

explore
LA CROSSE
LA CROSSE COUNTY

'21 LA CROSSE
W I S C O N S I N
**WCA ANNUAL
CONFERENCE**

September 26-28, 2021
La Crosse Center &
Radisson Hotel La Crosse

WWW.WICOUNTIES.ORG

TENTATIVE AGENDA

SUNDAY + 9/26/21

11:30 a.m.-5:30 p.m.
11:30 a.m.-5:30 p.m.
12:30-1:00 p.m.*
1:00 p.m.*
Evening

Registration
Networking Session
Credentials Pick-up for 2021 WCA Annual Business Meeting
2021 WCA Annual Business Meeting
Dinner on Your Own (See the La Crosse restaurant flyer at the WCA registration table)

**Time may change pending Packers schedule.*

MONDAY + 9/27/21

7:30 a.m.-5:00 p.m.
7:45-8:45 a.m.
8:45 a.m.-6:00 p.m.
10:00-11:30 a.m.
11:30 a.m.-1:00 p.m.
1:00-2:00 p.m.

Registration
WCA Hot Breakfast
WCA Marketplace Open
Opening General Assembly
Exhibitor Luncheon

CONCURRENT WORKSHOPS

- ◆ *Groundwater Quality Update*
- ◆ *Decennial Redistricting and Rightsizing County Boards*
- ◆ *Issues Impacting the Wisconsin Sheriff: Funding, Jail Administration and Support Services*
- ◆ *Creating Tax Sustainability in the Future*
- ◆ *COVID-19: Where Are We Now?*

2:00-2:15 p.m.
2:15-3:15 p.m.

Break

CONCURRENT WORKSHOPS

- ◆ *Broadband*
- ◆ *Restorative Justice*
- ◆ *Transportation Funding*
- ◆ *Farm Sustainability*
- ◆ *Working Toward Positive Change Against Systemic Racism and Inequality*

3:15-3:30 p.m.
3:30-4:30 p.m.

Break

CONCURRENT WORKSHOPS

- ◆ *County Surveyors: Essential Network Worthy of Protection*
- ◆ *Options and Rx Cost Controls for Employee Health Benefit Plans*
- ◆ *Emergency Communications*
- ◆ *Your Buildings' Future – The Power to Choose*
- ◆ *Roles in Real Life: Executives, Administrators, and Administrative Coordinators*

4:30-6:00 p.m.
6:00-7:30 p.m.

Exhibitor Reception
WCA "Festival of Food" (food stations)

TUESDAY + 9/28/21

7:00-11:30 a.m.

7:00-7:45 a.m.

8:00-9:00 a.m.

Registration

Wisconsin County Mutual Insurance Corporation Breakfast

CONCURRENT WORKSHOPS

- ♦ *County Role in Siting Renewable Energy*
- ♦ *Public Broadcasting of County Proceedings*
- ♦ *Countywide EMS: Overview & Success Stories*
- ♦ *Mental Health Crisis Services*
- ♦ *The Latest on Multimodal Transportation*

Break

CONCURRENT WORKSHOPS

- ♦ *Strategic Planning: Goal Setting and Accountability Measures*
- ♦ *Child Support: Services, Funding, and Impacts on Counties*
- ♦ *Behind the Scenes: Financing, Feasibility and Site Selection for Transformative Community Projects*
- ♦ *Reacting to a Pandemic and Being Prepared for the Next*
- ♦ *Governing for Equity: Moving Toward Organizational Change*

Break

CONCURRENT WORKSHOPS

- ♦ *Recruiting and Maintaining County Employees*
- ♦ *Electric Vehicles – Transportation of the Future*
- ♦ *UW-Madison Extension and Wisconsin Counties Partnership*
- ♦ *Wisconsin's Youth Justice System*
- ♦ *Forward Analytics and the Importance of Public Policy Research*

10:15-10:30 a.m.

10:30-11:30 a.m.

11:30 a.m.-12:45 p.m.

12:50 p.m.

Closing General Assembly (lunch provided)

Conference Concludes



REGISTER TODAY

Registration for the 2021 WCA Annual Conference is ONLINE. Visit www.wicounties.org to access the 2021 WCA Annual Conference online registration link on the homepage. The online registration page allows you to register yourself, as well as any guests, spouses, or

additional delegates in your party. Online registration includes the option to pay online with a credit card or have an invoice sent to you via email. **Questions?** Contact WCA at 866.404.2700 and we will be happy to help you through this process!

KEYNOTE SPEAKER



MICHAEL BAZZELL

Protecting Your Organization from
Computer Crime

9/28/21 • 11:30 a.m.-12:45 p.m.
Closing General Assembly

Michael Bazzell investigated computer crimes on behalf of the government for over 20 years. During the majority of that time, he was assigned to the FBI's Cyber Crimes Task Force where he focused on various online investigations and open source intelligence (OSINT) collection. As an investigator and sworn federal officer through the U.S. Marshals Service, Michael was involved in numerous major criminal investigations including online child solicitation, child abduction, kidnapping, cold-case homicide, terrorist threats, and advanced computer intrusions. He has trained thousands of individuals in the use of his investigative techniques and privacy control strategies.

After leaving government work, Michael served as the technical advisor for the first season of the television hacker drama *Mr. Robot*. His books, *Open Source Intelligence Techniques* and *Extreme Privacy* are used by several government agencies as mandatory training manuals for intelligence gathering and privacy hardening. He now hosts the weekly *Privacy, Security, and OSINT* show, and assists individual clients in achieving ultimate privacy, both proactively and as a response to an undesired situation.

SPOUSE & GUEST TOUR

LA CROSSE QUEEN CRUISE TOUR

Monday, September 27, 2021



Cruise back in time and explore the Upper Mississippi River on the La Crosse Queen, one of the few authentic Mississippi River paddlewheel river boats still in operation. Enjoy a relaxing cruise along the river learning about wildlife and historical points of interest while keeping your eyes peeled for bald eagles flying nearby! Lunch will be served on the La Crosse Queen during the cruise. Enjoy!

**Buses will load at the La Crosse Center
(South Entrance) at 9:25 a.m.**

GENERAL INFO



MISC. INFORMATION

CONFERENCE TRANSPORTATION

Complimentary shuttle service will be provided on Monday and Tuesday between the participating conference hotels and the La Crosse Center. Look for a transportation schedule at your hotel's front desk or at the WCA registration desk.

CONFERENCE ATTIRE

The attire for the conference is business casual. Please remember that meeting room temperatures do not feel the same for everyone. You may want to bring a light sweater/blazer should meeting room temperatures be too cool for you.

CONTACT US

For more information, contact WCA, 22 East Mifflin Street, Suite 900, Madison, WI 53703; phone: 866.404.2700; fax: 608.663.7189; www.wicounties.org.

COUNTY-RELATED MEETINGS

MONDAY ♦ 9/27/21

7:30 a.m.-5:00 p.m.	Wisconsin County Clerks Association
7:30-9:00 a.m.	Wisconsin Women in County Government
8:30-10:00 a.m.	Wisconsin County Executives & Administrators Association

TUESDAY ♦ 9/28/21

7:30 a.m.-1:00 p.m.	Wisconsin County Clerks Association
8:00 a.m.-4:30 p.m.	Wisconsin Association of County Corporation Counsel

LODGING IN LA CROSSE

HOTEL INFO

Conference Hotel Room Block Start Date: 05.03.21

Conference Hotel Room Block Cut-Off Date: 08.06.21

WCA has room blocks at the hotels listed below in La Crosse, Wisconsin. When the hotel room blocks open on **May 3, 2021 at 8:00 a.m.**, all counties are responsible for booking their own hotel rooms at any of the WCA-selected hotels. If booking multiple rooms, you must have a different name for each reservation to book rooms (booking five rooms all under one name is not allowed). Rooms are booked on a first-come, first-served basis. **Do not forget to mention the Wisconsin Counties Association (WCA) conference to get the appropriate rate.** If you require a handicap room, please contact the Wisconsin Counties Association office at 866.404.2700 to reserve your room. **This request must occur no later than Friday, July 23, 2021.**

HOTELS

Note: Due to COVID-19 some hotel amenities may not be available.

CANDLEWOOD SUITES

56 Copeland Avenue

La Crosse, WI 54603

PH: 608.785.1110 • FX: 608.785.1116

IN: 3:00 p.m. • OUT: 11:00 a.m.

Rate Info: Single King/Queen Standard

Rate: \$119.00; Two Queen Standard

Rate: \$129.00; One Bedroom Suite/Sofa

Sleeper Rate: \$134.00

Additional Info: 50 rooms blocked, fitness center, and complimentary onsite parking.

COUNTRY INN & SUITES

2110 Rose St.

La Crosse, WI 54603

PH: 608.781.5100 • FX: 608.781.3574

IN: 3:00 p.m. • OUT: 12:00 p.m.

Rate Info: Two Double Queen Bed Rate:

Sun \$149.00 & Mon \$99.00; King Bed

Rate: Sun \$149.00 & Mon \$99.00

Additional Info: 45 rooms blocked, free breakfast, indoor pool, and complimentary onsite parking.

COURTYARD MARRIOTT HOTEL

500 Front Street

La Crosse, WI 54601

PH: 608.782.1000 • FX: 608.796.1827

IN: 3:00 p.m. • OUT: 12:00 p.m.

Rate Info: City View Double Queen Rate:

\$144.00; City View King Rate: \$144.00;

River View King Rate: \$144.00

Additional Info: 65 rooms blocked,

restaurant, indoor pool, fitness center, and complimentary onsite parking.

FAIRFIELD INN & SUITES LA CROSSE DOWNTOWN

434 Third Street South

La Crosse, WI 54601

PH: 608.782.1491 • FX: 608.782.1492

IN: 3:00 p.m. • OUT: 12:00 p.m.

Rate Info: Two Double Queen Bed Rate:

\$139.00; King Bed Rate: \$139.00

Additional Info: 70 rooms blocked, free breakfast, indoor pool and fitness center, and complimentary onsite parking.

GRANDSTAY HOTEL & SUITES

525 Front Street North

La Crosse, WI 54601

PH: 608.796.1615 • FX: 608.796.1625

IN: 3:00 p.m. • OUT: 11:00 a.m.

Rate Info: One Bedroom Suite Rate:

\$82.00; Studio Suites (open concept, two queen beds): \$82.00

Additional Info: 30 rooms blocked, free Grand Start Breakfast, indoor pool, whirlpool, exercise room, and complimentary onsite parking.

GUNDERSEN HOTEL & SUITES

1520 Clinic Court
La Crosse, WI 54601
PH: 608.793.0200 • FX: 608.793.0119
IN: 3:00 p.m. • OUT: 11:00 a.m.

Rate Info: Double Queen Bed Rate: \$116.00; King Bed Rate: \$116.00; King One Bedroom Suite: \$126.00
Additional Info: 30 rooms blocked, free Grab & Go Breakfast, indoor pool and fitness center, and complimentary onsite parking.

HAMPTON INN & SUITES DOWNTOWN LA CROSSE

511 3rd Street N.
La Crosse, WI 54601
PH: 608.791.4004 • FX: 608.791.4001
IN: 3:00 p.m. • OUT: 11:00 a.m.

Rate Info: Double Queen Standard Rate: \$109.00; King Standard Room Rate: \$109.00; King Standard Studio Rate: \$109.00

Additional Info: 100 rooms blocked, free hot breakfast, pool, fitness room, and complimentary onsite parking.

HOLIDAY INN HOTEL & SUITES

200 Pearl Street
La Crosse, WI 54602
PH: 608.784.4444 • FX: 608.784.4480
IN: 3:00 p.m. • OUT: 11:00 a.m.

Rate Info: Single King Bed Rate: \$139.00; Two Double Queen Bed Rate: \$139.00; King Suites Rate: \$149.00; Handicapped Bed Rate: \$149.00

Additional Info: 105 rooms blocked, indoor pool and fitness center, complimentary parking in adjacent parking ramp (one parking spot per room).

HOME2 SUITES BY HILTON

210 Jay Street
La Crosse, WI 54601
PH: 608.881.6666 • FX: 608.881.6667
IN: 3:00 p.m. • OUT: 11:00 a.m.

Rate Info: King Studio Rate: \$149.00
Additional Info: 80 rooms blocked, free breakfast, pool, fitness room, and complimentary parking.

RADISSON HOTEL LA CROSSE

200 Harborview Plaza
La Crosse, WI 54601
PH: 608.784.6680; you need to call the hotel directly to book a room (no faxing or emailing).

IN: 3:00 p.m. • OUT: 12:00 p.m.
Rate Info: Standard King Bed, City View Rate: \$153.00; Standard Two Qu. Beds, River View Rate: \$163.00; Standard Two Double Beds/Poolside Rate: \$153.00
Additional Info: 60 rooms blocked, restaurant, lounge, indoor pool, fitness center, and complimentary onsite parking.

THE CHARMANT HOTEL

101 State Street
La Crosse, WI 54601
PH: 608.519.8813 • FX: 608.519.8801
IN: 3:00 p.m. • OUT: 12:00 p.m.

Rate Info: Classic Salle King Rate: \$149.00; Classic Salle Queen Queen Rate: \$149.00; River Vue King Rate: \$169.00; Luxe River Vue King Rate: \$189.00; Classic Chateau King Rate: \$229.00; Luxe Junior Suite Rate: \$249.00; Luxe Chateau King Rate: \$269.00
Additional Info: 65 rooms blocked, restaurants, bar/lounge. Valet parking service is available 24 hours a day, 7 days a week. Overnight parking is a daily charge of \$15. There is a limited amount of self-park options available at \$5 per evening.

Please type or print and make a copy for your records!

**2021 WCA ANNUAL CONFERENCE
SEPTEMBER 26-28, 2021 • LA CROSSE COUNTY**

REGISTRATION FORM

Online registration is available at www.wicounties.org

SECTION 1 - REGISTRATION INFORMATION

BADGE NAME (First/Last): _____

COUNTY: _____ TITLE: _____

STREET ADDRESS: _____

CITY/STATE: _____ ZIP: _____ TELEPHONE: _____

E-MAIL ADDRESS: _____

 SERVICES: _____

SECTION 2 - REGISTRATION FEES

The lower rate applies only if your form is postmarked by August 13, 2021. After August 13, 2021 registrations will be subject to the higher fee.

_____ WCA Member County Delegate: \$175 each. After August 13, 2021: \$220 each.

_____ WCA Member County Delegate: First Term New Supervisor: Free Registration.

This is only for new supervisors who wish to attend the 2021 WCA Annual Conference in their first year in office. Additionally, due to COVID-19, supervisors elected to their first term in 2020 will be eligible for free registration.

_____ State Official/Employee: \$210 each. After August 13, 2021: \$250 each.

AGENCY: _____

The registration fee includes all educational programs; WCA Marketplace entrance; Opening and Closing General Assemblies; Monday's Hot Breakfast, Exhibitor Luncheon, Exhibitor Reception, and Festival of Food (food stations); Tuesday's Breakfast and Luncheon.

SECTION 3 - SPOUSE/GUEST REGISTRATION FEES

Spouse/Guest Badge Name (First/Last): _____

 SERVICES: _____

- **COMBINATION - Basic Conference Registration and Spouse/Guest Tour**

_____ WCA Member County Spouse/Guest Conference Registration and Spouse/Guest Tour Fee: \$105 each. After August 13, 2021: \$125 each.

The registration fee includes Monday's Hot Breakfast, Exhibitor Reception, Festival of Food (food stations), and the Spouse/Guest Tour on Monday, September 27 2021; Tuesday's Breakfast and Luncheon. The spouse tour bus will load at the La Crosse Center (South Front Lobby) at 9:25 a.m.

- **Spouse/Guest Tour ONLY: Monday, September 27, 2021 • "La Crosse Queen Cruise Tour"**
(Limited registration: first-come, first-served!)

_____ WCA Member County Spouse/Guest Tour Registration Fee: \$40 each. After August 13, 2021: \$50 each.

The registration fee includes the Spouse/Guest Tour, which includes lunch. The spouse tour bus will load at the La Crosse Center (South Front Lobby) at 9:25 a.m.

- **Spouse/Guest Basic Conference Registration ONLY**

_____ WCA Member County Spouse/Guest Basic Registration Fee: \$80 each. After August 13, 2021: \$90 each.

The registration fee includes Monday's Hot Breakfast, Exhibitor Luncheon, Exhibitor Reception, Festival of Food (food stations); Tuesday's Breakfast and Luncheon. The fee does not include the Spouse/Guest Tour on Monday.

Make checks payable to: Wisconsin Counties Association. Note: A full refund of conference registration fees will be made if written notice of cancellation is received by WCA no later than Friday, August 13, 2021. Cancellations made after August 13 and before August 20 will be subject to a \$25 handling fee. There will be no refunds given after August 20, 2021. All cancellations must be submitted in writing to the WCA Office.

Mail payment and form to:
Wisconsin Counties Association
22 East Mifflin Street, Suite 900
Madison, WI 53703
Fax: 608.663.7189

For Office Use Only:
Date Received: _____
Check Number: _____
Amount Received: _____

Online registration is available at www.wicounties.org

TO QUALIFY FOR THE LOWER RATES, THIS FORM MUST BE SUBMITTED BY AUGUST 13, 2021