

GREEN BAY PRESS-GAZETTE

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DE PERE ACCIDENTS PILE UP

Main and Fort Howard avenues the scene of numerous mishaps. > Local/State, A-3



INSIDE TODAY



Tuesday's scores

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> Prep basketball coverage, C-5

Board finds design flaw in I-35 bridge

Steel plates connecting steel beams on the Interstate 35-W bridge in Minneapolis were too thin and were "the critical factor" in the collapse that killed 13 people and injured 145, the National Transportation Safety Board said Tuesday. > B-6

Philanthropist Meyer dies at 93

Betty Rose Meyer, 93, who made a generous contribution to assist in revitalizing downtown Green Bay and the wife of the late Robert T. Meyer, died Tuesday after a short illness, 10 days before her next birthday. > A-3



Meyer

PIC OF THE DAY Snowman support



PACKERS PLAYOFFS NFC championship game

Packers add big-city bump to image of area, businesses



Fans pack the bowl of Lambeau Field on Saturday as the national anthem is played before the Packers-Giants NFC divisional playoff game. Businesses say the Packers add a boost to both their recruiting efforts and profiles. **Jim Matthews/Press-Gazette**

Push still on to expand nation's perception

BY RICHARD RYMAN
 rryman@greenbaypressgazette.com

"It's not a complete portrait of the region's economy. None of that is bad, it's just shallow compared to who we are."



— Jerry Murphy, executive director of the NEW North economic development organization of De Pere

"There are many other cities that would love to be in our shoes."



— Susan Finco of Leonard & Finco Public Relations, Green Bay

The Green Bay Packers are the reason Green Bay is not Peoria.

With the hometown Packers in the national spotlight for this weekend's NFC championship game, Green Bay will get a lot of attention, and business leaders say that's for the good, especially when recruiting top talent or raising the profile of a company or the community.

"The Green Bay Packers are just a great differentiator between Green Bay and other small cities in the United States," said Bill Laakso, a director of human resources at Wisconsin Public Service Corp. in Green Bay.

"It creates the sense that if they are a small city that can do this, what

other stuff can they do. It opens the door that we might be unique."

Business representatives interviewed Tuesday sounded the same themes as the Greater Green Bay Branding Initiative, which seeks to expand the knowledge about Green Bay beyond the image of The Frozen Tundra.

Yeah, viewers across the country are going to see cold — really cold — temperatures and snow on Sunday, and hear about The Frozen Tundra — it won't be — and the Ice Bowl. That won't necessarily be bad.

"If you think of the way a game in Buffalo is portrayed in terms of weather, it's a blizzard," said Jerry Murphy, executive director of the NEW North economic develop-

> See Packers, A-7



Video online

Green Bay native Steve Gay gives a tour of his widely traveled 1966 Packers tailgate motor home known as "The Big G" at www.greenbaypressgazette.com.

More inside

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ELECTIONS 2008

Romney victory sets up scramble

Michigan primary win fuels show in South Carol

BY LIZ SIDOTI AND GLEN JOHNSON
 The Associated Press

DETROIT — Mitt scored his first primary victory Tuesday, separately needed a native Michigan the weakened president dacy new life. It set for a wide-open R showdown in South Carolina in just four days.

Three GOP candidates now have won in the first four states to vote in the 2008 primary season, rolling a nomination fight that lacks a clear favorite as the race moves south for the

The former Massachusetts governor defeated McCain, the Arizona who was hoping t pendants and D would join Repub help him repeat his umph here. Mike F the former Arkansas nor, trailed in third mer Tennessee S Thompson is maki stand in South Car

"It's a victory of over Washington's simism," Romney s Associated Press i interview from So Mich., echoing his speeches and takir at McCain, the f senator he beat.

In Michigan, w precincts reporting had 39 percent of McCain had 30 per Huckabee 16 percent Republican fared b single digits.

Previously, Huck won leadoff Iowa, ar had taken New H. Romney won scarce ed Wyoming.

S Packers/Team helps city make a name

► From A-1

ment organization in De Pere. "In Green Bay, it's resilience, it's Frozen Tundra, it's tough people. All those are positive characteristics."

Susan Finco of Leonard & Finco Public Relations, said having the team here assigns certain attributes to the city, whether they actually exist.

"It implies we are large and a little more cosmopolitan than someone might expect from a small town in the Midwest," said Finco, who is on the Packers board of directors. "It isn't just about the Packers, but about the people who live here. It speaks to the kind of people we are."

Sara Stensrud, vice president of human resources at Shopko in Ashwaubenon, said it's what you do once you get someone's attention that matters.

"We get past talking about football and what's left is an hour of talking about other things," she said. "What really helps, once we get people here, is showcasing the community. It helps set an introduction to a community that's phenomenal."

Laakso said Green Bay area business representatives have different conversations with outside businesses and job candidates than do those in communities of similar size.

"(Other communities) spend more time talking about who they are and where they are," he said. "Nobody says 'I've never heard of Green Bay.'"

Denis Hogan, regional president of Ashwaubenon-based Associated Bank, said the Packers have a brand value for the team and another, in non-sports circles, for the city.

Association with the Packers can also help individual businesses, as it does Associated Bank, Hogan said.

Associated is the official bank of the Packers, and its logo is the background for Packers' news conferences in the stadium auditorium.

"We enjoy some high visibility when they are being interviewed at Lambeau Field," he said. "The value of their brand is additive to our brand."

Everyone interviewed was careful to say that they are appreciative of the attention the Packers bring to Green

For the latest on-the-field developments as well as fan-related playoff features, go to www.greenbaypressgazette.com.

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■ Fan forum

"The value of their brand is additive to our brand."



— Denis Hogan, regional president of Ashwaubenon-based Associated Bank

Bay, but determined to let people know there is more. They cited good schools, friendly people and thriving business sectors, such as health care, manufacturing, technical services and retail.

"Really, what they are trying to do is take that legacy and build on it," Hogan said.

"Success in a year like this elevates that opportunity."

Murphy said the national media always focuses on the same things — sauerkraut, snow, cold — but that's not bad.

"It's just not enough. It's not a complete portrait of the region's economy. None of that is bad, it's just shallow compared to who we are," he said.

Peoria, by the way, is a city of 112,000 people in central Illinois. It has a university and a minor league baseball team. It's not a bad place, but it's not Green Bay.

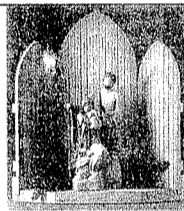
"There are many other cities that would love to be in our shoes," Finco said.

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