

SUMMER 2016

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# FJI • REPORT

JUST AHEAD

## Janesville by the Numbers

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### Make Your Membership Count

### Jobs in Rock County Simplifies Recruitment

### Remembering Mae Thornton

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**JOHN BECKORD** - PRESIDENT, FORWARD JANESVILLE

## Recruitment Made Easy Casting a Wide Net with **JOBS IN ROCK COUNTY**

One of the five pillars of the Rock County 5.0 strategy is workforce development. Conversations with area employers, particularly during the last two years, have made it clear our most urgent goal should be helping area companies locate and recruit the workforce they need. While the partners of the Rock County Development Alliance focus on this task in a variety of ways, I want to highlight what I think may be a very useful tool for our members. It is the new "jobs portal" called [www.JobsInRockCounty.com](http://www.JobsInRockCounty.com).

First, let's get some terminology out of the way. We call it a portal because when a local firm posts a job opening on the site, the posting automatically gets "ported" - or listed - on other significant talent recruitment sites like [Indeed.com](#). We are making it easy for local employers to cast a wide net for people and skill sets they need.

As I write this, over 70 firms have registered and they are beginning to use the site. The registration process is simple and posting jobs is easy. During any given week, the average number of job postings is about 130. Since the site was launched a few months ago, the level of online traffic continues to increase and so does its reach. While this online traffic is originating from 34 states, the majority of these 20,000+ page views follow the Southern WI and Northern IL commuting patterns that are typically associated with the Janesville-Beloit MSA. Most importantly, over one-half of these

viewers are opening the "Find A Job" tab and browsing the job postings.

I believe it is important for our readers to understand this project is a result of feedback from area employers who asked that we consider best practices around the U.S. and then develop a comprehensive, single-source online tool that could assist them with talent recruitment and retention. To the best of our ability, we tried to make it easy-to-use and intuitive. To leverage the ongoing career planning efforts that are increasingly gaining momentum in our K-12 education institutions, we integrated the Inspire Rock County initiative into [JobsInRockCounty.com](#). By bridging these online platforms, students and adults alike can explore in-demand careers in our market, in real-time.

[JobsInRockCounty.com](#) also includes additional features that make it useful, as well as different from other online job boards. A feature called "reverse placement" allows companies to confidentially distribute information about pre-qualified job candidates that were not chosen for a particular position, but may be a good fit for other area companies. There are also features that help with easing relocation anxieties, particularly when candidates are moving their families.

The site includes additional information about the area that job seekers may find useful, such as: cost of living data, educational offerings,

housing costs, healthcare and area events or attractions information. For those job seekers that have an interest in diving deeper into the market, there are plenty of embedded cross-walks redirecting page viewers over to the robust [RockCountyDevelopment.com](#) website - which is our storehouse of information about the area.

James Otterstein, Rock County Economic Development Director, has been a leader in the development of the site. Clarifying his vision for the site he says, "[JobsInRockCounty.com](#) is designed to create a match-making avenue for area employers and job seekers." In short, the site, provides a value-added talent recruitment tool that employers and their third party recruiters can use when/where appropriate.

Over the next few months, we will be increasing the promotion of this site in a variety of ways and through various channels. Please take a few minutes and explore the [JobsInRockCounty.com](#); learn how easy it is to navigate, and then use your connections to promote it far and wide. Helping each other fill open positions is simply good business.



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WORKING FOR YOU

# The Forward Janesville Quarter in Review

01

**The “Leinie Lodge” came to life at the Forward Janesville 2016 Annual Dinner on April 5<sup>th</sup>.** More than 700 business and community members celebrated and enjoyed presentations from Wisconsin Department of Tourism Secretary Stephanie Klett and President of Jacob Leinenkugel Brewing Company Dick Leinenkugel.

02

**A full course of golfers enjoyed the 16th annual Forward Janesville Golf Outing at Riverside Golf Course.** Memories were made at this fun networking gathering. A special thank you to Baker Tilly, who once again partnered as the Corporate Event Sponsor.

03

**Networking opportunities galore were provided all quarter long.** A full crowd attended the May “Nothing But Net”, Speed Networking Session at Flooring & More. The May Business After Five, hosted by the Janesville School District in partnership with Blackhawk Community Credit Union, was a unique evening where attendees learned “What’s Cool at School.” In June, the Armory, Best Events and Bower City Theatre Group hosted a Business After Five at The Armory.

04

**The Goodwill Ambassadors updated their look, going “out with the green and in with the red!”** This growing volunteer group includes more than 50 fabulous member representatives sharing Forward Janesville and community news.

05

**Forward Janesville partnered with member businesses to host seven Ribbon Cuttings this quarter.** Ribbon Cuttings are a complimentary Forward Janesville member benefit and a great way to gain exposure.

06

**The “Janesville: Community of Choice” video that debuted at the FJI Annual Dinner reached more than 135,000 people,** was viewed 84,000 times and was shared 2,200-plus times on Facebook. Drywater Productions produced the video.

07

**Forward Janesville led the charge in support of establishing a Tax Increment Financing (TIF) District for downtown Janesville.** This TIF District will provide a funding mechanism for the City’s ARISE Downtown Plan, and it won’t cost the citizens of Janesville a dime.

08

**FJI continues to lead the conversation on transportation infrastructure funding in Wisconsin.** FJI co-hosted a regional meeting of the Wisconsin Transportation Development Association, where 75 business and community leaders came together to discuss our state’s infrastructure issues and brainstorm long-term solutions to the problem.

## Questions or comments?

As always, please feel free to contact John Beckord at 608-757-3160 anytime.



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# Janesville By the Numbers

The Wisconsin Taxpayers' Alliance's Municipal Facts publication compares Janesville with the 23 other cities in Wisconsin with populations between 30,000 and 150,000 (Milwaukee and Madison are not included in these calculations). It uses the most recently available data, from 2013 and 2014. We recently did an exhaustive analysis of this publication and the facts and figures led to some interesting conclusions.

## SPENDING

Janesville is a frugally managed city. Our city's spending on most governmental services is below the state "median" (the "median" is the middle point in a set of numbers, while the "mean" is the average of a set of numbers).

In the latest year that data is available (2013), Janesville ranked 23rd out of 24 cities in "basic" spending, which includes core municipal services like street maintenance, law enforcement and fire/ambulance services. Our city spent \$487 "per capita" (e.g., per person) on these services, trailing only Sun Prairie (\$485). The city ranked just ahead of us (Oshkosh) spent \$525; the state median was \$606. For comparison's sake, Beloit spent \$736 per citizen on these items.

Street maintenance spending is worth a special mention, as it is commonly in the local news. Our city spent \$62 per person on street maintenance in 2013, trailing only Kenosha (\$37 per person). The state median on street maintenance was \$106 per person. This said, the city has made a concerted effort to increase street maintenance spending over the past few years, effectively doubling the street rehabilitation program since 2014.

## BORROWING

No one likes debt, but it is an essential element of municipal finance. When used properly, borrowing can be an effective tool for long-term capital projects like roads or sewers. The most common form of municipal borrowing known as is General Obligation (G.O.) Debt. G.O. Debt is "backed by the full faith, credit and taxing power of the issuing government. This means that governments are legally obligated to levy the taxes necessary to pay the debt service payments on these bonds. The Wisconsin Constitution limits G.O. debt of municipalities to five percent of the

taxable value within their respective jurisdictions." (The Wisconsin Taxpayer, April 2014)

Janesville carried just over \$75 million in general obligation debt in 2013. While this is a lot of money, it is not unusual for a city of Janesville's size to carry this much debt. The larger a community is, the more it tends to borrow. The important figures to focus on are not necessarily the total amount of debt, but the amount of debt per capita and the city's percentage of the debt limit.

Janesville's amount of debt per citizen—\$1,182 per person—was well below the state median of \$1,427 per citizen. Only Appleton (\$379 per citizen), Sheboygan (\$819), Greenfield (\$1,005) and New Berlin (\$1,151) had less debt per capita than Janesville. Menomonee Falls had the most debt per capita (\$2,762), while Beloit came in near the middle at \$1,486 per citizen.

As for percentage of debt limit, remember that Wisconsin municipalities can only borrow up to five percent of its overall taxable value. Janesville had borrowed about 40 percent of what it could by law in 2013. This puts us in the middle of the pack; the state median is 43 percent. Beloit had borrowed nearly 80 percent of its constitutionally imposed limit in 2013, the highest percentage of any large Wisconsin municipality. Appleton was the lowest, checking in at 12 percent of borrowing capacity.

Therefore, Janesville is in a good position when it comes to debt, and actually has a significant amount of unused borrowing capacity.

## PROPERTY TAXES

Property taxes are usually the largest source of revenue for Wisconsin cities. However, according to Municipal Facts, "Property tax



**PEER CITY FINANCIAL ANALYSIS - REVENUES (2013)**

City	Population	Total Property Tax	Property Tax per Capita	Total Shared Revenue	Shared Revenue per Capita	Total Taxes + Shared Revenue	Taxes+ Shared Revenue per Capita
Janesville	63,600	31,641	\$498	5,116	\$80	36,757	\$578
Franklin	35,810	20,509	\$573	697	\$19	21,206	\$592
Manitowoc	33,685	14,758	\$438	5,813	\$173	20,571	\$611
New Berlin	39,915	24,682	\$618	676	\$17	25,357	\$635
Menomonee Falls	35,710	22,412	\$628	501	\$14	22,913	\$642
Greenfield	36,770	22,831	\$621	1,488	\$40	24,319	\$661
West Bend	31,425	19,180	\$610	1,726	\$55	20,906	\$665
Oshkosh	66,300	33,333	\$503	10,778	\$163	44,111	\$665
Fond du Lac	43,100	22,860	\$530	6,124	\$142	28,983	\$672
Appleton	73,150	38,390	\$525	10,931	\$149	49,321	\$674
Green Bay	104,300	52,416	\$503	18,466	\$177	70,882	\$680
Sheboygan	48,965	21,677	\$443	11,725	\$239	33,403	\$682
Sun Prairie	30,395	19,582	\$644	1,253	\$41	20,835	\$685
Eau Claire	66,480	38,213	\$575	7,575	\$114	45,788	\$689
Wausau	39,180	22,312	\$569	4,805	\$123	27,118	\$692
Oak Creek	34,695	19,329	\$557	6,125	\$177	25,454	\$734
Kenosha	99,700	60,156	\$603	14,034	\$141	74,190	\$744
West Allis	60,300	39,306	\$652	8,881	\$147	48,187	\$799
Waukesha	70,900	54,546	\$769	3,409	\$48	57,955	\$817
Beloit	36,820	14,300	\$388	16,852	\$458	31,152	\$846
Wauwatosa	46,705	39,050	\$836	1,783	\$38	40,833	\$874
La Crosse	51,600	34,150	\$662	11,478	\$222	45,628	\$884
Brookfield	37,835	36,495	\$965	990	\$26	37,485	\$991
Racine	78,700	52,085	\$662	27,527	\$350	79,612	\$1,012

Source: Wisconsin Taxpayer Alliance publication MunicipalFacts15  
 1. Total amount in \$1,000's (not "per capita")

rates can be confusing. A lower rate does not necessarily mean that less is paid in property taxes. Instead, the rate reflects the ratio of the total levy to total taxable property values. The tax rate can increase if the levy rises or if property values fall.”

Janesville’s property tax levy was just over \$498 per person in 2014/15, trailing only

Sheboygan (\$443), Manitowoc (\$439), and Beloit (\$389). Brookfield was the highest at \$964 per person; the state median was \$589.

Janesville’s property tax rate was \$8.15 per \$1,000 of value. The high was \$16.54 per thousand (Racine) and the low was \$5.35 per thousand (New Berlin). The state median was \$8.65 per \$1,000 of value.

While the numbers show that Janesville is a fairly low tax city, other factors are in play. Municipalities have been subject to limits that cap increases in property taxes for the last decade. These limits allow property taxes to grow at the greater of the rate of new construction or a fixed percentage, which used to be set between two and four percent. However, since 2011, this fixed percentage has been set at zero, meaning that municipal levies (and the ability to raise property taxes) were frozen unless there was new construction. This fact—combined with Janesville’s shared revenue situation, which we will get to in a moment—often leads to city budget shortfalls.

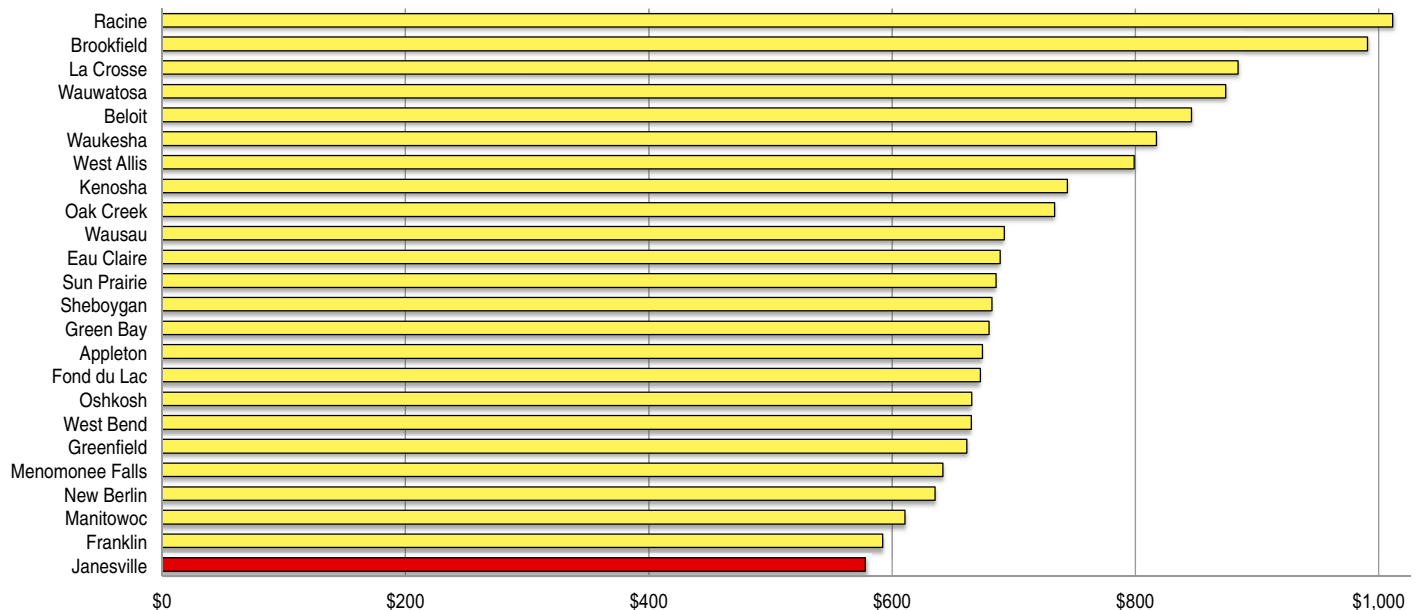
**STATE SHARED REVENUE**

According to Municipal Facts, “the state county and municipal aid program distributes state income, sales, and excise taxes to local governments for discretionary use. Beginning in the early 1970s, shared revenues were distributed partly based on property values. Cities or villages with lower per capita property values received more aid, while those with high values received less.” However, the state shared revenue formula has been frozen since the early 2000s.

Janesville received \$5.1 million in state shared revenue in 2013; the state median was \$5.9 million. The largest beneficiaries of the shared revenue program were Racine (\$27.5 million in 2013), Green Bay (\$18.5 million) and Beloit (\$16.8 million). Menomonee Falls (\$501,000), New Berlin

Continued on page 12

**Property Taxes and State Shared Revenue per Capita**



# From the Desk of ...



Name

PATRICK GASPER

Worst habit

EASILY DISTRACTED FROM HOUSE & YARD CHORES....

Best quality

PATIENCE

One thing I would change about my work  
FIND MORE TIME TO PROMOTE THE THOUSANDS OF AMAZING LEARNING EXPERIENCES STUDENTS HAVE EVERYDAY THROUGH THE EFFORTS OF THE GREAT SDJ STAFF IN SCHOOLS ACROSS JANESVILLE!

Worst piece of advice

LATHER, RINSE, REPEAT.

What I love about my work

ESTABLISHING BETTER CONNECTIONS TO THE GREATER JVL COMMUNITY THROUGH THE GREAT WORK OF THE JVL SCHOOLS!

Best piece of advice

EVERY EXPERIENCE, GOOD OR BAD, IS AN OPPORTUNITY TO LEARN SOMETHING...

Favorite place in the world and why

MADRID, ESPAÑA!

PORQUE TENGO MI FAMILIA ALLÍ (AND IT IS WAY COOL!)

Favorite thing to do when not working

SPENDING TIME WITH THOSE I LOVE. (YOU KNOW WHO YOU ARE!)

Number one on my bucket list

WATCH THE SUNRISE OVER MACHU PICCHU...

If I ruled the world, everyone would...

MAKE TIME TO TRAVEL OUTSIDE OF A 500 MILE RADIUS OF THEIR HOME. SO MUCH TO LEARN OUT THERE ...

Occupation

COMMUNICATIONS SPECIALIST,  
SCHOOL DISTRICT OF JANESVILLE





## AMBASSADOR PROFILE

**Lisa Hurda**

Executive Director, Milton Senior Living

GOODWILL AMBASSADOR SINCE OCTOBER 2008

**Ambassador Positions Held:** Secretary, Vice-Chair, Chair of the Action Team of the Goodwill Ambassadors,

Ambassador Retention Chair and multiple sub-committees (Membership Matters Committee Member, Rock Regional EXPO Committee Member, etc.)

**Why is being a Goodwill Ambassador important to you? Why did you get involved? What or who inspired you to get involved?**

Being a Goodwill Ambassador for Forward Janesville allows me to have the continued connectivity to my hometown, Janesville. I am passionate about the positive synergies that come with being involved with Forward Janesville and the relationships I have cultivated over the past eight years, both personally and professionally, with everyone associated or connected to this forward-thinking organization.

**What have you have learned from a fellow Ambassador or business member that impacted you, personally or professionally?**

Not to belong to so many volunteer programs that you get “washed out” and To live a life full of purpose, health, love, and forgiveness. Life is too short to waste it not enjoying each and every day to its fullest!

**What was your most interesting or hilarious Ambassador experience?**

My most humbling/interesting Ambassador experience was when I was nominated by my fellow Goodwill Ambassadors as the “Goodwill Ambassador of the Year” in 2015. My mother taught me early on as a child to do one thing—work hard—and that is what I did as Chair of the Goodwill Ambassadors that year. It was humbling to know that my peers saw that hard work throughout the entire year and celebrated me with this honor.

**What is your favorite Forward Janesville event and why?**

By far the “FJI Goes to Washington DC” experience. This was an amazing trip with over 30 other like-minded business professionals (we had some fun too!) who came together to bring a cause—Janesville’s Roadmap—to our nation’s Capitol!

**What advice would you give to a new Ambassador joining the program?**

Go meet your member businesses! As a Goodwill Ambassador, you are their liaison to Forward Janesville, and they will be businesses you will get to know very well as they are enthusiastic about sharing what they do for Janesville and our region. The relationships that have grown over the years between my member businesses has been one of the best benefits of being a Goodwill Ambassador!

**Why is red your new, favorite color? ;)**

If you know me, you know that fire-engine RED is my favorite color! So, having to wear RED now to showcase Forward Janesville at ribbon cuttings, annual dinners, BA5’s, etc. is just fine with me since it is already in my color palette in my closet!

**Do you have a favorite quote or saying?**

I have two favorite quotes that inspire my daily personal and professional life:

1. “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” – Margaret Mead
2. “You must do the thing you think you cannot do.” – Eleanor Roosevelt

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updated event information.



## Janesville By the Numbers

*Continued from page 9*

(\$675,800) and Franklin (\$697,800) received the least; however, these are prosperous Milwaukee suburbs that arguably need less help from the state.

On a per capita basis, Janesville received \$80.45 in shared revenue per citizen. Beloit led this category; they received \$457.68 per citizen in state shared revenue, while the second place finisher (Racine) received \$349.77 per citizen.

Cities like Janesville that receive comparatively low amounts of shared revenue have asked the legislature to consider changing the system, but there has been very little legislative movement on this issue.

According to city staff, the combination of property taxes and state shared revenue provides a more accurate depiction of the revenues available to pay for municipal services. These two items are inversely related, meaning that communities who receive greater state shared revenue can

afford to have lower property taxes, while communities who receive little state shared revenue often need to have higher property taxes to make up the difference. In spite of receiving little state shared revenue, Janesville's ability to keep property taxes relatively low is a testament to the value residents receive for quality city services. Here's how Janesville stacks up when the two revenue sources are combined (see charts on page 9).

Janesville receives the lowest amount of combined property tax and state shared revenue per person, and there is little that the city can do to increase either revenue source. The average amount received by municipalities in the comparison is \$730 (remember, Janesville received \$578). If Janesville received the average amount, the city would have an additional \$9.7 million per year. That would go a long way to help pay for an enhanced street rehabilitation program, capital projects, the ARISE Plan, and the like.

## CONCLUSION

When taken as a whole, these numbers paint an interesting picture. Janesville's reputation as a low-cost, high-service city is backed by the numbers. City administration has long been frugal, and one could argue that the city has the capacity to "do a little more" to fund long-term priorities. However, there's only so much that the city can do in terms of increasing spending without also increasing borrowing.

It is clear that Janesville's shared revenue situation is an impediment to our city's future progress. This issue will almost certainly be on our 2017 state legislative agenda. We encourage you to join the discussion on this issue by participating in Forward Janesville's legislative program, including Rock County Day in Madison, our annual lobbying day at the state capitol. Stay tuned for more information on this event and other ways to get involved.



Dan Cunningham - Vice President Government Relations & Education

# What's Cool in School

The School District of Janesville and Blackhawk Community Credit Union partnered to host the May Business After Five, showcasing "What's Cool in School." The goal was to engage business and community partners by sharing some of the programs offered to area students in the Janesville schools. Attendees enjoyed two different tours that highlighted the many programs and initiatives underway, plus included tours of facilities like the weight room and field house. From music and art to STEM, technical education, agricultural education, automotive education and financial literacy initiatives, a variety of learning and development opportunities were showcased.





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# HOW DID I GET HERE?

success • challenges • life lessons • inspiration • career • family • inspirations



## BRENDON WILKINSON

President  
First Community Bank



Before I came to First Community in Milton, I ran a family photo processing and portrait business in the Madison area. We had five locations. It was before the digital age. I think having been a small business owner, and particularly doing so in an industry that was rapidly changing, helps me better understand the challenges small business owners face. Today, working with business owners and being able to help them achieve their goals is incredibly rewarding.

My father and grandfather were bank presidents, so growing up I thought it was just what you were supposed to do! Still, I wasn't entirely certain what path was right for me. I somewhat fell into a job as a teller in Madison right out of college and started a management training program shortly after. The bank offered a lot of opportunities to learn and grow. Before long, I knew I was on the right track.

### { EDUCATION }

**2008-2010**

Management, Banking and Finance  
University of Wisconsin-Madison  
Graduate School of Banking  
Madison, Wisconsin

**2005-2007**

Executive MBA, Business Administration  
University of Wisconsin-Madison  
School of Business  
Madison, Wisconsin

**1989-1993**

St. Norbert College  
DePere, Wisconsin

### { WORK EXPERIENCE }

**2007-PRESENT**

President  
First Community Bank  
Milton, Wisconsin

**1999-2007**

President / Owner  
Photo Express, Inc.  
Madison, Wisconsin

**1993-1999**

Assistant Vice President  
M&I Bank  
Madison, Wisconsin

A big part of our job is networking. Forward Janesville provides an avenue to that, as well as exposure to educate others about what First Community can offer. It has tremendous resources for someone new to the area to get to know others and get plugged in—from golf outings and luncheons to the annual dinner. The speakers have been just awesome in recent years. It's also refreshing to see local communities, like Janesville, Milton, Edgerton and Beloit, working so closely together.



We love to go up north to our family cabin in Eagle River and have made so many great family memories there. My daughter Parker is 13 and my son Jack is 17. Jack will be a freshman in college soon, so spending time together means so much to me. The beach another favorite. We spend as much time as we can in the Bonita/Fort Myers area, escaping winter for a bit!

### { LIFE LESSONS }

1

For those who are just starting out, be patient and listen. Building a career takes time. If you work hard, are honest and do what you feel is the right thing, the rest will take care of itself.

2

Find a good mentor. Someone willing to put in the time with you. I am forever indebted to my father, Tom Wilkinson, and RD Boschulte who have been a source of wisdom and friendship throughout my career. Both are retired now, but we still get together for lunch every few months.

3

Personal goals are as important as career goals. It is all too easy to get off balance. Be sure to set goals on both sides and work equally hard on achieving each. They feed each other.

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# Maximize Your Membership



Forward Janesville welcomes many new business partners on a monthly basis. We are honored that new business members share in the excitement of our community and its future potential. We also know that it can be overwhelming when you first join a new membership group. There are so many ways to be active and maximize your involvement and exposure. Forward Janesville wants to provide you the best service by outlining how to get the most out of your membership, step by step. A Forward Janesville membership is very similar to a gym membership ... you get out of it what you put into it. Stay active and engaged and your return on investment is sure to be positive.

## I'm a member ... now what?

### STEP 1

#### Confirm your business information

- Review your business listing for accuracy.
- Verify you are receiving the Monday afternoon FJI e-newsletters.
- Drop off your business marketing materials at the FJI office for inclusion in our welcome packets (e.g., flyers, business cards or promotional items).
- Post your business event flyers on our community bulletin board.

### STEP 2

#### Get to know Forward Janesville

- Expect a welcome message from your Goodwill Ambassador—your liaison to FJI!
- Bookmark [ForwardJanesville.com](http://ForwardJanesville.com) and revisit it often for member/event updates.
- Get social: Follow us on Facebook, Instagram and Twitter.
- Review our marketing materials to learn about FJI history and current projects.
- Participate in our annual Membership Matters Campaign to share your successes, challenges and opportunities during a short visit with your Goodwill Ambassador.

### STEP 3

#### Let others know you are a Forward Janesville member

- Place your annual FJI membership sticker in a prominent place in your office.
- Add "Proud Member of Forward Janesville" to your email, business card or website.
- Request to be a 10-minute highlight speaker at a monthly Ambassador meeting.
- Tell your employees that your business (and they too) are new FJI members.
- Promote your business to 500+ members in the quarterly *FJI Report Magazine*.
- Commit to an elevated business sponsorship level for one of our 4 main events.

### STEP 4

#### Get more engaged through these unique opportunities

- Attend a monthly Business After Five (BA5) to network with 130+ professionals.
- Host a business booth at the October Rock Regional Business to Business Expo.
- Participate in other FJI events: Annual Dinner, Awards Luncheon or Golf Outing.
- Volunteer your time; become a Goodwill Ambassador, apply for a board position, or join an event committee or our Government Relations committee.

### STEP 5

#### Become a "Forward Janesville Rock Star" business

- Host a Business After Five (BA5), Nothing But Net session or Ambassador meeting. (All are great ways to get community business members inside your business!)
- Ask your Goodwill Ambassador to help coordinate a Ribbon Cutting celebration.
- Consider upgrading your business membership to a Chairman's Club Level.
- Stop by the FJI office to meet the staff—we're here to help your business prosper!
- Contact your Goodwill Ambassador or call our office at 757-3160 for assistance.

# \$3,000 Average member savings

## An **advantage** of getting **half off** your transferred **loan rate**

- Apply online 24/7 or at your local Advia branch
- Consolidate your loans into one monthly payment

All loans subject to approval. Estimated savings based on 2016 member savings January 1 through April 30th. Promotional offer excludes loans currently held with Advia Credit Union, as well as transferred mortgage, home equity and business loans. Advia CU is an equal housing lender. Offer effective June 1, 2016 and subject to change. Deposits federally insured by NCUA.

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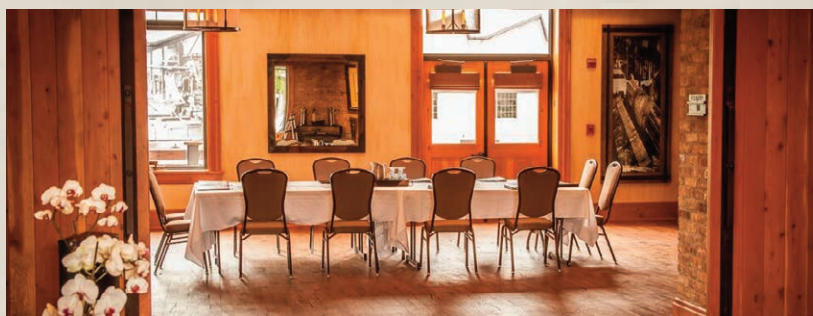
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credit union

### Leinie-themed Annual Dinner a Success!

The Forward Janesville Annual Dinner is a night to celebrate and visit with business friends. On April 5, Forward Janesville hosted more than 700 business members and local leaders at the 2016 Annual Dinner. The evening featured a Leinie Lodge-themed entrance and social hour, live music, sampling stations and a dynamic presentation from keynote Dick Leinenkugel, President of the Jacob Leinenkugel Brewing Company. Dick shared the 150-year history of the Wisconsin-based brewer and how Leinie's grew into a national brand. Today, Leinenkugel Brewing Company distributes to all 50 states with the family's sixth generation managing the business. Stephanie Klett, Secretary for the Wisconsin Department of Tourism, also spoke as an honorary guest. The 2016 event was another night to remember!



# A HANDSHAKE *can make* HISTORY



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## A LOOK BACK REMEMBER WHEN

# Education is Our Future

**Mike Reuter** - Executive Director, Rock County Historical Society

“Knowledge is Power” may seem like an old adage, but in today’s mobile age it rings true now more than ever for all of us. Education in any form, has always been the portal to a better job, a better life, a better community.

Rock County understood the value of education during its earliest days of settlement and continues to invest in this vital principle today.



*Frances Willard Schoolhouse at the Rock County Historical Society Campus*

Some of Wisconsin’s earliest private colleges began here, with Beloit College and Milton College being the oldest, founded in 1844 and 1846, respectively. One-room schoolhouses, some of the earliest forms of local education for rural children, popped up all over Wisconsin landscapes from 1840-1870, but became obsolete with the emergence of more formalized school districts by 1900.

These early incubators of education were either torn down or repurposed by the turn of the century and are rare. Rock County is honored to have one of a few remaining in Wisconsin, the Frances Willard Schoolhouse. It was named after Janesville native Frances Willard, who went on to lead the suffragist and temperance movement in America.

Beyond these formal educational structures, education takes form in our local parks, libraries, historic sites, gardens, theatres and art centers. Active learning, at any age, reduces stress, increases longevity and fosters social habits. We encourage you to “discover what’s in



*Frances Willard, early Rock County educator, 1890*

your backyard” this summer by visiting several of Rock County’s educational treasures and take pride that our community places such a high value on education, of any type, at any level.

Follow the Rock County Historical Society on social media via the hashtag **#FWSMmoves** as we continue to use the Frances Willard Schoolhouse as an educational tool to make the past relevant to the future.

See you on campus!

## A Tribute to Mae Glowacki Thornton

When the November 2001 issue of the Forward Janesville Report arrived in the mail, the recipient saw two women dressed in business attire gracing its cover. The one on the left was much older, with a subtle smile and a twinkle in her eyes, like a friendly grandmother inviting you in for coffee and conversation. And then you noticed the short-handled sledgehammer in her hands.

That, in a nutshell, was Mae Glowacki Thornton.

Mae recently passed away at the age of 94, one of the last links to a bygone era in local commerce. She was ahead of the times and didn’t give up until the times finally caught up with her.

When I came on board at Forward Janesville, Mae was already pushing 80 but she was far from ready to rest on her laurels. Still a leader of the Goodwill Ambassadors and an active member of the SCORE group of business advisors, she was equal parts sweetness and spunk.

That 2001 issue of the Report featured Mae as part of a story about local businesswomen who were instrumental in “breaking the glass ceiling”; hence, the sledgehammer. As Mae said in the article, she didn’t feel like a trendsetter when she and her husband Leon Glowacki started Badger Transparent Bag in 1946. But being an equal

partner – and a visible equal partner at that – was definitely not the norm in those days. But she held her own, first breaking down barriers with the older salesmen who came to call, then with the business community at large. Mae was instrumental in getting women involved in the then-Janesville Chamber of Commerce, and may have been its first female member.

Her membership was never a passive one. A long-time Goodwill Ambassador, she played a major role in uniting the male-only Ambassadors with their female counterpart, the Diplomats, to create one group of volunteers. In retirement, Mae shared her wealth of business experience with budding entrepreneurs as part of Forward Janesville’s SCORE (later EBA) group of executives. Through maroon jackets and green jackets, Mae was a dedicated volunteer and a strong believer in the organization.

When Forward Janesville began honoring its Goodwill Ambassador of the Year in 1995, Mae was the first recipient. She later added two more trophies to her mantle, as FJI’s Volunteer of the Year in 2005 and again in 2013 as part of the EBA. Businesswomen in Janesville owe a debt to Mae. She helped pave the way for her gender, and she was rightfully proud of that fact. When she was interviewed in 2001, she boldly predicted

**Jim Lyke** - Guest Contributor

that “we are going to have a woman president, and I think that it’s not going to be too long, because we are accepted now.” She may have just missed seeing her prediction come true.

And that cover photo from 2001? She obviously liked it because it was used in her obituary...with the sledgehammer cropped out.





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## GOODWILL AMBASSADORS GO RED!

If you've been feeling a little green, we have the cure for you! This quarter the Goodwill Ambassadors ditched the green jackets, replacing their garb in a colorful red to match their bright and shiny personalities. Looking good, Ambassadors! Thank you for your ongoing work to help connect our community and promote Janesville.

## 2016-2017 BOARD OF DIRECTORS

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Prent Corporation

### Barry Brandt - Vice Chair

Lanair Products, LLC

### Sherri Stumpf - Treasurer

Blackhawk Community Credit Union

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Kerry Swanson • St. Mary's Janesville Hospital

# Calendar of Events

All meetings are held at FJI, unless otherwise noted.

## JULY 2016

- 20 Goodwill Ambassador Meeting, 12 pm, UW-Rock County
- 21 Board of Directors, 7:30 am
- 21 **Business After Five**, 5-7 pm, hosted by Associated Bank in partnership with Festival Foods, 2720 N. Lexington Drive

## AUGUST 2016

- 2 **"Nothing But Net" Speed Networking** Series, 12 pm, hosted by Voigt Music Center (community room), 34 S. Main St.
- 17 Goodwill Ambassador Meeting, 7:30 am, Olde Towne Mall
- 18 Board of Directors, 7:30 am
- 18 **Business After Five**, 5-7 pm, hosted by Blackhawk Bank, 200 W. Milwaukee St.

## SEPTEMBER 2016

- 15 **Business After Five**, 5-7 pm, hosted by Girl Scouts of Wisconsin-Badgerland Council, 3000 Milton Avenue, Suite 113
- 21 Goodwill Ambassador Meeting, 12 pm, Blackhawk Community Credit Union, 2707 Kennedy Road (Lombardi Room)
- 22 Board of Directors, 7:30 am

## OCTOBER 2016

- 19 Goodwill Ambassador Meeting, location & time TBD
- 20 **Rock Regional Business Expo, Luncheon & BA5**, Pontiac Convention Center and Holiday Inn Express & Janesville Conference Center.  
**Sponsorships Available!**  
Contact: Jolynn Burden at 608.757.3160 or email: [jolynnb@forwardjanesville.com](mailto:jolynnb@forwardjanesville.com) for sponsorship opportunities and information.
- 20 Board of Directors, 7:30 am

# This is Chandler.

SHE RECENTLY HAD ORTHOPEDIC SURGERY.  
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# KNOW WHERE TO GO

## Emergency

- ✓ Broken bone, open fracture
- ✓ Change in mental status/behavior
- ✓ Chest or abdominal pain
- ✓ Difficulty seeing
- ✓ Head injury, convulsion
- ✓ Large hives with shortness of breath
- ✓ Painful urination with fever or back pain
- ✓ Severe allergic reactions
- ✓ Severe bleeding, multiple injuries
- ✓ Severe pain of any kind
- ✓ Severe shortness of breath, difficulty breathing
- ✓ Vomiting blood

or

## Urgent Care

- ✓ Cut needing stitching, puncture wound
- ✓ Ear pain
- ✓ Headache, fever
- ✓ Minor allergic reactions
- ✓ Minor eye irritation
- ✓ Minor neck or back pain
- ✓ Minor or small burn
- ✓ Nausea, vomiting, diarrhea, constipation
- ✓ Sinus trouble, runny nose, sore/strep throat, cough
- ✓ Skin rash, itch or sunburn
- ✓ Sprain, pulled muscle
- ✓ Suture removal, wound check

For a suspected heart attack or stroke, call 9-1-1 immediately!

### Mercy Janesville urgent care locations:

#### Mercy East Urgent Care\*

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9 am-5 pm

#### Mercy South Urgent Care

849 Kellogg Ave.  
755-7960  
Monday-Friday, 8 am-5 pm  
Saturday, 8 am-noon

#### Mercy North Urgent Care\*

3400 Deerfield Dr.  
314-3605  
Monday-Friday, 7 am-9 pm  
Saturday, Sunday, holidays,  
9 am-9 pm

#### Mercy Mall Urgent Care\*

1010 N. Washington St.  
741-3800  
Saturday-Sunday, 7 am-7 pm

### Mercy Beloit urgent care location:

#### Mercy Beloit Urgent Care

2825 Prairie Ave.  
363-5500  
Monday-Friday, 5-8 pm  
Saturday, 8 am-1 pm

### Mercy Janesville emergency departments — Open 24 hours a day, 7 days a week

#### Mercy Hospital and Trauma Center\*

1000 Mineral Point Ave.  
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#### Mercy Hospital and Trauma Center Emergency North\*

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