



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

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Media Release

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NEW NORTH, INC. RECEIVES HONORABLE MENTION AT INTERNATIONAL ECONOMIC DEVELOPMENT CONFERENCE

*WI-based regional development organization recognized for its
talent recruitment brochure*

New North – Acknowledging New North, Inc. for its exceptional talent recruitment brochure, the International Economic Development Council (IEDC) recognized the 18-county regional development organization with an honorable mention at the IEDC's Annual Conference in Reno, Nevada. New North, Inc. was honored for this achievement during an awards ceremony on Tuesday, October 6th.

Competing in the category of General Purpose Brochure by organizations serving areas with populations exceeding 200,000, New North's *North of What You Expect - Living in the New North* entry made a notable impression. The brochure satisfied a gap in promotional/informational materials that effectively define living in the 18-county Northeast Wisconsin region. Companies, municipalities, academic institutions, health care organizations, and others were looking for an effective employee talent and business recruitment piece to complement their own tools to more accurately reflect the regional range of important assets and information pertinent to relocation decisions.

"Furthering economic development is rarely a simple task in the best of times, and advancing the cause in the midst of a global financial crisis is nothing less than arduous," said Ian Bromley, IEDC chair. "As the consequences of the widespread economic turmoil have taken hold, we have seen our members become even more ardent proponents of economic development, flying in the face of one of the most challenging economic environments we have experienced in our careers. We tip our hats to New North, Inc. for its superior work during these difficult times."

North of What you Expect – Living in the New North is broken into eight standard-of-living sections, including work life, home & life, education, health care, culture & diversity, arts & entertainment, recreation and safety & environment. The brochure was designed by Coalesce, Inc., with photos from Image Studios, both of Appleton, Wis.; content was developed with input from New North, Inc. committee representatives and regional business, community and education leaders.

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An initial 10,000 copies have all been consumed by regional employers, with a reprint and an edited update of the brochure recently completed. The project – which has also been posted at http://zegapi.com/view/?book_name=NewNorth using zagapi page-turning technology to animate the content in booklet format – provided for an effective, multi-media response to a consistent economic development challenge.

About the International Economic Development Council

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

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