

## Glacial Heritage Development Partnership Unveils New Name

*New name more in line with organization's mission and vision*

### Media Contact:

Victoria Pratt, President, ThriveED  
920-674-8710 | victoriap@ghdpartnership.org

### FOR IMMEDIATE RELEASE

JEFFERSON, Wis., January 16, 2018 – When you hear the word “Thrive” you think of moving forward, and that’s the goal in economic development. The public-private partnership launched in 2016 and dubbed the Glacial Heritage Development Partnership is the non-profit entity leading economic development efforts in Jefferson and Dodge counties. After wrapping its initial funding campaign, the board decided to adopt a name change that promotes its vision and mission. Going forward, the organization will do business as Thrive Economic Development (ThriveED).

What’s in a name?

“We wanted a name that was both aspirational and action-oriented,” noted ThriveED President Victoria Pratt, CEcD. “Thrive signifies all the things that we as an organization are working toward – prosperity in Jefferson and Dodge counties and communities that flourish.”

Board Chairman Matt Mauthe agreed, noting “Thrive sends a clear message about our mission and vision, and better reflects why the private sector is supporting our efforts.”

At the same time as the organization adopted a new name and logo, board members also adopted new Vision and Mission statements. The mission of ThriveED is to engage the public and private sectors in actions focused on attracting and supporting business growth that benefits the residents and communities of Jefferson and Dodge counties. The newly-adopted vision for ThriveED is to lead the change necessary to support economic growth in Jefferson and Dodge counties that result in healthy, thriving and growing communities.

Since its formation, ThriveED has embarked on a whirlwind of activity, including a capital campaign to secure private sector funding, development of a five year strategic plan, formation of a Board of Directors and a partnership with Dodge County to provide economic development services there.

In its first year of operation, the staff managed over 50 new business investment opportunities that have resulted in two new construction projects so far.

-more-



864 Collins Rd. Suite 111 | Jefferson, WI 53549 | 920-674-8711



“There’s tremendous potential here, so there’s a need for strong economic development work in Jefferson and Dodge counties,” said Mauthe, who is also the CEO of Marquardt Village in Watertown. “ThriveED has accomplished a lot in its first 19 months, and we look forward to continuing that work and supporting economic growth in our region.”

ThriveED is currently undergoing the process to change its online presence and contact information. In the meantime, the office and staff may still be reached using the GHDP contact information and at [ghdpartnership.org](http://ghdpartnership.org).

***About ThriveED/GHDP***

The Glacial Heritage Development Partnership, doing business as Thrive Economic Development (ThriveED), is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of the Jefferson and Dodge county region by providing professional economic development services for the purpose of retaining, expanding and attracting capital investments and driver industry jobs to our communities. It was formed in mid-2016 and engages the private sector in economic development activities.

