

# Executive Update

Milwaukee County Executive Scott Walker's Weekly Newsletter

June 26, 2009

## Message from County Executive Walker

*For six days, I traveled on my Harley through 5 states and 35 cities to spread the word about tourism in Milwaukee County. This was our 6th tour since 2003.*

*We started with some 125 riders at the House of Harley Davidson on Saturday and finished at Summerfest on Thursday. Overall, we had more than 100 stories (up from about 60 last year) in media markets all across the 5 states.*

*Thanks to AirTran Airways and ChooseMilwaukee.com for helping us present the ride this year without using any tax dollars. With tight budgets, that was important. In fact, Denise Jones, Orientation and Onboarding Facilitator from AirTran came and rode with us.*

*Our tour noted everything from our award-winning parks to the Wings from Down Under exhibit at the Zoo, from the Harley-Davidson museum to Miller Park and Summerfest and much more. People are amazed at what we've got!*

*Look for details on 2010 ride soon.*

*Scott*



## 6<sup>th</sup> Annual Executives' Ride



County Executive Walker's 6<sup>th</sup> Annual Executives' Ride wrapped up the 6-day, 5-state tour by rolling in to the opening ceremonies at Summerfest. About 130 riders signed up for the motorcycle ride to promote Milwaukee area tourism. AirTran Airways and ChooseMilwaukee.com presented this year's ride, offsetting any taxpayer-related expenses.

Walker conducted extensive newspaper, television and radio interviews at the 35 stops. The county executive's Top Ten Reasons to Visit Milwaukee County were well received along the route. To view the list, click here: <http://tinyurl.com/kn3e37>



(at left) The riders gather for a photo at the House of Harley before leaving on the 6-day ride.

(at right) Walker does a post-ride interview in the Harley motorcycle lot at Summerfest. The ride concluded at Summerfest in time for the opening ceremonies.



## Johnson Controls wins award for Parks partnership

County Executive Walker congratulated Johnson Controls for being named the 2009 recipient of the Wisconsin Park and Recreation Association Partnership Award. The Milwaukee County Parks Department nominated Johnson Controls for originating the Milwaukee Conservation Leadership Corps in 2006. Corps members and their crew leaders build and maintain trails, remove invasive plants, plant native grasses and wildflowers, work on erosion control projects, and beautify local parks.

The Partnership Award is the highest honor bestowed on an organization by the state park association.

Director of Global Public Affairs for Johnson Controls, Jennifer Mattes, said more than 150 high school students have benefited from the unique partnership that develops job skills and environmental awareness for the participants.

The program has resulted in several miles of reconstructed county trails, stabilization of eroding bluffs in the historic Seven Bridges area of Grant Park, and the creation of a youth group camp.

## Juneteenth Day Parade



County Executive Walker with Earl Ingram, radio host at WMCS 1290, and Derek Jeter at the annual Juneteenth Day Parade, sponsored in part by the Milwaukee County Transit System

## Airport News



Teresa Laraba, Southwest Airlines' Vice President of Ground Operations, announces fares and flights to/from Milwaukee to begin November 1 at a news conference this week. The airline will begin daily, nonstop service to six destinations: Baltimore/Washington, Kansas City, Las Vegas, Orlando, Phoenix and Tampa Bay. Laraba wore a t-shirt reading, "Grab Your Bag – It's On!" County Executive Walker said, "Southwest has a loyal following and many cities covet attracting their service. We can't be more pleased they chose Milwaukee."

Also in airport news this week, it was announced that Midwest Airlines will be acquired by Republic Airways Holdings. Though ownership will no longer be local, Midwest will have a continued presence in Milwaukee.

## Cheers to MillerCoors



County Executive Scott Walker, Milwaukee Mayor Tom Barrett, and Tom Cardella of MillerCoors offer a toast in celebration of the one-year anniversary of MillerCoors.