

Three finalists for JCEDC head told

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JEFFERSON — Government representatives will meet Friday, July 29, to interview three finalists for the open Glacial Heritage Development Partnership (GHDP) chief executive officer/Jefferson County Economic Development Consortium (JCEDC) executive director.

The finalists are Steven J. Anderson of Plover, Joyce McArdle of Brookfield and Victoria Pratt of Jefferson. The successful candidate will succeed Genevieve Coady, who left June 24 for a position as executive director of the Plan for Economic Growth and Jobs with World Business Chicago.

Jefferson County Human Resources Director Terri Palm said that 35 persons applied for the job.

The JCEDC Search Committee met on Wednesday, July 13, to narrow the list of applicants for interviews, which were conducted on Monday, July 18, by JCEDC board members and other government officials and local representatives.

The final round of interviews will be conducted by Jefferson County Administrator Ben Wehmeier, Watertown Mayor John David, Madison Region Area Partnership President Paul Jadin, and Marquardt Village CEO Matthew Mauthe.

The GHDP is a private-public nonprofit corporation being created by the JCEDC, which will include a private-sector board and will lead and coordinate the area's economic development efforts. The plan is for an expanded JCEDC staff to manage implementation of GHDP's/JCEDC's \$4.1 million, five-year plan, "2017-2021 Strategic Initiative," and for the organization to be funded by private and public sector investors.

The successful candidate will serve as the lead economic development executive for Jefferson County and report to the GHDP and JCEDC boards and county administrator. He or she will oversee all day-to-day GHDP/JCEDC operations, financial matters, implementation of board decisions and continued development and refinement of the strategic initiative.

The following is a brief summary of the background provided to the county by the candidates, listed in alphabetical order.

Steven J. Anderson

According to his resume, Anderson currently works at Anderson Group, a consulting firm with emphasis on economic development issues in both private and public sectors. His position at the firm and its location are not stated on his resume.

Major assignments included the east coast and establishing a new nonprofit in Central Wisconsin.

Research by Daily Union staff revealed articles from “The Virginian-Pilot” about a Steven J. Anderson with a work and education history matching the resume provided to Jefferson County. It is not mentioned on his current resume.

The articles range from September 2013 to July 2014, and state that Anderson worked as the economic development director at Norfolk, Va. He apparently resigned from the position after less than a year following what “appeared to be ‘unallowable’ expenses on a May trip to Las Vegas, according to documents obtained under a Freedom of Information Act request.”

According to a article published July 26, 2014, in the Virginian-Pilot newspaper in Norfolk, Va., Anderson stated that he had incurred no inappropriate expenses on the Las Vegas trip. However, the chairman of the Economic Development Authority there cited \$1,349.02 of unallowable expenses, including meal/drink and room charges for time beyond the approved stay.

“If there are inconsistencies in the information he provided us in the public record, that would be a concern, of course,” Jefferson County Board Chairperson Jim Schroeder said when asked about the articles.

According to Anderson’s resume provided to the county, from 2012-13, he worked at St. Mary’s County Department of Economic and Community Development in Leonardtown, Md., as director. During that time, he oversaw economic and community development, tourism and agriculture for county and home to the premier Naval Air testing base, Pax River.

From 2009-12, he worked as president and CEO of Lake County Partners Inc. in Libertyville, Ill. During that time, he initiated first Comprehensive Economic Development Strategy; stabilized and increased fundraising for nonprofit; successfully established business retention, growth and attraction templates for innovation economy; and more.

From 2000-09, Anderson reportedly worked as assistant city manager in City of Hazelwood, Mo.; vice president of business development for St. Louis County Economic Council in St. Louis, Mo.; and director of location incentives group at Crushman and Wakefield, Inc. in St. Louis, Mo.

He is a graduate of Whittier College School of Law and the University of Missouri.

Joyce McArdle

McArdle currently serves as president and owner of Piqued Interest Consulting, an economic development consulting firm with offices in Brookfield; West Bloomfield, Mich., and Crystal Lake, Ill. She has been in that position since the firm was started in October 1993.

Consulting services provided by the firm include, but are not limited to, prospect identification; lead generation; business attraction and recruitment; existing business retention; branding;

strategic planning; workforce development; leveraging public/private resources; and grant procurement.

Duties included business attraction and recruitment, implementation of community strategic and master plans, grant procurement and being the facilitator and author of community strategic and analytical plans.

Prior to Piqued Interest Consulting, McArdle served as the executive director of the Wauwatosa Economic Development Corporation (WEDC) from 1990-93.

During that time, McArdle was responsible for the complete start-up of the newly formed corporation and complete development and responsibility of the organizational goals and objectives established by the Board of Directors. Also, she received the Office of the Mayor Award for “outstanding contributions to the City of Wauwatosa.”

From 1980-90, McArdle served as the economic development specialist for the City of Milwaukee Department of City Development-Economic Development Division. Her resume states she successfully managed the citywide business retention and expansion program and recruited out-of-state business to Wisconsin for expansion and relocation. McArdle has Economic Development Finance Professional Certification from the National Development Council.

She is a graduate of the University of Wisconsin-Milwaukee.

Victoria “Vicki” Pratt

Currently, Pratt is the sector development director for the Wisconsin Economic Development Corporation in Madison. Her sectors include manufacturing, defense manufacturing and advance materials. She has been in the position since December 2015.

As sector development director, Pratts’ work is focused on placing strategic investments in the state to support and grow businesses engaged in advanced manufacturing and/or those engaged in defense-related manufacturing and to manage those investment projects to ensure desired outcomes are met.

Prior to that, Pratt was president of Cornerstone Alliance in Benton Harbor, Mich. from March 2013 to May 2015. Her resume states she was hired as president of Cornerstone Alliance and the Cornerstone Chamber of Commerce to reorganize the Alliance with a narrow focus on economic development.

The combined entities had a 14-member staff and an annual operating budget of more than \$3.5 million. A new three-year economic development strategic plan developed in 2013 resulted in full separation of the two entities and Alliance staff reorganization.

During that time, she was involved in more than \$30 million in existing business expansions; attracting an Illinois-based manufacturer, a \$9 million investment resulting in 80 new jobs; was part of 22 business startups representing \$800,000 in new investments and 45 new jobs; and “pipeline” of 34 projects representing more than \$660 million and 1,100 new jobs.

Pratt was president of Warren County Economic Development Corporation in Glens Falls, N.Y. from April 2011 to March 2013.

During that time, she was involved in the expansion and relocation of a century-old high-end boat manufacturer; increased investment from Warren County and from the Town of Kingsbury; and secured multiple grants.

From 1993 to March 2011, Pratt worked in multiple positions relating to economic development in Albion, N.Y.; Columbia, Mo.; Rochester, N.Y.; and Wichita, Kan. Most recently she served as president of the Greater Wichita Economic Development Coalition and vice president for economic development for the Wichita Metro Chamber of Commerce.

She is a certified economic developer (CecD) from the International Economic Development Council. Pratt is a graduate of State University of New York at Buffalo.