

PRESS RELEASE



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Program set for New North Summit virtual event; Early registration rate ends today *Leaders from WEDC, Green Bay Packers, Green Bay Packaging highlight March 11 lineup*

NEW NORTH, March 5, 2021 – The program lineup for the first of three virtual events – Thursday, March 11, from 8:30-10 a.m. – leading up to the in-person New North Summit has been set. It is highlighted by leadership from the state’s lead economic development organization and from its internationally known football team.

Today, March 5, is the final day to receive the discounted early registration rate of \$75. Online registration is available at www.newnorthsummit.com. After today, the entry fee increases to \$90. It will be \$100 at the door on the day of the in-person event, June 10. Student tickets are priced at \$15.

The March 11 virtual event will feature a number of dynamic programmatic elements. These include:

- A message from WEDC Secretary & CEO **Missy Hughes**, who discusses regional alignment with state economic development initiatives
- Green Bay Packers President & CEO **Mark Murphy**, who provides messages on the organization’s investment in addressing racial inequity and its support of entrepreneurs
- Green Bay Packaging Executive Vice President **Bryan Hollenbach**, who shares an update on the company’s new Green Bay Mill
- A sneak peek message from the Summit’s keynote speaker, **Tim Moore**
- A commercial real estate update from NAI Pfefferle Vice President **Manny Vasquez**
- Business development videos, and more

Following the program, at 9:30 a.m. attendees will be able to participate in virtual networking on the Meetaway platform, provided by Insight Publications.

“We are excited to offer a great lineup of Summit-related events, starting on March 11 and leading up to our large gathering at Lambeau Field in June,” says Barb LaMue, president and CEO of New North Inc. “We believe that those in our region will enjoy the insights and updates provided over the course of the four dates.”

The Summit’s ‘Playbook for Recovery’ series continues with a second virtual event from 9-10 a.m. on April 14. Themed as the ‘Business & Community Training Camp,’ it will feature additional developments submitted by New North’s local partners, a presentation by St. Norbert College on scenario planning based on regional COVID-19 impacts, an update on the NEW Launch Alliance and insights from three local founders.

A third virtual event, ‘Education and Talent Attraction Training Camp,’ will be held from 9-10 a.m. on May 12. It will focus on best practices around upskilling and talent-attraction methods, the work of industry alliances and a real-estate forecast as it relates to pandemic effects.

Virtual networking via Meetaway also will be available at the conclusion of the second and third virtual events.

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The traditional large, in-person New North Summit is scheduled for June 10 at Lambeau Field in Green Bay, running from 8 a.m. until 2:30 p.m. It will feature Keynote Speaker Tim Moore, who will share a message on the power of social impact.

Three presentations from regional business leaders additionally will make up the program. A perspective on “Offense” will be provided by Bassett Mechanical President and CEO Kim Bassett, who discusses her company’s regional growth; on “Defense” from ThedaCare President and CEO Imran A. Andrabi, MD, who represents an industry that has risen to the challenges of caring for COVID-19 patients and, more recently, providing vaccinations; and a “Special Teams” address, provided by Michelle Schuler of TechSpark Wisconsin at Microsoft and Joe Kirgues of gener8tor, on their upskilling initiative in partnership with New North, which is assisting those who have lost employment due to the pandemic.

The winner of the Workplace Excellence Award, presented in conjunction with Right Management, also will be celebrated. A tailgate luncheon and a high school drumline competition will wrap up the in-person event.

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

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

Programmatic elements of the New North Summit will be shared with registrants via email as well as regularly updated on the event website, www.newnorthsummit.com.

To protect your contact information, New North does not sell or share the registration list.

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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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