



Rockford Area Economic Development Council

**STONE SOUP ECONOMIC DEVELOPMENT
ANNUAL REPORT 2009**



Rockforward!
YEAR TWO AND COUNTING...

STONE SOUP ECONOMIC DEVELOPMENT

Stone Soup is a parable shared in many civilizations about a community coming together and sharing during difficult times. A traveler came upon a village and was told to move on as there was no food. The traveler said, "I have what I need. In fact, I'll make some Stone Soup and will share with all of you." The traveler took an iron pot from his knapsack, filled it with water, started a fire, and carefully placed a stone in the pot. The villagers began gathering out of curiosity. "If only I had an onion to add to it," mused the traveler. A villager hesitantly gave him one. "A potato would be good," the traveler added. Another villager shared a small potato. Other villagers added some mushrooms, carrots, and even some salt beef. Soon, there was a pot of delicious soup, which the traveler shared with all of the hungry villagers.

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DEAR INVESTORS AND STAKEHOLDERS,

Thank you to the nearly 200 private sector companies, public sector municipalities, labor and trade unions, business organizations, quasi-governmental organizations, educational institutions, and nonprofit agencies who currently invest in the Rockford Area Economic Development Council. Your financial support and determined leadership are the driving forces behind our focus on wealth creation for the Rockford Region.

At the heart of *Rockforward!* - the RAEDC's strategic plan for 2008-2012 - are the expansion, retention, and attraction of employers who create quality jobs. By collaborating with regional allies to promote high-quality job growth, we know *Rockforward!* results impact the region to be better than it would have been without our work.

The five powerful strategies of *Rockforward!* combined with a strong marketing program and regional cooperation are bringing promising opportunities to the Rockford Area. Despite tough economic times, our region's results for client project bidding and closure are above average in the State of Illinois, and our network of clients is growing.

But, we know that these results are not enough. We must do more.

By collaborating on specific initiatives, we can have meaningful impact on our region's wealth. There is an old African proverb that says, "If you want to go quickly, go alone; if you want to go far, go together." We have to go far, quickly. In the year ahead, we have the opportunity to increasingly work together to embrace and assist our local companies; grow our international connections; improve our education system; and build a strong, sustainable region.

This Annual Report, the third since the launch of *Rockforward!*, profiles investments made in 2009 by existing and new employers in the Rockford Region; provides specific results from each of the five primary strategies of *Rockforward!*; and recognizes the private and public sector organizations that drive the work of the RAEDC through investment and volunteer leadership.

In these challenging economic times, we are grateful to those of you who make the choice to invest in the RAEDC. We know that writing a check was difficult for many of you this year. We also know that, without you, we would not have had the successes highlighted in this Annual Report. Without you, we do not have the ingredients for making successful Stone Soup.

Your continued support of the RAEDC assures that our region is moving forward. Together, we can create the future we want now. Together, we can *Rockforward!*

Sincerely,



RAEDC Chairman of the Board
WREX Vice President & General Manager



RAEDC President



Like the villagers in the Stone Soup story, Rockford Area Economic Development Council investors are pooling their resources to create positive changes that are bigger than themselves. They know we can accomplish more for our region through collaboration and alignment.

If you are not an investor, we invite you to take a seat at the RAEDC table today. By connecting people, projects, and pocketbooks, the RAEDC is bringing our community's leadership together in new ways with new results.

SUCCESS STORIES FOR THE ROCKFORD REGION

The RAEDC and regional partners work on wide variety of projects each year, ranging from business retention, expansion, and attraction; property development; foreign trade zone opportunities; and entrepreneurial growth.

On average, 66 projects are managed on a regular basis by area economic development professionals. 114 new projects were entered in 2009. As estimated by our clients, projects were committed for our region representing over 700 retained, expanded, and new jobs for the region; over \$91 Million of capital investment; and nearly 425,000 sq. ft. of space to be built from companies locating new or expanded businesses to the area.

Join us in celebrating the following regional success stories generating new wealth for our community.

Absolute Fire Protection - a full-service union fire sprinkler contractor - announced it will remain in the Rockford Area and retain 20 jobs. The company stated the region is a good location for serving their expanding customer base. Their new location gives them enhanced access to the Chicagoland market to continue winning more projects like the company's recent success with the College of DuPage infrastructure project.

Balanced IT Solutions - a software development company that builds customized products for the airline and other industries - announced it will expand its South Beloit operations to provide aviation clients with services and software streamlining operations, increase efficiency, and reduce costs. The start-up company won an Innovate Illinois award, which is a statewide entrepreneurial and innovation competition recognizing high-growth entrepreneurs.

Benedictine University - a four-year Liberal Arts College based in Lisle, Illinois - located a facility in Rockford. This brought its adult accelerated business and education programs to the community. Program offerings include associates, bachelors, and masters in business, as well as masters in education and ESL endorsement.

Evac North America - a global supplier of vacuum waste water collection and treatment solutions - announced the establishment of their North and South American headquarters in Cherry Valley. The move stems from growth and the continued development of Evac's global supply and service strategy. The 21,000 sq. ft. site houses engineering, sales, administration, and operations activities. Evac is part of the worldwide entity Zodiac Marine and Pool.

J&M Plating, Inc. - an industry leader in providing plating services, heat treating, and machine sorting to the fastener industry - announced it will expand its Rockford headquarters operation during a corporate consolidation and will move work from an acquired company into the facility. The company currently employs 100.

Financial Management Systems - a provider of business process outsourcing solutions to government and private sector institutions - started



new operations in Rockford. The company has created over 100 full-time jobs since opening its 350-seat branch in October. FMS selected the Rockford Area based on a study identifying our region as a “best fit” for the back-office, call center, and information technology industries.

MegaFab - a privately-owned company formed with the integration of three leading metal fabrication equipment companies (W.A. Whitney, Piranha, and Bertsch) - announced it will remain in Rockford and will begin manufacturing product lines of all three companies. This will retain 44 positions and create 10 new jobs. Megafab cited the high quality of Rockford's labor pool and supplier base, the region's location, and available space at its Rockford plant as the reasons for the decision. With the consolidation, Rockford is now Megafab's worldwide manufacturing center.



Christopher Budde, Vice President and General Manager at ThermoFisher Scientific's Ribbon Cutting

ThermoFisher Scientific - a world leader in serving pharmaceutical and biotech companies, hospitals and clinical diagnostic labs, universities, research institutions, and government agencies - expanded their Rockford operations with a new \$5 Million, 35,000 sq. ft. office and research building. The expansion includes laboratory and administrative space for research, product development, and marketing. The company employs 252 and anticipates hiring 16 new full-time employees over the next two years. The Rockford site is headquarters for the Thermo Scientific Pierce proteomics product line.



Trident Manufacturing moves to Rockford

Trident Manufacturing - a full-service technology driven contract manufacturing company that provides custom assembly services and finishing of products to the medical, pharmaceutical, electronic, automotive, industrial, and consumer product markets - relocated to the Rockford Area. This move will create 20 new jobs with plans to add 20 more by 2012. The region's ready cadre of skilled workers was noted by Trident Manufacturing executives as a reason for its move to the region. Since relocating to Rockford, Trident has added new customer accounts, thus contributing to the company's growth plans.



UPS invests in over \$24 Million in Illinois including the Rockford air hub

UPS - a global package delivery company and leader in supply chain solutions - announced \$91 Million in private investment. It will be used to improve and modernize their Rockford and Hodgkins, Illinois facilities in conjunction with a \$24 Million business investment package from the State of Illinois. The investment will retain 3,000 full-time Illinois jobs between the two facilities.



President Pin Ni announcing Wanxiang's new facility with Governor Quinn

Wanxiang - one of China's leading companies and industry leader in renewable energy production - celebrated a ground-breaking for a new solar panel production facility in Rockford. The first phase of Wanxiang America's new photovoltaic solar panel manufacturing facility will be 40,500 sq. ft. of modern, high-tech, manufacturing space and will employ up to 60 people. Over time, the facility will expand to 160,000 sq. ft. and up to 200 employees. In addition, there are plans to build one of the largest solar farms in the United States when Wanxiang leases up to 200 acres at the Chicago Rockford International Airport.

MEASURING THE SUCCESS OF ROCKFORWARD!



The goals of *Rockforward!* are methodically tracked through many metrics. This includes net new primary jobs and jobs recruited, per capita income, international exports, Gross Metropolitan Product (GMP), *Rockforward!*'s impact on GMP, population growth, economic development exposure, development ready land parcels, and numerous internal measurements to evaluate the effectiveness of the RAEDC's marketing and recruitment activities.

The RAEDC uses a wide array of statistical resources to produce these metrics, including the Illinois Department of Employment Security, the U.S. Department of Commerce, the U.S. Census Bureau, the U.S. Bureau of Economic Analysis, Northern Illinois University, and our own Voice of the Customer surveys.

EVALUATING 2009 RESULTS

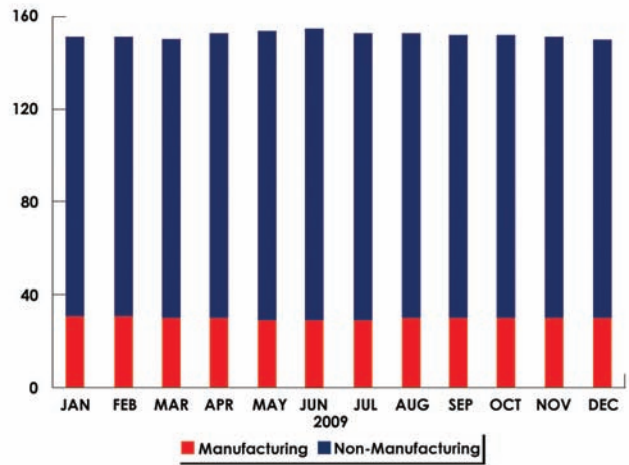
As 2009 drew to a close, we adjusted our models in response to the recession. While an annual fixed rate of growth no longer applies, we are able to make two observations regarding *Rockforward!*'s primary metrics.

First, available jobs remained relatively constant in most major industries through 2009, as seen in the chart to the right. This is consistent with regional and national trends. The number of employed individuals in the metropolitan area decreased by about 1,000 people from January to December of 2009.

Second, the U.S. Bureau of Economic Analysis accelerated availability of 2008 GMP figures. Our Region's GMP increased from \$12.1 Billion to \$12.4 Billion in 2008. This is largely due to a steady increase in exports.

We can also point to results from 2009 client projects managed by the RAEDC and our regional partners. These results indicate our region is working together to achieve our goals despite the unprecedented economic downturn. As estimated by our clients, 713 new jobs will be created in the Rockford Region by existing and new employers. These commitments will bring \$91 Million of capital investment was made, and 425,000 sq. ft. of space.

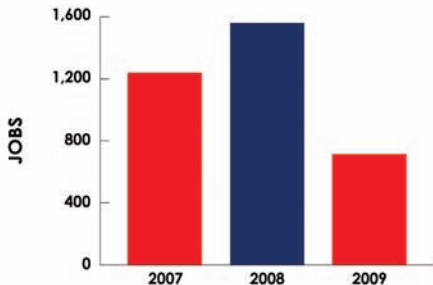
Rockford Region Jobs in 12-Month Moving Average



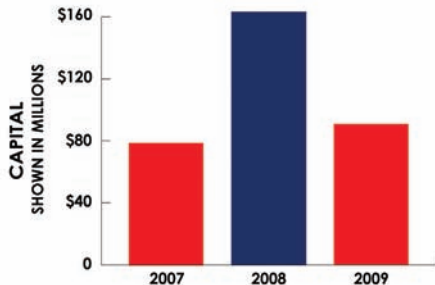
Source: Illinois Department of Employment Security

Projects Committed

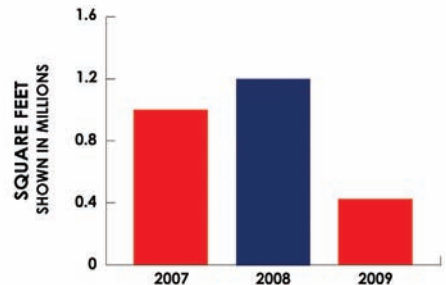
Total New Jobs from Companies Locating New or Expanded Business to Area



Total New Investment from Companies Locating New or Expanded Business to Area



Total Square Feet to be Built from Companies Locating New or Expanded Business to Area



Most economic development experts agree 70 percent of new jobs are created by employers already investing in the community. Therefore, the RAEDC focuses business retention resources where they can have the greatest impact by identifying fastest-growing companies and those most at risk.

IMPROVING THE BUSINESS CLIMATE THROUGH RESEARCH

In 2009, the RAEDC and regional partners completed 102 Voice of the Customer Surveys with company leaders, learning what our employers need to be more successful. The surveys also help to identify strengths and opportunities for improvement in the business environment. As a result of the surveys, the RAEDC responded to over 150 action items for employers in 2009. A new event called "*Let's Do Business...Opening Doors to Government Contracts*" was conceived through Voice of the Customer Surveys. The first annual event designed to connect local companies to government and public organizations was held by the City of Rockford, and 62 local businesses participated. In addition, to gauge the local impact of the global recession the RAEDC implemented a quarterly "feet on the street" survey of Rockford Area companies to understand their situation and how it relates to the current economy. Results are compared over time to identify trends and focus strategies.

EXPANDING INTERNATIONAL TRADE

In 2009, the RAEDC and regional partners assisted local companies with developing international business by hosting the second annual "Go Global" international conference and exhibition. At the event, trade commissioners from more than a dozen countries and world-renowned experts were available to assist nearly 200 Rockford Area attendees with global connections. The event also featured international and national speakers talking about market potential for products and services. Targeted Go Global events were also held throughout the year focused on specific countries.

The RAEDC remained focused on the Country of Sweden in 2009. Rockford sent its first intern - Katy Chadwick - to Lidköping, Sweden, and the RAEDC hosted Sweden's third intern - Katarina Kilter - in Rockford. Both interns worked to promote international business opportunities to local companies. The RAEDC also hosted delegations from Lidköping, Sweden in 2009. We also led a Rockford delegation to West Sweden to attend International Bioenergy Days, which connects companies and technologies from around the world to share best practices and latest advances in the industry. As a result of our participation, the Rockford Region was selected to host International Bioenergy Days in 2010, which is expected to draw more than 400 attendees from numerous countries.

CULTIVATING AN ENTREPRENEURIAL ENVIRONMENT

In 2009, the RAEDC signed a Memorandum of Understanding with EIGERlab, the region's entrepreneurship center for advanced technology. The RAEDC intends to assume the assets from parent company Rockford Area Ventures, provide strategic direction and marketing to the entrepreneurship center, and contract program management to Rock Valley College. As part of the process, the RAEDC applied for a 501 (c) (3) status for a new entity named Rockford Area Strategic Initiatives (RASI).





ADVOCATING ON BUSINESS ENVIRONMENT ISSUES

At the 2009 RAEDC Annual Meeting, the following eight municipalities announced that they signed a Winnebago County Regional Collaboration Policy: City of Loves Park Mayor Darryl F. Lindberg; City of Rockford Mayor Larry Morrissey; Village of Cherry Valley Mayor Jim Claeysen; Village of Machesney Park Mayor Tom Strickland; Village of Rockton Mayor Dale Adams; Village of Roscoe Mayor Dave A. Krienke; Village of Winnebago Mayor Frank Eubank; and Winnebago County Chairman Scott Christiansen. The policy focuses on a commitment to regional collaboration, providing competitive development tools for businesses, protecting our regional assets, and fostering innovation.

ROCKFORWARD! STRATEGY: TARGETED MARKETING AND RECRUITMENT

Business attraction work became more focused on international trade, Foreign Direct Investment (FDI), and the aerospace industry in 2009. The RAEDC hosted 14 international delegations, attended 28 trade shows, and traveled on six international sales missions. And, thanks to our investors and the results of targeted marketing efforts, the RAEDC received over 100 project referrals in 2009!

PRODUCING TARGETED RESEARCH AND MESSAGING

The RAEDC published new international marketing books highlighting Rockford Area Sister Cities and international business relations. These books served as marketing gifts during delegation trips to Italy, Kyrgyzstan, Sweden, and China, as well as gifts for international trade delegations visiting our region. Revised brochures for our Targeted Industries Analysis, a revised Quick Reference Guide, and a new Automotive Industry Summary were also published.

Also new in 2009, the RAEDC marketed to attract FDI in our region through the federal government's "Immigration through Investment" program. This program allows foreign nationals investing \$500,000 or more in a federally approved American locations to obtain green cards to live in the U.S. To market this program in China, RAEDC staff met with Chambers of Commerce and multiple foreign investment promotion agencies with access to local companies and high wealth individuals by providing marketing materials for their constituents.

MARKETING TO TARGETED AUDIENCES

Doing business as the I-39 Logistics Corridor Association, the RAEDC hosted the annual Festivus event in the Chicagoland Area. This event promoted continued awareness and potential investment in the I-39 Logistics Corridor to over 200 industrial brokers and real estate professionals.

Company executives from our leading aerospace manufacturers met with the RAEDC early in the year to strategize ways to grow the aerospace cluster within the Rockford Area. As a result, the RAEDC attended the Paris Air Show with the State of Illinois Department of Commerce and Economic Opportunity and four local companies. This trip generated 33 qualified leads, seven of which represent the potential for over \$100 Million in investment and 700 jobs for the Rockford Region.

The RAEDC hosted delegations from Germany, Canada, Turkey, India and Israel and launched a new Rockford Asia Business Association to support business and economic development through trade promotion between the Rockford Area and Asia. The RAEDC also traveled to China in 2009. While there, the delegation participated in over 35 sales calls yielding three immediate client meetings in our region and five additional prospective meetings. Two of the most promising leads include a wind power company and an "Immigration through Investment" program candidate. During the trip, the team also met with the Chairman of Wanxiang Group to discuss opportunities for additional investment in our region and met with Rockford's Sister City, Changzhou, to



CEIBS China Automotive Alumni Industry Club for business matchmaking, April 2009

celebrate our ten-year anniversary. Later in the year, the RAEDC hosted a Chinese delegation of 20 business leaders from the automotive industry and international investment promotion agencies. Their visit was primarily to investigate opportunities for partnership in the U.S. The delegation participated in tours and engaged in matchmaking discussions with company executives and government entities.

The RAEDC worked with regional partners extensively to develop business relations between our area and Italy. We hosted a networking reception for the Italian American Chamber of Commerce where over 40 regional community leaders learned about and discussed future economic development opportunities. Staff also supported two delegations to Italy through the development of marketing and research materials. The first trip, led by Growth Dimensions, explored opportunities for growth in the automotive industry through Fiat and its supply chain. The second trip included City of Rockford Mayor Morrissey, who visited an international conference on sustainability and economic development.

DEVELOPING FOCUSED MEDIA RELATIONS

The RAEDC collaborated with local media partners to develop a multimedia campaign promoting positive assets of the region from an economic development perspective. This program helps to educate citizens about assets being promoted to existing and potential employers and how they can help. Highlighting four areas - higher education, international trade, strong infrastructure, and thriving local businesses - the new multimedia campaign will run through 2010.

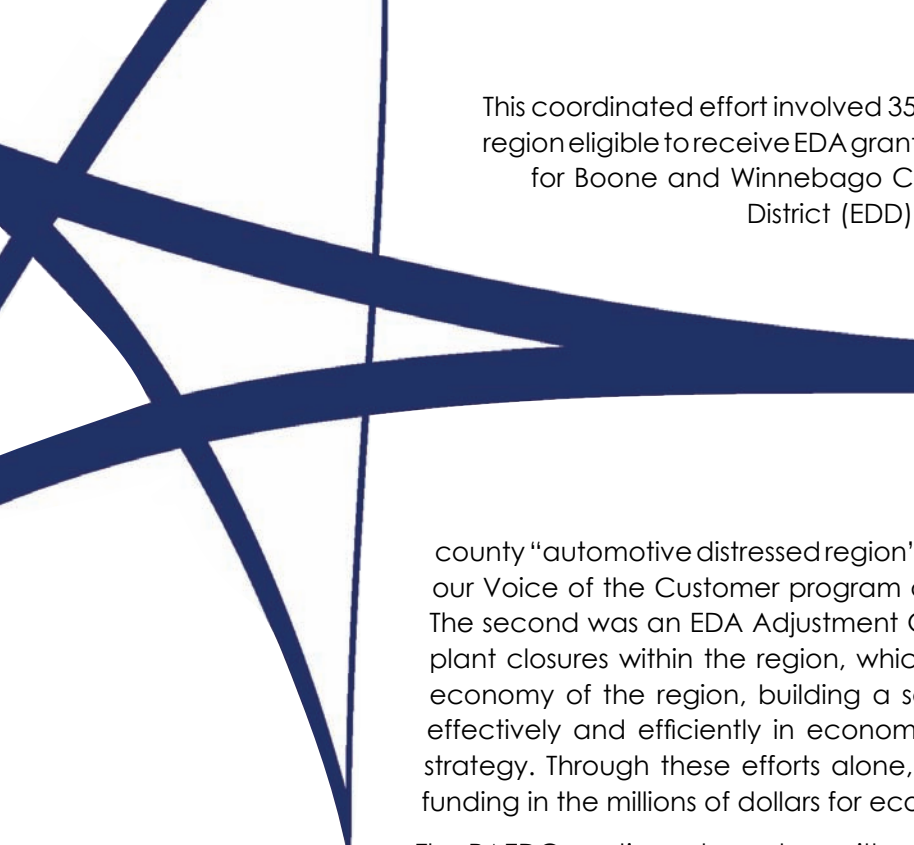
MAINTAINING A WEBSITE THAT PERFORMS

2009 brought a new RAEDC website to our community. Improvements focused on site selectors and real estate professionals, as we are seeing over 1,400 unique visitors per month! The new website features an interactive Rockford Area map, available sites and buildings, featured industries, demographics and research, workforce and entrepreneurship resources, infrastructure assets, international initiatives, incentive programs, and a Business & Investor Directory.

ROCKFORWARD! STRATEGY: WORLD-CLASS BUSINESS INFRASTRUCTURE

The RAEDC advocates and coordinates with regional partners to improve infrastructure planning, increase inventory of construction-ready sites for business, and enhance our incentive and regulatory environment.

In 2009, the RAEDC led the development of a regional strategy for economic development with the ultimate goal of becoming a stronger, more diverse regional economy. The Comprehensive Economic Development Strategy (CEDS) was approved by the Federal Department of Commerce's Economic Development Administration (EDA).



This coordinated effort involved 35 private and public sector leaders and makes our region eligible to receive EDA grants. In addition, we began preparing an application for Boone and Winnebago Counties to become an Economic Development District (EDD). An EDD is a federally designated entity serving as a single point of contact for the EDA, maintaining and implementing the CEDS plan, and assisting area agencies and organizations with preparing economic development grants.

Two major grant applications were submitted to the EDA by the RAEDC and regional partners in 2009. The first was a six-county "automotive distressed region" grant for entrepreneurship. It includes expanding our Voice of the Customer program and growing the programming at the EIGERlab. The second was an EDA Adjustment Grant aiming to address widespread layoffs and plant closures within the region, which includes a strategic plan for restructuring the economy of the region, building a seamless digital interface for staff to work more effectively and efficiently in economic development work, and an implementation strategy. Through these efforts alone, it is possible the Rockford Region may receive funding in the millions of dollars for economic development.

The RAEDC continues to partner with allies from Illinois, Wisconsin, and Iowa through the Tri-State Alliance. Now entering its third year, this alliance for advancing infrastructure and commerce is convening resources among a collaboration of leaders from 17 counties. This year's successful summit in Dubuque had over 150 federal, state, and local officials discussing how to better align our regional efforts. Over 50 attendees also participated in a Tri-State Alliance conference focused on possibilities for regional cooperation with an eye to federal policy.

ROCKFORWARD! STRATEGY: WORKFORCE DEVELOPMENT

The RAEDC and regional partners are working to pursue a proactive, strategic, and collaborative approach to train, attract, and retain a talented workforce.

The RAEDC and thirteen community leaders from partner organizations sustained the work of the Attracting and Retaining Talent to the Rockford Area steering committee (ARTRA) and completed the 4th Annual LiveBig Weekend and Jobapalooza professional career fair over Thanksgiving weekend. ARTRA began in 2006 and hired Rebecca Ryan from Next Generation Consulting to conduct a "handprint" report for the Rockford Region. Highlights from 2009 include the Rockford Area Career Clearinghouse, which launched a new interactive website (rockfordareacareers.com) designed to connect college students and recent graduates to Rockford Area employers. It also saw the new regional young professional organization - IGNITE - officially launch with a new full-time executive director.

The RAEDC strengthened collaborations with the Boone & Winnebago Counties Workforce Investment Board in 2009, by completing a strategic planning process. Program alignment and impact were addressed. In addition, the Workforce Connection continued to coordinate training services for the regions employers.

The RAEDC assisted Rockford Public Schools District 205 ACE High School with connecting students with internships at local companies. This important connection helps build our region's future workforce. In addition, the RAEDC collaborated with the Rockford Chamber of Commerce and Regional Office of Education to bring area educators to leading businesses for tours. These exchanges certainly help to better prepare our students for the working world.

ROCKFORWARD! STRATEGY: EMERGING OPPORTUNITIES FUND

\$175,000 has been carved out of the RAEDC's annual budget and placed into an "Emerging Opportunities Fund" as a resource for investing in forward-thinking initiatives that will move and shape public opinion, remove stubborn or difficult barriers to growth, and enhance our quality of life. Top-tier investors in the RAEDC - called the *Rockforward!* Leadership Council - manage this fund. Members met quarterly to generate investment proposals, deliberate projects, and make investment decisions.

Thirteen investment proposals were generated and considered in 2009, and two projects were ultimately funded. First, \$75,000 was allocated for the Rock River Development Partnership to create a public/private working group of willing partners that will (1) hire an independent master development firm to provide world-class support to create and execute a downtown riverfront master plan, (2) pursue significant private sector investment through the Rockford Local Development Corporation, and (3) coordinate with local developers. Second, \$90,400 was awarded in 2009 for the Solar Thermal Heating and Cooling System at the Freedom Field Renewable Energy Project, which is located at the Rock River Water Reclamation District. The project is a \$3.5 Million demonstration area for showcasing how our region can use and prosper from alternative energy. Using grants from the State of Illinois and matching funds from the Emerging Opportunities Fund and Winnebago County, it is drawing national and international attention to the Rockford Region.

The Leadership Council also worked last year to support projects seeded in 2008. In addition to the Freedom Field Renewable Energy Project, two new initiatives were launched in 2008. First, the Rockford Charter School Initiative is a community-wide, collaborative effort successfully organizing and establishing three charter public schools to Rockford Public Schools District 205 to date. A committee of over 25 community leaders continues to work with the approved charter schools and with District 205. Second, the Rockford Area Career Clearinghouse was created in 2008 to connect college students and recent graduates to jobs and internship opportunities at local companies. Over 400 active student and graduate profiles and over 70 jobs and internships were posted to the Clearinghouse website last year. The Clearinghouse is now housed at the Rockford Chamber of Commerce.

Through the Leadership Council, the RAEDC is building a stronger network of community leaders focused on seeding projects that will produce a more prosperous future.

ADDITIONAL PROGRAMS AND INFORMATION AVAILABLE

INVESTOR EVENTS

The RAEDC hosted four events for investors in 2009, which included networking time and updates on recent initiatives. In the first quarter, members of the Attracting & Retaining Talent to the Rockford Area steering committee highlighted efforts and outcomes of regional collaborations to attract and retain the next generation of talent to the Rockford Area and to connect young professionals. The second quarter event focused on embracing and growing international connections through exporting and attracting Foreign Direct Investment to the region. The topic of sustainability was addressed in the third quarter, and the Annual Meeting and Dinner held in the fourth quarter included an in-depth update of *Rockforward!*'s progress and plans for the future. To receive information about upcoming events, call 815.987.8118.

PRESIDENT'S CIRCLE

The role of the *Rockforward!* President's Circle is to serve as a "kitchen cabinet" to the public/private partnership on primary economic development priorities and strategies. RAEDC investors contributing \$25,000 or more per year become members of the President's Circle. They met four times in 2009. Recent outcomes included securing a grant writer for the Rockford Region, funded by First Rockford Group, investigating opportunities for mergers/consolidations, and researching the impact of poverty on the Rockford Region.

QUICK REFERENCE GUIDE

The RAEDC maintains a Rockford Area Quick Reference Guide including regional data for the Rockford MSA. Inside there is location information, targeted industries, population and income characteristics, access to markets, labor market characteristics, a list of major employers, healthcare, telecommunications, and education resources. The guide is available online in the Resource Library at www.rockfordil.com or upon request at the RAEDC offices.

NEWSLETTERS

The RAEDC publishes a variety of newsletters for targeted audiences.

- *Developments* is a quarterly newsletter highlighting business, industry, and real estate news in the Rockford Area.
- *Global Relations* is an electronic newsletter targeting the Chinese community, both local and abroad, and contains updates on Rockford Area development opportunities.
- *Halsningar* is an electronic newsletter targeting cultural/historical organizations, governmental agencies, and businesses. The newsletter helps maintain and further develop Swedish connections in support of our desired global growth goals and possible Foreign Direct Investments in the Rockford Region.
- *Rising Star* is an electronic newsletter targeting national and regional site selectors and brokers and contains the latest development opportunities in the Rockford Area.

Contact the RAEDC at 815.987.8118 if you would like to be added to any of our newsletter mailing lists.



BOARD, INVESTORS, AND STAFF

Thanks to the volunteer leadership of investors, the RAEDC's strategies are producing results! A strong collaborative spirit is evident in board meetings, in the work of solutions teams and committees, and amongst the staff.

2009 BOARD OF DIRECTORS

Executive Committee

Chairman of the Board

John Chadwick, WREX-TV

Vice Chair

William C. Roop, Alpine Bank

Treasurer

D. Kraig Pierceson, Larson & Darby Group

Immediate Past Chair

David Schertz, OSF St. Anthony Medical Center

Director at Large

Rena Cotsones, Northern Illinois University

Director at Large

Dr. Jack Becherer, Rock Valley College

Leadership Council Chair

Dr. William Gorski, SwedishAmerican Health System

Business Attraction Solutions Team Chair

Frank Walter, Riverside Community Bank

Business Retention & Expansion Solutions Team Chair

Gary Marzorati, William Charles Ltd.

Business & Community Relations Solutions Team Chair

Linda Gerber, Rock River Valley Blood Center

Mayor Lawrence J. Morrissey, City of Rockford

Chairman Scott Christiansen, Winnebago County

Janyce Fadden, RAEDC

Directors

R. Richard Bastian, III, Blackhawk Bank

Edward C. Berg, First Northern Credit Union

Steve Bois, Rockford Area Association of REALTORS

Tom Buell, UPS

Paul Callighan, ComEd

J Chapman, Maverick Media

Mike Ellis, Cliffbreakers Riverside Resort

Teresa Faidley, AMCORE Bank

Pamela S. Fox, Hinshaw & Culbertson LLP

Martin Glass, Woodward

Darrin Golden, IBEW / NECA

Greg Graber, WIFR-TV

Thomas Green, Barrick, Switzer, Long, Balsley & Van Evera

Jeff Hultman, JP Morgan Chase

Gary Kaatz, Rockford Health System

Tucker Kennedy, IMEC

Tom Lasley, Rockford Register Star

Brad Long, Building Trades/Project First Rate

Dr. W. Stephen Minore, Rockford Anesthesiologists Associated, LLC

Tim Morris, Hamilton Sundstrand

Fran Morrissey, The Morrissey Family Businesses

Ed Munguia, Stillman Bank

Brian A. Nelson, Haldex Hydraulics Corporation

Paul Nicolosi, The Buckley Companies

Mark Peterson, CherryVale Mall / CBL & Associates Properties

Bharat Puri, First Rockford Group

Jon E. Schmidt, Associated Bank

Joel Sjoström, Sjoström & Sons, Inc.

Senator Dave Syverson

Glen Turpoff, Northern Illinois Building Contractors Association

Steve Ward, Riverside Community Bank

Dave Whitmore, IronWorkers Local Union 498

Ex-Officio Voting

Mayor Dale Adams, Village of Rockton

Sheryl Crowley, Village of Roscoe

Einar Forsman, Rockford Chamber of Commerce

Steve Graceffa, Rock River Water Reclamation

John Groh, Rockford Area Conv. & Visitors Bureau

Kris Kieper, Next Rockford

Mayor Darryl Lindberg, City of Loves Park

Dr. Martin Lipsky, U of I College of Medicine

Bob O'Brien, Greater Rockford Airport Authority

Mayor Tom Strickland, Village of Machesney Park

Ex-Officio Nonvoting

Cheryl Kneubuehl, Northwest Illinois Development Alliance

Reid Montgomery, City of Rockford

Sue Mroz, Winnebago County Regional Planning

John Phelps, Rockford Local Development Corp.

Jeff Polsean, DCEO Opportunity Returns

C. Mark Williams, Growth Dimensions of Belvidere & Boone County

City of Rockford Liaisons

Alderman Douglas Mark

Alderman Carl R. Wasco

Winnebago County Liaisons

County Board Member Frank Gambino

County Board Member Karen Hoffman

2009 STAFF

Genevieve Borich

Director of Research and Planning

Deborah L. Dorsey

Investor Relations Manager

Janyce Fadden

President

Leilani Hillis

Manager of Operations

M. Alison Lakey

Administrative Services Coordinator

Tonya Lamia

Vice President of Investor Relations

Mark Podemski

Vice President for Development

Eric Voyles

Vice President of National Business Development

Carrie Zethmayr

Client Solutions Coordinator

2009 ROCKFORWARD! INVESTORS

President's Circle Investors

(\$25,000+)

Alpine Bank

Building Trades / Project First Rate

City of Rockford

Comcast

ComEd

First Rockford Group

Greater Rockford Airport Authority

IBEW / NECA

JP Morgan Chase

Maverick Media

Northern Illinois Building Contractors Association

OSF Saint Anthony Medical Center

Rockford Area Association of REALTORS

Rockford Health System

Rockford Register Star

SwedishAmerican Health System

Village of Machesney Park

WIFR-TV

Winnebago County

Woodward

WQRF TV / WTVO TV

WREX

In addition to the chairs serving on the executive committee of the board of directors, we thank the following chairs for their service in 2009:

Nominating Committee Chair: Dr. W. Stephen Minore, Rockford Anesthesiologists Associated, LLC

Audit Committee Chair: Thomas A. Green, Barrick, Switzer, Long, Balsley & Van Evera

Education Committee Chair: Mike Ellis, Cliffbreakers Riverside Resort

Leadership Council Investors (\$10,000+)

AMCORE Bank
Anderson Packaging, Inc.
Aqua-Aerobic Systems, Inc.
Area Erectors, Inc.
Associated Bank
AT&T
City of Loves Park
Cliffbreakers Riverside Resort
Eclipse, Inc.
First Northern Credit Union
GE Aviation
Hamilton Sundstrand
IronWorkers Local Union 498
Larson & Darby Group
Northern Illinois University
Plumbers & Pipefitters UA Local 23
Riverside Community Bank
Rock River Water Reclamation District
Rockford Area Convention & Visitors Bureau
Rockford Chamber of Commerce
Rockford Park District
Rockford Public Schools
RSM McGladrey, Inc.
Sjostrom & Sons, Inc.
SupplyCore, Inc.
Thermo Fisher Scientific
Village of Rockton
Village of Roscoe

Investors (\$2,000+)

Alpha Controls & Services LLC
American TV of Rockford
Auxxi & Associates, Inc.
Ballard Properties
Barrick, Switzer, Long, Balsley & Van Evera
Benedictine University
Benefit Planning Services, Inc.
Bergstrom Inc.
Blackhawk Bank
Boone & Winnebago Counties Workforce
Investment Board
Cadbury Adams USA LLC
Chem Processing, Inc.
CherryVale Mall / CBL & Associates
Properties
Chicagoland Roofing Council / United
Union of Roofers
Clinkenbeard & Associates, Inc.
Clock Tower Resort & Conference Center
Comprehensive Community Solutions, Inc.
Contry Homes of Illinois
Corbett, Duncan & Hubly, P.C.
Cord Construction Company
Crawford, Murphy & Tilly, Inc.
Crusaders Central Clinic Association
Dakota, Minnesota & Eastern Railroad
Danfoss Drives

Datacraft, Inc.
DCEO Opportunity Returns
Doyle, Woodhouse & Moore Inc. Realtors
Emery Air, Inc.
Employers' Coalition on Health (ECOH)
Fehr-Graham & Associates
Forest City Gear Co., Inc.
Fridh Construction Services
Gary W. Anderson & Associates, Inc.
Giovanni's Restaurant & Convention Center
Global Enterprise Technologies, Inc.
GrahamSpencer Advertising/Design
Greenlee - A Textron Company
Greg Tuite & Associates
Gypsum Supply Co.
Haldex Hydraulics Corporation
Hampton Properties
Hanson Professional Services, Inc.
Hegel Holdings, LLC. dba Minarik Drives
Helen Hill Communication
Hinshaw & Culbertson LLP
Holmstrom & Kennedy, P.C.
Homer L. Chastain and Associates, LLP
Ingenium Technologies Corp.
J & M Plating Inc.
J.L. Clark - A CLARCOR Company
Joseph Behr & Sons, Inc.
Judson University
Kaney Aerospace
Kuma's Asian Bistro
Laborers' Local #32
Leading Edge Hydraulics
Liebovich Steel & Aluminum Co.
Lindgren, Callihan, Van Osdol & Co.
Lowe's Companies, Inc.
McGreevy Williams P.C.
Mechanical Inc.
Members Alliance Credit Union
Midwest Community Bank
National City Bank
NCO Group
Next Rockford
Nicor Gas
Nordic Investments
Norstar Heating and Cooling
Northwest Bank
Orput Companies, Inc.
Parker Hannifin Corporation
Per Mar Security Services
Picha, Salisbury & McCumber, LLC
Plante & Moran, PLLC
Rasmussen College
Ringland-Johnson, Inc.
Rock River Valley Blood Center
Rock River Valley Industrial Park, Inc.
Rock Valley College
Rockford Anesthesiologists Associated, LLC
Rockford Bank & Trust

Rockford Career College
Rockford College
Rockford Drop Forge Company
Rockford Forms & Graphics
Rockford MetroCentre
Rockford Orthopedic Associates
Rockford Toolcraft, Inc.
Savant Capital Management, Inc.
Schmelting Construction Co.
Schneider Electric
Senator Dave Syverson
Sheet Metal Workers Local #219 / SMACNA
SIDCOR, Marketplace of Rockford
Sikich
SPX Hydraulic Technologies
Stewart & Associates Inc.
Stillman Bank
Summit Real Estate Developments, Inc.
Superior Joining Technologies, Inc.
Tandem Development Group, LLC
Testing Service Corporation
The BankCentre
The Bon Ton Stores, Inc.
The Buckley Companies
The Furst Companies
The Morrissey Family Businesses
Title Underwriters Agency
U of I College of Medicine
U.S. Bank
Upper Iowa University-Rockford Center
UPS
Venture One Real Estate/Rock 39 Industrial
Park/Loves Park Corporate Center
Village of Cherry Valley
Village of Davis Junction
Village of Winnebago
Walter Wayne
William Charles Ltd.
Williams-Manny, Inc.
WilliamsMcCarthy, LLP



Thank you to all Rockford Area Economic Development Council investors and volunteer leaders. Now, more than ever, your continued support is needed to ensure we successfully carry out the *Rockforward!* multi-year plan and realize its goals. Opportunity is on our doorstep, and we are poised to take advantage of it with the support, vision, and leadership from people like you.

The primary role of the Rockford Area Economic Development Council is to enhance wealth creation in the Rockford Region by marketing the area and helping employers retain and create quality jobs. The RAEDC works closely with many partners to serve as a one-stop resource for clients, to improve the competitiveness of the region, and to engage the community in the work of economic development.



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