

Mid-Year

19

Report

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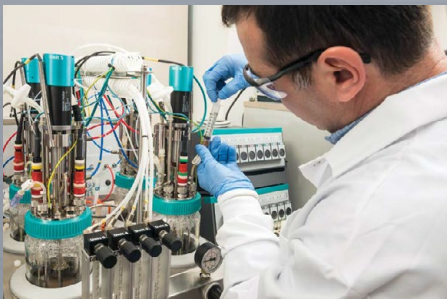
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Bring the future into focus

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Barb LaMue
New North, Inc.
Executive Director

Greetings,


While this report reflects the hard work of the New North board, staff and volunteers, I am extremely humbled and honored to have been given this opportunity to lead our efforts going forward — a responsibility that I do not take lightly.

I congratulate Jerry, as the first and only executive director of the New North, on the organization's many successes since its inception and for his leadership, not only to this region, but mentoring other regions across Wisconsin. I look forward to working with Jerry, the New North board, staff, investors, business community and local partners to build on the accomplishments identified in this mid-year report.

Because I am a big fan of educator and author Stephen Covey, I begin with the end in mind. In the pages that follow, you'll note the level of energy that the region has put into addressing the talent shortage, initiatives to better match talent needs of companies with students' career aspirations, branding and marketing the region from both a talent and business investment approach, and creating opportunities and tools to build awareness of small business and entrepreneurial resources. There is a lot of momentum around these topics, which is a tribute to our investors, partners and volunteers.

As New North moves forward, we will continue to forge new and enhanced relationships with local partners, develop scalable models for enhanced productivity and innovation, identify strategies to increase the speed of entrepreneurial formation, champion diversity and inclusion, and use data-driven decision-making as we qualify market opportunities anchored in existing regional assets. New North will work through these initiatives while staying true to our strategic pillars of Business Development, Talent Diversification and Attraction, Branding/Marketing and Business Intelligence.

Lastly, but certainly not least, I look forward to building upon collaborative relationships formed around mutual objectives, shared creative thought and a deep appreciation for the unique talents and knowledge of local, regional and state partners. Again, to quote Covey, "Seek first to understand, then to be understood."

My hope is that within the next six months we will have frequent interaction leading up to the 2019 New North Summit on Thursday, Dec. 5: "2020 Vision, Bring the Future into Focus." 

Respectfully,

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*Indicates service on the New North Executive Committee



About New North, Inc.

New North, Inc. is a 501(c)3 nonprofit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. 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.

The mission: Catalysts for Regional Prosperity through Collaborative Action.

Core value: Collaboration

New North Promotes:

- Talent Development
- Business Development
- Regional Branding
- Business Intelligence

New North, Inc.

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Highlight reel

New North videos continue to help employers attract talent

By Kat Boogaard

Mid-Year

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COURTESY OF NEW NORTH INC.

New North Inc. created a series of videos to showcase the region that businesses can use in their own employee recruitment initiatives.

Look at the website, or even the front door, of any business and you're sure to see this message:

We're hiring.

Talent attraction and retention have become a hurdle most area employers have had to navigate, especially recently as the economy continues to chug along and the number of new people entering the workforce remains smaller than the number retiring.

"It's hard to talk to any organization and not hear the fact

that they're having a hard time finding talent," says Kathi Seifert, president and owner of Katapult, LLC and chair of the New North's Talent Committee.



Seifert



Rippin

"It's in all different areas — all professions."

When it comes to the struggle to land quality talent, multiple factors come into play, but location tends to

be one of the most pressing. Northeast Wisconsin typically isn't at the top of the location wish list for professionals — especially young ones — looking to establish and grow their careers.

"Talent retention is a continuous problem for all businesses, but this region tends to be overlooked," says Lorissa Banuelos, director of marketing and investor relations for New North Inc. "When individuals, specifically millennials, look for an ideal location, they don't necessarily think about the New North right away and they should."

Donna Rippin, senior vice president of corporate strategy and branding for VibeTech and co-chair of the New North's Marketing and Branding Committee, says cities like Green Bay, Appleton and others in the region compete against the Twin Cities, Milwaukee and Chicago.

"Frankly, when you're a smaller city, even though we always make the popularity list for the best places to live, we're competing with everybody else for talent," she says.

That has forced many businesses to become more aggressive and preemptive in their recruiting efforts to either bring quality candidates to the area or encourage the ones who are already here to stick around. They're offering more competitive compensation and benefits packages and targeting talent at a far younger age. New North's Inspire program is just one example of these types of initiatives, which bring together employers, K-12 students and their parents to match companies' talent needs with students' career aspirations.

"The idea of going back into education and growing your own makes a lot of sense," Rippin says. "It's a great way to retain people rather than attract them — because attraction is always harder."

continued >



Several well-known businesses, including Kimberly-Clark Corp., are featured in videos designed to promote the New North and attract more workers to the area. Companies can use the videos in their own recruitment process.

Seeing is believing

But even with those more proactive efforts and strategies, companies still could use a little help with the talent attraction piece of the puzzle. That's where New North Inc. resources come into play.

The organization's video series highlighting the area's many offerings is one of the most popular resources businesses turn to. Three years ago, New North came up with the idea to produce videos employers could use free of charge by embedding them on their website or sharing them on social media.

"Videos are designed to showcase the region and add to a business's own recruitment efforts and provide companies with a way to tell prospective talent a compelling story about the region," Rippin says.

One longer overview video features several communities in the New North, and six shorter vignettes

feature local professionals speaking on a specific theme.

"We focused on six thematic areas, which are key considerations for prospective new residents: Live, Belong, Play, Achieve, Prosper and Impact. Spokespersons were carefully chosen to speak to each theme."

Employers can find the videos on the New North website by clicking on "Talent" in the navigation bar and then selecting "New North Recruitment Tools." From there, companies can easily grab the code to embed or share the videos.

"The video content New North provides helps us to sell the Fox Cities area to talent outside of the region, and also educates local employees about the opportunities that are available here—which helps retain our homegrown talent," says Hillary Anderson, vice president of human resources at Werner Electric Supply.

At last count, more than 60 regional businesses were making use of the videos to appeal to talent, and anecdotally, they've been successful. Banuelos says she spoke with a local recruiter who uses the videos, and he shared with her that "it's very helpful in attracting people to this region. It seals the deal, because companies do their own recruiting and advertising of the benefits of their company; however, this completes the overall process."

Performa Inc., an architectural design firm based in De Pere, created an entire page on its company website to promote the area, and it makes use of the videos there.

"We began incorporating materials highlighting the greater Green Bay area within our careers page to show benefits of the area beyond De Pere. As New North added more videos, we realized that we could promote the area on a

dedicated page,” says Jennifer Kalies, Performa’s vice president of marketing and communications. “Our recruiters and recruits have found that material beneficial and easy to access. It has also been helpful for the trailing spouse to see other employers in the area.”

Kalies encourages other employers to make use of these resources that are available, adding that she knows it would have cost Performa thousands of dollars to create something similar independently.

“The New North materials highlight many aspects of our community from a holistic view, not that of an employer, giving added validity,” she says.

While the videos are undeniably helpful for familiarizing outside talent with the area, Seifert is also hopeful they will reignite a passion in people who grew up here or are feeling uncertain about whether to stay.

“We’re also really trying to inspire people who graduated from colleges here or who were born and raised here


“Videos are designed to showcase the region and add to a business’s own recruitment efforts and provide companies with a way to tell prospective talent a compelling story about the region.”

— **Donna Rippin**, senior vice president of corporate strategy and branding for VibeTech and co-chair of New North Inc.’s Marketing and Branding Committee

and who may now be interested in moving back,” she says. “We’re trying to make sure that they’re aware of all of the job opportunities that are right here, back in a place that they’re very familiar with.”

New North is thrilled with the traction these resources have gained since their start, but it’s also on

the lookout for additional ways to spread the word about the videos and other recruitment resources that are available to help employers compete for top talent.

“We’re focused on the distribution of these tools because they’re relevant and valuable in completing the recruiting process,” Banuelos says. 



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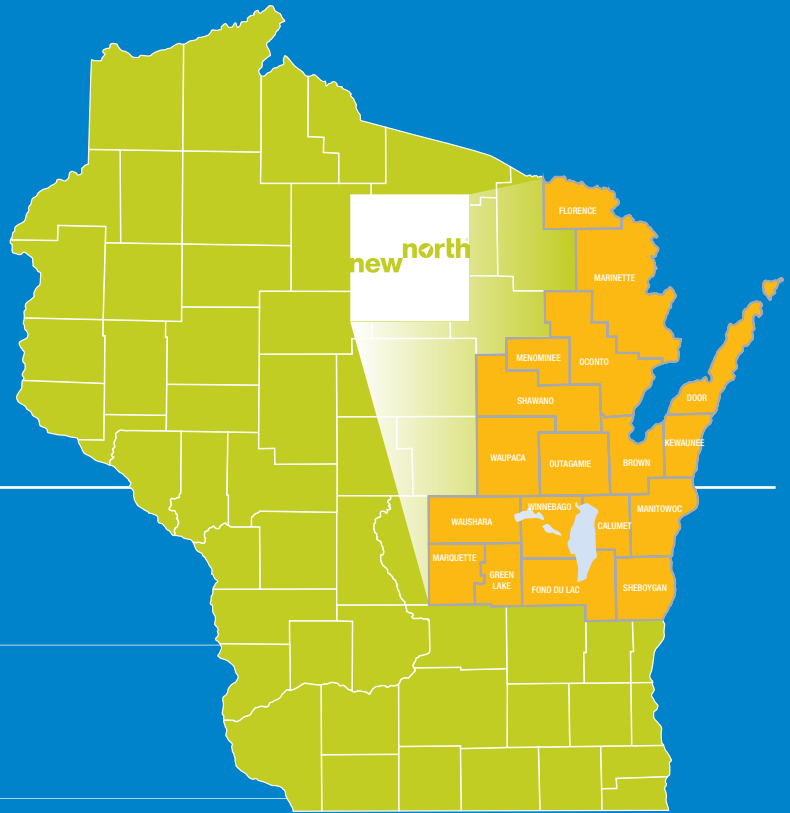
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Economic report card

Here's a snapshot of economic statistics and facts from across the 18-county New North region.



AT A GLANCE

1.25 million*
New North population

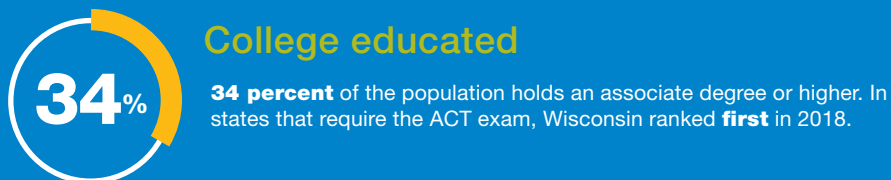
32,103*
New North establishments

300,000
Millennial population

The New North is home to more than **300,000 millennials**, or **24.3 percent** of the population in 2018 – comparing favorably to top tech cities. For example, Norfolk, Va., has **24.9 percent**, Boston has **24.1 percent**, Pittsburgh has **23.5 percent** and Minneapolis has **22 percent**.

26,175
Jobs increased

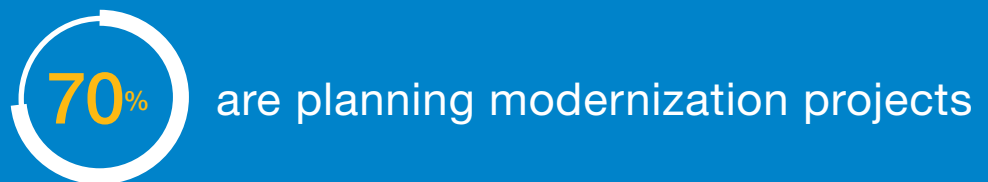
The number of jobs increased by **26,175** during the **past five years**, with another **19,353** jobs expected to be added within the **next five years**.



*2018 figures

MANUFACTURING VITALITY INDEX

The Northeast Wisconsin Manufacturing Alliance conducts an annual survey of its members to gather information about how things are going. Here's what they said in 2018:



ECONOMICS

Top regional industry clusters defined by the U.S. Cluster Mapping Project include: **downstream metal products, food processing and manufacturing, paper and packaging.**

In 2018, the Gross Regional Product (GRP) was **\$68.3 billion**. During the past 10 years, it has increased **\$18 billion**.

Top regional clusters in the New North were directly linked to **44,000 jobs** in 2018.

New North industries on average contribute **20 percent** of Wisconsin's total GRP by sector. Leading industries include:



Full steam ahead

New North builds on its successes

By MaryBeth Matzek

Mid-Year

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With its four pillars of talent development, business development, regional branding and business intelligence, there is no denying New North Inc. is pursuing a bold agenda.

It can be challenging to keep everything moving forward, but thanks to its volunteers and supporters, New North is able to do just that, says Co-chair Vicki Updike, founder and owner of New Sage Strategies, LLC in Appleton.

“We are taking key steps forward on all of our initiatives, and many feed off each other, so we see success across the board,” says Updike, who co-leads the New North board of directors with Bill Bohn of Associated Bank.

For example, the Business Intelligence Committee gathers data that “helps impact all of our strategies and can be used by the other committees,” she says.

Talent is one issue uniting businesses of all sizes in communities across the region. Organizations simply don’t have the employees they need, Updike says.

“Talent is critical to additional growth and it’s something we continue to work on,” she says.

The Talent Committee looks at the issue from multiple angles ranging from students to adults thinking about pursuing a different career, says committee chair Kathi Seifert, owner and president of Katapult LLC.

“The demand is high for workers wherever you go, whether it’s white collar, blue collar or the trades,” she says.

The New North Inspire program is designed to provide students with information about career pathways and connections to local businesses.



“Our top effort is making sure the Inspire program is advanced as well as possible in the region,” Seifert says. “Some areas are further along than others with it. Sheboygan County, for example, has had the program for years, while other communities are just getting started with it.”

Through Inspire, students not only learn about career pathways, but also connect directly with local businesses for tours, mentoring programs and internships.

“It is clearly a big initiative. We have specific metrics around the program, but the biggest positive is that businesses can connect more quickly with students and tap into that talent pipeline,” Seifert says.

Another program targeting students is Microsoft’s TEALS program. TEALS (Technology Education and Literacy

in Schools) provides high school students with computer science courses by pairing an IT volunteer with an instructor to co-teach.

“There is such a high demand for people in the IT industry. The NEW IT Alliance and Microsoft, through its TEALS program, are working hard in this area,” Seifert says. “TEALS needs volunteers to be successful, and we need more businesses to help out with volunteers.”

For people already in the workforce, Seifert lauds the state initiative to recruit veterans to jobs in the region. For example, the NEW Manufacturing Alliance, along with representatives from Oshkosh Corp. and Pierce Manufacturing, have attended job fairs at military bases for those who are leaving the service.

Business development

Economic development remains a cornerstone of the New North. The Supply Chain Marketplace, which New North Inc. created, continues to expand across industries and geography. Earlier this year, New North partnered with Advancing AI Wisconsin to launch the Digital Transformation Marketplace, which provides contacts to organizations that know they need help with digital transformation but may be uncertain about where to start or how to find the correct suppliers.

Businesses across the state continue to use the Supply Chain Marketplace, and the Wisconsin Economic Development Corp. is taking it over.

“It’s exciting that SCM has moved to its next stage and that the state wants it,” Updike says. “It’s great we developed something that has proven to be so useful.”

New North also offers a Gold Shovel Ready site certification program, which makes it easier to attract site planners and developers since it means all the necessary documentation for a site has been gathered. The region then markets Gold Shovel Ready properties to site selectors across the state and nation.

“Being Gold Shovel Ready tells developers that the site is ready to go — they can start building,” says Jerry Murphy, New North senior project manager. “Developers want to get in and develop a site. Knowing that key documentation has been taken care of and that a project will move faster is a bonus.”

The New North’s Gold Shovel Ready program was adapted from one created by Momentum West in western Wisconsin. After officials there saw how successful it was, they shared it with other regional economic development organizations across Wisconsin.

In addition to attracting new businesses and helping current ones grow, New North is committed to getting startups off the ground, Murphy says. Members of New North’s Business & Entrepreneurship Committee have worked diligently during the past year to *continued >*

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better understand the regional entrepreneurship ecosystem and the best ways to help it grow.

Last fall, the committee brought in Wendy Lea, a CEO at a public-private partnership that is working to build a sustainable tech-based economy in Cincinnati. She facilitated a discussion with stakeholders involved with entrepreneurship on how to promote the success of scalable startups in the region.

These new businesses can help draw new funds into the region and create jobs.

“The influence of the work that Wendy Lea introduced to the group is hitting its stride,” Murphy says. “We need to determine how to connect entrepreneurs to regional resources on their journey. It may sound straightforward, but it’s not.”

The committee’s first step is determining the entrepreneur density in the region, Murphy says. The group is looking to find out how many startups are in the region and where they are in the process: Are they just

Talent is one issue uniting businesses of all sizes in communities across the region. Organizations simply don’t have the employees they need.

starting out? Sustainable? Scalable?

“Once we know that, we move on to the next stages — how can we connect businesses to the resources they need to grow and how can we attract more risk capital to the region?” Murphy says. “Our goal is to move from our current state to a healthier, more robust entrepreneurial environment in the New North.”

Murphy says the New North receives 2 to 5 percent of all risk capital in the state, but the region makes up 20

percent of the state’s GDP. “That’s the imbalance we are looking to correct. If businesses here aren’t investment-grade, what can we do to help them? That’s all part of the strategy.”

To help entrepreneurs find the resources they need, Murphy predicts the WEDC soon will offer a platform that businesses across the state can use.

“At the end of the day, it’s about connecting businesses with the resources they need,” he says. ⚡



Check out the May issue!

Insight on Technology returned in May with multiple articles dedicated to the role of technology in the workplace and education, events information and more.

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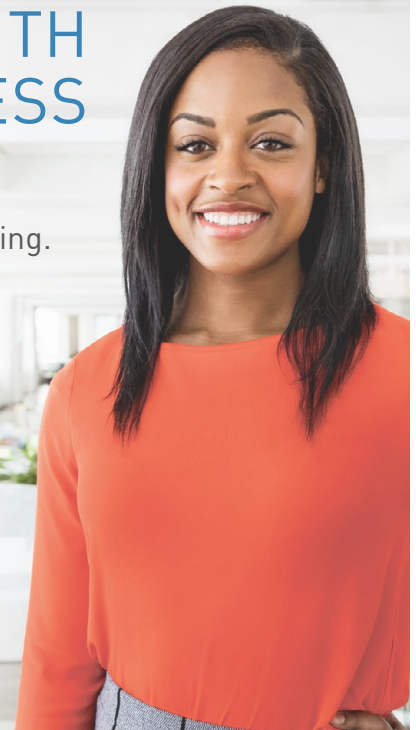
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Vision: To be recognized as nationally and globally competitive for job growth while maintaining a superior quality of life.

Mission: To harness and promote the region's resources, talents and creativity for the purposes of sustaining and growing our regional economy.

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- Joe Chura, CEO of Dealer Inspire



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- Jonathan Roug
Co-Owner of Float Light Float Center



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- Lori Hoersch, Chief People Officer, U.S. Venture



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