

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

Koldos named as one of Wisconsin's 34 Most Influential Asian American leaders

Madison365 annual list highlights diverse role models who are succeeding with the state

NEW NORTH, November 8, 2021 – Barbara Koldos, vice president of business development for New North Inc., the regional marketing and economic development corporation for the 18 counties of Northeast Wisconsin, has been named as one of [Wisconsin's 34 Most Influential Asian American leaders](#). The honor was bestowed by Madison365 in its annual listings of leaders within the state's diverse communities.

Koldos, who has been with New North since April 2021, leads the organization's regional site-selection process, develops and markets Opportunity Zones, directs the Gold Shovel site-certification initiative, guides Global New North efforts around Foreign Direct Investment (FDI) and export activity, represents the region at trade shows and site selector events, and engages with real estate professionals to proactively identify and market sites/buildings in the New North region.

Since 2020, Madison365 has recognized Asian American leaders, representing the Hmong, Chinese-American, Japanese-American, Pacific Islander, South Asian and other communities in Wisconsin. Koldos is Vietnamese-American.

"These lists are intended to highlight the beauty of the diversity across our state," says Henry Sanders Jr., CEO and publisher of Madison365. "I want kids here in Wisconsin to see role models of people who are succeeding, to know that it's possible for people of color to achieve great things here. The people we highlight are elected leaders, business leaders and community leaders, doing difficult, important work...often behind the scenes and without accolades."

"We are incredibly proud of Barbara receiving this distinction," says Barb LaMue, president and CEO of New North Inc. "Besides her excellence demonstrated on business development activities for New North, she has extensive volunteer experience that includes the Women's Fund of Greater Green Bay Advisory Board, area chamber task forces and co-founder of the Northeast Wisconsin APIDA (Asian Pacific Islander Desi American) Professionals. Barbara is an incredible asset and role model for our region."

[Madison365](#) uses journalism to start conversations, find real and lasting solutions, build community, invite action and encourage emerge leaders in communities of color, and to foster dialogue between members of diverse communities.

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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