

The Greater Whitewater Committee: Set to host Kim McDarison from WhitewaterWise at upcoming August meeting

Posted on Thursday, Aug 3, 2023

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WHITEWATER—August 3, 2023—The Greater Whitewater Committee (GWC) is set to host Kim McDarison as guest speaker at its upcoming monthly meeting in August. Kim McDarison, who recently created a new online news source for the Whitewater community: WhitewaterWise.com, also is the publisher of Fort Atkinson Online, which continues to cover Whitewater's neighbor, Fort Atkinson.

The GWC's upcoming monthly meeting is scheduled to take place on **Thursday, August 10th at 7 a.m.** at 841 Brewhouse: 841 E Milwaukee St, Whitewater, WI 53190. Kim will be discussing the future plans for WhitewaterWise and its features. An RSVP is required to attend. To reserve your spot, contact Jeffery Knight at: jpk@knightpublicaffairs.com or 920.728.0662 by Wednesday, August 9th.

WhitewaterWise.com is an online news site covering the city of Whitewater and stories of broader local interest in Walworth, Jefferson, and Rock counties. WhitewaterWise.com is an online property of Fort Atkinson Online LLC, which also publishes FortAtkinsonOnline.com.

"We are very excited about WhitewaterWise's new venture", said GWC President Jeffery Knight, "and we can't wait to hear Kim's vision on the future of this news outlet."

About Kim McDarison:

Raised in New England and a 1986 graduate of Western Connecticut State University, Kim McDarison wanted to be a journalist from the time she was 9. While in college, she earned a bachelor's of business administration (BBS) degree, with a concentration in MIS (management information systems), and a minor in journalism. After working in journalism in the Connecticut and St. Louis, Mo., areas, McDarison arrived in Walworth County where she raised her two daughters full-time until they started school, returning to journalism in the early 2000s as the editor of the *Whitewater Register*. She has since worked as a freelance and staff reporter for such news agencies as the independently published *Edgerton Reporter*, *CSI News (Walworth County Sunday)*, *Southern Lakes Newspapers*, *Hometown Newspaper Group*, with its network of papers surrounding the Madison area, and *Adam's Publishing Group*. Her stories have appeared across the Walworth, Jefferson and Rock county region, in such papers as the *Janesville Gazette*, *Daily Jefferson County Union*, *Watertown Daily Times*, *Milton Courier*, *Cambridge News and Deerfield Independent*, *DeForest Times-Tribune*, and *Lake Mills Leader*, among others affiliated with each of the broadranging consortium publishing networks. In February of 2021, McDarison became an independent publisher, launching FortAtkinsonOnline.com. The publication has branched out recently to include the newly launched WhitewaterWise.com.

About the GWC

The GWC is an action-oriented group committed to working with citizens, elected officials, and policy makers to identify, craft, and implement a pro-business agenda. Its goals are to advance the economic, educational, and social policies required to energize and secure the Whitewater area's economic future, as well as protect Whitewater's quality of life.