

County approves development chief

By Lydia Statz, Union staff writer | Posted: Wednesday, February 12, 2014 8:52 am

JEFFERSON — Genevieve Borich was approved as the new Jefferson County Economic Development Consortium director during the Jefferson County Board of Supervisors meeting on Tuesday.

Borich will lead the organization that has been without a head since its previous director, Dennis Heling, took a similar post in Shawano County last September. She is the current CEO and founder of the Chicago company SnapSense, which helps communities measure and track data to be more effective.

Previously, Borich worked as the executive director of the Rockford Region Economic Development District, 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.

She holds a doctorate in urban and regional planning from the University of Illinois, and is making plans to move to the area from Chicago in the next few weeks.

Borich is expected to begin work at the JCEDC no later than March 10.

"I think those of us on the search committee would agree that Ms. Borich is an ideal candidate," Jefferson County Administrator Ben Wehmeier said in bringing her appointment before the board Tuesday.

Supervisors approved Borich's appointment unanimously.

Also on Tuesday, county board members learned that corporation counsel Philip Ristow plans to retire, effective June 5.

Ristow announced his plans in a letter. He said the date might be extended, depending on how long it takes to fill his position, in order to ensure a smooth transition.

Ristow received his law degree from the University of Wisconsin-Madison in 1978 and served one year as a Jefferson County assistant district attorney before being named corporation counsel in 1979.

He succeeded Harold Eberhardt, who had served as corporation counsel since 1962 until becoming a circuit court judge.

Ristow left in 1985 to join a Fort Atkinson law firm and serve as Jefferson city attorney before returning to the county corporation post a few years later.