



New North Q & A

What is New North?

The New North is the 18 county region in Northeast Wisconsin. The New North brand unites the region both internally and externally, signifying the collective economic power behind our 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

New North honors who we are and showcases the region's assets – both the known and the unexpected. The New North offers a surprising array of resources, services, culture and lifestyles that go beyond the best of small town Midwest.

Who is New North, Inc.?

New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in 18 counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

New North, Inc. represents a strong collaboration between the 18 counties that have come together behind the common goals of job growth and economic viability for the region. The power of the New North region working together is far greater than one county or one business alone. Players gain more through regional cooperation rather than competing for resources and growth.

In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

When is the New North brand going to be launched?

The New North brand will be launched on December 8, 2005 at the New North, Inc. annual summit at the EAA AirVenture Museum in Oshkosh, Wisconsin. Governor Jim Doyle will be among the leadership attending the region's economic development event.



Why are we creating a new brand for the region?

The New North brand is a tangible, unifying manifestation of the region's 18 counties working together for the advancement of all. The New North's brand positioning challenge is that external audiences perceive the region to be much less than it is. The New North brand will be expressed in an integrated marketing communications campaign that aligns market perceptions and expectations both inside and outside the region.

Who is supporting the New North campaign?

The New North campaign has sponsors from a variety of organizations, which is the key to the success of the region's branding and marketing efforts. Local officials, chambers of commerce, universities, k-12 tech schools, state politicians, economic development organizations, small business owners, non-profits, CEO's of large companies, unions, and trade organizations have all contributed to the New North efforts.

How can someone participate in the New North efforts?

There are many ways you can become involved with the New North regional efforts. The New North web site is a great starting place to discover how you can participate. www.thenewnorth.com