

## NEWaukee Announces Northwestern Mutual as Presenting Sponsor for YPWeek Milwaukee 2017

The weeklong event will feature programs to engage the best and brightest talent

MILWAUKEE, March 28, 2017 /PRNewswire/ -- NEWaukee is proud to announce [Northwestern Mutual](#) as the title sponsor of its YPWeek Milwaukee 2017, part of the YPWeek Wisconsin initiative taking place April 22 - 29, 2017.

YPWeek Milwaukee, founded in 2012, is a weeklong platform of discovery, adventure and meaningful conversations about the issues that matter to young professionals. YPWeek Wisconsin has continued to reach across the state with the support of the Wisconsin Economic Development Corporation (WEDC) since 2015, and its participants have collaborated with the agency on a shared communication platform designed to retain, excite and grow the state's talent pool. YPWeek incorporates this platform into its programming, leveraging "Think-Make-Happen," as an organizing theme.

"In the past six years, NEWaukee has developed the most comprehensive millennial talent pool in the state of Wisconsin," explains Angela Damiani, CEO of NEWaukee. "As an industry leader, Northwestern Mutual continues to develop cutting-edge technology to serve their clients. They are investing in the Milwaukee community by fostering an agile workforce armed with high-demand skills. YPWeek serves as a platform to reach out to those professionals as they seek the best talent to join their growing teams."

As a title sponsor of the week, Northwestern Mutual will play a key role in YPWeek Milwaukee activities and will be featured at the following programs:

**Quiet to Cutting Edge: How Northwestern Mutual is Milwaukee's beacon of innovation:** Monday, April 24, 2017 from 7:30-9 a.m.

Tim Schaefer, executive vice president for client and digital experience, will speak directly to young professionals about how Northwestern Mutual, the one-time quiet company, is now making noise with its digital transformation and culture of innovation.

**The Interview: A Reverse Job Fair:** Monday, April 24, 2017 from 6 to 8:30 p.m.

Karl Gouverneur, vice president and Chief Technology Officer, will be one of several local business leaders pitching job-seekers on the advantages of joining their companies. Afterward, candidates can learn about and interview for open positions.

**The Speaker Crawl:** Tuesday, April 25, 2017 from 6 to 8 p.m.

Sheldon Cuffie, vice president and Chief Information Security Officer, will offer an inspirational talk on his career journey, and lessons he believes others can benefit from. He'll deliver the keynote presentation at this Ted Talk-style event.

"At Northwestern Mutual, people are what set us apart, and as we continue to celebrate our 160<sup>th</sup> year in business we remain dedicated to delivering a client experience that combines cutting edge technology, long-term product value and financial strength," said Jo Eisenhart, Northwestern Mutual, senior vice president of human resources. "This partnership with NEWaukee gives us another way to develop top talent in the greater Milwaukee community and make an impact, as we continue to innovate and develop new tech and digital experiences."

In addition to activities happening in Milwaukee, YPWeek Wisconsin 2017 features events occurring in 25 cities across the state: Chequamegon Bay, Door County, Eau Claire, Fond du Lac, Fox Cities, Green Bay, Hayward, Kenosha, La Crosse, Madison, Manitowoc, Marinette, Marshfield, Milwaukee, Oshkosh, Platteville, Portage, Price County, Racine, Sheboygan, Stevens Point, Superior, Waukesha, Wausau and Wisconsin Rapids.

For more information about YPWeek Milwaukee presented by Northwestern Mutual, please visit [www.ypweek.com/communities/milwaukee](http://www.ypweek.com/communities/milwaukee). Additional information about YPWeek Wisconsin can be found at [www.ypweek.com](http://www.ypweek.com).

### About Northwestern Mutual

[Northwestern Mutual](#) has been helping families and businesses achieve financial security for 160 years. Through a distinctive, whole-picture planning approach including both insurance and investments, we empower people to be financially confident so they can live life differently. We combine the expertise of our financial professionals with a personalized digital experience to help our clients navigate their financial lives every day. With \$250.4 billion in assets, \$28.2 billion in revenues, and more than \$1.6 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.4 million people who rely on us for life,

disability income and long-term care insurance, annuities, brokerage and advisory services, trust services, and discretionary portfolio management solutions. The company holds more than \$100 billion of client assets as a part of its wealth management company and investment services. Northwestern Mutual ranks 100 on the 2016 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2017.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, life insurance with long-term care benefits, investment products, and advisory products and services. Subsidiaries include **Northwestern Mutual Investment Services, LLC** (NMIS) (securities), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (fiduciary and fee-based financial planning services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance).


**NEWaukee** is a social architecture firm that specializes in community-based signature experiences centered on high-profile issues of importance for the city of Milwaukee. NEWaukee also provides consumer, employer brand and talent engagement services to employers looking to attract and retain talent necessary to grow their businesses. Visit [www.newaukee.com](http://www.newaukee.com) to learn more.

**YPWeek Wisconsin 2017** brings together young leaders in 25 communities, at purposefully chosen locations that integrate the unique cultural assets with meaningful learning or social interaction. The activities engage the millennial workforce in activities and experience that are important to them while educating employers on the important role these functions play in retaining their workforce. Major sponsors of YPWeek Wisconsin 2017 include: Wisconsin Economic Development Corporation, Aurora Health Care, Northwestern Mutual, Concordia University Wisconsin, Bartolotta Restaurant Group, Wisconsin Media, and WTMJ 620. Visit [www.ypweek.com](http://www.ypweek.com) to learn more.

SOURCE Northwestern Mutual

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