



UW-Stevens Point Chancellor **Thomas George** served as task force chair for the central Wisconsin region.



UW-La Crosse Interim Chancellor **Douglas Hastad** served as task force chair for the La Crosse region.

## Wisconsin Economic Summit

Nov. 29  
to  
Dec. 1



**Marsha Lindsay**, president and CEO of Lindsay, Stone & Briggs, spoke about the importance of developing a strong Wisconsin "brand."



**John Morgridge**, chairman of the board for Cisco Systems, Inc., spoke on "Economic Development in the Internet Age."

## Economic Summit plans for the New Economy

By Pamela Seelman

More than 875 people from business, labor, government and education attended the Wisconsin Economic Summit, a statewide conversation to help create a strategic plan for Wisconsin in the New Economy. The summit, held Nov. 29 through Dec. 1 in Milwaukee, was a first step in creating a road map for Wisconsin's long-term economic vitality and success.

The summit culminated several months of gathering input from hundreds of people at public listening sessions held statewide. Along with task forces targeting Milwaukee, Madison, the Chippewa Valley and the Fox River Valley, the University of Wisconsin-Extension worked with UW campuses in La Crosse, River Falls, Stevens Point and Superior to form the Greater Wisconsin Region.

This effort covered communities in the central, northern and northwestern areas of the state, allowing for broad public input.

"The key to the summit's success will be to maintain the momentum of the discussions and move from discussion to action," says UW-Stevens Point Chancellor Thomas George, who served as task force chair for the central Wisconsin region.

"The UW System has two roles to play in this process," George continues. "First, as Regent President Jay Smith noted in his closing remarks, the system will take the lead in facilitating a follow-up summit next year. Second, through its instruction, research and service, the UW System will provide the innovation, leadership and

human capital needed to ensure that our state has an environment that is attractive to employers and employees, alike."

UW-La Crosse Interim Chancellor Douglas Hastad, who chaired the La Crosse-area task force says, "The participants heard time and again about the wonderful qualities of this state, namely clean environment, great work ethic, and, of course, exceptional quality of life.

"However, the presentations and hallway conversations gave cause for us to reflect on what we must do to maintain this rich quality of life. The solutions were many and complex," Hastad continues. "Some suggestions would require us to reshape the culture. But, in the end, it was apparent that we need to discover creative ways to

generate new economic growth while preserving the rich heritage that is so important to Wisconsinites.

"We need to get smarter. We need to work together. We need to realize that there are better ways. The UW System is well positioned to serve as the intellectual engine to generate and disseminate the knowledge needed to educate the citizenry for the new economy," Hastad concludes.

For Greater Wisconsin Task Force recommendations: [page 2](#)

For more information about the summit: [www.wisconsin.edu/summit](http://www.wisconsin.edu/summit)

### Message from the Chancellor

## UW-Extension positioned to be a major player in the New Economy



Kevin P. Reilly

This issue of *News and Ideas* is dedicated to the Wisconsin Economic Summit, which engaged the University of Wisconsin System with the rest of the state in an important discussion about our ability to prosper in the New Economy.

As part of the Greater Wisconsin Task Force, the University of Wisconsin-Extension helped gather public input and recommendations from hundreds of people in 36 counties. This group produced seven major recommendations (see page 2) that were presented at the summit.

UW-Extension also provided important background information for summit participants. Erica Kauten, director of Business and Manufacturing Extension, authored the paper "Entrepreneurship: A Key-note of Wisconsin's New Economy" and provided the expert overview for a session on enhancing Wisconsin's entrepreneurial climate. Provost and Vice Chancellor Marv Van Keckerix prepared a paper on UW-Extension's unique capabilities and the important role of outreach education.

The latter effort attempted to capture all of the ways in which UW-Extension programs address

**"...the strength of Extension has become very apparent. It has the community network for discussion already established. It has existing relationships with local governments and county boards."**

—Jay Smith, president  
UW Board of Regents

changing economic development needs. It shows that, more than ever, UW-Extension is ready to play a major role in helping Wisconsin secure a prosperous, vibrant future. Marv described UW-Extension's unique capabilities, including access to both an in-depth research base and an unparalleled statewide network. He went on to outline our special programming, partnership and delivery niches.

As one of several examples where UW-Extension programs help spur economic growth, the Small Business Development Center (SBDC) has a proven record of providing valuable support to promising

*Chancellor's message, page 2*

### IN THIS ISSUE

#### PAGE 2

Greater Wisconsin Task Force recommendations  
Garden Expo  
Kudos

#### PAGE 3

Regent Olivieri profile  
Stevens Point collaboration

#### PAGE 4

Ag biotech conference  
"Wisconsin Stories"  
SECC results

# 7

## Greater Wisconsin Task Force recommendations

The Greater Wisconsin Task Force was comprised of the following regional task forces: St. Croix Valley, chaired by UW-River Falls Chancellor Ann Lydecker; Northern Wisconsin, chaired by UW-Superior Chancellor Julius Erlenbach; Central Wisconsin, chaired by UW-Stevens Point Chancellor Thomas George; and La Crosse area, chaired by UW-La Crosse Interim Chancellor Douglas Hastad.

Through public listening sessions in these regions the task force collected a total of 85 specific recommendations. The following seven major recommendations reflected common themes from the four regions.

**1 Use education and research assets to nurture New Economy growth.**

Wisconsin must build on its current strengths in biotechnology and agriculture, leveraging the corresponding educational, research and training programs at University of Wisconsin campuses.

**2 Showcase Wisconsin's high-tech leadership.**

Wisconsin must change its branding message to emphasize a high-technology image, building out from the traditional strengths of the region – agriculture, tourism and manufacturing.

**3 Invest in Wisconsin's communications backbone.**

Wisconsin must develop, expand and maintain a state-of-the-art, high-speed telecommunications infrastructure around the economic development needs of the entire state.

**4 Reshape the educational system to meet new and emerging needs.**

Wisconsin must develop an integrated PK-16 curriculum that aligns standards, curricula and assessments with New Economy business needs, high-tech skills and the full range of career opportunities.

**5 Foster a growth-friendly regulatory climate where New Economy businesses can thrive.**

A multi-agency effort is needed to reform regulatory policies that impact the successful growth of new businesses.

**6 Adopt new financial policies and systems that support growth.**

To encourage the development and growth of New Economy businesses, Wisconsin must implement new financial policies and tax credit programs that result in better lending practices by banks and an improved tax climate.

**7 Use broad alliances to support expansion and development.**

Wisconsin must develop cross-governmental alliances that strengthen collaboration, reduce city and county competition, and provide shared educational opportunities for business and government leaders.



**Bruce Dewey**, distance education specialist at Instructional Communications Systems, recently

received the Silver Reel Award from the Consortium of College and University Media Centers (CCUMC). The award is given in recognition of outstanding leadership and superior service to the organization. Dewey was presented with the award during the CCUMC conference Oct. 19-23 at the University of North Texas. The Silver Reel Award has been given just nine times in CCUMC's 35-year history.

The National Endowment for the Humanities has awarded a \$500,000 challenge grant to **Wisconsin Public Television** to support its outstanding work with the State Historical Society of Wisconsin on history projects. The two organizations successfully collaborated on Sesquicentennial broadcasts and in January will launch "Wisconsin Stories," a new series telling the tales of this state and its people with a lively twist (see page 4).

The **Division of Continuing Education Extension** has received a \$200,000 grant from TEACH Wisconsin to support development of the IDEAS portal Web site, which will provide Wisconsin educators access to high-quality technology-based curricula, content and professional development resources. The contract, signed in November 2000, will allow the division to hire a project director to oversee all phases of development of the Web site, a web designer and faculty members who will serve as content experts by identifying appropriate web-based resources for the site. A prototype of the IDEAS Web site may be found at: [www.IDEAS.wisconsin.edu](http://www.IDEAS.wisconsin.edu)

The Labor Solidarity Through LaborTECH—Building New Global Unionism Through Labor Media Conference brought together more than 150 labor and media activists from around the world at The Pyle Center Dec. 1-3. The University of Wisconsin-Extension **School for Workers (SFW)** co-sponsored the international conference in an effort to bring the labor movement into the high-tech arena. As a result of the conference, SFW and UPPNET, a conference co-sponsor, will launch a national labor radio network via the Internet.

**WISCONSIN PUBLIC TELEVISION**



**February 9, 10, 11**

Alliant Energy Center, Madison  
 Friday 4 – 8 p.m.  
 Saturday 9 a.m. – 5 p.m.  
 Sunday 10 a.m. – 5 p.m.  
 With "The Wisconsin Gardener" host Shelley Ryan

At the door: \$5  
 Advance tickets:  
 \$4, one day  
 \$8, two days  
 \$10, three days

Call 800/253-1158 for tickets (Price does not include parking. Children age 12 and under admitted free.)

Proceeds benefit Wisconsin Public Television programming

*Chancellor's message, cont. from page 1*

entrepreneurs. A new study released last month shows that SBDC counseling services in 1998 led to \$5.1 million in new tax contributions to the state in 1999. Small business owners who improved their performance as clients generated a combined state and federal tax return of \$2.47 for every dollar spent on SBDC services in Wisconsin.

UW-Extension also has a proud history of effectively maintaining external partnerships and cultivating new collaborative relationships to achieve educational goals. Our growing number of relationships with federal, state and local agencies, schools, businesses and others reflect the inherent value of UW-Extension's educational and technical infrastructure.

Another core competency is our ability to effectively reach people wherever they live and work. UW-Extension's capacity to bring robust educational resources to television- and radio-sized audiences, and the vast possibilities associated with our instructional technology research, are well suited to tackling emerging educa-

tional challenges. New research and innovation will involve broadband technology, interactive television and digital broadcasting. We can show how these and other technologies can enhance learning for all residents.

Using that network and those relationships, UW-Extension must be the channel through which the resources of the University are brought to bear upon the educational challenges of individuals, communities and businesses.

I encourage you to review the papers and recommendations submitted at the summit. As we work with others to enhance the quality of life in Wisconsin for our children and grandchildren, your expertise and commitment will be essential to our success.

For more information and copies of all white papers: [www.wisconsin.edu/summit/papers](http://www.wisconsin.edu/summit/papers)

Kevin P. Reilly  
 Chancellor  
[reilly@admin.uwex.edu](mailto:reilly@admin.uwex.edu)

## Regent Olivieri sees important economic development role for UW-Extension

By Pamela Seelman

MILWAUKEE—University of Wisconsin-Extension is poised to help the state create its new economy, says University of Wisconsin System Board Regent Jose Olivieri.

"UW-Extension is in a great position to help the state's economy," Olivieri says. "UW-Extension has statewide reach and has the same goals and interests as those outlined at the recent Economic Summit. It's important for UW-Extension and the whole University of Wisconsin System to take a leadership role in developing the new economy. The university system can be a driver in economic development growth. UW-Extension has access throughout the state and is poised to deliver services to businesses to enhance growth.

"Today's economy is fed by new ideas, and the university is a great source for new ideas," Olivieri continues. "The university system will be consciously and strategically involved and will have a thoughtful connection to the state's new economic development."

Under a new program created by Regent Board Chair Jay Smith, each regent chose campuses within the UW System with which to develop a relationship. Olivieri selected University of Wisconsin-Milwaukee and UW-Extension. "I chose UW-Extension because of its statewide impact, its work in the area of digital technology and its experience in dealing with nontraditional students."

Olivieri says he believes the trend to use digital technology for education will greatly increase in the next few years. "The impact of digital technology on higher education is going to be incredible. To what extent higher education will take advantage of the technology is up to us. I encourage all UW-Extension staff to think about how digital technology can be used more effectively."

Addressing the issue of educating nontraditional students, Olivieri says, "UW-Extension has more experience in dealing with nontraditional students than any other

campus in the system. I see a great demand for more noncredit courses. UW-Extension can fill that need."

UW-Extension also is of interest to Olivieri, he says, because the greater Milwaukee area thrives on lifelong learning, a concept espoused by UW-Extension. "Our need for lifelong learning is only going to increase. And UW-Extension, to a great extent, is the organization we use to learn our whole life. One of my purposes is to have UW-Extension work in closer partnership with the campuses. I see UW-Extension having a bigger role in creating more collaboration and more use of technology to create a more seamless delivery system of education."

Olivieri is a partner in the Milwaukee law firm Michael Best & Friedrich LLP, one of the Midwest's oldest law firms. Olivieri's practice includes representing management in employment-related matters, representing higher education institutions, business immigration law and general business law.



UW Regent Jose Olivieri

In addition to serving as a regent, Olivieri currently serves on the board of directors of the Greater Milwaukee Foundation and has a leadership role in various other nonprofit organizations, including the United Community Center.

A graduate of Marquette University Law School, he served as a full-time assistant professor of law at Marquette from 1986 through 1988. He also is a founding member and past president of the Wisconsin Hispanic Lawyers Association and is the past chair of the Labor and Employment Law Section of the State Bar of Wisconsin.

## UW-Stevens Point collaboration: making central Wisconsin a stronger force in the New Economy

By Amy Pikalek

STEVENS POINT—In an effort to strengthen central Wisconsin's presence in the New Economy, the University of Wisconsin-Stevens Point (UWSP), Portage County Business Council Foundation (PCBCF) and Mid-State Technical College (MSTC) are teaming up to provide additional education and training opportunities for area businesses and their employees. The three entities are dedicating funds, resources and personnel to create a 4,800-square-foot Business Education and Training Center at the Portage County Business Park in Stevens Point.

### Goal: provide training and attract new business

"The center will provide continuing education opportunities for Wisconsin residents that will enhance

their job skills and enable them to meet the increased productivity demands of the growing economy," says Greg Diemer, UWSP assistant chancellor for business affairs. "By upgrading the skills of central Wisconsin residents, we are helping to create a work force that could potentially also help attract new businesses and industries to the region and the state."

Through on-site instruction and distance-learning technologies, the Business Education and Training Center will provide education, training and technical services to area businesses. The facility will have two training rooms, one with computer equipment and the other with distance-education equipment. Distance-education

technology will allow instruction to be transmitted simultaneously to sites in Marshfield, Wausau, Rhinelander and Wisconsin Rapids.

### UWSP Extension to coordinate UWSP programs

"UWSP Extension is the principal party from the university in coordinating the UWSP programs and offerings available at the site," Diemer explains. "We are fortunate to have a strong Outreach/Extension unit at UWSP, and without its involvement a venture of this nature would be difficult to get off the ground." UWSP Extension receives funding from University of Wisconsin-Extension.

"Our purpose in Extension is to nurture innovation and facilitate new initiatives," says Joan Sosalla, interim assistant vice chancellor for UWSP Extension. "We are excited that, as part of UWSP, we can create new education opportunities for central Wisconsin employers and employees. The frosting on the cake is that we are collaborating with the technical college and businesses. Together we offer a full range of top-notch educational offerings in central Wisconsin."

### MSTC to provide skills training

According to Lynn Meyer, MSTC director of marketing and planning, the venture fits perfectly with the institution's strategic plan.

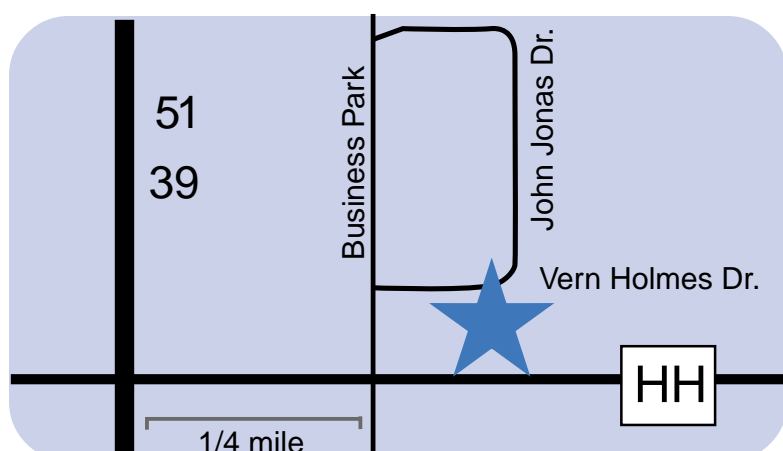
"Our mission at Mid-State Technical College is to improve both the personal and economic lives of individuals and businesses in central Wisconsin," he says. "We are delighted to be part of this three-part partnership that brings together two educational institutions with very different focuses. We are a skills-oriented facility, and UWSP brings the university level of education to the table. We've combined that with a set of business partnerships that identify specific needs the center will address."

### Study confirms need for increased access to training

According to PCBCF Executive Director Brian Doudna, UWSP, Portage County and the city of Stevens Point commissioned a study in 1998 on the feasibility of a research park. The following year, PCBCF conducted a focus group of corporate trainers from Wood and Portage Counties to identify their common training needs.

"The one thing that came through loud and clear was the definite need for more access to training opportunities in central and northern Wisconsin," Doudna says.

Current construction plans call for a spring 2001 groundbreaking with completion by fall.



The Business Education and Training Center in Stevens Point will be located off of Interstate Highway 39 at the entrance to a new 422-acre business park, within minutes of University of Wisconsin-Stevens Point and Mid-State Technical College.

# Ag biotech conference looks at tough questions

By Mary Ellen Bell



Conference participants toured the labs at the University of Wisconsin-Madison Biotechnology Center. Tom Zinnen, biotechnology outreach specialist, showed how to extract DNA from wheat germ and explained how the center's sophisticated equipment charts the genes that make up DNA.

MADISON—Why do some consumers want food products that contain transgenic grains labeled, and why does the food industry oppose mandatory labeling?

Will biotechnology make agriculture more profitable?

Why do some people seem to favor developments in biotechnology that lead to new drugs or medical treatments, but to be suspicious about transgenic foods?

These are just a few of the complex questions discussed during a conference on biotechnology in agriculture sponsored by Cooperative Extension's Agriculture and Natural Resources Education (ANRE) program, Nov. 30 and Dec. 1 in Madison.

About 70 faculty and staff participated in lively debates with presenters representing a variety of perspectives on the issues—ethics, risk communications, sociology, economics, and ecology—

as well as on the biology, production agriculture and the biotechnology industries.

Rick Klemme, ANRE program director and associate dean in the UW-Madison College of Agricultural and Life Sciences (CALs), says the conference was designed to help Extension agents deal with a variety of complicated issues.

"County-based agents get many questions from farmers and consumers about everything from labeling GMO (genetically modified organisms) products at the supermarket to considerations for marketing GMO crops. They need good research-based information to answer those questions."

In addition, Klemme notes that much of the public debate about biotechnology in agriculture has focused on clearly defined pro and con arguments.

But, he says, "There are no simple answers, and there are many perspectives on the issues. This conference was an attempt to begin to provide balanced, objective information to answer people's questions."

Speakers included the CEO of a major Wisconsin-based animal genetics company, a medical doctor who does research on allergens, a food industry consultant, and UW and other university professors of biology, sociology, ecology, ethics, agronomy and communications. They addressed questions such as risks of allergic reactions from transgenic foods and other food safety issues, concerns about unanticipated negative environmental effects, potential for reducing the use of pesticides because of development of resistance plants, and social and economic implications of increasing adoption of biotechnology in agriculture.

They also considered the role of the university in biotechnology research, development and education, a role that CALs Dean Elton Aberle said should be unbiased and objective.



Marlys Rahn, SECC contributor

## Thanks to SECC participants

Marlys Rahn of UW-Extension Payroll and Benefits says that while she's enjoying the *Wisconsin Gardener Cookbook* she won in the "Partners in Giving" State Employee Combined Campaign (SECC) of Dane County UW-Extension drawing, that's not the reason she contributes. "I do it for my mother and others like her," she explains. Rahn's mother participates in two programs that receive SECC support.

According to Jennifer Grondin, Dane County SECC coordinator for UW-Extension, UW-Extension employees in Dane County contributed \$40,958—\$3,266 more than last year, and the average gift increased by \$30.

Other UW-Extension SECC participants who won items include Doug Bradley, Pam Conine, Jeanne Engle, Maggie Hicks, Denny Roark and Katherine Wegner.

"This is true for any technology," Aberle explains. "Our role is to discover new knowledge, to evaluate it and to disseminate it. It is not our role to promote a new technology or to detract from it."

The university's duty, he says, is to pose important questions: Is it safe? Does it work? Is it profitable? What are the ethical considerations and the social effects?

## New Wisconsin history series on WPT



"Wisconsin Stories" offers viewers a new way to experience our state's past. Tracy Will (l) and Debbie Kmetz (r) are hosts of a new 10-part Wisconsin Public Television (WPT) series that combines the resources of the State Historical Society of Wisconsin (SHSW) with the talents WPT's award-winning producers.

Programs will be broadcast Thursdays at 7 p.m., starting Jan. 11, on WPT. Tune in for a sneak preview January 7 at 7 p.m.

For more information:  
[www.wpt.org/wisconsinstories](http://www.wpt.org/wisconsinstories)

*Extension News & Ideas* is a publication of the University of Wisconsin-Extension. It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 counties. An EEO/Affirmative Action employer, UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact Margaret E. (Peg) Davis.

Comments should be sent to:  
*Extension News & Ideas*  
531 Extension Building  
432 North Lake Street  
Madison, WI 53706-1498  
or: [davis@admin.uwex.edu](mailto:davis@admin.uwex.edu)

**Editor:** Margaret E. (Peg) Davis

**Design:** Vicki Pierce

**Contributors:** Mary Ellen Bell, David Giroux, Amy Pikalek, Pamela Seelman

**Photos:** Jo Futrell, James Gill, David Giroux, Vicki Pierce

*Extension News & Ideas* online:  
[www.uwex.edu/ni](http://www.uwex.edu/ni)



University of Wisconsin-Extension  
Office of the Chancellor  
432 North Lake Street  
Madison, WI 53706-1498

Nonprofit Org.  
U.S. Postage  
PAID  
Madison, WI  
Permit No. 658