



FOR IMMEDIATE RELEASE
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Next Rockford Welcomes Two New Strategy Team Members

Rockford, IL – Next Rockford enthusiastically welcomes **Jorge Herrera** and **Steve Swenson** to its Strategy Team. Next Rockford is designed to unite young local professionals, from diverse professional, economic and cultural backgrounds, who share a common vision for our community. It encourages Rockford's next generation of leadership to advocate for improvements in education, the business environment and urban development.

Jorge Herrera is a Senior Vice President and Commercial Banking Team Leader at Associated Bank. He is also an active member of the YMCA of Rock River Valley's Community Outreach Council, the United Way of Rock River Valley's Campaign Cabinet, YWCA's La Voz Latina Banquet Committee and the Coalition of Latino Leaders.

Steve Swenson is a Senior Geologist at St. John – Mittelhauser & Associates, Inc. He serves as Vice Chairman of the Winnebago County Local Emergency Planning Committee and is active with the Winnebago County 4H Shooting Sports. In addition to joining the Next Rockford Strategy Team, Swenson will assume the role of Treasurer.

Next Rockford's 2016 initiatives included support of Alignment Rockford, Rockford Area Economic Development Council (RAEDC), Rockford Area Convention and Visitors Bureau (RACVB) and Rebuilding Rockford. It also oversaw a book drive and a boots and coats drive, both benefitting students in Rockford Public Schools.

Both Herrera and Swenson have been appointed by Chris Weber, of Morgan Stanley Wealth Management, who recently took on a year-long role as Next Rockford Facilitator, following the conclusion of Scott Anderson's term.

Existing strategy team members include David Anderson, Scott Anderson, David Anspaugh, Conor Brown, Frank Haney, Brant Hulsebus, Keith Kruchten, Jimsi Kuborn, Tom McNamara, Rebecca Nunes, Maryjo Pirages, Maurice Redd, Lee Thoms, Chris Weber and Wester Wuori.

If you're interested in joining Next Rockford, please contact Rebecca Nunes at rebecca.nunes@bankalpine.com or visit nextrockford.org.

About Next Rockford

Next Rockford was formed in 2003 and works to engage Rockford's next generation of leadership in advocating for improvements in education, the business environment, urban development and other issues important to our community. For more information visit nextrockford.org.

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