

## **Borich chosen to lead Jefferson County Economic Development Consortium**

**By Lydia Statz, Union staff writer | Posted: Monday, February 10, 2014 5:10 pm**

JEFFERSON — The CEO of the Chicago company SnapSense has been chosen director of the Jefferson County Economic Development Consortium, which has been without leadership since last September.

Following a comprehensive search, Jefferson County Administrator Ben Wehmeier and JCEDC Chairman and Watertown Mayor John David have named Genevieve Borich to lead the organization.

Borich, who has a doctorate in urban and regional planning from the University of Illinois, previously worked as the executive director of the Rockford Region Economic Development District. In 2011, she founded SnapSense, a company that helps communities measure and track data to be more effective.

Previously, she also worked as the Rockford Area Economic Development Council's Director of Research, and as the director for a downtown revitalization nonprofit organization in Ottumwa, Iowa, as well as in various capacities as a community planner.

Although Borich currently resides in Chicago, she is making plans to move to the area. Jefferson County director of human resources Terri Palm-Kostroski said Borich plans to begin work at the JCEDC no later than March 10.

Borich was selected through a search process that effectively was conducted twice, after the first round of candidates failed to yield a finalist.

The JCEDC has been without a director since the resignation of Dennis Heling at the end of August. Heling, who joined the JCEDC upon its creation in 2003, moved to Shawano County to serve as chief economic development officer of Shawano County Economic Progress Inc.

The consortium began recruiting to fill the position in August and selected two final candidates for interviews in October. However, both of the committee's final choices withdrew their names from consideration for the position before the committee could make a selection, effectively ending the process.

The position was reposted on Nov. 6, and applications were accepted through Dec. 2. Whereas for the first recruitment process, the posting was limited to the State of Wisconsin, applicants were

solicited from a larger regional and national pool the second time around, resulting in a deeper selection of candidates.

The selection committee then restarted the initial application review phase and followed a similar process, including a written questionnaire and two rounds of interviews.

Palm-Kostroski said candidates who applied for the position during the first round of recruitment were notified in November that the committee would reconsider their application if they were still interested in the position. Some of those candidates were reconsidered, and 49 new applications were received. All of the three finalists were new applicants.

Of those candidates, 18 were asked to fill out a written questionnaire as the first round of screening, and seven were invited for the first round of interviews.

The three final candidates, including Borich; Union, Mo., economic development director Joseph Graves and Piqued Interest Consulting director Joyce McArdle, were interviewed on Tuesday, Jan. 28. Wehmeier is expected to recommend Borich's appointment at the Jefferson County Board of Supervisors meeting Tuesday night, and the board will vote to approve any final appointment.

The JCEDC consists of 10 voting members, including representatives from each city or village and three county board supervisors. The executive director serves to provide professional guidance to the organization's policies, create promote partnerships throughout the region and administer grant and loan programs to promote new and expanding businesses.