

Executive Update

Milwaukee County Executive Scott Walker's Weekly Newsletter

June 28, 2007

Message from County Executive Walker

Special Ride Edition

The 4th Annual Executives' Ride ended on a high note with the group returning to Milwaukee with a Sheriff's Deputy motorcycle escort to the Summerfest grounds in time for the festival's 40th Anniversary opening ceremonies. The six-day tour through each of the seven counties in the Milwaukee 7 area, into Illinois, Iowa, Minnesota and throughout the state of Wisconsin generated a lot of positive media attention for our wonderful array of local events and attractions.

Dave Fantle from Visit Milwaukee joined us for the entire 1720 mile ride, and provided the media and chamber of commerce outlets packets of information highlighting the Milwaukee 7 counties – Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha. Visit the Milwaukee 7 website at www.choosemilwaukee.com.

Special thanks to Visit Milwaukee for their help on the trip, the riders who joined us around the state, and the many people who hosted us along the way. I posted a blog each day from the ride on www.onmilwaukee.com that tells a little more about some of the people and sights from the trip. It was a great ride.

Scott



Ride kicked off from House of Harley



County Executive Walker was joined by about 50 riders to head out on the six-day 4th Annual Executives' Ride to promote the Milwaukee 7

Walker Throws First Pitch at LaCrosse Logger Game



