

FOR IMMEDIATE RELEASE

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Advance Southwest Iowa Corporation and Mills County Economic Development Foundation Announce Strategic Partnership and Hiring of Joe George



*Regional Collaboration Strengthens Economic Development
Efforts Across Mills and Rural Pottawattamie Counties*

COUNCIL BLUFFS, IA – Advance Southwest Iowa Corporation (ASWIC) and the Mills County Economic Development Foundation (MCEDF) are pleased to announce a strategic partnership designed to strengthen economic development efforts throughout Mills County and rural Pottawattamie County. As part of this collaboration, the organizations have jointly selected **Joe George** to serve as **Senior Director, Economic Development – ASWIC & MCEDF**, effective October 19, 2026.

As partners in the Greater Omaha Economic Development Partnership (GOEDP), ASWIC and MCEDF recognize the value of regional collaboration. This innovative partnership establishes a shared economic development position focused on business attraction, retention and expansion, site readiness, infrastructure development, and job creation while maximizing resources and strengthening services to rural communities.

"By working together, we can maximize our resources, strengthen relationships with our rural communities, and create additional opportunities for economic growth throughout Southwest Iowa," said **Paula Hazlewood, CEO of ASWIC**. "We are especially excited to welcome Joe to our team. His experience in municipal administration and economic development, combined with his established relationships throughout Mills County, makes him an excellent fit for this unique position."

Mark Norman, Executive Director of MCEDF, echoed the importance of the collaboration. "This partnership demonstrates what can be accomplished when organizations share a vision for economic growth. By aligning our resources and expertise, we can better serve our rural communities, attract new investment, and support existing businesses. Joe's regional knowledge and relationships will be tremendous assets to both organizations."

George brings experience in public administration, economic development, and community leadership. Most recently, he served as City Administrator/Clerk for the City of Malvern and previously as Interim City Administrator for the City of Glenwood. His background includes development incentives, infrastructure investments, grant administration, and community planning. George holds a Master of Public Administration from the University of Nebraska Omaha and has served in several regional leadership roles, including as an ex officio member of the MCEDF Board of Directors.

"I'm incredibly excited to join ASWIC and MCEDF and contribute to the economic growth of both counties," said **Joe George**. "Having worked closely with local governments, businesses, and community leaders throughout the region, I've seen firsthand the tremendous potential of our rural communities. I look forward to building upon those relationships and creating new opportunities for investment and long-term economic growth."

In his new role, George will work directly with businesses, developers, municipalities, and regional partners to advance development opportunities, support existing employers, and strengthen the economic competitiveness of Mills and rural Pottawattamie Counties.

About the Organizations: Advance Southwest Iowa Corporation (ASWIC) serves as the primary economic development organization for Council Bluffs and Pottawattamie County. The Mills County Economic Development Foundation (MCEDF) promotes business growth, investment, and economic development throughout Mills County. Both organizations are partners in the Greater Omaha Economic Development Partnership.

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