

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE ##

## Wisconsin tech ecosystem event set for August 27 at TiletownTech

*New North, NEW Digital Alliance partner with Wisconsin Technology Association on program*

NEW NORTH, August 12, 2024 – An engaging program around the growing Wisconsin technology ecosystem is being held on August 27 at TiletownTech, located at 1025 Lombardi Avenue in Green Bay. The free event is hosted by the NEW Launch Alliance powered by New North Inc., the NEW Digital Alliance, TiletownTech and the [Wisconsin Technology Association](https://wtawi.org), a premier technology resource in Southeastern Wisconsin.

Event attendees will hear from five thought leaders in the Wisconsin tech ecosystem:

- Craig Dickman, managing partner of TiletownTech, welcome message and overview
- Lena DeLaet, director of Summerfest Tech, on the Wisconsin Technology Association
- Kathryn Clouse, principal at TiletownTech, on the Microsoft AI Co-Innovation Lab
- Michelle Schuler, TechSpark U.S. program manager, on Microsoft AI Skilling
- Joe Hamann, executive director of Connected Systems Institute, on the UW-Milwaukee Connected Systems Institute

Event registration is available at <https://wtawi.org/events/>.

“The collaboration around tech in Wisconsin continues to grow,” says Barb LaMue, president and CEO of New North Inc. “We are excited to partner with the Wisconsin Technology Association to offer a program that will showcase recent developments in both the New North region and the Milwaukee area. Better yet, participants will learn how their respective organizations can get involved.”

The event agenda is as follows:

2-2:30 p.m. – Registration

2:30-3:30 p.m. – Program featuring five Wisconsin tech ecosystem thought leaders

3:30-4 p.m. – Question-and-answer session/wrap-up with Troy Windorff of Wisconsin Technology Association

A networking reception follows at Hinterland Brewery from 4-6 p.m.

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### New North, Inc.

New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

**WISCONSIN + COLLABORATION**

Discover the growing Wisconsin tech ecosystem & collaboration opportunities

**TUESDAY, AUGUST 27 | 2 – 6PM | TITETOWNTECH**

Join us for a **free** session on the growing Wisconsin tech ecosystem. Explore collaboration opportunities between Milwaukee, the New North, Microsoft, TiletownTech, and more. Learn how your organization can get involved in this exciting development.

**2pm | Registration**

**2:30pm | Program Starts**

- **Welcome: Craig Dickman**, Managing Partner, TiletownTech
- **WI Tech Association: Lena DeLaet**, Director, Summerfest Tech
- **AI Co-Innovation Lab: Kathryn Clouse**, Principal, TiletownTech
- **AI Skilling: Michelle Schuler**, TechSpark US Program Manager, Microsoft
- **Connected Systems Institute: Joe Hamann**, Executive Director, UW Milwaukee

**3:30pm | Q&A and Wrap-up**

- **Troy Windorff**, Board President, WI Tech Association

**4 – 6pm | Networking at Hinterland Brewery**

**REGISTER NOW!**

Logos for WTA, NEW LAUNCH ALLIANCE, TITETOWNTECH, and NEW DIGITAL ALLIANCE.

**NEW Digital Alliance**

The NEW Digital Alliance aims to advance collaboration efforts that promote tech health in the New North region. It connects companies, academic institutions and other organizations dedicated to inspiring people of all ages to pursue IT and digital careers in Northeast Wisconsin.

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