

# PRESS RELEASE



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## **“Hire Your Heroes” programming begins today with virtual roundtable**

*Featured speaker Timothy La Sage set to share strategies for companies to become veteran-ready*

NEW NORTH, April 23, 2024 – “Hire Your Heroes” programming kicks off today with a virtual roundtable, featuring Timothy La Sage, a decorated veteran who today serves as the military affairs manager for WPS Health Solutions, as the primary speaker. The event is part of the New North Hires Heroes talent initiative of New North Inc., the regional marketing and economic development organization for the 18 counties of Northeast Wisconsin.

A goal of the initiative is to assist companies in the region strengthen their military recruitment and veteran hiring/retention efforts. The roundtable focuses on best practices and strategies that businesses can utilize to move from being veteran-friendly to being veteran-ready.

“Our goal is to build an ecosystem of veteran-ready employers and community assets,” says Rebecca Deschane, vice president of talent development for New North Inc. “When military families move to the New North region – which is happening more and more – they will find a broad spectrum of resources needed to thrive as they embark on their next mission.”

The [event](#) leverages New North’s partnership with regional offices of Veteran Employment Services (OVES) of the Wisconsin Department of Workforce Development (DWD) and the Wisconsin Veterans Chamber of Commerce.

It also will include information on programs such as DWD’s Vets Ready initiative and the HIRE Vets Medallion Program of the U.S. Department of Labor, along with services available through the Veterans Chamber around assessments and implementation of veteran-ready strategies.

More than 80 military families have returned or moved to the region since the New North Hires Heroes talent initiative was launched in November 2020.

Those interested in learning more about New North Hires Heroes can contact Deschane at [rebecca.deschane@thenewnorth.com](mailto:rebecca.deschane@thenewnorth.com).

For those who miss today’s virtual session, the next one is scheduled for October 22, 2024.

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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 Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

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