

## **Newcap, Inc. Appoints New Vice President of Asset Development**



Oconto, WI - Newcap, Inc. (<http://www.newcap.org>) announced on September 9, 2016 that Deb Wiesner had joined the non-profit organization to directly administer programs focused on the development of program participants and to provide technical and emotional support as well as access to financial resources to achieve the goal of self-sufficiency. Prior to joining Newcap, Inc. Deb was the Retail Market Manager for the Green bay Area with Baylake Bank. Deb Barlament, Executive Vice President of Operations said “Deb’s banking business background brings a wide array of skills and ability to help people achieve and capitalize on their goals.”

Deb joins Newcap as Vice President of Asset Development and will work to continue Newcap’s mission of over 50 years to move people from poverty to economic security and opportunities and improve communities. In her role she will work with clients in the following programs, Create Your Own Opportunities, Steps to Success, Homebuyer, and Foreclosure Intervention. Deb comments “I am excited to be directly involved in the empowerment of the underserved. Assisting individuals in need with hope, resources, and support so that they can discover self-sufficiency for themselves and their families.”

Cheryl Detrick, CEO & President of Newcap said “When I was envisioning leadership for the newly developed Asset Development Division for Newcap, I immediately thought of Deb Wiesner. Deb’s experience in banking, community and private industry are exactly what we need to truly help people move from poverty to economic security and opportunities. She will fully develop and expand our skills enhancement program, Steps to Success; our jobs and business development program, Create Your Own Opportunities; our Homebuyer Program; our Foreclosure Intervention Program; and shepherding programs to develop our participants financial capabilities. Additionally her banking experience will be a tremendous asset as we grow economic programs, revolving loan fund and Micro Loan Program.”

Deb is a New Jersey native and a graduate of Rutgers University. She is also the proud mom to a 9-yea-old daughter. Welcome to Newcap, Inc. Deb!

### **About Newcap, Inc.**

In an ideal world, poverty would be non-existent. Unfortunately, in the real world poverty does exist. Newcap seeks to change that reality. That’s why Newcap offers emergency care for people who find themselves in desperate situations, safety is in question or food is scarce. That’s why Newcap assists those needing to stabilize their lives by securing a job, obtaining reliable transportation, or establishing a permanent residence. And that’s why Newcap supports those who need help planning budgets, purchasing homes, and building job skills.

No matter where someone is on the poverty and independence scale, Newcap can help. Newcap has the resources, the personnel, and most importantly, the compassion to make a difference, and to fulfill its mission to move people from poverty to economic security and opportunities and improve communities.

People live in varying circumstances and therefore have different, and very unique needs. Newcap offers services to match. Newcap serves 10 counties in northern and northeastern Wisconsin with Crisis, Stability, Success, and Community Improvement services.

### **Contact**

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