

**For Immediate Release**

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**New North, Inc.**

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**Wisconsin Governor Scott Walker to kick off 2017 New North Summit**

*New, earlier program start time of 8:00 a.m. now in place for Dec. 7 event in Green Bay*

NEW NORTH, November 21, 2017 – Wisconsin Governor Scott Walker will kick off the annual New North Summit, set for Thursday, Dec. 7, at the KI Convention Center in Green Bay. The event, themed “The Speed of Change,” will begin one hour earlier than previously announced, at 8:00 a.m.

Governor Walker will provide a statewide perspective on economic development through the initial “ED Talk” of the day, a New North version of “TED Talks” that focus on Economic Development themes. Governor Walker has served Wisconsin for nearly seven years, having been first inaugurated as the state’s 45th governor on January 3, 2011, and re-elected in 2014.

“We are pleased that Governor Walker can join us at this year’s New North Summit,” says Jerry Murphy, executive director of New North Inc. “Having our attendees hear the governor’s thoughts on economic development with a statewide view is a great way to begin our day. We believe this is one of our best programs ever, and we encourage those planning to attend to ‘Bring A Friend.’”

Governor Walker will be followed on the program by “ED Talks” from three industry-leading CEOs from the New North region: Ben Salzman of Acuity Insurance, Kate Burgess of Elevate97 and Mike Haddad of Schreiber Foods.

Other programmatic elements include introduction of a new New North co-chair, presentation of the Workplace Excellence Award sponsored by Right Management, and a review of New North talent recruitment efforts and videos. Afternoon breakout sessions will feature the N.E.W. Manufacturing Alliance, Women in Technology (WIT) Wisconsin and the Society of Human Resource Management (SHRM).

The full-day event is designed to provide attendees with multiple networking opportunities. New North Inc. also will provide an overview of regional economic development initiatives over the past year with a look ahead to 2018.

Online registration continues at [www.newnorthsummit.com](http://www.newnorthsummit.com). Advance registration is \$90, increasing to \$100 at the door on the day of the event. Student tickets are available for \$15.

The New North Summit is geared towards business executives, education leaders, non-profit heads, manufacturers, IT professionals, elected officials, community members and other stakeholders from around the region and state.

Networking and registration begins at 7 a.m., followed by the start of the 2017 Summit program at 8:00 a.m.

**WHERE:** KI Convention Center  
333 Main Street; Green Bay, Wis.

**WHEN:** Tuesday, December 7, 2017  
8:00 a.m. – 3:30 p.m.

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*New North, Inc., is a 501(c)3 non-profit, 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 New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. 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. To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).*