

our mission

Forward Janesville leads private sector economic and community development efforts to ensure the continued health and prosperity of business and industry in Janesville and Rock County.

what we do

a brief overview

Member Services

Value added benefits making FJI an investment in your business

- Dedicated Goodwill Ambassador assigned to every member to meet individualized business needs
- Countless networking opportunities and events
- Member referrals
- Exposure through advertising, sponsorships, social media and more
- Resource for community information and business news

Economic Development

Strategic partnerships to bring jobs and investments to our community

- Leader in retaining and growing existing industries while diversifying the area's economic base
- Rock County 5.0 Founder
- Rock County Development Alliance Partner
- Leader in downtown revitalization and industrial development

Government Relations

Lobbying and advancement of pro-growth agendas at every level of government

- Proactive, aggressive government relations team
- Monitors legislative issues of interest to businesses
- Organizes annual Washington DC Trip
- Oversees Rock County Day in Madison
- I-39/90 NOW Coalition Founder
- Hosts Campaign Management Institute, a school for aspiring political candidates

Workforce Education/Assistance

Initiatives to ensure a strong workforce today and in the future

- Inspire Rock County/Career Cruising Platform
- Dale Carnegie Training opportunities
- Partnerships with BTC, UW Rock County and area school districts

Community Partnerships

Working together to ensure the continued health and prosperity of business and industry

- City of Janesville staff and working groups
- Downtown Development Alliance
- Janesville City Council, School Board and Rock County Supervisors
- Westgate Business Corridor Group



experience the power of community



14 S. Jackson Street, Suite 200
Janesville, WI 53548
608.757.3160

ForwardJanesville.com
forward@forwardjanesville.com

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HELPING YOU GROW



HOW FJI HELPS YOU GROW

FORWARD
JANESVILLE

- 1 FAMILIARITY:** Do business with people you know—it's the #1 reason a business joins a chamber!
- 2 NETWORKING:** Build relationships and create partnerships with other businesses in your community.
- 3 ADVOCACY:** Benefit from a collective voice on issues facing our local, state and federal governments.
- 4 COMMUNICATION:** Be "in the know" with our community guide, quarterly magazine, e-newsletters and website.
- 5 PROMOTION:** Get recognized with grand openings, business anniversaries and other key milestone celebrations.
- 6 RESOURCES:** Capitalize on training, education and opportunities to join committees that chart the future.
- 7 EXPOSURE:** Business listings, referrals, advertising and sponsorships deliver a return on your investment.
- 8 BUSINESS DEVELOPMENT:** Share ideas and suggestions on our economy and community initiatives to help us help you grow.
- 9 MEMBER SAVINGS:** Members receive special pricing on all FJI events and activities.
- 10 GROWTH:** Investing in your chamber, and your community, helps the local economy—and your business—thrive.

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WHY WE BELONG



“Communities thrive when current businesses are booming and there’s a push to draw new business into the community. FJI plays a key role in meeting the needs of our current employers while attracting new employers to the area. They are on the front lines when key issues arise and they lobby for what’s best for Rock County’s business community. Data Dimensions is a strong supporter of FJI and values its importance in the community.”

—**Sandy Bennett, Corporate Trainer, Data Dimensions**



“Through win-win business relationships, we have generated new revenues, reduced expenses, increased our community awareness and been a part of our ever-changing business community. We’ve leveraged our FJI Ambassadors to bring more value to our membership, we’ve benefited by learning about new business and government initiatives that improve our community, and FJI events have provided us with the results we need.”

—**Jim McMullen, Development Director, KANDU Industries/Best Events**

FJI has over 500 member businesses and 250 active volunteers who network, develop and act with a unified voice in the economic, educational, political and organizational areas for the betterment of members, investors and the community. **Why not become a member today?**

- Business After Five and Nothing But Net networking opportunities
- Free or low-cost promotions and opportunities to advertise your business
- Grand openings and ribbon cuttings to increase the visibility of new or expanding businesses with publicity in our newsletter and social media providing free exposure
- Opportunities with workforce development through area educational institutions
- Government advocacy and involvement at city, county, state and federal levels
- Economic development, retention and growth of existing and new industries
- Important, ongoing updates to keep you informed of special events and vital legislative information (emails, web and social media)
- Up-to-date mailing labels for our 500+ business members on the FJI active member mailing list for businesses to develop a database of prospects
- Information resources, including: community demographics, local telephone directories, SBA regulations, local maps, directories for major employers, industries, government contacts, clubs and organizations, experienced business advisors and UW-Whitewater’s Small Business Development Center
- Tax deductibility—an FJI membership is over 95% deductible as a business expense

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2015

2015

- FJI membership and the local economy continue to grow
- Annual Dinner hosts Mitt Romney and Paul Ryan with record 1,400 attendees

2014

- Government Relations Council leads inaugural trip to Washington DC
- FJI unveils Downtown Riverwalk Amphitheater project plans

2013

- Goodwill Ambassador Program expands to 50 volunteers
- FJI initiates Power of 10 concept for a viable and sustainable downtown

2010

2010

- FJI leads efforts to greenlight \$1 billion expansion of I-39/90

2009

- Rock County 5.0 is born; cooperative between FJI, city, county and industry
- Janesville Design & Development Center opens
- FJI organizes first annual Rock County Day in Madison to lobby at state capitol

2008

- Jackson Square Commercial Redevelopment Project is complete
- Young Professionals Group organizes

2006

- FJI helps designate Janesville as Development Opportunity Zone, resulting in special tax credits for businesses
- FJI leads effort to create UW-Rock County Engineering Education Program

2005

2004

- FJI-founded Leadership Development Academy (LDA) graduates its first class

2002

- First-annual Awards Luncheon held to honor area individuals and businesses
- Westside Business Corridor Group organizes

2001

- Small Business Council forms

2000

2000

- Rock Regional Business Expo emerges (evolves from career fair to regional expo)
- Campaign Management Institute launches

1998

- FJI's newsletter, *The Report*, transforms into a full-color magazine

1995

1995

- FJI launches its second, four-year strategic plan, the New Century Program, which focuses on business retention and expansion

1992

- FJI hires its first president

1991

- FJI is born through a merger between Janesville Economic Development Coordinating Organization (JEDCO) and Janesville Area Chamber of Commerce