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Editorial

Business Council's Broad Approach Makes Good Sense

Jul. 10--The new Wisconsin Business Council is in a position to contribute important points of view to the long-running debate over the state's business climate.

The council, whose advisory board includes James Klauser, secretary of administration under former Gov. Tommy Thompson, and Midwest Natural Gas President James Senty, and whose board includes Marc Marotta, a former Doyle administration secretary, plans a nonpartisan focus on four areas in the pursuit of strengthening the state's position in the business world:

- Economic development.
- Education and work force development.
- Infrastructure.
- Taxes, regulation and the cost of doing business.

Council president and CEO Phillip Prange said this week his organization's multi-pronged approach is crucial: that the council's four objectives are intertwined with the future of Wisconsin's business climate.

They said the council sees itself as complementary to Wisconsin Manufacturers and Commerce, the state's preeminent business lobby. Unlike WMC, the council won't get involved in political campaigns, something WMC has done with abandon in recent Supreme Court races and the last attorney general race.

Neither party has a corner on the concerns of business, and most business leaders are interested in more than just lowering taxes and creating a business-friendly regulatory environment.

The Wisconsin Business Council could build an important niche for itself if it can live up to the ideals with which it introduced itself this week.

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