



For Immediate Release

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New North Firms Recognized for Workplace Excellence

NEW NORTH, January 8, 2010 – The New North, Inc. has announced that three Northeast Wisconsin companies have received New North Workplace Excellence Award, sponsored by Right Management: Miles Kimball Co. of Oshkosh, Goodwill Industries of North Central Wisconsin, Menasha, and McCain Foods USA of Appleton.

The annual award recognizes organizations that demonstrate significant, measurable improvement tied to workplace policies or practices. The awards were presented at the New North Summit, held at the KI Center in Green Bay in December.

“Miles Kimball, Goodwill, and McCain Foods all implemented policies that dramatically improved their respective workplaces, and they’re all very deserving of this award,” said Jerry Murphy, Executive Director of the New North, Inc. “Congratulations to each of these companies for all their success.”

Miles Kimball Company of Oshkosh was selected because of its strong emphasis on employee wellness, safety and continuous improvement. By putting in place new safety practices, the company dramatically reduced its reportable injuries. And after launching its healthy workplace initiative, employee insurance premium increases were held to no more than three to five percent over a four-year period. The company realized health care savings of \$5.4 million over the last eight years.

Goodwill, which was also the first winner of the New North People, Possibilities and Progress Diversity Award two years ago, stood out for transforming its culture and building a financially strong, environmentally friendly business model while always putting people first. Before revamping its people practices, Goodwill’s turnover rate spiked to over 100%. In 2003, turnover decreased to 52.45% and is expected to total 35.67% for 2009. In 2003, Goodwill had 17 stores with annual retail sales totaling \$20.1 million. In 2008, the number of stores rose to 21 and retail sales increased to \$35.1 million. In 2003, Goodwill’s total revenue was \$27.5 million. That figure rose to \$45.3 million in 2008, and the projected revenue for 2009 is \$46.6 million.

The McCain Foods, USA, Appleton plant was exemplary for developing and sustaining a “work safe” culture and making key reductions in employee turnover while continually delivering against business goals. McCain Foods decreased recordable injuries from 119 in 2002 to seven in 2009. The company increased plant productivity each of the last eight years, reduced overhead spending the past six years, and delivered its fiscal plan to the business 10 years in a row. Employee turnover was also reduced by 75% (11.53 in 2003; 2.85 in 2009).

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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.

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