

# White Paper Recommends Action Steps to Expand State's Economy

In early July, the Wisconsin Technology Council ([www.wisconsintechologycouncil.com](http://www.wisconsintechologycouncil.com)), a bipartisan, non-profit science and technology policy adviser to the governor and legislators, issued its 2010-2011 'white paper' on specific steps to build a 21st century economy in Wisconsin. The report is entitled, *Looking to the Future: A Case for Bold Action*. It offers ideas in four primary categories:

## 1. Increasing Access to Capital:

The recommendations in this section fall under four categories:

- Attracting investment capital to Wisconsin for high-growth, early- and mid-stage companies;
- Sustaining and improving Angel Investing in Wisconsin;
- Creating a Wisconsin Venture Network to support later-stage capital formation; and
- Modernizing Wisconsin's tax code to better attract and retain capital.

## 2. Infrastructure and Business Climate:

Specific proposals in this category fall under three broad categories:

- Protect recent policy initiatives and programs that have given Wisconsin a foothold in the highly competitive game of technology-based development;
- Build an infrastructure that improves and creates the right pathways into the state — from safe roads and bridges to high speed electronic commerce and telecommunications, to a cost efficient and environmentally responsible energy portfolio; and

- Create an inviting regulatory environment that attracts new companies and workers while retaining those who have already invested in Wisconsin.

## 3. Technology Development:

Specific proposals in this category fall under three broad categories:

- Focus on the needs of business when it comes to filling critical workforce voids, and develop sustainable relationships between higher education and industry;
- Continue to develop collaborative public-private partnerships, not only in Wisconsin, but with organizations outside the state, to enhance interdisciplinary research, development and technology transfer; and
- Implement the recommendations of the Research to Jobs Task Force, which has examined ways to speed technology transfer from the UW System campuses to the marketplace.

## 4. Workforce Development:

Specific proposals in this category fall under three broad categories:

- Improve access to higher education through the use of financial aid and other strategies that put young people as well as adults on a path of earning a post-secondary degree or certificate;
- Increase Wisconsin's K-12 investment in Science, Technology, Engineering, and Math education ("STEM"); and Focus on the needs of businesses when it comes to filling critical workforce voids, and
- Develop sustainable relationships between higher education and industry.

"Many of the ideas contained in the Tech Council's white papers are new," said

Tom Still, president of the Wisconsin Technology Council. "Others are restatements and updates from previous white papers, legislative proposals or executive



Tom Still, president, Wisconsin Technology Council

branch proposals. Some are based on our knowledge of innovative programs in other states. And some are ideas brought forward by entrepreneurs, researchers, investors and others who deal daily with issues surrounding the tech-based economy of Wisconsin."

Still noted that previous white papers have contributed to a number of executive and legislative branch actions, such as:

- Passage of the Act 255 investor tax credits;
- Act 255 improvements;
- Creation of the Wisconsin Angel Network (WAN);
- Extension of the single-sales factor sales apportionment for corporate income to technology and service firms in Wisconsin; and
- Creation of the I-Q Corridor (Minneapolis to Chicago) branding concept and evolving multi-state relationships.

To learn more about the Tech Council's 2010-2011 white paper, visit:

[www.wisconsintechologycouncil.com/publications/white\\_papers/](http://www.wisconsintechologycouncil.com/publications/white_papers/).