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***Below please find a sample press release that you can send to your local media outlets following the 2018 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: Cole Robertson  
Grand County Board Chair  
555.555.5555

September 23, 2018

**Alexandria County Officials Attend  
WCA Annual Conference in La Crosse County  
*Speakers & Education Highlighted the September 23-25 Event***

County-elected officials from Grand County recently attended the Wisconsin Counties Association (WCA) Annual Conference September 23-25 in La Crosse County. This year's conference focused on the diverse and complex issues facing counties around the state.

Grand County Supervisors that attended the WCA Annual Conference included Cole Robertson, District 1; David Jones, District 2; and Lucy Johnson, District 5. The event was held at the La Crosse Center and Radisson Hotel La Crosse in La Crosse County.

The WCA Annual Conference hosted a series of concurrent workshops featuring sessions on topics such as Wisconsin's drug crisis and its impact on counties, groundwater in Wisconsin: an overview for community leaders, protecting county government from fraud, roles and responsibilities of a county board member, and budgeting 101.

Featured speakers included:

- Scott Walker, *Governor, Gubernatorial Candidate*
- Greg Cox, *President, National Association of Counties (NACo)*
- Opioid Litigation Update: Andrew Phillips, *Attorney, von Briesen & Roper, S.C.*
- Mark D. O'Connell, *Executive Director, Wisconsin Counties Association*
- Tony Evers, *State Superintendent of Schools, Gubernatorial Candidate*
- Tammy Baldwin, *Senator, U.S. Senate Candidate*
- Leah Vukmir, *U.S. Senate Candidate (invited)*

**-More-**

**WCA Release-  
Add One-**

In addition to concurrent sessions and featured speakers, Grand County Board Chair Cole Robertson participated in the WCA Annual Business Meeting on Sunday, September 23. 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 tremendous opportunity for county officials to network with peers from around the state and hear from experts on current topics impacting counties,” said Grand County Board Chair Cole Robertson. “It is so helpful to hear what issues are facing other counties and ultimately, discuss common sense solutions and strategies that will ultimately benefit all of our constituents and taxpayers.”

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 WCA on Facebook and Twitter (@WisCounties; #wcaconf)

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