



# ready & resilient:

Prosperity  
for  
All

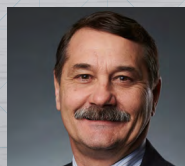


# AS YOU GET BUSIER, IT'S TIME TO GET BETTER



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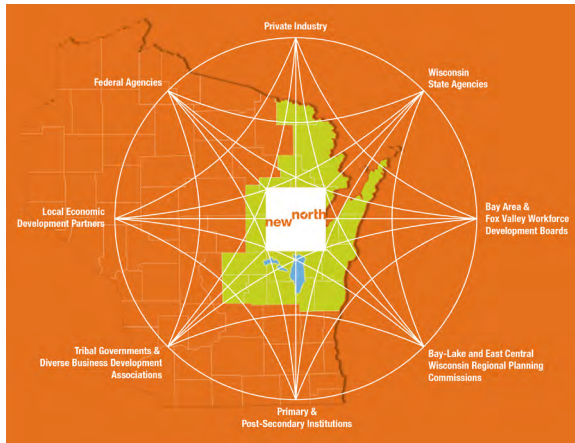
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# Well on the Road to Recovery



Greetings,

We are incredibly grateful to our businesses and communities, all working as one team for this all important goal — getting our region back on the road to recovery. While New North has been involved in many areas of business and talent attraction and retention, we wanted our mid-year report this year to have a different look — telling the region's story through imagery.



**Inclusive collaboration is our core value**

To highlight the collective work of many, this report is just a sampling of the pictures, captions and quotes of individuals and their actions over the past six months. Through their eyes, you can witness the optimism, hope, tenacity and grit. We are proud to share their stories as a reflection of the collective work across our region.

We hope that you take the time to view this report and come away with a sense of pride and accomplishment for what we collectively have been able to accomplish.

We thank the hundreds of individuals and corporations who volunteer their time and financial support for our mission to be the catalyst for regional prosperity for all through collaborative action.

Our region's resiliency is second to none!

Respectfully,

## 2021 New North Board of Directors

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**David Thiel**, Waupaca County EDC

**Catherine Tierney**, Community First Credit Union

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**Ken Zacharias**, CLA (CliftonLarsonAllen) LLP (treasurer)\*

\*Serves on executive committee

\*\*Ex-officio with voting privileges

**On the cover:** Downtown Unites Mural, courtesy of artist Irineo Medina & Appleton Downtown Inc.

# new north — proud of the companies we keep. Connecting investments to companies that invest in the New North.

New North, Inc. creating, connecting and convening regional strategic initiatives for business and talent development

- New North's population – **1.25 million people**
- Total full-time employment – **675,000**
- Annual Gross Regional Product – **\$70 billion**
- **21%** of Wisconsin's population, employment and GDP



## highly skilled, educated and productive workforce

- **Public colleges and universities** – 17 public and private colleges and universities with an average annual enrollment of 113,000.
- **The NEW Manufacturing Alliance** – collaborative, led by manufacturers, working with New North, educators, workforce development, chambers of commerce and state organizations to promote manufacturing in our Northeast Wisconsin region.
- **NEW Digital Alliance** – collaborative, led by prestigious IT companies in northeast Wisconsin, working with educators, employers, and partners such as Microsoft TEALS (Technology, Education and Literacy in Schools) and TechSpark to promote the tech health of the region and build a robust pipeline of IT talent.
- **NEW ERA** (Northeast Wisconsin Educational Resource Alliance) – consortium of the post-secondary institutions in the region that fosters regional partnerships among the public colleges and universities.
- **Diversity and Inclusion** – council that develops strategies that leverage every person's assets to foster an environment where everyone achieves his/her full potential.

## infrastructure

- 2 interstates and thousands of miles of state and local roadways
- 2 international airports
- Class 1 rail line
- Foreign trade zone
- 5 commercial/cargo ports
- 5G high-speed internet covers the region

## quality of life

- Home to the Green Bay Packers, the only community-owned NFL football team
- Wineries, craft breweries, noteworthy museums and art galleries, top-rated hiking trails, more than 300 miles of shoreline on the Great Lakes
- PGA Championship golf courses – Blackwolf Run and Whistling Straits – home to the 2021 Ryder Cup
- The region's cost of living index – 10.5% lower than the national average





# new north investors

## platinum

**thrivent**



## champion



**BOLDT**



## leadership



**SCHNEIDER**

## visionary



**Kimberly-Clark**



**WERNER**  
ELECTRIC SUPPLY

## founding



**C.D. SMITH**  
CONSTRUCTION



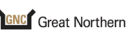
**DAVIS KUELTHAU**  
attorneys at law



## sustaining



## contributing



## in-kind



## NEW Digital Alliance

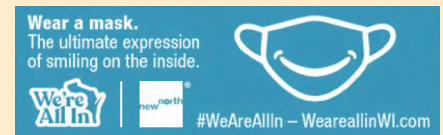




# Ready & Resilient – Prosperity for All

The New North region has proven that we are resilient and ready to help each other move from crisis to recovery mode during the COVID-19

pandemic. Together, we pulled ideas, information, resources and connections to help our region be a leader in the road to recovery.



## What resilient means to me:

*"Never give up, keep your eye on the prize. Overcoming obstacles — if you have that will, there is always a way."*

—Rachelle Katchenago



Rachelle Katchenago

Rachelle was stuck in a cycle of dead-end jobs and sacrificed time with her kids to make ends meet. When she reached out for help, she was introduced to the New North gener8tor Upskilling pilot program. Once enrolled, she began the online course and received coaching to develop a resume, LinkedIn profile and interview skills. This led to a full-time, work-from-home customer service position that was flexible enough for her to manage family obligations. Finding a program like Upskilling that was flexible and attainable allowed her to overcome multiple barriers that many face due to child care, lack of credentials or financial means. She was so grateful for this opportunity that she has started volunteering to help others who may be facing similar struggles.

"The program provides so much coaching and support — you feel a sense of community and it creates a sense of hope," Rachelle says.



## New North Upskilling Program expands

New North brought public and private sector leaders together with **gener8tor**, a local startup accelerator, to create an upskilling program to help job seekers change careers through training and networking. Thanks to Microsoft, the program is being expanded across the United States, but it started right here in the New North.



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**53** % job placement\*

\*at time of publication-graduation recently held

## Creating safe options for our communities

Businesses took extra steps to keep customers safe from using social distancing signs to creating outside dining areas and cocktails to go during the pandemic. As the number of COVID-19 cases decline, patrons can once again enjoy gathering together in small groups.



## Where resiliency in our region shows through

Visit our website for the New North Region Strength & Determination video, New North Covid-19 Updates.

[www.thenewnorth.com/covid-19-updates](http://www.thenewnorth.com/covid-19-updates)





Irineo Medina, Downtown Unites mural artist

## Prosperity for All — Equity, Diversity & Inclusion

“I aim to create work that adds brightness and love to our community. Changing the landscape is an important building block in community conversation and new ideas. I also feel an intrinsic responsibility to use my platform to uplift marginalized populations and show their beauty to everyone. I believe that if we see

murals as beautiful additions to our landscape, then including BIPOC in my work can normalize our beauty and in turn produce fruitful conversations and ideas that begin to create positive change. The world can be a crazy place. I believe that art is the vehicle that can bring us together and keep us moving forward.”



## Protecting people

Many area businesses developed products to keep people safe during the pandemic, from making PPE to pop-up modular hospital rooms. The Boldt Co. in Appleton partnered with HGA Architects and Engineers to make modular health care solutions.



## African Heritage vaccine clinic with AHI & Prevea Health Teams

African Heritage Inc. and Prevea Health teamed up to offer mobile COVID-19 vaccination clinics and spread the word about why it's important to receive the vaccine.

## Downtowns are the heart of our communities

### WEDC Wisconsin Main Street Awards received in our area

#### Best COVID Response

Winner: Definitely De Pere and City of De Pere

Honorable Mention: Downtown Fond du Lac Partnership and City of Fond du Lac

#### Best Business Success Story

Winner: Barber Rich's Barbershop — Omro

#### Best Downtown Revitalization Initiative — Connect Communities Under 12,000

Co-Winner: Elite Smiles Dental — Little Chute

#### Best Business Retention Effort

Winner: Friends of Farmers Wife — Omro

#### Best Volunteer Engagement

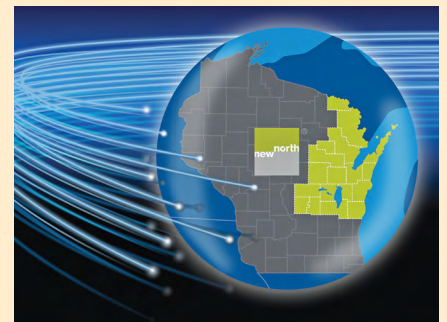
Winner: Rotary Square Beautification Project — Ripon

#### Best Façade Rehab Over \$20,000

Winner: Saks Holdings LLC, 101 S. Broadway — De Pere

#### Best Historic Restoration

Winner: Historic Mapes Hotel — Ripon



## Making broadband accessible to all

New North was awarded a \$500,000 EDA CARES Act Recovery Assistance grant to conduct a broadband gap analysis and identify solutions for the 18 counties of the New North region to spur private investment and economic resiliency.



# Growth & Development in the New North

## Business Development

**2020 New North Business Development** video highlighted construction projects in our region  
**2020 Deloitte's Top Ranking** video where privately held companies in the New North were recognized  
**2020 Local Partner Development** video to highlight projects large and small — we are proud of them all



**GOLD SHOVEL**  
DEVELOPMENT-READY SITES  
an initiative of the new north region

Time is money. By gathering uniform site information, we increase the quality of site documentation, the number of certified sites, and investment into the region.



*"The Gold Shovel certification helped us secure a new 110,000-square-foot Amazon distribution center in Greenville Business Park creating 160 permanent jobs, with seasonal employees as needed."*

— Michael J.D. Brown, Community & Economic Development Director



**Fond du Lac**  
**Aeronautical Business Park**  
46 acres available for development



**Sheboygan**  
**Southpointe Enterprise Campus**  
133 acres available for development

## 18 Opportunity Zones

An Opportunity Zone is an economic development tool that allows people to invest in distressed areas to spur economic growth and job creation in communities.



**The Brio Building in downtown will house the Oshkosh Food Co-op**

**Gabriel Lofts is a mixed-use redevelopment in the historic Gabriel Furniture building in downtown Appleton**



## Door County Museum



The James F. Kress Maritime Lighthouse Tower in Sturgeon Bay honors the maritime history of our region while drawing tourism dollars to the area.

## 2021 SELECTUSA INVESTMENT SUMMIT

Summit as part of the WEDC – State of WI delegation to connect with businesses around the world looking to expand and make investments in our New North region and Wisconsin.

New North participated in the Select USA Investment



**Green Bay Packaging is the first new paper mill in Wisconsin in over 35 years, bringing new technology and efficiency to the industry.**

## NEW Launch Alliance Regional Pitch Winners



**Shawn Robinson**,  
Founder of Pure & Complete Phonics LLC



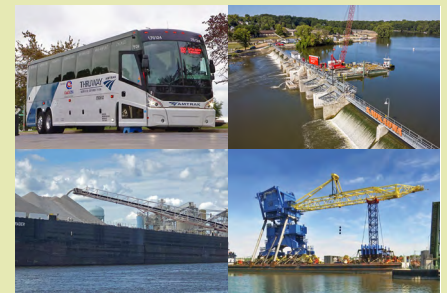
**Stephanie Hoskins**,  
Co-founder of Debtle with her husband, Houston



**Alex Tyink** is CEO and co-founder of Fork Farms, a unique hydroponic growing system. As a member of the NEW Launch Alliance, Alex was connected to TitledTownTech and WEDC for additional investments.



Thank you to our local partners for providing innovative spaces and resources



## Transportation, Logistics, and Infrastructure

Investments continued to support the transportation of people, raw products and finished goods throughout the world

**Amtrak Thruway Buses** — connecting residents to Chicago

**Michels Kaukauna Dam Project** — rebuilt this 90-year-old structure

**Port of Green Bay** — Supporting 14 port businesses along the Fox River, moving more than 2 tons of cargo

**U.S. Navy Crane** — built in the Port of Manitowoc, heading for the East Coast to handle 140-ton loads at a naval base



# Education & Talent Attraction

## Hiring heroes



**Darlene Sao** transitioned from the military to Oshkosh Corp. through the Hiring our Heroes Corporate Fellowship program and Mission Wisconsin.

She couldn't picture herself in Northeast Wisconsin, but she took a chance and she is glad she did! Originally from Illinois, Darlene went to the Coast Guard Academy and traveled the world while serving the country. The leadership skills, broad experiences and adaptability she gained in the military helped her transition to the civilian world. Darlene was pleasantly surprised by the personalized approach provided by Mission Wisconsin and Oshkosh Corp. *"For them to take the time to figure out what I'm passionate about and what my interests were really stood out to me, so after that I knew I had to take this opportunity and I'm so glad I did,"* said Darlene.

## The New North Talent Hub



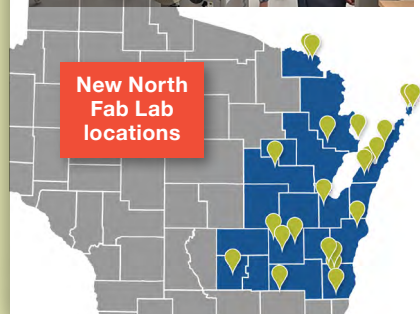
New North created a central location for job seekers and employers to find information on available talent, training and upskilling,

re-employment assistance, job openings and workforce development efforts in Northeast Wisconsin, as well as regional data to inform organizations in strategy decisions.



**Connecting with transitioning service members is part of New North's efforts to attract talent to the region.**

## Fab Labs: Where early education includes hands-on innovation



## Winnebago CATCH-A-RIDE

Greater Oshkosh Economic Development Corp. provided over 1,900 trips for employment in 2020, getting essential workers to their places of employment!



Helping to address the lack of child care facilities, Ariens Company turned a portion of the old Brillion Iron Works property into the new Brillion Learning Center.

*"I often hear that organizations don't think about IT unless something goes wrong. COVID-19 brought IT to the forefront. IT was crucial in helping employees transition to remote work and continues to play a critical role*

*today as to how education and commerce operate. The NEW Digital Alliance also supports the efforts of companies and educational institutions in attracting and retaining IT workers in our region."*

— Kim Iversen, NEW Digital Alliance

## Grace Vanden Heuvel makes connections at NEW Digital Alliance



Grace's story is a perfect example of the magic that happens when the New North's alliances connect. She was introduced to the world of technology at her high school and the Girls Who Code and Microsoft TEALS programs. She was then connected to NEW Digital Alliance and began a long-term internship. For two years, Grace worked with Kim Iversen to optimize the website, coordinate data analysis



and even helped mentor other interns. At the NEW IT Connect event, Grace led a panel discussion in front of her peers and corporate executives. This led

to her current position as a youth apprentice at Secura Insurance!

*"If it had not been for the Alliance, I would not be where I am today. I would like to encourage other students to look into all of the opportunities our region has to get connected — the NEW Digital Alliance is a great place to start!"*

# Marketing & Branding

## More You in NEW

The More YOU in NEW campaign was created with YOU in mind. Here in the New North region, there is more time for YOU with shorter commute times — more time for recreational activities — more opportunities for YOU. We know that a big reason our area is special is because of you, our people. Authentic, kind, approachable, real, generous.

## New North Proud: creating brand ambassadors to highlight our quality of life



## More YOU in NEW video campaign with Sachin Shivaram

**Sachin Shivaram** grew up in Milwaukee, went away to college at Harvard, studied in England and completed law school at Yale. While in law school, he read a novel about a group of industrialists, one of whom ran a steel mill. The book helped inspire his career path to begin working in the metals industry. Today, Sachin is the CEO of Wisconsin Aluminum Foundry in Manitowoc, and he loves to tell the story of how he discovered Northeast Wisconsin and all it has to offer. “It shocks me how little I knew about this area. It is just a wonderful place to live and work,” Sachin said. “I would never have imagined that the area is a diverse area, and there is also a strong job market ... an overwhelming amount of opportunities and fascinating



businesses, especially for a young person starting their career,” he said. Sachin encourages others to envision themselves here and experience the great quality of life in the New North.



## Working together

The New North partnered with the Northeast Wisconsin Manufacturing Alliance to co-brand videos made as part of the NEWMA Manufacturing All Star program as a way to not only draw people to careers in manufacturing, but the region as well.



# Gathering Data and Business Trends



## Business Intelligence

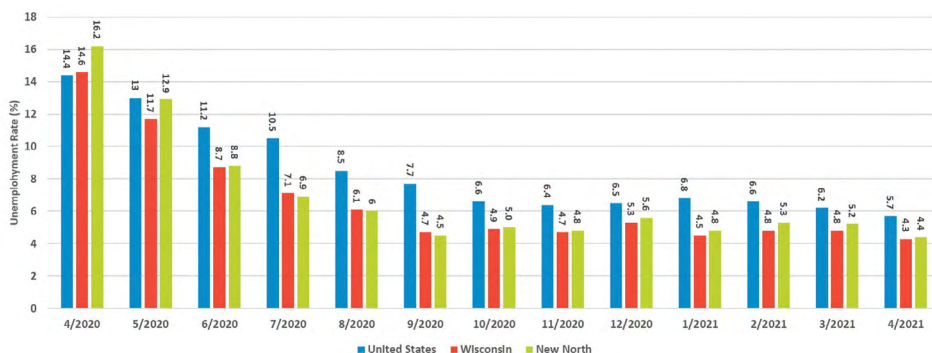


New North launched a new online tool at the beginning of December linked to the Talent Hub, called the New North IntelTracker. The tracker features economic indicators and data on a regional, state and national level showing trends and insights over time.

The purpose of publishing this data is to assist businesses and organizations in making better-informed strategy decisions for the future. The IntelTracker is evolving over time, adding new components to drill down into the data.

[newnorthtalenthub.com/inteltracker](http://newnorthtalenthub.com/inteltracker)

## Unemployment from April 2020 – April 2021



**The New North Region is at pre-pandemic unemployment levels and began recovering faster than the nation and state of Wisconsin. In collaboration with UW Oshkosh, monthly economic impact surveys were conducted and analyzed, leading to recovery tools and resources for our region.**

## COVID-19 WI CEO Leadership Series



**Missy Hughes**  
Secretary & CEO  
WEDC



**Dr. John Raymond**  
President & CEO  
Medical College of WI



**Dr. Jeff Pothof**  
Chief Quality Officer  
UW Health



**Bryan Hollenbach**  
Executive Vice President  
Green Bay Packaging



**Jan Allman**  
CEO  
Fincantieri Marinette Marine

## COVID-19 WI CEO Leadership Series

New North, in collaboration with the Regional Leadership Council, led the weekly CEO Leadership Series to share best practices from top executives on how their companies were navigating the pandemic, along with health care data from the Medical College of Wisconsin.



REGIONAL LEADERSHIP COUNCIL  
Wisconsin Economic Development Partners



7 Rivers Alliance | Centergy | Grow North | Madison Region  
Milwaukee 7 | Momentum West | New North | Prosperity Southwest | Visions Northwest



# new north

creating, connecting & convening regional strategies for business & talent development

## shared vision

To be nationally and globally competitive for personal, community and economic growth.

## mission

To be the catalyst for regional prosperity for all through collaborative action.

## values

Inclusive Collaboration:  
Representing the collective region for business investment and for individuals looking to make the New North their home.

## outcome

Measurable net increase in higher-paying jobs, improved social and economic well-being, while maintaining our superior quality of life.

## How are investors recognized?

As a thank you for your support, investors are highlighted through:



New North Website  
[thenewnorth.com](http://thenewnorth.com)



Mid-Year &  
Annual Report

playbook for  
recovery

New North Summit  
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Renee Torzala will contact you to confirm your investment contribution and discuss payment options. If you have any questions, please email [renee.torzala@thenewnorth.com](mailto:renee.torzala@thenewnorth.com). Feel free to download a pledge form at the following link: <https://tinyurl.com/y4av6fbb> and send via mail to: New North, Inc., 2740 W. Mason St., Suite BT344, Green Bay, WI 54303





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## About New North, Inc.

**New North, Inc.** is a 501(c)3 nonprofit, 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 counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago.

**The mission:** To be the catalyst for regional prosperity for all through collaborative action.

**Core value:** Inclusive Collaboration — representing the collective region for business investment and for individuals looking to make the New North their home.

### New North Pillars:

- Business Intelligence
- Talent Development
- Business Development
- Marketing and Branding

### NEW NORTH, INC.

2740 W. Mason St., Suite BT344 | Green Bay, WI 54303  
(920) 336-3860 | [www.thenewnorth.com/aboutus](http://www.thenewnorth.com/aboutus)

President & CEO  
Barb LaMue

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Rebecca Deschane

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& Consulting

NEW Digital Alliance  
Kim Iversen

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Publisher  
Brian Rasmussen

Editor  
MaryBeth Matzek

Associate Editor  
Jessica Thiel

Sales and Office Coordinator  
Deb Toll

Advertising Sales  
Stephanie Crowe  
Steve Dreger

Lead Designer  
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# I WOMEN OF INFLUENCE

IN THE NEW NORTH REGION™

JOIN OUR CELEBRATION LUNCHEON  
at the Radisson Hotel and Conference Center in  
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making a difference in New North businesses  
and communities.

TUESDAY, AUGUST 3 | 11 AM TO 2 PM

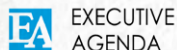
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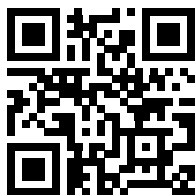
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