

PRESS RELEASE



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Green Bay Packers, Oshkosh Corp. leaders join New North board of directors

Popkey, Verich bring backgrounds in economic development, public affairs, defense manufacturing, international sales and finance

NEW NORTH, May 31, 2022 – Leaders from a pair of internationally known New North companies, the Green Bay Packers and Oshkosh Corporation, have joined the board of directors of New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin. Aaron Popkey of the Packers and John Verich of Oshkosh Corp. are new members of the board, as advanced by New North’s board development committee and approved by the Board.

“Aaron and John are two well connected industry leaders in our New North region, representing brands that are known internationally,” says Barb LaMue, president and CEO of New North Inc. “Their respective experiences in a vast array of industries will serve our board of directors and our 18-county region well.”

Aaron Popkey is the director of public affairs for the Green Bay Packers, and has been with the team for 30 years. He serves as the organization’s primary liaison with federal, state and local government and civic bodies, along with regional economic development groups. Popkey also oversees external communications for all non-football departments.

He has been involved with the redevelopment of Lambeau Field in 2003 and more recent development projects, including the Packers’ Titletown area. Popkey holds a bachelor’s degree in journalism from the University of Wisconsin-Madison.

John Verich is senior vice president and treasurer for Oshkosh Corporation, and is responsible for the company’s global treasury operations, including banking and cash management, credit and collections, customer finance programs, risk management and international sales support. He first joined Oshkosh Corporation in 2000, and since then has held finance roles of increasing responsibility in corporate treasury, the fire & emergency segment, corporate business development and the defense segment. Verich was promoted to his current role in May 2022.

He is a veteran of the United States Army. Verich holds a bachelor’s degree in accountancy from the University of Notre Dame and a master’s degree in business administration from the University of Wisconsin-Madison.

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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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