



## PRESIDENT'S NEWSLETTER | April 2016 |



### My Perspective – Letter to the Rockford Region

#### Developing a Workforce for the Unknown

Did you know that the top 10 in demand jobs in 2010 did not exist in 2004? How are we preparing kids for jobs that do not even exist?...to use technology that has not yet been invented?...to solve problems that we don't even know are problems?

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#### You're Invited, May 24th!

Join the RAEDC Board of Directors and staff on May 24th from 5:30 - 7:30 pm at Giovanni's Restaurant and Convention Center for a recap on the success of the *Rockforward2!* strategic plan and updates for the first quarter of *Rockforward20/20*, the bold vision and mission for economic growth in the region. [Register Online>>>](#)



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#### The RAEDC and the Rockford Region

The RAEDC, as the Economic Development Agency for the region, is also the data collection agency regarding all new capital investment in the area, retained and created jobs, and new or renovated space. As we enter into our *Rockforward20/20* strategic plan, we will be informing all of you on project wins for our region as well as projects that we are working on with our regional partners.

## Measurements

### Regional Impact Measurements

These figures represent the collective successes during the new *Rockforward20/20* campaign. The campaign began in January 2016 and will continue through December 2020.



Further headway towards reaching the *Rockforward20/20* goals was made in April through a collaborative investment between higher education facilities and the healthcare industry. Additional progress was made through the expansion of a business in the customer service call center cluster that anticipates hiring 100 employees initially and which plans to continue hiring additional employees in the near future.

## RAEDC Updates

### Celebrate Economic Development Week!

May 8 - 14 is also known as Economic Development Week. All week the RAEDC will be celebrating the daily work of economic development.

### The Voice of the Customer 2015 Report is Available

Taking a different approach than in previous years, the 2015 edition focuses on the action items derived from the program. Each VOC conversation takes the pulse of a business. This data creates a more accurate picture of the region's economic condition and its potential for growth.

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### CAT Supplier Symposium a Success

The recent supplier symposium held at the Chicago Rockford International Airport fostered connections between representatives from Caterpillar Inc's. Global Supply Network and 75 companies located in the Rockford Region. The event was hosted by Congressman Adam Kinzinger.

### Emerging Opportunities Fund Awarded

The 2016 EOF has been awarded to a proposal from the Rockford Area Convention and Visitors Bureau that will manage the Rockford Region's online reputation and recruitment: via online and external media, as well as, engaging influencers.

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## Sponsorship Opportunity

The RAEDC is offering an exciting new opportunity in response to our investors' requests to increase their brand awareness in the region. Investor companies will have the opportunity to sponsor the President's Newsletter. For information contact Jimsi Kuborn at 815-969-4259 or at [JKuborn@RockfordIL.com](mailto:JKuborn@RockfordIL.com).

## RAEDC Events

### Second Quarter Investor Event: Wednesday, May 24th

Join us as we review the successes from *Rockforward2!* and share the progress on the goals for *Rockforward20/20!* Be sure to register for the Investor event being held at Giovanni's Restaurant and Conference Center from 5:30 - 7:30 pm.

[Register Online>>>](#)



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### Succession Planning is Success Planning

Join the RAEDC and Presenting Sponsor Blackhawk Bank along with Breakfast Sponsor First Midwest Group and Supporting Sponsor Wipfli on Tues, June 7 from 7:30 - 10:30 am for a critical seminar surrounding the topic of Succession Planning. Lisë Stewert, founder of Galliard Inc, will discuss the importance of succession planning and will moderate a panel discussion.

[Register Online>>>](#)



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### Save the Date: November 16th - Sponsorships Available

The Annual Meeting and Dinner has been confirmed for Wednesday, November 16th. Companies that would like to discuss sponsorship opportunities can contact Jimsi Kuborn, VP of Investor Relations at 815-969-4259 or email [JKuborn@RockfordIL.com](mailto:JKuborn@RockfordIL.com)

## Regional Wins

### Fiat Chrysler Automobiles Announces Plans for Belvidere Plant

After months of speculation FCA has announced the Belvidere Plant will be the home to the popular Jeep Cherokee.

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### Rockford Region lands the NJCAA National Tournament

The Rockford Area Convention & Visitors Bureau announced that Rock Valley College will host the women's National Junior College Athletic Association (NJCAA) Division III soccer championship tournament for 2018.

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## RAEDC Good News

### **RPS205 Launches Education Pathway**

The RPS205 Board of Education has approved an innovative plan, partnering with Rockford University, to recruit teachers and develop a workforce from the RSP205 student body. Thus ensuring there will be outstanding teachers in every classroom.

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### **Belvidere Makes the List**

Belvidere, IL has been ranked 6th in the Best Small Cities to Start a Business by Reboot Illinois based on Belvidere's conducive business environment.

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## **Rockforward20/20**

Rockforward20/20 represents a bold vision for our future, this aggressive plan will cultivate opportunities to create and retain over 10,000 jobs and significantly increase capital investment in the region.

Learn more at [RockfordIL.com/Rockforward2020](http://RockfordIL.com/Rockforward2020). If you have not yet set up a brief meeting to explore how you can get involved, contact Jimmi Kuborn at 815-969-4259 or [jkuborn@rockfordil.com](mailto:jkuborn@rockfordil.com).



## **The RAEDC**

The RAEDC often works behind the scenes due to the confidential nature of business projects. Plus, big deals take time. The average time from start to completion on the 24 project wins in 2015 was 329 days.

We are committed to persistence and continuity in our work. We market the Rockford Region to the world, influencing companies to locate or expand here. We support and promote growth within targeted industries through regional public-private collaboration. We assist prospective and existing companies by connecting them to resources for workforce development, available buildings, supply chain partners, incentives and more.

Together, we will continue the momentum into 2016 for an even stronger, more sustainable economy. **Together, we will Trailblaze, Inspire Action, Align, Seed and Serve!**

*Michael Nicholas*

Michael Nicholas, President  
[MNicholas@RockfordIL.com](mailto:MNicholas@RockfordIL.com)

## **ABOUT THE RAEDC**

The role of the Rockford Area Economic Development Council (RAEDC) is to collaborate with regional stakeholders to cultivate opportunities for primary job growth that increase the economic well-being of our region. The RAEDC markets the region to attract new capital investment, while assisting existing business with resources for sustainable growth. The RAEDC works closely with many partners to improve the competitiveness of the region by taking what it learns from the region's employers and engaging the community in the daily work of economic development. As the economic development organization for the region, the RAEDC also serves as the area's data collection agency on all new capital investment, retained and created quality jobs, and renovated commercial/industrial space.

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### **Rockford Area Economic Development Council**

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