

## **Daniel J. Roarty, Recognized by the Green Bay Area Chamber of Commerce as “An Innovator”**

**For Immediate Release**

**February 16, 2012**

Dimension IV is excited to announce that its principal, Daniel J. Roarty, has been recognized by the Green Bay Area Chamber of Commerce’s as one of “The Innovators: People you Should Know.” Dan was selected by a panel of judges for demonstrating initiative, innovation and creativity in tackling problems and delivering solutions.

“Wisconsin has a long history of being innovative, I am honored to be considered one of the innovative people in the Green Bay Area and am humbled by the nomination,” says Roarty, “The best architecture is designed in way that considers purposes (now and into the future), to achieve this it requires assessing each opportunity and operation and essentially ‘testing’ for the result,” added Roarty.

“Designer Ivan Chermayeff said, ‘Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution.’ This is what Dan does with every project he is involved in, whether it is volunteering his time or working with a client,” shared one of his colleagues.

The award criteria for “The Innovators: People You Should Know,” included innovation and creativity exhibited by the individual, particularly in the business setting; the “calculated risk” this person took in being innovative; the impact/relevance of the individual’s innovativeness on the business, including specific, tangible examples; and the impact/relevance of the individual’s innovativeness on the business community and/or community at large.

Dan was specifically identified as one of the innovators for not only his work as an architect in the area, but also for his work in developing a model for “recycling buildings,” first used by On Broadway, Inc. for the recycling of the Larsen Canning Company. Additionally, Dimension IV was involved in the recycling of the former Port Plaza Mall. Dan also expanded the services Dimension IV offers by including planning and economic development in addition to architecture, allowing the firm to further support it clients even before the design process starts. This has allowed Dimension IV to position itself as each client’s “A Team.”

###

*Dimension IV is a team of architects, planners and economic development professionals that address business and community needs and opportunities. From conducting market analyses to strategic planning to space assessments to building design our services are targeted to helping businesses and communities succeed.*

**MEDIA CONTACT:**

Naletta Burr  
Director of Community Development  
(920) 431-3444  
njburr@dimension-iv.com