

# PRESS RELEASE



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## New North Summit in-person event scheduled for June 10 at Lambeau Field

*Three Spring virtual events will serve as lead-up to traditional large, in-person gathering*

NEW NORTH, January 8, 2021 – The upcoming New North Summit now will be held over four dates, starting with three virtual events and networking before wrapping up with the traditional large, in-person gathering, scheduled for June 10 at Lambeau Field in Green Bay. It will continue to follow the theme of, ‘Playbook for Recovery – the Rules of the Game Have Changed,’ with regional business leaders describing their year’s activities relating to “Offense,” “Defense” and “Special Teams.”

“We know our annual summit is an event that our stakeholders look forward to for enriched networking and regional updates,” says Barb LaMue, president and CEO of New North Inc. “While we are thankful for the progress that is being made to beat COVID-19, holding a large gathering on the previous date of March 11 is not possible. We instead have reshaped the event into a series of virtual events, culminating with the in-person event people have come to know.”

The dates and times for the three virtual events in 2021 are:

- Thursday, March 11, from 8:30-10:00 a.m. – Virtual Pre-Game
- Wednesday, April 14, from 9:00-10:00 a.m. – Business and Community Growth Training Camp
- Wednesday, May 12, from 9:00-10:00 a.m. – Education and Talent Attraction Training Camp

**The in-person portion of the New North Summit** is scheduled to be held on Thursday, June 10, 2021, from 8:00 a.m. until 2:30 p.m. at Lambeau Field. A special event is planned the evening before for the region’s healthcare heroes.

Individuals who register for the New North Summit, along with those who have registered previously, will be automatically registered for all four events. The option to decline an event date which does not fit a person’s calendar will be available.

Online registration remains open at [www.newnorthsummit.com](http://www.newnorthsummit.com). Early registration is available at the discounted rate of \$75 until Friday, March 5. The entry fee will increase to \$90 on the ensuing day and to \$100 at the door on the day of the in-person event. Student tickets are priced at \$15.

The presentation on “Offense,” which describes a company that is expanding, will be provided by Kim Bassett, president and CEO of Bassett Mechanical. Imran A. Andrabi, MD, president and CEO of ThedaCare, will give his perspective on “Defense,” representing an industry that has risen to the challenges of caring for COVID-19 patients.

Michelle Schuler of TechSpark Wisconsin at Microsoft and Joe Kirgues of gener8tor will focus on “Special Teams” as they discuss the gener8tor Upskilling initiative, an accelerator program launched in conjunction with New North Inc. in July 2020 to teach individuals digital skills and to connect them with in-demand jobs within the region.

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Other components of the New North Summit programming are Keynote Speaker Tim Moore, who will share a message on the power of social impact; updates from the Green Bay Packers organization; a recap from winners of the regional entrepreneurial pitch contest; highlights of business growth; updates on initiatives from across the region; the celebration of the winner of the Workplace Excellence Award with Right Management; and a presentation from the NEW Manufacturing Alliance.

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

Programmatic elements of the New North Summit will be shared with registrants and updated on the event website, [www.newnorthsummit.com](http://www.newnorthsummit.com), as the agenda for each individual event is finalized.

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New North, Inc., is a 501(c)3 non-profit, regional 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.

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