

# James Schneider

For Lieutenant Governor of Wisconsin

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*Re-Writing the Rules for Wisconsin's Future*

**For Release on Wednesday, December 9, 2009**

*A video version of this announcement will be available online in the next few days at  
[www.SchneiderLG.com](http://www.SchneiderLG.com)*

Hi. I'm James Schneider and today I'm announcing that I am a Democratic candidate for Lieutenant Governor of the State of Wisconsin. Of all of the challenges facing our state, none is more important than the health of our economy. Creating jobs by helping businesses grow should be, and must be, the top priority for our state. That is why I have chosen to run for this office.

I have over 20 years experience as a professional in the field of economic development. During that time I've led community and county economic development efforts. We worked with local leaders and volunteers to successfully attract new businesses while helping their existing employers remain strong and grow. This hasn't been without challenges and I know what it's like when an area loses jobs as well. But even then we found that by working together we could make a difference and we've proven it.

On the state level, I've promoted business growth through active participation in the Wisconsin Economic Development Association, an organization of over 500 economic development professionals from every part of the state. I served on their board for several years and also served as president. We shared ideas, promoted changes in state policy to better encourage business growth and provided training that strengthened efforts throughout Wisconsin.

Given my experience, I want to do more than just talk about economic development. As part of the Democratic team leading Wisconsin, I intend to play an active role in our day-to-day efforts to grow our economy. Upon election I will ask the Governor to appoint me to head Wisconsin's Department of Commerce. By this action, we will signal to businesses across the state the seriousness of our commitment to job creation and business growth. As part of the Governor's team, I will directly represent his or her interests while providing experienced leadership in this critical area.

My plan to increase the effectiveness of the Department of Commerce is two-fold. First, I recognize that there is a great deal of talent in that agency and I know through personal

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experience that they serve Wisconsin best when they have the complete support of their leadership. I'll have their backs and give them the support they need to do their jobs well.

Second, we must understand that no two communities or regions of the state are alike. As a result, statewide programs are often difficult to use. To better encourage job growth, I believe it's time for us to rewrite the rules for how Wisconsin government works with communities, counties and regions. I believe that local leaders are in the best position to assess needs, recognize opportunities and are best suited to effectively work with small businesses which are the key to our future and which are most often overlooked when we only take a statewide approach. We in government will be most effective when we partner with local leaders and ask, "How can we best assist your efforts?" This change in approach will not be without challenges and it will not be easy. Good things rarely are. But it will work. And we can do it.

Now we all know that government doesn't create jobs, businesses do. But government does have a role. Government has a responsibility to create a welcoming atmosphere for all businesses and to develop a focus for our efforts. Wisconsin has done this successfully in the past. It is no accident that Wisconsin is among the leaders in manufacturing employment in the United States. More recently, Republicans and Democrats have both supported approaches that have led to a significant growth in bio-tech related industries. And small businesses in every part of this state can benefit by Wisconsin taking a lead role in the development of green industries and jobs, an approach that is a natural fit with our environmental and conservation heritage.

Over the next few months I will be traveling around the State to learn more about how Wisconsin's state government can better partner with you. I look forward to meeting with you and your neighbors so we can discuss your ideas on how we can best rewrite the rules for a better future for ourselves, for our children and for our grandchildren.

With that I officially announce that I am a candidate for Lieutenant Governor of the State of Wisconsin. I appreciate your consideration of my candidacy and ask for your vote next September. I'm James Schneider and I invite you to join me in approving this message.

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Authorized and paid for by Schneider for Lieutenant Governor - Joan Martin, Treasurer