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## For Immediate Release

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## **New North Raises the Bar for Extreme Entrepreneurs** **New Standard Set as National Tour Stops at Fox Valley Tech in Appleton**

**APPLETON, October 19, 2006** – Efforts to promote entrepreneurs and small businesses growth in Northeast Wisconsin continue to draw attention. One of the leading drivers for this recognition is the Extreme Entrepreneur Tour (EET), (<http://www.extremetour.org>) an interactive leadership and collegiate entrepreneurship tour that will travel to 10 college campuses throughout America this fall. They stopped at Fox Valley Technical College in Appleton today.

Organizers are using today's event to rally support and increase awareness and enthusiasm for the efforts underway in the region.

"We launched the Venture Center a little more than a year ago," said Amy Pietsch, the center's director. Serving as a resource and assistance center, the organization is excited about its success in creating new small businesses and entrepreneurs in the region. To learn more about the center and the success stories of the region, visit their website at <http://www.vcwi.biz/index.php>.

"New North, Inc. is excited to be a partner in this effort and even more excited about the success and enthusiasm of people like Amy and the partnership that exists among our region's business leaders and educators," said Jerry Murphy, executive director of New North, Inc. "We already know that the New North is a great place to live, work, and raise a family. Motivating our region's entrepreneurs and creating an environment that fosters opportunity and growth is essential for continued success. We're excited about today's events, and we look forward to telling the story about *why New North* to the right people."

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).