

# BUSINESS

**d: Downtown Marriott hotel sold. 3D**  
**ology, store credit after price cut. 3D**

**◀ Chrysler: Automal**  
**Toyota executive. 3D**



55 ▲ 6.26 NASDAQ 2614.32 ▲ 8.37 10-YEAR TREAS 4.51 ▲ 0.04 EURO \$1.3687 ▲ \$0.0035 CRUDE OIL \$76.30 ▲ \$0.5

## Doyle has more to offer China

*"The many millions of Chinese who watch basketball games just watch Houston, but now they will watch Milwaukee."*

**Peter Beitzel**, vice president of the Metropolitan Milwaukee Association of Commerce

**By JOHN SCHMID**  
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As Gov. Jim Doyle leads a business delegation through China starting next week, he'll have two more trade-promotion tools than he did during his first China trade mission three years ago.

The first is the federal government's designation of southeastern Wisconsin in May as a special economic zone that offers coveted U.S. residency rights to qualified foreign investors.

The second appeals directly to basketball fans in the world's most populous nation: 7-foot Chinese power forward Yi Jianlian, the sixth pick in the June National Basketball Association

draft, signed last week with the Milwaukee Bucks and all but ensured that millions of Chinese have a sudden curiosity in knowing more about a place called Milwaukee.

"It will put Milwaukee on the map," predicts Peter Beitzel, vice president of the Metropolitan Milwaukee Association of Commerce and one of Doyle's delegates.

In his March 2004 trade tour, Doyle routinely introduced himself as the governor from the land of Wisconsin-grown ginseng — an herb that's wildly popular in China as a natural medicine and tonic. Sometimes Doyle would cite

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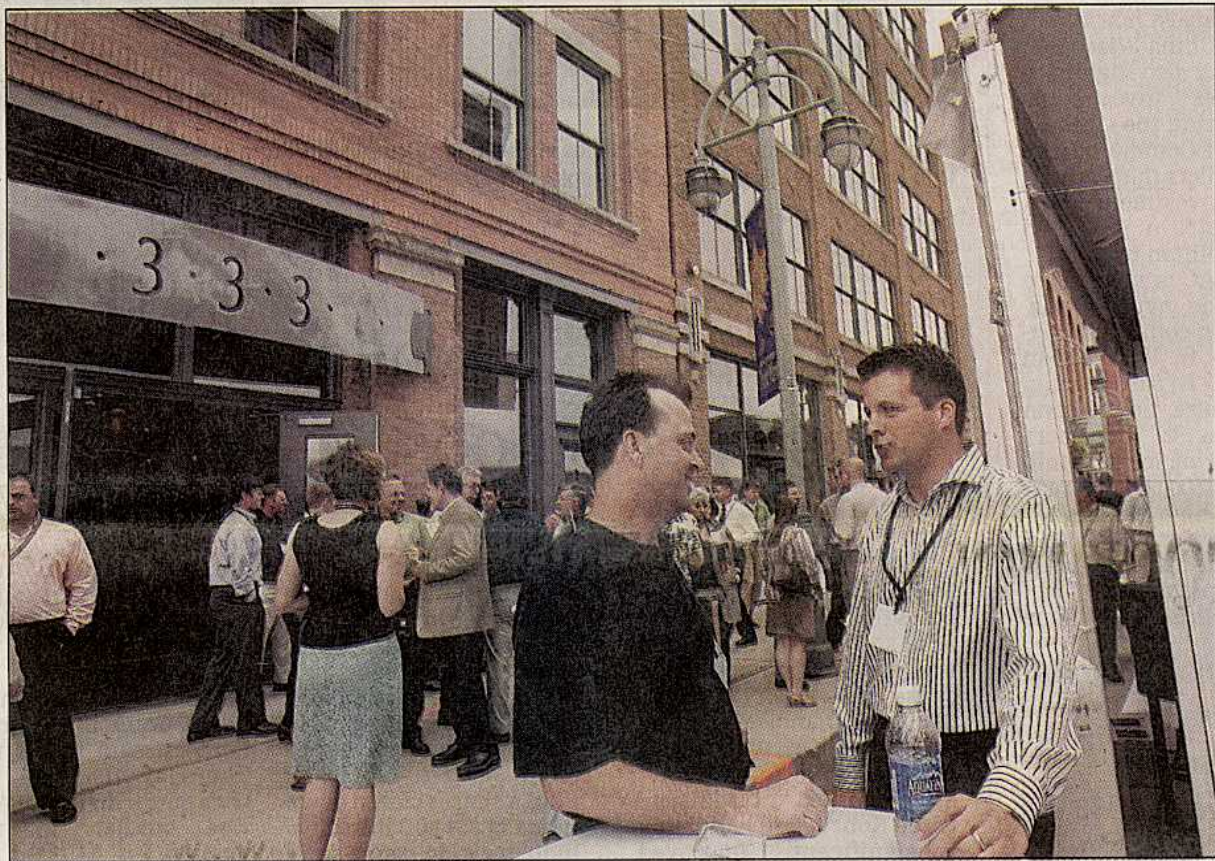
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Source: Wis  
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### 100 YEARS AND BUILDING



BENNY SIEU / BSIEU@JOURNALSENTINEL.COM

Rich Tennesen (left), vice president at Eppstein Uhen Architects, talks Thursday to Scott Weas during a block party celebrating the company's 100th anniversary outside its office, at 333 E. Chicago St. in the Third Ward. Among the company's most recent projects are the Discovery World museum and the revamped Bayshore Town Center in Glendale. For more on the company, go to [www.eppsteinuhen.com](http://www.eppsteinuhen.com).