

HOW DO YOU LIKE THE SLOGAN 'MEETINGS MEAN BUSINESS IN WISCONSIN'?

GOVERNOR JIM DOYLE INTRODUCED THAT PHRASE AT HIS ANNUAL CONFERENCE ON TOURISM THIS WEEK. THE CAMPAIGN ENCOURAGES WISCONSIN-BASED COMPANIES TO HAVE BIG MEETINGS WITHIN THE STATE INSTEAD OF AT TRADITIONAL TOURIST DESTINATIONS. DAVE CLEMENTS AT THE LA CROSSE CONVENTION AND VISITOR BUREAU HAS HAD THE SAME GOAL LOCALLY. HE'S BEEN SITTING DOWN WITH THE BOSSES OF LOCAL COMPANIES LIKE LOGISTICS HEALTH AND CENTURY-LINK.

ANOTHER ARGUMENT BEING MADE FOR HOLDING BUSINESS MEETINGS IN WISCONSIN---COMPANIES IN THE STATE CAN BETTER AFFORD TO SEND THEIR WORKERS TO MEETINGS CLOSER TO HOME.