



PRESS RELEASE

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MAYOR HIRES CALLI BERG AS THE CITY OF FRANKLIN'S NEW ECONOMIC DEVELOPMENT DIRECTOR

Mayor Steve Olson has announced the hiring of Ms. Calli Berg as the new Economic Development Director for the City of Franklin, WI. Ms. Berg will begin with the City on June 18, 2018.

An executive search firm guided the City in a national search for filling this position. Over 40 applications were received, which is a strong turnout for such a position. On the unanimous recommendation of the interview panel, which included a local business representative and the President of the Common Council, Mayor Olson selected Ms. Berg and introduced her to the community before the May 15, 2018, Common Council meeting.

Although coming most recently from Southwestern Michigan, Ms. Berg was raised in and graduated high school in Milwaukee County. She then received a Bachelors of Business Administration-Marketing from the University of Wisconsin-Milwaukee. Currently, Ms. Berg is the owner and President of Business Development Management Services, where, for the last decade, she provided a broad spectrum of economic and community development consulting to municipalities, development districts, and chambers of commerce in Michigan. Prior to that, she worked at both the county and state levels performing economic development, such as serving as a Business Development Manager for the Michigan Economic Development Corporation. In addition to her direct job experience, she brings economic development related certifications that emphasize her knowledge and capabilities. Specifically, Ms. Berg is a Certified Economic Developer (CEcD) from the International Economic Development Council and an Economic Development Finance Professional (EDFP) through the National Development Council. "Franklin has so many assets and such tremendous opportunity," says Berg. "I am excited to work with the business and stakeholder community and make great things happen in the City of Franklin."

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 "Ms. Berg's ability to build business relationships combined with her strong background positions her to translate development opportunities into results." "I believe she will serve the Common Council and citizens well," explained Mayor Olson.

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