

March VIP letter:

Looking forward to a good year? Are the economic and political changes likely to work in your favor? Whatever your source of news and information today, you see the winds of change shaping the future of our community, our nation and our world.

At Mueller Communications, we focus on *solving* problems, building consensus and overcoming challenges in our work with business, civic and community leaders across Southeastern Wisconsin. We're the kind of people that like to see the glass as half full, and support that vision with hard work.

Because of this attitude, we share an optimistic outlook for the year ahead. We still believe in good news, and we believe the following indicators are the sign of good things to come for our region:

- We see the potential for America electing its first African-American president, with Milwaukeeans and their counterparts across the country voting in record numbers.
- Dynamic new leadership at the Milwaukee Art Museum and Milwaukee Symphony Orchestra will help make 2008 "Year of the Arts" in Milwaukee. These leaders will help trumpet our city's outstanding array of visual and performing arts – giving us a competitive edge among other cities as a place to do business, live, work and recreate.
- With the business leaders of our region in solid support, we will see approval for the extension of a new commuter rail line from Chicago to Milwaukee and new, dedicated funding for public transit.
- The Milwaukee Brewers, with a few seasoned veterans added to our team of young, talented athletes, will battle their way into the playoffs, and just maybe, the World Series.
- The youth movement isn't limited to the ball diamond. In the past year, several major business and civic organizations have named bright, under-40 executive leadership. This growing trend demonstrates that we're successfully mentoring our next generation of young leaders.
- A recent report has documented the success of inner-city businesses, which have utilized a market-driven approach to grow their companies and add to the local job base. These encouraging statistics, coupled with efforts to create a balanced, well-funded transit system of buses and commuter rail and plans to redevelop the 30th Street Corridor are the necessary beginnings spark further economic development in Milwaukee.

Since we are in the communications business, we are often at the forefront of change and the clash of ideas, issues and conflicting information.

As people who live, work and play in this region, we share a mutual love for the Milwaukee community, which influences our hard work and dedication to the clients we serve and projects we execute in Wisconsin. We're happy to report that we also have grown in the past year,

adding four new members to our staff and helping our clients achieve success in areas ranging from health care to manufacturing, real estate development to financial services, education to telecommunication.

We're the kind of people who help make things happen.