

PRESS RELEASE



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New North, Inc.
2740 W. Mason St. | Green Bay, WI 54303
920.336.3860 | www.thenewnorth.com
Located on the NWTC Campus | Ste. BT344

New North Inc. and St. Norbert College present second regional economic outlook event, May 19

Free webinar offered through partnership with SNC, Wisconsin Dept. of Revenue

NEW NORTH, April 28, 2021 – New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin, is presenting a second economic outlook event for Wisconsin and the New North region on Wednesday, May 19, from 1:30-2:30 p.m. The free webinar is being offered through a partnership between New North Inc., The Schneider School of Business & Economics at St. Norbert College and the Wisconsin Department of Revenue.

Registration is available at <https://schneiderschool.snc.edu/newsandevents/economicintelwebinar.html>. Live Zoom access will be provided to those who sign up.

The event will offer a discussion on how the New North region and Wisconsin have weathered the COVID-19 pandemic and on how economic health indicators have evolved. Peter Barca, secretary of the Wisconsin Department of Revenue (DoR), and Marc Schaffer, St. Norbert economics professor and Center for Business & Economic Analysis (CBEA) director, will be joined by DoR economists and CBEA fellow Peyton Jack to share high-frequency data being used to track economic recovery in the region and state.

“Our first economic outlook event, held last December, was well received,” says Barb LaMue, president and CEO of New North Inc. “This great partnership between New North, the Wisconsin Department of Revenue and St. Norbert College allows us to regularly provide informed economic trends and forecasts to our partners and to the larger New North community.”

Opening remarks will be provided by Dan Heiser, dean of The Schneider School of Business & Economics, and by Nicole Kitowski, New North board member and EVP-Chief Risk Officer at Associated Bank, which is sponsoring the event.

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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.
www.thenewnorth.com

Media Contact: Jeff Blumb, 920.328.5454 or media@blumbcc.com