



For Immediate Release

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New North releases video, web page tributes to its investors

Highlight the accomplishments of regional organizations in supporting the regional recovery

NEW NORTH, October 22, 2020 – New North Inc., the regional marketing and economic development corporation for the 18 counties of Northeast Wisconsin, today released a five-minute video, which directs viewers to a dedicated web page that highlights its investors and how each has supported the region’s recovery from the COVID-19 pandemic.

The website to view the video and supporting efforts of New North investors can be found at <https://www.thenewnorth.com/investors-appreciation-highlights/>. Investors’ logos, along with a sampling of their regional recovery efforts, are displayed.

“In lieu of the annual investor event we were unable to hold due to COVID-19, we believed it was important to share with the larger New North community the many ways that our investors have really stepped up to help the region,” says Barb LaMue, president and CEO of New North Inc. “We offer the video tribute and web page of investor accomplishments as our way of saying thanks.

“We know it’s a new game. The rules have changed. But as one region we are writing our NEW recovery playbook.”

Oshkosh Corp. was scheduled to host the 2020 New North Investor Event at its new, 191,000-square-foot headquarters on 32 acres in Oshkosh, which opened in November 2019. Oshkosh Corp. is an industry leader as a manufacturer and marketer of specialty vehicles, vehicle bodies and access equipment for the primary markets of defense, concrete placement, refuse hauling, access equipment and fire & emergency.

Wilson Jones, president and CEO of Oshkosh Corp., shared a greeting with investors to open the video and welcomed the investors to the company’s new location in the future.

“We’re fortunate to have New North really helping us to focus this region on staying prosperous, staying vibrant,” said Jones. He discussed the region’s role in quickly finding PPE equipment and with getting downtown districts and businesses reopened. Jones also described New North’s more recent part in helping to deploy financial resources at the state and federal level.

“Our core value (at Oshkosh Corp.) is, ‘We’re better together,’ and the glue in all that is New North,” Jones added.

New North co-chairs Tim Schneider and Vicki Updike thanked investors for their support of the organization. Schneider shared details on the NEW Launch Alliance and on its strategy for the region’s recovery that centers on creative business ideas and building a stronger entrepreneurial ecosystem. Updike discussed the creation of the Talent Hub and how reskilling activities with Microsoft and gener8tor will train people who have been most affected with job loss during the pandemic.

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LaMue closed out the video by thanking the board of directors and investors for their support for longer-term, strategic initiatives for business and talent development, such as supply chain strengthening, solutions to broadband deficiencies and marketing the resiliency of our communities. “We’re 18 counties, one community, driven by compassion, determination and innovation,” she said. “Because of you, our investors, we will emerge as an even stronger, united region.”

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New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development corporation 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.