

PRESS RELEASE



FOR IMMEDIATE RELEASE

Registration now available for inaugural New North ESG Summit

May 2 event at Lawrence University designed to assist leaders in enhancing their ESG practices

NEW NORTH, April 9, 2024 – Registration now is available for the inaugural New North ESG Summit, scheduled for Thursday, May 2, 2024, on the campus of Lawrence University in Appleton. The event is being held by New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin, in partnership with the Wisconsin Sustainable Business Council.

Environmental, Social, and Governance (ESG) represents corporate performance evaluation criteria that gauge a company’s governance mechanisms and its environmental and social impacts. The New North ESG Summit is designed for business and community leaders who wish to explore and accelerate their organization’s ESG practices through insights, resources and tools.

“We are excited to offer this new, interactive event for those interested in a better understanding of the sustainability requirements of ESG,” says Barb LaMue, president and CEO of New North Inc. “Participants will hear directly from companies in the New North region that have utilized sustainability to improve their performance metrics in the areas of people, planet and profit. They will share actionable strategies, best practices and the latest trends in ESG integration.”

Those interested in registering can do so at <https://www.wisconsinsustainability.com/esgsummit> through April 26 at 5 p.m. The cost to attend is \$25.

The event agenda includes a variety of presentations, panel discussions and roundtable conversations, along with networking opportunities, from 12:30-5:30 p.m.

Following a presentation on The Business Imperative of Sustainability and ESG, attendees will receive first-person accounts from New North companies of varying sizes that are leveraging sustainability to drive their innovation and business performance, among them U.S. Venture, Plexus, Faith Technologies and Menominee Tribal Enterprises.

Panel conversations on topics of interest – Sustainability Program Basics, Data-Driven Sustainability, Energy and Greenhouse Gas, and Sustainability and Workforce – will ensue. Networking breakout sessions, followed by general networking, conclude the event.

“ESG practices have become an integral part of remaining competitive in today’s business world,” says Mary Goggans, chair of the planning committee and a New North board member. “There is an increasing demand for it among consumers and the labor force, both for attracting and retaining talent. We expect a fair number of Lawrence University students to participate, which should provide additional vibrancy to the event.”

Sponsors of the New North ESG Summit are the Wisconsin Sustainable Business Council, EY, Faith Technologies, Lawrence University, Plexus, True North Collective and U.S. Venture.

WHERE: Warch Campus Center at Lawrence University (Somerset Room)
711 E. Boldt Way; Appleton, Wis.

WHEN: Thursday, May 2, 2024
12:30 p.m. – 5:30 p.m.

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New North: 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 Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. www.thenewnorth.com

Wisconsin Sustainable Business Council: The Wisconsin Sustainable Business Council (WSBC) advances sustainable principles and practices forward through the power of business. It supports businesses and sustainability professionals through programming, education, and with resources and tools. WSBC serves as a catalyst for businesses looking to integrate sustainability into the fabric of their organization. www.wisconsinsustainability.com

Media Contact: Jeff Blumb, 920.328.5454 or media@blumbcc.com