

PRESS RELEASE



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Vibrant program set for final New North Summit virtual event, to be held May 12

Focus to be on talent-attraction programs/methods, industry alliances, future of office space

NEW NORTH, May 6, 2021 – The third and final virtual event of the New North Summit ‘Playbook for Recovery’ series will be held on May 12 from 9-10 a.m. Themed the ‘Education and Talent Attraction Training Camp,’ it will focus on talent-attraction programs and methods, the work of industry alliances and a real-estate forecast as it relates to the future of office space.

The traditional large, in-person New North Summit is scheduled for June 10 at Lambeau Field in Green Bay and will mark the final event in the 2021 ‘Playbook’ series.

Online registration is available at www.newnorthsummit.com. The registration fee covers the upcoming virtual event and the in-person event. **Those who registered for prior Summit virtual events held this year do not need to register again.** All attendees will receive an email on May 10 and 12 with the link to join the third virtual event.

The May 12 virtual event opens from TitletownTech in Green Bay with an overview from Kathi Seifert and Marry Goggans, New North board members and co-chairs of the organization’s Talent Task Force. They will discuss the two key aspects of their efforts: ensuring that today’s regional workforce has the skills and training for in-demand careers and that New North businesses and communities can attract the future talent they need to remain competitive in a global economy.

Rebecca Deschane, vice president of talent development for New North Inc., then will lead a discussion of talent initiatives taking place in the region. Among those highlighted will be a partnership between New North and Mission Wisconsin, an organization dedicated to helping Wisconsin employers connect with transitioning service members, family members and veterans through direct interaction with them. Mission Wisconsin Founder Steven Janke will talk about early placements in the New North region, and program participants will share their experiences.

Bob DeKoch, New North board member and co-chair of its marketing & branding committee, will introduce the organization’s newest talent-recruitment video, featuring Sachin Shivaram, CEO of Manitowoc-based Wisconsin Aluminum Foundry, and his family. The videos are part of New North’s ‘More YOU in NEW’ campaign. A select number of videos featuring the NEW Manufacturing Alliance 2021 All-Stars also will be spotlighted.

Updates on New North’s education and industry alliances will be provided by Deschane before the program concludes with a discussion on the “Future of Office Space.” Manny Vasquez of NAI Pfefferle will share industry trends around office occupancy rates, the increasing move to a hybrid work model and how the office of the future will look and feel different.

Following the program, at 10 a.m. participants will be able to take part in virtual networking on the Meetaway platform, provided by Insight Publications.

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"We believe that participants will find the event program helpful as they work to address their own workforce challenges," says Barb LaMue, president and CEO of New North Inc. "They will be exposed to a number of available tools to assist in meeting their talent objectives."

The in-person New North Summit is scheduled for June 10 at Lambeau Field in Green Bay, running from 8 a.m. until 2 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.

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.

New North Inc. will be following health and safety recommendations that are in place at the time of the in-person event.

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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