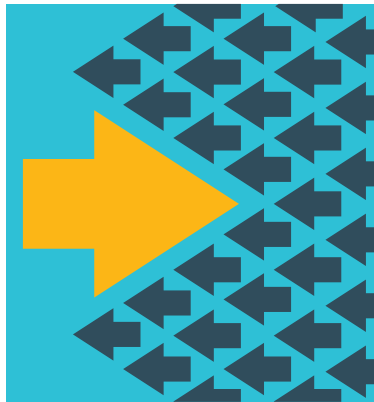


Mid-Year
17
Report



SAVE THE DATE

12.07.17

New North Summit | KI Convention Center | Green Bay

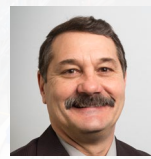
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Working at the speed of change

Mid-Year

17



Jerry Murphy
New North, Inc.
Executive Director

The pace of really great work within the New North organization via partners throughout the New North region is ramping up, providing a nice segue into this year's annual Summit theme, "The Speed of Change." The event will be held Dec. 7 at KI Convention Center in Green Bay.

Strategic acceleration is a function of how rapidly the world changes around us: speed to market, the pace of technology absorption, global reach and impacts on innovation, communication and a sea of information that seems to overwhelm at times. All of that impacts New North's primary strategic responses to: talent development, business and entrepreneurial development (particularly for fast growth/scalable business ventures) and regional branding. In this report, we're highlighting a couple of great examples of work underway in the region moving at the speed of change and collaboration.

Check out the story on fast-growth business formation. The field of support resources and the heightened awareness of our region's modest deal flow for fast-growth firms is genuinely percolating ... driving folks to build upon our unique version of New North's new and improved entrepreneurial climate. Business mentoring, networking opportunities, cool space development and collaboration around regional college campuses and around formal (new to the area) fast-growth empowering programming, are all racing to help build deal flow in the region.

The story on academic career planning is incredibly exciting. Jim Golembeski is leading a fantastic group of educators, talent development leaders, chambers of commerce resources and more, on a quest to build an integrated network of people who are working to connect businesses (future employers) to kids with aspirations of career paths. There is much to do, but the key is the unifying goal of building a connected strategy for reaching across school districts, county lines and programs to help kids connect to careers in the region.

Strategic acceleration is a function of how rapidly the world changes around us: speed to market, the pace of technology absorption, global reach and impacts on innovation, communication and a sea of information that seems to overwhelm at times.

Talent strategies are further highlighted in the coverage of our collective efforts to recruit talent to the region. Admittedly, the competition is tough, but the regional brand values are impressive. We're featuring one effort among many in the region to attract talent.

The story on diversifying the regional manufacturing sector under the brand name of the Supply Chain Marketplace provides an update on progress and an important partnership that will lead to more market opportunities in 2018 and beyond.

The articles reflect significant and positive change, which is always leaning forward, but always holding tight to a culture and a way of doing business that requires collaboration. Enjoy. ⚡



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

Core value: Collaboration

New North Promotes:

- Talent Development
- Business Development
- Regional Branding

New North, Inc.

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BRENNAN
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BRENNAN SEEKS SINGLE TENANT, NET LEASE VENTURES



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BRENNAN INVESTMENT GROUP, LLC,

a private real estate investment firm that acquires, develops, and operates industrial facilities, announced it is seeking acquisition opportunities for its current single-tenant, net lease industrial venture.

Brennan will seek net leased industrial investments meeting the following criteria:

- location in the top 100 U.S. markets
- remaining lease term of at least 10 years
- non-investment grade credits
- significant facility investment by the tenant
- all industrial facility types, including manufacturing, assembly, R&D and distribution.

ABOUT BRENNAN INVESTMENT GROUP

Brennan Investment Group, a Chicago-based private real estate investment firm, acquires, develops, and operates industrial properties in select major metropolitan markets throughout the United States. Brennan owns and manages an industrial portfolio with a market value in excess of \$3 billion. The company’s current portfolio spans 23 states and encompasses over 27 million square feet. For more information on Brennan Investment Group, go to BRENNANLLC.COM.

Fast-track startups

Fast Forward 4.0, Forum for Innovation, and other initiatives boost environment for startups

By Sean P. Johnson

Mid-Year
17

The New North region is talking fast-growth entrepreneurship.

It was not so long ago that conversations about venture capital, entrepreneurship and startup culture were few, faint and often very far between. It was tough enough in a state consistently ranked as one of the worst in the nation—the Kauffman Index ranked it dead last—for startups. What’s worse, many of the conversations in the New North were about leaving to pursue startup dreams in a more hospitable environment.

No more. Not only has the nature of the discussion changed, but the volume is getting louder and the connections more frequent, as components of a vibrant startup culture appear throughout the region. As the pace of the conversation picks up, so does the number of potential deals.

“It’s true that the conversations a few years ago were more about ‘where will I move to’ when it came to startups,” says Jill Enos, managing director at N.E.W. Venture Foundry, a pre-angel investment group launched in 2015. “Now, it’s about how I can grow it here. There is more information available, more opportunities to connect and more early-stage investment in the marketplace.”

Signs of a more vibrant startup culture are springing up everywhere.

Co-working spaces and accelerator programs have emerged throughout the New North region to provide entrepreneurs with the support they need as they build their fledgling companies, from The Grind in



PHOTO BY MARGARET LEBRUN

During Young Professionals Week in Appleton last April hosted by Adrienne Palm, Joe Kirgues, left, and Troy Vosseller, co-founders and managing directors of gener8tor Madison and Milwaukee, share their vision for a high-growth future for Northeast Wisconsin.

“I think this region has always had the same number of entrepreneurs and innovators as other areas, and we should have been having more startups. ... Now, we can get them that two-year running start and make it more likely they will attempt it.”

—David Trotter, managing director of the Winnebago Seed Fund

Oshkosh to T2 and The Concept Loft in Green Bay.

Expanded networking opportunities such as Launch Wisconsin — which has grown in three years to one of the state’s premier events on startups — provide chances to make connections and learn from nationally known experts.

A myriad of contests and “Shark Tank” like pitch competitions have sprung up to help innovators test their

ideas and hone their skills, including young entrepreneurs as they emerge from the college ranks. In addition to sharpening their skills, winners also receive valuable funding to continue building their startups.

Just as important, the investors have followed suit. The past few years have seen several new early-stage investment funds join the ranks of N.E.W. Capital and Angels on the Water. In *continued >*

The past few years have seen several new early-stage investment funds come into play. In mid-June, the Winnebago Seed Fund announced it surpassed its goal of raising \$10 million for early-stage startups, reaching more than \$11 million from 30 investors.

mid-June, the Winnebago Seed Fund announced it surpassed its goal of raising \$10 million for early-stage startups, reaching more than \$11 million from 30 investors.

Managing Director David Trotter says the Winnebago Seed Fund, part of the Badger Fund of Funds, will provide an important bridge for entrepreneurs as they begin developing their startup ideas, particularly those who feel stuck between a current job and launching a new company.

“I think this region has always had the same number of entrepreneurs and innovators as other areas, and we should have been having more startups,” Trotter says. “Until now, the options at that seed stage have been a second mortgage on a house or angel investors. Now we can get them that two-year running start and make it more likely they will attempt it.”

The Winnebago Seed Fund will provide up to \$400,000 for qualifying, early-stage startups.

Trotter’s fund is not the only new player interested in Northeast Wisconsin. In addition to the many new homegrown resources, Madison-based gener8tor, an investment fund and

accelerator program, has also announced plans to bring its successful programs to the New North area.

The uptick in regional activity is a welcome development for New North Inc. Executive Director Jerry Murphy, who is already looking forward to seeing the increase in conversation lead to an increase in the number of deals and companies with the potential for rapid growth.

To help facilitate success, New North has been busily recruiting mentors for the Fast Forward program, which provides one-to-one mentors for entrepreneurs to connect with talent and financing to accelerate potential high-growth companies. New North is also working with the Forum for Innovation to provide substantial networking and access to venture-related educational content.

“There is a specifically broader discussion than I have seen previously,” Murphy says. “All of these things help build that future potential for the region to grow those rapidly-scaling, high-growth potential companies. It’s been a lot of small steps, but we are transitioning to the next stage.”



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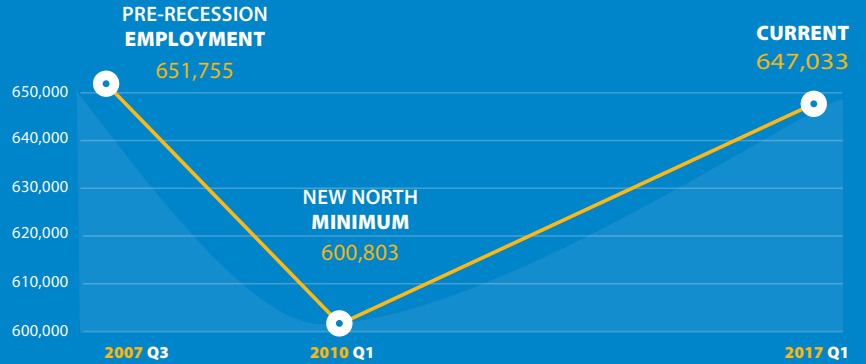
Economic Report Card

TOTAL Employment

The number of people employed is back to pre-recession numbers.

MARCH 2010
600,803 EMPLOYED

NOW
647,033 EMPLOYED

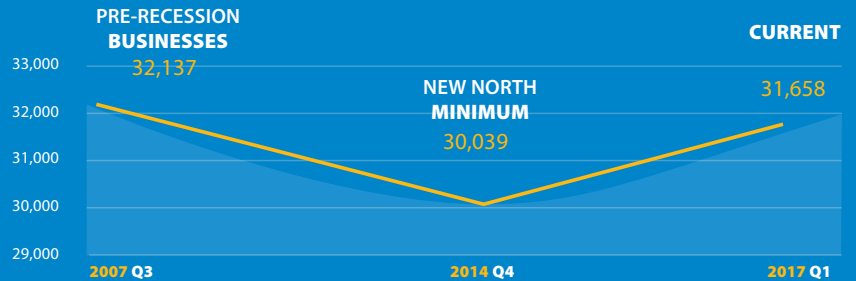


of Establishments

The region has recovered the businesses lost during the recession.

DECEMBER 2014
30,039 ESTABLISHMENTS

NOW
31,658 ESTABLISHMENTS

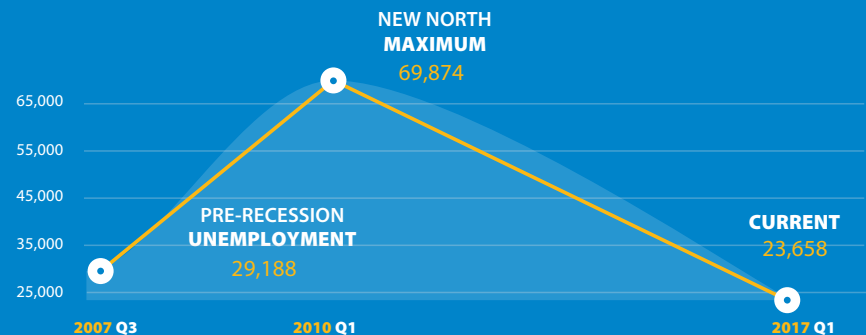


NEW NORTH Unemployment

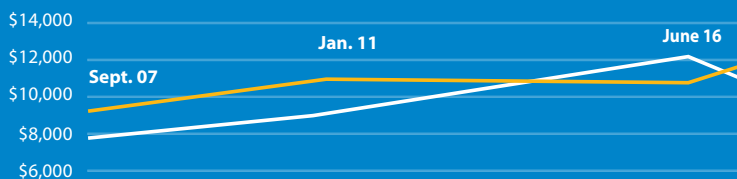
Unemployment is at an alarmingly low rate. As a region, we need to focus on recruiting talent to Northeast Wisconsin.

MARCH 2010
69,874 UNEMPLOYED

NOW
23,658 UNEMPLOYED



Wage gap



- Wage gap has narrowed since the recession
- Wage growth has been steady; the region's average is meeting the state average.

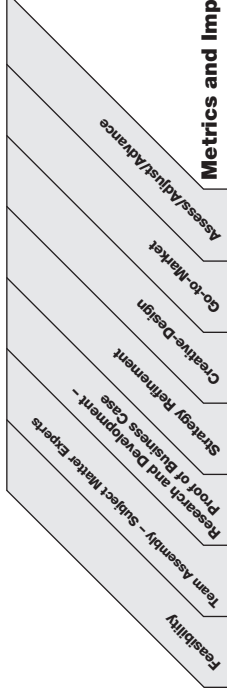
TAKEAWAYS

1. The region is back from the recession.
2. We are in a new economy with unique challenges.
3. Talent initiatives are critical to economic development.

Dashboard of Impact Strategies and Regional Collaborations

New North, Inc. tracks metrics and impact outcomes of work programs and regional projects through the use of a comprehensive **Dashboard of Initiatives and Regional Collaborations**. This Dashboard is published twice yearly, with

mid-year and year-end status reported, and serves to update regional partners, New North investors and leaders in the New North region. The Dashboard highlights work programs, goals and impact outcomes of project work.



Projects and Collaborations of Initiatives

Implement Targeted Growth Opportunities	Feasibility	Team Assembly - Subject Matter Experts	Research and Development - Proof of Business Case	Strategy Refinement	Creative Design	Go-to-Market	Assess/Adjust/Advance	Metrics and Impact Outcomes at Mid-Year 2017
Supply Chain Marketplace/Defense Industry Supply Chain								Expanding Supply Chain Marketplace statewide and enhancing platform to be more dynamic with a grant through the WEDC. Developing partnerships for Go-To-Market collaboration with targeted industry partners. Currently more than 370 active listings in the Supply Chain Marketplace Online Directory; www.wisupplychainmarketplace.com
Statewide Buildout: Supply Chain Marketplace	●							Building and deploying SCM for all 9 regions across Wisconsin
New North CNG: Compressed Natural Gas		●						74 companies indicated interest in a CNG supply chain consortium; continuing to monitor CNG industry sector for opportunity and demand in the marketplace.
Global New North: Support exporting & foreign direct investment in region								Raised funds and initiated partnerships to hire a Global New North Technical Assistance Specialist, Greg Miller, to help increase exports from the New North, who resides at the SBDC at UW-Oshkosh. Funding partners include UW-Oshkosh, WCM/P, NEWREP, GO-EDC. Promoted 2017 Trade ventures in collaboration with WEDC & DATCP; held informational events on Global Trade Resources & Canada and Mexico trade missions; www.thenewnorth.com/global
Northwoods Wood Cluster: Hardwood Lumber Collaborative					●			Supply Chain Marketplace featured in article in <i>Great Lakes Timber Professionals Association Magazine</i> . Currently 71 profiles in the Forestry Sector Directory of the SC Marketplace. Phase II presence at Great Lakes Logging and Heavy Equipment Expo to promote use of Supply Chain Marketplace to feature producers and search for suppliers. Continue to engage local economic development partners in encouraging producers to be in Marketplace. Linking technical assistance through DNR and Federal grant sources to producers. Transitioning to Grow North, a regional economic development organization.
Lakeshore Industry Cluster Initiative: New market development								Converted Lakeshore Manufacturing Directory to new Supply Chain Marketplace platform with 156 profiles; www.thenewnorth.com/lakeshore

Industrial Site Development: Repurpose for new investment

Gold Shovel Certification			●					The Gold Shovel certification is a formal site qualification and certification for greenfield sites within the region. Marketing materials for program have been created. Currently going through 3 beta site tests.
New North RFI Prospect Protocol: Assist local economic development in attracting site prospects								5 Open RFI Projects; 5 Wins in 2016 - 2016 wins expected to bring 359 additional jobs and \$50 million in investment to New North region; www.newnorthsites.com
NewNorthSites.com: Online database of sites and facilities in region								1,470 active sites and building properties in database of real estate marketed in region; www.newnorthsites.com

Support an Entrepreneurial Climate and Small Business

Fast Forward 3.0: Support Fast-Growth Entrepreneurs								5 Fast-growth entrepreneurs; 15 mentors. Active entrepreneur recruitment. www.thenewnorth.com/fastforward
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Attract, Develop & Retain Diverse Talent

Educate on Access to Job Resources				1,262 job openings in the region on Job Center of Wisconsin. New electronic website version launched. www.thenewnorth.com/lifeintheneorth
Attract and Retain Top Talent to Region				New North "North of What You Expect" recruitment video was released in Jan. 2017. Over 30 companies within the region are using the video in their recruitment efforts. The video has been viewed in 46 states.
NEW IT Alliance: Attract, develop & retain diverse IT talent in Northeastern Wisconsin to support economic growth.				Director hired, and executive steering committee formed. \$115,000 of \$250,000 goal raised to date. 2017 goals include development of web presence and job board, general marketing plan, and creation of a regional IT job fair.

Encourage Educational Attainment



Northeast Wisconsin Educational Resource Alliance (NEW ERA):
Support work programs

Internshipdraftday.com: Online Regional Job Board for Interns and Employers

Internship Draft Day, Lambeau Field, November 10, 2016 NEW ERA and the NEW Manufacturing Alliance hosted an internship draft day with more than 200 internships offered by regional manufacturers, financial companies and insurance organizations. Students signed up for interviews and received points to be recognized as top college draft picks by Mark Murphy, CEO of the Green Bay Packers.



N.E.W. Manufacturing Alliance: Our vision is that every Northeast WI manufacturer will find the talent it needs
211 Current Members. Alliance received the Frost & Sullivan Manufacturing Leadership Council's Talent Management Award and the WI Technology Education Association's Special Recognition Award.

Developing Professional Degrees Based on Market Needs

Bachelor of Science in Engineering Technology – Mechanical, Electrical and Environmental has 200+ students enrolled. There were 2017 graduates at both UW-Green Bay and UW Oshkosh.

Information Technology Degree – Progress continues on an associate degree to bachelor degree in a seamless, guided pathway. Business Analyst, Software Technology, Digital Humanities, and Interactive Web Management/Mobile Applications Developer are a few of the pathways to be offered in the 2017-18 academic year.

Get Connected to New North Projects and Leverage the Regional Brand



New North News Newsletter:
Share regional information and business successes

Current Followers: 9,501 followers on Twitter, LinkedIn and Facebook; New North produces a regional daily news briefing called New North News. Subscribe at www.thenewnorth.com/newsletter



Public Relations: Elevate New North partnerships and program successes

\$135,069 earned in advertising space equivalent since December 2016.



Co-brand with Life in the New North

The Life in the New North information sheet can be a fantastic supplement to existing recruitment efforts. By leveraging the New North brand, you can funnel top talent to the "Life in the New North" tool where they will be able to explore, in-depth, the offerings of the region. Companies can download the information sheet to co-brand. www.thenewnorth.com/newnorthrecruits



Mid-Year and Annual New North Report to the Community: Key stakeholder communication

More than 30,000 print copies of Annual Report and Mid-Year Report to the Community to be distributed in 2016. www.thenewnorth.com/reports



New North Supply Chain Marketplace Newsletter

Biweekly Supply Chain Marketplace Newsletter distributed to more than 2,000 suppliers on trends and events related to supply chain management.



Northeast Wisconsin Business Locator: Distribution and referrals

More than 11,000 distributed; Completed regional external attraction collaborative survey February 2017. Active regional and local collaboration on events. www.thenewnorth.com/BusinessLocator



Global New North Newsletter

Publish monthly Global New North Newsletter with 900 subscribers.

new north summit

New North Summit: Enable regional networking and thought leadership

The 2017 New North Summit will be on **Thursday, December 7th at the KI Center in Green Bay, WI.** More than 600 attendees for the New North Summit 2016; www.newnorthsummit.com

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Bursting the bubble

K-12 career exploration programs remove barriers between education, business

By Jessica Thiel

Mid-Year

17

Jim Golembeski remembers a time not so long ago when the education and business sectors operated neatly within their own little worlds.

This model worked for decades while the baby boomers held most skilled trades jobs, and people rested in the knowledge that if they held a four-year degree, regardless of the field, they'd have a place in the workforce, says Golembeski, executive director of the Bay Area Workforce Development Board.

Then the 21st century arrived, bringing with it the retirement of boomers, loss of high-pay, low-skill manufacturing jobs and an increasingly global economy. "We got used to living in a certain workforce environment where I could look at you and say, 'If you don't want this, there's 10 guys outside that are waiting,' and that's no longer true," Golembeski says.

Boomers encouraged their children, many of whom make up the millennial generation, to get a four-year degree, and when the recession hit as they were entering the workforce, it became clear that was sometimes the wrong advice. "Here we had millennials very well-educated, but miseducated," Golembeski says.

For too long, schools have educated kids in a bubble, he says, and it's vital to tear down walls and initiate regular interaction between the worlds of business and education. The New North has adapted to the course change remarkably well, Golembeski says, with educational systems from K-12 to higher education responding quickly and effectively to the changing world.



PHOTO BY WOMEN IN TECHNOLOGY

Programs like Girls Who Code in Hortonville MS/HS aim to reach kids when they are early in their education to introduce them to potential information technology careers.

Starting young

Lynn Aprill, co-director of curriculum, instruction and assessment for CESA 8, says schools can begin offering career exploration in elementary school. Kids often get locked into the familiar, she says, so it's important to introduce them to the many options available.

Inspire, a cloud-based program that links students to local employers and community mentors, offers one opportunity for acquainting kids to careers. The Regional Leadership Council, an organization of New North's peers, is purchasing regional licenses. CESA 8 plans to take advantage of the New North regional license to work with area employers and connect students to regional businesses. This provides students with academic career planning and provides businesses with a talent

pipeline for future employees.

Aprill, who spent years teaching before taking on her current role, says educators know content well but don't necessarily know as much about academic and career planning. To remedy that, CESA 8, which serves 27 school districts in Northeast Wisconsin, is launching the Career Academy Teacher Externship program.

This summer, 14 teachers will go into businesses such as Marinette Marine and Nercon for three to five days. They'll absorb all aspects of the business and create lesson plans and videos around that learning.

"I hope that we really help kids not to waste their time, to help them focus their efforts more," Aprill says of the efforts, and teaching parents is just as important. "We not only need to get to kids, we need to get the parents into places to see the opportunities."

Flipping the script

Aligning education with the region's economic needs is vital to its success, Golembeski says. "In Northeast Wisconsin, we're one of the healthiest manufacturing regions in the country," he says. "We've got to feed that."

Recognizing this, manufacturers have increasingly begun working with schools. In 2000, Generac Power Systems started GPS Education, a private, nonprofit youth apprenticeship consortium focused solely on manufacturing. It began with five students in one school in southeast Wisconsin and today runs 10 education centers throughout the state, including locations in Green

Bay, Neenah and Peshtigo.

The program prepares students for entry-level manufacturing jobs, and by the time they graduate, they will have logged 1,500 hours of work experience and worked with multiple business partners, with 83 percent earning Manufacturing Skill Standards Council certification.

With a Deloitte analysis of U.S. Bureau of Labor Statistics and Gallup survey data showing a need for 3.4 million manufacturing jobs in the next decade and only 1.4 million of those likely to be filled, Scott Stephens, a GPS account manager, says employers need to get involved.

“Manufacturers that will reach out to the community to be engaged with students are going to have a leg up,” he says.

At Bay Link Manufacturing, housed in Green Bay West High School, students work in a manufacturing learning lab to complete industrial welding, machine fabrication and

metals projects for local companies.

Mark Kaiser, president and CEO of Lindquist Machine Co., whose company was instrumental in establishing the program, says students quote projects, sell and deal with issues that arise.

“Not only are the students learning about how to weld and how to machine, but they are also learning about the innovation skills,” he says. “Quite frankly, I think the soft skills are more important than the technical skills.”

Kim Iversen, director of the NEW IT Alliance, expresses a similar sentiment. Her organization works to promote IT careers to area students. Iversen says many fields require a basic knowledge of IT skills, from the medical field to auto mechanics. A successful IT career, though, requires more than computer skills.


“Truly that’s the way IT is going. Yes, typically to get in the door, you need IT skills, but you’re kept

“In Northeast Wisconsin, we’re one of the healthiest manufacturing regions in the country. We’ve got to feed that.”

— **Jim Golembeski**, executive director of the Bay Area Workforce Development Board

on the payroll because you have people skills.”

All these efforts are good news to Golembeski, who is “wonderfully optimistic” about the next generation.

“I think they’re going to be much more able to live in a competitive global world,” he says. “I think they’re going to be much more financially savvy, and I think their education is going to be much better aligned with the needs of the workforce.” 



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A winning proposition

Supply Chain Marketplace benefits buyers and suppliers alike By Jessica Thiel

Mid-Year
17

When organizers for the Wisconsin Agricultural Education Center sought a company to help with branding development for the proposed Manitowoc County facility, they turned to New North Inc.'s Supply Chain Marketplace.

The organization used the marketplace's RFP tool to put out the call and connected with Leede Research of Manitowoc, which partnered with a marketing-public relations firm to respond to the request, eventually winning the contract.

Julie Maurer, president of WAEC, says the SCM helped the organization connect with a company it wouldn't have otherwise found.

"This is a win-win for both those looking for providers and the supplier firms," she says. "We feel we have the right firm to do the job and Leede has a new contract."

Dean Halverson, president, Leede Research, reported, "I've received a number of requests for proposals that the Supply Chain Marketplace automatically sends to me based on the capabilities requested that match our expertise. This resource is a great supplement to our sales efforts. It also keeps us in touch with activities in the region. I responded to one of the RFPs, for which our firm was selected for the project. We may not have been considered for this contract, were it not for receiving the notification of the RFP from the Supply Chain Marketplace."

The SCM was made for matches like this. An online sourcing tool that connects buyers and suppliers, the SCM

"This resource is a great supplement to our sales efforts ... We may not have been considered for this contract, were it not for receiving the notification of the RFP from the Supply Chain Marketplace."

—**Dean Halverson**, president, Leede Research

began in the New North and is poised to expand statewide this year thanks to a grant from the Wisconsin Economic Development Corp.

Originally built around the defense industry to help companies through the economic downturn, the SCM developed out of work New North had done with Wisconsin Wind Works, in which companies banded together to develop a directory and take it to the marketplace.

The tool is designed to:

- Highlight company capabilities
- Allow searches via keywords and categories
- Provide a connecting interface for business-to-business transactions
- Organize suppliers for new go-to-market opportunities
- Make locating suppliers easy

Companies create their own profile, indicating any sectors they can serve. They can update as frequently as they wish but must do so at least annually, says Connie Loden, senior project manager at New North Inc.

New North has taken the lead in coordinating the statewide expansion. Loden anticipates the SCM will be well




LaMue

underway by the end of the year and include about 1,000 companies. She's working with other regions across the state to get the tool established.

Barb LaMue, vice president of economic and community development for the WEDC, says the SCM can help make companies more attractive. She praises its flexibility, which allows users to search broadly or narrowly. For example, companies can choose to source through veteran- or woman-owned businesses.

Best of all, she says, the SCM can help develop more sales locally, strengthen the state's overall economy and reduce companies' costs by helping them find a supplier closer to home. It also can increase companies' visibility.

"We hear all the time, 'I never knew this company was right in my backyard,'" LaMue says. 

Visit wisupplychainmarketplace.com to set up a free company profile, read or post RFPs, RFQs and events, and sign up to receive the SCM newsletter.

Seeing is believing

By Jessica Thiel

Regional Branding

Video allows prospective talent to experience the New North



On the web:

<http://www.thenewnorth.com/talent/newnorthrecruits/>

With its portfolio of high-profile brands like Kleenex, Huggies and Kotex, it's vital for Kimberly-Clark Corp. to attract top talent, but it's not exactly easy to lure people from places like Los Angeles or New York.


Kimberly-Clark, along with several other New North companies, worked with New North Inc. to create and provide content for the organization's "North of What You Expect" video, designed to bolster companies' recruiting efforts. Pete Dulcamara, vice president of corporate research and engineering at K-C, says in helping attract talent to the region, everybody wins. "One of the reasons K-C is involved with New North is this belief that a rising tide raises all boats," he says.

Dulcamara says the video provides a unique perspective that print can't replicate. "That kind of visualization is more impactful than a brochure or something with a lot of text."

Kathi Seifert, co-chairperson for New North Inc. and owner of Katapult, LLC, says the video "brings to life" the region's assets, showcasing its natural beauty, cool places, and things to do. "Many people don't know this is a great place to live with terrific companies," she says, adding that when people do move here, the area often exceeds their expectations.

Schneider National is one of nearly 40 companies using the four-and-a-half-minute video in its recruiting efforts. Mike Norder, spokesman for the company, says the video captures the "energy and vibe" of working in the region.

"It can be challenging at times to recruit talent into the area, and we have the video on our career website to showcase 'Why Green Bay?' and to provide candidates a better understanding of the quality of life enjoyed by residents in the New North," he says.

With the success of the video, Seifert says the organization plans to continue to make more short videos to highlight why the New North is North of What You Expect. 

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