



For Immediate Release

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The New North's Supply Chain Marketplace Wins Prominent Economic Development Award

Madison, WI – The New North, a regional economic development organization that represents the 18 counties of Northeast Wisconsin, won the Economic Development Initiative Award at the 4th annual Community and Economic Development Awards (CEDA) banquet, held September 12, 2018, at The Edgewater Hotel in Madison. The CEDA Awards program was established by the Wisconsin Economic Development Association (WEDA) to recognize businesses, projects, and organizations that are making significant contributions to Wisconsin's economy.

This Economic Development Initiative award honors innovative community and economic development efforts that successfully promote growth and prosperity in Wisconsin communities. The New North received the award for its Wisconsin Supply Chain Marketplace project.

"We see the Supply Chain Marketplace as the place where companies can go to take concrete steps to diversify into specific market sectors and core industries of the state," says Jerry Murphy, executive director of New North Inc. "We believe that the Supply Chain Marketplace serves as a primary 'Wisconsin' showcase for companies seeking supplier solutions, now and in the future."

The New North's Supply Chain Marketplace provides a dynamic directory platform designed to connect buyers with suppliers and open the door to exciting business opportunities for Wisconsin companies. The online platform allows buyers to easily search for potential suppliers and offers automatic notifications to suppliers seeking new opportunities. Thanks to a collaborative approach by The New North and its strategic partners, the Supply Chain Marketplace has expanded statewide and offers a unique Foxconn project directory to connect Wisconsin's robust supplier network with the enormous economic opportunities provided by the Foxconn project.

"WEDA is excited to partner with the Wisconsin League of Municipalities, Wisconsin Counties Association, and the Wisconsin Economic Development Corporation to present the CEDA Awards and celebrate the dedicated efforts of business and organizations across the state to advance Wisconsin's economy," said WEDA Executive Director Brian Doudna.

Awards were given in the following six categories at the CEDA Awards banquet: Business Retention and Expansion; Economic Development Initiative; Economic Driver; Public-Private Partnership; Real Estate Development and Reuse; and Talent Attraction.

CEDA Award sponsors include the American Transmission Company; Alliant Energy; Bachmann Construction; Green Bay Packers; Insight Publications; J.H. Findorff & Son; Madison Gas & Electric; Wisconsin Public Service; and Xcel Energy.

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