



FOR IMMEDIATE RELEASE

Date: January 23, 2024

Contact: Sandy Johnson

Phone: 218.740.3667

Email: Sandy@APEXgetsbusiness.com

Website: www.APEXgetsbusiness.com

APEX to Celebrate 20 Years of Driving Economic Growth and Brings New Ideas for Economic Competitiveness at Annual Meeting on Jan 25, 2024

Duluth, Minnesota: The Area Partnership for Economic Expansion (APEX) will host its Annual Board of Directors and Investor-Member Meeting and Reception on January 25, 2024, at Pier B Resort in Duluth, MN and virtually via Zoom. Aaron Brickman, Senior Principal U.S. Program at RMI (founded as Rocky Mountain Institute) will be featured as the event's keynote speaker. Brickman leads economic development initiatives at RMI, a nonpartisan energy nonprofit.

Brickman will share insights on clean energy and cleantech-led economic development, the game-changing nature of the Inflation Reduction Act (IRA) as an economic development tool, and how northern Minnesota and Wisconsin should approach this moment to boost regional competitiveness.

"The IRA can help communities across the Great Lakes region become global players in emerging and expanding clean energy industries, provided that communities strategically leverage their strengths," said Brickman. "The Duluth-Superior region has so much to offer, especially given its diverse economy and skilled workforce. I am thrilled to share with APEX how to build on these strengths to maximize key economic opportunities."

"RMI's work has led to a multi-state attraction plan to target clean tech and energy transition in the Great Lakes region, and we believe the APEX region can play an important role in driving economic growth that creates net positive impacts on our communities and environment," said Rachel Johnson, APEX President and CEO. "By strengthening our existing workforce, prioritizing cross-industrial collaboration and promoting suitable locations for clean tech projects, northern Minnesota and Wisconsin can support the clean energy transition."

After Brickman's keynote address, Tracy Ramsay, Realtor with [Tracy Ramsay + Partners](#), Re/Max Results, will announce the launch of *North*, a new real estate magazine highlighting the people, places and experiences that elevate the region.

Phil Steger, founder and CEO of [Brother Justus Whiskey Company](#), will share his vision of bringing people and the natural world together to put Minnesota—and its potential for incredible Cold-Peated® whiskey—on the map.

To schedule an interview ahead of the Annual Meeting with Brickman, contact media@rmi.org; or Johnson, please contact Rachel Johnson at 218.591.7244 or rachel@apexgetsbusiness.com.

###

About APEX

APEX is a private sector-led business development engine established to promote sustainable growth in the APEX region. APEX investor-members represent many of the largest and most influential organizations in the region with a vested interest in business attraction, expansion, and retention.

APEX business and economic development efforts focus on areas including aviation, technology, manufacturing, professional services, and next generation forest products. Since 2003, the organization has impacted over 4,350 jobs in the region, resulting in a regional payroll of over \$178 million, and contributing to over \$24.6 million annually in state and local taxes.

For more information, visit www.APEXgetsbusiness.com.