



For Immediate Release

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New North, Inc.

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Packers' Murphy, 4 regional leaders highlight annual New North Summit *Region's largest economic development event, set for March 2021 at Lambeau Field, will feature representatives of Green Bay Packers, Bassett Mechanical, ThedaCare, Microsoft and gener8tor*

NEW NORTH, October 13, 2020 – A scheduled welcome message from the Green Bay Packers' Mark Murphy and presentations from four regional leaders highlight the program of the annual New North Summit, set for Thursday, March 11, 2021. Speaking at the event will be Kim Bassett of Bassett Mechanical, Dr. Imran A. Andrabi of ThedaCare, Michelle Schuler of Microsoft and Joe Kirgues of gener8tor.

Murphy is in his 13th year as president and CEO of the NFL franchise. In that time, he has overseen success both on and off the field through a Super Bowl XLV victory and development of the Tittletown District. Murphy is slated to welcome attendees and to provide an update on the Packers.

In concert with this year's theme, 'Playbook for Recovery – the Rules of the Game Have Changed,' and with the event being held at Lambeau Field for the first time, the speakers will describe their year's activity relating to "Offense," "Defense" and "Special Teams."

The presentation on "Offense," which describes a company that is expanding, will be provided by Bassett. Andrabi will give a perspective on "Defense," representing an industry that has been challenged through the care of COVID-19 patients, protecting their front-line defense and balancing the health care needs of residents on non-related pandemic nature. Schuler and Kirgues will focus on "Special Teams" as they discuss the gener8tor Upskilling initiative, a truly one-of-a-kind model that is providing knowledge, skills and access to jobs to those who have been significantly impacted due to the pandemic.

"We are excited to have Mark Murphy kick off the New North Summit, along with the perspectives of some of the foremost leaders within our region," says Barb LaMue, president and CEO of New North Inc. "We also look forward to hearing the thoughts of our keynote speaker, Tim Moore, who will speak to the power of social impact and equality."

Online registration now is available at www.newnorthsummit.com. Early registration is at the discounted rate of \$75 until Jan. 15, 2021. The entry fee will increase to \$90 on Jan. 16 and to \$100 at the door on the day of the event. Student tickets are available for \$15.

Kim Bassett is president and CEO of Bassett Mechanical, a position she has held since December 2009. She began working alongside the various trades and moved through each division to develop a working knowledge of each area before being named president and COO in January 2007.

Bassett Mechanical provides full-service solutions for industrial refrigeration, HVAC, plumbing, metal fabricating and preventative maintenance. The company is headquartered in Kaukauna, Wis., where it maintains a 268,000-square-foot manufacturing facility, and has three additional Wisconsin locations in Madison, Milwaukee and Wausau. It began in 1936 to service home refrigerators and light commercial units, and soon will be celebrating its 85th year as a third-generation family business under the leadership of Kim Bassett.

Bassett holds two master's degrees: in speech pathology from the University of Wisconsin-Madison and in management technology from UW-Stout. She was one of only nine CEOs chosen by the National Safety Council's *Safety+Health* magazine as 2020's 'CEOs Who "Get It,"' an annual recognition presented to safety leaders who go the extra mile to protect employees both on and off the job. She also was inducted into the Wisconsin Safety Council Hall of Fame in June 2020.

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Imran A. Andrabi, MD, is president and CEO of ThedaCare, having been named to the position in April 2017. ThedaCare is the largest employer in the Fox Cities region, employing 7,000. It has seven hospitals and 35 clinics over a 17-county area, and serves more than 250,000 patients annually.

While ThedaCare has been improving the health of the communities it serves in Northeast and Central Wisconsin for more than 110 years, how it delivers its mission is changing. ThedaCare is on a journey to become a leader in Population Health, transitioning from a place where people go when they are sick or injured to a partner in health and wellbeing.

He previously had been the CEO of Mercy Health in Toledo, Ohio. Andrabi started with Mercy Health as a medical resident in 1992, progressively advancing within the medical services provider over the ensuing 25 years, assuming CEO duties in January 2015. He oversaw seven hospitals which employed more than 8,800.

Andrabi received his medical degree from King Edward Medical College in Lahore, Pakistan.

Michelle Schuler and **Joe Kirgues** will present on gener8tor Upskilling, an accelerator program launched within the New North region in July of this year. The concierge program is designed for individuals ready to learn digital skills in order to acquire in-demand jobs in the region.

The two-week, cohort-based program includes self-paced virtual curriculum from Microsoft, LinkedIn and GitHub; one-on-one concierge support from the gener8tor team; and virtual access to a network of peers for support and community.

Schuler has served as manager of TechSpark Wisconsin at Microsoft for the past three years. In that role, she has helped to spearhead several technology-related initiatives within the New North region, including gener8tor Upskilling, TitletownTech and Microsoft TEALS (Technology Education and Literacy in Schools). Microsoft TEALS connects high school classroom teachers with tech-industry volunteers to create sustainable computer science programs.

Kirgues co-founded gener8tor in December 2011. The organization invests in startup companies that are part of their accelerator model, a concierge experience during a 12-week program and follow-up support through a network of experienced mentors, technologists, corporate partners, angel investors and venture capitalists.

Also at the New North Summit will be pitches from winners of local and regional entrepreneurial pitch contests, which are taking place in November and December of this year. Rounding out the agenda will be updates on projects and initiatives from across the region, along with presentations from the NEW Manufacturing Alliance and the workplace excellence award with Right Management.

The New North Summit is geared towards business executives, education leaders, non-profit and government leaders from around the region and state.

Networking begins at 7:30 a.m., followed by the start of the Summit program promptly at 8:30 a.m.

WHERE: Lambeau Field Atrium
1265 Lombardi Avenue; Green Bay, Wis.

WHEN: Thursday, March 11, 2021
7:30 a.m. – 4:00 p.m.

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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.