

WMC: KEEPING WISCONSIN COMPETITIVE

ADVOCACY

With a team of eight highly skilled legislative experts, lawyers and public relations professionals, the WMC team advocates for your business every day at the State Capitol, in the courts and at regulatory agencies. Our policy team proactively advances the business agenda established by the 52-member WMC Board of Directors. Our annual Business Day in Madison program brings together business leaders and elected officials to discuss critical issues affecting your business in the upcoming legislative session. Go to www.wmc.org to learn more.

GRASSROOTS OUTREACH

WMC offers members a number of grassroots advocacy tools, including the WMC Community Action Network and the Prosperity Project, to help businesses leaders communicate with policymakers. Go to www.wmccan.org to get involved.

INFORMATION

WMC membership often pays for itself many times over because it provides members access to their own advocacy team and subject matter experts. And, we pride ourselves in keeping you informed along the way with up-to-the-minute status reports, well-researched position papers, state-of-the-art bill tracking tools, and legislative alerts to facilitate legislator contact.

*"The strongest business organization in the State of Wisconsin . . .
WMC is hard to ignore."*

— Capitol Report Wisconsin, November 2007

WORKFORCE DEVELOPMENT

WMC's Foundation launched a workforce development initiative aimed at helping employers get the quality employees they need. The WMC Foundation sponsors and conducts numerous programs throughout the state to enhance Wisconsin's education system, from K-12 to technical colleges to four-year and post-graduate levels, strengthening the skills of Wisconsin's workforce. Through our Business World® program, which just completed its 27th year, we are building a bridge between students, teachers in Wisconsin's exceptional high schools and Wisconsin employers. In addition to Business World®, WMC's Safety Council educates employees and managers on keeping workplaces safe. And, our partnerships with local chambers are connecting today's employers with tomorrow's workforce. Go to www.wmc-foundation.org to learn more.

SAFETY/TRAINING

With nearly 1,500 members, the Wisconsin Safety Council (WSC), a division of the WMC Foundation and chapter of the National Safety Council, promotes safety and health through over 350 annual events including conferences, seminars, classes and in-plant training sessions each year. In 2008, the Safety Council trained over 8,000 Wisconsin employees! In addition to these learning opportunities, the Safety Council provides WMC members with helpful resources such as safety data, standards and regulations, and the latest educational materials in a wide variety of media formats. The Wisconsin Safety Council knows that a safe business is a profitable business, which is why we are committing considerable resources to make Wisconsin a safe and healthy place to live and work.

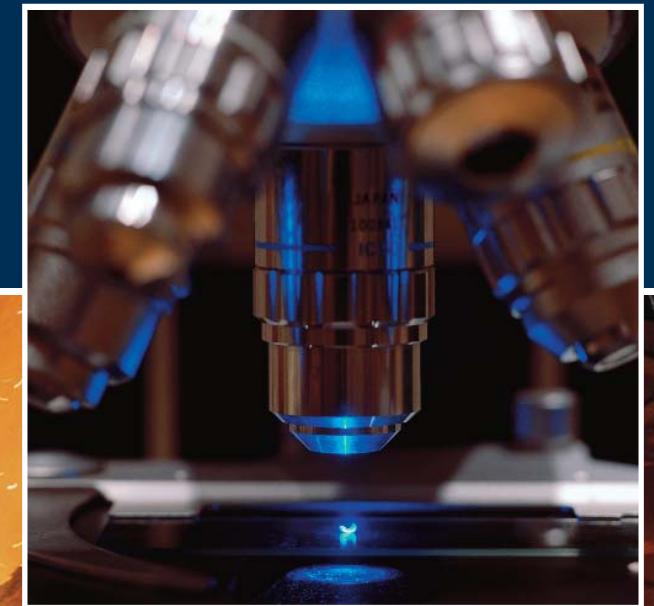
INNOVATIVE PRODUCTS AND SERVICES

WMC members have access to unique and affordable products and services, including a wide variety of group insurance options, business databases and directories. We negotiate favorable terms on behalf of our membership, handling all customer service aspects of these products and services personally. We are keeping member costs low and increasing their efficiency by providing technology-supported, one-stop-shopping for the products and services they need to support their thriving businesses. Some of the key accomplishments in 2008 include:

- Paid a six percent dividend on the **Group Term Life** and **AD&D plan**.
- Implemented a new Human Resources Information System (HRIS) for **Life & Disability insurance**.
- Continued offering WMC member discounts on **Harris database** products.



2008 PRESIDENT'S REPORT



KEEPING WISCONSIN COMPETITIVE

Better Jobs, Brighter Futures



WMC . PO Box 352, Madison, WI 53701-0352 .
Phone: 608.258.3400 . Fax: 608.258.3413 . www.wmc.org

Message from the President

Dear WMC member,

At WMC, we opened strong and closed stronger in 2008. We are committed to making Wisconsin the most competitive state in the nation. We rededicated ourselves to that mission last year.

WMC provides you the advocacy you deserve, and the products that you need, at a price you can afford! Despite our present economic downturn, our hope is for WMC, our members, and the entire state of Wisconsin to be better off in 2009, and for years to come.

Opening the year in 2008, the WMC Board voted to have WMC mount a public education campaign regarding judicial activism on the Wisconsin Supreme Court. While much of the attention goes to television ads, WMC quietly educated businesses, the media, opinion leaders, and others about the activist Supreme Court, and how it affected jobs in Wisconsin. Given the choice between a judicial activist and a judicial traditionalist, the public chose the traditionalist candidate in April.

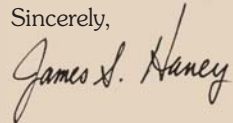
Next, we began planning for the future by establishing the "Moving Wisconsin Forward" initiative. Your team of experts at WMC will promote the plan in 2009.

The "Moving Wisconsin Forward" initiative is a blueprint to build consensus and forge compromise to protect your business. In light of tough economic times, it is in all of our interests to work together so businesses can create jobs for our families to provide the vibrant economic future we've come to expect in Wisconsin.

The WMC Board of Directors in October unanimously agreed to develop this consensus business agenda built by all sectors of the economy. Included in the process are: unions, UW-Madison, the university system, vocational and technical schools, private colleges and universities, trade associations, and so many others who have a stake in a vital economy.

The bridge uniting everyone is better jobs and brighter futures for our families. We hope to build those bridges as new leadership takes office in Madison and Washington, D.C., and that the "Moving Wisconsin Forward" initiative will unite the business community like never before!

Sincerely,



James S. Haney
WMC President



KEEPING WISCONSIN COMPETITIVE FOR BETTER JOBS AND BRIGHTER FUTURES

KEY WMC POLICY VICTORIES 2008

- **Combined Reporting** — Successfully resisted efforts to impose combined reporting for corporate income taxation. Proposed three separate times in the Senate, WMC organized a majority of legislators in the Assembly to stop the \$100 million annual tax increase.
- **Government-Run Health Care Plan** — Successfully repelled "Healthy Wisconsin," a \$15.2 billion government-run health plan funded by a 14.5 percent payroll tax. Despite a strong push by advocates, WMC successfully kept this plan bottled up in committee. In 2007, business friendly legislators defeated this plan in the state budget debate.
- **Custom Software Ruled Tax Exempt** — Represented the business community in Wisconsin appellate courts. WMC amicus briefs took on a wide range of issues from human resources to corporate tax policy. WMC's amicus advocacy supported the Menasha Corporation's position at the Supreme Court that customized software should not be taxed. Businesses are expected to recover over \$250 million in taxes previously paid.
- **Wisconsin Fair Employment Act** — Successfully confronted multiple proposals to expand the Wisconsin Fair Employment Act's coverage to new protected classes, and create compensatory and punitive damages within the law.
- **Wisconsin Family and Medical Leave Act** — Successfully prevailed in side-tracking multiple bills that would have expanded the Wisconsin Family and Medical Leave Act (FMLA) and placed Wisconsin's FMLA further out of conformity with the Federal FMLA.
- **Wisconsin Minimum Wage** — Successfully opposed increasing the Wisconsin Minimum Wage above the Federal Minimum Wage and indexing the Wisconsin Minimum Wage.
- **Human Resources Investigative Practices** — Successfully argued against criminalizing legitimate investigative practices commonly used by Wisconsin human resources professionals.

"One of the most powerful lobbying forces in the state."

— *Forbes.com, November 18, 2008*

- **Governor's Global Warming Task Force** — WMC staff and member companies participated in the Governor's Global Warming Task Force, which finalized recommendations to address greenhouse gas emissions in 2008. Although a number of proposals from the Task Force would make Wisconsin less competitive by significantly increasing the cost of doing business here, WMC supported and helped shape many policies that would help businesses become more efficient and conserve energy.
- **State Global Warming Regulation** — Successfully blocked a bill to impose state-only global warming regulations on Wisconsin businesses and electric customers. The legislation would have imposed costly regulations in Wisconsin that no other state in the country would require. WMC believes that a national or international climate change policy is necessary to ensure Wisconsin businesses compete on a level playing field.
- **Garbage Tax Increase** — Successfully convinced key legislators that a ten-fold increase in the garbage tax was unwarranted. Eighty percent of garbage taxes are paid by Wisconsin businesses and homeowners, and existing levels of taxation were already generating substantial surpluses in the recycling account.
- **Electronic Waste Recycling** — Negotiated a compromise on legislation to require certain electronic consumer products to be recycled at the end of their lifecycle. The compromise protects Wisconsin companies from costly mandates, while achieving environmental goals associated with waste reduction.
- **Air Permitting Reform** — WMC has long advocated for reforms to the air permitting process in Wisconsin, including "New Source Review" (NSR) reforms impacting construction of new or expanded facilities. Wisconsin's NSR reforms finally became a reality in December, placing our state businesses on the same regulatory footing as competitors in surrounding states.
- **Ethanol Mandate** — A coalition of business groups, including WMC, successfully opposed a bill to ultimately require 25 percent ethanol in our fuel supply. WMC's concerns with the bill stem from its impact on local small engine & equipment manufacturers, fuel supply and price concerns, and problems associated with air quality.

In 2009, WMC will advance the "Moving Wisconsin Forward" plan. A proactive vision for better jobs and brighter futures!

Learn more at www.wmc.org

