



For Immediate Release
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DOYLE JOBS BILL PASSES THE LEGISLATURE
Bill awaits the signature of the Governor

The Small Business Diversification and Market Expansion Initiative authored by Rep. Steve Doyle (D-Onalaska) passed both houses of the Legislature. The final hurdle for this proposal was accomplished on the last day of the Legislative Session. “This bill will help businesses in our community and across the state to compete in a global economy,” said Doyle.

This proposal will expand the existing scope of Workforce Advancement Training Grants (WAT) available to Technical Colleges. The grants will provide strategic planning and technical assistance to help companies’ diversify their business. “This diversification will ultimately result in job growth,” according to Doyle.

The current focus of the WAT grants is to upgrade the skills and productivity of employees of established, for-profit businesses and industries in Wisconsin to support regional workforce and economic development efforts. This proposal was designed to help companies compete in new markets by expanding the way these grants can be used. This does not add any additional revenue to the program; it simply allows new uses for the current grant money.

This bill was initiated by La Crosse economic development professionals and was formulated at a roundtable consisting of representatives from Western Technical College, Workforce Connections, La Cross County Chamber of Commerce, La Crosse Area Development Corporation and other members of the Seven Rivers Alliance, Rep. Steve Doyle and Senator Jennifer Shilling. “I was pleased that Senator Shilling was able to make the final push for this bill to get it through the State Senate,” Doyle said.

In the Assembly, the bill passed with broad bi-partisan support. “I spoke to the Governor about this bill and why it was important for the Coulee Region and the entire state of Wisconsin to help companies diversify and create new jobs. The Governor said he supported the bill and I look forward to him signing it as soon as possible,” said Doyle.