

Footnotes...

FIRST QUARTER 2006

Forum elects F. William Haberman board chairman

F. William Haberman, a prominent Milwaukee attorney, has been elected chairman of the Public Policy Forum, succeeding Rick White who had been chairman for two years.

Bill is a partner in the Wealth Planning Services Group of Michael, Best & Friedrich LLP, Milwaukee's third largest law firm. He recently was named a "Wisconsin Super Lawyer" in estate planning by *Milwaukee Magazine*. His law degree is from Harvard and his undergraduate degree from the University of Wisconsin – Madison.

Bill is a community leader who played a key role in the development of the Third Ward's Milwaukee Public Market. As president and manager of the Richard & Ethel Herzfeld Foundation, he has supported the arts and culture,



F. William Haberman, the Forum's newly-elected chairman, calls his first meeting to order.

initiatives within the Latino community, and a variety of other causes throughout southeastern Wisconsin.

Forum President Jeff Browne welcomed Bill as chairman: "Bill will be a dynamic leader who believes in the Forum's mission to move regional cooperation forward. Under Rick White's leadership, the Forum raised the profile of regional cooperation in southeastern Wisconsin. Bill will take it to new heights."

Bill also is a member of the Greater Milwaukee Committee, and on the boards of the UWM Foundation and The Peters Foundation. ❖



Rick White (left), Forum chairman for the past two years, hands over leadership to Bill Haberman, a Michael, Best & Friedrich attorney and president of the Richard & Ethel Herzfeld Foundation.

Footnotes

published quarterly for members

President:	Jeffrey C. Browne
Research Director:	Anneliese M. Dickman, J.D.
Researchers:	Jeffrey K. Schmidt, Ryan J. Horton, M.U.P. Deborah A. Curtis
Research Associates:	Laura Million James Robinson
Communications Director:	Jerry Slaske
Office Manager:	Catherine A. Crother

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Also at this month's annual meeting, the following members were elected to the Forum board:

Ricky T. Dillon
Controller
Briggs & Stratton



Andrew Schiesl
General Counsel
& Secretary
Quad/Graphics, Inc.



Roger Smith (no picture available) Manager, Corporate Public Affairs, A.O. Smith Corp.

Brian S. Swenson, P.E., HNTB vice president, was elected a Forum vice chair



Forum prescribes steps for federal funds

In its third study in a series on economic development funded by the Helen Bader Foundation, the Forum laid out six steps to help boost Milwaukee in the race for competitive federal funds.

Forum Researcher Ryan Horton, who interviewed 23 leaders of the region's largest federally funded organizations for the study, said, "Competing in Washington, D.C. is difficult and risky work. But there are stories out there that point the way to success with strategies that work. And the outcomes of knowledge, patents, new products, jobs, and wealth are the lifeblood of a competitive regional economy."

The six steps Horton developed from his interviews were:

- Show "one face" to Wisconsin's federal delegation;
- Spend money to make money;
- Publicize the benefits of winning federal funds;
- Change an institution's culture to encourage creativity, innovation, and risk-taking;
- Be a good grantee by doing things right to remain fundable in the future;
- Develop a solid, ambitious plan to attract funds.

Milwaukee perennially ranks low among the 50 largest metro areas in attracting competitive federal funds. Nevertheless, Horton said that we are finally "starting to figure it out. New partnerships, new energy in the Wisconsin federal delegation, and a stronger sense of regional cooperation are encouraging trends."

The study was presented at a March Viewpoint luncheon that was sponsored by Marquette University, the Medical College of Wisconsin, and the University of Wisconsin-Milwaukee. ❧

Water, water everywhere...

Even though southeastern Wisconsin sits alongside the largest body of freshwater within U.S. boundaries and is saturated by hundreds of lakes, rivers, and streams, there are water problems in the making. An 18-month long study by the Forum – funded by the Greater Milwaukee Foundation, The Brico Fund, and The Joyce Foundation – laid out policy recommendations to deal with dropping water tables, declining water quality, and jurisdictional Balkanization.

The study was unique in that it looked at both surface and ground water quality and quantity, or what is called integrated water resource management.

The 15 authors of the study – public and private sector leaders selected by the Forum from throughout the region

– called on state legislators to adopt a goal of integrated water resource management and to request that the Joint Legislative Council convene a study committee to address the following policy options:

- A water strategy recognizing the relationship between surface waters and groundwater, between quality and quantity, and all leading to a "no-net loss" concept of replenishing the water that is used;
- Science-based solutions;
- Regional water management models, including a regional water resource commission, local government compact(s), regional water resource authority, or expanded authority for the Wisconsin Department of Natural Resources;
- Clarification of existing laws and creation of new state water laws.

Members of the advisory panel presented the findings at a Viewpoint luncheon in February that was sponsored by Godfrey & Kahn, We Energies, and S.C. Johnson. ❧

Residents have blurred regional vision

The Forum recently asked 600 residents of the seven counties of southeastern Wisconsin what kind of region they would like. It unveiled the results at a Viewpoint luncheon in January that was sponsored by US Bank. What was found was anything but definitive. Nevertheless, there were commonalities and some consensus.

The respondents want governments – all 254 government entities in southeastern Wisconsin – to pursue regional solutions, and most favor regional authorities – but no new taxes – for transportation, water, and the arts.

Overall, southeastern Wisconsin has a weak regional identity among residents. Yet residents have great pride in the area and would recommend it to newcomers. Quality of life is seen as the region's strongest asset; the economy and quality of government are considered less strong.

Among 33 community attributes, the most highly ranked are "safe," "good place to raise children," "clean," and "healthy environment." The highest ranked regional priorities are "skilled workforce," "natural resource preservation," "attracting entrepreneurs," and "environment."

When asked to name the ideal region, there was no consensus. In fact, respondents cited 270 places, most small cities across the U.S. ❧

For all Forum studies, please visit
www.publicpolicyforum.org.

Forum in action

Three Viewpoint luncheons showcase Forum research



1 Art Harrington, a Godfrey & Kahn attorney and on the Forum's Water Policy Advisory Panel, summarized the recommendations of the panel's integrated water resource management study. **2** A wave of the hands isn't going to solve the region's water problems now bubbling to the surface, said Margaret Farrow, advisory panel member, as she emphasized how those problems relate to the economic and social health of southeastern Wisconsin. Other panel members included (left to right) Lynn Broaddus, from Friends of Milwaukee's Rivers; Andy Schiesl, of Quad/Graphics; Michael Murphy, city of Milwaukee alderman; and Farrow. **3** Forum Researcher Ryan Horton, author of the study, "High-stakes game of risk: How to attract more federal dollars to southeastern Wisconsin," laid out six steps he derived from interviews with leaders of the area's largest federally funded organizations on how to win more federal money.



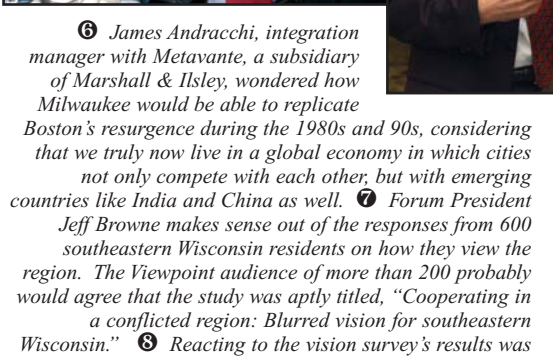
4 The Medical College of Wisconsin has been one of Milwaukee's successes in winning federal funds. According to Dr. William Hendee, president of the Medical College's research foundation, the success is due in large part to a culture change that encourages risk-taking, innovation, creative thinking, and faculty autonomy. **5** Ryan Horton (at podium) asked: Can "The Milwaukee Miracle" happen? In the late 1970s, these headlines described Boston, "sharp decline in regional manufacturing," "increased youth violence," "one of the most racially segregated cities in the country," and "headed in the same direction as Detroit." Sound like Milwaukee today? Now, Boston is booming, fueled by the region's ability to win competitive federal funds. Seated are Dr. William Hendee (left) and John Rogers, president of Whyte Hirschboeck Dudek Government Affairs.



6 James Andracchi, integration manager with Metavante, a subsidiary of Marshall & Ilsley, wondered how Milwaukee would be able to replicate Boston's resurgence during the 1980s and 90s, considering that we truly now live in a global economy in which cities not only compete with each other, but with emerging countries like India and China as well. **7** Forum President Jeff Browne makes sense out of the responses from 600 southeastern Wisconsin residents on how they view the region. The Viewpoint audience of more than 200 probably would agree that the study was aptly titled, "Cooperating in a conflicted region: Blurred vision for southeastern Wisconsin." **8** Reacting to the vision survey's results was a panel of private and public sector leaders from southeastern Wisconsin, including (seated from left to right) Margaret Farrow, chairman of the Waukesha County Action Network; William McReynolds, Racine County Executive; Cory Nettles, Quarles & Brady attorney; and John Torinus, CEO of Serigraph, Inc. Gerard Randall, Jr. (standing), president & CEO of the Private Industry Council of Milwaukee County, moderated the discussion.



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Forum weighs in on school voucher debate

In a February *Research Brief*, Forum Research Director Anneliese Dickman asked the question, Why not lift the cap? She said the demand for vouchers has never outpaced the availability of voucher seats and that enrollment growth is slowing. In fact, growth has slowed to 2.8% over the last two years. Moreover, from September 2004 to September 2005, more than 4,000 students opted not to renew their vouchers and the Department of Public Instruction calculated that only six voucher schools enrolled as many students this past fall as predicted last February. “Keeping the cap in place only creates a false sense of demand; removing it would more accurately demonstrate the program’s level of success in the marketplace,” Dickman said in the report. ❏

Update: On March 10, Governor Doyle signed a bill raising the voucher program’s enrollment cap.

City and county budget policies lead to precarious financial situation

In its annual *Research Brief* on the city of Milwaukee and Milwaukee County budgets, the Forum said the state’s two largest governments are facing “long-term structural imbalances that require close attention.” The brief noted that officials are too focused on the short-term, “finding the revenue to pay for just the current budget year’s expenditures rather than on ensuring that their revenues will be able to finance expenditures over time.” Both governments, however, are starting to implement a budget strategy to correct the imbalances. That plan includes, 1) revenue source diversification, 2) expenditure prioritization, and 3) closer control of debt levels. ❏

Update: On March 1, Milwaukee County Executive Scott Walker portrayed the county’s budget situation as “potential insolvency” and asked for state relief.