

**Holperin**

**Senate**

*the Northern Advantage*

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## Holperin To Run For Senate

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Former State Representative and Wisconsin Tourism Secretary Jim Holperin announced recently that he will be a candidate for the 12<sup>th</sup> State Senate seat in this fall's elections. The 12<sup>th</sup> includes all or part of 11 counties in northeastern Wisconsin.

Current 12<sup>th</sup> District State Senator Roger Breske (D-Eland) was appointed Wisconsin Commissioner of Railroads in late May by Governor Jim Doyle.

Holperin, from Eagle River, said he entered the race because he admired Breske's record of responsive and effective representation and said he believes he can offer the same kind of political experience and leadership.

Holperin said that during the campaign he will offer a series of creative ideas to benefit the economy of the north and the entire state.

"Much of our area is very reliant on tourism, which everyone knows can be cyclical and dependent on so many factors, from gas prices and weather to road conditions and competition from other midwest destinations," Holperin said. "Wisconsin has got to continue to invest in a bold and adequately funded tourism marketing campaign if we are to remain competitive. If elected I intend to assure that the state financial backing is there to support such a campaign."

Holperin said as travelers to the state continue to seek value and an authentic Wisconsin outdoor experience, the state's private campgrounds will thrive and grow and continue to be an integral part of Wisconsin's tourism industry.

"However, as always, the state legislature needs to be sensitive to the competition which state owned campground facilities present through location and fee structure advantages," he said. "I was attentive to this issue during my 12 years of service in the State Assembly and I intend to pay attention to it in the future as well."

The former legislature served 12 years in the State Assembly representing Oneida and Vilas Counties. He also served 4 years as Tourism Secretary. For 9 years he was Executive Director

of Trees For Tomorrow, a natural resources specialty school sponsored by private sector industry, and he served as Vilas County's first Director of Aging Programs.

Holperin was most recently employed as Business Services Director at the Workforce Development Board of North Central Wisconsin but said he has left that post to campaign full time.