**For Immediate Release**

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**Nov. 11 Intermodal Summit addresses freight industry’s top issues**

*Free event is collaboration between New North Inc. and Wisconsin Department of Transportation*

NEW NORTH, October 28, 2019 – New North Inc. will host an Intermodal Summit, open to all businesses that have an interest in intermodal freight as part of their transportation needs. The goal of the Summit is to build relationships between the region’s freight-dependent businesses and the transportation service providers.

“Companies that attend will discuss the business models of major railroads, overseas shipping companies and other transportation providers. They also will explore what resources are available to help develop strategies to make intermodal service economically viable,” says Barb LaMue, executive director of New North Inc.

Intermodal shipping moves freight in standardized containers by a variety of modes, including trucks, trains and ships. New North Inc. has collaborated with the Wisconsin Department of Transportation (WisDOT) on examining regional and state industry concerns over the availability of intermodal freight transportation. Through the Intermodal Subcommittee of WisDOT’s Freight Advisory Committee, a report was developed: *Overview of Intermodal Freight in Wisconsin*, which identified challenges and potential opportunities for expanding intermodal shipping in the state.

The Summit will be held:

**Monday, November 11, 2019, 12:15-4:30 p.m.**  
Fox Valley Technical College, D.J. Bordini Center  
5 North Systems Drive, Appleton


Summit meetings are designed to be informational and will provide opportunities to network. Presentations include:

- Key takeaways from the Intermodal Subcommittee Report
- Experiences of regional and state businesses utilizing containerized shipping across North America and overseas
- Business models used by railroads, maritime liner services (“steamships”) and others
- Resources and partnerships available to “build the case” for intermodal freight service at a regional level
- Next steps for consideration by stakeholders

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*New North, Inc., is a 501(c)3 non-profit, 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 New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).*