

20/20 vision

helping us see the future

new north summit 2019



Barb LaMue

Executive Director, New North, Inc.



New North Executive Director's Report





Impact Pillar



Marketing and Branding Strategy

- Veteran's Recruitment Campaign
- Shared marketing material with investors
- Site Selection Protocol to connect local companies to supply chains





Impact Pillar



Diversity & Inclusion

- Best Practices Publication
- Toward One Wisconsin Conference
- KIVA Micro Lending
- Inaugural Women of Influence Awards with Insight Publications



Impact Pillar

Talent Development Strategy

- Development of Talent Hub
- Inspire New North
- NEW IT Alliance – IT Tech Talent Summit & IT Connect Event



Impact Pillar

Small Business & Entrepreneurship

- Regional Resource Round Table - Entrepreneurial eco-system
- Hatch Pitch Event
- New North entrepreneurial culture



Impact Pillar

Business Development Strategy

- Rural Communities with AI Training
- Opportunity Zones
- Foreign Direct Investment decision making
- Global New North export strategies
- Infrastructure Development – Broadband and Intermodal Development
- Certified and Gold Shovel Sites
- Connecting companies to new markets – Wisconsin Suppliers Network





Collaborative Pillar

- New Partnership with St. Norbert College – Regional Economic and Industry Driver Data
- Business Intelligence Work Streams to prepare talent for disruptive technologies
- Key Strategic Partner with WEDC – extension of their programs and services
- Increased involvement with our local partners

New North Local Partner Video

The foundation of the New North, Inc. organization is embedded in collaboration. New North is very fortunate to have strong industry alliances and dedicated local partners. The following video is a sampling of projects submitted by our local partners, who day-in day-out work hard to grow their respective communities. New North, Inc. is proud of our strong relationship, with more great initiatives to be rolled out in the months ahead. Let's roll the video!

[Link to New North Local Partner Video 2019](#)

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