



For Immediate Release

Contact: Jeff Blumb
Office: 920.328.5454
Email: blumb@nationconsulting.com

New North, Inc.

600 N. Adams St. | Green Bay, WI 54307
920.336.3860 | www.thenewnorth.com

LaMue named new leader of New North; Murphy to focus on Entrepreneurism *Founding leader to oversee strategic initiatives in transition to former WEDC V.P.*

NEW NORTH, May 2, 2019 – Barb LaMue, a 23-year economic development professional in Wisconsin, has been named as Executive Director of New North Inc., effective June 10, and the organization's founding leader, Jerry Murphy, will move into a strategic role, leading the expanded Entrepreneurial efforts as part of his transition towards retirement from New North Inc. New North Inc. co-chairs Vicki Updike and Bill Bohn, on behalf of the Executive Committee, announced the leadership transition plan.

"The New North Executive Committee is delighted to bring Barb LaMue on as our next leader," says Updike. "She is a very skilled economic development professional who has strong ties to the region. Barb's number one value is collaboration, and we look forward to the relationships she will build with New North's investors and partners.

"Jerry is a great leader, who has built New North into one of the state's preeminent regional economic development organizations. We are very pleased to have him work with us in the important role of leading the Small Business & Entrepreneurial strategic initiative during this transition."

LaMue has been vice president of business and community development for the Wisconsin Economic Development Corporation (WEDC) since August 2015. She initially joined WEDC in January 2012, serving as regional account manager to the eight counties in Northeast Wisconsin. LaMue became sector development manager for manufacturing, defense, advanced materials and bioscience in November 2013, remaining in that role until her promotion to vice president.

"I congratulate Jerry, as the first and only executive director of the New North, on the organization's many successes since its inception and for his leadership, not only to this region but mentoring other regions across Wisconsin," says LaMue. "I look forward to working with Jerry, the New North board, staff, investors, business community and local partners to build on these accomplishments, along with the collaboration of WEDC and other state and federal agencies."

Prior to joining WEDC, LaMue served as executive director of Centergy Inc., the regional economic development organization serving five counties in central Wisconsin. She previously was vice president of economic development at the Greater Green Bay Area Chamber of Commerce and before that executive director of the Marshfield Area Chamber of Commerce and Industry.

LaMue holds a bachelor's degree in business administration from Lakeland College in Sheboygan, along with a master's degree in public administration from the University of Wisconsin Oshkosh. She also has earned the designation of being a Certified Economic Developer (CEd) from the International Economic Development Council, and is a past president of the Mid-America Economic Development Council, representing 12 midwestern states.

—more—



New North, Inc.

600 N. Adams St. | Green Bay, WI 54307
920.336.3860 | www.thenewnorth.com

PAGE TWO

LaMue serves on the board of directors for the Wisconsin Economic Development Association, UW-Madison Grainger Institute of Engineering, UW-Stevens Point Wisconsin Sustainable Technology Institute, the Transportation Development Association and the Wisconsin Procurement Institute.

She resides in Green Bay with her husband, Julian LaMue.

Murphy has led New North Inc. for the past 14 years, joining the organization just months after its creation by regional business leaders. In his role as executive director, he has designed and executed the organization's strategic economic development initiatives, with a specific focus on workforce and business development, along with regional branding, while fostering collaboration across the 18 counties of Northeast Wisconsin.

During his tenure, and with the help of great teams, brand awareness for the organization was raised to well over 90 percent. To take a regional brand from zero to 90+ among the region's business community is considered a major accomplishment.

"Jerry has done incredible work for New North," says Bohn. "He built it into a well-known and respected organization, one that plays a leadership role in economic development regionally and across Wisconsin. Jerry has been integral to launching a number of strategic alliances, along with the Supply Chain Marketplace in recent years."

Additionally, Murphy and New North Inc. collaboratively helped to create systems for communities to respond to approximately 130 site selection inquiries and for 2,000-plus resident businesses to get in front of new business opportunities through a web-based directory (now known as the Wisconsin Supply Chain Marketplace). Collaborative approaches to talent development and recruitment for regional employers also were created with the help of academic, workforce development, local partners and business leadership.

"This has been a great run in the company of incredible regional leaders and a fantastic complement of in-house staff," says Murphy. "Barb LaMue is an extremely talented and creative leader in the profession of economic development; she brings a strong range of experiences, leadership and relationships that will serve her and the New North well. I very much look forward to working with Barb through this transition. It will be great to have some time to focus on moving unique project work in entrepreneurship forward for New North."

###

New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 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. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.