

# PRESS RELEASE



## FOR IMMEDIATE RELEASE ##

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## **Program set for in-person New North Summit, June 10 at Lambeau Field**

*Keynote Tim Moore, Gov. Evers, Packers' Murphy, business leaders among event speakers*

NEW NORTH, May 26, 2021 – The program has been finalized for the in-person New North Summit, to be held June 10 at Lambeau Field in Green Bay. It marks the final event in the 2021 'Playbook for Recovery' series of New North Inc., following three previous virtual gatherings.

Online registration continues to be available at [www.newnorthsummit.com](http://www.newnorthsummit.com). Those who registered for any of the virtual events do not need to register again. The event program runs from 8:30 a.m. until 2 p.m., with registration and networking starting at 7:30 a.m.

New to the Summit, participants will have an opportunity for a free professional photo, and a drum-line competition among four area high schools will provide an exuberant performance.

Keynote Speaker Tim Moore headlines the event. A curiously driven entrepreneur, he has become a leading expert on purpose-driven marketing over the past decade and will share a message on the power of social impact. Moore is a three-time Emmy Award-winning director who connects with his audiences through emotion-driven stories, dynamic visuals and compelling audio.

Attendees additionally will hear from Wisconsin Governor Tony Evers and Missy Hughes, secretary and CEO of the Wisconsin Economic Development Corporation, along with Green Bay Packers President and CEO Mark Murphy. There also will be three presentations from regional business leaders.

"We are excited to offer a program that people should find meaningful in their everyday lives," says Barb LaMue, president and CEO of New North Inc. "Not only will there be great information provided, I believe those in the room will be inspired by our keynote speaker, Tim Moore, and distinguished leaders."

Among the three New North business leaders, Kim Bassett, president and CEO of Bassett Mechanical, will present on "Offense," discussing her company's regional growth. Following is Imran A. Andrabi, MD, president and CEO of ThedaCare, to address "Defense." He will share the perspective of the healthcare industry, which rose to the challenge of caring for COVID-19 patients initially and later provided vaccinations.

A "Special Teams" fireside chat will be presented by Michelle Schuler of TechSpark Wisconsin at Microsoft and Joe Kirgues of gener8tor. It will focus on their upskilling initiative – a partnership with New North Inc. – which is assisting those who have lost employment due to the pandemic.

Other event highlights include announcement of the winner of the Workplace Excellence Award, sponsored by Right Management. Leaders from New North Inc. also will provide updates on business development and ongoing programs within the region, including those revolving around talent and entrepreneurship.

A tailgate lunch and additional networking closes the day.

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Following lunch, student groups from four area high schools will compete for prize money in the New North Drum Line Competition. To be held in the Lambeau Field concourse area, high schools scheduled to perform include Bay Port, Ashwaubenon, Kaukauna and Appleton East.

Professional photos will be available to attendees, compliments of St. Norbert College's Schneider School of Business & Economics. A photography station will be set up near the registration table, with picture opportunities available from 7:30-8:30 a.m. and during the program's breaks.

The June 10 New North Summit will be in-person only; unlike the three prior 'Playbook for Recovery' events, there will not be an opportunity for virtual participation.

The New North Summit is geared towards business executives, education leaders, non-profit and government leaders from around the region and state.

Any last-minute updates to the event agenda will be provided at [www.newnorthsummit.com](http://www.newnorthsummit.com).

Per COVID-19 protocols for visitors to Lambeau Field announced on May 21 by the Green Bay Packers, guests who are fully vaccinated no longer are required to wear masks. Unvaccinated visitors are asked to follow CDC guidelines by wearing masks and maintaining social distancing while visiting indoor locations, including the Lambeau Field Atrium.

To protect your contact information, New North does not sell or share the registration list.

WHERE: Lambeau Field Atrium  
1265 Lombardi Avenue; Green Bay, Wis.

WHEN: Thursday, June 10, 2021  
8:30 a.m. – 2:00 p.m.

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New North, Inc., is a 501(c)3 non-profit, regional 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 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.  
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