



11/17/2011

A sponsor asked me why I create Wisconsin Development News (WDN), and since the publication just breaks even, I realized it was a pretty good question. I am not sure exactly what I told her, but I thought I would try to tell the rest of my readers the whole story.

*I believe Wisconsin is a GREAT place for business!*

I love the success stories and the people behind them, from today's EPIC to yesterday's Harley Davidson and all the Kohl's, Lands End's, Culver's, Shopko's, Miller's, New Glarus's, KC's, Lactalis's and Montchevre's that came in between. I know that Wisconsin offers a small start-up or a large corporation excellent resources, from education to infrastructure, from location to employees, we can advance your ideas, dreams, and products successfully into both the local and global marketplace.

We have grown our own successes time and time again - and other states have looked to us in the past for leadership and ideas on how to make this happen in their state. Today we have clouded that vision with partisan politics, unnecessary delays and an often more difficult than necessary process for business to grow. We have lost the vision that I see for Wisconsin and "Recalls" and/or "Iron Handed Public Policy" that gain national attention do not articulate the potential for business success to anyone. Thus I aggregate the articles about development and comment to stimulate the discussion.

My comments are not about politics or politicians, I write about leadership or the lack of it. My comments are not about failure or a failing economy, I write about opportunity. My comments are not about what might have been, I write about what we can do in the future.

WDN does not care about, or offer an opinion on, politics but I do believe politicians can learn from business models, and what makes companies successful. I also believe that government and regulation can create a level playing field. I hope that businesses can learn from a public that sees value in helping the less fortunate, protecting its resources, and empowering employees. Needless to say neither party is beating a path to my door, but I am proud to say that each week my newsletter is read by leaders in both camps, not to mention by environmentalists and business leaders.

I advocate regularly for sound planning, emerging technologies, new opportunities, a social awareness, and energy conservation - all from a sound business perspective. If I can stimulate the discussion, at the water cooler, your Rotary Meeting, or your Statewide Convention I will.

Wisconsin Development News is my small way of letting the world know that, despite it's faults, Wisconsin is a great place to do business. I believe in the people of this state and celebrate their diversity and conviction. I question the focus at times, but hey that's just me.

As always thanks for reading. Thanks to my sponsors. Have a safe and joyous holiday season.

Kenneth Harwood

A handwritten signature in black ink, appearing to read "Ken Harwood", written over a light blue horizontal line.

Editor Wisconsin Development News