

news release



New North, Inc.
1716 Lawrence Dr.
De Pere, WI 54115

For Immediate Release

Contact: Joshua Morby
Mobile: 920.968.4197
Email: media@thenewnorth.com

New North Businessman Named to Governor's Taskforce

Brillion, April 5, 2007 – Dan Ariens, the President of Ariens Company in Brillion and member of the executive committee of New North, Inc., was named today to the Governor's Taskforce on Global Warming. The Governor announced the creation of the taskforce at the Engineering School at the University of Wisconsin in Madison.

"Dan Ariens has been a great business leader in the New North, and it's exciting to see him receive recognition in the form of an appointment by Governor Doyle," said Jerry Murphy, Executive Director of the New North, Inc. "Dan will undoubtedly serve the Governor and the state of Wisconsin well, and will bring a New North perspective to the taskforce."

Ariens Co., a staple in Northeastern Wisconsin for the past 74 years, is a leading manufacturer of lawnmowers, snow throwers, and other outdoor power equipment for consumer and commercial use.

The Governor's Taskforce on Global Warming is comprised of businesses, local governments, environmental organizations, and private citizens. The taskforce is charged with developing a state plan of action to explore state and local solutions to global warming.

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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