



rooted *in* resiliency

2025 new north mid-year report



BUILDING LEGACIES



Building Excellence

At Miron Construction, we believe in building legacies by delivering unmatched quality, creating meaningful connections, and crafting unforgettable experiences. Mark Murphy has done all this and more through his unwavering commitment to the Green Bay Packers organization and the Greater Green Bay community. By capturing what truly matters and finding ways to inspire, Mark has created a lasting impact that will be felt for generations to come.

Thank you, Mark, for your incredible service!



STAY GROUNDED ! THINK BIG ! RALLY TOGETHER ! DIG DEEP ! BUILD LEGACIES

Check out MIRON-CONSTRUCTION.COM to learn more about Miron's culture and how we bring our clients' dreams to life!

An equal opportunity, affirmative action employer.

2025 Rooted in Resiliency



Greetings,

We chose this year's theme to honor the remarkable resilience of not only our organization — which celebrates its 20th anniversary this year — but also the strength and tenacity of our businesses and the authenticity of our communities. We take immense pride in our unwavering dedication to collaboration, a guiding principle since New North's inception.

A bit of history...

The idea to form New North, Inc. emerged from regular networking sessions among Northeast Wisconsin business executives in the early 2000s. At that time, major corporations were consolidating their manufacturing operations, and regional leaders recognized the need for a more unified, strategic response. Visionaries Bob DeKoch and Kathi Seifert stepped forward to co-found what would become a powerful regional catalyst.

As a nonprofit organization, New North has been driven by private-sector leadership and funding. Jerry Murphy, the inaugural executive director, laid the foundation for what has become a lasting legacy. Since then, eight dedicated co-chairs — Bob DeKoch, Kathi Seifert, Bill Bohn, Vicki Updike, Tim Schneider, Michelle Schuler, Sachin Shivaram and Mary Goggans — along with 112 board executives, have guided the organization's vision and growth.

As president and CEO, I take great pride in our dedicated New North team: Lorri LaPratt, Rebecca Deschane, Renee Torzala, Barbara Koldos, Juan Corpus and Jason Mathwig. Together with 42 board executives, they continue to champion inclusive economic opportunities and growth across our 18-county region.

Highlights of our collective regional impact:

- **Accreditation by the International Economic Development Council:** New North is one of only 86 organizations nationwide — and the only one currently in Wisconsin — to earn this recognition by the International Economic Development Council.
- **Creation of the NEW Launch Alliance:** Supporting innovation and entrepreneurship through a robust regional ecosystem

- **Diversity and sustainability initiatives:** Attracting diverse talent and businesses through cultural engagement and forward-thinking strategies
- **Workforce pipeline development:** Advancing industry partnerships through the NEW Construction Alliance, NEW Digital Alliance and NEW Healthcare Alliance, and supporting the NEW Educational Resource Alliance
- **Formation of the New North Economic Development Advisory Council:** Enhancing collaboration with local economic development partners
- **Regional marketing success:** Launching five targeted campaigns that have helped attract more than 19,000 new residents to Northeast Wisconsin in the past four years while building our regional brand
- **Economic growth:** Supporting the region's GDP to more than \$86 billion annually through strategic private business development
- **Broadband expansion:** Securing more than \$29 million in grants and \$65 million in private investment to improve internet access via the NEW Broadband Alliance

As I transition into my retirement this fall, I reflect on my incredible honor to serve the people and communities of Northeast Wisconsin. I remain passionate about business and community development and look forward to continuing to contribute through volunteer efforts and business connections in this region that I deeply love. I am immensely proud of our New North team, our committed board members, volunteers and community partners. Together, we have built impactful initiatives that would not have been possible without the steadfast support of our investors.

Here's to continued success and even greater achievements in Northeast Wisconsin over the next two decades and beyond.

Barb LaMue
President & CEO



2024/2025 New North Board of Directors

Sachin Shivaram, Wisconsin Aluminum Foundry Co (co-chair)*

Mary Goggans, Encapsys Founder (co-chair)*

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Becky Bartoszek, Fox Cities Chamber

Dr. Ashwani Bhatia, BayCare Clinic

Holly Brenner, C.D. Smith, Inc.

Corey Brumbaugh, Miron Construction Co., Inc.

Kate Burgess, Elevate 97

Laurie Butz, Capital Credit Union

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Kelly Hurt, Froedtert ThedaCare Health – North Region

Laurie Joyner, St. Norbert College

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Marcus Koehl, Consolidated Construction

Chris Matheny, Fox Valley Technical College

Kelly McCartney, Jewelers Mutual

Brick Murphy, Ruder Ware

Doug Page, EUA

Suneer Patel, FyterTech Nonwovens, LLC

Maureen Pistone, Wipfli, LLC

Aaron Popkey, Green Bay Packers

Jodi Schoerner, Masters Gallery Foods

Michele Schuler, Microsoft*

Kathi Seifert**, Katapult, LLC*

Bethany Skorik, Fincantieri Marine Group

Greg Smedema, WEC Energy Group

Cathie Tierney, Community First Credit Union

John Verich, Oshkosh Corporation

Mike Vogel, Nicolet National Bank

Vanessa Wellens, Amcor

David Westphal, USI

Craig Wiedemeier, Werner Electric Supply

Jameson Wilson, Oneida Nation

* Serves on executive committee

** Ex-officio with voting privileges

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PAUL BANIEL, Green Bay Packers

GREG BARBER, Schenck

PAUL BEIDEMANN, Associated Bank

JOHN BERGSTROM, Bergstrom Corporation

BILL BOHN, USI Insurance Services

FABIO BORDIGNON, Fincantieri Marine Group

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BRIAN BRUESS, St. Norbert College

ESTELLA CAPUTO, AT&T

KEVIN CORNELIUS, Oneida Seven Generations

NEIL CORNELIUS, Oneida Seven Generations A

NGELA CREEL, Jewelers Mutual

JIM DOYLE, State of Wisconsin

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GARY DULMES, Dulmes Décor Carpet One

TONY DUNNING, Kimberly-Clark Corporation

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TERRY FULWILER, WS Packaging

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CHUCK GODDARD, Fincantieri Marine Group

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JOHN JONES, Green Bay Packers

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MIKE McEVOY, Sargento Foods

MATT McLEISH, Pierce Manufacturing

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HEIDI MITCHELL, Fincantieri Marine Group

PAUL MUELLER, Thrivent Financial

JERRY MURPHY, NEW ERA

DAN NERAD, Green Bay Area Public Schools

LORI NEY, Kimberly-Clark Corporation

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BILL WELCH, Fox Cities Chamber

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DAVID YEGHIAIAN, Holy Family Memorial Hospital

KEN ZACHARIAS, CLA

BOB ZEMPLE, Baker Tilly

** This list reflects individuals who previously served on the New North, Inc. board. The organizations referenced are where they were employed at time of service. Many have new positions or are enjoying retirement, still giving back to our communities. **Bold names represent prior co-chairs who are not on the current New North Board.***

new north investors – thank you!

platinum

thrivent

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we We Energies
Foundation



Wisconsin Public Service
Foundation

champion

Associated Bank

leadership

amcor

BOLDT

visionary



Microsoft



Building Excellence

Nicolet
NATIONAL BANK



SCHNEIDER



TITLETOWNTECH



founding



sustaining



partnering



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Alliance Construction & Design
Alliant Energy
American National Bank
Fox Cities
AmeriLux International, LLC
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Appleton International Airport
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B&D Warehouse, Inc.
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BioForward Wisconsin
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Carron Net Company, Inc.
Chief Outsiders
Cornerstone Business Services, Inc.
Creative Business Services
Current Electrical Services, Inc.
Door County Medical Center
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Wisconsin Technology Council
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A-mazing Events
Baker Tilly
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Fox Cities Chamber
Fox Valley Technical College
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Gillespie Productions
Insight Publications
Kerber Rose S.C.
Molly Hildebrandt

NEWMA
New Sage Strategies
Oneida Nation of Wisconsin
Reshaping HR

StellarBlue.ai
WEC Energy Group
Wisconsin Veterans Chamber of Commerce

Marketing

ranking & recognition

NORTHEAST WISCONSIN



+6,378 NET MIGRATION
(JULY 1, 2023 TO JULY 1, 2024) *28% INCREASE
— US CENSUS BUREAU

TOP 100 BEST PLACES TO LIVE

— LIVABILITY



MOST AFFORDABLE PLACE TO LIVE

— BANKRATE

MOST SUPPORTIVE FOR ENTREPRENEURS & STARTUPS

— MARKETBEAT



TOP NATIONAL GOLF LOCATION

(7 OF THE TOP 10 GOLF COURSES IN WI)

— GOLF DIGEST

BEST PLACE FOR NEW COLLEGE GRADS

— SMART ASSET



BEST PLACE FOR GEN Z

— CHECKR



WISCONSIN

TOP 10 STATES FOR DOCTORS

— WALLETHUB



TOP 10 STATES FOR EDUCATION

— U.S. NEWS & WORLD REPORT

ONE OF THE TOP PROSPEROUS STATES

— WINDICATORS STUDY-UW EXTENSION



#1 REGIONAL WORKFORCE DEVELOPMENT

— SITE SELECTION MAGAZINE

Talent Attraction Marketing Campaigns



More YOU in NEW

Two new testimonial videos telling the stories of Jess Gillespie and Stephen and Eileen Pounds putting down roots in the New North



Eight new videos spotlighting the cool people, places and products in our region



Digital campaign highlighting outdoor adventures, attractions and events — some of the top reasons people visit the New North



New North Hires Heroes

Campaign that connects employers with transitioning service members for meaningful careers in the New North



This new marketing campaign brings together business leaders and higher education institutions in the New North region to emphasize the value of college and its long-term impact on individuals and economic vitality of the region. Area leaders help tell the story of why New North is the best place to grow your roots and find your wings.

Participating institutions:

- College of Menominee Nation
- Fox Valley Technical College
- Lakeland University
- Lakeshore College
- Lawrence University
- Moraine Park Technical College
- Northeast Wisconsin Technical College
- St. Norbert College
- UW Oshkosh
- UW-Green Bay





Livability Media Partnership

Custom content marketing program providing marketing tools for businesses and local partners for talent attraction:

- Printed publication
- Digital content
- Blog stories

2025 New North Summit



The 2025 New North Summit celebrated 20 years as an organization with the theme ***Rooted in Resiliency***. The event featured keynote addresses on sustainability and innovation, a panel discussion on housing solutions, and breakout sessions highlighting local entrepreneurship and workforce development initiatives.

Talent & Education



New North Regional Career Pathways
The RCP initiative focused on supporting students with specialized learning needs, preparing them for successful careers and independent living.



NEW Technology Career Exhibit
Students at the NEW Technology Career Exhibit explored technology career pathways with regional employers.

new north hires heroes

July 2020 – May 2025

94 TRANSITIONING SERVICE MEMBERS

170 DEPENDENTS, INCLUDING **57** SPOUSES

321 TOTAL RESIDENTS

ANNUAL ECONOMIC IMPACT: **\$9,361,849**

New North Hires Heroes

In partnership with Mission Wisconsin, New North helps connect transitioning military families to careers and communities. It also connects veteran-ready resources to businesses, including a military hiring portal.



AARP Grant

NEW BOOST received a 2025 AARP Community Challenge Grant to train digital navigators across the region, helping local leaders close the digital divide.



NEW Healthcare Alliance
Building a strong regional healthcare alliance is essential to creating opportunities for talent attraction, development and retention, providing hands-on learning and ensuring a future talent pipeline for our region.



NEW Educational Resource Alliance

Partnering with New North, NEW ERA advances regional prosperity by integrating lifelong learning with strategic economic and workforce development initiatives.



Driving Regional Resilience:

NFL Draft



NFL Draft Source to match businesses with procurement opportunities



Startup Draft hosted by TiletownTech



Business of the Draft Statewide Tour Getting communities ready for the Draft



Touchdown Tour hosting site consultants to showcase development opportunities



Panel Discussion with site selectors during the Draft

Business Development & Growth

**Sampling of development projects. More business development videos featured on our website.*



Galloway Company, Neenah completed a \$70 million expansion that doubled the nation's capacity for industrial sweetened condensed milk.



Millipore Sigma, Sheboygan Falls completed its first new lateral flow membrane production facility in the United States.



The Spring **Economic Intel Forum** at St. Norbert College featured the state and regional impact of tariffs on global trade.



ThedaCare celebrated the completion of **ThedaCare Medical Center - Fond du Lac**, a new 25,000-square-foot hospital.



EUA partnered with the Green Bay Packers for a new two-story, multitenant building that includes its New North office in Ashwaubenon.



Mission Trip to Atlanta Local partners along with ATW, GRB, BioForward and Wisconsin Lighting Lab hosted a luncheon for site selectors in Atlanta.

Advancing Business Development



Wisconsin had a presence at **Hannover Messe**, the world's leading industrial trade show, including Gov. Tony Evers, Sec. Missy Hughes, and companies on a Trade Mission to find global customers and partners.



SelectUSA Investment Summit
Focused on companies expanding into the US, more than 5,500 attendees from over 100 international markets and 54 states and territories attended.



Collaboration with the **Department of Agriculture, Trade and Consumer Protection** continues with farmers and cheese and agriculture buyers from France, EU and Germany.



Joined delegation to visit Hessen, Wisconsin's sister-state in Germany where Merck is headquartered. New North-based **Millipore Sigma** is Merck's life science business in the U.S.

Broadband

Public Service Commission of Wisconsin's BEAD Round 1 consisted of 425 applications totaling \$2.9 billion in BEAD fund requests with 95% of eligible locations included. About 30% of all eligible Broadband Serviceable Locations (BSLs) are located in the New North region.



WEDC Office of Rural Prosperity Broadband Toolkit

Participated in toolkit video to share how New North worked with local broadband alliance members like Jessica Hatch, Door County.

Entrepreneurship & Innovation



Green Bay Packers President Mark Murphy, leaving a legacy of innovation with the **Green Bay Packer Mentor Protégé Program** and the development of **TitletownTech**



Founders in the spring 2025 **WiSys VentureHome® Level Up! Pre-seed Accelerator**



Wisconsin Startup Week



gener8tor ribbon cutting in downtown Appleton

Empowering Future Generations

Culture & Sustainability



Forward 48 May 2025 Graduation



Marketplace Governor's annual conference on diverse business development



Bellin College, St. Norbert, UW-Green Bay, NWTCC, Green Bay Area Public Schools: Cultivating Community in Education



Leveraging Psychological Safety to Fuel Innovation



MLK Day awards in Brown County recognizing Juan Corpus, VP Culture & Sustainability

Collaboration



New North Economic Development Council brings together local partners, fostering collaboration and long-term prosperity for all in the region



Partnered with **Insight Publications** to recognize **40 under 40** alumni at New North Summit

Sustainability



Oshkosh Corp. unveiled a trash-collection robot at a national consumer electronics show



Masters Gallery Foods, Oostburg, incorporated geothermal heating and other technology to increase sustainability efforts



Excellerate launched ready-to-install EV charging system



Tech Training: AI for Organizational Leaders

The NEW Digital Alliance recently trained nearly 50 organizational leaders on leveraging AI, providing practical tools and insights to drive innovation and informed decision-making.



NEW Digital Leaders Conference

The NEW Digital Alliance, in partnership with Women in Technology Wisconsin, hosted the NEW Digital Leaders Conference, empowering future tech leaders through connection, insight and innovation.



Investor Mentorship Program

The NEW Digital Alliance proudly launched the fourth cohort of its Investor Mentorship Program, bringing together 20 mentors and mentees to help grow Northeast Wisconsin's digital talent and leadership.



Spring Meeting – Sustainable Construction

The NEW Construction Alliance's spring meeting explored sustainable construction trends, featuring expert insights and actionable strategies to help builders lead the way in environmentally responsible development.



2nd Construction Leadership Academy Cohort

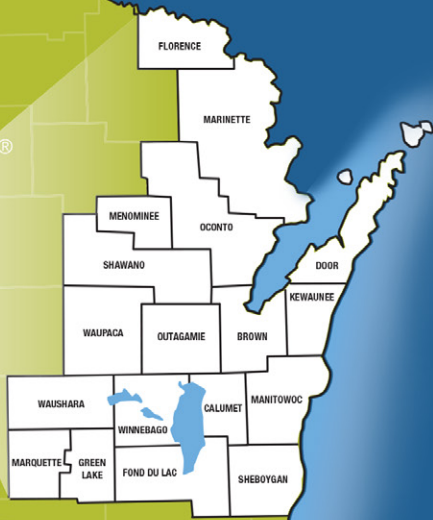
The NEW Construction Alliance launched its second Construction Leadership Academy cohort, with 17 emerging leaders ready to grow their skills and shape the future of the industry.



The NEW Construction Alliance

kicked off the year with its annual meeting focused on *Building Better Teams through Leadership*.





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

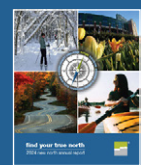
Measurable net increase in higher-paying jobs, improved social and economic well-being, while maintaining our superior quality of life.

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



New North Social Media

Business Connections

Public Relations Support

Access to New North Research/databases

Event Promotions/Invitations

Investment pledge

Name _____

Company _____

Investment Level _____

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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 by scanning the QR code or visiting bit.ly/investor-pledge and send via mail to:

New North, Inc.,
2740 W. Mason St., Suite BT344,
Green Bay, WI 54303



If you want to build differently, you need to see things differently. Our creative thinking and reliable outcomes allow us to build better tomorrows together.

BOLDT

NEW IDEAS ARE BUILT HERE



THE POWER OF THREE



PRINT

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EVENTS

Insight is proud to connect people, communities, organizations and industries in creative, meaningful ways.





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:

- Cultural Engagement and Sustainability
- Talent Development
- Business Development
- Marketing and Branding
- Industry Alliances

NEW NORTH, INC.

2740 W. Mason St., Suite BT344 | Green Bay, WI 54303
920-336-3860 | www.thenewnorth.com/about

President & CEO
Barb LaMue
Office Manager /
Assistant to the President & CEO
Lorri LaPratt
Vice President, Talent Development
Rebecca Deschane
Vice President,
Marketing and Investor Relations
Renee Torzala
Vice President, Business Development
Barbara Koldos
Vice President, Cultural Engagement
and Sustainability
Juan Corpus

Industry Alliance Director
NEW Digital Alliance and
NEW Construction Alliance
Jason Mathwig
Research Director
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Coalesce Marketing & Design
Public Relations,
Media Management
**Blumb Communications
& Consulting**

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*Thank you,
Barb
We'll Miss
you!*



celebrating 20 years
of collaboration
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2025 | ANNIVERSARY
CELEBRATIONS



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