

FOR IMMEDIATE RELEASE

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News Release

Universities of Wisconsin partner with Milwaukee-based group to bring critical economic development issues to forefront

The Hoan Group to convene civic leaders from across Wisconsin to discuss role of Universities of Wisconsin in the state's economic, cultural future

MILWAUKEE, Wis.—Critical issues such as workforce development, population growth, and talent retention remain top of mind for employers across the nation, with Wisconsin being no exception. As a core generator of our state's continued economic growth, the **Universities of Wisconsin (UWs)** are taking a fresh approach to this discussion, working with local Milwaukee-based organization, **the Hoan Group**, to bring civic leaders from across the state together to focus on the future.



Milwaukee County Executive **David Crowley** and Milwaukee Mayor **Cavalier Johnson**, both alumni of the UWs, are among those scheduled to speak at a panel discussion at 11:30 a.m. on Wednesday, Feb. 5, at the Milwaukee Athletic Club, 758 N. Broadway, Milwaukee.

"As we work to boost economic growth, job opportunities, and small business creation, it's crucial our workforce development strategies reflect the diverse needs of all Wisconsinites," said **County Executive Crowley**. "As a recent UW-Milwaukee graduate, I am eager to discuss workforce development strategies with the Universities of Wisconsin because Milwaukee County's perspective as the economic engine of the state is critical in fostering the next generation of Wisconsin workers. I look forward to continued collaboration with partners across the Badger State to ensure we are prepared to meet the workforce challenges and opportunities of today, tomorrow, and beyond."

"I know firsthand how the Universities of Wisconsin can change the lives of individuals, opening doors and empowering people with knowledge," **Mayor Johnson** said. "I have also seen the value of the constellation of 13 universities to the entire state as it promotes growth and promotes opportunity for everyone, even those who have no direct connection to UW campuses."

Other panelists include:

- **Tina Chang**, CEO, SysLogic
- **Anne Norman**, Executive Vice President, Chief Marketing & Product Strategy Officer, UW Credit Union

Jay Rothman, President of the UWs, will open and close the discussion with former CEO of American Family Insurance and current UW Regent **Jack Salzwedel** to moderate.

"The Universities of Wisconsin can help Wisconsin win the war for talent, and I'm pleased to have such a dedicated partner in the Hoan Group," **Rothman** said. "These leaders are civic minded, creative, and full of enthusiasm to build a better Wisconsin."

Ian Abston, Founder and President of the Hoan Group, highlighted how the ways the Universities of Wisconsin benefit the entire state fits the organization's mission of developing young leaders in Madison and Milwaukee.

"If we want to attract and inspire the next generation of leaders to grow their careers and families in Wisconsin, thriving UW campuses are critically important to our future success," says Abston.

Media are invited to attend a press conference immediately prior to the panel discussion at 11:00 a.m. The 11:30 a.m. event is also open to media. Media are asked to RSVP to Mark Pitsch, mark.pitsch@wisconsin.edu, Director of Media Relations for the Universities of Wisconsin.

WisconsinEye has been invited to broadcast the press conference and event.

ABOUT THE HOAN GROUP – *The Hoan Group is an independent organization that connects Wisconsin's dedicated leaders through unique experiences and a shared passion for moving our region forward. While the organization has historically lived largely in the shadows, the Hoan Group's members have been spearheading initiatives that have contributed to Wisconsin's continued growth since the organization's inception in 2016.*

The Hoan Group, named after Milwaukee's famous Hoan Bridge, has undoubtedly lived up to its name, building countless bridges for leaders across Wisconsin to meet, learn and grow together. Members include leaders from Milwaukee and Madison, with additional partnerships expanding into Northeast Wisconsin. Learn more at www.hoangroup.com.

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The Universities of Wisconsin serve approximately 164,400 students. Awarding nearly 36,000 degrees annually, these 13 public universities are Wisconsin's talent pipeline, putting graduates in position to increase their earning power, contribute to their communities, and make Wisconsin a better place to live. Nearly 90 percent of in-state Universities of Wisconsin graduates stay in the state five years after earning a degree. The universities provide a 23:1 return on state investment. The Universities of Wisconsin also contribute to the richness of Wisconsin's culture and economy with groundbreaking research, new companies and patents, and boundless creative intellectual energy. Learn more at wisconsin.edu.

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