



# WMC

WISCONSIN'S BUSINESS VOICE



# VICTORIES 2011

## WMC Delivers Major Wins for Business

*1911-2011*

WMC: Celebrating 100 Years  
of Winning for Business!

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Earlier this year, *CEO Magazine* rated Wisconsin in the top half of states to do business. That's up from 41st in 2010, the greatest leap to the top in the history of the survey.

Why the improvement? One word: Results.

Lawsuit reform. Regulation relief. Tax cuts. A balanced budget. Collective bargaining reform. And, no deficit spending. A new day has dawned in Wisconsin.

WMC's leadership drove the jobs agenda at the Capitol.

In 2009, Wisconsin's economy was in the depths of the recession. The WMC Board of Directors developed a comprehensive blueprint to improve the economy. "The Wisconsin Jobs 2010 Agenda" called for tax cuts, regulation relief, and lawsuit reform as fundamental building blocks to improve our business climate.

As a result, WMC educated the public about jobs and the economy and aggressively supported candidates who shared the vision. On November 2, 2010, the people of Wisconsin elected Governor Scott Walker and new legislative majorities.

On January 3, Governor Walker called the new Legislature into a special session on jobs and set about transforming Wisconsin into a pro-business, pro-growth powerhouse to pass the WMC-backed reforms.

Within six months, dramatic changes have occurred to improve our business climate. Changes that are getting noticed from Wausau to Wall Street, from Superior to Kenosha, and from Platteville to Green Bay.

In business, results matter. Let's take a look at WMC's results.



## WMC Victories in 2011: Taxes and Spending

**NO-TAX-HIKE STATE BUDGET** – WMC supported a two-year state budget that included no new taxes and was balanced without accounting gimmicks. The plan eliminates chronic deficits and runs a surplus at the end of two years to provide stability in our economy. (2011 Wisconsin Act 32)

**MANUFACTURERS TAX CREDIT** – WMC supported a manufacturers tax credit that nearly eliminates income taxes paid on income generated from manufacturing in Wisconsin. The plan will dramatically reduce income tax liability for manufacturers and make Wisconsin an attractive place to create high-wage manufacturing jobs. (2011 Wisconsin Act 32)

**CONTROLLING PROPERTY TAXES** – WMC supported limits on property tax increases imposed by municipalities, schools, counties, and technical college districts. (2011 Wisconsin Act 32)

**CONTROLLING WAGE AND BENEFIT SPENDING** – WMC backed historic comprehensive collective bargaining reform that will help state and local governments control spending, and will diminish the strength and power of public employee unions in Wisconsin. (2011 Wisconsin Act 10)

**ENCOURAGING REINVESTMENT IN WISCONSIN** – WMC supported a 100 percent exclusion for capital gains reinvested in a Wisconsin business within 180 days of the sale of the asset generating the gain, and a 100 percent exclusion for gains from the sale of a Wisconsin capital asset (real estate, personal property, ownership interest in a Wisconsin business) held for at least 5 years. (2011 Wisconsin Act 32)

**CORPORATE INCOME TAX HOLIDAY** – WMC supported a two-year corporate income tax holiday for new businesses that locate in Wisconsin. (2011 Wisconsin Act 3)

**JOB CREATION TAX DEDUCTION** – WMC backed a jobs tax deduction of \$4,000 per new employee for companies with less than \$5,000,000 in payroll and \$2,000 per new employee for companies with more than \$5,000,000 in payroll. (2011 Wisconsin Act 5)

**JOB CREATION TAX CREDIT EXPANSION** – WMC backed the expansion of the jobs tax credit and the angel or early stage seed tax credit.

**TAX DEDUCTION FOR HSAs** – WMC backed state tax-deductibility for health savings accounts to help employers and employees control health care costs. (2011 Wisconsin Act 1)

## WMC Victories in 2011: Providing Fairness in Our Legal System

**REQUIRE GUILT FOR JUDGMENTS** – WMC backed the restoration of the age-old concept that a plaintiff must prove the defendant caused the harm. Repeals a Wisconsin Supreme Court ruling regarding collective liability for lead paint manufacturers. (2011 Wisconsin Act 2)

**COMPREHENSIVE LAWSUIT REFORM** – WMC backed comprehensive lawsuit reforms that ensure that businesses are protected from frivolous lawsuits and predatory personal injury lawyers. (2011 Wisconsin Act 2)

**PUNITIVE DAMAGE LIMITS** – WMC backed limits in punitive damage cases to \$200,000. (2011 Wisconsin Act 2)

**PRODUCT LIABILITY TIME LIMITS** – WMC backed common sense time limits for launching a lawsuit against a manufacturer. (2011 Wisconsin Act 2)

**EXPERT WITNESS REFORM** – WMC backed a change that cracks down on unqualified experts in the courtroom. (2011 Wisconsin Act 2)

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## WMC Victories in 2011: Cutting Red Tape & Reforming Regulations

**GOVERNOR VETO OF NEW REGULATIONS** – WMC backed a common sense reform to require the governor to approve the development of any state agency administrative rule, and allow him to veto any proposed rule. This will help cut red tape and provide accountability. (2011 Wisconsin Act 21)

**COST BENEFIT ANALYSIS** – WMC backed a reform that requires a cost-benefit analysis to be conducted for any new rule. (2011 Wisconsin Act 21)

**REIGNING IN RULES** – WMC backed a reform that bans state agency rules from being more restrictive than state law. (2011 Wisconsin Act 21)

**ELIMINATING LOCAL ANTI-BUSINESS REGULATIONS** – WMC backed a new state law that prohibits local governments from enacting their own family and medical leave laws. (2011 Wisconsin Act 16)

**PROTECT EMPLOYER FREE SPEECH RIGHTS** – Through litigation, WMC invalidated a recently enacted state law restricting the rights of employers during a union organizing campaign.

**NEW SOURCE REVIEW** – Through litigation, WMC successfully defended sweeping New Source Review reform for air permits to help manufacturers and others get air permits more quickly.

**REPEAL OUTDATED AIR QUALITY STANDARD** – WMC successfully petitioned the Wisconsin Department of Natural Resources Board to repeal the Total Suspended Particulate (TSP) standard. This will help manufacturers avoid costly and unnecessary delays in receiving air permits.

## WMC Victories in 2011: Education Reform

**EMPOWERING PARENTS** – WMC backed education reforms that eliminate the enrollment caps for both the Milwaukee Parental Choice Program and the virtual charter school program. (2011 Wisconsin Act 32)



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