

PRESS RELEASE



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New North, Inc.
2740 W. Mason St. | Green Bay, WI 54303
920.336.3860 | www.thenewnorth.com
Located on the NWTC Campus | Ste. BT344

Program finalized for second New North Summit virtual event, set for April 14 *Emphasis to be on regional entrepreneurial efforts, COVID-19 impacts to economy*

NEW NORTH, April 8, 2021 – The New North Summit ‘Playbook for Recovery’ series continues with a second virtual event on April 14 from 9-10 a.m. Themed as the ‘Business & Community Training Camp,’ the program lineup includes an emphasis on impacts to regional business and economic activity due to COVID-19, along with updates on successful entrepreneurial efforts in the New North region.

A third virtual event will be held on May 12, followed by the traditional large, in-person New North Summit, scheduled for June 10 at Lambeau Field in Green Bay.

Online registration is available at www.newnorthsummit.com. The registration fee covers all of the virtual events and the in-person event. **Those who previously registered for the first Summit virtual event, held March 11, do not need to register again.** All attendees will receive an email on April 12 and 14 with the link to join the second virtual event.

The April 14 virtual event will feature a Welcome message from President Brian Bruess of event host St. Norbert College; a presentation on regional economic performance trends during the COVID-19 pandemic from Dave Wegge, co-chair of the New North Business Intelligence Council; an exploration of COVID-19 scenarios by Dr. Marc Schaffer, director of the Center for Business & Economic Analysis at SNC; and an introduction to the NEW Launch Alliance from Senior Attorney Tim Feldhausen of Davis & Kuelthau, who co-chairs the alliance.

Three winners from the NEW Launch Alliance HATCH events held in December the past two years will present on their entrepreneurial businesses:

- **Debtle** (2020), presented by Co-Founder Stephanie Hoskins, will share how it is tackling the consumer debt crisis by helping companies and their customers to negotiate and settle overdue invoices through a cloud-based platform, scalable to any size business
- **Pure and Complete Phonics LLC** (2020), presented by Dr. Shawn A. Robinson (aka “Doctor Dyslexia Dude”), will discuss how it is developing an engaging, game-based spelling and reading application for students with dyslexia that is authentic, realistic and culturally responsive
- **Proceed.app** (2019), presented by Co-Founder Andrew Schmitz, will update on its modern solution for retaining and sharing institutional knowledge of an organization which has proven to be especially helpful during the on-boarding process for new employees

Following the program, at 10 a.m. participants will be able to immerse themselves in virtual networking on the Meetaway platform, provided by Insight Publications.

“We had an extremely positive response to the virtual networking opportunity following the first Summit event on March 11, and are excited to bring it back,” says Barb LaMue, president and CEO of New North Inc. “Our program lineup is attractive to those interested in the New North entrepreneurial climate and in regional business and economic trends.”

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The Summit's 'Playbook for Recovery' series continues with a third virtual event, 'Education and Talent Attraction Training Camp,' on May 12 from 9-10 a.m. It will focus on best practices around upskilling and talent-attraction methods, the work of industry alliances and a real-estate forecast as it relates to pandemic effects. Meetaway virtual networking also will be available at the program's conclusion.

The in-person New North Summit is scheduled for June 10 at Lambeau Field in Green Bay, running from 8 a.m. until 2 p.m. It will feature Keynote Speaker Tim Moore, who will share a message on the power of social impact.

Three presentations from regional business leaders additionally will make up the program. A perspective on "Offense" will be provided by Bassett Mechanical President and CEO Kim Bassett, who discusses her company's regional growth; on "Defense" from ThedaCare President and CEO Imran A. Andrabi, MD, who represents an industry that has risen to the challenges of caring for COVID-19 patients and, more recently, providing vaccinations; and a "Special Teams" address, provided by Michelle Schuler of TechSpark Wisconsin at Microsoft and Joe Kirgues of gener8tor, on their upskilling initiative in partnership with New North, which is assisting those who have lost employment due to the pandemic.

The winner of the Workplace Excellence Award, presented in conjunction with Right Management, also will be celebrated. A tailgate luncheon and a high school drumline competition will wrap up the in-person event.

The New North Summit is geared towards business executives, education leaders, non-profit and government leaders from around the region and state.

Individuals who register for the New North Summit automatically will be registered for all events. The option to decline an event date which does not fit a person's calendar will be available.

Programmatic elements of the New North Summit will be shared with registrants via email as well as regularly updated on the event website, www.newnorthsummit.com.

New North Inc. will be following health and safety recommendations that are in place at the time of the in-person event.

To protect your contact information, New North does not sell or share the registration list.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

Media Contact: Jeff Blumb, 920.328.5454 or media@blumbcc.com