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## FOR IMMEDIATE RELEASE ##

## **New North Inc. announces ‘New North Hires Heroes’ talent initiative**

*Mission Wisconsin partnership connects transitioning service members to Northeast Wisconsin*

NEW NORTH, November 11, 2020 – On Veterans Day, New North Inc., the regional marketing and economic development corporation for the 18 counties of Northeast Wisconsin, announces the advent of a new talent initiative for the region centered around military veterans: New North Hires Heroes.

New North has partnered on the program with Mission Wisconsin, an organization dedicated to helping Wisconsin employers connect with transitioning service members, family members and veterans through direct interaction with them. A supporter of Mission Wisconsin from its start, New North recently signed a contract with the company to focus specifically on military employment connections with businesses in the New North region and to promote living and working in Northeast Wisconsin.

“We realize that our military men and women are incredibly trained and talented and possess strong technology skills,” says Barb LaMue, president and CEO of New North Inc. “We also know that when they decide to leave the military, the U.S. Government will pay for one last move. We feel that move should be to Northeast Wisconsin.”

The Mission Wisconsin – New North Hires Heroes initiative ties directly into New North’s larger strategy on talent attraction to the region through the ‘More YOU in NEW’ (Northeast Wisconsin) campaign. Those interested in related marketing materials that can be co-branded can contact Lorissa Banuelos, director of marketing and investor relations for New North Inc., at [lbanelos@thenewnorth.com](mailto:lbanelos@thenewnorth.com).

“Mission Wisconsin is proud to form a strategic partnership with New North Inc. to provide a talent pipeline to veteran- and military spouse-owned businesses with a focus on employers with less than 50 employees in the New North region,” says Steven Janke, Mission Wisconsin founder. “Over the course of the next year, Mission Wisconsin will provide a source of transitioning service member, military spouse and veteran talent to those employers by attending career summits hosted by the ‘Hiring Our Heroes’ initiative of the U.S. Chamber of Commerce Foundation. New North also will be engaged in helping to connect these services with larger employers in the region.

“Our goal is to assist those who have served in connecting with career opportunities in the region, while also sourcing valuable talent to New North companies.”

“I had the chance to witness how this process works while being part of a recruitment job fair at Cherry Point and Camp Lejeune Marine Corps bases about a year ago,” adds LaMue. “Steven does an incredible job of promoting opportunities, selling our region and making a personal connection. We know that wrap-around services also are needed to support family relocations. Mission Wisconsin and New North will be working together with local partners for this transition.”

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New North companies interested in participating in this initiative can contact Janke at [stevenjanke@mission-wisconsin.com](mailto:stevenjanke@mission-wisconsin.com) or go to [www.mission-wisconsin.com](http://www.mission-wisconsin.com).

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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](http://www.thenewnorth.com).*

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