



Economic Development Initiative Launched

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(Rock County, WI) – A five-year public / private economic development initiative designed to reposition and revitalize Rock County’s economy was unveiled today. The Rock County 5.0 initiative will address the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Small Business & Entrepreneurship, Real Estate Positioning and Workforce Profiling.

The Rock County 5.0 initiative, which is Co-Chaired by Diane Hendricks (ABC Supply Company) and Mary Willmer-Sheedy (M&I Bank), is implementation focused. “We have an opportunity as a business community and as individuals to shape our future. By working together as one community, we will leverage our collective strengths and resources to create meaningful, long-term impacts,” said Mary Willmer-Sheedy. These comments were echoed by Diane Hendricks, who said, “Advancing and rebuilding our economy will require us to collaborate in unprecedented ways. By addressing our challenges and opportunities as one community, we will succeed.”

A Rock County 5.0 Advisory Council, representing a diverse cross-section of the County’s business community, will provide leadership and oversight. Meanwhile, direct implementation of the Rock County 5.0 initiative rests upon the collective shoulders of the Rock County Development Alliance, which includes: James Otterstein, Rock County Economic Development Agency; Andrew Janke, Greater Beloit Economic Development Corporation; John Beckord, Forward Janesville; Vic Grassman, City of Janesville Economic Development; and Bruce Kepner, Alliant Energy Economic Development.

Financial support for the Rock County 5.0 initiative will derive from individuals, businesses, foundations and some government funding, as well. The Rock County 5.0 team has already been working on securing funds for this initiative, which to date, has received a tremendous amount of enthusiasm and support.

For additional Rock County 5.0 information, please visit www.rockcounty5.com.

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