

north of what you expect[®]

living in the new north

north of what you expect



welcome
to the
**new
north[®]**



the corner of wisconsin that's truly north of what you expect

We've got four distinct seasons, 18 friendly counties, and a thousand great reasons to consider the New North your best next place to call home.

There are places people go because they want to make a good living. Other locales beckon those looking to build a good life. And then there are those fortunate enough to find themselves in a place that offers both – an atmosphere that's great for business without neglecting the human element. A region that balances all the essentials, offering everyone an optimum opportunity to fulfill their potential. The New North is one of those places.

If that wasn't inviting enough, we have an invitation for you: Be our guest – explore the New North, experience its unique blend of the pastoral with the cosmopolitan, yesterday's grace and tomorrow's pace. Then be our neighbor – join us in calling the New North home.

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north of what you expect new north

new north counties:

- brown
- calumet
- door
- florence
- fond du lac
- green lake
- kewaunee
- manitowoc
- marinette
- marquette
- menominee
- oconto
- outagamie
- shawano
- sheboygan
- waupaca
- waushara
- winnebago

thenewnorth.com

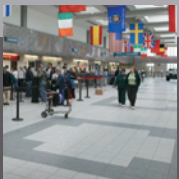
work life

skilled workforce •
Fortune 500 corpo
growing economy • e

While Wisconsin is, in fact, among the leading food producers of milk, cheese, cranberries and beer, the backbone of New North's thriving economy is actually supported by organizations ranging from large Fortune 500 companies to small and mid-sized, privately-owned businesses representing a host of industries, including insurance, health care, agriculture, manufacturing, technology and tourism. And these businesses are closer than you can imagine — Wisconsin ranks 15th in the nation for the shortest travel-to-work time at only 20.4 minutes on average.

In the New North, there's exciting work life potential for everyone — and plenty of employers looking for you. The companies that call this region home lead the nation in work environment, benefits, work life balance and economic performance.

Come experience the vibrant possibilities for yourself. You'll find that Wisconsin boasts one of the lowest unemployment rates in the country, and that the Midwest work ethic is no mystique — it's the driving force behind the New North region's thriving, global economy.



Resources:

www.dwd.state.wi.us

www.appletonoshkoshhelpwanted.com

www.worknet.wisconsin.gov/worknet/

www.nationjob.com/wisconsin/

Visit www.thenewnorth.com for additional web site information.

“I changed jobs two years after I moved here, and was excited to see the variety of options within my field without needing to move. I’ve had the opportunity to grow professionally, network, and make friends by participating in young professionals’ organizations.” abby, 28



family-friendly companies • short commutes • manufacturing •
operations • small businesses • advancement opportunities •
employment choices • educated professionals • **thenewnorth.com**



did you know?

- ❖ **17** companies in the New North were included in *Inc.* magazine's 5,000 fastest growing companies in the United States.
- ❖ **8** of the top **15** largest private companies in Wisconsin — with more than \$50 million in sales — are headquartered in the New North, encompassing a wide range of industries, from logistics to insurance.
- ❖ The New North is home to more than **50** companies with greater than 1000 employees and more than **85** companies with 500-999 employees.
- ❖ Companies in the New North region help Wisconsin rank in the top **10** of leading export states for some of the country's agricultural commodity groups.
- ❖ A business in the New North is ranked among the nation's **50** best employers for people over age **50** by AARP.
- ❖ Within the New North, there are **6** organizations devoted to young professionals.

north of what you expect



home & life

inviting
living
new co

Life in the New North offers the perfect balance between safe neighborhoods and thriving communities. Northeast Wisconsin has experienced explosive city growth with an abundance of diverse urban housing options, but if a quieter setting with “Midwest friendly” neighbors is what you seek, you’ll certainly find that here, too. And your salary will go further in Northeast Wisconsin, helping to plan, save and invest for a brighter tomorrow. In fact, more than 75% of New North residents own their own home.

Drive through peaceful neighborhoods, yet right around the corner is an active city center surrounded by upscale restaurants, specialty shops and trendy boutiques. People within the New North region appreciate diverse experiences, nestled right in their own backyard, but what they value even more are strong family values supported by a sense of community living.

Neighborhoods in the New North range from high-rise condos to new and historic subdivision developments and senior communities — even second homes of cottages in the woods or cabins by the water. Whatever your dream, the high quality of living allows you more purchase power to afford more home and land than you can buy elsewhere. Add in clean air, work life balance and world-class health care and education, and you realize that the cost of living in the New North is priceless!



Resources:

www.neweconomyproject.org
www.nemw.org/data.htm#profiles
www.wisconsin.gov
www.wra.org

Visit www.thenewnorth.com for additional web site information.



neighborhoods • low cost of living • affordable housing • city
• country living • easy accessibility • growing communities •
construction • historic homes • high quality of life • thenewnorth.com

“I relocated to Appleton from Atlanta for a great job opportunity and found housing options to be plentiful and affordable. My wife and I considered studio flats in the city as well as single-family homes in the suburbs — we decided on a new house in a great community. We’ve enjoyed the lower cost of home ownership in this area and we appreciate having friendly neighbors!” greg, 33



did you know?

- 🕒 You'll need **17%** less to live with the same standards of living in Appleton than in Atlanta and **28.5%** less to live in Green Bay than Chicago.
- 🕒 Green Bay was named one of the best cities in the country to live for married couples with children by *Kiplinger's Personal Finance*, and was also named one of the top **25** best affordable suburbs by *BusinessWeek*.
- 🕒 The average combined auto insurance premium — which includes the price of liability, collision and comprehensive coverage — for Wisconsin drivers is the **2nd** lowest in the nation.
- 🕒 Fond du Lac was named one of the nation's "Top Waterfront Towns" by *National Geographic Adventure*, part of the magazine's list of the "**50** Best Places to Live and Play" in the country.

education

regional education
• technical colleges
of-the-art facilities

A region's commitment to education is one of the best indicators of social, cultural and economic health. In the New North, education is an area of considerable public and private investment – and it also is an area of clear competitive strength.

The New North region boasts a strong and impressive array of educational partners beginning with pre-school, extending to post-graduate studies. From the first-rate K-12 schools – encompassing traditional and charter schools, extra-curriculars, open enrollment, all-day kindergarten, special needs, advanced placement programs and more – to outstanding public and private universities and colleges and nationally-regarded technical colleges, the New North is home to leading educational institutions and students enriched by diverse experiences and curricula to help prepare for success in a global economy.

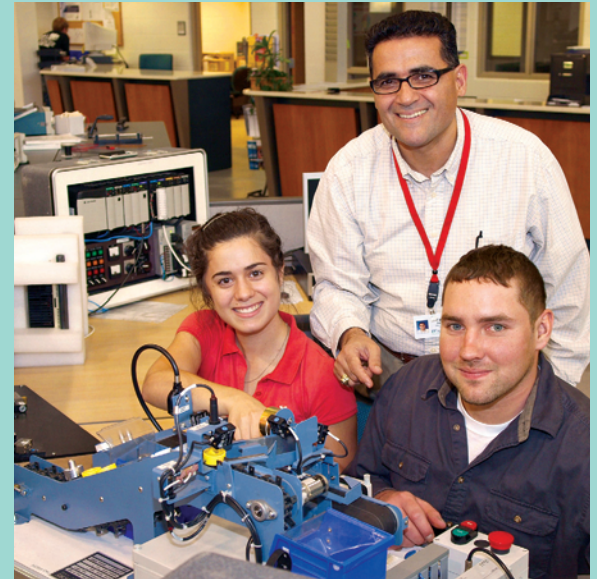
Whether relocating a business or choosing an ideal community to raise a family, the New North is a destination of choice for individuals placing high priority on access to challenging and exceptional educational opportunities. Families with young children, traditional college students, busy professionals and career-changing adults will all find the variety and flexibility they seek for their education plans.



Resources:

www.dpi.state.wi.us
www.neweraonline.org
www.waicu.org
www.wisconsin.edu
www.wisconsin.gov
www.witechcolleges.org

Visit www.thenewnorth.com for additional web site information.



“When I made decisions on what’s right for my work life and my family, I was attracted to the New North for the quality of the schools and the strong relationships between the business community and the region’s technical colleges and public universities. Our kids are enrolled in excellent schools, and we have many choices and options within the region for study after high school.” John, 44

education collaboration • public and private colleges and universities
colleges • innovative curricula • national test score leader • state-
ilities • responsive to business community • thenewnorth.com



did you know?

- Students from New North high schools have an average ACT score of **22.14** – beating the national average of **21.1**.
- High school graduation rates in the New North are **23%** higher than the national average.
- The New North boasts **11** technical college sites and **20** public and private colleges and universities.
- The Northeast Wisconsin Educational Resource Alliance (**NEW ERA**), a **nationally-recognized consortium** for innovation and partnership, facilitates collaborative and integrated programs for seamless studies, and research support throughout the region.
- The New North is home to an undergraduate collaborative offering an ABET-accredited bachelor's degree in electrical and mechanical engineering as well as one of the state's **largest graduate schools**, including a nationally renowned AACSB-accredited college of business administration.

north of what you expect



health care

affordable
clinics
wait times

While the New North encompasses the best of Midwest living, you and your family are never far from the top quality medical services you deserve. With over 20 hospitals and countless medical clinics close to home, regional health care organizations, doctors and staff are dedicated to significantly improving the health and quality of life for the people in Northeast Wisconsin.

From pediatrics to senior care, residents of the New North are comforted knowing that any type of health care they or their family may require is close at hand, with top practice specialists readily accessible. And convenient, quality care is never an issue — walk-in clinics, emergency after hours, class-one trauma centers, out- and in-patient surgery centers are all options — with doctors and surgeons practicing the latest in medical technology, including robotic surgery, biotechnology and new, innovative heart scans.

What's more, health care in Northeast Wisconsin is affordable. In 2007, Wisconsin was one of only ten states awarded a five star rating by *Expansion Management* magazine's Health Care Cost Quotient.

Looking for a career as a medical professional? The New North boasts rigorous schooling programs, including a multitude of two and four year nursing degrees, medical technicians, dental assistants, physical therapists and more.



Resources:

www.wha.org
www.wchq.org

Visit www.thenewnorth.com for additional web site information.



able • accessible • trauma centers • award-winning hospitals and
• cutting-edge technology • highly qualified specialists • short
times • extensive network • personalized care • thenewnorth.com



“I am an urgent care physician, and have been surprised at the good health care in the region, such as the access and quality. When patients ask me, ‘who do you suggest I see for a primary care doctor?’ I tell them, you can see anyone, you’re going to get great care, no matter what.” **steve, 40**

did you know?

- 🕒 Hospitals located in the New North have consistently been cited in numerous national publications, including the *Wall Street Journal*, for their leadership in quality and value improvement.
- 🕒 More than **15** pediatric care physicians listed in the Best Doctors in America database practice in the New North.
- 🕒 Several hospitals in Northeast Wisconsin received the Premier/CareScience Select Practice National Quality Award for superior patient outcomes in both quality and efficiency, presented to only the top **1%** of acute in-patient facilities.
- 🕒 Hospitals located in the New North are recognized by the American Heart Associations’ Get with the Guidelines performance programs for heart and stroke.
- 🕒 New North hospitals are consistently recognized in the “**100** Top Hospitals” by Solucient, Inc., and “**100** Most Wired Health Systems” by the American Hospital Association.

north of what you expect



culture & divers

The New North encompasses a unique mixture of people from a variety of cultural backgrounds — and their histories and heritages are still alive and well today. From German and Polish to Dutch and Native American, enjoy annual events like Oktoberfest, experience native Powwows or art and dance festivals and visit towns displaying their heritage pride through cultural celebrations and festivals. While the New North embraces tradition and heritage, much more is being done to encourage and celebrate a diverse population of citizens, families and ideas.

Business and organizational leaders throughout the New North are uniting, driving efforts to promote diversity initiatives and the recruitment and retainment of a diverse workforce. Many individual corporations demonstrate their diversity values by implementing employee policies that encourage and nurture an open and inviting workplace.

New North leaders recognize that in order for the region to continue to grow and prosper with a vibrant and creative workforce, they need to encourage organizations to evaluate their business practices. Regional leaders are driving change by supporting and participating in annual diversity awards for small to large-sized businesses, corporate policy mentorship programs and professional women-in-leadership groups.

Community outreach is also underway, generating excitement through college diversity centers, speaking series, cultural celebrations and festivals, and elementary school foreign language programs.



Resources:

www.foxcitiesmulticultural.org

Visit www.thenewnorth.com for additional web site information.

“New North community and business leaders recognize that a diverse community is important, and they work to incorporate diverse cultures and groups into all levels of the community. There’s a sense of real openness here.” marta, 48





did you know?

- Colleges in the New North draw in students from every state and **50** countries.
- The University of Wisconsin school system supports the **11** Native American nations in Wisconsin in their endeavor to preserve their languages, develop leadership, create avenues for cultural expression and manage their resources and economies.
- Wisconsin now ranks **3rd** in the nation for Hmong population.
- In Wisconsin, the Hispanic population has grown more than **107%** in recent years. High growth rates have also led to an increase in Hispanic-owned businesses.
- More than one-quarter of businesses in the New North are minority- or women-owned and the number is expected to continue to increase.

arts & entertainment

The New North is known as a place to enjoy the great outdoors, but here's the rest of the story: it also offers great opportunities to enjoy many forms of art and entertainment, from fine art to film art, from professional sports to professional jazz.

The New North encompasses 18 counties — that means 18 different great places to enjoy county fairs, art fairs, music festivals, museums and a multitude of ethnic restaurants and shops, or cheer on our semi-professional hockey and baseball teams. And of course, it cannot go without mention, the New North is home to the Green Bay Packers — who are much more than just another football franchise. As the only city-owned professional sports team, the green and gold is a source of rich history, pride and camaraderie for young and old throughout the region and beyond.

In the New North you can catch a Broadway show or symphony at our world-class performing arts center, sample sushi, stop in a gallery opening, a zoo, a casino or comedy club and jam to your choice of hot blues or cool jazz. All in the same town. All on the same day.



Resources:

www.citysearch.com

www.escapetowisconsin.com

www.portalwisconsin.org

www.travelwisconsin.com

Visit www.thenewnorth.com for additional web site information.



ment

Broadway shows • dance studios • small theaters •
performing arts centers • exciting nightlife •
museums • festivals • galleries • thenewnorth.com

“Moving to the region we thought we would have to give up “big city” amenities, but were delighted to find we could still enjoy first-class entertainment, like Broadway productions, music festivals with big name headliners, and national museum exhibits and shows. There’s always something for the whole family!” david, 46 & shauna, 41



did you know?

- ✔ *Kiplinger's* chose Green Bay as one of the best cities for display of its strong “creative class” which was defined as “scientists, engineers, architects, educators, writers, artists and entertainers.”
- ✔ The New North’s performing arts centers are home to many events, most notably the Broadway Across America series.
- ✔ The New North is host to the EAA, known as “The World’s Greatest Aviation Celebration” which draws **2,600** show planes, **780** exhibitors, over **750,000** attendees and contributes over **\$80** million to the local economy.
- ✔ **12** wineries in the New North are part of the Wisconsin Winery Association.
- ✔ The New North boasts **4** professional and semi-professional teams including a city-owned NFL football franchise, a minor league baseball team, a junior United States Hockey League team and an Arena Football League team.

north of what you expect



recreation

extensive
restaurant
lakeshore

With four beautiful and distinct seasons for recreation, the New North region has a lot to offer the adventurous spirit. Try Wisconsin's hundreds of miles of scenic and challenging bike trails; thousands of inland lakes, rivers and streams; and host of state parks and forests. Hot summer sun brings water skiing, whitewater rafting, canoeing, sailing and camping. Or wait for a blanket of white for cross country and downhill skiing or kiteboarding and snowmobiling. Fishing and hunting, of course, are year-round staples.

For novice or pro, the New North boasts more than 130 challenging golf courses with picturesque shorelines, bluff views and some of the best natural terrain for golf in the nation.

But if outdoor sporting is not your style, visit the zoos, casinos and museums, and experience an abundance of great shopping, spas and amusement parks. Lake Michigan's western shore is also a "must see" treasure, offering miles of sandy shoreline, eclectic boutiques and quaint restaurants.



Resources:

www.discoverwisconsin.com
www.travelwisconsin.com

Visit www.thenewnorth.com for additional web site information.



“It was important for my wife and I to find a place where we could stay active with a variety of outdoor, seasonal sports. We enjoy the area’s convenient access to water for boating and fishing as well as to woods and trails for hunting and snowmobiling.” matt, 44

trail system • award-winning golf courses • diverse
ts • year-round fishing & hunting • boutique shops • miles of
• pampering spas • sailing • skiing • thenewnorth.com



did you know?

- ✔ Wisconsin boasts more than **15,000** inland lakes, **33,000** miles of rivers and streams, **47** state parks and **13** state forests.
- ✔ Sheboygan is known as the Malibu of the Midwest. It is the capital of freshwater surfing.
- ✔ Door County, the “thumb” on the eastern side of the state, claims more miles of shoreline, state parks and lighthouses than anywhere in the United States.
- ✔ The American Club in Kohler is the Midwest’s only AAA “Five Diamond” resort hotel and spa.
- ✔ Wisconsin is the **#2** ranked sport-fishing destination in the nation.
- ✔ The Neenah Nodaway Yacht Club, founded in **1864**, is one of the oldest yacht clubs in the country.

safety & environm

The New North region ranks high on safety from total crime, and access to an abundance of rich, natural resources — but the citizens of Northeast Wisconsin don't take safety and environment for granted. Communities, schools, employers, law enforcement and public officials understand the importance of preparedness, implementing measures to protect communities and to foster a confident feeling of security for all citizens, as well as to nurture a sustainable environment to ensure a bright and prosperous future for generations to come.

It's not by chance that communities in the New North region are consistently recognized as some of the safest in the nation. Companies and public buildings implement and practice emergency evacuation and lockdown plans, and schools take pride in Safe and Drug-Free School guidelines.

Local safety efforts are elevated to the national and state levels with a Department of Homeland Security council, whose mission is to safeguard everything from the air to building infrastructure. In addition, the region's law enforcement education and training is some of the best in the nation, including renowned criminal justice and forensic programs.

What's more, communities to Fortune 500 corporations are working to reduce Northeast Wisconsin's environmental footprint. Extensive recycling programs are standard in the region, utility groups offer renewable energy programs, and construction and engineering companies promote sustainable green building initiatives to minimize the use of precious natural resources.

With further help from cause-specific groups, the New North region's environmental future looks bright. Government departments and task forces, along with area non-profits and action committees, work to protect the public health, wildlife, forestry, rivers, wetlands and prairies.



Resources:

www.wisconsin.gov

www.wgba.org

www.dnr.state.wi.us

www.wi-state-firefighters.org

Visit www.thenewnorth.com for additional web site information.

“In China, where I come from, we aspire to live out the wisdom of an ancient poet, Tao YuanMing, in that as humans we should be one with nature. In Wisconsin, it's possible to embrace that sentiment because of an abundance of rich, natural resources, which helps to make life so much more enjoyable and colorful.” baodong (paul), 42



ent

green initiatives • safe cities • caring neighbors •
prepared fire personnel • low crime • natural
resources • sustainability efforts • thenewnorth.com



did you know?

- 🕒 **Appleton, Green Bay, Fond du Lac, Neenah, Oshkosh and Sheboygan** have repeatedly ranked among the safest metropolitan areas in the nation by *Morgan Quitno Press*.
- 🕒 *Expansion Management* magazine included **4 New North communities** in its “Lowest Crime Rates — Top Ten.”
- 🕒 **Northeast Wisconsin** has been recognized for its environmentally sustainable building practices with the **DNR Northeast Regional Headquarters** in Green Bay earning a “gold” rating from the **U.S. Green Building Council** for its energy- and resource-efficient design.
- 🕒 **1 county, 2 cities and 3 school districts** in the New North were recently awarded **Safe Routes to School Planning Grants**.
- 🕒 **Wisconsin** was ranked among the top ten ethanol producing states by *Ethanol Producer Magazine*.

north of what you expect



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