

# playbook for recovery



"The measure of who we are is what we do with what we have."

– Vince Lombardi

## 2020 Mid-Year Report

**Save the Date!**  
new north summit  
12.3.2020



# GOOD FORTUNE FAVORS THE PREPARED

Assess what comes next and position  
your organization for success.

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WMEP Manufacturing Solutions' PRA® aligns your leadership team so they are ready to pursue top priorities and mitigate key risks.

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[hatzenbeller@wmep.org](mailto:hatzenbeller@wmep.org) | 920.246.0051  
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# Playbook for Recovery



Greetings,

It would be an understatement to report that the first six months of 2020 were anything but usual.

We started 2020 coming off of a record New North Summit, followed by strong economic growth throughout the region. And then life changed. Our efforts quickly became focused on helping businesses, communities and our local partners weather the pandemic storm. We took multiple actions in response to the pandemic:

- Worked with companies who could make personal protective equipment to meet the demand.
- Launched an economic impact study with the University of Wisconsin-Oshkosh to see how businesses were faring.
- Created a statewide leadership series for CEOs and other top business leaders to share best practices.
- Provided downtown businesses with resources as they looked to reopen.
- Hosted weekly meetings with our local partners and industry leaders.
- Helped businesses connect with available financial resources.
- Created a local heroes video to thank our companies and communities for getting the region through these challenging times.

Because of your investment in New North, we are positioned to lead the region's recovery efforts, while still executing on long-term, strategic initiatives for business and talent development. These entail leading reshoring business attraction efforts, identifying broadband deficiencies and marketing the resiliency of our communities.

To this end, we are hard at work in the creation of our Talent Hub, which will help stakeholders navigate resources and initiatives to address the underserved, unemployed and talent attraction efforts. The NEW Launch Alliance will better connect and develop our entrepreneurial ecosystem. Our Business Intelligence platform will provide information for better data-driven decision making.

This year's mid-year report looks a little different than in the past. You will see dashboards of some workforce and business indicators. By design, we wanted to reflect these in a time period before the pandemic. Our goal will be to collectively work with stakeholders to rebuild and measure our progress along the way.

We know it's a new game. The rules have changed, but as one region, we are writing our new recovery playbook. We're 18 counties, one community, driven by compassion, determination and innovation. We will emerge as an even stronger united region!

Respectfully,

## 2020 New North Board of Directors

**Tim Schneider**,\* Investors Community Bank (co-chair)  
**Vicki Updike**,\* New Sage Strategies (co-chair)  
**Michael Alexander**, UW-Green Bay  
**Becky Bartoszek**, Fox Cities Chamber  
**Bill Bohn**,\* Associated Bank  
**Fabio Bordignon**, Fincantieri  
**Brian Bruess**, St. Norbert College  
**Corey Brumbaugh**, Miron Construction Co., Inc.  
**Joanie Buckley**, Oneida Nation  
**Angela Creel**, Jewelers Mutual  
**Bob DeKoch**,\* The Boldt Co.  
**Coreen Dicus-Johnson**, Network Health  
**Tim Feldhausen**, Davis & Keulthau  
**Mary Goggans**, Encapslys  
**Chris Hess**, Goodwill  
**Andy Hetzel**, NPS Corp.  
**Bryan Hollenbach**, Green Bay Packaging  
**Jason Howe**, Schneider

**John Kreul**,\* Amcor  
**Erik Lampe**, Oshkosh Corp.  
**Andrew Leavitt**, UW-Oshkosh  
**Maggie Lund**, ThedaCare  
**David Martin**, H.J. Martin & Son  
**Susan May**,\* Fox Valley Technical College\*\*  
**Lori Ney**, Kimberly-Clark Corp.  
**Doug Page**, Performa  
**Vern Peterson**, Wisconsin Public Service Corp.  
**Maureen Pistone**, Wipfli  
**Greg Sabel**, C.D. Smith  
**Michelle Schuler**, Microsoft  
**Mark Schwei**, Consolidated Construction  
**Kathi Seifert**,\* Katapult, LLC  
**Scott Teerlinck**,\*\* Werner Electric Supply  
**David Thiel**, Waupaca County EDC  
**Catherine Tierney**, Community First Credit Union  
**Sheryl Van Gruensven**,\*\* UW-Green Bay  
**Bill Woodward**, von Briesen & Roper  
**Ken Zacharias**,\* CLA

**Bob Zemple**, Baker Tilly

\*Indicates service on the New North Executive Committee

\*\*Indicates term ended sometime in 2020

## 2020 New North Team

### President & CEO

Barb LaMue

### Senior Project Manager

Connie Loden

### Executive Assistant/Office Manager

Lorri LaPratt

### Director, Marketing & Investor Relations

Lorissa R. Bañuelos

### Director, Research & Technology

Matthew Christman

### Creative Design, Production and Distribution,

Coalesce Marketing & Design

### Public Relations & Media Management,

Blumb Communications & Consulting

### Director, NEW IT (Digital) Alliance

Kim Iversen

# new north — proud of the companies we keep. Connecting investments to companies that invest in the New North.

New North, Inc. creating, connecting and convening regional strategic initiatives for business and talent development

- New North's population – **1.25 million people**
- Total full-time employment – **675,000**
- Annual Gross Regional Product – **\$70 billion**
- **21%** of Wisconsin's population, employment and GDP



## highly skilled, educated and productive workforce

- **Public colleges and universities** – 17 public and private colleges and universities with an average annual enrollment of 113,000.
- **The NEW Manufacturing Alliance** – collaborative, led by manufacturers, working with New North, educators, workforce development, chambers of commerce and state organizations to promote manufacturing in our northeast Wisconsin region.
- **NEW IT Alliance** – collaborative, led by IT companies working with educators, employers, and partners such as Microsoft TEALS (Technology Education and Literacy in Schools) and TechSpark to promote information technology and build a robust pipeline of IT talent.
- **NEW ERA** (Northeast Wisconsin Educational Resource Alliance) – consortium of the post-secondary institutions in the region that fosters regional partnerships among the public colleges and universities.
- **Diversity and Inclusion** – council that develops strategies that leverage every person's assets to foster an environment where everyone achieves his/her full potential.

## infrastructure

- 2 interstates and thousands of miles of state and local roadways
- 2 international airports
- Class 1 rail line
- Foreign trade zone
- 5 commercial/cargo ports
- 5G high-speed internet covers the region

## quality of life

- Home to the Green Bay Packers, the only community-owned NFL football team
- Wineries, craft breweries, noteworthy museums and art galleries, top-rated hiking trails, more than 300 miles of shoreline on the Great Lakes
- PGA Championship golf courses – Blackwolf Run and Whistling Straits – home to the 2020 Ryder Cup
- The region's cost of living index – 10.5% lower than the national average



# top new north industries

**One of the strengths of the New North Region is that our industries are very diverse, with deep supply chains.**

**Manufacturing** – The New North Region is home to one of the highest manufacturing concentrations in the nation.

- 30% of all Wisconsin manufacturing careers
- 24% of all Wisconsin manufacturing operations
- 2,000 companies supporting 140,000 careers
- \$18 billion GRP
- Key manufacturing specialties in marine, defense, aerospace, paper and paper products/converting, energy/power controls, fabricated metals, transportation equipment, food processing, heavy machine equipment and foundries

**Health Care** – Residents and employees have significant choices for top quality health care. Feel better faster with great value and better outcomes in all of our health care centers.

- 70,000 direct patient care and bio-health careers
- \$5.5 billion GRP

**Transportation and Logistics** – The region hosts the 18th largest employment concentration in the transportation and logistics industry in the United States.

- 23,000 direct employment positions
- 1,000 companies
- \$2 billion in direct annual sales

**Supporting Industries-Construction, Finance & Insurance** – Industries that support entrepreneurs, second stage companies and multi-billion dollar enterprises.

- 11% growth over the past five years
- 5,000 establishments
- 70,000 careers
- \$9 billion GRP

## New North Investors

### Platinum/New North Summit Marquee Sponsor \$50,000 & up

Wisconsin Economic Development Corporation (WEDC)  
Thrivent Foundation

### Champion \$30,000 to \$50,000

Associated Bank  
The Boldt Company  
Microsoft  
Wisconsin Public Service

### Leadership \$25,000 to \$30,000

Amcor  
Schneider National  
Thrivent Financial

### Visionary \$15,000 to \$25,000

Green Bay Packers, Inc.  
Kimberly-Clark Corporation  
Miron Construction Co., Inc.  
Oshkosh Corporation  
Werner Electric

### Founding \$10,000 to \$15,000

AriensCo  
Bergstrom Automotive  
CD Smith Construction  
CLA (formerly Schenck SC)  
Community First Credit Union  
Consolidated Construction Company  
CR Meyer and Sons Company  
Davis & Kuelthau  
Eppstein Uhen Architects  
Green Bay Packaging  
Investors Community Bank  
Network Health  
Performa, Inc.  
Schreiber Foods, Inc.  
St. Norbert College  
ThedaCare  
U.S. Venture  
von Briesen & Roper, S.C.

### Sustaining \$5,000 to \$10,000

Agropur  
American Transmission Company  
Belmark  
BMO Harris Bank, N.A.  
C.H. Robinson  
Faith Technologies  
Fincantieri Marine Group

Goodwill Industries of North Central Wisconsin  
Grande Cheese  
H.J. Martin & Son, Inc.  
Integrity Insurance  
Jewelers Mutual Insurance Company  
J. J. Keller & Associates, Inc.  
Katapult, LLC  
Menasha Corporation  
Michels Corporation  
Miller Electric Manufacturing Co.  
Nicolet National Bank  
Northeast Wisconsin Technical College (NWTC)  
NPS Corp.  
Plexus  
University of Wisconsin-Oshkosh  
WE Energies  
Wipfli, LLP

### Contributing UP to \$5,000

Action Financial Strategies  
Alliant Energy Corporation  
AmeriLux International, LLC  
Aon Risk Solutions  
Baker Tilly, LLP  
Bank First National  
Bassett Mechanical  
Bayland Buildings, Inc.  
Camera Corner Connecting Point

Cedar Corporation  
Creative Business Services  
Door County Medical Center  
Encapsys LLC  
Envano  
Epiphany Law  
Fehr Graham Engineering  
First Business Bank  
Foth Co.  
Great Northern Corporation  
Hoffman Planning, Design & Construction, Inc.  
Holy Family Memorial Hospital  
InVenture North  
J. F. Ahern Co.  
Kaysun  
Lakeside Foods  
Lindquist Machine Corporation  
McMAHON  
Michael Best & Friedrich, LLP  
NAI Pfefferle  
Nichols Paper  
Old National Bank  
Pomp's Tire Service, Inc.  
Prairie States Enterprises, Inc.  
R&R Insurance  
Right Management  
Secura Insurance Co.  
TIDI Products  
Wisconsin Aluminum Foundry  
Wisconsin Bank & Trust

Wisconsin Housing and Economic Development Authority (WHEDA)

### In-Kind

4imprint, Inc.  
A-mazing Events, LLC  
Baker Tilly, LLP  
Blumb Communications and Consulting  
The Boldt Company  
Cellcom  
Coalesce Marketing & Design, Inc.  
Fox Valley Technical College (FVTC)  
Greater Green Bay Chamber  
Insight Publications, LLC  
Kerber, Rose & Associates, S. C.  
Lakeshore Technical College (LTC)  
Leighton Interactive  
NEW Printing  
Northeast Wisconsin Technical College (NWTC)  
O'Connor Connective  
St. Norbert College  
Stellar Blue Technologies, LLC  
WEC Energy Group, Inc.  
Wisconsin Public Service  
Woodward Radio Group

## NEW IT Alliance Members

Amcor  
Breakthrough  
Community First Credit Union  
EDCi  
Faith Technologies  
Fox Valley Technical College  
Great Northern Corp.

Heartland Business Systems  
Imaginasium  
Investors Community Bank  
J. J. Keller & Associates  
KI  
Microsoft  
Nature's Way

Nsight  
Northeast Wisconsin Technical College  
Plexus  
Remote Operations Company (ROC)  
Sadoff E-Recycling

Secura Insurance Co.  
Smart IS International  
Stellar Blue  
TekSystems  
Thrivent Financial



# new north

creating, connecting & convening regional strategies for business & talent development

## shared vision

To be nationally and globally competitive for personal, community and economic growth.

## mission

To be a catalyst for regional prosperity through collaborative action.

## values

Collaboration - Representing the collective region for business investment and for individuals looking to make the New North their home.

## outcome

Measurable net increase in higher-paying jobs, improved social and economic well-being, while maintaining our superior quality of life.

## How are investors recognized?

As a thank you for your support, investors are highlighted through:



**New North Website**  
[thenewnorth.com](http://thenewnorth.com)



**Mid-Year & Annual Report**



**New North Summit**  
[newnorthsummit.com](http://newnorthsummit.com)

**New North Daily E-newsletter**



**New North Social Media**

**Business Connections**

**Public Relations Support**

**Access to New North Research/databases**

**Event Promotions/Invitations**

## Investment pledge

Name \_\_\_\_\_

Phone \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Investment Level \_\_\_\_\_

Website Address \_\_\_\_\_

Street Address \_\_\_\_\_

City, \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Lorissa Bañuelos will contact you to confirm your investment contribution and discuss payment options. If you have any questions, please email [lbanuelos@thenewnorth.com](mailto:lbanuelos@thenewnorth.com). Feel free to download this sheet at the following link: <https://tinyurl.com/Invest-NN-Mid-2020> and send via mail to: New North, Inc., 600 N. Adams St., Green Bay, WI 54307



# New North Economy by the Numbers



## Manufacturing

- **2,000+** business locations
- **140,000+** industry jobs
- **2.66x** national concentration
- Contributes **\$17.6B** to New North economy



## Food & Beverage

- **1,000+** business locations
- **40,000+** industry jobs
- **8%** increase in jobs 2014-2019
- Contributes **\$4.4B** to New North economy
- **\$6.4B** in industry purchases



## Transportation & Logistics

- **1,000+** business locations
- **22,450+** industry jobs
- **9% increase** in jobs 2014-2019
- Contributes **\$1.8B** to New North economy



## Pulp, Paper & Converting

- WI is the **#1 state** in paper production; New North has the highest concentration
- **18,000+** direct and **44,000+** indirect employment impact
- Value-add **\$5.1B** to GRP



## Energy, Power & Control

- **850+** business locations
- **20,000+** industry jobs
- **12%** increase in jobs 2014-2019
- Contributes **\$3.4B** to New North economy



## Aerospace

- **200+** business locations
- **6,000+** industry jobs
- **26%** increase in jobs 2014-2019
- Contributes **\$2.2B** to New North economy



## Biohealth

- **200+** business locations
- **4,000+** industry jobs
- Strength in local health care: **\$5.4B** GRP, over **67,000 jobs**, over **2,300** locations



## Infrastructure

- **Two interstates, thousands of miles** of state and local roadways
- **Class 1** rail line
- **5** commercial/cargo ports
- **2** international airports
- Regional **5G high-speed** internet

# Education, Diversity, Health Care

## Health Care

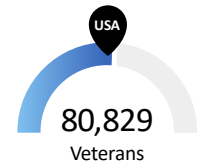
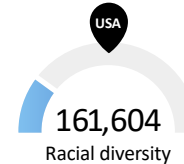
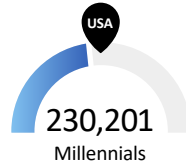
Thank you to our health care professionals for their heroism on the front line in the fight against COVID-19. With more than 30 hospitals and countless medical clinics close to home, regional health care organizations, doctors and staff are dedicated to significantly improving the health and quality of life for the people in Northeast Wisconsin.

- Ascension
- Aurora Baycare
- Aurora Health Care
- Bellin Health
- Children's Hospital of Wisconsin — Fox Valley
- Dickenson Memorial Hospital — Florence Medical Center
- Divine Savior Healthcare Crossroads Clinic
- Door County Medical — HSHS
- Gundersen Moundview Hospital & Clinics
- Holy Family Memorial Inc.
- Prevea Health
- Ripon Medical Center — SSM Health
- St. Agnes Hospital — SSM Health
- St. Clare Memorial Hospital — HSHS
- St. Mary's Hospital — HSHS
- St. Nicholas Hospital — HSHS
- St. Vincent Hospital — HSHS
- ThedaCare

Wisconsin Department of Health Services,  
Division of Quality Assurance Provider Portal

## Population Overview

Area	2010 Population	2019 population	Change	% Change
The New North	1,229,536	1,258,702	29,166	2%
State	5,690,488	5,829,343	138,855	2%
Nation	309,326,085	329,399,330	20,073,245	6%



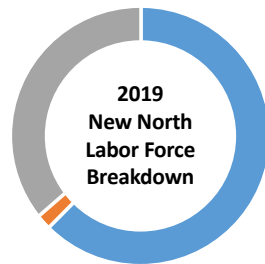
## Diversity

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
White, Non-Hispanic	90%	89%	89%	89%	88%	88%	88%	87%	87%	87%
White, Hispanic	3.71%	3.81%	3.9%	3.99%	4.08%	4.17%	4.27%	4.39%	4.51%	4.61%
Asian	2.16%	2.23%	2.3%	2.38%	2.47%	2.55%	2.61%	2.68%	2.73%	2.79%
Two or more races	1.32%	1.37%	1.42%	1.47%	1.52%	1.58%	1.63%	1.69%	1.74%	1.79%
Black	1.20%	1.24%	1.28%	1.31%	1.37%	1.43%	1.51%	1.59%	1.66%	1.72%
American Indian or Alaskan Native	1.55%	1.56%	1.57%	1.57%	1.58%	1.6%	1.61%	1.62%	1.63%	1.64%
Other	0.43%	0.46%	0.49%	0.51%	0.54%	0.56%	0.58%	0.60%	0.61%	0.63%

## Veterans

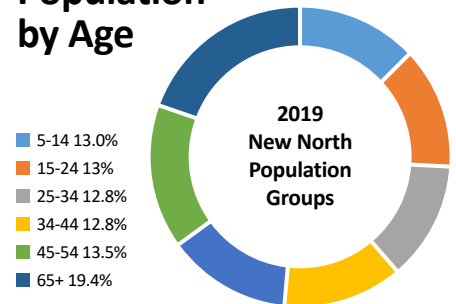
Percent of population: **New North: 8.3%** | **Wisconsin: 7.6%** | **United States: 7.5%**

## Labor Force



- Labor Force - Employed 62.3%
- Labor Force - Unemployed 2.0%
- Not in Labor Force (15+) 35.7%

## Population by Age

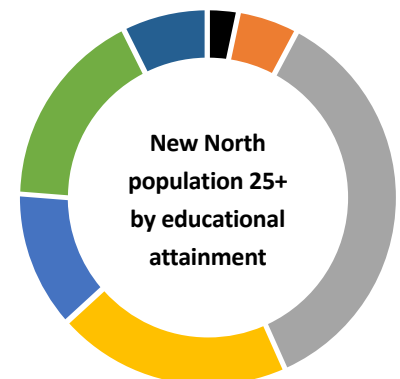


School	Total 2018 graduates
Fox Valley Technical College	3,588
Northeast Wisconsin Technical College	3,115
University of Wisconsin-Oshkosh	2,760
UW-Green Bay	1,533
Moraine Park Technical College	1,260
Lakeshore Technical College	1,107
Lakeland University	702
St. Norbert College	534
Marian University	477
Lawrence University	415

## Education

36.4% of New North residents hold an associate's degree or higher.

- Less than 9th grade 2.6%
- 9th to 12th grade, no diploma 5.2%
- High school graduate 35.4%
- Some college, no degree 20.4%
- Associate's degree 11.7%
- Bachelor's degree 17.4%
- Graduate or professional degree 7.3%





# Tourism, Income, Employment & Business

## Tourism

New North accounts for 20% or more of the direct visitor spending, employment, total labor income, and state and local taxes generated in Wisconsin.

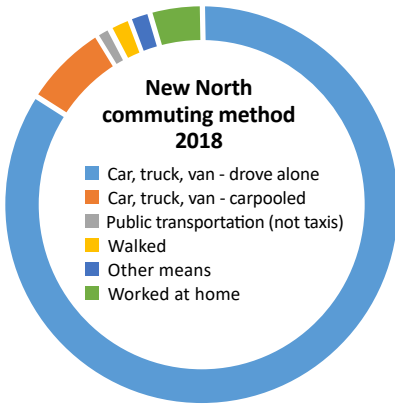
Visitors	Direct visitor spending			Total business sales			Employment			Total labor income			State and local taxes		
	Millions	%		Millions	%		Millions	%		Millions	%		Millions	%	
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
White, Non-Hispanic	\$13,318	\$13,667	2.62%	\$21,571	\$22,223	3.02%	\$199,073	\$202,217	1.58%	\$5,675	\$5,902	4.00%	\$1,581	\$1,610	1.79%
White, Hispanic	\$2,800	\$2,860	2.16%	\$4,044	\$4,153	2.68%	\$42,928	\$43,444	1.20%	\$1,238	\$1,280	3.39%	\$343	\$347	1.32%

## Median Household Income

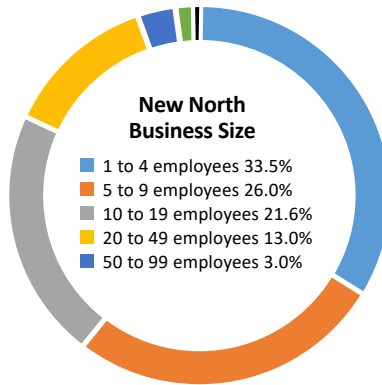
New North: \$56,102  
 Wisconsin: \$59,209  
 United States: \$60,293

## Commuting

Mean travel time (minutes)  
 New North: 21.6  
 Wisconsin: 22  
 United States: 22.6



## Business Size

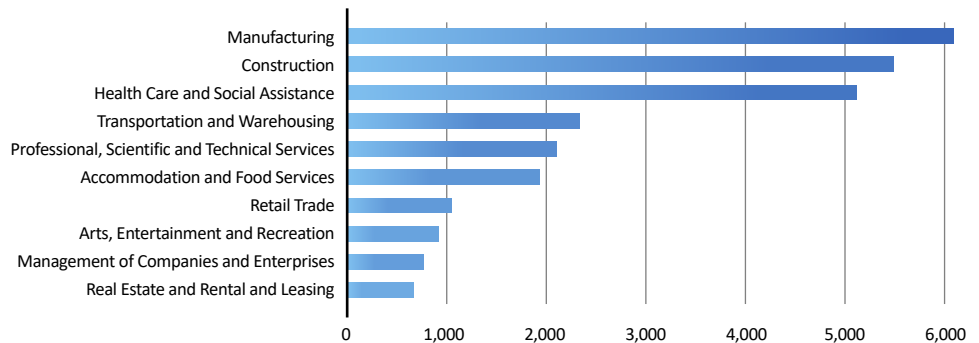


## Unemployment

	United States	Wisconsin	New North
12/2019	3.4	3.2	3.8
1/2020	4	4.2	4.9
2/2020	3.8	4	4.7
3/2020	4.5	3.5	4.0
4/2020	14.4	14.6	16.2

Wisconsin Department of Workforce Development,  
 Local Area Unemployment Statistics (LAUS)

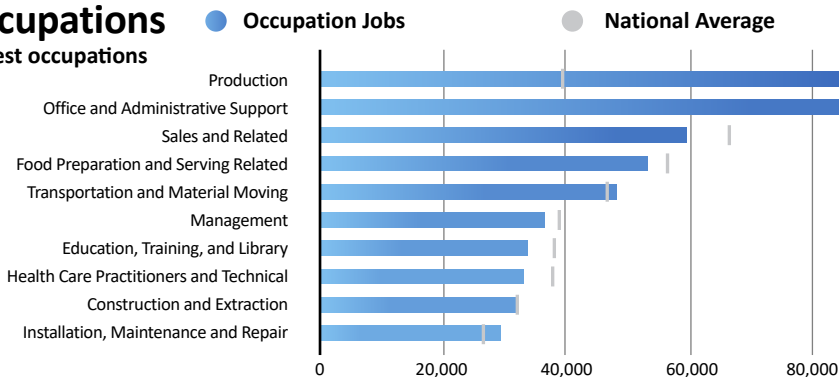
## Top Growing Industries 2018-2019 New North top growing industries



Emsi

## Occupations

Largest occupations



Emsi

Occupation	2018 Median Hourly Earning
Production	\$18.44
Office and administrative support	\$16.64
Sales and related	\$13.62
Food preparation and serving related	\$9.88
Transportation and material moving	\$17.02
Management	\$39.62
Education, training and library	\$20.63
Health care practitioners and technical	\$29.59
Construction and extraction	\$22.79
Installation, maintenance and repair	\$21.40



## Broadband in the Region

We understand that broadband is critically important to make Northeast Wisconsin competitive through advancing the availability, adoption and use of broadband technologies. We will be evaluating gaps in our region and ways to address this over the next several months in partnership with our regional planning commissions.

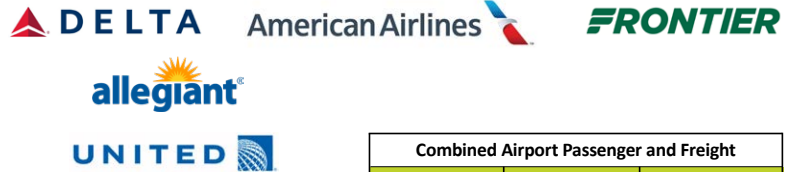
## Technology Access

Households with a computer: 87.7%  
 With broadband internet subscription: 80.4%  
*U.S. Census Bureau, 2014-18 American Community Survey 5-year Estimates*



## International Airports

The New North Region is fortunate to have two international passenger airports — Appleton International Airport and the Green Bay Austin Straubel International Airport. Both have full-service fixed base operators, along with multiple municipal airports.



*Appleton International Airport, Green Bay Austin Straubel International Airport*

	Combined Airport Passenger and Freight		
	2017	2018	2019
<b>Total air passengers</b>	1,156,833	1,370,114	1,370,114
<b>Total air freight (lbs.)</b>	22,003,305	23,146,297	22,039,338

## Port of Green Bay



The Port of Green Bay is the western-most port of Lake Michigan and an integral part of the region's economy, providing a critical link to national and global markets for Wisconsin enterprises. The port offers a direct route for shipping raw goods and materials using the most cost-effective and sustainable method of transportation available. An extensive network of highways and railroads provides a direct connection from the port to regional markets. There are 14 port terminals adjacent to the Fox River capable of handling a combination of dry bulk commodities, bulk liquids, wood pulp, machinery, agricultural commodities and forest products.

Port Tonnage Comparison (metric)	
<b>2017</b>	1,833,752
<b>2018</b>	2,087,391
<b>2019</b>	2,277,652

*Port of Green Bay*

## Freight Rail



Wisconsin's approximate 3,300 miles of railroad system make up about 2% of the nation's rail network. The state's rail system is owned and operated by 10 active, privately owned freight railroads and the State of Wisconsin, which operate over a network of mainlines, branches, industrial leads, spurs, rail yards, and terminals. The region is also home to a Class I railroad, several transload facilities and the first publicly owned transload terminal in the State of Wisconsin, which is located in Oshkosh.

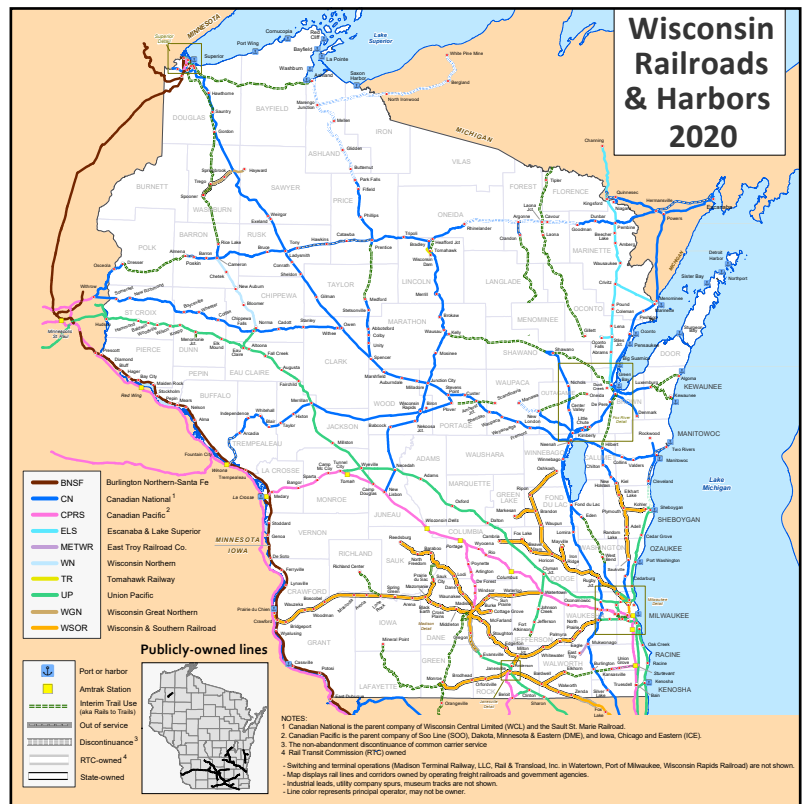
*Wisconsin Department of Transportation*

## Foreign Trade Zone (FTZ)

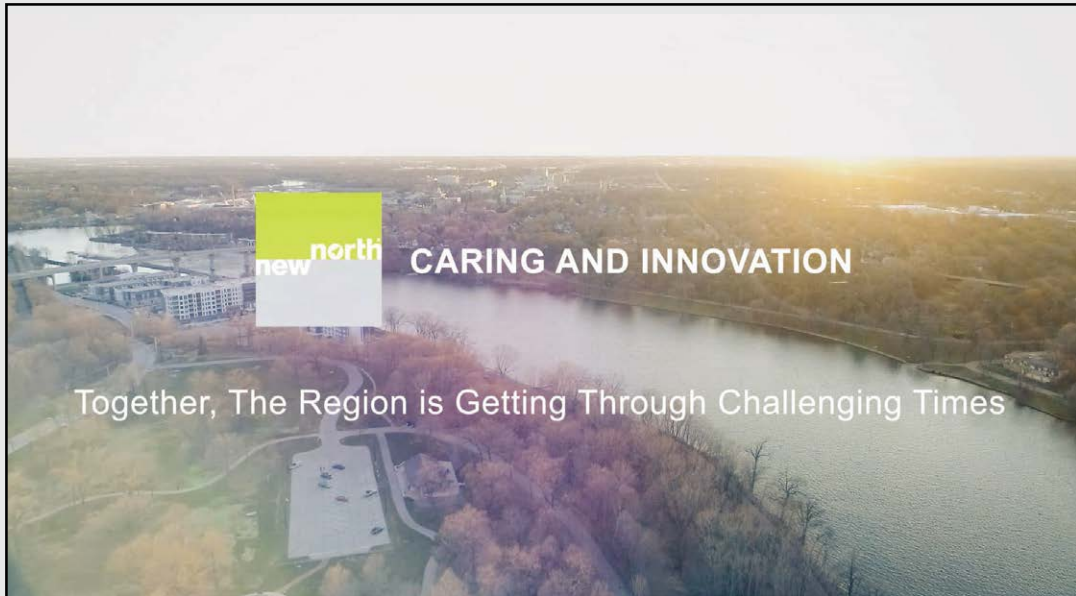


The New North Region is home to FTZ #167, which includes approximately 2,300 acres. This zone allows certain types of merchandise to be imported, repackaged, assembled with other components and then exported without having to go through formal customs entry procedures or incurring import duties.

*Port of Green Bay*



# Leading Collaborative Efforts Across the Region Moving From Crisis and Into Recovery



## Catalyst for Regional Prosperity through Collaborative Action

Address PPE demand with regional companies in concert with WEDC and the State Emergency Operations Center

Launch of an economic impact survey with UW-Oshkosh for informed, data-driven action

Coordinate statewide CEO Leadership series with WEDC and other regions

Identify and assist in the deployment of financial resources

Extend outreach to downtown businesses to aid in their recovery

Host weekly meetings with our local partners and industry leaders to identify best practices

Coordinate financial resource guide

Create Local Heroes video to thank companies and industries in getting the region through these challenging times <https://bit.ly/3gPw0U8>

Coordinate regional feedback on expanded reopening of Wisconsin's economy

# NEW LAUNCH ALLIANCE

Supporting Business Discoveries and  
Idea Creators in Northeast Wisconsin

We realize the importance  
of innovation in helping our  
region recover

Check out some of the cool, innovative spaces across the region:



[thenewnorth.com](http://thenewnorth.com)



LIVE VIRTUAL AWARDS CELEBRATION



# WOMEN OF INFLUENCE

IN THE NEW NORTH REGION

JULY 29

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# About New North, Inc.

**New North, Inc.** is a 501(c) nonprofit, 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 counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago.

**The mission:** Catalysts for Regional Prosperity through Collaborative Action.

**Core value:** Collaboration

**New North Pillars:**

- Collaboration
- Talent Development
- Business Development
- Marketing and Branding
- Business Intelligence

**New North, Inc.**

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**THE INSIGHT INNOVATION AWARDS**

will shine a spotlight on innovation in Northeast Wisconsin in a format that provokes, inspires and energizes people to build on — and invest in — ideas to advance the regional economy. The live virtual event culminates in the presentation of the Insight Innovation Awards, including one special award to be revealed during the livestream. Make your plans now to take part.



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