



PRESS RELEASE
October 21, 2015

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**MAYOR HIRES AARON HERTZBERG AS THE CITY OF FRANKLIN'S
NEW ECONOMIC DEVELOPMENT DIRECTOR**

Mayor Steve Olson has announced the hiring of Aaron M. Hertzberg as the new Economic Development Director for the City of Franklin, WI. Aaron will begin with the City on November 4, 2015.

An executive search firm guided the City in a national search for filling this new position. Nearly 50 applications were received, which is a strong turnout for such a position. Included in Mayor Olson's interview panel were a member of the City's Economic Development Commission, Community Development Authority, and Common Council. Following the extensive review and multiple-interview process and on the recommendation of the interview panel, Mayor Olson selected Mr. Hertzberg.

Mr. Hertzberg comes most recently from Pawtucket, Rhode Island where he was the Director of the Pawtucket Foundation, a non-profit economic and community development organization. Aaron's ability to build business relationships and instigate development from a position between the public and private sectors was seen as a strength that could be leveraged in Franklin. He has ten years of experience in economic and community development and strong academic credentials, including a Master of Public Affairs from Brown University's Taubman Center for Public Policy and a Bachelors of Science from the University of Minnesota-Twin Cities with a Major in Urban Studies. Having grown up in Racine and previously worked on economic and community development efforts for Sustainable Racine, Aaron is excited to be returning to southeastern Wisconsin.

Mayor Olson desired to find a candidate who can grasp the needs of the business community and prospective developers, while respecting the requirements of government processes and public review, and can do both with energy, a positive attitude, and strong communication skills. Mayor Olson noted that "The interview panel and I could see that Aaron would bring to Franklin the experience and energy for which we were looking. I am confident that he is the right person to help move the City forward in this important position." "I believe he will be both an innovator and a consensus builder and will serve the Common Council and citizens well," explained Mayor Olson.

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