



thriving together **20 years**

2025 new north annual report



ISG

DESIGNING SPACES for Community, Culture, and Connection



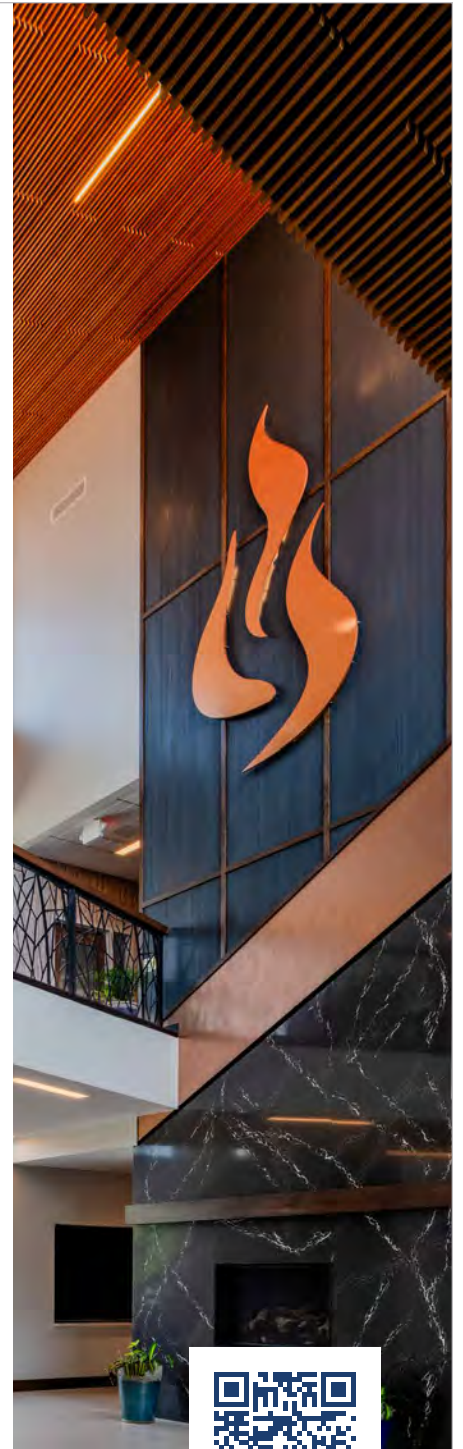
**Hannahville Indian Community Health Clinic
+ Government Services Building**

📍 Wilson, MI

2025 Excellence in RISA Awards | Prize of the Public Winner

f X in @ ▶

Architecture + Engineering + Environmental + Planning



**EXPLORE
THIS PROJECT**

bit.ly/ISG-Hannahville

BUILD LEGACIES

1.01538462



Building Excellence.



Barb LaMue



Patti Habeck

New North is a vital driver of regional economic development, in large part to the efforts of Barb LaMue. Under her leadership, our region has benefited from impactful initiatives, a strong workforce pipeline, and increased economic investment. We sincerely thank Barb for her service and congratulate her on her retirement! We look forward to working with incoming president and CEO Patti Habeck as she continues the legacy and brings her vision to the future of the New North.

Together, we're ***Building Excellence.***



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

2025 New North Report to the Community

PRODUCED BY



In cooperation with New North, Inc.

INSIGHT PUBLICATIONS

2800 E. College Avenue
P.O. Box 944
Appleton, WI 54912
920-882-0491
insightonbusiness.com

Insight Publications, a division of Woodward Communications, Inc., connects people, communities, organizations and industries in creative, meaningful ways. Insight is mailed monthly to business owners and professionals throughout Northeast Wisconsin.

PRINTING:
Seaway Printing, Green Bay

PUBLISHER:
Angela O'Kray

EDITOR:
Amelia Compton Wolff

ASSOCIATE EDITOR:
Kate Bruns

ASSISTANT NEWS EDITOR:
Aaron Holbrook

STAFF JOURNALIST:
Nikki Kallio

ADVERTISING SALES:
Heather Dix
Jessica Harding
Nick Parker

BUSINESS MANAGER:
Linda Gregorius

EVENTS MANAGER:
Amanda Beuscher

GRAPHIC DESIGNERS:
Dale Robertson
Rhonda Stuck

MARKETING LEAD & DESIGNER:
Kelly Fochs

REGIONAL PUBLISHER:
Dave Neill



About New North, Inc.

NEW NORTH, INC.
1400 Lombardi Avenue
Green Bay, WI 54304
920-336-3860
thenewnorth.com

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.

Patti Habeck
PRESIDENT & CEO

Lorri LaPratt
OFFICE MANAGER,
ASSISTANT TO THE CEO

Rebecca Deschane
VICE PRESIDENT,
TALENT DEVELOPMENT

Renee Torzala
VICE PRESIDENT, MARKETING
AND INVESTOR RELATIONS

Barbara Koldos
VICE PRESIDENT,
BUSINESS DEVELOPMENT

Jason Mathwig
INDUSTRY ALLIANCE DIRECTOR

Ryan Long
RESEARCH DIRECTOR

Coalesce Marketing & Design
CREATIVE DESIGN,
PRODUCTION AND DISTRIBUTION

Blumb Communications & Consulting
PUBLIC RELATIONS,
MEDIA MANAGEMENT

EAGLE
PERFORMANCE PLASTICS
Custom Machined Plastic Components

2024 WISCONSIN
BEST PLACES
TO WORK IN
MANUFACTURING

DISCOVER MORE ABOUT US!

info@eagle-plastics.com 920-739-8841 eagle-plastics.com

Outgoing New North President and CEO Barb LaMue (L) welcomed Patti Habeck (R), who assumed the role of president and CEO Dec. 1.



About New North

- 4** New North contact information
- 7** New North at a glance
- 8** New North Board of Directors
- 10** New North Investors
- 11** Emeritus Board Members

Letters from New North

- 6** Letter from Patti Habeck, New North President & CEO
- 6** Letter from Sachin Shivaram & Mary Goggans, New North Co-chairs

Update on initiatives

- 12** **Business Development**
Fueling growth through collaborative innovation
- 14** **Top New North industries**
- 16** **Branding & Marketing**
Telling our story to the world
- 18** **Cultural Engagement & Sustainability**
Strengthening communities where everyone thrives
- 20** **Talent Development**
Growing our future together
- 22** **Entrepreneurship & Innovation**
Growing our entrepreneur ecosystem

20 years of impact

- 24** New North Timeline
- 27** Thank You to Summit Sponsors
- 28** New North Investment Pledge
- 29** Infrastructure
- 30** Tourism, Income, Employment & Total Business Sales
- 31** Job Growth & Income
- 33** Education, Diversity, Healthcare
- 34** WEDC Investment
- 36** **Providing Construction Industry Focus**
NEW Construction Alliance
- 37** **Champions of Construction Awards Program Launches**
Meet the 2026 recipients
- Leading Regional Alliances**
Harnessing the power of partnerships
- 38** **Providing Technology Focus**
NEW Digital Alliance

ONLINE:

View this issue online at thenewnorth.com or insightonbusiness.com



PATTI HABECK
New North, Inc.
President & CEO



SACHIN SHIVARAM
Wisconsin Aluminum
Foundry Co.
Co-chair



MARY GOGGANS
Encapsys Founder
Co-chair

Thriving together

As I begin my new role as President & CEO, I do so with gratitude, optimism, and a deep sense of purpose as we celebrate 20 years of thriving together. I am honored to carry forward the legacy built by Barb LaMue, the New North team and all of you.

I took this role to help grow communities where people and businesses thrive — places that are safe, vibrant, and full of opportunity.

Celebrating 2025 Achievements

This year, our region made meaningful strides in regional growth:

- New North remains one of the fastest-growing regions in the state
- We gained national attention by hosting the NFL Draft and welcoming site selectors from across the country
- Northeast Wisconsin communities continue to earn recognition on “best places to live” lists
- Building on our 2024 AEDO accreditation from the International Economic Development Council, New North continues to elevate its visibility on a national and global stage

These milestones show that our region is not only moving forward—we are moving forward together.

20 Years of Growth

New North has evolved from a regional vision into a powerful network of more than 170 private investors, public-sector partners, and community organizations. Our progress reinforces that prosperity does not happen in silos. It happens when talent development aligns with business needs, when companies grow alongside strong communities, and when placemaking and cultural vitality are valued alongside economic success.

Looking Ahead

As we enter our next decade of service and impact, our strategic focus will sharpen as we continue to chart our path forward together. I am deeply grateful for the guidance of our Board, the commitment of our investors, the energy of our staff, and the collaboration of our regional partners.

As we honor 20 years of partnership, we invite you to engage, connect and champion this region with us.

Let’s make Northeast Wisconsin not just a place to live, work, learn, play, and visit—but a place to belong and build a lasting legacy.

With a grateful heart,
Patti Habeck
President & CEO, New North, Inc.

A message from the co-chairs

As we celebrate 20 years of regional collaboration, 2025 marks a year of bold investment, inclusive storytelling, and collective impact. None of this progress would be possible without the steadfast commitment of our investors. Your support strengthens the economic vitality of our 18-county region.

This year also represents an important transition. We extend our deepest gratitude to Barb LaMue for her exceptional leadership and dedicated service. Her vision has shaped our success and positioned us for a bright future.

Our region’s momentum is reflected in key indicators across priority areas:

Business Development

- \$30 million in broadband grants + \$65 million in private investment
- Renewable Energy Showcase connected businesses to sustainable solutions
- 44 site selection requests supported; Gold Shovel program enhanced
- Global outreach at Hannover Messe and SelectUSA
- NFL Draft supplier diversity workshops and tours
- 11% real property value growth to \$152 billion; \$2.7 billion in new construction
- Regional Gross Product now exceeds \$90.1 billion annually

Marketing & Branding

- National recognition as a top U.S. place to live
- Launched **Growing Roots, Finding Wings** with 10 regional colleges
- Continued **Find Your True North, More YOU in NEW,** and **Cool Stuff** campaigns
- Net migration up 6,378, totaling 20,000 over four years
- Promoted 170+ investor stories across digital, print, and events

Talent Development

- Led NEW ERA higher-ed collaboration
- State leader in youth apprenticeship participation
- Advanced IT and construction pipelines; expanded digital skilling through NEW B.O.O.S.T.™
- Hires Heroes placed 96 veterans/326 family members, generating \$9.5 million impact

Cultural Engagement & Sustainability

- Elevated diverse leadership and supplier diversity education
- Advanced WiDEN.biz, Blueprint 365, Forward 48, and environmental justice

Entrepreneurship & Innovation

- Promoted five local pitch contests and hosted a regional competition
- Supported founders through NEW Launch Alliance, BizTalk with SCORE, and Packer Mentor Protégé

We are pleased to welcome Patti Habeck as incoming President and CEO. Patti brings deep regional experience, strong relationships and a passion for collaboration that will keep the momentum going.

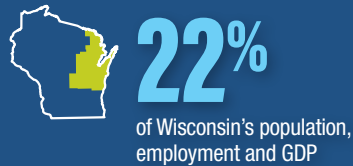
Together, we look forward to continuing to thrive as one region.

Sachin Shivaram and Mary Goggans
Co-Chairs, New North Board of Directors

Do North. New North.

Encompassing **innovation** and strategic partnerships

new north at a glance



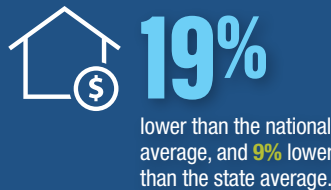
innovation & technology



education & upskilling



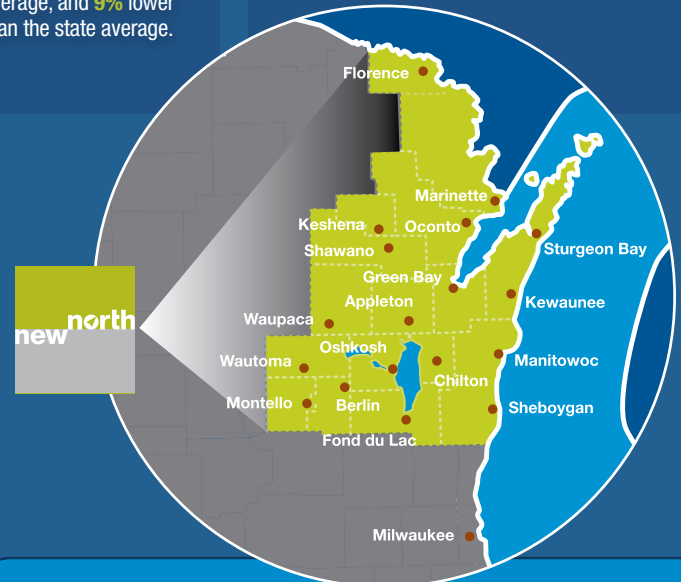
cost of living



net migration



cultural engagement



new north talent hub

- Highlights region's robust industry alliances
- Central location for job seekers and employers

our mission

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

New North, Inc. 2025/2026 BOARD OF DIRECTORS



SACHIN SHIVARAM
Wisconsin Aluminum
Foundry Co.
Co-chair*



MARY GOGGANS
Encapsys Founder
Co-chair*



MICHAEL ALEXANDER
University of Wisconsin
- Green Bay



BECKY BARTOSZEK
Fox Cities Chamber



DR. ASHWANI BHATIA
BayCare Clinic



HOLLY BRENNER
C.D. Smith
Construction, Inc.



COREY BRUMBAUGH
Miron Construction



LAURIE BUTZ
Capital Credit Union



CHRIS CALDWELL
College of
Menominee Nation



PAUL CARLSEN
Lakeshore College*



SHERRY COLEY
Amundsen Davis LLC



BOB DeKOCH**
The Boldt Company*



DENNIS DeLOYE
Associated Bank



**COREEN
DICUS-JOHNSON**
Network Health



MICHAEL FRIESE
Milliken



CHRIS HANDRICK*
CLA



JASON HOWE
Schneider National



KELLY HURT
Froedtert ThedaCare
Health - North Region



LAURIE JOYNER
St. Norbert College



DAVE KIEVIT
The Boldt Company



ROB KIM
Green Bay Packaging



MARCUS KOEHL
Consolidated
Construction



CHRIS MATHENY
Fox Valley
Technical College



DON McCARTNEY
Oshkosh Corp.



KELLY McCARTNEY
Jewelers Mutual



BRICK MURPHY
Ruder Ware



DOUG PAGE
EUA



MAUREEN PISTONE
Wipfli LLP



AARON POPKEY
Green Bay Packers



JODI SCHOERNER
Masters Gallery Foods



MICHELLE SCHULER**
Microsoft*



KATHI SEIFERT**
Katapult, LLC*



BETHANY SKORIK
Fincantieri Marine Group



GREG SMEDEMA
WEC Energy Group



CATHIE TIERNEY
Community First
Credit Union



MIKE VOGEL
Nicolet National Bank*



DAVID WESTPHAL
USI



CRAIG WIEDEMEIER
Werner



JAMESON WILSON
Oneida Nation

BOARD DEVELOPMENT COMMITTEE

MICHELLE SCHULER
Microsoft

DOUG PAGE
EUA

KATHI SEIFERT
Katapult, LLC

**EX-OFFICIO WITH VOTING PRIVILEGES

*EXECUTIVE COMMITTEE MEMBERS

We are grateful to these board members and those who served earlier during the 2025 calendar year. Please reference the Emeritus Board members listing. New North, Inc. could not exist without the direction and support of these community leaders.

Your Edge Just Got Sharper

For years, Insight has been the trusted platform connecting the leaders who shape Northeast Wisconsin. Now, we are significantly elevating that platform with the launch of the Insight Insider Membership — tailored specifically for you: the owners, executives, and top leaders driving change.

Elevating Your Access

to Local Business Leadership

The Membership delivers enhanced access across Insight's Power of Three



More essential, high-quality, journalism than ever before.



Exclusive content, first to know announcements, and premium digital access.



New Insider exclusive opportunities for high-impact executive networking.



Sign up for Insight's newsletter using the QR code to be the first to secure your membership.



INSIGHT Latest News and Updates newsletters

INSIGHT Daily News
DECEMBER 17, 2025

- Envision Fond du Lac names Future 5 recipients
- Mulva Cultural Center shifts to free event admissions, new membership model

Sign up today at
insightonbusiness.com/newsletter

Increase your INSIGHTS by subscribing to an Insight newsletter!

Insight Publications connects people, communities, organizations and industries in creative, meaningful ways.

Fox Valley TECHNICAL COLLEGE®
Knowledge That Works

Services for Business & Industry
Customized. Innovative. Solutions.

To stay competitive, you need to find, select and train new and existing employees.

Let Fox Valley Technical College help you:

- Find new employees
- Evaluate with employee assessments
- Enhance employee skills with seminars and customized training

Contact our industry experts today!
www.fvtc.edu/EmployerResources • 920-735-2525

new north investors – thank you!

platinum

thrivent

WISCONSIN
ECONOMIC DEVELOPMENT

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



contributing

Abaxent, LLC
AbbyBank
Agropur
AK Pizza Crust
Alliance Construction & Design
Alliant Energy
American National Bank
Fox Cities
AmeriLux International, LLC
Ansay & Associates, LLC
Aon Risk Solutions
Ariens Co.
B&D Warehouse, Inc.

Bank of Kaukauna
Bayland Buildings, Inc.
BioForward Wisconsin
Camera Corner Connecting Point
Carron Net Company, Inc.
Chief Outsiders
Cornerstone Business Services, Inc.
Creative Business Services
Current Electrical Services, Inc.
Door County Medical Center
ECS Midwest, LLC
Elevate97
Elenco, Inc.

EOS Worldwide
Fehr Graham Engineering
First Business Bank
Foth Co.
Froedtert Holy Family Memorial Hospital
Georgia Pacific
GKM WI Global Supply, LLC
GRAEF
Green Bay Innovation Group
Groth Design Group
Hawkins Ash CPAs
Hoffman Planning, Design & Construction, Inc.

ITAD Logic
JT Engineering
Kaukauna Utilities
Keystone Partners
Kimberly-Clark Corporation
LaForce
Lakeside Foods
LERDAHL
Lindquist Machine Corporation
Livability Media
Marine Travel Lift – Shuttlelift – Exactech
McMahon
Michael Best & Friedrich, LLP

Milbach Construction Services
Mortenson
NAI Pfeffeler
nvisia
NWNG Investment Advisors, LLC
Old National Bank
OSMS
Packer Fastener & Supply Inc.
Plumbers & Steamfitters Local 400
Pomp's Tire Service, Inc.
Precision Paper Converters, LLC
R&R Insurance Services, Inc.
Red Shoes, Inc.
Robinson, Inc.

Rohde Brothers
SEH
SMET
Somerville, Inc.
The Village Companies
TIDI Products
Urban Evolutions
Vande Hey Company, Inc.
Vierbicher
Wisconsin Bank & Trust
Wisconsin Housing and Economic Development Authority (WHEDA)
Wisconsin Technology Council
WOW Logistics

in-kind

4imprint
A-mazing Events
Baker Tilly
Blumb Communications & Consulting

Coalesce Marketing & Design
College of Menominee Nation
Employment Resource Group, Inc.
Fox Cities Chamber
Fox Valley Technical College

gener8tor
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

New North, Inc.

EMERITUS BOARD MEMBERS

* 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.**

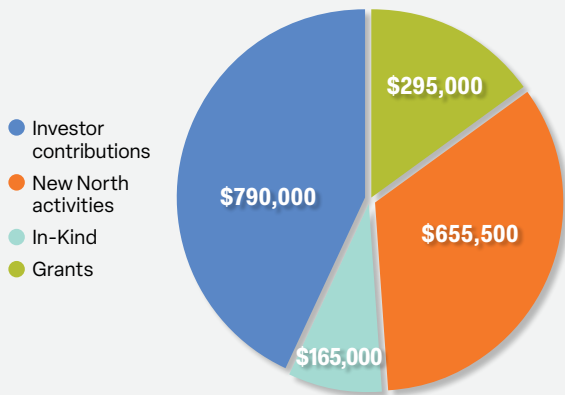
PEGGY AMENT, Kimberly-Clark Corporation
DAN ARIENS, AriensCo
PAUL BANIEL, Green Bay Packers
GREG BARBER, Schenck
PAUL BEIDEMANN, Associated Bank
JOHN BERGSTROM, Bergstrom Corporation
BILL BOHN, **USI Insurance Services**
FABIO BORDIGNON, Fincantieri Marine Group
DONNA BRAATZ, Alliant Energy
JOANIE BUCKLEY, Oneida Nation
ALLEN BUECHEL, Fond du Lac County
OLIVER BUECHSE, Associated Bank
BRIAN BRUOSS, St. Norbert College
KATE BURGESS, Elevate97
ESTELLA CAPUTO, AT&T
KEVIN CORNELIUS, Oneida Seven Generations
NEIL CORNELIUS, Oneida Seven Generations
NGELA CREEL, Jewelers Mutual
JIM DOYLE, State of Wisconsin
PETE DULGAMARA, Kimberly-Clark Corporation
GARY DULMES, Dulmes Décor Carpet One
TONY DUNNING, Kimberly-Clark Corporation
TIM FELDHAUSEN, Amundsen Davis, LLC
SHANNON FULL, Fox Cities Chamber
TERRY FULWILER, WS Packaging
DONALD GESIK, Marinette Marine Corp.
CHUCK GODDARD, Fincantieri Marine Group
JIM GOLEMBESKI, Bay Area Workforce Development Board
JAY GOTTLIEB, Kimberly-Clark Corporation
ROBYN GRUNER, AT&T
TIM HANNA, City of Appleton
BRYAN HOLLENBACH, Green Bay Packaging
CECILIA HARRY, Envision Greater Fond du Lac
MARK HERZOG, Holy Family Memorial Hospital
CHRIS HESS, Goodwill Industries
ANDY HETZEL, JR., FyterTech Nonwovens, LLC
LORRIE JACOBETTI, Prevea Health
PAUL JADIN, Greater Green Bay Chamber
JOHN JONES, Green Bay Packers
DAVID JOYCE, Ripon College
RON KAZMIERCZAK, Department of Natural Resources

NICOLE KITOWSKI, Associated Bank
ROB KLEMAN, Oshkosh Chamber
DAVID KLUMPYAN, Grant Thornton
ALEX KOWALSKI, INFO-PRO
JOHN KRAUSE, Baker Tilly
JOHN KREUL, Jewelers Mutual
THOMAS KUNKEI, St. Norbert College
DAMIAN LaCROIX, Howard-Suamico School District
ERIC LAMPE, Oshkosh Corp.
BARB LAMUE, New North, Inc.
ANDREW LEAVITT, UW Oshkosh
PAUL LINZMEYER, Innovative Sustainability for Organizations Int.
DAVID LISLE, Wausaukee Composites
CONNIE LODEN, Progress Lakeshore
MAGGIE LUND, Froedtert ThedaCare Health
DAVID MARTIN, H.J. Martin and Son
PHIL MARTINI, CR Meyer
GREG MATSON, Oneida Nation
WAYNE MATZKE, Grande Cheese Company
SUSAN MAY, FVTC
RICHARD McCREARY, BAE Systems
MIKE McEVOY, Sargento Foods
MATT McLEISH, Pierce Manufacturing
GARY MILLER, UW-Green Bay
BETSY MITCHELL, Green Bay Packers
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
AARON OLIVER, Wisconsin Department of Commerce
CHRIS PAHL, Ruder Ware
SUNEER PATEL, FyterTech Nonwovens
BOB PEDERSEN, Goodwill Industries
TED PENN, Wisconsin Public Service
JIM PERRY, UW-Fox Valley
VERN PETERSON, Wisconsin Public Service
AMY PIETSCH, Venture Center
JEFF RAFN, NWTC
DR. ASHOK RAI, Prevea Health

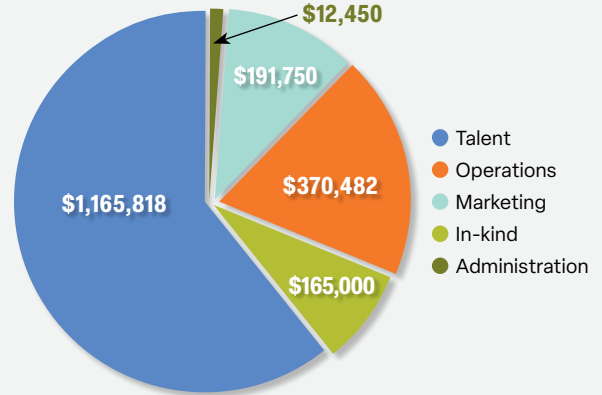
ROBERT RIORDAN, Nsight/Cellcom
MARK ROURKE, Schneider National
GREG SABEL, C.D. Smith Construction, Inc.
LAURA SANKEY, Green Bay Packers
PATRICK SCHILLINGER, WEC Energy Group
GENE SCHLEUSNER, Consolidated Construction
TIM SCHNEIDER, **Nicolet Bank**
CHARLIE SCHROCK, Wisconsin Public Service
TERRI SCHULZ, Waupaca Area Chamber
MARK SCHWEI, Consolidated Construction Co.
JULIA SMITH, Kimberly-Clark Corporation
SUSAN STAED, Schreiber Foods
TONY STEFFEK, Amundsen Davis LLC
STEPHANIE STREETER, Libbey Inc.
DONSIA STRONG HILL, Tyson Strong Hill Connor, LLP
SCOTT TEERLINGK, Werner Electric
DAVID THIEL, Waupaca County EDC
ED THOMPSON, Thompson Management Associates
DR. JOHN TOUSSAINT, ThedaCare
VICKI UPDIKE, **New Sage Strategies**
FRANCESCO VALENTE, Fincantieri Marine Group
VICKI VANNIEUWENHOVEN, Green Bay Packers
RANDY VAN STRATEN, Bellin Health
PAUL VERBETEN, Bemis Company, Inc.
JOHN VERICH, Oshkosh Corp.
BILL WARD, Procter and Gamble
DAVID WARD, NorthStar Analytics, LLC
SCOTT WEAS, EUA
BILL WELCH, Fox Cities Chamber
CHERYL WELCH, FWVDB
VANESSA WELLENS, Amcor
MIKE WELLER, Miller Electric Mfg. Co.
RICHARD WELLS, UW Oshkosh
TIM WEYENBERG, Foth
LARRY WEYERS, Integrity
TOM WILTZIUS, EnVision Performance Solutions, LLC
BILL WOODWARD, Von Briesen & Roper, s.c.
DAVID YEGHIAIAN, Holy Family Memorial Hospital
KEN ZACHARIAS, CLA
BOB ZEMPLE, BAKER TILLY

The following represents New North's \$1.9 million annual budget for the fiscal year ending June 30, 2025. We thank our investors and program partners for their support of New North, which allows us to put these dollars back into the communities we serve, leveraging additional community capital.

New North, Inc. Revenue 2024-2025



New North, Inc. Expenses 2024-2025



*Dollar amounts may change during the fiscal year.



Global New North & business development events

For 20 years, New North has united business, government, and community partners to drive investment, innovation, and economic opportunity. Together, we're building a stronger, more competitive region where shared progress powers prosperity.



Hosted Canada Connection event



JBS DATCP tour with agriculture and cattle buyers



Girbau Continental Laundry Solutions ribbon cutting



German American Chamber | WEDC Brandenburg reception



Futura Plusline North American headquarters



IAMC Fall Forum in Indianapolis



USI Leaders Forum



INX Japanese delegation



Hanover Messe mission trip with Wisconsin delegation



Economic Intel events at St. Norbert College:



Spring: Regional Impact of Tariffs (left) Fall: Economic Impact of Sports (right)



new north building consortium

- **The New North Building Consortium** is a collaborative effort to engage private-sector partners in commercial real estate to strengthen our region's competitiveness. Quarterly investor-only in-person meetings. This includes quarterly investor-only meetings.



- **Outgoing President/CEO Barb LaMue** of New North was recognized by Gov. Tony Evers at the Wisconsin Economic Development Summit for her significant contributions to our region and state.



- **Hoan Group** brought together more than 100 established and emerging leaders from across Wisconsin to share ideas for economic development.

Business Development Progress

 <p>RESPONDED TO 44 SITE SELECTION INFORMATION REQUESTS</p>	 <p>COLLABORATED ON 15 REGIONAL SITE VISITS</p>
 <p>12 SUCCESSFUL SITE SELECTION PROJECTS</p>	 <p>OVER \$2.7B IN NEW CONSTRUCTION STARTS</p>
 <p>CONNECTED WITH OVER 45 SITE SELECTORS & COMPANIES</p>	<p>AT MORE THAN 18 EVENTS & TOURS</p> 



Draft in Action

COLLABORATED WITH **THE STATE, 5 REGIONS, AND 25 LOCAL PARTNERS AND COMPANIES**, TO ENGAGE WITH **15 SITE CONSULTANTS OVER 3 DAYS IN 10 LOCATIONS** THROUGHOUT THE STATE, 5 WITHIN THE REGION.



- **The NFL Draft** put the New North on the national stage, showcasing our region's talent, opportunities and business advantages to audiences across the country.



Expansions & Business Development



Green Bay Drop Forge



Wolf River Development Company, Keshena



Rivian Automotive Inc., Appleton



KI expansion, Green Bay



EDL Packaging, a Massman Company, De Pere



Country Villa Assisted Living, Omro

top new north industries

manufacturing

The New North Region is home to one of the highest manufacturing concentrations in the nation.

Nearly

30%

of all Wisconsin manufacturing careers

More than

23%

of all Wisconsin manufacturing operations

\$21B+
GRP

transportation & logistics

The region hosts the 18th largest employment concentration in the transportation and logistics industry in the United States.

1,205

companies

23,535

direct employment positions

\$3.3B+

in direct annual sales within the region

health care

Residents and employees have significant choices for top quality health care. Feel better faster with great value and better outcomes in all of our health care centers.

83,607

direct patient care and bio-health careers

\$7.5B GRP

supporting industries – construction, finance & insurance

Industries that support entrepreneurs, second-stage companies and multibillion-dollar enterprises.

5,301

establishments

64,900

careers

\$12.4B+
GRP

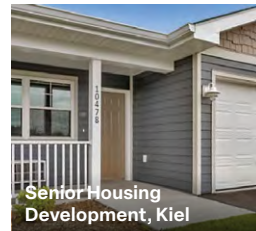
- **Green Bay Drop Forge** expanded with a new \$20 million, 58,000-square-foot facility with office and warehouse.
- **EDL Packaging, a Massman Company, De Pere**, broke ground on a new 45,000-square-foot facility focused on employee wellness and custom automation equipment.
- **Wolf River Development Company, Keshena**, opened a new 21,100-square-foot, three-story mixed-use office building.
- **Rivian Automotive Inc., Appleton**, opened an electric vehicle service and demonstration center.
- **KI, Green Bay**, expanded with a 33,400-square-foot addition to its manufacturing facility, adjacent to its corporate headquarters.
- **Country Villa Assisted Living, Omro**, added a 41,448-square-foot extension to its current facility.
- **ThedaCare Townhomes, Neenah**, is building 56 townhomes in Neenah to support its new physician residency program scheduled to begin July 2026.
- **Somerville Architects & Engineers, Allouez**, built a 35,000-square-foot, \$12 million headquarters along the Fox River Trail.
- **Senior Housing Development, Kiel**, to include 44 affordable cottage-style units with private entrances and attached garages for seniors and young families.



ThedaCare Townhomes, Neenah



Somerville Architects & Engineers, Allouez



Senior Housing Development, Kiel



When you're driven to build what the world has never seen, you know the power of an innovative spirit, collaborative work ethic and fast-paced problem-solving. Boldt challenges construction norms, from preconstruction to completion, to achieve every vision.

BOLDT
BUILD BOLDLY



Collaboration is at the heart of our regional identity. Through unified messaging and bold storytelling, we've amplified the voice of the New North — celebrating our people, places and potential as we thrive together on a global stage.



Growing Roots Finding Wings

This new 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. Our video series features testimonials from business leaders and college alumni who are helping tell the story of why New North is the best place to grow your roots and find your wings. Please contact New North if you or someone you know is interested in being part of this campaign.



“New North’s talent attraction series has been an asset for hiring managers across the university. We often conduct national searches for senior and executive-level positions; being able to share these videos with candidates and highlight the quality of life in the New North region has been instrumental in attracting top-notch talent to Lawrence.”

— Garrett Singer, Deputy Chief of Staff, Lawrence University

Gaining traction with our talent attraction campaigns:



More YOU in NEW

Video testimonial series sharing stories of newcomers to our region



Cool Stuff Campaign

Short-form video campaign to highlight the cool people, places and products made in Northeast Wisconsin



New North Hires Heroes

Digital campaign targeting veterans, sharing how Wisconsin leads the nation in benefits offered to veterans and their families



Find your True North

Digital marketing campaign geared toward Gen Z (ages 18-27) and outdoor enthusiasts, using a travel influencer, blog stories and short form videos

New North Summit



The 2025 New North Summit, themed *Rooted in Resiliency*, celebrated 20 years of regional collaboration with inspiring keynotes, a Sheboygan County Housing panel and recognition of New North 40 Under 40 alumni. More than 50 young professionals attended through our partnership with Insight Publications and USI. The event concluded with the debut of the *Growing Roots, Finding Wings* showcase, highlighting the higher education institutions that are shaping the next generation of talent in the New North.



Investor appreciation

We celebrated the progress and impact of our investors, volunteers and initiatives at the beautiful rooftop terrace at the Fincantieri Marine Group Green Bay office overlooking the Fox River.



Blog/earned media

Our New North blog stories, various podcasts and news features continue to make a tremendous impact — strengthening our brand, elevating regional awareness and driving significant traffic to our website.

ranking & recognition

- +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

measuring our progress

- 29%** increase in social media followers
- 15%** increase in New North investors
- 96** Veterans & their families (326 total) moved to Northeast Wisconsin (JULY 2020 – SEPTEMBER 2025)
- 6,378** Net migration to New North (28% increase over prior year (2023-24 U.S. CENSUS))



Livability Media

This national media partner helps tell the story of New North to a wider audience. These print and digital tools are available for workforce development, talent attraction, and welcome guides for customers and clients. Click the icons next to any [Livability.com](https://www.livability.com) story to share it on your blog, e-newsletter or social media.

Strengthening communities where everyone thrives



Our region's success is rooted in inclusiveness and stewardship. By working together to advance cultural vitality and sustainability, we're ensuring the New North remains a place where every person can flourish.



Partnered with multiple organizations to improve the retention, advancement and attraction of BIPOC talent to the region while providing opportunities and equity for all.



BluePrint 365 New North's partnership with Blueprint365 helps elevate voices from Northeast Wisconsin's diverse business community, spotlighting the leaders, stories and innovation shaping our region.



Widen.biz Promoted the statewide directory that connects, supports and amplifies Wisconsin's diverse entrepreneurs, helping their businesses grow and thrive



Forward 48 Cohort & Alumni New North is proud to help elevate Northeast Wisconsin's talent in this statewide emerging leaders network.



Packers Mentor Protégé Participated in this program that pairs experienced business leaders with emerging diverse-owned companies to support long-term success



Supplier diversity training for NFL Draft Supplier diversity training helped position several regional small businesses for selection into the NFL Draft Source



MarketPlace Wisconsin Supported Marketplace to uplift diverse small businesses, connect regional entrepreneurs with buyers and strengthen inclusive economic growth across Wisconsin



Active in ACEL Northeast Wisconsin, Asian Corporate & Entrepreneur Leaders



Levitt Amp Green Bay Music Series



Participated in GBAPS Achievement Summit for encouraging 8th-grade students from various cultural backgrounds to consider postsecondary education



Business Council Luncheon Joined to discuss strategies that strengthen Wisconsin's business climate



Attended Hmong New Year at UW-Green Bay Kress Center

Sustainability Progress in the New North



Schneider National's fleet electrification & efficiency upgrades

Schneider advanced its sustainability goals by expanding its electric truck fleet and implementing energy-efficient logistics systems, reducing emissions across its national operations.



Green Bay Packaging's renewable energy integration

Green Bay Packaging continued its commitment to sustainability by powering its new mill with 100% renewable energy and implementing closed-loop water systems.



Community Waters Coalition

Collaboration with Community Waters Coalition to identify Great Lakes restoration projects, focusing on the Green Bay and Lower Fox River area of concern



We Energies & Wisconsin Public Service (WPS) solar expansion

These utilities, both New North investors, expanded solar generation capacity through community solar programs and large-scale installations across Northeast Wisconsin.



Thrivent's ESG investment strategy

Thrivent strengthened its ESG portfolio, directing capital toward clean energy startups and sustainable infrastructure projects in the Midwest.



Miron Construction's green building leadership

Miron led several LEED-certified projects in 2025, including municipal buildings and health care facilities that prioritize energy efficiency and sustainable materials.



Schreiber Foods' waste reduction and energy efficiency

Schreiber Foods implemented advanced energy monitoring and waste-to-energy systems in its production facilities, reducing landfill use and carbon footprint.



Associated Bank's green financing initiatives

Associated Bank expanded its green loan offerings, supporting local businesses and homeowners investing in solar panels, EVs and energy-efficient upgrades.



Masters Gallery GeoThermal

Masters Gallery Foods in Oostburg is using the latest sustainability technology, achieving the highest designation of the Wisconsin Sustainable Business Council Green Masters program.



From classrooms to careers, collaboration drives our approach to talent. We connect education, business and community partners to nurture skills, inspire innovation and retain the diverse talent that fuels our workforce.

Workplace Excellence Award



New North and Keystone Partners presented the **2025 Workplace Excellence Award** to Capital Credit Union. The award recognizes organizations that are leading the way in employee engagement and business results in Northeast Wisconsin.

New North Hires Heroes



Now entering year six, **New North Hires Heroes** continues to link transitioning service members to careers and communities.

new north hires heroes

July 2020 – September 2025

96

TRANSITIONING
SERVICE MEMBERS

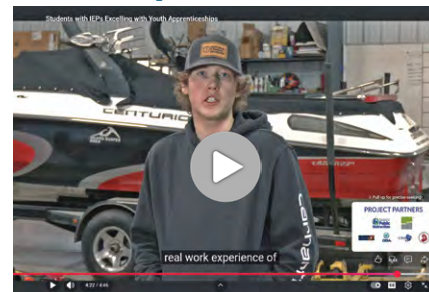
172 DEPENDENTS,
INCLUDING **58** SPOUSES

326
NEW RESIDENTS

ANNUAL ECONOMIC IMPACT: \$9,497,026

Interest in relocating to Northeast Wisconsin continues to grow for military-connected families.

Regional Career Pathways



CESA 8 created a nationally recognized video highlighting how students with IEPs are thriving in Youth Apprenticeship roles.

NEW B.O.O.S.T.™

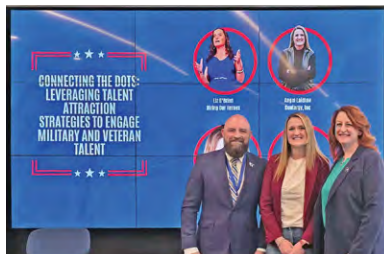


NEW B.O.O.S.T.™ Digital Navigator Network is thriving with support from an AARP Community Challenge Grant.

Veteran Ready Businesses



Hiring Our Heroes Workforce Roundtable with Medal of Honor Recipient Clint Romesha



Collaborations on Veteran Ready business efforts expanded with a regional DOD SkillBridge workshop, statewide Hiring our Heroes partnerships and presenting at a national **Veteran Ready Summit**.

K-12 Engagement



Kiel Schools Students from Kiel High School explored careers in heavy equipment operation.



Menominee Tribal School Young reporters from Menominee Tribal School gained hands-on journalism experience covering the Revitalize Neopit celebration.

NEW Educational Resource Alliance



Internship Draft Day Northeast Wisconsin Educational Resource Alliance (NEW ERA) support of the Internship Draft Day at Lambeau Field helps create meaningful opportunities for students in the region.

NEW Healthcare Alliance



New North secured a **Momentum Grant** from Medical College of Wisconsin — Advancing a Healthier Wisconsin Foundation to establish the NEW Healthcare Alliance and advance its strategic goals.



Medical College of Wisconsin Announcement:

AHW Awards \$10.9 Million to 44 Health Improvement Projects Across Wisconsin

WE BUILD PARTNERSHIPS



BAYLAND BUILDINGS, INC.

100% EMPLOYEE OWNED | DESIGN/BUILD GENERAL CONTRACTOR

BUILDING PARTNERSHIPS SINCE 1991

www.baylandbuildings.com • 920-498-9300



Innovation thrives where collaboration lives. New North fosters a connected ecosystem of entrepreneurs, investors, and innovators, working collectively to transform ideas into enterprises and strengthen the region's competitive edge.

NEW Launch Alliance Pitch Events



2025 Pitch Contest Winners



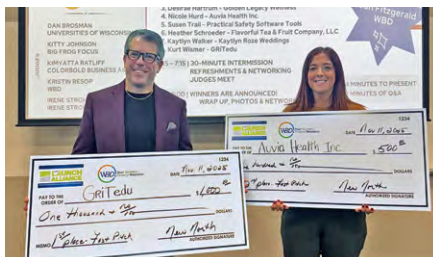
2025 Pitch Contest Finalists



Winners of Accelerate — Sheboygan County



Winners of LevelUp — Manitowoc County



Winners of Fast Pitch — Outagamie, Fond du Lac & Winnebago counties



Winners of Lighthouse Launch — Door and Kewaunee counties



Winners of Pitch Greater Green Bay — Brown County



Coollest Things Made in Wisconsin

Search & Rescue 1000 Island Airboat, Marion by Wisconsin Manufacturers & Commerce (WMC). Included in the top 8 were Carbliss, Plymouth; Sargento, Plymouth and Cruisers Yachts, Oconto.



Startup Wisconsin Week

Multiple events connecting, teaching and celebrating tech startups and founders throughout the state.



2025 Pitch Women Entrepreneurs Panel



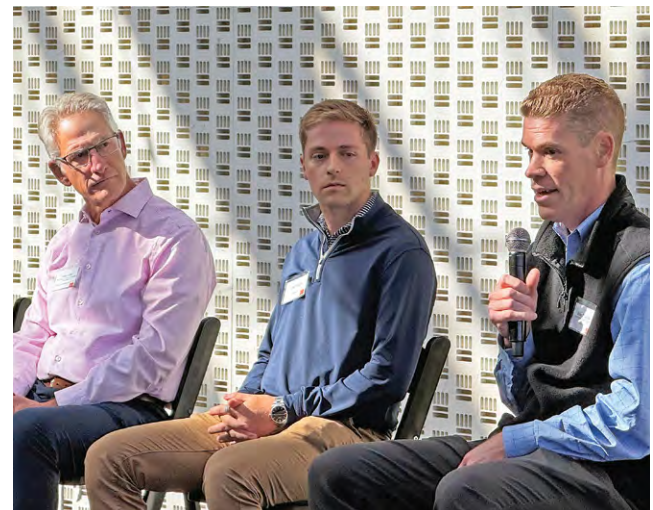
Wisconsin Tech Association networking



Startup Week banner



SCEDC Startup World Cup Pitch Competition



NVNG (Nothing Ventured, Nothing Gained) Corporate Ready Day

Supporting Business Discoveries and Idea Creators in Northeast Wisconsin

NEW Launch Alliance was formed to create a more connected, robust and engaged entrepreneurial ecosystem across Northeast Wisconsin. Every Wednesday, the New North News features stories of startups, founders and events happening in our region.



TitleTownTech Startup Draft national competition awarded two companies \$1 million each.



2025 Wisconsin Innovation Awards finalists from Northeast Wisconsin included Technova Industries, Green Bay and Vadar Alpha, Sturgeon Bay.

new north

2005

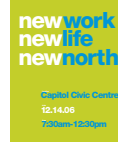
2006



New North founded as a 501(c)(3) non-profit



Bob DeKoch & Kathi Seifert, co-founders & co-chairs



Inaugural New North Summit

2022

2021



NEW BOOST™ FOR HIDDEN TALENT
Digital Literacy EcoSystem



Michelle Schuler & Sachin Shivaram co-chairs



Tim Schneider & Michelle Schuler co-chairs

2023



New North Broadband Alliance formed



New North assumes leadership of NEW Construction Alliance



Forward 48 leadership development program

Sachin Shivaram & Mary Goggans co-chairs

timeline

2009

AWARD WINNER
**workplace
excellence**



2013



GOLD SHOVEL
DEVELOPMENT-READY SITES
an initiative of the new north region



GLOBAL
a target growth division of the new north region



2016

*Bill Bohn &
Vicki Updike
co-chairs*

2020



Broadband
access study

gener8tor

gener8tor Skilling accelerator with
Microsoft launched in Northeast WI



New North
Hires Heroes

**NEW
LAUNCH
ALLIANCE**

more
YOU
in **NEW**
NORTHEAST WISCONSIN

2019

*Vicki Updike &
Tim Schneider
co-chairs*

2024



ACCREDITED
ECONOMIC
DEVELOPMENT
ORGANIZATION
International Economic Development Council

International Economic
Development Council (IEDC)
as an Accredited Economic
Development Organization
(AEDO)



Livability Media
national exposure



New North
Economic
Development
Council
UNITY IN ACTION

NEWREP merged with
New North to form
New North Economic
Development Advisory
Council



New North assumes
leadership of
NEW Educational
Resource Alliance

2025



**Growing Roots
Finding Wings**



northeast wisconsin
**healthcare
alliance**



new north
**building
consortium**

INSIGHT ON INNOVATION

2026



TELL YOUR INNOVATION STORY

Insight will feature a special sponsored content section focused on innovation and highlighting the significance of it throughout our region — Insight on Innovation.

Innovation is the engine of our region’s progress. This is your opportunity to share your company’s innovation journey in your own words, or for businesses that partner with innovators, to share their clients’ breakthrough stories. Insight dedicates a special publication, Insight on Innovation to highlight this crucial work.

Printed in June, each article will feature your story, photos, logo, and website information. All Insight on Innovation features will also be published on Insight’s website, cementing your status as a leader.

Choose from several options:

2-page Spread

Full-page Option

Half-page Option

Sponsorships (Champion, Major, Partner)

Space deadline Materials deadline

April 1, 2026

May 1, 2026

Let's Connect
sales@insightonbusiness.com

A SPECIAL SECTION BY INSIGHT



thank you to all of the 2025 summit sponsors



rooted in
resiliency
2025 NEW NORTH SUMMIT

platinum



keynote



affiliate



collaborator



team member



in-kind



New North Summit
Tuesday, June 9, 2026
Lambeau Field
Green Bay, WI

To become a sponsor for the 2026 New North Summit, contact Renee Torzala at renee.torzala@thenewnorth.com or call (920) 858-7725.



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 _____

Street Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Website Address _____

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.,
1400 Lombardi Ave
Green Bay, WI 54304





International Airports



The New North region is fortunate to have two international passenger airports — Appleton International Airport and Green Bay Austin Straubel International Airport. Both have full-service fixed base operators, along with multiple municipal airports.

Appleton International Airport, Green Bay Austin Straubel International Airport



Total	Combined Airport Passenger and Freight				
	2020	2021	2022	2023	2024
Air Passengers	665,803	1,258,385	1,459,379	1,638,064	1,772,547
Air Freight (lbs.)	18,452,938	20,457,840	19,177,058	15,696,575	14,464,253

Port of Green Bay



The **Port of Green Bay** is the westernmost port of Lake Michigan and an integral part of the region's economy, providing a critical link to national and global markets for Wisconsin enterprises. The port offers a direct route for shipping raw goods and materials using the most cost-effective and sustainable method of transportation available. In 2025, an agreement was reached to move the C. Reiss coal piles to a new location at the Pulliam site.

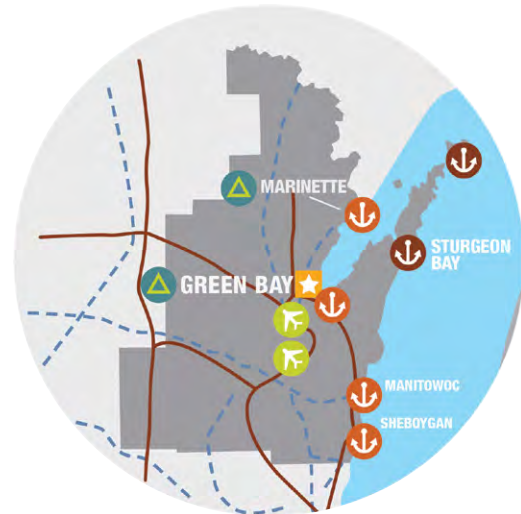


Port Tonnage Comparison (metric)	
2020	1,922,608
2021	1,968,967
2022	1,765,834
2023	1,782,887
2024	1,695,718

Intermodal Freight Rail



Stakeholders gathered to provide input on the Intermodal Freight Rail Facility.



ATW Appleton Airport Expansion

The **Appleton International Airport (ATW)** recently

completed a \$66-million concourse expansion in 2025 which led to a \$1.9 billion regional economic impact. This includes over 7,600 jobs, a nearly \$1.3 billion increase in direct sales, and the addition of new flights and destinations.



Wisconsin's ports connect to an extensive infrastructure network

- COMMERCIAL PORTS
- FOREIGN TRADE ZONES
- LIMITED CARGO PORTS
- HIGHWAY SYSTEMS
- COMMERCIAL AIRPORTS
- RAILROAD LINES
- M90 TRANSFREIGHT HIGHWAY

Economic Impact: Tourism, Income, Employment & Total Business Sales



Tourism

New North accounts for 21% or more of the Direct Visitor Spending, Total Business Sales, Employment, Total Labor Income, and State and Local Taxes generated in Wisconsin.

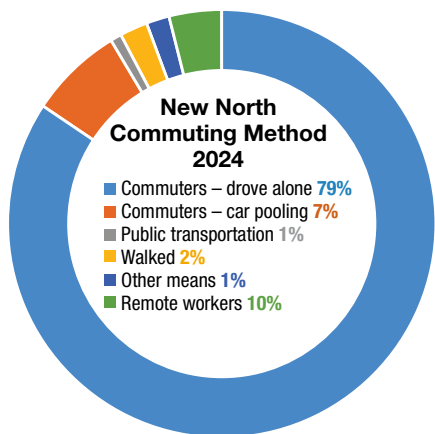
	Direct Visitor Spending			Total Economic Impact			Employment			Total Labor Income			State and Local Taxes		
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions		% Change
	2023	2024		2023	2024		2023	2024		2023	2024		2023	2024	
Wisconsin	\$15,707	\$16,252	3.5%	\$25,003	\$25,819	3.3%	\$178,045	\$181,898	2.2%	\$6,820	\$7,016	2.9%	\$1,606	\$1,658	3.2%
New North	\$3,299	\$3,439	4.3%	\$5,269	\$5,477	3.9%	\$38,652	\$39,674	2.6%	\$1,515	\$1,572	3.7%	\$359	\$374	4.0%

Source: Wisconsin Tourism Bureau/2020 County Economic Impact Table

Commuting

Mean travel time to work (minutes):

- New North: 21
- Minneapolis: 22
- Chicago: 32



Source: US Census Bureau, American Community Survey 2021 5-Year Estimates

Median Household Income

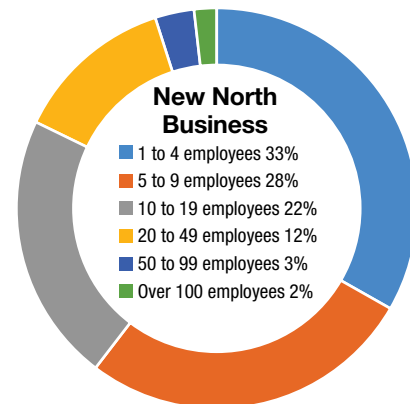
New North: \$74,658
Wisconsin: \$75,670
United States: \$78,538

Source: US Census Bureau, American Community Survey 2021 5-Year Estimates

Cost of Living — New North region is 19% lower than the national average and 9% lower than the state average.

Source: Sperling Best Places

Business Size



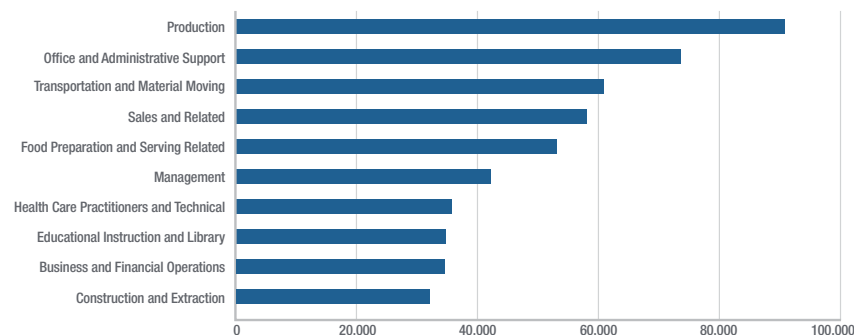
Source: Lightcast

Unemployment

	United States	Wisconsin	New North
1/2025	4.4%	3.6%	3.2%
2/2025	4.5%	3.8%	3.4%
3/2025	4.2%	3.7%	3.3%
4/2025	3.9%	3.2%	3.0%
5/2025	4.0%	3.3%	3.1%
6/2025	4.4%	3.2%	2.9%
7/2025	4.6%	3.2%	3.0%
8/2025	4.5%	3.2%	3.0%

Sources: - U.S. Bureau of Labor Statistics, Wisconsin Department of Workforce Development, Local Area Unemployment Statistics (LAUS)

Occupations Largest Occupations

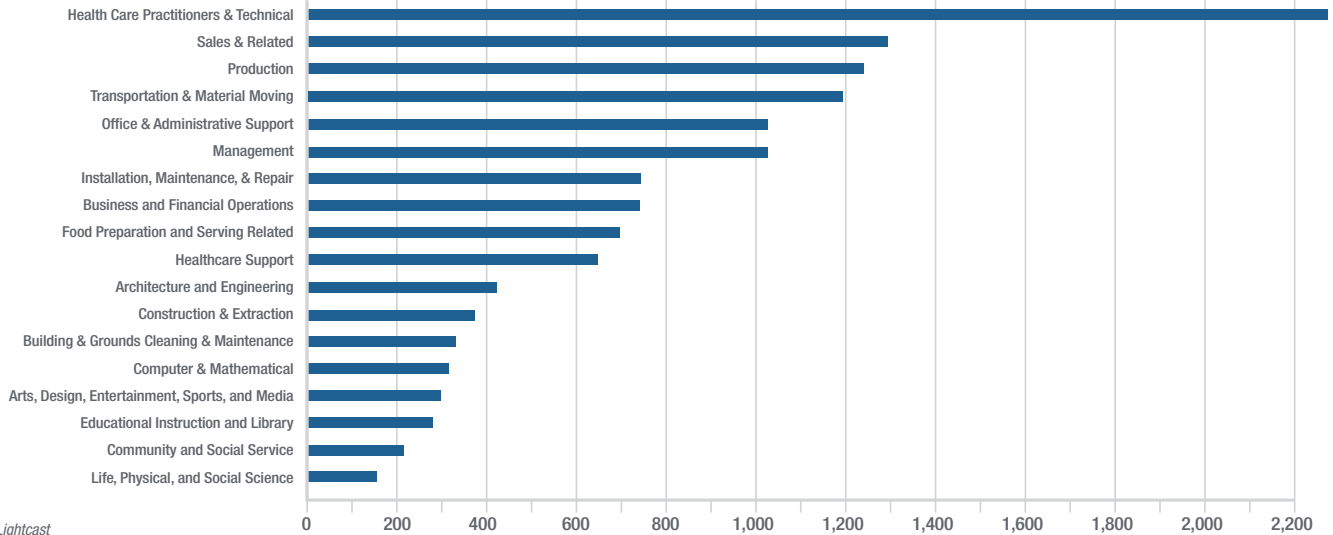


Sources: Wisconsin Department of Tourism, Lightcast, US Census Bureau, American Community Survey 2021 5-Year Estimates

Occupation	2024 Median Hourly Earnings
Production	\$23.84
Office & Administrative Support	\$21.89
Transportation & Material Moving	\$21.14
Sales & Related	\$17.73
Food Preparation & Serving Related	\$14.14
Management	\$47.44
Health Care Practitioners & Technical	\$38.06
Educational Instruction & Library	\$24.88
Business & Financial Operations	\$35.00
Construction & Extraction	\$29.66

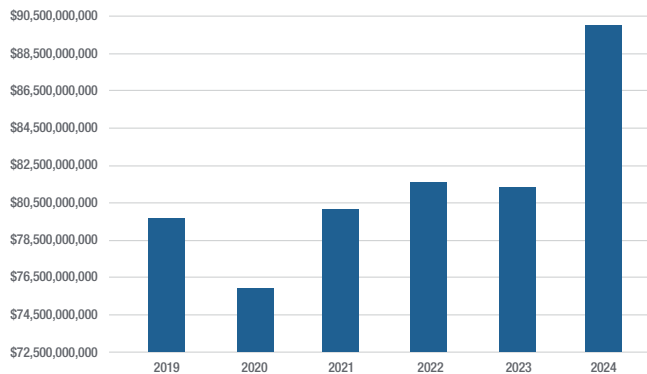
Top Posted Occupations

● Unique Average Monthly Postings



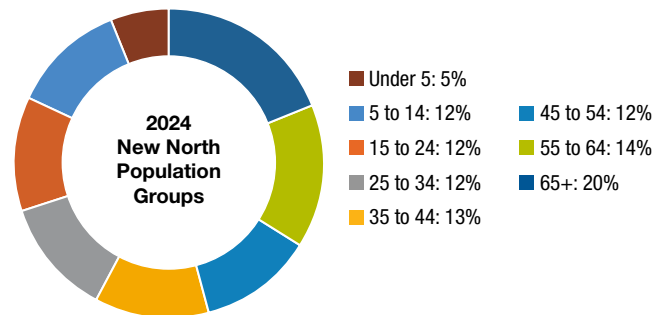
Source: Lightcast

Gross Regional Product (GRP)



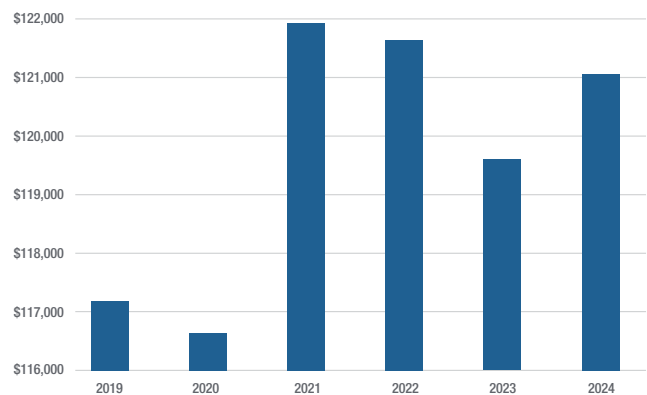
Source: Lightcast

Population by Age



Source: Lightcast

Production Capita



Source: Lightcast

New North Job Growth

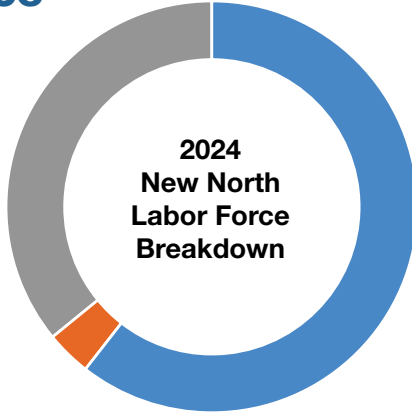
	Labor Force	Jobs	GRP	Imports	Exports
New North	686,237	679,925	\$82.35B	\$102.99B	\$101.65B
State	3,144,655	3,264,613	\$439.61B	\$392.12B	\$421.40B

Source: Lightcast



Labor Force

- Labor Force – Employed 63%
- Labor Force – Unemployed 2%
- Not in Labor Force – 35%



Top Growing Industries

2019-2024 New North top growing industries



Source: Lightcast

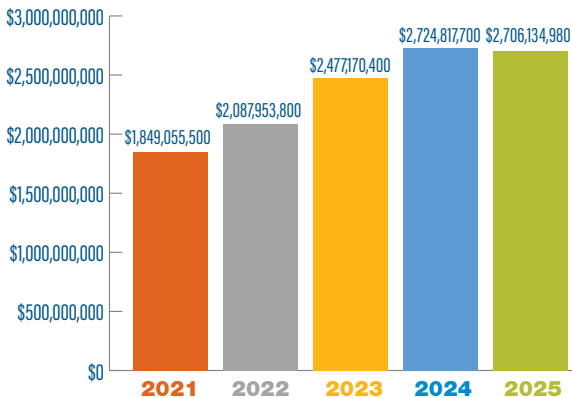
Property Values in the New North

Property values in all categories of the New North continue to increase year over year.

Real Property Class	2023	2024	% Increase Over 2023
Total Real Property	\$137,172,310,668	\$152,538,862,007	11.2%
Residential	\$102,173,042,472	\$114,475,340,400	12.0%
Commercial	\$23,950,963,657	\$26,177,097,915	9.3%
Manufacturing	\$4,385,038,800	\$4,732,126,800	7.9%
Other	\$6,663,265,739	\$7,154,296,892	7.4%

Source: Department of Revenue

Net New Construction Starts in New North



Source: Wisconsin Department of Revenue

Harbor Assistance Program – 2024 WisDOT Grants

Location	Project	Cost
Manitowoc/ City Centre	Load Out Pad w/Rail System	\$1,863,824
Green Bay	New Harbor Facility - Bulkhead Fill & Shoreline Treatment	\$2,000,000
Marinette/ Fincantieri MM	Dredging and Dock/Mooring Improvements	\$3,000,000
TOTAL		\$6,863,824

Source: Wisconsin Department of Transportation (WDOT)

Education, Diversity, Health Care

Health Care

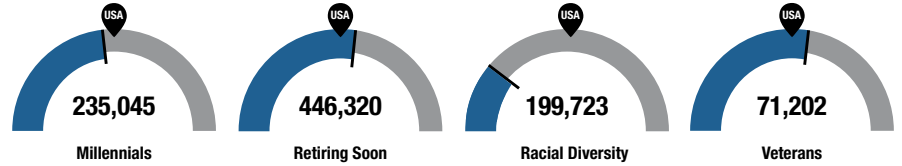
With over 30 hospitals and countless medical clinics close to home, regional health care organizations, doctors and staff are dedicated to significantly improving health and quality of life for the people in Northeast Wisconsin.

- Advocate Aurora Health
 - Aurora BayCare Medical Center
 - Aurora Medical Center – Bay Area
 - Aurora Medical Center – Fond du Lac
 - Aurora Medical Center – Manitowoc County
 - Aurora Medica Center – Oshkosh
 - Aurora Medical Center – Sheboygan County
- Ascension
 - Ascension Calumet Hospital
 - Ascension NE Wisconsin – St. Elizabeth Campus
 - Ascension NE Wisconsin – Mercy Campus
- Aspirus
- Bay Care Clinic
- Children’s Hospital of Wisconsin Fox Valley
- Clearsky Rehabilitation Hospital Lakeshore
- Door County Medical Center
- Emplify Health
 - Bellin Memorial Hospital
 - Bellin Health Oconto Hospital
 - Gundersen Moudview Hospital and Clinics
- Froedtert Holy Family Memorial Hospital
- Froedtert ThedaCare Health System
 - ThedaCare Regional Medical Center - Appleton
 - ThedaCare Regional Medical Center - Neenah
 - ThedaCare Medical Center – Berlin
 - ThedaCare Medical Center – New London
 - ThedaCare Medical Center – Shawano
 - ThedaCare Medical Center – Waupaca
 - ThedaCare Medical Center – Wild Rose
- Green Bay ER & Hospital
- Hospital Sisters Health Systems
 - HSBS St. Clare Memorial Hospital
 - HSBS St. Mary’s Medical Hospital Center
 - HSBS St. Nicholas Hospital
 - HSBS St. Vincent Hospital
- Marshfield Medical Center
 - Dickenson Florence Center
- Orthopedic & Sports Institute (OSI)
- Orthopedic and Sports Medicine Specialists (OSMS)
- Prevea Health
- SSM Health
 - St. Agnes Hospital
 - Ripon Community Hospital

Source: Hospital Provider Directory, Wisconsin Department of Health Services, Division of Quality Assurance Provider Portal

Population

Area	2010 Population	2025 Population	% Change	2029 Projected Population
New North	1,229,533	1,301,749	5.9%	1,322,949
State	5,690,538	5,980,718	5.1%	6,053,047
Nation	309,327,143	350,101,048	10.5%	3,000,000



Sources: EMSI US Census Bureau, American Community Survey 2021 5-Year Estimates

Diversity

	2018	2019	2020	2021	2022	2023	2024	2025	Projected 2030
White, Non-Hispanic	86%	86%	86%	86%	86%	85%	85%	84%	82%
White, Hispanic	5%	5%	5%	5%	5%	6%	5%	6%	7%
Asian, Non-Hispanic	3%	3%	3%	3%	3%	3%	3%	3%	4%
Two or More Races	2%	2%	2%	2%	2%	2%	2%	2%	3%
Black, Non-Hispanic	2%	2%	2%	2%	2%	3%	2%	2%	2%
American Indian or Alaskan Native, Non-Hispanic	2%	2%	2%	2%	2%	2%	2%	2%	2%

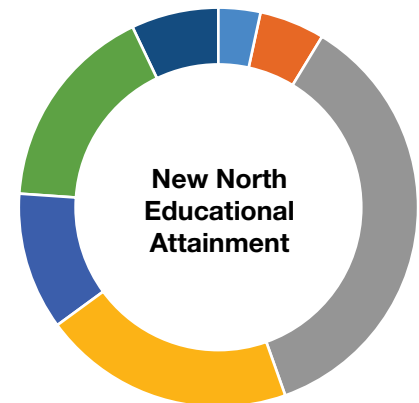
Veteran

Percent of Population: **New North: 5.5%** | **Wisconsin: 5.0%** | **United States: 4.9%**

Source: Lightcast

Education

School	Total Graduates (2024)
Fox Valley Technical College	3,249
Northeast Wisconsin Technical College	3,003
University of Wisconsin Oshkosh	2,287
University of Wisconsin-Green Bay	1,845
Moraine Park Technical College	1,602
Lakeshore Technical College	760
Lakeland University	536
St. Norbert College	467
Lawrence University	418
Marian University	369

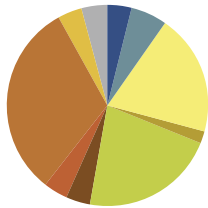


- Less than 9th Grade 2%
- 9th Grade to 12th Grade 4%
- High School Diploma 34%
- Some College 20%
- Associate Degree 13%
- Bachelor Degree 20%
- Graduate Degree and Higher 9%

Sources: Lightcast, US Census Bureau, American Community Survey 2021 5-Year Estimates

New North is a key strategic partner of the WEDC. The following charts reflect the level of investment engagement into the New North Region.

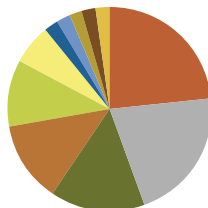
FY23



NUMBER OF AWARDS
by Industry

Accommodation	2
Agriculture	3
Education	10
Info & Comm	1
Manufacturing	11
Other Svcs	2
Professional Svcs	2
Public Admin	16
Real Estate	2
Other	2
Total	51

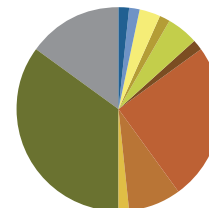
FY24



NUMBER OF AWARDS
by Industry

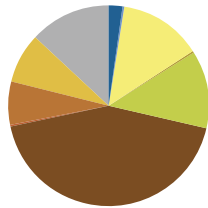
Accommodation	1
Administration	1
Agriculture	3
Construction	1
Education	5
Health Care	1
Manufacturing	11
Other Svcs	6
Professional Svcs	1
Public Admin	7
Other	10
Total	47

FY25



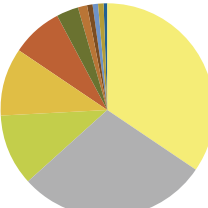
NUMBER OF AWARDS
by Industry

Accommodation	1
Administration	1
Agriculture	2
Construction	1
Education	3
Health Care	1
Manufacturing	15
Other Svcs	5
Professional Svcs	1
Public Admin	21
Other	9
Total	60



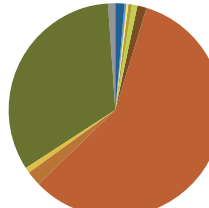
AWARD AMOUNT
by Industry

Accommodation	\$535,000
Agriculture	\$45,000
Education	\$3,209,152
Health Care	\$25,000
Info and Comm	\$3,000,000
Manufacturing	\$10,235,000
Other Svcs	\$31,200
Public Admin	\$1,695,459
Real Estate	\$1,930,000
Other	\$3,073,100
Total	\$23,778,911



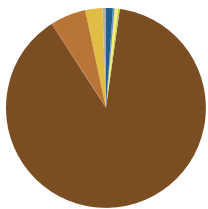
AWARD AMOUNT
by Industry

Accommodation	\$142,000
Administration	\$250,000
Agriculture	\$10,035,000
Construction	\$200,000
Education	\$3,099,300
Health Care	\$250,000
Manufacturing	\$2,264,000
Other Svcs	\$395,000
Professional Svcs	\$3,000,000
Public Admin	\$960,000
Other	\$8,320,459
Total	\$28,915,759



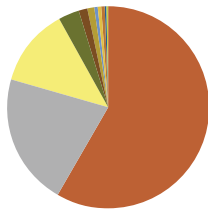
AWARD AMOUNT
by Industry

Accommodation	\$250,000
Administration	\$60,000
Agriculture	\$60,000
Construction	\$98,000
Education	\$129,500
Health Care	\$250,000
Manufacturing	\$10,142,000
Other Svcs	\$390,000
Professional Svcs	\$133,390
Public Admin	\$5,790,112
Other	\$4,073,421
Total	\$21,376,423



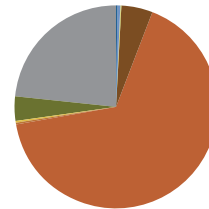
PROJECT COST
by Industry

Accommodation	\$4,639,700
Agriculture	\$58,500
Education	\$813,729
Health Care	\$25,000
Info & Comm	\$750,000
Manufacturing	\$309,628,500
Other Svcs	\$37,400
Public Admin	\$19,274,733
Real Estate	\$9,674,946
Other	\$1,205,545
Total	\$346,108,053



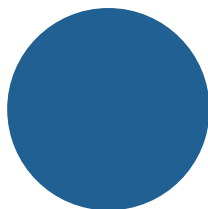
PROJECT COST
by Industry

Accommodation	\$569,971
Administration	\$1,350,000
Agriculture	\$22,045,500
Construction	\$1,759,000
Education	\$248,950
Health Care	\$2,310,952
Manufacturing	\$102,071,013
Other Svcs	\$655,000
Professional Svcs	\$1,000,000
Public Admin	\$5,923,123
Other	\$36,632,575
Total	\$174,566,084



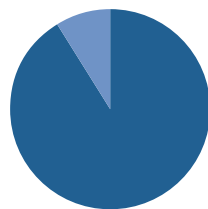
PROJECT COST
by Industry

Accommodation	\$847,500
Administration	\$1,060,900
Agriculture	\$78,000
Construction	\$118,544
Education	\$253,250
Health Care	\$11,217,783
Manufacturing	\$149,561,668
Other Svcs	\$649,731
Professional Svcs	\$266,780
Public Admin	\$8,753,587
Other	\$52,391,780
Total	\$225,199,523



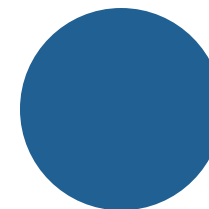
PROJECTED JOBS
by Industry

Manufacturing	4,204
---------------	-------



PROJECTED JOBS
by Industry

Manufacturing	870
Transportation	82
Total	952



PROJECTED JOBS
by Industry

Manufacturing	518
---------------	-----

**THERE
WHEN
YOU
NEED
US**

WE

No matter the challenge, we answer the call with the right solution. From onsite inventory control to IT network management to automation, we mean business.

WERNER



Send up the signal via **OneWerner.com** or **866-4-Werner** and we'll be at your side in no time.



The NEW Construction Alliance (NEWCA) is an association of employers in the construction industry collaborating with educators, workforce development, economic development and government to promote careers in the building and construction trades in Northeast Wisconsin.



Board of Directors

Chair:

Mark Ver Voort,
The Boldt Company



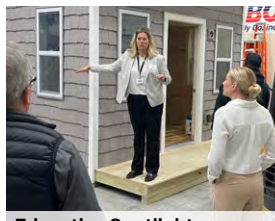
Vice-Chair:

Jenna Millis,
Milis Flatwork

2025 Initiatives and Highlights



Annual Meeting at Tiletown



Education Spotlight –
Northeast WI Technical College



Fall meeting: Impacts of
One Big Beautiful Bill Act



Completed 2nd cohort of
Construction Leadership Academy



Fourth Annual Sporting Clays
Scholarship Classic



Spring meeting: Sustainable Construction



Summer social at a Timber Rattlers game

NEW Construction Alliance | thank you investors

investors



associate members



higher ed partners



First ever *Champions of Construction* awards program launched



The **Champions of Construction** awards recognize and honor the individuals who are making a lasting impact on the construction industry across Northeast Wisconsin. This annual celebration shines a spotlight on those who lead with integrity, innovate with purpose, and inspire the next generation of skilled trades professionals.

Youth Apprentice of the Year



Machaela Mader
Miron Construction

Rising Star



Kristen Vera
Tweet Garot

Craftsman Legacy



Tom Gerlikovski
J. F. Ahern

Excellence in Mentorship



Rod Dax
Tweet Garot

MEET THE 2026 RECIPIENTS

Photo credit: KLEM + Co. Photography



Learn more about each of the award recipients and read their stories.

newconstructionalliance.org/champions-of-construction/2026-champions-of-construction-recipients

In addition to NEW Digital Alliance and NEW Construction Alliance, New North supports the following industry alliances to maximize impact through collaboration and shared resources:





The NEW Digital Alliance (NEWDA) drives collaboration and innovation across Northeast Wisconsin's digital and IT ecosystem. By connecting industry leaders, educators, and community partners, NEWDA strengthens the region's technological capabilities and fuels economic growth. Its initiatives in workforce development, digital transformation, and community engagement help keep Northeast Wisconsin at the forefront of technology and innovation.

Executive Committee Chair:

Shari Steeno, Thrivent



2025 Initiatives and Highlights



10 IT & Cybersecurity Roundtables



2nd Annual NEW Digital Leaders Conference



3rd Annual Tech Summit: Agentic AI



NEW Technology Career Exhibit – IT Careers to Explore & Experience



NEWDA Tech Training: AI in Leadership



Ran two (2) cohorts of Investor Mentorship Program

NEW Digital Alliance | thank you investors

executive



strategic



in-kind



COME THRIVE

GROWTH | CREATIVITY | SUCCESS

- Supportive, collaborative business community
- Flexible spaces and convenient amenities
- Access to helpful resources and grants



[f](#) [@](#) [in](#)
appletondowntown.org

Scan to Discover



"Downtown Appleton

is the perfect, vibrant community to bring my dream business to life, surrounded by rich culture, local support, and the energy that makes it truly special."

- Fanni Xie

Owner, AmberLuLu Sweet Creations



DEVELOP IN APPLETON

*A Vibrant Economy. A Market You Can Afford.
A Review Process that Works.*

Connect with us:
Department of Community Development
920.832.6463 | appletonwi.gov

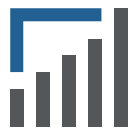


MEET OUR TEAM AT LPTRUST.COM

Local Commitment. Personalized Service.

Headquartered in Neenah, Wisconsin, Legacy Private Trust Company is proud to call Northeast Wisconsin home and honored to serve the people who make this region exceptional. As a provider of personalized trust and wealth management services, we deliver the dedicated, relationship-driven support our clients count on. It's here, in the communities we know best, that we help families build and preserve a legacy rooted in Northeast Wisconsin.

- Wealth planning
- Investment management
- Trust services
- Estate planning
- Retirement planning
- Tax planning
- Charitable giving



LEGACY
PRIVATE TRUST COMPANY

START THE CONVERSATION TODAY.

lptrust.com
connect@lptrust.com
920.967.5020

Neenah | Oconomowoc | Wausau | Madison

