

PRESS RELEASE



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New North partnership aims to develop region's next-generation leaders *High achievers under age 40 are invited to apply for Forward 48 program through October 1*

NEW NORTH, August 24, 2022 – New North Inc., the economic development corporation for the 18 counties of Northeast Wisconsin, has partnered with Forward 48 in an effort to grow the region's next generation of leaders. Forward 48, an established leadership development program that connects the state's top emerging talent with high-profile leaders, is expanding into the New North region and Madison with its Fall 2022 cohort.

The vision of Forward 48 is to build Wisconsin's talent succession plan by educating top talent across communities and industries through experiential learning; connecting and deepening trusted relationships statewide through shared experiences and exclusive networking opportunities; and empowering participants to shape the city they call home.

"We believe it is critical to keep the best young minds within New North. The design of the Forward 48 program, which gives participants an engaging, hands-on learning experience, goes a long way towards that," says Barb LaMue, president and CEO of New North Inc. "By elevating our top talent through experiential learning and meaningful mentorship with a focus on BIPOC, women and veteran emerging leaders, we can position our region to have a diverse pool of upcoming leaders who will impact our communities in future decades."

Applications for the Fall 2022 cohort are now open on the Forward 48 website, www.forward48.com; the deadline to apply is Oct. 1. Twenty-four of the highest achievers under age 40 will be chosen from the New North region among 96 participants statewide.

"As co-lead for New North's DEI Young professionals task force, we look forward to helping to connect diverse leadership talent among our region and across the state," says Dr. Sabrina Robins, African Heritage Inc.

The faculty lineup for the upcoming cohort includes Mark Murphy, president and CEO of the Green Bay Packers; John Schlifske, CEO of Northwestern Mutual; Erickajoy Daniels, chief diversity, equity and inclusion officer at Advocate Aurora; Peter Feigin, president of the Milwaukee Bucks; and Cecelia Gore, executive director of the Milwaukee Brewers Foundation.

"With a growing Hispanic and Latinx population in Northeast Wisconsin, we look forward to partnering with the New North to include culturally enriched leadership opportunities for our communities," says Amanda Garcia, executive director of Casa ALBA Melanie.

The first session of the Fall 2022 cohort, which features Feigin, is scheduled for Oct. 13. Sessions continue on each successive Thursday through Nov. 17.

To date, 192 young Wisconsin leaders have completed the Forward 48 program. Fifty-five percent of participants identify as female and 49 percent of program alums identify as BIPOC. Participants then are inducted into the Forward 48 Alumni Network.

Companies within the New North region are invited to partner with Forward 48 for their professional development needs. Inquiries can be directed to LaMue at Barb.Lamue@thenewnorth.com.

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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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