FOR IMMEDIATE RELEASE
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# BARB LaMUE HEAD SHOT ATTACHED FOR MEDIA USE ##

International Economic Development Council elects LaMUE as board member for 2020
New North Executive Director Barb LaMue, CEcD, begins term on Board of Directors in January

WASHINGTON, D.C. – The Board of Directors of the International Economic Development Council (IEDC) has elected Barb LaMue, CEcD, Executive Director of New North Inc., to serve a two-year term on the IEDC Board of Directors. The nomination took place during IEDC’s 2019 Annual Conference, which was held in Indianapolis. LaMue’s term begins on January 1, 2020.

"We look forward to Barb LaMue's leadership as a member of the Board of Directors, which follows decades of professional practice in economic development and participation in IEDC. Her new role will ensure great accomplishments in 2020 and beyond," says Jeffrey Finkle, CEcD, President and CEO of IEDC.

“I am humbled to join this very distinguished and respected group of colleagues across the country and other parts of the world, as we work together to provide leadership and excellence in economic development for our communities, members, and partners,” says Barb LaMue, Executive Director of New North, Inc.

Barb LaMue is the Executive Director of New North, Inc., one of nine regional economic development entities in the state of Wisconsin. The New North region is comprised of 18 counties in northeastern Wisconsin, headquartered in Green Bay, and is charged with creating, connecting and convening regional strategic initiatives for business and talent development.

Prior to this role, LaMue served as Vice President of Business and Community Development for the Wisconsin Economic Development Corporation (WEDC). In addition to working with companies and communities on growth strategies and investments, she directed Downtown and Minority Business Development and has more than 22 years of senior leadership experience in economic development.

LaMue holds a master's degree in public administration from the University of Wisconsin-Oshkosh and a bachelor’s degree in business administration and economics from Lakeland College. She is a Certified Economic Developer (CEcD), a designation granted by the International Economic Development Council that is the industry gold standard for excellence in the profession. LaMue also received her Economic Development Finance Professional certification through the National Development Council. She is a recent past president of the Mid-American Economic Development Council (representing 12 Midwestern states) and recent director with the Wisconsin Economic Development Association and UW Madison Grainger Institute.
She currently serves on boards for the UW-Stevens Point Wisconsin Sustainable Technology (WIST), the Wisconsin Transportation Development Association, the Wisconsin Business Development Finance Corporation and the Wisconsin Procurement Institute, and has been appointed by governors of both parties to serve on various state commissions.
She resides in Green Bay with her husband, Julian LaMue.

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**About the International Economic Development Council**
The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC’s members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC’s members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. [www.iedconline.org](http://www.iedconline.org).

**About New North, Inc.**
New North, Inc. is a regional economic development corporation focused on creating, connecting and convening strategic initiatives for business and talent development across 18 counties in Northeast Wisconsin. The 18 counties included in the New North are 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).