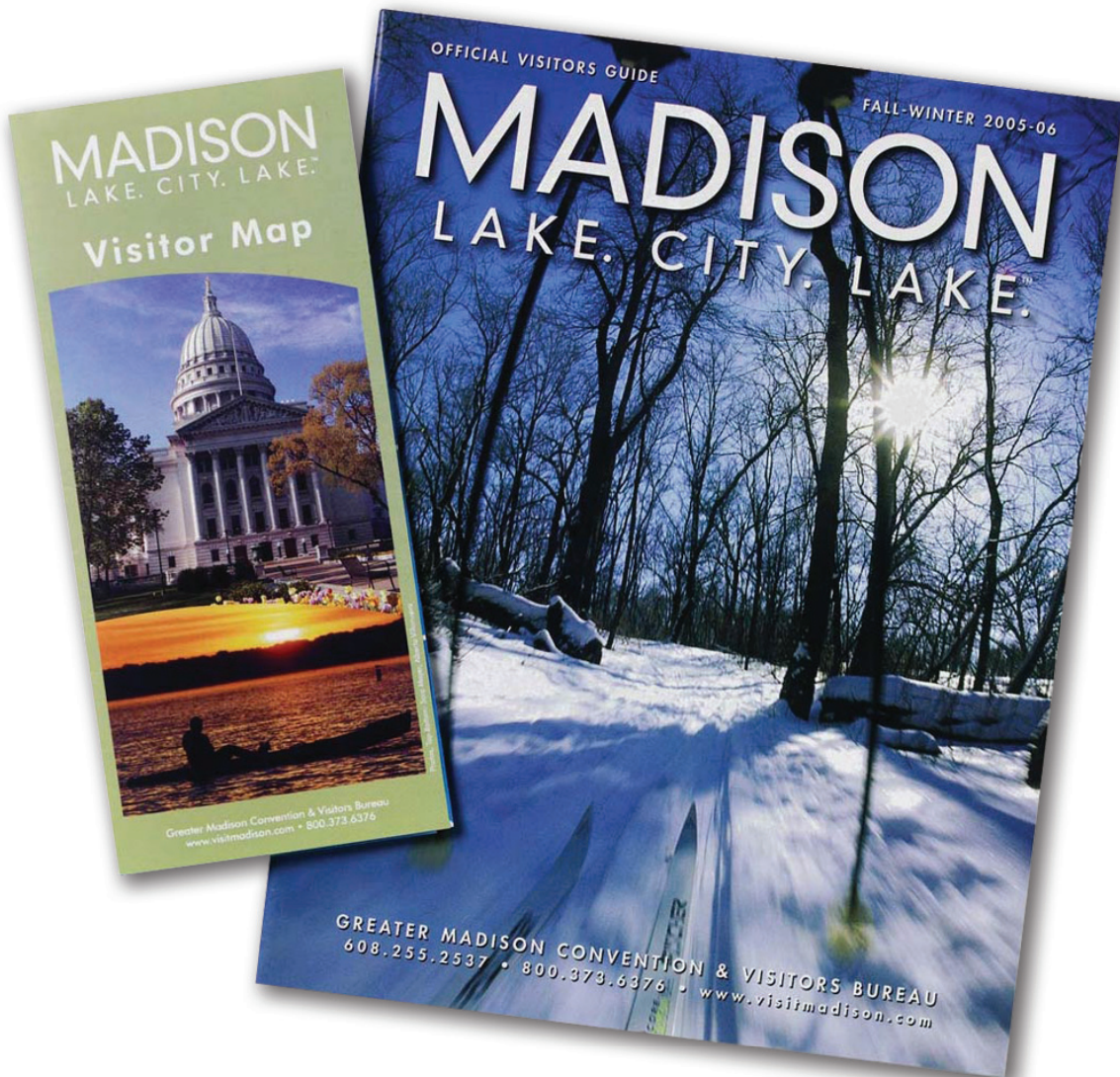


→ Meetings
 → Entertainment Events
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GREATER MADISON CONVENTION AND VISITORS BUREAU: LOGO



GREATER MADISON CONVENTION AND VISITORS BUREAU: COLLATERAL

A powerful movement in rehab.

Nothing is more painful than seeing a patient's progress wane. When struggles lead to frustration, rehab can become an almost unbearable ordeal for many patients and their families.

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Extraordinary therapeutic breakthrough.

Combining video games with surface electromyography, therapists use MotoVate to treat patients with movement impairments resulting from stroke, brain injury, cerebral palsy, incomplete spinal cord injury, other neurological disorders and orthopedic injuries.

MotoVate works in conjunction with conventional functional therapy and enhances coordination while reducing spasticity. That's because it's the only treatment system that can teach patients to simultaneously contract and relax opposing muscles.** It also allows you to isolate muscles and muscle groups to work from slow, sustained contractions to faster, ballistic contractions.

Impressive outcomes.

Thousands of patients have already used MotoVate. Of these, many had previously failed to improve significantly after multiple courses of conventional physical and occupational therapy. With MotoVate, over 85 percent** showed major functional gains.

* Patented software
** Clinician estimate



It works because patients come to play. Winning a game is always fun. But for MotoVate players, "winning" means progress, lowered spasticity.

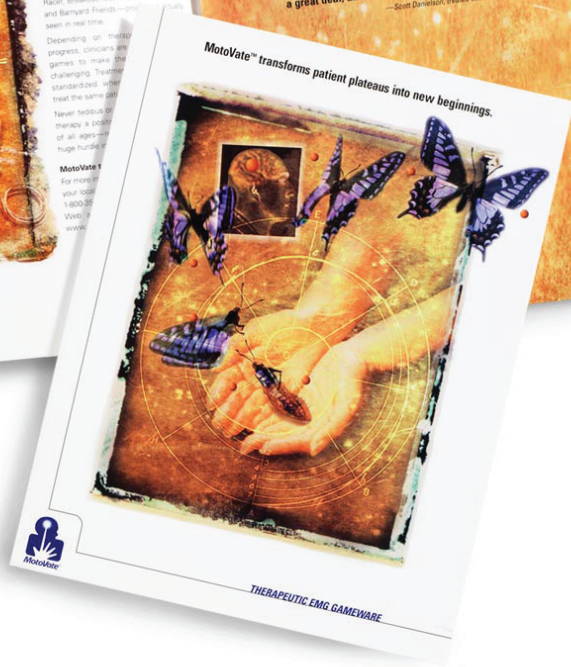
Featuring an intuitive "Windows" user interface, Therapeutic EMG GameWare gives patients and their therapists immediate feedback. With surface electrodes placed over the involved muscles, patients control movement in video games by contracting their muscles. So while patients play games—including Solitaire, Pat's Race, Breakout, Memory, Pinball, TheGolf and Rampard Friends—progress is made, seen in real time.

Depending on the patient's progress, clinicians use games to make the challenge. Treatment standards refer to the same goals.

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—Scott Davidson, treated with MotoVate



take a look inside spectrum spotlight



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SPECTRUM BRANDS TO CONSOLIDATE SERVICES & OPERATIONS

Spectrum Brands, formerly Rayovac Corporation, is consolidating its consumer home and garden unit from another state. The change will result in an additional 65 or more jobs. The company has signed a three-year lease to occupy 25,000-square-feet of space in the Greenway Building in Middleton. [Click here](#) to read more about this. For more business expansion news, [click here](#).

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WHY WISCONSIN

A COMMITMENT TO QUALITY

A strong dedication to quality and a long history of economic stability set Wisconsin apart as an exceptional place to live and do business. Wisconsin counts among its many assets:

- A diverse and well-developed economy
- A skilled, adaptable and dependable labor force
- A highly developed infrastructure
- An educational system among the best in the country
- Strong and growing individual companies
- An exceptional quality of life
- Abundant, well-managed natural resources
- Excellent ground, rail and air transportation with deep-port water accessibility

These qualities combine with an efficient, progressive government that is supportive of business. The result is a business commitment you can count on.


▶▶ Wisconsin Buildings & Sites

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These qualities combine with an efficient, progressive government that is supportive of business. The result is a business commitment you can count on.

INVITATION FROM GOV. JIM DOYLE

- Gov. Doyle Letter (65 KB)

WHY ROCKWELL MADE WISCONSIN ITS HOME

"From a business perspective, Wisconsin has a good business climate. The state has done a terrific job at making it a desirable place. We have a terrific ethic at Allen-Bradley (now Rockwell Automation Control Systems). From a personal standpoint, the people have always been warm and friendly. There's a very nice quality of life. There's a lot to do culturally and it's a city (Milwaukee) that's easy to get around in."

Don H. Davis, Rockwell Chairman & CEO

Comments on Rockwell's decision to move its world headquarters from Costa Mesa, California to Milwaukee, Wisconsin.

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WMC eMARKETPLACE
A WISCONSIN BUSINESS NETWORK

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Great Lakes Packaging Corporation
 W190 N11393 Carnegie Ct | Germantown, WI 53022
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Corrugated shipping containers, displays, specialty corrugated products, special packaging
 Category: Paper Manufacturing

Tailored Label Products, Inc.
 W160 20731 Regencywood Ct | Menomonee Falls, WI 53051
 Ph: (262) 753-9200 | Fx: (262) 755-6810
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Category: Paper Manufacturing
 Member to Member Discounts Available

Ad Tape & Label Company, Inc.
 W140 N8004 Fountain Blvd | Menomonee Falls, WI 53051
 Ph: (262) 250-6100
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Category: Paper Manufacturing

Avery Dennison
 2415 Industrial Ct | Kenosha, WI 53150
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Printing papers: coated & uncoated, overlamination film, slitting & rewinding services
 Category: Paper Manufacturing

Badger Packaging Corporation
 2020 Sunnyside Rd | West Bend, WI 53090
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Corrugated paper shipping containers & related corrugated paper products & displays
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National Group Says WI Liability Crisis is Real (12/06/2005)

WMC Raps Doyle for Malpractice Cap Veto (12/02/2005)

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