



FOR IMMEDIATE RELEASE

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APEX Welcomes Bailey Plemel as Operations Specialist

Duluth, MN: The Area Partnership for Economic Expansion (APEX) is pleased to welcome Bailey Plemel to the team as Operations Specialist. Plemel brings a strong background in customer service, having worked in insurance, regional retail, hospitality, news/media and restaurant industries.

“Bailey’s energy and passion for the region make her a great fit for APEX; we’re pleased to welcome her to the team,” said Brian Hanson, APEX President and CEO. “Her diverse experience, organizational skills and drive to learn will help her provide excellent service to APEX and our investor-members.”

The APEX Operations Specialist serves as the first point of contact for clients both in the office and on the phone. Plemel is responsible for general office administration, assisting with the hiring and training of interns, and the coordination of APEX meetings, events and promotional activities throughout the year. She will also manage the APEX website, accounts receivables and provide general administrative assistance as needed.

Having grown up in Esko and Cloquet, MN, Plemel loves living and working in northern Minnesota. She earned a Bachelor of Arts from the University of Minnesota, Duluth, in two and a half years and has experience working in a variety of industries. Most recently, she worked as a cake decorator and in the past held positions with Marsh & McLennan Agency, the Inn on Lake Superior, UMD Bookstore, Kohls and Duluth-Superior Magazine. In her free time, Plemel is a watercolor artist currently building up her inventory to open an Etsy shop. She’s also an avid reader and manages and writes content for ABeautifulBookshelf.com, a blog that reviews and recommends good books for young adults.

To learn more about APEX, visit www.APEXgetsbusiness.com.

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About APEX

APEX is the private-sector led business development engine for northeast Minnesota and northwest Wisconsin. APEX investor-members represent some of the most influential companies in the region, with a collaborative approach to promoting sustainable economic growth. APEX attraction, expansion and retention efforts focus in areas including aviation, manufacturing, professional services and next generation forest products. APEX has impacted over 4,340 jobs in the region, resulting in an annual regional payroll of over \$177.9 million and contributing to over \$24.5 million in state and local taxes annually. For more information on APEX, please visit www.APEXgetsbusiness.com.