



For Immediate Release

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New North, Inc.

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Tim Schneider announced as incoming Co-Chair of New North Inc. *CEO of Investors Community Bank will take over for current Co-Chair Bill Bohn*

NEW NORTH, December 5, 2019 – Tim Schneider, CEO and Co-Founder of Investors Community Bank, today was announced as the incoming Co-Chair of New North Inc. He will take over for Bill Bohn of Associated Bank, Co-Chair since 2017, who will remain a member of the organization’s Board of Directors.

A member of the New North board since its inception and its Executive Committee for the past five years, Schneider will become only the fifth Co-Chair in the 14-year history of the regional marketing and economic development corporation which serves the 18 counties of Northeast Wisconsin. He joins past Co-Chairs Bob DeKoch (2005-17) and Kathi Seifert (2005-16), along with current Co-Chairs Bohn (2017-19) and Vicki Updike (2016-present).

The Co-Chairs provide oversight and direction to New North Executive Director Barb LaMue in meeting planned objectives and goals.

“I am extremely pleased and grateful that Tim will be succeeding me as co-chair of New North,” says Bohn. “He is a great leader with a proven record of significant accomplishments, as well as a strong commitment to economic development and building our communities in the region. Tim has been a tremendous Board member and resource for many years, and his leadership will help propel the region forward.”

Schneider has more than 30 years of banking experience in agricultural and commercial banking, the past 23 with Investors Community Bank as one of its four co-founders. Headquartered in Manitowoc, ICB provides financial solutions for ag and business banking customers at its locations throughout the New North region.

A native of Hilbert, Wis., Schneider received a bachelor’s degree in business management and economics in 1988 from the University of Wisconsin-River Falls, where he captained the football team. He also received a degree from the graduate school of banking at the University of Wisconsin-Madison.

“I am honored to be chosen as Co-Chair of the New North organization,” says Schneider. “I have been involved with economic development, both at the local level and regional level, for a number of years. Bill Bohn has done a tremendous job as Co-Chair and I am excited to be stepping in as his replacement. I know that Barb and Vicki will make my transition smooth, given their years of leadership with the organization’s activities. Moving forward, as the New North evolves with our regional economy, we will continue to respond to the needs of area businesses and maintain a strong collaborative role in further advancement of our market.”

The two Co-Chairs of New North Inc. serve as primary representatives of the organization and share its top leadership roles and responsibilities, leading the board of directors and executive committee in fulfillment of its mission, vision and work programs.

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New North, Inc., is a 501(c)3 non-profit, regional marketing and 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. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.