



August 18, 2008

UW System Board of Regents
Mark Bradley, President
PO Box 1497
Madison WI 53701-1497

Dear Mr. Bradley:

The Southwest Economic Development Coalition (SWEDC) supports the Pioneer Engagement Center (PEC) at UW-Platteville Area. The PEC will greatly enhance our efforts to keep graduates in the State and improve our efforts to encourage entrepreneurship.

SWEDC is a group of economic development professionals that are working to improve the economic situation here in southwestern Wisconsin. UW-Platteville is a key part of our efforts. The PEC will greatly enhance our efforts in two key areas: entrepreneurship and workforce development.

Entrepreneurship is a key area for economic development and has been targeted in Governor Doyle's Grow Wisconsin plan. Students will develop their entrepreneurial skills in planning, implementation, strategy, marketing, operations, teamwork and creativity. These types of skills are extremely valuable and increase the likelihood of a successful entrepreneurial enterprise. These small entrepreneurial enterprises often lead to larger businesses that are based here in southwestern Wisconsin and form the backbone of our economy.

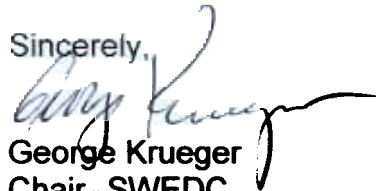
Even if the students don't become entrepreneurs these types of skill sets are very valuable to employers. The exposure of students to real world use of these skill sets along with the exposure of employers to the students is a "win/win" for all involved. This type of workforce development is a competitive advantage.

Finally, many of our small businesses in the area have a great need for this program. Again, it is a "win/win" situation with the student gaining real world experience along with an improvement in their skill sets. The business gains

from the talents of the student and in many cases the student continues employment with the business after graduation.

The SWEDC is made up of economic development professionals from Crawford, Grant, Green, Iowa and Lafayette Counties. On behalf of our Council I ask that the Pioneer Engagement Center receive the requested funding. It will be a great investment for Southwest Wisconsin.

Sincerely,



George Krueger
Chair--SWEDC

cc: UW System President Kevin Reilly