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***Below please find a sample press release that you can send to your local media outlets following the 2016 WCA Annual Conference. Please change generic text and replace with your county's information or use this as a guide to write your own. If you need assistance or would like a copy of this draft release electronically, please contact Michelle L. Thompson at michelle@thompson-communications.com or at 608.577.9405***

For Immediate Release  
Contact: Jane Doe  
Packers County Board Chair  
555.555.5555

September 25, 2016

**Packers County Officials Attend WCA Annual Conference  
in Milwaukee County**  
***Speakers; Education Highlighted the September 25-27 Event***

County-elected officials from Packers County recently attended the Wisconsin Counties Association (WCA) Annual Conference September 25-27 in Milwaukee County. This year's conference focused on the diverse and complex issues currently facing counties around the state.

Packers County Supervisors that attended the WCA Annual Conference included Jane Doe, District 1; James Smith, District 2 and Mary Johnson, District 5. The event was held at the Wisconsin Center and Hilton Milwaukee City Center in Milwaukee, Wisconsin.

The WCA Annual Conference hosted concurrent workshops and featured sessions included such topics as county jails and the mentally ill, innovations in long-term care, Family Care 2.0, priority-based budgeting, building a transportation infrastructure for tomorrow's economy, shoreland zoning update, and county efforts to address Wisconsin's heroin epidemic.

Speakers at the two general assemblies included:

Russ Feingold, Candidate, United States Senate; Cathy Sandeen, Chancellor, University of Wisconsin Colleges and UW-Extension; Rebecca Ryan, Founder, NEXT Generation Consulting, Inc.; Bryan Desloge, President, National Association of Counties (NACo); Ron Johnson, Candidate, United States Senate; Mark D. O'Connell, Executive Director, Wisconsin Counties Association; Craig Thompson, Executive Director, Transportation Development Association and keynote speaker Tim Gabrielson.

**-More-**

**WCA Release-  
Add One-**

In addition to breakout sessions and featured speakers, Packers County Board Chair Jane Doe participated in the WCA Annual Business Meeting. Representatives from member counties were invited to participate in the event, in which resolutions were voted on which will be placed in the WCA Platform.

“The WCA Annual Conference is a wonderful opportunity to network with our peers from around the state and hear from experts on all the complex issues facing counties,” said Packers County Board Chair Jane Doe. “With an upcoming state budget and pressing issues like transportation funding, now more than ever, it is a huge benefit to hear what works from other counties and discuss possible solutions to our shared issues.”

The Wisconsin Counties Association represents the interests of county governments at both the state and federal levels and is located in Madison, Wisconsin. Learn more at [www.wicounties.org](http://www.wicounties.org) and find us on Facebook and Twitter (@WisCounties; #wcaconf)

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