



## For Immediate Release

Contact: Joshua Morby  
Mobile: 414.791.9120  
Email: [media@thenewnorth.com](mailto:media@thenewnorth.com)

## Plan Aligns Efforts to Spur Job Creation in New North Would Invest in Worker Training in Manufacturing, High-Tech Industries

**APPLETON, October 11, 2006** – A major new job creation initiative announced by Governor Jim Doyle today will go a long way toward growing the economy and training the workers of the New North region, said Jerry Murphy, executive director of New North, Inc.

The Governor's "Jobs for the Future" plan calls for training 36,000 Wisconsin workers and investing in the manufacturing and high-tech industries.

"We excited because the Governor's initiative is very much aligned with the strategic work being done by New North, Inc.," Murphy said. "We need to make sure our state is training our young people for the jobs of the future, and that is exactly what this new proposal by Governor Doyle will do. The Governor understands that our future lies in education and training, a goal shared by the New North, and we are pleased to see the Governor make these investments to prepare our workforce for the jobs of the future."

Continuing to develop Wisconsin's manufacturing industry is a major component of the Governor's plan. Included in the initiative are proposals to double funding for the Youth Apprenticeship Program to train young people in the manufacturing trade, and a proposal to offer grants to businesses that train workers in the emerging fields of manufacturing, biotechnology, and renewable energy.

"We already know that the New North is a great place to live, work, and raise a family, and this new initiative by Governor Doyle will help us build on our strengths, continue to train our workers, and develop our manufacturing industry," Murphy said.

Governor Doyle's announcement today fits well with the task force work currently underway in the areas of New North's target markets, which include advanced manufacturing and modernized agri-business. New North, Inc. has also placed a priority on increased educational attainment – including near and long-term workforce development, entrepreneurship, and branding the region as being biased toward technology applications.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).