



**THE WCA ASSOCIATE MEMBER PROGRAM** helps to foster the critical and growing relationship between government and business. We believe that helping to nurture a strong partnership with private businesses and organizations will prove to be beneficial to all of Wisconsin.



## WCA ASSOCIATE MEMBER PROGRAM

The role and relationship of government with the private sector has changed in recent years. The creation of the WCA Associate Member Program is one more way WCA is reaching out to bring together the public and private sectors.

The WCA Associate Member Program helps to foster the critical and growing relationship between government and business. We believe that helping to nurture a strong partnership with private businesses and organizations will prove to be beneficial to all of Wisconsin.



WCA Associate Member Program  
22 East Mifflin Street, Suite 900  
Madison, WI 53703  
866.404.2700

Mark D. O'Connell, Executive Director  
O'Connell@wicounties.org

**[www.wicounties.org](http://www.wicounties.org)**



## WCA ASSOCIATE MEMBER PROGRAM

*A premier business member program of the Wisconsin Counties Association*

WCA Associate Member Program  
22 East Mifflin Street, Suite 900, Madison, WI 53703  
866.404.2700

Mark D. O'Connell, Executive Director  
O'Connell@wicounties.org

[www.wicounties.org](http://www.wicounties.org)

ACCESS.  
OPPORTUNITY.



# INFORMATION.

## ABOUT THE WISCONSIN COUNTIES ASSOCIATION

The Wisconsin Counties Association (WCA) was founded in 1935 when the Wisconsin Legislature authorized county boards to participate in an association of county boards of supervisors. As stated in Wisconsin Statutes, we work to protect county interests and further better county government.

Simply put, WCA is an association of county governments organized for the purpose of serving and representing counties.

Today, WCA is a highly visible and respected organization that represents all 72 counties on both a state and federal level. We continue to strive to serve Wisconsin by working with both the public and private sectors to create a vibrant economy, an educated workforce, an informed citizenry and ultimately, a bright future for our state.



## WCA ASSOCIATE MEMBER PROGRAM BENEFITS

Now more than ever, government and business must work together to ensure a successful Wisconsin both today and in the future.

The WCA Associate Member Program offers businesses and organizations interested in networking with Wisconsin's 72 counties the opportunity to communicate their message to county officials, while gaining access to information on issues that are critical to county government.

WCA Associate Membership includes:

- ❖ **Two magazine subscriptions to *Wisconsin Counties*, the monthly publication of WCA.** *Estimates of readership are over 9,000 monthly.*
- ❖ **One full-page color listing of all WCA Associate Members each month in *Wisconsin Counties*.**
- ❖ **One full-page feature story or ad from your business or organization annually in *Wisconsin Counties* (subject to WCA approval).**
- ❖ **Listing of all WCA Associate Members on the WCA web site, as well as a link to your business or organization's web site.**
- ❖ **Copy of *WCA Directory of County Officials*.**
- ❖ **Use of WCA Associate Membership logo in your company's advertising and written documents.**
- ❖ **Invitation to WCA Legislative Reception in February.** *Held in conjunction with the WCA Legislative Exchange in Madison, attendance at the Legislative Reception includes key state and county officials.*
- ❖ **Recognition in WCA Conference Program and in conference print and electronic signage.** *The WCA Conference serves as the biggest gathering of county supervisors, county officials and those directly and indirectly involved in county government all year.*
- ❖ **Contact with Wisconsin Counties Association.**
- ❖ **Unlimited subscriptions to *WCA eNews*, the electronic newsletter of WCA.**
- ❖ **Highlight company in *WCA eNews* with your company's logo and link to your web site.**

***Annual Membership: \$5,000***

WCA reserves the right to limit participation in the program to any potential associate members, as well terminate any agreements. In addition, use of the WCA Associate Member logo is limited and must be approved by WCA before being used in any documents. The 12-month membership becomes effective when payment is received. Any termination before the 12 months will result in a pro-rated refund.

# ACCESS.

## ACCESS...

Maintain a line of communication with key officials and decision makers.

## OPPORTUNITY...

Have regular opportunities to share your message to county officials through many channels.

## INFORMATION...

Gain access to information on issues that are critical to county government.

# EXPOSURE.

*We continue to strive to serve Wisconsin by working with both the public and private sectors to create a vibrant economy, an educated workforce, an informed citizenry and ultimately, a bright future for our state.*

# GOOD GOVERNMENT.

