

PRESS RELEASE



FOR IMMEDIATE RELEASE

Registration now open for New North Summit, June 9 at Lambeau Field

Keynotes on Tech, Talent, Teamwork, plus Packers' Murphy, WEDC's Hughes highlight program

NEW NORTH, March 15, 2022 – Northeast Wisconsin's largest economic-development event, the New North Summit, will be held on Thursday, June 9, at the Lambeau Field Atrium in Green Bay. The day's program will feature a wide range of speakers and presentations that highlight innovation, collaboration, talent and teamwork in the New North region.

Attendees will hear from Missy Hughes, secretary and CEO of the Wisconsin Economic Development Corporation, and Green Bay Packers President and CEO Mark Murphy. There also will be three keynote addresses and other speakers dotting the program. Nicolet National Bank is the event's Platinum sponsor.

Event registration is open at www.newnorthsummit.com. An early-bird entrance fee is available through April 15.

"We are excited by the lineup of this year's New North Summit," says Barb LaMue, president and CEO of New North Inc. "People in the region have come to know and love this event for its mix of programming and networking, and this year will be no different. We will be featuring a group of dynamic leaders from the New North and beyond."

Themed 'Tech, Talent & Teamwork: Our Home Team Advantage,' the 2022 New North Summit will be highlighted by keynotes in each of those three areas.

Technology: How to create, build and commercialize new capabilities and ventures

Speakers: Craig Dickman of TitledTownTech and a panel of startup founders; and Shaleen Devgun of Schneider's 'The Grove'

The Tech keynote, sponsored by Miron Construction, will feature Craig Dickman, managing director of TitledTownTech, who will lead a four-person panel of startup founders: Abi Barnes of [Allergy Amulet](#), developer of the world's smallest and fastest consumer food allergen sensor; Dr. Padraic Obma of [Strive MedTech](#), a virtual medical care platform with wearable sensor technology that connects to a smart device; Tyler Ellison of [ChemDirect](#), a digital B2B marketplace purpose built for the chemical industry; and Alex Tyink of [Fork Farms](#), a mission-focused developer of innovative indoor hydroponic vertical farming technology.

Shaleen Devgun is chief innovation & technology officer at Schneider, where he leads Packerland Ventures, the company's corporate venturing arm established to bring industry-changing freight tech capabilities, including autonomous vehicles, to the mainstream. He will speak on 'The Grove,' Schneider's new innovation center opening in the New North region later this year. The more than 20,000-square-foot building will house the latest collaboration and visualization technologies, allowing Schneider associates to leverage artificial intelligence, machine learning, automation and user experience technologies, and to drive forward new, transformational business processes.

Talent: Incorporating diversity into your talent recruitment and development strategy

Speaker: Dr. Bola Delano-Oriaran of St. Norbert College

The Talent keynote, sponsored by St. Norbert College, will be given by Dr. Bola Delano-Oriaran, an architect of multiple community engagement initiatives on the local and national levels. She is a Dean of the Division of Social Sciences and a professor of teacher education at St. Norbert College, along with being a co-founder of African Heritage Inc. For the past three decades, Dr. Delano-Oriaran has championed community-based programs

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PAGE TWO

centered on changing structural, individual, systematic and institutional narratives around racism, inequity, diversity and inclusion. She has held a lifelong passion of advocating for those who lack access to quality schools and education, in addition to engagement of students from marginalized communities to pursue higher-education and entrepreneurship opportunities.

Teamwork: Developing leaders who grow a winning culture

Speaker: Steve Jones, record-breaking high school football coach and author of *The Twin Thieves*

The Teamwork keynote, sponsored by US Venture, will be provided by Steve Jones, a leadership coach, consultant and best-selling author who has helped to transform influential leaders and successful cultures. He recently concluded 11 seasons as head football coach at Kimberly (Wis.) High School, where he went 129-9, including a state-record 70 straight wins. Jones' teams won five consecutive state championships, along with one state runner-up finish, and captured nine conference titles. He twice was named state Coach of the Year by the *Associated Press*, and has received multiple awards for leadership and positive influence. Today he works leading organizations on the local and national level.

LaMue then will share her President's Message and introduce a video which highlights local partner developments within the region. Talent Development and Business Development videos will be showcased throughout the day. The Workplace Excellence Award, sponsored by Right Management, subsequently will be presented to this year's winner.

A new feature to this year's New North Summit is an interactive digital mosaic that will engage participants leading up to the event. The public is invited to upload a photo of themselves and share what they love about living and working in the New North. The photos will be combined to form a digital mosaic featuring original artwork by Gregory Frederic of [CrewlArt](#), sponsored by The Boldt Company and Community First Credit Union. The final design will be unveiled at the Summit, and will represent the many different people, cultures and talents that come together to power the New North region.

Following lunch and a networking break, two breakout sessions will be held. Ann Franz, executive director of the Northeast Wisconsin Manufacturing Alliance, will lead a session for the alliance.

A session dedicated to entrepreneurship in the New North simultaneously will take place. Winners of the NEW Launch Alliance Pitch Event will give updates on their business journeys. Some of the participants in The Blueprint Green Bay, an accelerator program for entrepreneurs of color, female- and veteran-owned businesses and startups, also will be showcased.

A networking reception, starting at 2:30 p.m., will conclude the event. Event agenda updates will be provided at www.newnorthsummit on an ongoing basis.

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

WHERE: Lambeau Field Atrium
1265 Lombardi Avenue; Green Bay, Wis.

WHEN: Thursday, June 9, 2022
8:30 a.m. – 4:00 p.m.

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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

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