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# JCEDC Hires New Executive Director

***Organization's new leader will oversee capital campaign and expanded staff***

FOR IMMEDIATE RELEASE

JEFFERSON COUNTY, Wis., August 8, 2016 – The Jefferson County Economic Development Consortium (JCEDC) has a new Executive Director. Victoria Pratt, CECD, formerly of the Wisconsin Economic Development Corporation (WEDC) will join the organization in early September.

Pratt's hiring comes after former JCEDC Executive Director Genevieve Coady left in June to accept a position as Executive Director of the Plan for Economic Growth and Jobs with World Business Chicago, the region's economic development council.

A professional economic development executive search firm assisted with the national recruitment process for Coady's replacement. Pratt was selected from an applicant pool of 35 from around the country. Pratt's appointment by County Administrator Benjamin Wehmeier was confirmed at the August 8 Jefferson County Board meeting.

Pratt's most recent work as a Sector Development Director at the WEDC focused on placing strategic investments in the state to support and grow businesses engaged in advanced manufacturing and those engaged in defense-related manufacturing.

Prior to that, she was the president of the Cornerstone Alliance in Michigan. During her tenure there, Pratt saw many successes, including more than \$30 million in existing business expansions, representing more than 350 jobs, along with business attractions and startups representing nearly \$10 million in investments and 125 new jobs. Pratt also developed a three year strategic plan to secure \$3 million in funding.

Pratt joins the JCEDC at critical point in time. The organization will be embarking on the area's first capital campaign to engage the region's private sector in collaborative economic development work. Money raised as a result of the capital campaign will fund the work and programs outlined in the organization's 5-year economic development strategic initiative. Developed by local leadership, the 2017-2021 strategic initiative aims to increase economic development responsiveness; improve visibility of the area statewide, regionally and globally; and align area communities, businesses and economic development partners.

"We are very excited to bring Vicki on board," notes Benjamin Wehmeier, Jefferson County Administrator. "Her blend of expertise and experience, combined with her energy and enthusiasm for

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economic development, will be invaluable as we ramp up our economic development efforts in the county.”

In addition to the capital campaign, the new JCEDC Director will be charged with developing an expanded economic development board of directors that coincides with the formation of a public-private nonprofit organization, the Glacial Heritage Development Partnership (GHDP). This expanded group will oversee the five-year strategic initiative slated to launch in early 2017 and will include directors from both the public and private sector.

John David, Mayor of Watertown, noted, “As we continue to place a greater emphasis on strategic economic development and partnerships, it’s important to have a dynamic leader in place. I am confident that Vicki will provide the leadership we need to realize our goals and implement our strategic plan.”

### **About the JCEDC**

The Jefferson County Economic Development Consortium (JCEDC) serves as the lead economic development organization in Jefferson County. The Consortium was formed in June 2003 to implement Jefferson’s overall economic development program and to achieve the economic development goals of the County. Its overall goals are to foster and encourage responsible, sustainable economic development activities that result in job creation, job retention, increase the tax base and improve the quality of life for the citizens of Jefferson County. For more information, visit, [jcedc.net](http://jcedc.net).

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