



For Immediate Release
March 6, 2019

Media Contact
Roberta Davis or Robert Pontius
Marinette County Association for Business & Industry
(715) 732-1050
info@mcabi.com
www.mcabi.com

MCABI Adopts New Name, Appoints Marketing & Community Development Director

In the coming weeks MCABI will take on a new name, “inVenture North”, and expand its reach beyond just Marinette County. With these changes, *inVenture North* (MCABI) is pleased to announce the addition of Roberta Davis as Marketing & Community Development Director. Robert Pontius, Executive Director of MCABI (now *inVenture North*) opined, “We at MCABI are delighted to be joined by a marketing and community development professional of Roberta’s caliber and look forward to sharing her extensive skill set for the benefit of business, municipal and community stakeholders in Marinette County and the surrounding region.”

As *inVenture North* looks to expand and collaborate with communities across Marinette & Menominee counties and beyond, Roberta will play a critical role in developing these relationships and focus on creating a vibrant community supporting small business, commercial, industrial, tourism and educational interests. It’s the intent of *inVenture North* to serve as a centralized regional resource for this effort. “It’s become obvious by working on the #MyMarinetteMenominee project that our communities are committed to a collaborative effort. It’s a long time coming. I look forward to working with both public and private sectors to take that energy to the next level.” says Davis.

"MCABI is excited in the addition of Roberta to our staff as we embark on our new direction of offering our economic development services to the entire Menominee River valley region. Roberta’s excellent marketing skills will allow us to offer a broad range of services to the local and regional governments as well as businesses and organizations in the areas we serve.", says John Deschane, Chair of the MCABI Board.

Roberta is an active member of the M&M Area Community Foundation and sits on their Marketing Committee. She's also a core member of the #mymarinette-menominee marketing team.

About inVenture North (MCABI - Marinette County Association for Business and Industry, Inc.) is a public / private partnership dedicated to improving the economic vitality of Marinette County. Created in 1989, MCABI is a 501(c)(6) non-profit, providing professional economic development services to existing and new business, developers, and potential entrepreneurs in the greater Marinette County area. inVenture North (MCABI) is located in the Wisconsin Maritime Center of Excellence Building located at 1320 Main Street, Marinette.