

## FOR IMMEDIATE RELEASE

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### **InDevelopment expands programming with lunch & learn, municipal roundtables and regional perspectives**

*Insight Publications and New North, Inc. partner to grow Northeast Wisconsin's premier commercial development event; registration opens June 17*

**NORTHEAST WI — June 17, 2026** — Insight Publications is expanding programming for InDevelopment, a regional event focused on commercial development, construction, real estate and economic development across Northeast Wisconsin.

Registration is now open for the 17<sup>th</sup> annual event which will be held 11:30 a.m. – 6 p.m. on Tuesday, Sept. 15 at UW Oshkosh.

New this year, InDevelopment will feature a lunch & learn with Tim Gokhman, managing director of New Land Enterprises, which developed the Ascent in Milwaukee, the world's tallest mass timber building. Gokhman is known for championing mass timber construction, walkable urban design and public-private partnerships. His work has drawn coverage from the New York Times and NBC Nightly News.

In addition, InDevelopment will include a panel of perspectives from local cities and counties offering practical ideas on how to move projects forward in Northeast Wisconsin and roundtables where participating municipalities will share the resources and opportunities available in their areas.

The expanded lineup reflects growing demand for deal-level conversation among the developers, municipal officials, lenders, architects, engineers and construction leaders who shape the region's built environment.

Programming additions come alongside a new partnership with New North, Inc., the regional economic development organization serving the 18 counties of Northeast Wisconsin. The partnership deepens InDevelopment's reach across the public and private sectors and reinforces the event's role as a forum for regional growth and investment conversations.

"InDevelopment creates an opportunity to bring together many of the people responsible for shaping Northeast Wisconsin's future," said Angela O'Kray, publisher of Insight Publications. "Commercial development influences business growth, workforce attraction, investment and quality of life throughout our region. By partnering with organizations such as New North, we can create stronger regional conversations around the opportunities and challenges facing Northeast Wisconsin while continuing to build InDevelopment into the leading gathering for commercial development and economic growth discussions across the region."

"Strong partnerships are essential to advancing Northeast Wisconsin's economic future," said Patti Habeck, president and CEO of New North. "By collaborating with Insight Publications through InDevelopment, we have an opportunity to elevate the conversations that drive regional growth and showcase the innovation and leadership that make our communities stronger together."

Registration is open now. Additional event details and registration information are available at [insightonbusiness.com/indevelopment](http://insightonbusiness.com/indevelopment).

### **About New North**

New North Inc. is a regional economic development corporation serving the 18 counties of Northeast Wisconsin. The organization works to promote economic growth by supporting business expansion, talent development, innovation and regional collaboration.

### **About Insight Publications**

Insight Publications is a business media company serving Northeast Wisconsin through print, digital and event platforms. The company connects and informs business leaders, decision-makers and community stakeholders by delivering trusted content, meaningful business connections and programs that highlight the people, organizations and ideas shaping the region. Through its publications, website, newsletters, podcasts and events, Insight provides business leaders with information, visibility and opportunities to engage with the broader Northeast Wisconsin business community. [www.insightonbusiness.com](http://www.insightonbusiness.com)