



For more information:

Rob Henken
President
Public Policy Forum
414-276-8240 or 414-708-4392 (c)
rhenken@publicpolicyforum.org

David Callender
Communications Director
Wisconsin Taxpayers Alliance
608-241-9789
dcallender@wistax.org

FOR IMMEDIATE RELEASE

Wisconsin Taxpayers Alliance and Public Policy Forum Unveil New Name Merged Organization Will Be Wisconsin Policy Forum

Milwaukee and Madison, Wis., December 21, 2017 – Officials from the Wisconsin Taxpayers Alliance (WISTAX) and the Public Policy Forum (PPF) have announced the name of the new organization resulting from their merger: the Wisconsin Policy Forum.

The announcement came today as Public Policy Forum members approved the merger, the last step in the merger process. The two organizations will officially merge on January 1.

The Wisconsin Policy Forum will maintain offices in Madison and Milwaukee, with its staff providing informed, nonpartisan analyses of critical fiscal and policy issues affecting state and local governments, Wisconsin's economy, and quality of life.

The name reflects both the new organization's primary purpose – nonpartisan policy research on issues of statewide concern – and its intention to be a forum for thoughtful discussion about the public policy challenges facing Wisconsin's governments and school districts, said Rob Henken, who will become its first president.

"The response to this merger has been exceedingly positive," said Henken, who is currently president of the Public Policy Forum. "Our stakeholders recognize that our shared values,

areas of expertise, and combined resources will create a stronger voice to analyze state and local government and promote civic education on behalf of Wisconsin citizens.”

WPF’s research agenda will continue the Wisconsin Taxpayers Alliance’s tradition of statewide data collection and analysis and civic education while acknowledging the key role metro Milwaukee plays in the state’s economy and its impact on the state budget. WPF will continue both organizations’ tradition of fiercely nonpartisan research geared toward identifying best practices to solve pressing policy issues. In addition, it will continue to seek membership and participation from individuals, businesses, governments, schools and institutions who value impartial policy research, informed public policy debate, and civic education.

“Our new name proudly reflects the marriage of two organizations with their own distinct and impressive histories that will guide everything we do moving forward,” said Henken. “At the same time, it captures our resolve to be even better by joining forces.”

About the Public Policy Forum (PPF)

PPF was created in 1913 with a mission of promoting principles of efficiency in Milwaukee’s city government. Over the years, its mission expanded to focus on research and analysis involving the wide range of public policy issues facing local governments and school districts in southeast Wisconsin.

About the Wisconsin Taxpayers Alliance (WISTAX)

WISTAX was established in 1932 and is dedicated to nonpartisan, nonprofit public policy research and citizen education. WISTAX’s objective research has provided citizens, the media, and public officials with accurate, unbiased information about the workings of Wisconsin state and local government.

####