



WELCOME

New North – An Introduction

June, 2006



SHARED VISION FOR NORTHEASTERN WISCONSIN

To be recognized as nationally and globally competitive for job growth while maintaining a superior quality of life.



DESIRED OUTCOMES

Net increase in
higher paying jobs

Improved economic
well being



STRATEGIES



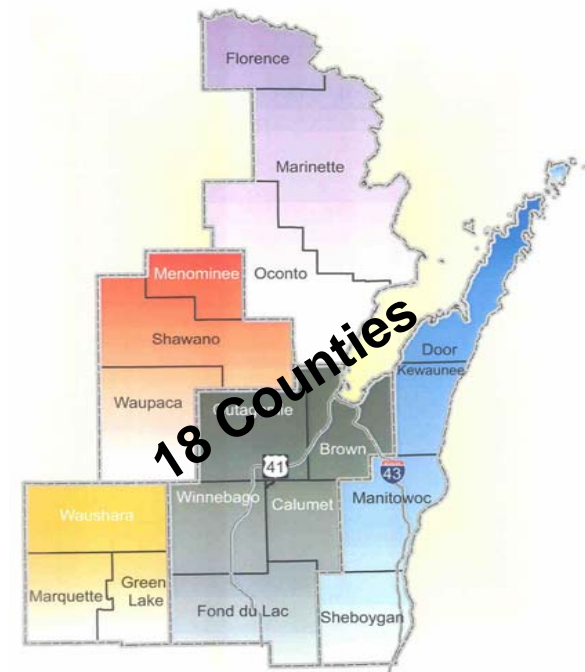
1. Foster regional collaboration
2. Implement targeted growth opportunities
3. Support entrepreneurial climate
4. Encourage educational advancement
5. Embrace and promote diverse talents
6. Leverage regional brand



FOSTER REGIONAL COLLABORATION

1 Strategy

- Business Leaders
- Economic Development Organizations
- Education Leaders
- Workforce Development Leaders
- Civic Groups
- Government



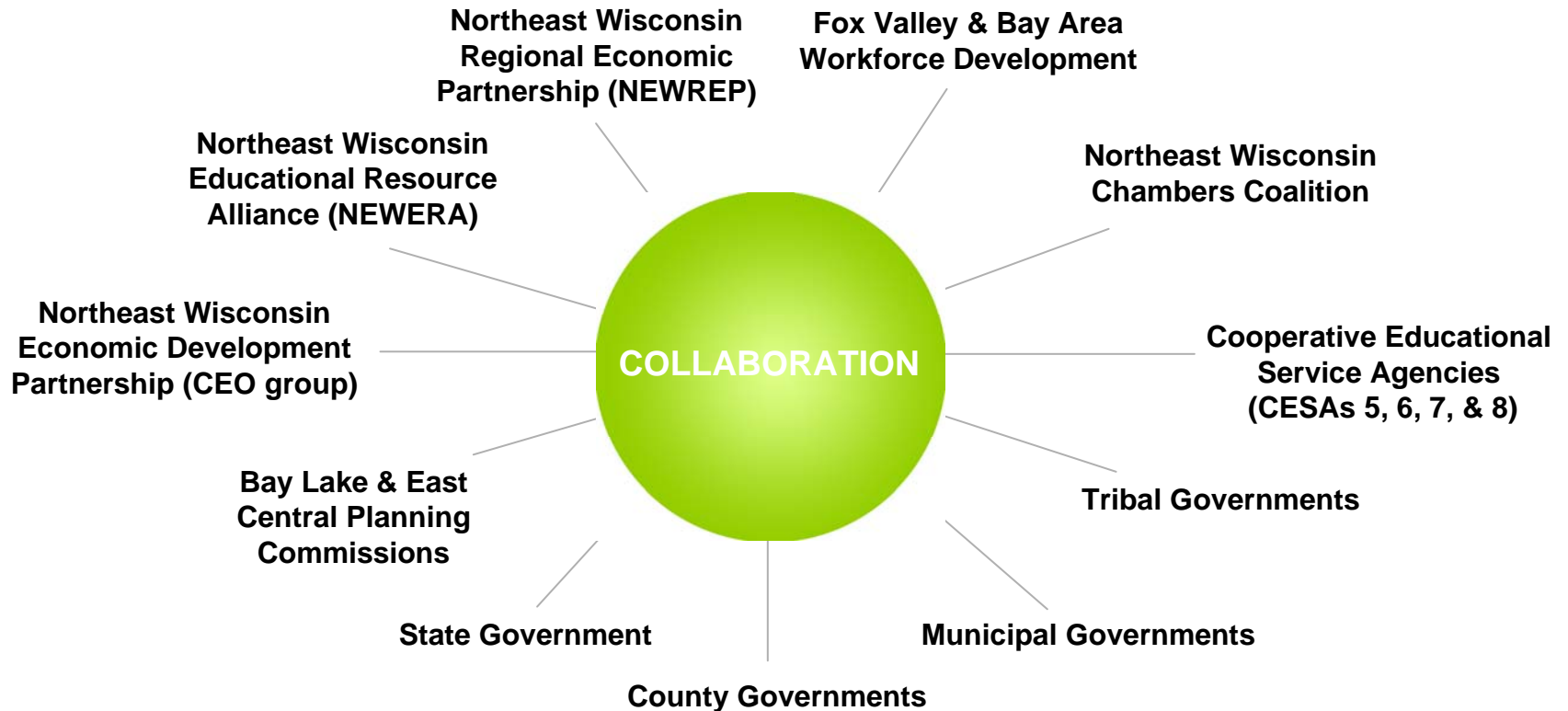


FOSTER REGIONAL COLLABORATION

REGIONAL

COLLABORATION WORKS

1 Strategy





2

Strategy

IMPLEMENT TARGETED GROWTH OPPORTUNITIES

- Healthy Clusters
- Targeted Markets; Attract new businesses
 - Market affinity
 - Competitive posture
 - Selling proposition
 - Targets and Channels of Communication



IMPLEMENT
TARGETED GROWTH
OPPORTUNITIES

2

Strategy

SIGNIFICANT CENTERS OF EXCELLENCE

- Paper and Packaging Goods
- Manufacturing
- Machinery Design and Manufacturing
- Logistics and Transportation
- Food and Agriculture
- Printing
- Medical and Healthcare
- Finance and Insurance
- Yacht / Shipbuilding
- Education and Training



IMPLEMENT
TARGETED GROWTH
OPPORTUNITIES

2

Strategy

IMPLEMENT TARGETED
GROWTH OPPORTUNITIES



Alta Resources

We'll take you there.





IMPLEMENT
TARGETED GROWTH
OPPORTUNITIES

2

Strategy

IMPLEMENT TARGETED GROWTH OPPORTUNITIES





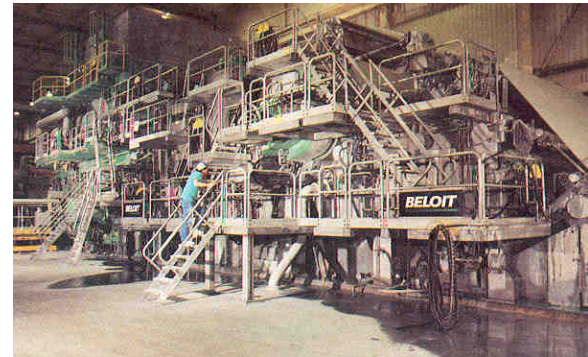
IMPLEMENT
TARGETED GROWTH
OPPORTUNITIES

2

Strategy

IMPLEMENT TARGETED GROWTH OPPORTUNITIES

P&G





3

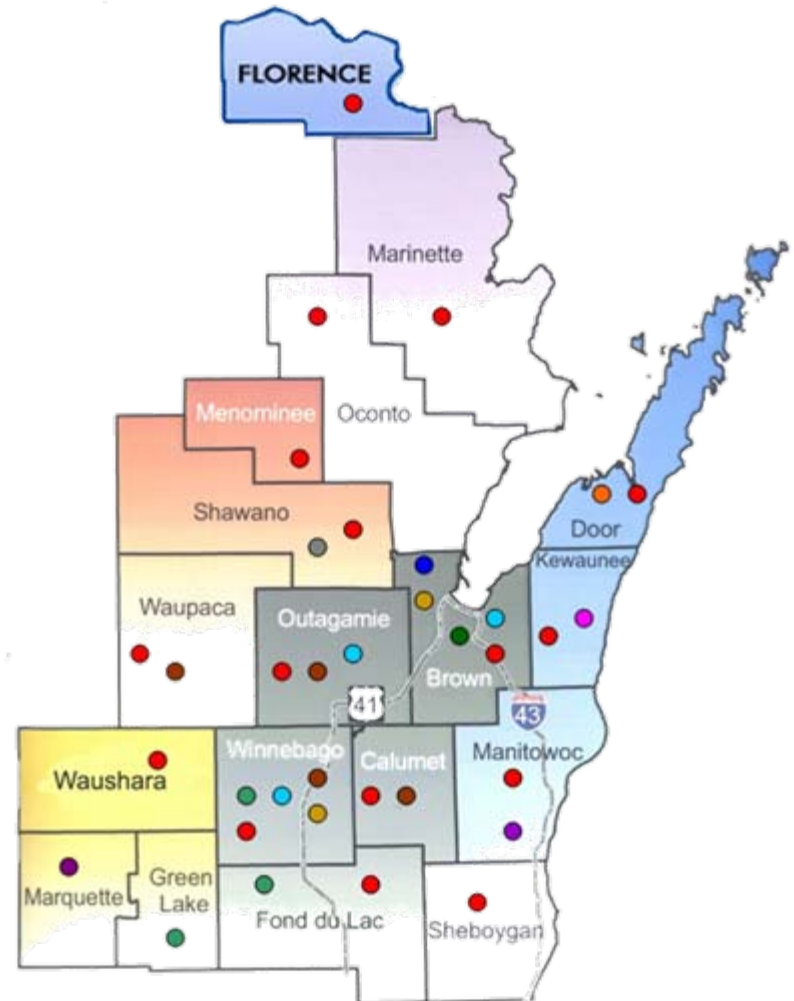
Strategy

SUPPORT ENTREPRENEURIAL CLIMATE

- Training for entrepreneurs
- Incubators
- Technology transfer
- Risk capital structure

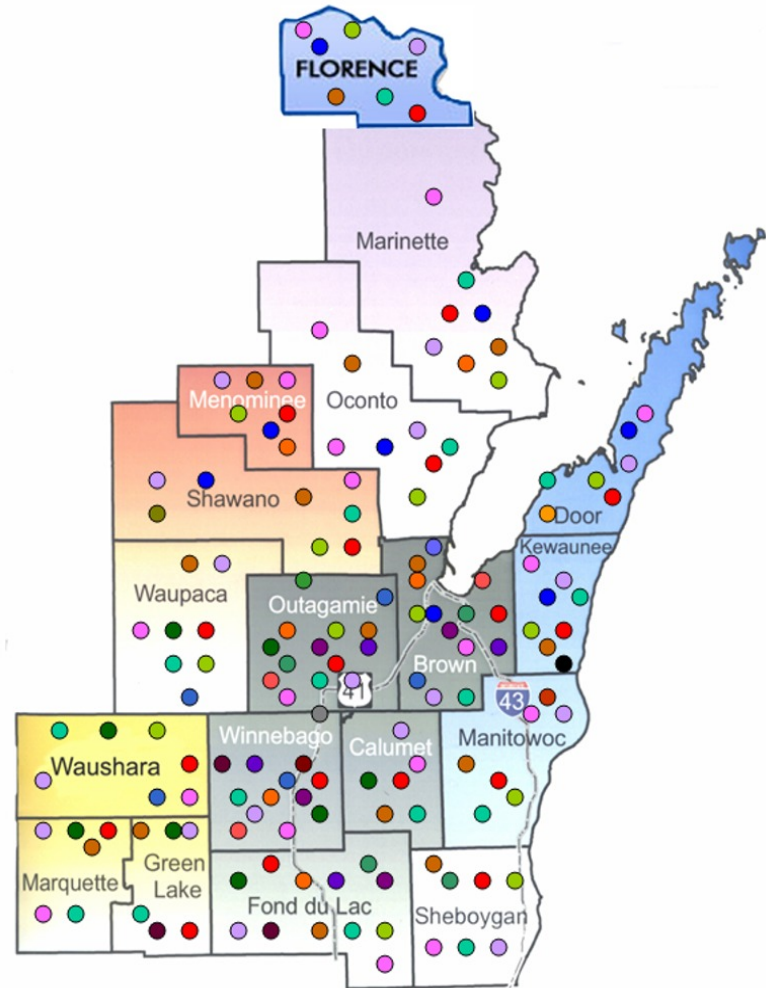


2002 Incubators and Entrepreneurial Development Resources





2005 Incubators and Entrepreneurial Development Resources





SUPPORT
ENTREPRENEURIAL
CLIMATE

3

Strategy

ENTREPRENEURIAL CLIMATE

SUPPORT

Technology Transfer



OSHKOSH COMMERCIAL DEVELOPMENT CORP

**Regional
Businesses**



Dean Al Hartman,
Business
Administration



WISCONSIN
ENTREPRENEURS' NETWORK

**Develop processes for organizations to
share under commercialized intellectual
assets with entrepreneurs**



SUPPORT
ENTREPRENEURIAL
CLIMATE

3

Strategy

ENTREPRENEURIAL CLIMATE

SUPPORT

- Formed Wisconsin Innovation Network (WIN) Chapter
- Regional Business Plan Contest
 - 1st time ever
 - Over 100 plans
 - 9 winners – January 2006



NEWREP



SUPPORT
ENTREPRENEURIAL
CLIMATE

3

Strategy

SUPPORT
ENTREPRENEURIAL CLIMATE



- Focused on NEW startups and expansions
- \$9 million private equity fund investing in NEW early-stage businesses
- 80 limited partners from around the region
- Initial closing date January 3, 2006
- Charlie Goff – President



4

Strategy

ENCOURAGE EDUCATIONAL ADVANCEMENT

- Pre K-12

Have students reach proficiency, graduate and pursue advanced education

- Advanced Education

Foster regional partnerships to provide for advanced educational needs of the region



ENCOURAGE
EDUCATIONAL
ADVANCEMENT

4

Strategy

EDUCATIONAL ADVANCEMENT

ENCOURAGE

CESAs 5, 6, 7, & 8 School Districts Strategic and Common Goals





ENCOURAGE
EDUCATIONAL
ADVANCEMENT

4

Strategy

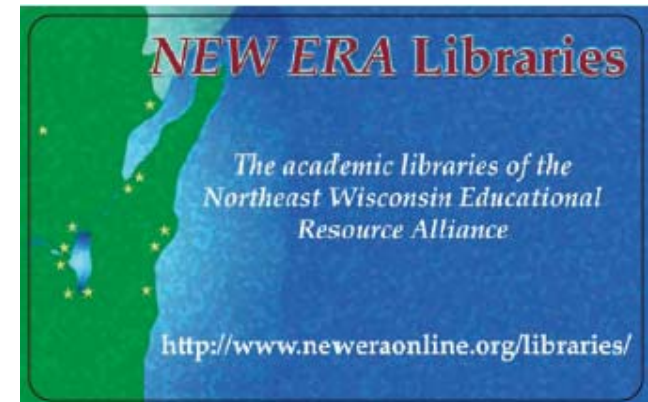
EDUCATIONAL ADVANCEMENT

ENCOURAGE

NEWERA Initiatives

College of Menominee Nation
Fox Valley Technical College
Lakeshore Technical College
Moraine Park Technical College
Northeast Wisconsin Technical College
UW-Extensions
UW-Fond du Lac
UW-Fox Valley
UW-Green Bay
UW-Manitowoc
UW-Extensions
UW-Marinette
UW-Oshkosh
UW-Sheboygan

**NEW
ERA** Northeast Wisconsin
Educational Resource
Alliance





ENCOURAGE
EDUCATIONAL
ADVANCEMENT

4

Strategy

ENCOURAGE
EDUCATIONAL ADVANCEMENT

UW Fox Engineering Program



Mechanical & Electrical Engineering



ENCOURAGE
EDUCATIONAL
ADVANCEMENT

4

Strategy

EDUCATIONAL ADVANCEMENT

ENCOURAGE

FVTC, LTC, MATC, NWTC Advance Manufacturing & Entrepreneur Network





EMBRACE AND PROMOTE DIVERSE TALENTS

5 Strategy

- Encourage regional alignment and support for diversity





EMBRACE AND
PROMOTE DIVERSE
TALENTS

5 Strategy

EMBRACE AND PROMOTE DIVERSE TALENTS

- Regional Diversity Task force established
- Mission, vision and values:
 - “Welcoming, inclusive and striving to be our best”
- Create a “tool box” for regional alignment



LEVERAGE REGIONAL BRAND

6 Strategy

- Create a singular, compelling and relevant difference for northeast Wisconsin
- Have “top of mind” recognition as a place for companies to locate
- Develop a brand strategy to enhance the image of northeast Wisconsin and to make a statement to businesses and organizations inside and outside the area that northeast Wisconsin is a sought after location to live and to work



BRAND DEVELOPMENT AND LAUNCH

6 Strategy

Greg Samata

SamataMason



APPLETON *Coated*

MANPOWER



JOHNSON
CONTROLS





6

Strategy

STRATEGIC MARKET ANALYSIS AND LEADERSHIP STUDY

The objectives of the Key Leadership Study were to:

- Understand the underlying opinions and aspirations of key northeast Wisconsin organizational and business leaders
- Identify what the northeast Wisconsin brand stands for today
- Identify what makes the northeast Wisconsin brand unique, valued and attractive to both people and businesses



NORTHEAST WISCONSIN IDENTITY

6 Strategy

This is more than a logo. A brand is a promise to unite the region. Through the collective economic power of the eighteen counties that make up the New North, great things can happen.



6 Strategy

POSITIONING – OTHER PLACES

Denver	Economic, business, transportation, and financial center of the Rocky Mountain Region
Seattle	Leading center of Pacific Northwest – the alternative to California
Atlanta	Center of the New South
Miami	Financial capital of South America
Fairfax County	Nation's second most important address
Berlin	Capital of the new Europe
Spain	Rising star of the European Community
Cost Rica	Latin America's most stable democracy
New Hampshire	The alternative to Massachusetts
Mitchell Field	The Northern Illinois alternative to O'Hare congestion
Thailand	Tourism haven of the Far East



6

Strategy

REGION NAME

There's the old west, the far east
and the deep south and now
there's...



6

Strategy

REGIONAL NAME

The New North



6 Strategy

BRANDMARK WITH HOLDING DEVICE





6

Strategy

BRANDMARK COLOR OPTIONS





6

Strategy

NORTHEAST WISCONSIN BRAND POSITIONING

The New North brand honors who we are and showcases the region's assets – both the known and the unexpected. The region offers a surprising array of resources, services, culture and lifestyles that go beyond the best of the Midwest. We took what is sometimes perceived as negative – our northern location – and described the New North in an authentic, proud and honest way. The brand encompasses the fact that our region offers more than you would expect. This brand is a reflection of our strategic focus aimed at moving the region from the old economy to the new economy.



6 Strategy

TAGLINE ANALYSIS

Spain

Everything Under the Sun

Pennsylvania

America Starts Here

Hershey, Penn.

The Sweetest Place on Earth

Detroit

The Renaissance City

Boston

The Bicentennial City

Quebec

It Feels So Different

Aruba

Our Only Business Is You

New York

The Big Apple

Paris

The City of Lights

Rome

The Eternal City

Virginia

Virginia is for Lovers

Las Vegas

What happens here, stays here



6

Strategy

TAGLINE

north of what you expect



6

Strategy

BRANDMARK
WITH TAGLINE

north of what you expect





6

Strategy

WEB SITE

www.thenewnorth.com



north of what you expect



WHY WILL PEOPLE CHOOSE US?

Clearly
describe who
we are.

1. Great place to live
2. Great place to work
3. A great place for businesses to succeed



north of what you expect



1

GREAT PLACE TO LIVE

- Safest region in the U.S.
- Superior schools, colleges and universities
- High quality and affordable healthcare
- Friendly people who care and respect each other
- Strong values
- Excellent cultural, entertainment and sporting activities
- Fantastic outdoor recreation
- Four beautiful seasons



north of what you expect



2

GREAT PLACE TO WORK

- Great career opportunities
- Affordable:
 - Cost of living
 - Cost of housing
 - Easy commutes
 - Education
- Easy access to the world



north of what you expect



3

A GREAT PLACE FOR BUSINESSES TO SUCCEED

- High performance workforce and strong work ethic
- Attractive business incentives
- Expedited permitting and approval processes
- An engaged state government
- Available and affordable land
- Entrepreneurial spirit



Call To Action

north of what you expect **new north**





north of what you expect



BOARD OF DIRECTORS

- Dan Ariens – Brillion
- Paul Beideman – Green Bay
- Estella Caputo - Appleton
- Bob DeKoch – Appleton
- Terry Fulwiler – Algoma
- Tim Hanna – Appleton
- Paul Jadin – Green Bay
- John Jones – Green Bay
- Rob Kleman – Oshkosh
- Paul Linzmeyer – De Pere
- Wayne Matzke – Fond du Lac
- Jerry Murphy – Appleton
- Dan Nerad – Green Bay
- Bob Pedersen - Menasha
- Jeff Rafn – Green Bay
- Rob Riordan – Green Bay
- Tim Schneider – Manitowoc
- Terri Schulz – Waupaca
- Kathi Seifert – Appleton
- Donsia Strong Hill - Green Bay
- Bill Ward – Green Bay
- Cheryl Welch – Neenah
- Richard Wells – Oshkosh
- Tim Weyenberg – Green Bay
- Larry Weyers – Green Bay
- Tom Wiltzius – Appleton



north of what you expect



SOURCES OF SUPPORT

- In-kind
- Government Support
- Grants
- Private Support



north of what you expect



FINANCIAL SUPPORTERS





north of what you expect



FINANCIAL SUPPORTERS



**Mechanical Contractors
Association of North
Central Wisconsin**





north of what you expect



FINANCIAL SUPPORTERS





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FINANCIAL SUPPORTERS





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IN-KIND SUPPORTERS

S A M A T A M A S O N



APPLETON *Coated*

BOLDT.

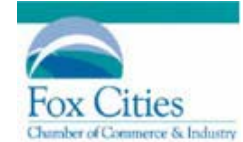


ac

FOND DU LAC AREA ASSOCIATION OF COMMERCE



OSHKOSH CHAMBER OF COMMERCE





north of what you expect



ACTION PLAN

- Continue progress on all strategies
- Implement the brand
- Communicate more broadly
 - Website – **www.thenewnorth.com**
 - Email
 - Media
 - Annual summits
- Collaborate – Collaborate – Collaborate
- Proactively help each other succeed



north of what you expect



What can
you do?

LET'S GET IT STARTED

- Collaborate with others
- Stay informed – be a source of information
- Use the web site
- Help remove barriers
- Alert NEW NORTH to opportunities
- Join the NEW NORTH partnership
- Leverage the brand for recruiting people and business opportunities



THANK YOU!

north of what you expect **new north**

