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April 8, 2008

Dr. Kevin P. Reilly, President
University of Wisconsin System
1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

UW SYSTEM
APR - 9 2008
OFFICE OF THE PRESIDENT

RE: UW-River Falls
2009-11 Biennial Budget Request
Growing a Sustainable Wisconsin: Individuals, Businesses, and Communities

Dear Dr. Reilly:

By way of a reintroduction, my name is William Rubin, and I serve as the executive director of St. Croix Economic Development Corporation (EDC), a private, nonprofit organization that operates as the independent economic development arm for St. Croix County, Wisconsin. I have held this appointed position since early 1996.

In advancing its economic development initiatives, the EDC relies on many strategic partners. I count UW-River Falls as an exceptional partner.

St. Croix County, its EDC, and UW-River Falls are in a unique position relative to growing a sustainable Wisconsin. St. Croix consistently ranks as the state's fastest-growing county, and is the only Wisconsin county to rank in nation's list of fastest-growing counties. The EDC is on the front line of business retention, expansion, recruitment, and new business start-ups. UW-River Falls is the only university in the St. Croix Valley. Collaborative decisions made by all three organizations have profound impacts in the region and beyond.

Growing a Sustainable Wisconsin, as outlined in the request from UW-River Falls, will be of significant benefit to the region, state, individuals, communities, and businesses. As such, St. Croix EDC supports this request, and looks forward to continued partnerships with UW-River Falls as it is strategically deployed.

Very truly yours,

A handwritten signature in black ink that reads "William Rubin".

William Rubin
Executive Director
St. Croix Economic Development Corp.