

New North Summit

Posted on Wednesday, Nov 28, 2018

Results of recent Business Intelligence Survey by St. Norbert College to be revealed

NEW NORTH, November 28, 2018 – Additional program elements, including the results of a recent regional Business Intelligence Survey by St. Norbert College, have been announced for the 15th annual New North Summit, set for next Thursday, Dec. 6, at the Fox Cities Exhibition Center in downtown Appleton.

Online registration is available 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.

The event will begin at 8:00 a.m. with welcome messages from John Schmidt, president and CEO of US Venture, and Appleton Mayor Tim Hanna.

A highlight of the program will be a mid-morning reveal of the results from a recent New North Business Intelligence Survey, provided by Dr. Jamie Lynch of St. Norbert College. He will offer first-hand insights on the survey to attendees. The survey of regional business leaders was conducted by the college's Strategic Research Institute within the Schneider School of Business & Economics.

"We are excited by the entire day's program," says Jerry Murphy, executive director of New North Inc. "We are particularly pleased to share the results from the new Business Intelligence Survey by our partner, St. Norbert College. It should be a very enriching day for those who can join us."

Other programmatic elements include a presentation from Mark Hogan, secretary and CEO of the Wisconsin Economic Development Corporation (WEDC), on the success of the state's national marketing campaign to attract transitioning military personnel and their spouses to Wisconsin.

New North leadership will provide an overview of economic- and talent-development initiatives in the region over the past year with a look ahead to 2019, and the New North Workplace Excellence Awards will be presented by Lisa Smith of Wright Management. Also in the morning, New North will salute the 100th season of the

Green Bay Packers.

Three previously announced speakers – Michelle Schuler of TechSpark Wisconsin at Microsoft, Phil Flynn of Associated Bank and Mary Goggans of Encapsys, LLC – will provide ‘ED Talks,’ the New North version of TED Talks, focusing on Economic Development themes from the perspective of business leaders in the region.

Three breakout sessions make up the afternoon portion of the program: “Pioneers of Digital Disruption in Wisconsin,” presented by Advancing AI Wisconsin; the NEW Manufacturing Alliance meeting; and the Northeast Wisconsin Consortium of Adult Education.

The New North Summit, which also offers extensive networking opportunities, 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.

WHERE: Fox Cities Exhibition Center

355 W. Lawrence St.; Appleton, Wis.

WHEN: Thursday, December 6, 2018

8:00 a.m. – 3:30 p.m.