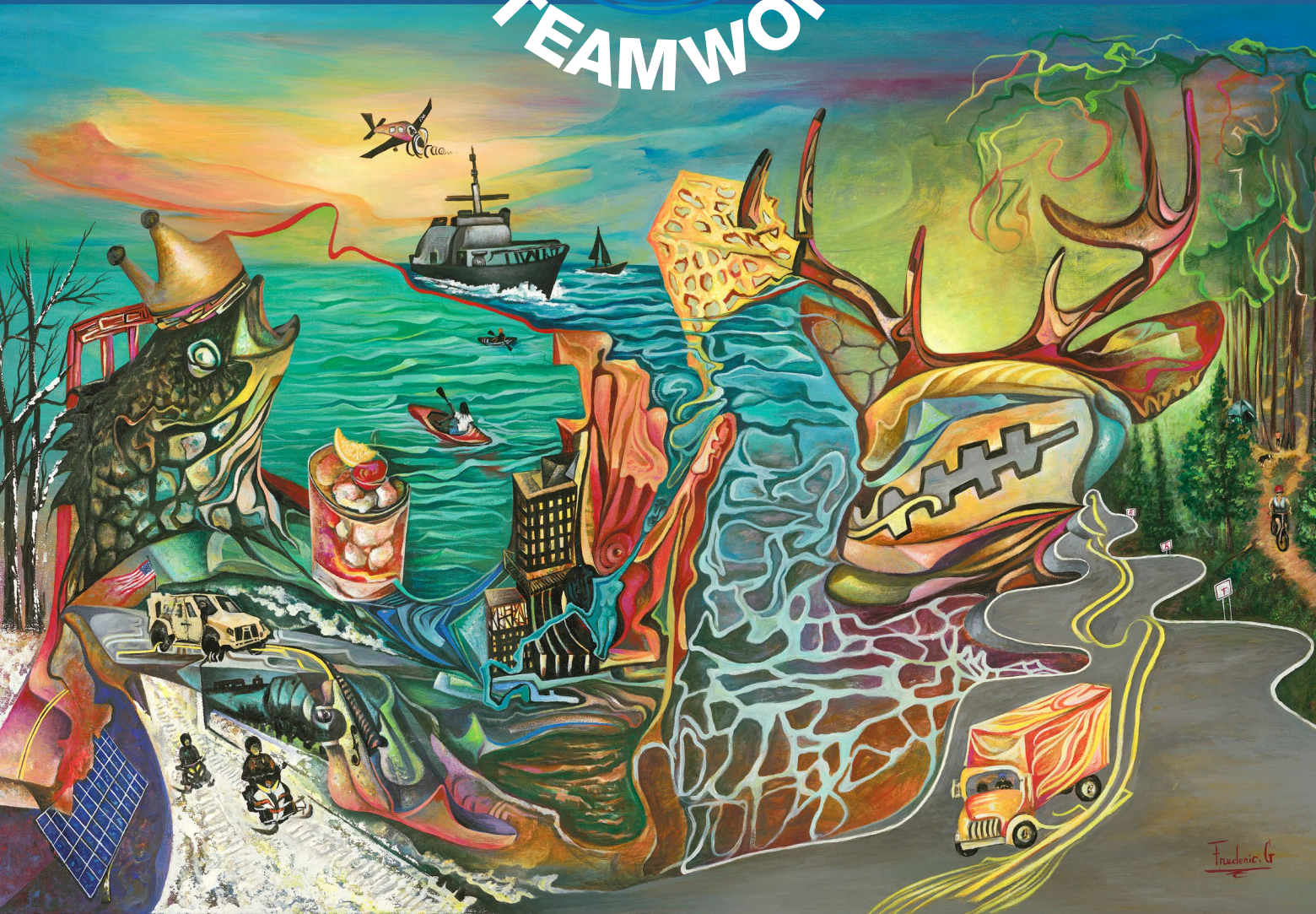


TECH TALENT TEAMWORK

Our Home Team Advantage

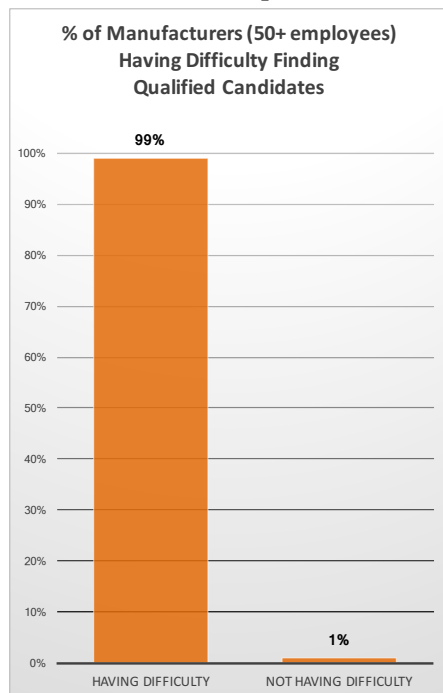


The Real Up North, Gregory Frederic

2022 mid-year report



The 2021 Wisconsin Manufacturing Report



Source: The 2021 Wisconsin Manufacturing Report, October 2021

99% OF MANUFACTURERS ARE HAVING DIFFICULTY FINDING QUALIFIED WORKERS.

WMEP Manufacturing Solutions helps companies control what they can to mitigate this challenge.



WMEP Manufacturing Solutions can help your organization:

RECRUIT

Buck the workforce shortage trend and become an attractive destination for new employees.

REDEPLOY

Build capacity with existing resources by increasing productivity and efficiency through process improvement and automation.

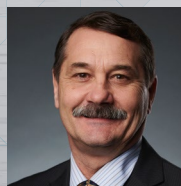
RETAIN

Identify the key reasons people leave organizations and steps you can take to keep more of your employees.

Contact WMEP today at info@wmep.org to discuss what you can do today to address your workforce challenges.



WMEP
MANUFACTURING
SOLUTIONS



Contact Mark Hatzenbeller today
for a no-obligation, free consultation:
hatzenbeller@wmep.org | 920-246-0051
WMEP.org

PART OF THE  MEP
National
Network

Thank you!



Greetings,

Thank you! These two words sum up our message to our stakeholders and partners. While remnants of the pandemic linger, we were not surprised that our region recovered at a faster pace than other regions across the country. At times we needed to be six feet apart, but never have we been closer.

To highlight the collective work of many, this report is just a sampling of initiatives, pictures, and captions to reflect growth and development in our region over the past six months. We are proud to share these stories grouped into Technology, Talent and Teamwork which reflect the shared vision and work from across our region.

Technology — We highlight examples of how technology is the key element that keeps our region thriving. Increased automation and connectivity are providing fertile ground for new business startups. Partners in the region are creating a thriving hub where entrepreneurs have direct access to locations, capital, mentors, and other important resources.

Talent — We highlight the More YOU in NEW campaign, an initiative that shares the experience of diverse individuals who have moved to the New North from outside the region. This continues to gain steam with talent attraction videos, the New North Hires Heroes initiative, industry alliance alignment, and a fun creative way to promote why people love living, learning, and working in Northeast Wisconsin. Infusing the arts and celebrating diversity are critically important in talent attraction and creating an inviting sense of place. Innovative new skilling initiatives are also making a difference in addressing talent needs.

Teamwork — Our collective work over the last year has made our communities stronger:

- Regional Framework for Diversity-Equity-Inclusion-Belonging
- Infrastructure enhancements in broadband
- Opportunities for freight intermodal rail and port expansion
- Recruitment of business investment
- Significant state and federal grants to support our communities and businesses
- Cyber security engagements
- Economic Intel to support data driven decisions

These initiatives could not have been accomplished without the dedication of our stakeholders. You are our home team advantage — thank you!

Lastly, I wish to acknowledge the support of our New North Board of Directors, investors, and hundreds of volunteers, coordinated by our dedicated New North team — passionate people powered by purpose.

While we have an aggressive plan of work moving forward, we are optimistic about the continued growth and development of Northeast Wisconsin because of the strength and determination of YOU, our partners.

Respectfully,

Barb LaMue
New North, Inc. President & CEO

2022 New North Board of Directors

Tim Schneider, Nicolet National Bank (co-chair)*

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Michael Alexander, University of Wisconsin – Green Bay

Becky Bartoszek, Fox Cities Chamber of Commerce

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Fabio Bordignon, Fincantieri Marine Group

Brian Bruess, St. Norbert College

Corey Brumbaugh, Miron Construction

Joanie Buckley, Oneida Nation

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Encompassing innovation and strategic partnerships

1.28M



22%



648к



\$70_B



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#18

**Jump-Starting America*



TITLETOWNTech



CONNECTED

[illegible]The logo for Talent Hub North, featuring the words "TALENT HUB" in a bold, sans-serif font, with "north" in a smaller, lowercase font below it. The text is white and set against a dark blue background with a subtle pattern of white dots.

new north

New North Talent Hub

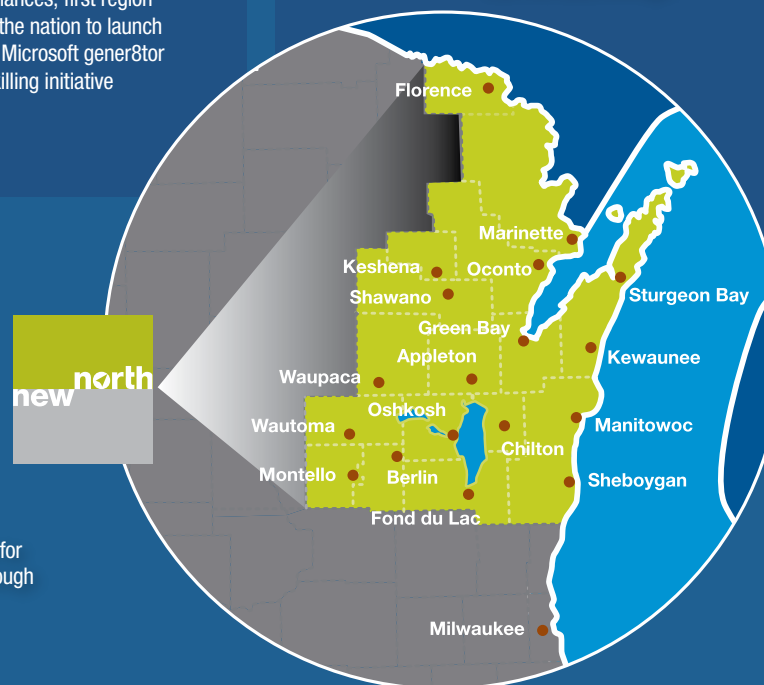


18.1%

equity, diversity, inclusion



New North – to be a catalyst for regional prosperity for all through collaborative action.



new north investors – thank you!

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Northeast Wisconsin Technical College

Oneida Nation of Wisconsin
Reshaping HR
Right Management

Stellar Blue Technologies
Stop the Vanilla
WEC Energy Group
Woodward Radio Group

NEW Digital Alliance



Technology

Technology is a key driver of economic development in the New North. Home to one of the highest concentrations of manufacturing in the nation, including 30% of all Wisconsin manufacturing careers, innovation is the key element that

keeps our region thriving. Increasing automation, connectivity, and sustainability helps our businesses do more with less, while protecting our precious resources. Northeast Wisconsin is also becoming a hub for entrepreneurs and early-stage startups,

with the help of organizations like TitledTownTech in Green Bay, Venture Center Innovation Accelerator for Veterans in Appleton, and cool places to co-work and co-create, such as the Urban Hub in Green Bay and the Venture Project in Oshkosh.



Monthly huddles with entrepreneurs, mentors, investors, educators and resource providers are held to share information and drive innovation.

Start in Wisconsin — New North Region

Online platform for owners and startups to start, scale, and accelerate business endeavors.



www.startinwi.com/northeast-wisconsin-region

Blueprint Green Bay Powered by the Greater Green Bay Chamber and New North

This accelerator program focuses on entrepreneurs of color, female and veteran-owned businesses in the Greater Green Bay area and surrounding region, providing valuable instruction and an opportunity to secure seed funding at the culmination of programming.



1915 Studios is an accelerator open to nationwide participants, operating out of Georgia-Pacific's Neenah Technical Center in collaboration with gener8tor's gBETA program.



Schneider — The Grove

This new 20,000 sq ft building currently under construction will house an innovation center to leverage artificial intelligence, machine learning, automation and user-experience technologies.



Corporate Venture & Innovation Summit at Kohler's American Club hosted by gener8tor Corporate Innovation, where Chief Innovation Officers from across the nation come to network and learn.

New Launch Alliance Regional Pitch Winners



First Place — Emilee Rysticken, The High Lift LLC

Second Place — Elizabeth Paulson & Eliza Cussen, Divorcist

Third Place — Jesse Foster, Brat Wave, LLC



Advanced Manufacturing

A national brand requested a pouch package for their apple juice product. Through Amcor's Innovation Center, the team worked through different molds, graphic designs, etc., and left 8 hours later with 6 prototypes.

Broadband

Last year, New North Inc. received a \$500,000 EDA CARES Act Recovery Assistance grant to conduct a broadband gap analysis for the 18 counties of the New North region. We led the effort to map deficiencies and identify solutions that will help spur private business and job growth.



Timeline

May 2021	EDA Award
July 2021	Request for Qualifications (RFQ) advertised
August 2021	Program initiation
September 2021	Surveys
October 2021	Speed Tests
November 2021	Community Meetings
December 2021	Asset Mapping
January 2022	Draft Review
February 2022	Final New North Regional
March 2022	Study Released
April 2022	Draft Review Meetings with Communities
May 2022	Project Completion
Ongoing	Implementation

Broadband Task Force

Peter Thillman, Chair
Shawano County
Economic Progress Inc.

Jim Cleveland, Envision
Greater Fond du Lac

Kevin Englebert, East
Central Wisconsin Regional
Planning Commission

Kara Homan,
Outagamie County

Barbara Koldos,
New North, Inc.

Barb LaMue, New North, Inc.

Daniel Mincheff, NWTC

August Neverman,
Brown County

Sydney Swan, Bay-Lake
Regional Planning
Commission



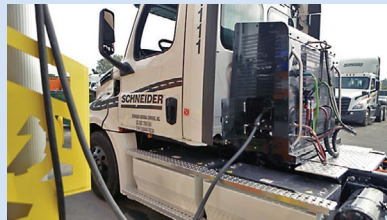
Farming Automation

Area farmers are turning to automation and robotics to increase efficiency and adjust to shrinking workforce.



GO Transit Oshkosh

Quantum Securement Technology for riders with disabilities creates access for all.



Cool Stuff Campaign

New campaign being developed to establish a cool factor for the New North by showcasing innovative stuff, spaces and places.



Intermodal Freight Facility Study —

Results of Northeast Wisconsin Intermodal Freight Facility Study were shared on May 17 with ECWRPC. It determined the economic viability, operational feasibility, and potential location for rail-truck intermodal services in Northeastern Wisconsin.

Attracting and retaining talent continues to remain the top priority for companies around the world. With supply chain challenges, increased remote work and demand for digital skills, it is more important

than ever for companies to create solid strategies around workforce attraction and retention. New North helps connect our local industries with talent pathways and programs that create real

results, from digital upskilling and youth apprenticeships to veteran recruitment and Diversity-Equity-Inclusion. We help bring our region together to leverage resources and build a strong regional brand.

Talent Attraction



More YOU in NEW campaign

Talent attraction campaign featuring five testimonial videos, culminating with interactive digital mosaic at the New North Summit. Custom artwork by Gregory Frederic was unveiled, highlighting key attractions of the New North.



Gregory Frederic, Crewl Art

Gregory Frederic is a self-taught award-winning artist, guest speaker, live painter, mentor and muralist hired by many organizations, including The Green Bay Packers. After becoming a well-known mural painter in Haiti, he relocated to Wisconsin and continues adding to his list of satisfied collectors. "I love Northeast Wisconsin," he says. "I feel like the moment I moved here, things changed for me. The people embraced me – it's become almost like home to me." His unique masterpieces can be seen at Appleton Public Library, Northeast Wisconsin Technical College, Austin Straubel International Airport and at many fine art galleries.



Interactive Digital Mosaic



Youth Apprenticeship Panel Discussion with NEWCA

New North collaborates with Northeast Wisconsin Construction Alliance (NEWCA) to present talent development workshops like this youth apprenticeship panel.



Workforce Innovation Grant

Door County United Way received a \$3.5M Workforce Innovation Grant from the American Rescue Plan Act for childcare expansion.



New North Hires Heroes/ Mission Wisconsin

In 2022, this program has already connected seven veterans to New North companies, which brought six families, a total of 26 individuals, to our region, according to founder Steve Janke.

Career Pathways & Programs



Pathways

An innovative partnership between Lakeshore Tech and Random Lake High School results in all seniors being eligible to enroll immediately into college upon completing high school requirements.



Project GRILL (Growing Readiness in Learning and Leading)

This program of Envision Greater Fond du Lac introduces students to career opportunities in manufacturing and skilled trades.



Cybersecurity

Cybersecurity Center of Excellence established at UW Oshkosh brings businesses and community together to prevent cyber-attacks and create resilience.



NEW Digital Alliance

- 350 high school students connected with local colleges and businesses through our NEW Connect IT event
- 3 Regional Computer Science Advisory Board meetings to help K-12 districts grow their CS offerings
- 14 teachers prepared for the state CS licensure exam
- 100 College of Business students at IS Career Day
- 29 cyber leaders representing 23 companies participated in Cybersecurity Roundtables



Apprenticeship Signing Day

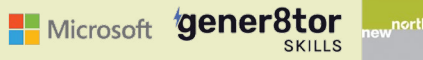
UA 400 Pipe Trades and the Mechanical Contractors Association (MCA) hosted its Apprentice Signing Day in Kaukauna.

gener8tor Skills Accelerator

New North, in partnership with Microsoft and gener8tor Skills, continues to advance innovative skilling opportunities for in-demand careers in sales, customer service, IT administration and project management.

- 97 graduates
- 443 certificates earned
- 33% BIPOC
- 5 cohorts
- 69% women
- 73% placement rate

“Northeastern Wisconsin is our showroom for the rest of the country, to show not only what we have done, but what’s coming.” — Joe Kirgues, gener8tor Co-Founder



The New North Regional framework for Diversity-Equity-Inclusion-Belonging brings together multiple DEI organizations and programs throughout our region. Five different volunteer workstreams are working to improve the retention, advancement and attraction of BIPOC (Black, Indigenous, People of Color) talent to the region and provide opportunities for success for all historically marginalized individuals. **Examples of initiatives include:**



Expansion of the CEO Action Pledge with local chambers of commerce



Supplier Diversity Forums



Professionals & Entrepreneurs of Color Connect



Promotion of Exhibits — Bias Inside Us



Sponsorship of Statewide Diverse Business Conference called Marketplace

Teamwork

New North works closely with local economic development leaders, educators, industry alliances, government representatives, site owners and businesses to create a central point for collaboration and resources. These partnerships allow us to

provide key industry insights, regional metrics, site selection assistance and links to state incentives and resources. Teamwork is what helps our 18 counties connect to a broader vision, share important data, secure grant funding and grow our economy.

Bringing Resources to the Region

\$301+ Million

Amount awarded across New North region from State ARPA Grants to support tourism, housing, childcare, diverse business & main street business expansions, broadband and more.

Business Development is a team sport



Ariens Nordic Center, Brillion

New four-seasons trail being built in Brillion for national Nordic skiing and biathlon competitions and training, as well as recreational use for all.



Volatus Infrastructure, Oshkosh

Building the first permanent electric vertical takeoff and landing vertiport in the Americas at Wittman Regional Airport.



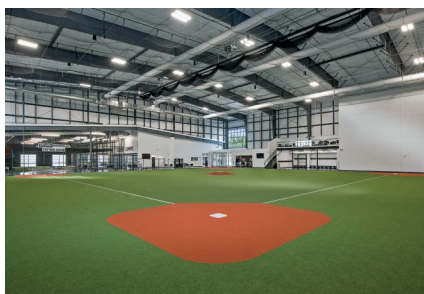
Fincantieri Marine Group, Marinette

New building dedication for the construction of the first-in-class guided missile frigate for the U.S. Navy and the christening of the USS Beloit LCS 29.



Oshkosh Corporation

Unveiled the Volterra platform of electric fire and emergency vehicles.



Impact Sports Academy,

Town of Lawrence — Construction of 42,000 s.f. indoor training facility with full-size turf infield.



M-B Companies – Aebi-Schmidt, Chilton — 70,000 s.f. expansion manufacturing facility and offices.



Kewaunee Power Station

EnergySolutions to spend \$85M/year on decommissioning with local contractors over ten years.



The Granary, Door County

Historic renovation of last standing wooden granary for cultural and event venue.



John Michael Kohler Arts Center – Art Preserve, Sheboygan

60,000 s.f. facility on 38-acre site for expanding collection.

Business Development *continued*



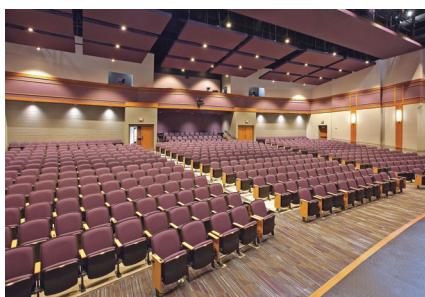
Redline Plastics, Manitowoc
Completed a 103,000 s.f. expansion and added more than 100 jobs, recipient of a Progress Lakeshore Corporate Investment Award.



Green Bay Shipyard
National Park Service awarded \$5M for second phase of development.



Mercury Marine Plant 52, Fond du Lac — 35,000 s.f. renovation and interior updates.



Kiel Performing Arts Center
600-seat, 23,000 s.f. performance venue at Kiel High School.

New North Economic Intel Forums



In partnership with the St. Norbert College Center for Business & Economic Analysis, we presented two investor-exclusive events focused on State & Regional Economic Impact:

- Transportation, Logistics and Supply Chain
- Commercial Real Estate



Hosting Trade Reps — Stefan Peikert, WEDC's European Trade Rep, and Rome Rauter, WEDC Market Development Director, visited the New North region. Along with local partners from Greater Green Bay Chamber and Fox Cities Chamber, we visited Sofidel and Essity.



Tissue World Conference in Miami
VP, Business Development Barbara Koldos represented our 18-county region, known as the Converting Corridor of the U.S., at Tissue World Conference.



Foreign Direct Investment (FDI) Roundtable — Event exclusively for New North Local Partners, with Stefan Peikert, WEDC's European Trade Rep.



Grow in Europe Through Exporting Event — Events in Appleton and Sheboygan in partnership with SBDC, WMEP, and WEDC.



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

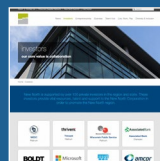
Inclusive Collaboration:
Representing the collective region for business investment and for individuals looking to make the New North their home.

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



Mid-Year & Annual Report



New North Summit
newnorthsummit.com



New North Daily E-newsletter

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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. 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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**For more information, contact
Appleton Downtown Inc.: 920-954-9112**



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

President & CEO
Barb LaMue

Vice President, Talent Development
Rebecca Deschane

Vice President,
Marketing and Investor Relations
Renee Torzala

Vice President, Business Development
Barbara Koldos

Office Manager /Assistant
to the President /CEO
Lorri LaPratt

Research Director
Ryan Long

Creative Design,
Production and Distribution
Coalesce Marketing & Design

Public Relations,
Media Management
Blumb Communications
& Consulting

NEW Digital Alliance
Kim Iversen

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Publisher
Brian Rasmussen

Editor
Amelia Compton Wolff

Associate Editor
Kate Bruns

Sales and Office Coordinator
Deb Toll

Advertising Sales
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