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FOR INFORMATION CALL

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Ald. Terry L. Witkowski
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Internationally Known Airport Expert to Make Scheduled Milwaukee Stop

*Dr. John Kasarda will Tour Airport Area and Other Sites; Will also make Presentation
to Airport Area Task Force*

An internationally recognized expert on airport-driven economic development and other related topics will spend time this week looking at Milwaukee's General Mitchell International Airport and other amenities, according to **Alderman Terry L. Witkowski**.

Dr. John Kasarda, Kenan Distinguished Professor of Management and director of the Kenan Institute of Private Enterprise at the University of North Carolina's Kenan-Flagler Business School, will spend part of Wednesday visiting the airport and touring the surrounding area, and will also tour downtown and facilities at UW-Milwaukee, said Alderman Witkowski, who is serving as a host to Dr. Kasarda.

The alderman said Dr. Kasarda is considered the leading developer of the Aerotropolis concept -- defining the roles of aviation and airports in shaping 21st century business competitiveness and urban growth. Following the tour tomorrow he will discuss the concept and other related topics during a meeting with the Airport Area Economic Development Task Force. At 7:30 a.m. Thursday at the Wyndham Milwaukee Airport Hotel, 4747 S. Howell Ave., he will make a public presentation on the subject. Registration can be made by logging on to www.gatewaytomilwaukee.com and checking "member events" on the home page.

"We are extremely fortunate to have Dr. Kasarda in Milwaukee, as he has served as an advisor to airports around the world and regularly chairs the 'Airport Cities' conferences around the globe," said Alderman Witkowski, a vocal airport economic development proponent who founded the task force.

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Aerotropolis Expert to Visit/ADD ONE

Tom Rave, executive director of the Airport Gateway Business Association, said the Airport Gateway Business Improvement District is paying for Dr. Kasarda's visit. "Just as trains and railroads shaped economic development in the 1800s, and cars and trucks did the same during the last century, today airports are driving economic hubs because of the speed, efficiency, and convenience of air travel and air commerce," Rave said.

"We need to be sure we are doing the right things here in greater Milwaukee to attract business and economic development tied to our airport, especially as we expect to see increasing numbers of commuters from Illinois flying to and from Mitchell as Southwest (Airlines) and Air Tran expand flights and service," he said. "Logically, more cargo and other commercial transportation could follow if we collaborate to position our various transportation modes well."

Dr. Kasarda has been elected as a fellow of the American Association for the Advancement of Science for his research on airport-driven economic development and a Senior Fellow and Trustee of the Urban Land Institute. He is quoted frequently in the Wall Street Journal, The New York Times, and Business Week, and he has been the recipient of many grants and awards from the U.S. Federal Aviation Administration, World Bank, National Science Foundation, National Academy of Sciences, the United Nations Development Program, and the U.S. Agency for International Development.

The 50-member Airport Area Economic Development Task Force includes multiple representatives of state and local governments, municipal representatives from St. Francis, South Milwaukee, Oak Creek, Franklin, Greenfield, Greendale, and Milwaukee, and private industry and community leaders.

The panel is outlining a structure that will maximize airport area development, including strategies for drawing both national and international companies to the area. The group is also working with the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research, which helped facilitate Dr. Kasarda's visit and is continuing to work with the group.

Go to www.gatewaytomilwaukee.com for additional details.