

From: King, Steve
Sent: Tuesday, August 03, 2010 2:33 PM
To: Marshall Smith; crickert@madison.com
Cc: Cooley, Timothy
Subject: RE: economic development

Marshall,

My quote is a little out of context. I also made mention of the fact that all the development on the Southwest side is in Verona and Fitchburg... And that times are changing and we must change with them. We can't rest on the natural endowments that have gotten us this far -- as you point out. My district is in the crossroads... All the development outside the City limits, and all the great traffic problems as people drive through to get to it. Not a great situation, especially for the Madison taxpayer. I have a prime parcel in the middle of my district that's probably going to stay barren for a while as Verona and Fitchburg let developers more easily move forward.

And I certainly said nothing to "belittle" Tim Cooley. I don't think the article suggests that either.

There were quite a few people in the room that were decidedly anti-development. Some, if not many, of the suggestions were good.. and some of them would head us in the wrong direction.

I agree with your comments below and thank you for sharing them.

Steve

From: Marshall Smith [marketman@sbcglobal.net]
Sent: Tuesday, August 03, 2010 12:02 PM
To: crickert@madison.com
Cc: Cooley, Timothy; ALL ALDERS
Subject: economic development

Mr. Rickert,

Your column today suffers from the typical Madison fatal flaw...ethnocentrism.

Having been in high tech and health care marketing and economic development for over 45 years in such diverse domestic US locals as Madison, Cleveland,OH, Baltimore MD, Washington DC,Cambridge MS, California's Monterey, Orange and Carmel. And represented such huge international firms as Junkers, GE Medical England, Tagliaferri, Junker, Mitsui and Compagnie de Radiology. With clients in many of these locals, and faced with the responsibility of helping them locate new plant and sales locations, I can attest that their perception of Madison as a flawed city to do business with is far from a misconception, but a real reality.In my dealings with the city historically, they don't even respond to requests for development information from out of state or country. Ignorance is not bliss, just a serious pitfall.

The glowing accolades are almost exclusively related to the fact that we are a great city to live and work in. We don't get any real marks for a good city to do business in.

In my business lifetime, I have watched the city promote the demise of several of my clients, Truax Air Industrial Park,Red Dot Potato Chips, Gisholt and five wonderful start up[high tech clients forced to move to other states because of the obtuseness of Madison city departments, and the complexity of outdated, ill formed rules and regulations.One of these clients developed the flat screen television, another ethanol.Two others lead in the development of high tech medical records retrieval, storage and transmission. All employ significant numbers of highly paid workers.Operate at a profit without government suport. And benefit their new community homes.

The city cheers when businesses and industries die in traditional working neighborhoods. Because then there is room for another park. Example, the East Washington corridor.

Neighborhoods do not create great places to live. Great neighborhoods develop because they encompass great places to work. And I don't mean low paying saloons, high end restaurants and cutesy boutiques.

Madison benefits from the real growth sponsored by the University, traditional government employment, and the dynamic, flexible communities around Madison. Towns and small cities that welcome, and dramatically assist, the real growth of real businesses and industries. We've never had to work for it, like other communities.

Before you, and Alder King, belittle and bad mouth Tim Cooley, maybe you should walk in his shoes and see the real challenges he faces to get Madison into the economically sound 21st century.

Marshall Smith

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