

For Immediate Release

Contact: Jeff Blumb
Office: 920.328.5454
Email: blumb@nationconsulting.com

New North, Inc.

600 N. Adams St. | Green Bay, WI 54307
920.336.3860 | www.thenewnorth.com

New North Inc. honored by Mid-America Economic Development Council *Presented with the 2018 Marketing Award for its successful Supply Chain Marketplace tool*

NEW NORTH, December 17, 2018 – New North Inc., the regional marketing and economic development organization for Northeast Wisconsin, has been honored by the Mid-America Economic Development Council as the winner of its Marketing Program award for the large division (community population over 50,000). The work of New North Inc. in developing and promoting the highly successful Wisconsin Supply Chain Marketplace tool was recognized.

The award is presented based upon the criterion of “An overall comprehensive marketing program to market a community, county, state or region to a prospect; an Annual Report or Newsletter; Online Programs, and/or a Specific Program or Event.

New North Inc. and other first-place winners (large and small divisions) in the four categories will be recognized in the January 2019 issue of *Site Selection* magazine. The four award categories are: Economic Impact Deal of the Year, Marketing Program, Workforce Development and Entrepreneurial Award.

Connie Loden, senior project manager at New North Inc., accepted the award at the 2018 Mid-America Competitiveness Conference & Site Selector Forum, held Dec. 2-4 in Chicago. On hand to present New North with the award were Ron Starner, executive vice president of Conway Inc. (publisher of *Site Selection*), and Chris Strayer, 2018 Mid-America EDC president.

“New North is proud of the development and marketing of the Supply Chain Marketplace tool,” says Loden. “It has had great success in connecting Wisconsin companies, including Foxconn, with suppliers. We thank the Mid-America Economic Development Council for seeing, and recognizing, its impact.”

The Wisconsin Supply Chain Marketplace (SCM) provides companies with a convenient avenue to find Wisconsin suppliers in a simple-to-use system. More than 2,000 companies are utilizing this free tool, many of which have found results and supplier solutions. Additional information on the SCM, including the opportunity to register at no charge, is available at www.wisupplychainmarketplace.com.

Mid-America EDC members are dedicated economic development professionals who share best practices to add value in their organizations and communities. Mid-America EDC is a multi-state association dedicated to being the leading resource for making contact with site selectors, advancing regional economic development programs and accessing thought leadership.

For many years, the Mid-America Economic Development Council has sponsored the annual Economic Development Awards competition to recognize and stimulate the creative use of quality marketing by economic development organizations throughout the 12-state Mid-America region in promoting their respective communities. This is the second time that Loden’s work has received top honors by the organization.

For additional information about the Mid-America Economic Development Council and to learn more about this year’s winning award entries, please visit www.midamericaedc.org.

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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.