

media advisory



New North, Inc.
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For Immediate Release

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Community Development Workshop to be Held in Fond du Lac

"Ready, Set, Go! Positioning Your Small Community for Success" slated for October 2

FOND DU LAC, August 10, 2007 – An all-day workshop focusing on community development is being held at **UW-Fond du Lac on Tuesday, October 2, 2007**.

"Ready, Set, Go! Positioning Your Small Community for Success" will offer strategies for business leaders, elected officials, young professionals, and community leaders to develop and strengthen smaller communities throughout the region.

David Beurle of Innovative Leadership Australia, an expert on local and regional community economic development, will be the featured speaker, discussing the keys to successful smaller communities and the important issues facing these communities today.

For more information, or to register for the event, please visit www.midwestsites.com. If your company is interested in helping to sponsor the event, please contact Julie Ruehle at 319-786-4559 or julieruehle@alliantenergy.com.

**WHERE: UW-Fond du Lac
400 University Dr.
Fond du Lac**

WHEN: Tuesday, October 2, 2007

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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