



New North, Inc.
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For Immediate Release

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New North Center Court at the Final Four

Appleton-based Baseman Floors Painted, Finished Flooring for NCAA Basketball Tourney

NEW NORTH, April 3, 2008 – The Final Four logo will be beamed to millions of homes on Saturday when the last four teams in the NCAA Men’s College Basketball Tournament take the floor in San Antonio. But that logo wouldn’t be there without the help of Baseman Floors, a hardwood floor painting and finishing company located in the New North.

“The New North is home to some of the most prominent and successful companies in the country in a number of industries, and Baseman Floors a great example,” said Jerry Murphy, Executive Director of the New North, Inc. “Congratulations to Baseman on their continued success.”

The floor at this year’s tournament was shipped to Baseman, which finished and printed the graphics on 240 4 by 8 foot panels at the company’s facility in Appleton. The company began performing the procedure in 1993.

Baseman, which employs around a dozen people, has also worked on the hardwood floors of the last three NCAA men’s and women’s basketball tournaments, in addition to the home courts of several NBA teams, Marquette University, and the University of Wisconsin-Milwaukee.

The company was founded in 1926 by Richard Baseman – current President Mike Baseman’s grandfather.

“Wisconsin residents can rest assured that even though none of our state’s schools will win it all this year, the New North is still a critical component of the tournament’s success,” Murphy said.

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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