

2018 New North Summit: Program to feature business leaders from region

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Schuler, Flynn and Goggans to discuss the importance of connection to the community

NEW NORTH, November 7, 2018 – Three business leaders from the region highlight the program for the 15th annual New North Summit, set for Thursday, Dec. 6, at the new Fox Cities Exhibition in downtown Appleton. Speaking at the 2018 Summit, which is themed “Net-Work,” will be Michelle Schuler of TechSpark Wisconsin at Microsoft, Phil Flynn of Associated Bank and Mary Goggans of Encapsys, LLC.

The three speakers will follow the popular ‘ED Talk’ format utilized at the Summit since 2015. ED Talks are the New North version of TED Talks, focusing on Economic Development themes from the perspective of business leaders in the region. The speakers will engage the audience through a storytelling format to expose them to new ideas. “We are excited to have the insights of Michelle, Phil and Mary on talent development and being aware of and connected to the community,” says Jerry Murphy, executive director of New North Inc.

“All three maximize networking each day in their business and can share how they successfully leverage it.”

Along with the three dynamic presentations, the full-day event is designed to also provide attendees with extensive networking opportunities and the sharing of regional success stories. New North Inc. also will provide an overview of economic- and talent-development initiatives in the region over the past year with a look

ahead to 2019. Online registration continues at www.newnorthsummit.com. The registration fee is \$90, increasing to \$100 at the door on the day of the event. Student tickets are available for \$15. Schuler is manager of TechSpark Wisconsin at Microsoft, a position she began last July. She leads this multi-disciplined initiative focused on the impact of technology disruptions, while also helping Microsoft to learn more about the New North region. Schuler also is co-founder and outgoing president of Women in Technology (WIT) Wisconsin, a start-up organization with the goal to attract, grow and retain women in technology. Her ED Talk will highlight civic engagement activity in the region and how the talent shortage in technology careers is being addressed.

Flynn has nearly 40 years of experience in the financial services industry and is the current President and CEO of Associated Bank – one of the top 50 publicly traded U.S. bank holding companies, headquartered in Green Bay. Phil's ED Talk looks to the regional, state and national landscape for perspective on what's driving economic development; and provides a unique view of the connections businesses, community organizations and other groups can create to drive opportunity for our region.

Goggans brings the perspective of an innovator within the manufacturing space. She is president of Encapsys, LLC, a global manufacturer of encapsulated products. Encapsys, LLC formerly was a division of specialty papermaker Appvion before spinning off as a new venture. Goggans also has spent 25 years in leadership at Kimberly-Clark Corporation following graduation from the University of Virginia with a bachelor's degree in chemical engineering. Her ED Talk will engage the audience with Encapsys technology and present the opportunity to provide college students with high-tech internships to keep high-potential talent in Northeast Wisconsin.

The New North Summit is geared towards business leaders, educators, non-profit heads, manufacturers, IT professionals, elected officials, community members and other stakeholders from around the region and state. Networking begins at 8 a.m., followed by the start of the 2018 Summit program at 9 a.m. Additional programming elements of this year's Summit will be announced later this month.

WHERE: Fox Cities Exhibition Center
355 W. Lawrence St.; Appleton, Wis.
WHEN: Thursday, December 6, 2018

8:00 a.m. – 3:30 p.m.