



For Immediate Release
June 12, 2013
Contact: Rep. Steve Doyle 608-266-0631

DOYLE JOBS BILL PASSES ASSEMBLY

A proposal initiated by Western Wisconsin economic development professionals has passed the first hurdle to becoming law by passing the State Assembly today. Rep. Steve Doyle (D-Onalaska) was successful in passing the third jobs bill this session. The Small Business Diversification and Market Expansion Initiative received strong support from members of both parties. "I am proud to have worked together with Democrats and Republicans to get this important piece of legislation through the Assembly," said Doyle.

The bill came about with help from representatives of Western Technical College, Workforce Connections, La Crosse Chamber of Commerce, La Crosse Area Development Corporation, Union officials and other members of the Seven Rivers Alliance, who met to brainstorm ideas for job creation in Western Wisconsin. The group put forth several ideas for job creation and business expansion. The main instruction to the group was that proposals could not cost any additional money for taxpayers.

Foremost among their recommendations is the Small Business Diversification and Market Expansion Initiative. This proposal will expand the scope of the existing Workforce Advancement Training Grants available to Wisconsin Technical Colleges. The enhanced grants will provide strategic planning and technical assistance to help companies diversify their business. "We believe this diversification will help businesses be stronger and more competitive in a changing global economy and ultimately will result in job growth," said Rep. Doyle.

The focus of these grants is to enable both emerging and existing companies to diversify their operations, compete in new markets and increase job creation. "This is the kind of legislation that will make a difference in our region. It will strengthen companies and result in job growth," said Doyle. "This is a win-win for everybody."

The bill was introduced by Representative Doyle and co-sponsored by Reps. Nerison and Billings in the Assembly with broad bipartisan support. The Senate also has bipartisan bill authors, Senators Joseph Leibham (R-Sheboygan) and Jennifer Shilling (D-La Crosse). We are all optimistic that this bill will receive a prompt public hearing and vote in the State Senate, and can be signed into law by the Governor.

"Some legislators choose to engage in partisan battles in Madison," said Doyle. "I believe I was elected to work in a bipartisan fashion to focus on job creation."

###