

PRESS RELEASE



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New North president/CEO Barb LaMue elected to leadership role with IEDC *Will serve as vice chair of organization's Performance Oversight/Monitoring Committee, Board Member*

WASHINGTON, D.C., October 21, 2021 – The Nominating Committee of the International Economic Development Council (IEDC) has elected Barb LaMue, CECD, EDFP, president and CEO of New North Inc., to serve as vice chair of the Performance Oversight and Monitoring Committee of the IEDC board of directors. The election process took place during the organization's annual board meeting, held Oct. 6 as part of the 2021 IEDC annual conference in Nashville.

"We look forward to the leadership that Barb will bring to the Performance Oversight and Monitoring Committee," says Tom Kucharski, 2021 IEDC board chair and president/CEO of Invest Buffalo Niagara. "Her new role will ensure great accomplishments in 2022 and beyond."

[The International Economic Development Council](#) is a non-profit membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind.

"I have enjoyed involvement with IEDC throughout my whole career," says LaMue, a board member since 2019 and who recently was re-elected to another term, serving as the only representative from Wisconsin. "It is the industry gold standard for excellence in the economic development profession. I am honored to be chosen by leadership to impact the organization at a greater level in the days to come. IEDC and this leadership position affords me the opportunity to engage at a deeper level with colleagues across the globe."

"We are very pleased with the credentials and commitment to economic development of our board and leadership," adds IEDC President and CEO Jeff Finkle. "They will help lead the International Economic Development Council to the future of this profession."

An economic development professional for more than a quarter-century, LaMue has led New North Inc. since 2019. She has successfully grown the region, working in conjunction with local partners on multiple talent- and business-development programs; entrepreneurship; meeting pandemic-related challenges; Diversity, Equity, and Inclusion initiatives; and infrastructure improvements, including broadband internet. LaMue also has overseen creation of New North's Talent Hub and IntelTracker data tools.

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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. www.thenewnorth.com

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