



## La Crosse Area Development Corporation

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712 Main Street  
La Crosse, WI 54601

May 20, 2009

Dear LADCO Supporter:

Greetings from the La Crosse Area Development Corporation! Thanks to the continuing strong co-sponsorship of a leader in the area banking community, we are pleased to announce the thirteenth annual **LADCO/Coulee Bank Industry Appreciation Breakfast** slated for Tuesday, July 14<sup>th</sup> in the Radisson Hotel Ballroom. This event will recognize three areas of business success throughout the La Crosse Area.

We are pleased to announce that the keynote speaker for the event will be **newly elected State Superintendent of Public Instruction Anthony Evers**. K-12 education plays an integral role in economic development, laying the foundation for the workforce and talent necessary to propel our companies forward and to achieve entrepreneurial success in our community. Additionally, excellent schools are a key to quality of life and place that are more important now than ever before in attracting talent to our community. In other words, it has become understood that the success of our educational system equals business success. As one of Wisconsin's constitutional officers, Superintendent Evers will share his vision for the future of Wisconsin's already very strong K-12 education system and how this fits into economic development efforts across the state. Dr. Ever's experience includes serving as Deputy State Superintendent since 2001 until his recent election and as Chief Administrator of CESA 6.

The program will also feature the presentation of the *Diamond Recognition Award* to the manufacturing firm making major strides in such areas as investment and expansion, export growth, job creation, and product innovation. To support the spirit of partnership, the *Triangle of Achievement Award* will be conferred upon organizations and/or companies which teamed up to bring a certain project into fruition or collaborated to resolve issues central to the area's economic development. Additionally, the thirteenth year winners of the *LADCO/ CenturyTel Coulee Region Entrepreneurial Initiative's* Business Plan Competition will receive awards for drafting impressive blueprints for the companies of the future.

**By recognizing an established company and the architects of new business ideas in the same program, the successful companies of today can set an example for and welcome the new businesses of tomorrow.**

Please make plans to join us for this very important breakfast gathering and recognize the success stories in our area's business community. The program will begin at 7:30 a.m. in the Radisson Hotel Ballroom with registration/ breakfast at 7:00 a.m. The program will conclude by approximately 8:45 a.m. Cost is \$20 per person. Included with this letter is the registration form. Please RSVP by Friday, July 10<sup>th</sup>.

Sincerely,

James P. Hill, Executive Director  
La Crosse Area Development Corporation

David Oelkers, President  
La Crosse Area Development Corporation



# **13<sup>th</sup> Annual Industry Appreciation Breakfast**

## **Featured Award Presentations**

*Diamond Recognition  
Triangle of Achievement  
Entrepreneurial Initiative*

## **Keynote Speaker**

**Superintendent Anthony Evers, PhD  
Wisconsin Department  
of  
Public Instruction**

**Tuesday, July 14th  
Radisson Hotel Ballroom  
Registration/Breakfast: 7:00 a.m.  
Program: 7:30 a.m. – 8:45 a.m.**

Checks payable to LADCO should accompany reservations and be returned by  
Friday, July 10th to:

La Crosse Area Development Corporation  
712 Main Street  
La Crosse, WI 54601  
Phone: 608-784-5488 Fax: 608-784-5408  
ladco@centurytel.net

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**\*\*CORPORATE TABLES PROVIDED TO COMPANIES WITH 8 OR MORE REGISTRANTS\*\***

**Name(s):** \_\_\_\_\_  
\_\_\_\_\_

**Business:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Amount: # attending** \_\_\_\_\_ **x \$20.00(per person) =** \_\_\_\_\_