



Wisconsin Counties Association
ANNUAL CONFERENCE
& Exhibit Hall **2023**

September 17-19, 2023



Wisconsin Dells
Sauk County

Embracing Challenge. Delivering Opportunity.



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KALAHARI CONVENTION CENTER



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Thank you sponsors!

WCA PREMIER



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county
MUTUAL





GENERAL INFORMATION

HIGHLIGHTS



Welcome to Sauk County
Registration Hours
Conference Details
County-Related Meetings

WELCOME TO SAUK COUNTY 2023 WCA Annual Conference



Timothy
McCumber,
Sauk County
Board Chair

Welcome! Once again, it is my privilege to welcome you – my colleagues and friends – to the Wisconsin Dells/Lake Delton area. Hopefully, you brought your cowboy cheese hat to join folks from across this great state as we kick up our boots Western style, I mean, Wisconsin roadhouse style!

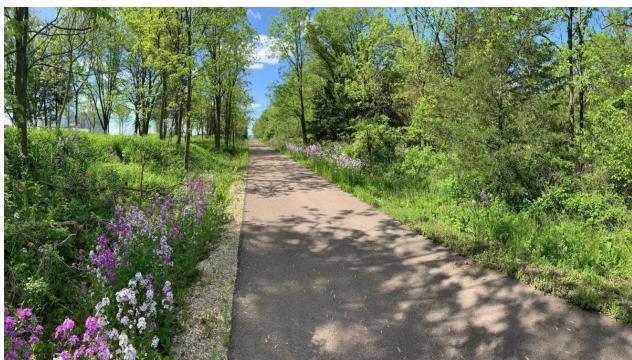
And just like a good roadhouse experience, I anticipate this group of wranglers will enjoy the Kalahari Resort & Convention Center offerings while taking time for good laughs (and even better times), an adventure or two, and conversations that will shape the collective future of county government.

Should one of our roadhouse cowpokes say Sauk County is “all hat and no cattle,” you can tell them about all the great things happening on our “ranch!”

The Great Sauk State Trail is rolling forward with a new half-mile engineered in partnership with UW-Platteville Baraboo Sauk County. Our team is now working to identify the best route to connect the trail to the 400 State Trail in Reedsburg.

We are also rebuilding a railroad bridge over the Wisconsin River to link the Dane County Walking Iron Trail to the Great Sauk State Trail. Soon, a bicyclist will be able to ride from Lake Michigan to the Mississippi River on state trails.

Speaking of railroads running through our frontier, we are currently refurbishing and upgrading the



Merrimac railroad bridge to handle increased traffic and loads, preserving and enhancing a more than \$125 million economic impact on Sauk County jobs, local shippers and affiliated businesses.

Finally, let's "talk turkey" about tourism! Based on the 2022 tourism economic impact numbers, Sauk County now trails only Milwaukee County in direct consumer spending, coming in at just over \$1.6 billion, a 7.9% increase over 2021. Yee haw, there's a lot happening in Sauk County!

So, kick back and visit ExploreSaukCounty.com, our new-fangled, award-winning, tourism website. Give us a "like" and follow on those other new gizmos called Facebook and Instagram @ExploreSaukCounty. Filled with hidden gems to discover, y'all are invited back again and again to our little slice of the Wisconsin frontier!

Thank you for joining us, and amidst all the soon-to-be outstanding discussions, remember the old cowboy proverb, "Speak your mind, but ride a fast horse." Giddy-up!

Save the Date!
2024 WCA Annual Conference
September 22-24, 2024
LA CROSSE COUNTY

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Wisconsin Counties Association Conference

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GENERAL INFORMATION

2023 WCA Annual Conference

All official conference meetings and activities are in the Kalahari Resort & Convention Center.

Registration

Africa Ballroom Foyer, Registration West

- Sunday, Sept. 17: 1 - 6 p.m.
- Monday, Sept. 18: 7:30 a.m. - 5 p.m.
- Tuesday, Sept. 19: 7 - 11:30 a.m.

Name Badges

All conference participants must register and wear name badges for admission to exhibits, social events and workshops. Your name badge is your ticket for breakfast, lunch and the WCA Roadhouse Dinner. If you lose your name badge, get a replacement at the WCA registration desk.

Conference Website

Access the conference website by scanning the QR code. You will have access to the full schedule, floor plans, conference news and more right at your fingertips.



Complimentary Shuttle Service

Use the Convention Center East Entrance to access the shuttle on Monday and Tuesday. It runs every 30 minutes between the participating hotels and the Kalahari. Stop by the WCA registration desk for a schedule.

Smoking Policy

The Kalahari is a non-smoking establishment.

Cell Phone Policy

Please turn off cell phones or place on silent alert while attending meetings/concurrent workshops.



WiFi Information

Complimentary WiFi. No password needed.

Continued on page 9

Tomorrow takes people.

The transition to a lower-carbon future takes our best people, skills and innovation—and so does securing the essential energy we need today.

Millions of people rely on the energy Line 5 transports every day. That's why we're working to keep this critical infrastructure safe and relocating a segment of Line 5 in northern Wisconsin.

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In this time of global uncertainty, Enbridge is committed to safely delivering the secure energy Wisconsin relies on.

Learn more at enbridge.com/L5Wis.



Exhibit Hall – Monday Only!

The Exhibit Hall is open on Monday, Sept. 18,
8:45 a.m. - 6 p.m. in *Africa Ballroom East*.

Cyber Café

Stop by the Cyber Café in the Exhibit Hall to charge your device and recharge yourself with a cup of coffee!

Refreshment Stations

Refreshment stations are available on Monday in the Cyber Café and on Tuesday in the *Africa Ballroom Foyer*. Water stations are also in the concurrent workshop rooms and the *East and West Corridors*.

Emergency Information

In case of emergency, dial “0” from any house phone, including room phone, in the Kalahari.
If needed:

- St. Clare Hospital, 707 14th St., Baraboo, 608-356-1400
- St. Clare Urgent Care, 530 Wisconsin Dells Pkwy. South, Wisconsin Dells, 608-254-5959

Follow the 2023 WCA Annual Conference on Social Media

X (formerly Twitter): @wiscounties

Facebook: Search “Wisconsin Counties Association”

LinkedIn: WCA:Wisconsin Counties Association

YouTube: Wisconsin Counties

Tag us in your posts at #wcaconf

Example: “Participated in an interesting workshop today on electric vehicles at the 2023 WCA Annual Conference in Sauk County. #wcaconf”

Get the Word Out in Your County

A sample press release is available on the WCA website at wicounties.org. Replace the generic text with your county’s information and send the tailored release to your county’s media.

If you need assistance or would like a copy of the release emailed to you, contact Michelle Gormican Thompson at michelle@thompson-communications.com or 608-577-9405.

Energizing Your Future

ATC is proud to support the

**Wisconsin Counties
Association's
Annual Conference.**



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COUNTY-RELATED MEETINGS

Monday, Sept. 18

- ♦ 7:45 - 10 a.m.
Wisconsin County Executives and
Administrators Association
Cypress
- ♦ 8 a.m. - 5 p.m.
Wisconsin County Clerks Association
Guava, Tamarind

Tuesday, Sept. 19

- ♦ 7 - 7:45 a.m.
Wisconsin Women's Leadership Breakfast
Ballrooms A, H
- ♦ 8 a.m. - 1 p.m.
Wisconsin County Clerks Association
Guava, Tamarind
- ♦ 8 a.m. - 4:30 p.m.
Wisconsin Association of County
Corporation Counsel
Cypress

Sauk County Charity Donation

In recognition of Sauk County hosting the WCA 2023 Annual Conference, a \$500 contribution has been made to the Sauk County Veteran's Care Trust Fund.

The fund is a 501(c)(3) nonprofit created to help county veterans in emergency situations, assisting with housing, food, vehicle repairs, transportation, utilities, clothing and more. Needs are met on an individual basis. The fund never gives out cash and all applicants are vetted through the Sauk County Veterans Service Commission.

Thank you sponsors!

WCA ELITE





**SUNDAY,
SEPTEMBER 17**

HIGHLIGHTS



Registration Opens
2023 Annual Business Meeting
Evening Events

Reach out to Spectrum
to learn more about
efforts underway to
expand broadband to
unserved homes and
small business across
Wisconsin and discuss
possible collaboration
opportunities in
your county!

Teri Hatchell, Director,
State Government Affairs
Charter Communications

22 East Mifflin Street, Suite 1010
Madison, WI 53703
O: 608.288.6829
E: teri.hatchell@charter.com

Spectrum 

SUNDAY

SEPTEMBER 17

1 - 6 p.m.

Registration

Africa Ballroom Foyer, Registration West

3 - 3:30 p.m.

Credentials Pickup

(For the 2023 WCA Annual Business Meeting)

Africa 10, 20

3:30 p.m.

2023 WCA Annual Business Meeting

Africa 10, 20



Presiding Officer:

The Honorable Lance Pliml, Chair,
WCA Board of Directors

1. Call to Order
2. Roll Call of Counties
3. Announcements
4. Report of Executive Committee Relating to Rules and Adoption of Rules
5. Approval of Minutes of the Sept. 18, 2022 Annual Business Meeting
6. Report of President & CEO
7. Report of Resolutions Committee and Action on Resolutions
8. Report of Audit Committee
9. Report of Chair, WCA Board of Directors
10. Report of WCA Services, Inc.
11. Report from Vice President of Government Affairs
12. Such Other Business as Allowed
13. Adjournment

SUNDAY
SEPT. 17

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SUNDAY EVENING EVENTS

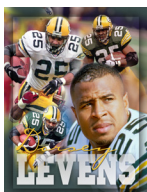
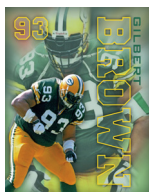
Dinner On Your Own

5 - 7 p.m. | Hospitality Suite

Guava, Tamarind, Portia, Wisteria

Hosted by the Wisconsin Association of
Campground Owners.

Join them for appetizers and a meet and greet with
Packer greats Gilbert Brown, Dorsey Levens and
LeRoy Butler.



SUNDAY
SEPT. 17

SUNDAY FUNDAY

WITH



FEATURING

MUSIC BY

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SUNDAY, SEPTEMBER 17TH
7 - 11 P.M.
BALLROOMS A & H

Thank you sponsors!

WCA LEADER



 **Kerber**Rose

KRAEMER
 **BROTHERS**

National Cooperative 

Spectrum 



**MONDAY,
SEPTEMBER 18**

HIGHLIGHTS



Exhibit Hall Open
Opening General Assembly
Concurrent Workshops
Evening Events



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MONDAY

SEPTEMBER 18

OVERVIEW

7:30 a.m. - 5 p.m.

Registration

Africa Ballroom Foyer, Registration West

7:45 - 8:45 a.m.

Breakfast

Africa Ballroom Foyer, and East and West Corridors

8:45 a.m. - 6 p.m.

Exhibit Hall (see page 45 for highlights)

Africa Ballroom East

10 - 11:50 a.m.

Opening General Assembly

Africa Ballroom West

10:15 a.m. - 1:30 p.m.

Spouse/Guest Tour:

Sights & Sounds of Wisconsin Dells

The bus will load at the Convention Center East Entrance at 10:15 a.m. and depart at 10:30 a.m. The estimated return time is 1:30 p.m.

11:50 a.m. - 1 p.m.

Exhibitor Luncheon

Africa Ballroom Foyer, and East and West Corridors

1 - 2 p.m.

Concurrent Workshops

2:15 - 3:15 p.m.

Concurrent Workshops

3:30 - 4:30 p.m.

Concurrent Workshops

4:30 - 6 p.m.

Exhibitor Reception

Africa Ballroom East

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6 - 7:30 p.m.

WCA Roadhouse Dinner (seated dinner)

Africa Ballroom West

Entertainment by Southbound

MONDAY
SEPT. 18



With a resume of over 60 projects for various Federal, State, County, and Municipal clients, we have provided construction management services from project planning to project closeout.

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MONDAY

SEPTEMBER 18

OPENING GENERAL ASSEMBLY

10 - 11:50 A.M.

AFRICA BALLROOM WEST

Call to Order

- Lance Pliml, Chair, WCA Board of Directors

National Anthem

- Ann Marie Austin, Multimedia and Project Manager, WCA

Pledge of Allegiance

- Lance Pliml, Chair, WCA Board of Directors

Welcome

- Timothy McCumber, County Board Chair, Sauk County

Coffee Talk with the Governor

- Gov. Tony Evers (invited)
- Mark D. O'Connell, President & CEO, WCA

Opening Keynote Address

- Mark D. O'Connell, President & CEO, WCA

Under the Dome: Wisconsin's Political Landscape

- Mark D. O'Connell, President & CEO, WCA
- Kyle Christianson, Vice President of Government Affairs, WCA

Counties in the Cabinet:

A Sit Down with the Secretaries

- Craig Thompson, Secretary, WI Department of Transportation
- Adam Payne, Secretary, WI Department of Natural Resources
- Moderator: Mark D. O'Connell, President & CEO, WCA

11:50 a.m. - 1 p.m.

Exhibitor Luncheon

Africa Ballroom Foyer, and East and West Corridors

MONDAY
SEPT. 18

MONDAY

CONCURRENT WORKSHOPS

1 - 2 p.m.

Part 1: Fundamentals of Parli Pro – Are You Ready for the “Lombardi County” Board Meeting?

Africa 10

Join us to discuss basics and pointers on parliamentary procedure. This session is a great introduction to get ready for the Part 2 session at 2:15 p.m., where we put the fundamentals to work in a simulated meeting.

Speaker: James Braugher, County Supervisor, Jefferson County

Speaker and Moderator: Andy Phillips, Attorney, Attolles Law, s.c.

WisDOT Update

Africa 20

Get a programmatic update from the Wisconsin Department of Transportation. The session will discuss progress made by counties within the WisDOT 2023-25 biennial budget and future transportation initiatives.

Speaker: Joel Nilsestuen, Assistant Deputy Secretary, WI Department of Transportation

Moderator: Jeff French, County Administrator, Barron County

Alternative Courts: A County’s Perspective of How They Can Be Useful

Africa 30

In 2009, Brown County created its first treatment court for repeat drug offenders. In the years since, the county has worked to build an entire criminal justice services department featuring seven alternative courts for offenders utilizing incentives, treatment and rehabilitation to avoid the costly public safety system that heavily impacts families, the workforce and recidivism rates. Learn more about this case study in modern criminal justice.

Speakers: Troy Streckenbach, County Executive, Brown County; Mark Vanden Hoogan, Criminal Justice Services Manager, Brown County

Moderator: Penny Carter, Clerk of Circuit Court, Forest County

Secure Act 2.0 – What Comes Next?

Africa 50

This session will provide an update on the implementation of Secure Act 2.0 and review its key provisions. Enacted in December 2022, Secure Act 2.0 is comprehensive legislation that includes over 90 provisions impacting retirement plans and individual retirement arrangements (IRAs). This session focuses on expanding coverage, increasing retirement savings and easing administrative burdens.

Speakers: Keith Mancini, AVP Government Affairs, WI Deferred Compensation Program;
Emily Lockwood, Managing State Director, WI Deferred Compensation Program

Moderator: Jim Brey, County Supervisor, Manitowoc County

WI DNR Update

Africa 60

Wisconsin Department of Natural Resources Secretary Adam Payne will provide attendees with an update on the latest initiatives and goals at the DNR. He will also offer key insight into how the department interacts with counties and the benefits counties can expect from his leadership at the agency in light of his background as a county administrator.

Speaker: Adam Payne, Secretary, WI Department of Natural Resources

Moderator: Jeff Schleif, County Board Chair, Washington County

MONDAY

CONCURRENT WORKSHOPS

2:15 - 3:15 p.m.

Part 2: Under the Bright Lights – The “Lombardi County” Board Meeting

Africa 10

You have the fundamentals down, but how do they really work? This session will simulate a county board meeting where knowledge of parliamentary procedure will be critical. But be wary of your fellow “Lombardi County” board members – they may be trying to create problems...

Speaker: James Braughler, County Supervisor, Jefferson County

Speaker and Moderator: Andy Phillips, Attorney, Attolles Law, s.c.

County Surveyors and the Important Work They Do for Wisconsin

Africa 20

County surveyors serve to protect landowner rights for thousands of Wisconsin citizens. In this lively session, you will learn how county surveyors interact and resolve conflicts with landowners, land surveyors, attorneys, title professionals, real estate agents and other government officials regarding land ownership concerns.

Speaker: Bryan Meyer, County Surveyor, La Crosse County

Moderator: Staci Hoffman, Register of Deeds, Jefferson County

Innovative Solutions to Wisconsin’s Mental Health Crisis

Africa 30

As mental health needs continue to grow throughout our state, counties have implemented a variety of programs targeted at transforming their systems of care. Racine County will discuss valuing prevention, committing to voluntary programming, and investing in self-administered services to create a sustainable and robust behavioral health system. Waukesha County will share details about their practice of creating intergovernmental partnerships,

including their award-winning, embedded mental health professional program. Jefferson County will focus on their partnership with law enforcement as well as their new youth crisis stabilization facility.

Speakers: Hope Otto, Human Services Director, Racine County; Elizabeth Aldred, Department of Health and Human Service Director, Waukesha County; Holly Pagel, Behavioral Health Division Manager, Jefferson County

Moderator: Paul Decker, County Board Chair, Waukesha County

What Everyone Should Know About Cybersecurity

Africa 50

Cybersecurity is a constantly evolving topic that impacts our lives at work and home. Join the conversation and learn what everyone should know about protecting yourself and your organization.

Speakers: Lance Spranger, Chief Information Officer, Waukesha County; Bill Nash, Cybersecurity Advisor, Department of Homeland Security, Cybersecurity Infrastructure Security Agency (CISA); Shuchi Wadhwa, Chief Information Officer, Racine County

Moderator: Louie Okey, County Board Chair, Barron County

Internet for All in Wisconsin – A Federal Update

Africa 60

Counties are actively engaging with the WI Public Service Commission as part of the planning process for the Broadband, Equity, Access and Deployment grant program. Join this session to learn about the federal Internet for All initiative and how significant funding will be directed to Wisconsin over the next few years. Session highlights include an overview of program requirements, key dates and how to effectively engage in this historic opportunity to connect all Wisconsinites to high-speed internet.

Speaker: Carah Koch, Federal Program Officer, National Telecommunications and Information Administration

Moderator: Cedric Schnitzler, County Board Chair, Monroe County

MONDAY

CONCURRENT WORKSHOPS

3:30 - 4:30 p.m.

Know Your Wisconsin Retirement System

Africa 10

This session will provide an overview of the Wisconsin Retirement System. Topics will include recent law changes that affect the WRS and counties, the demographics of the WRS, how Wisconsin compares to other state retirement systems, and much more.

Speaker: Matt Stohr, Retirement Director, WI Department of Employee Trust Funds

Moderator: Brent Miller, County Administrator, Sauk County

County Leadership in Workforce Housing

Africa 20

Over the last 30 years, housing costs have increased substantially, making it difficult for young professionals to purchase a first home. Creating community-driven neighborhoods with high-quality homes built on low-cost lots will diversify the housing market. In this session, we will discuss Washington County's Next Generation Housing Initiative and how to fill the housing void in our counties with attainable, quality housing for the next-generation workforce.

Speakers: Josh Schoemann, County Executive, Washington County, and President, WI County Executives and Administrators Association; Howard Husock, Scholar/Author, American Enterprise Institute

Moderator: Ben Wehmeier, County Administrator, Jefferson County

Guidance for Local Health Officers

Africa 30

Local health officers play a vital role in promoting public health throughout the county and bear a great responsibility in controlling the spread of

communicable diseases. Join us for this session as we explore some of the myths surrounding the roles of local health officers and discuss how to promote public health in your county.

Speakers: Andy Phillips, Attorney, Attolles Law, s.c.; Joan Theurer, WI Public Health Forward Project Director, WI Association of Local Health Departments and Boards

Moderator: Todd Romenesko, County Administrator, Calumet County

Partnering with UW-Madison's UniverCity – County Success Stories and How to Engage Africa 50

Counties need thoughtful partners to rethink traditional ways of doing business. Learn about how the UW's UniverCity Year program has worked with counties across the state to improve a variety of issues, including affordable housing, sustainability, child care, consolidation of services, and the recruitment of EMS workers. The discussion will highlight a partnership with Polk County on economic development rebranding.

Speakers: Claire Johnson, Communications & Public Information Specialist, Polk County; Gavin Luter, Managing Director, UniverCity Alliance, UW-Madison

Moderator: Alice Connors, County Board Chair, Calumet County

Maximize the Value of Your IT Africa 60

Technology has become essential to nearly every facet of government operations. Join us for a discussion on the crucial elements of technology in every organization, technologies that elevate the organization, and how to maximize your investment.

Speaker: Barry West, Information Technology Director, Waushara County, and Chair, Governmental Information Processing Association of Wisconsin

Moderator: Melissa Pingel, County Administrator, Waushara County

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MONDAY EVENING EVENTS

4:30 - 6 p.m.

Exhibitor Reception

Africa Ballroom East

Sponsored by

ATTOLLES
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6 - 7:30 p.m.

WCA Roadhouse Dinner (Seated Dinner)

Africa Ballroom West

Entertainment by Southbound.

Join us for a night of wild west flavors and toe-tapping tunes at the WCA Roadhouse Dinner.

The Southbound band will be playing your favorite country tunes, setting the perfect ambiance for a delightful evening. Don't forget to capture your cherished memories at our specially arranged photo booth. Dust off your hats and boots and prepare for a memorable night of delicious food and good ol' western fun!

MONDAY
SEPT. 18

★ = AEGIS = ★
ROADHOUSE
= PARTY =

FEATURING

TIM GLEASON BAND

FUN GAMES & PRIZES

MONDAY, SEPTEMBER 18TH

7:30 - 11:00 P.M.

BALLROOMS A,B,G,H

Thank you sponsors!

WCA PARTNER





**TUESDAY,
SEPTEMBER 19**

HIGHLIGHTS



Breakfasts
Concurrent Workshops
Closing General Assembly
Grand Prize Drawing

A photograph of a stone bridge with a black metal railing, crossing a small stream. The bridge is constructed from light-colored stone blocks. The surrounding area is lush with green grass and trees under a blue sky with light clouds. A white culvert pipe is visible on the right side of the stream.

Making Connections

Having worked with all 72 Wisconsin counties, we have a breadth of **knowledge** and **experience**. No matter the project, our partners know they can rely on us to deliver results that endure; that represent the **best** and **safest** use of a structure; and that demonstrate the most **intelligent** use of time, resources, and budget.

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TUESDAY

SEPTEMBER 19

OVERVIEW

7 - 11:30 a.m.

Registration

Africa Ballroom Foyer, Registration West

7 - 7:45 a.m.

Breakfast

Africa Ballroom East

Sponsored by



7 - 7:45 a.m.

Wisconsin Women's Leadership Breakfast

Ballrooms A, H

All are welcome for breakfast and a lively discussion with one of the state's most influential leaders who works to make Wisconsin a great place to live and work – Wisconsin Economic Development Corporation Secretary and CEO Missy Hughes. Prior to leading the WEDC, Hughes was chief mission officer and general counsel for La Farge-based Organic Valley and vice president of the Organic Trade Association.

8 - 9 a.m.

Concurrent Workshops

9:15 - 10:15 a.m.

Concurrent Workshops

10:30 - 11:30 a.m.

Concurrent Workshops

11:40 a.m. - 1:15 p.m.

Closing General Assembly

Africa Ballroom West

Lunch provided

Enbridge Breakfast

6:45 - 7:45 a.m. | *Africa 70, 80*

Enjoy breakfast while learning about Enbridge's role in delivering energy across the U.S. and Canada, their operations and projects in Wisconsin, and their role in the energy transition. Representatives will be on hand to answer questions.

TUESDAY CONCURRENT WORKSHOPS

8 - 9 a.m.

Whose Job Is It? Top 10 Misconceptions About Board and Administration Roles

Africa 10

County government runs smoothest when there is widespread understanding of the respective roles of the board and administration. Join us for this session where we explore common misconceptions surrounding roles and responsibilities and give you the information necessary to promote good governance and administration in your county.

Speaker: Andy Phillips, Attorney, Attolles Law, s.c.

Moderator: Lance Pliml, County Board Chair, Wood County

Wisconsin's Transition to Electric Vehicles and What It Means for Drivers

Africa 20

The market share of plug-in electric vehicles in the U.S. increased from 0.2% in 2011 to 7% in 2022.

What is driving this growth and how will a transition to electric vehicles impact Wisconsin drivers, transportation infrastructure funding and other factors? This session will also provide an overview of what we don't yet know and how other states are managing the transition to electric vehicles.

Speaker: Debby Jackson, Executive Director, Transportation Development Association

Moderator: Monica Kruse, County Board Chair, La Crosse County

Access to Child Care in Wisconsin

Africa 30

Join the Wisconsin Early Childhood Association and Raising Wisconsin in unpacking how working parents and businesses are negatively impacted due to the child care crisis at an annual rate of \$1.9 billion in lost economic productivity, earnings and revenue. Learn about the child care landscape in Wisconsin, why it's a broken business model, and what you can do to be a part of the solution.

Speakers: Jackie Anderson, Director of Raising Wisconsin, WI Early Childhood Association;
Ruth Schmidt, Executive Director,
WI Early Childhood Association
Moderator: Hope Otto, Human Services
Director, Racine County

Addressing Occupational Trauma with Resiliency Training

Africa 50

The Center for Suicide Awareness, supported by the Medical College of Wisconsin, conducts a program focused on resiliency skills to help first responders better handle stress and trauma from the ever-increasing volume of critical calls. These resiliency skills improve work performance and personal life balance, allowing our public servants to thrive in their profession. This session will summarize the three-day, no-cost seminar.

Speaker: Matthew Joski, Sheriff,
Kewaunee County

Moderator: Kurt Gibbs, County Board Chair,
Marathon County

Debt Issuance Considerations and Strategies

Africa 60

This presentation will provide a general review of the key issues that Wisconsin counties face when financing capital projects through the issuance of debt. We will review statutory requirements, potential sources of financing, market participants, methods of sale options, credit pledges available to counties, and key rating agency considerations. There will be a discussion on how current market conditions are affecting the financing strategies of larger projects as well as market-based strategies for allowing for local bank participation.

Speaker: Brian Della, Public Finance Director,
PMA Securities, LLC

Moderator: Dave Frohling, County Board Chair,
Dodge County

TUESDAY

CONCURRENT WORKSHOPS

9:15 - 10:15 a.m.

Renewable Energy: Local Regulation and Financial Implications

Africa 10

Wisconsin's counties are receiving an increased number of requests for large-scale renewable energy projects, including solar energy systems. This presentation will address key issues such as the extent of a county's regulatory authority over renewable energy projects, preemption, financial impacts and assurances, and other considerations for counties confronting issues raised by these projects.

Speakers: Jacob J. Curtis, Attorney, Attolles Law, s.c.; Rebecca J. Roeker, Attorney, Attolles Law, s.c.

Moderator: Donna Rozar, County Supervisor, Wood County

How to Manage PFAS

Africa 20

PFAS have the potential to be one of the greatest threats to our drinking water. The science is complex and the legal landscape is rugged. Learn about the legal paths available to counties and what community leaders can do when this chemical is discovered in their water.

Speakers: Erin Dickinson, Attorney, Crueger Dickinson, LLC; Jim Zellmer, Division Administrator, WI Department of Natural Resources

Moderator: Samantha Kerkman, County Executive, Kenosha County

Creating a Culture of Belonging in Local Government

Africa 30

A culture of belonging is where every employee, regardless of their background, feels respected, welcomed and valued. This program spotlights best practices for developing a culture of belonging at work while sharing lessons learned along the way.

Speakers: Paula Phillips, Office of Equity Interim Director, Milwaukee County; Marcelia Nicholson, County Board Chair, Milwaukee County

Moderator: Mark Abeles-Allison, County Administrator, Bayfield County

An Update on Next Generation 911: Implementation, GIS and Grant Funds

Africa 50

Next Generation 911 is being rebranded as a Now Generation 911 ecosystem. Panel members will highlight the importance of grant funding to county GIS and public safety answering points. Learn about how sustained state grant funding is necessary to maintain the viability and integrity of the systems' architecture. PSAP leaders will share the trials and triumphs of transitioning from the 1960s technology of delivering Enhanced 911 voice calls to this new state of NG911 providing access to voice, text, incident imagery and telematics.

Speakers: Danielle Miller, Communications Manager, Douglas County; Bob Frank, Chair, State 9-1-1 Subcommittee

Moderator: Al Haga, County Board Chair, Portage County

You Think Your Corporation Counsel Has a Conflict of Interest? What's Next?

Africa 60

There are special ethics rules governing lawyers and even more special rules that apply to lawyers representing governmental entities. What is a legal conflict of interest? Who is a government lawyer's client? Do the same rules apply to in-house lawyers and outside counsel? Join us for this discussion on the unique role of county corporation counsel and how you can help in ensuring your county is getting the legal advice it needs and deserves.

Speakers: Margaret Daun, Corporation Counsel, Milwaukee County; Andy Phillips, Attorney, Attolles Law, s.c.

Moderator: Jonathan Delagrave, County Executive, Racine County

TUESDAY

CONCURRENT WORKSHOPS

10:30 - 11:30 a.m.

Innovative Strategies on Weight Limits for Roads and Getting Products to Market

Africa 10

Learn about the latest on the partnership between counties and the agriculture community. This session will highlight the joint initiatives of the WI Farm Bureau Federation and the WCA that keep commerce moving and rural infrastructure in good condition.

Speaker: Tim Fiocchi, Senior Director of Government Affairs, WI Farm Bureau Federation

Moderator: Tina Osterberg, County Administrator, Monroe County

Nontraditional Partners Working for Clean Water and Resilient Farms

Africa 20

Since 2019, agricultural and conservation groups have been partnering on the “Clean Water Initiative” to articulate a vision for agriculture and water quality in Wisconsin. While the job is not yet done, small victories have been achieved. Hear about lessons learned, and what the group is prioritizing in 2023 and going forward.

Speakers: Shawn Pfaff, President, Pfaff Public Affairs; Sara Walling, Water & Agriculture Program Director, Clean Wisconsin; Alex Madorsky, Associate Director of Government Relations, The Nature Conservancy; Chad Zuleger, Director of Government Affairs, Dairy Business Association; Matt Krueger, Executive Director, WI Land+Water

Moderator: James Braughler, County Supervisor, Jefferson County

Fentanyl/Opioid Crisis Response from Brown and Waukesha Counties

Africa 30

Brown and Waukesha counties have developed multi-leveled approaches to combat the fentanyl and opioid crisis in our communities. In partnership

with public health, Brown County is collaborating with public and private partners to raise awareness about the dangers of these drugs. Waukesha County has developed its own data dashboard to provide local information to the public. Learn about each county's individualized approach.

Speakers: Troy Streckenbach, County Executive, Brown County; Anna Nick, Public Health Officer, Brown County; Elizabeth Aldred, Director of Health and Human Services, Waukesha County

Moderator: Jon Doemel, County Executive, Winnebago County

What is Needed for a Successful County Fair

Africa 50

Presenters will share their ingredients in running a successful fair. Whether your fair is county-owned or an independent fair association, you can benefit from the resources of the WI Association of Fairs.

Speakers: Amy Olson, Fairgrounds & Operations Director, Grant County Fair; Jayme Buttke, Executive Director, WI Association of Fairs; Mary Check, Fair Manager, Rock County 4-H Fair, and President, WI Association of Fairs

Moderator: Lisa Freiberg, County Clerk, Fond du Lac County

Get to Know Your CVSO – Every County Has One

Africa 60

In 2022, the federal Veterans Administration invested a significant amount of money in Wisconsin. County and tribal veterans service officers can help your county apply these funds appropriately. Attend this session to increase your knowledge of your local CVSO, who they are, their role, and how they can help veterans and our counties.

Speakers: Rock Larson, Past President, County Veteran Service Officer Association of Wisconsin; Greg Quinn, 2nd Vice President, County Veteran Service Officer Association of Wisconsin

Moderator: Kurt Gibbs, County Board Chair, Marathon County

TUESDAY

SEPTEMBER 19

CLOSING GENERAL ASSEMBLY

11:40 A.M. - 1:15 P.M.
AFRICA BALLROOM WEST
LUNCH PROVIDED

Call to Order

- Mark D. O'Connell, President & CEO, WCA

WCA Annual Video

Winners, Awards and Recognitions

- Discover Wisconsin Calendar Photo Contest Winners
- "Friend In" and "Friend Of" County Government Awards
- Wisconsin Local Government Leadership Academy Recognition Certificates

Uniquely Wisconsin

- Josh Schoemann, County Executive, Washington County
- Mark D. O'Connell, President & CEO, WCA

Keynote

A Different Kind of Career:

Undercover in the CIA

- James Olson, Former CIA Chief of Counterintelligence

Join the keynote as he discusses his undercover career – his recruitment and training, the risks he and his wife (also a CIA operative) faced, and the effect of this undercover lifestyle on their marriage and children. Olson will also talk about the role of the CIA in the current global war on terrorism and other issues affecting the safety and security of American citizens. Finally, he will take the audience on an espionage operation he and his wife carried out in Moscow at the height of the Cold War.



Closing General Assembly Door Prizes

- Samsung 65" class crystal 4K smart TV with Alexa (shipped to you!)
- Custom Lands' End business backpack
- Cuisinart 3-in-1 pizza oven plus griddle and grill
- Custom Yeti 26 oz water bottle (2 awarded)

You **MUST** be present to win. Upon entering the room, pull your name insert from your badge holder and place it in a box held by WCA staff (this is your ticket to win).

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EXHIBIT HALL

Exhibit Hall Highlights

Monday, September 18

8:45 a.m. - 6 p.m.

Africa Ballroom East

Cyber Café

Make sure to stop by the Cyber Café located in the Exhibit Hall to charge your device or recharge yourself with a cup of coffee.

Exhibitor Luncheon

11:50 a.m. - 1 p.m.

Pick up your lunch in the *Africa Ballroom Foyer*. Seating is in the *Foyer* and the *East and West Corridors*.

Photo Booth

12 - 4 p.m.

Have a professional photograph taken free of charge, compliments of the WCA.

Visit photographer Misty Bindl of Lasting Impressions Photography, 12 - 4 p.m., in the Exhibit Hall. The image will be emailed directly to you after the conference.

Photo Booth located near Booth 615.

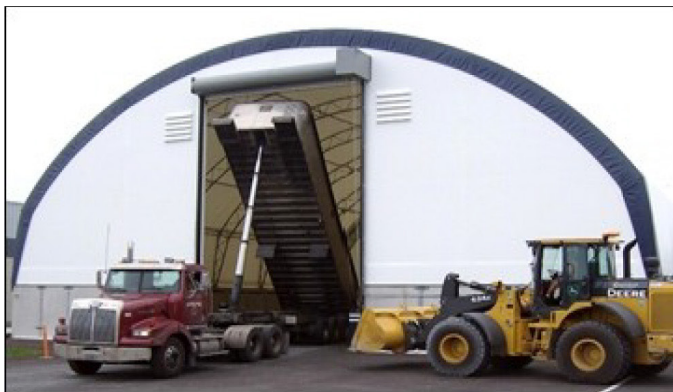
Exhibitor Reception

4:30 - 6 p.m.

Join your county colleagues in the Exhibit Hall to relax and enjoy a beverage and appetizers before the WCA Roadhouse dinner.

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AAA Insurance and Travel | Booth 306

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Eau Claire, WI

715-836-8640 | tdoucette@acg.aaa.com

aaa.com

Products/services: Membership, insurance, travel, banking, credit cards, public affairs

Abilita | Booth 205

Paul H Anker

Northville, MI

248-412-0140 | panker@abilita.com

abilita.com/wca

Products/services: Communications technology consulting

Acrow Bridge | Booth 318

Abbey Smith

Parsippany, NJ

973-244-0080 | sales@acrow.com

acrow.com

Products/services: Engineering, manufacturing, and supply of prefabricated modular steel panel bridges

Advantage Group | Booth 518

Ryan Krueger

Schofield, WI

715-241-5372 | ryan@advantagegroupga.com

advantagegroupga.com

Products/services: Voluntary worksite benefits

Aegis, LLC – A Charles Taylor Company | Booths 401, 500

John Dirkse; Karen Flynn

Brookfield, WI

262-781-7020 | john.dirkse@charlestaylor.com;

karen.flynn@charlestaylor.com

aegis-corporation.com

Products/services: Insurance/risk management

All of Us Research Program | Booth 301

Bill Murat

Washington, DC

202-316-8639 | bmurat@pyxispartners.co

Products/services: Health research program

AllPaid (formerly GovPayNet) | Booth 214

Darrin Russell

Oswego, IL

630-849-5053 | darrin.russell@allpaid.com

allpaid.com

Products/services: Payment processing platform

Amazon Business for Government | Booth 125

Ryan Tedeschi

Lowell, IN

219-789-2023 | ryanted@amazon.com

business.amazon.com

Products/services: Government contract resources

American Promise | Booth 618

Alan LaPolice

Concord, MA

info@americanpromise.net

americanpromise.net

Products/services: Nonprofit

Association of Wisconsin Regional Planning Commissions | Booth 525

Sheldon Johnson

715-635-2197 | sjohnson@nwrpc.com

awrpc.org

Products/services: Association of the nine regional planning commissions

ATC | Booth 416

Katie Robinson

Waukesha, WI

608-877-3547 | ktrobinson@atcllc.com

atcllc.com

Products/services: High-voltage electric utility projects

ATTIC Correctional Services, Inc. | Booth 524

Vicki Trebian

Madison, WI

608-223-0017 | vtrebian@correctionalservices.org

correctionalservices.org

Products/services: Community correction programs

Attolles Law, s.c. | Booth 506

Andy Phillips

Milwaukee, WI

414-644-0391 | info@attolles.com

attolles.com

Products/services: Legal services

Ayres | Booth 620

Paula Vandehey

Eau Claire, WI

715-223-5556 | AyresContact@AyresAssociates.com

ayessassociates.com

Products/services: Architecture and engineering

Baird | Booth 419

Adam Ruechel

Milwaukee, WI

414-765-3827 | bairdpublicfinance@rwbaird.com

rwbaird.com

Products/services: Financial services

Baker Tilly | Booth 204

Kristin Fencel

Chicago, IL

312-729-8000 | kristin.fencel@bakertilly.com

bakertilly.com

Products/services: Accounting, assurance/auditing and consulting

Balestrieri Environmental | Booth 215

Shannon Greetham

Elkhorn, WI

262-743-2800 | field@balestrierigroup.com

balestrierigroup.com

Products/services: Environmental and industrial service solutions

Barron County Waste to Energy | Booth 523

Brent Bohn

Almena, WI

715-637-6890 | wastetoenergy@co.barron.wi.us

barroncountywi.gov

Products/services: Waste incineration and recycling

Biodiesel | Booth 223

Sally Rodgers

Plymouth, MN

952-473-0044 | info@megcorpnmn.com

megcorpnmn.com

Products/services: Renewable, low-carbon liquid fuel alternative

Bug Tussel Wireless | Booth 123

Scott Feldt

Green Bay, WI

608-314-4096 | scott.feldt@btussel.com

btussel.com

Products/services: High-speed internet and cellular coverage for rural communities

Charter Communications | Booth 307

Adam Raschka

Madison, WI

608-288-6864 | adam.raschka@charter.com

corporate.charter.com

Products/services: Gigabit-capable broadband service, video, voice and mobile

Command Central | Booth 304

Sue Ann Heck

Saint Cloud, MN

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ccelections.com

Products/services: Voting equipment

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Heidi Sternig

Mequon, WI

262-243-4313 | heidi.sternig@cuw.edu

cuw.edu

Products/services: Professional development

Constellation | Booth 519

Andrea A Ferriell

Baltimore, MD

667-313-5773 | andrea.ferriell@constellation.com

constellation.com

Products/services: Natural gas and energy efficiency

Construction Business Group | Booth 321

Cynthia Buchko

Madison, WI

608-240-4170 | c.buchko@cbgwi.com

cbgwi.com

Products/services: Construction trade association

Crivello Carlson | (No Booth)

Sam Hall

Milwaukee, WI

414-290-7587 | shall@crivellocarlson.com

crivellocarlson.com

Products/services: Legal services

CVSOA of Wisconsin | Booth 207

County Veteran Service Officer Association of WI

Wisconsin Rapids, WI

715-421-8420 | rlarsen@co.wood.wi.us

wicvso.org

Products/services: County veteran service officer association

Deterra Drug Deactivation & Disposal System | Booth 400

Megan Schiavone

Hopkins, MN

312-961-7595 | mschiavone@deterrasystem.com

deterrasystem.com

Products/services: Drug deactivation and disposal

Discover Mediaworks | Booth 615

Kortnee Hass

Madison, WI

815-575-2604 | kortneeh@discovermediaworks.com

discovermediaworks.com

Products/services: Full media services

Diversified Services Network, Inc. | Booth 405

Robert A Lefebvre

Naperville, IL

844-983-3444 | rob.lefebvre@dsnworldwide.com

dsnworldwide.com

Products/services: Indirect cost allocation plans, cost of services IT, engineering, and enterprise solutions

Eagle Point Solar | Booth 203

Casey Heim

Dubuque, IA

563-582-4044 | sales@eaglepointsolar.com

eaglepointsolar.com

Products/services: Renewable solar energy solutions

Ehlers | Booth 404

Sue Porter

Waukesha, WI

262-785-1520 | info@ehlers-inc.com

ehlers-inc.com

Products/services: Municipal advisory services

Election Systems & Software | Booth 319

Kyle Weber

Omaha, NE

402-415-8102 | kyle.weber@essvote.com

essvote.com

Products/services: One partner for all your election needs

Enbridge Energy | Booth 406

Michelle Johnson

Superior, WI

715-718-1843 | michelle.johnson@enbridge.com

enbridge.com

Products/services: Energy infrastructure

Enbridge Safest Way Tour | Booth Outside*

Mark Graul

608-204-5810 | mgraul@arenastrategy.com

safestwaywi.com

Products/services: Pipeline display (*See page 71)

Enterprise Fleet Management | Booth 117

Ben Walljasper

Waukesha, WI

262-446-0501 | benjamin.a.walljasper@efleets.com

efleets.com

Products/services: Improved budgetary process for sedans, SUVs, trucks, and law enforcement squads

Ethoplex Internet | Booth 634

Richard Webster

Germantown, WI

262-252-9000 | hello@ethoplex.com

ethoplex.com

Products/services: Internet service provider and managed IT for business and residential customers

Excel Engineering | Booth 316

Mattie Klingenmeyer

Fond du Lac, WI

920-926-3150 | mattie.klingenmeyer@excelengineer.com

excelengineer.com

Products/services: Multi-disciplinary architectural and engineering design firm

Exodus Transitional Care Facility | Booth 105

Cheryl Colwin

Kewaskum, WI

262-626-4166 | info@exodus-house.org

exodus-house.org

Products/services: A 90-day residential substance use treatment facility for adult men

FleetGenius Compactor Solutions | Booth 206

Chris Birling

Lake Mills, WI

920-648-4569 | cbirling@fleetgenius.com

fgcompactorsolutions.com

Products/services: Leading provider of waste compactor and recycling baler sales, rentals and service

Focus on Energy | Booth 606

Laura Lane

Chippewa Falls, WI

715-720-2179 | laura.lane@focusonenergy.com

focusonenergy.com

Products/services: Incentives for energy-saving projects and products

GIPAW | Booth 224

Barry West

Oshkosh, WI

920-787-6586 | barry.west@co.waushara.wi.us

gipaw.org

Products/services: Information technology professionals

Google | Booth 417

Anne Ehrhart

Chicago, IL

844-613-7589 | aehrhart@google.com

cloud.google.com/gov/state-and-local

Products/services: Modernize IT and operations with secure cloud solutions and infrastructure

Graphic House, Inc. | Booth 222

Kim Berens

Wausau, WI

715-842-0402 | kimb@graphichouseinc.com

graphichouseinc.com

Products/services: Custom sign manufacturing

Hansen Auction Group, LLC | Booth 324

Tim Ault

Downing, WI

715-607-4088 | tim@hansenauctiongroup.com

hansenauctiongroup.com

Products/services: Full-service auction and marketing company



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Holtger Bros., Inc. | Booth 209

Jil Van Lanen

De Pere, WI

920-617-9980 | jil.van.lanen@holtger.com

holtger.com

Products/services: Fiber optic telecommunications construction

Huntington Bank | Booth 635

Jonathan Schatz

Milwaukee, WI

847-287-3538 | jonathan.k.schatz@huntington.com

huntington.com

Products/services: Banking, insurance, investments, loans and credit cards

ISG | Booth 208

Kaitlyn Peline

Minneapolis, MN

507-387-6651 | kaitlyn.pellinen@isginc.com

isginc.com

Products/services: Architecture, engineering, environmental and planning

KerberRose SC | Booth 314

Julie Montoure Bottois

Green Bay, WI

715-318-8950 | julie.montourebottis@kerberrose.com

kerberrose.com

Products/services: Accounting, auditing, assurance and tax services

Kraemer Brothers | Booth 310

Janna Johnson-Fuchs

Plain, WI

608-546-2411 | jjohnson-fuchs@kraemerbrothers.com

kraemerbrothers.com

Products/services: Construction management services, reconstruction planning, including budgeting, scheduling and cost studies

Kraus-Anderson | Booth 217

Mike Jankowski

Madison, WI

608-838-5444 | mike.jankowski@krausanderson.com

krausanderson.com

Products/services: Construction management, general contractor

Kueny Architects, LLC | Booth 308

Jon Wallenkamp

Pleasant Prairie, WI

262-857-8101 | jonw@kuenyarch.com

kuenyarch.com

Products/services: Full-service architectural and design company

Lighting Design Solutions | Booth 202

Hartland, WI

262-626-4166 | peggy.a@lightingdesignsolutions.com
lightingdesignsolutions.com

Products/services: Lighting and controls design and distribution

Market & Johnson | Booth 421

Jen Sonnentag

Eau Claire, WI

715-834-1213 | jsonnentag@market-johnson.com
market-johnson.com/markets

Products/services: General contractor and construction management

Maximus | Booth 420

Lucas L Williamson

Springfield, IL

217-789-0041 | lucaswilliamson@maximus.com
maximus.com

Products/services: Governmental cost allocation services and systems

Miron Construction Co., Inc. | Booth 211

Sami Jo Franko

Neenah, WI

920-969-7000 | samijo.franko@miron-construction.com
miron-construction.com

Products/services: Construction management, design-build, and general construction services

Motorola Solutions | Booth 424

Derek P DiPietro

Sussex, WI

262-666-2756 | derek.dipietro@motorolasolutions.com
motorolasolutions.com

Products/services: Mission-critical communications and public safety software

National Association of Counties (NACo) | Booth 201

John Losh

Washington, DC

888-407-6226 | Membership@naco.org
naco.org

Products/services: Membership. We are passionate about advancing excellence in public service to help people and places thrive across America.

National CooperativeRx | Booth 317

Matt Dengel

Madison, WI

608-204-9479 | info@nationalcooperativerx.com
nationalcooperativerx.com

Products/services: Prescription benefits

OpenGov Inc. | Booth 509

Christine Spiel

San Jose, CA

215-946-1880 | cspiel@opengov.com

opengov.com

Products/services: Budgeting and planning, citizen services, financials, reporting and transparency

OpenMeeting Technologies | Booth 302

Sue Ann Heck

Saint Cloud, MN

320-249-0555 | customer.relations@openmeetingtech.com

openmeetingtech.com

Products/services: Local government meeting platform

PACE Wisconsin | Booth 423

Kimberly Johnston

Madison, WI

608-729-6900 | kjohnston@slipstreaminc.org

pacewi.org

Products/services: Long-term, fixed-rate and green financing

PFM Financial Advisors LLC | Booth 504

Kristin Hanson

Milwaukee, WI

612-655-4768 | hansonk@pfm.com

pfm.com

Products/services: Financial advisory, consulting, financial planning, alternative finance, and specialized services

PMA Financial Network | Booth 407

Brian Della

Milwaukee, WI

414-225-0099 | bdella@pmanetwork.com

pmanetwork.com

Products/services: Investment solutions and municipal advisory

Potter Lawson, Inc | Booth 608

Rebecca Prochaska

Madison, WI

608-274-2741 | rebeccap@potterlawson.com

potterlawson.com

Products/services: Architecture, master planning, interior design

Premier Gunitite | Booth 610

Travis McNamara

Holcombe, WI

715-215-0051 | travis@premiergunitellc.com

premiergunitellc.com

Products/services: Concrete restoration

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Professional Dairy Producers | Booth 320

Emily Franke

Juneau, WI

800-947-7379 | mail@pdpw.org

pdpw.org

Products/services: Train and develop dairy producers, stakeholders, consumers and other industry influencers

Public Administration Associates | Booth 630

David Bretl

Milwaukee, WI

414-350-3328 | bretld.paa@gmail.com

public-administration.com

Products/services: Executive recruitment, interim management and municipal studies

Purple Wave Auction | Booth 614

Bridget Hoover

Manhattan, KS

866-608-9283 | association@purplewave.com

purplewave.com

Products/services: Online auction company

Quarles | (No Booth)

Jess Kaye

Milwaukee, WI

414-277-5758 | jessica.kaye@quarles.com

quarles.com

Products/services: Legal services

R.A. Smith, Inc. | Booth 507

Jeff Mazanec

Brookfield, WI

262-781-1000 | jeff.mazanec@rasmith.com

rasmith.com

Products/services: Multi-disciplinary consulting firm

REALiving | Booth 425

April Solberg

Chippewa Falls, WI

855-233-1048 | info@REALiving.com

realiving.com

Products/services: Employee Achievement Program provider

Rx Destroyer | Booth 305

Alycia Daceno

East Troy, WI

262-299-7372 | Alycia.Daceno@rxdestroyer.com

rxdestroyer.com

Products/services: Pharmaceutical waste disposal

Sauk County | Booth 200

Melanie Platt-Gibson

Baraboo, WI

608-355-3274 | info@saukcountywi.gov

co.sauk.wi.us

Products/services: Host county. It's here that industry and ingenuity are born and harvested, and where Mother Nature's wonders made it all possible.

Scott Construction Inc. | Booth 511

Chase Brockman

Wisconsin Rapids, WI

715-213-9547 | cbrockman@scottconstruct.com

scottconstructioninc.com

Products/services: Asphalt surfacing and maintenance

Senior Medicare Patrol | Booth 218

Ingrid Kunding

Madison, WI

608-332-4864 | ingrid.kunding@gwaar.org

smpwi.org

Products/services: Information/resources about Medicare fraud, errors and abuse

STR-SEG | Booth 616

John Hoenick

Menomonee Falls, WI

262-229-4916 | sales@str-seg.com

str-seg.com

Products/services: Consulting engineers providing design solutions for roofs, walls/windows and hardscape

SUCCESSIONapp | Booth 121

Yvonne Evers

Madison, WI

608-416-5440 | yvonne@successionapp.com

successionapp.com

Products/services: Board and management succession planning

The Alliance | Booth 303

Parker Talbot

Madison, WI

608-210-6638 | ptalbot@the-alliance.org

the-alliance.org

Products/services: Help self-funded employers control costs and unlock access to health care for employees and their families

The Garland Company, Inc. | Booth 517

Brandy Thomas

Cleveland, OH

216-641-7500 | bthomas@garlandind.com

garlandco.com

Products/services: High-performance roofing and building envelope solutions

The Samuels Group | Booth 418

Kaia Glenn

Wausau, WI

715-350-9346 | kglenn@samuelsgroup.net

samuelsgroup.net

Products/services: General contractor, construction management

Trane | Booth 115

Diane Norante

Milwaukee, WI

414-266-5200 | diane.norante@trane.com

trane.com

Products/services: World leader in air conditioning systems, services and solutions

UMR | Booth 402

Brian Baxter

Milwaukee, WI

414-443-4759 | brian_j_baxter@umr.com

umr.com

Products/services: Health plan administration

Unite Us | Booth 119

Tim Coughlin

414-253-7975 | tim.coughlin@uniteus.com

uniteus.com

Products/services: Technology that connects health and social care through innovative communications software

UW-Madison Division of Extension | Booth 216

Matthew Call

Madison, WI

608-262-7495 | mcall@wisc.edu

extension.wisc.edu

Products/services: Extension services for community outreach and practical solutions based on university research

UW-Madison Division of Extension - Local Government Leadership Programs | Booth 221

Elizabeth McCrank

Madison, WI

715-436-0704 | elizabeth.mccrank@wisc.edu

wisc.edu

Products/services: Educational programming

Venture Architects | Booth 521

Cory Beyer

Milwaukee, WI

414-271-3359 | info@ventarch.com

ventarch.com

Products/services: Justice planners, architects, engineers



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22 E. Mifflin Street, Suite 900
Madison, WI 53703
608.222-8520 • www.wcasi.com

WCA Group Health Trust | Booth 403

Trina Kiefer; Michael Lamont

Madison, WI

262-399-8860 | trina.kiefer@charlestaylor.com;

lamont@wicounties.org

wcaght.org

Products/services: Health, dental and vision benefits coverage; prescription drug card options; wellness programs; and self-insurance options

WCA Services, Inc. | Booth 516

Michael Lamont

Madison, WI

608-222-8520 | lamont@wicounties.org

wcasi.com

Products/services: Local government services

Wisconsin Airport Management Association | Booth 107

Debby Jackson

Eau Claire, WI

608-513-9413 | director@wiama.org

wiama.org

Products/services: Promote aviation safety

Wisconsin Association of Campground Owners | Booth 300

Tina Severson

Ettrick, WI

608-386-3673 | tina@seversonandassociates.com

wisconsincampgrounds.com

Products/services: To promote and protect the camping experience

Wisconsin Board of Commissioners of Public Lands | Booth 602

Rich Sneider

Madison, WI

608-572-1611 | rich.sneider@wisconsin.gov

bcpl.wisconsin.gov

Products/services: BCPL state trust fund loan program

Wisconsin Bus Sales | Booth Outside*

Patrick Wilson

DeForest, WI

608-846-0776 | patrick.wilson2@coxautoinc.com

wisconsinbussales.com

Products/services: Busing services (*See page 71)

Wisconsin Child Support Enforcement Association | Booth 210

Brent J Vruwink

Wisconsin Rapids, WI

715-213-3300 | brent.vruwink@woodcountywi.gov

wcsea.org

Products/services: Child support services

Wisconsin Clean Cities | Booth 225

Lorrie Lisek

Milwaukee, WI

414-221-4958 | lorrie.lisek@wicleancities.org

wicleancities.org

Products/services: Energy security through fuel-saving technologies and practices

Wisconsin Conservative Energy Forum | Booth 629

Yunny Youm

Madison, WI

608-210-3401 | info@wiscef.org

wiscef.org

Products/services: Conservative conversation about Wisconsin's energy future

Wisconsin Counties Association | Registration East

Mark D. O'Connell

Madison, WI

608-663-7188 | mail@wicounties.org

wicounties.org

Products/services: Protect county interests and further better county government

Wisconsin County Forests Association | Booth 219

Rebekah Luedtke

Merrill, WI

715-539-1097 | rebekah@wisconsincountyforests.com

wisconsincountyforests.com

Products/services: Issues, programs and policies affecting county forests

Wisconsin County Highway Association | Booth 103

Patrick Vander Sanden

Columbus, WI

920-630-0111 | info@wiscohwy.org

wiscohwy.org

Products/services: Association of county highway commissioners and highway committee/public works committee county board representatives

Wisconsin County Mutual Insurance Corporation | Booth 502

John Dirkse; Michael Lamont

Madison, WI

608-663-7188 | john.dirkse@charlestaylor.com;

lamont@wicounties.org

wisconsincountymutual.org

Products/services: General and auto liability, public official errors, omissions and worker's compensation, nursing home liability, and owner-direct insurance

Wisconsin County Mutual Insurance Corporation – Firearms Simulator | Booths 505, 604

Josh Dirkse

Brookfield, WI

262-389-8347 | josh.dirkse@charlestaylor.com

wisconsincountymutual.org

Products/services: Simulation and realistic use-of-force training for law enforcement

Wisconsin County Surveyors Association | Booth 101

Ryan Duckart

Green Bay, WI

920-448-4493 | ryan.duckart@browncountywi.gov

Products/services: Association of county surveyors

**Wisconsin County Treasurers' Association |
Booth 322**

Sifia Jevne

Menomonie, WI

608-355-3277 | ajevne@co.dunn.wi.us

wicountytreasurers.com

Products/services: Duties/responsibilities of county treasurers

**Wisconsin Deferred Compensation Program |
Booth 628**

Ana Rocha Bonjour

Madison, WI

877-457-9327 | wdc_office@empower.com

wdc457.org

Products/services: Supplemental retirement savings plan

**Wisconsin Department of Administration |
Booth 422**

Dawn Vick

Madison, WI

608-266-7043 | dawn.vick@wisconsin.gov

doa.wi.gov

Products/services: Support land use planning, land information and records modernization, municipal boundary review, plat review, demography, and coastal management programs

Wisconsin Land Information Association | Booth 622

Ann Barrett

Wild Rose, WI

800-344-0421 | admin@wlia.org

wlia.org

Products/services: Educate and share the development and use of integrated land information systems

**Wisconsin Municipal Mutual Insurance Company |
Booth 631**

Tanoea Norman

Madison, WI

608-246-3336 | wmmic@wmmic.com

wmmic.com

Products/services: Liability insurance and worker's compensation TPA services



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Wisconsin Public Finance Professionals, LLC |

Booth 522

Carol Wirth

Brookfield, WI

414-434-9644 | contact@wipublicfinance.com

wipublicfinance.com

Products/services: Independent municipal advisor

Wisconsin Register of Deeds Association | Booth 111

Renee Miller

Marinette, WI

715-732-7555 | rmmiller@marinettecounty.com

wrdaonline.org

Products/services: Files, records and issues instruments and documents of significance to the community as a whole and its individual citizens

Wisconsin Rural Partners | Booth 520

Megan Purtell

Madison, WI

608-358-8458 | wisruralpartners@gmail.com

wiruralpartners.org

Products/services: Rural development

Wisconsin Society of Land Surveyors | Booth 325

Bob Welch

Madison, WI

608-819-0150 | info@wsls.org

wsls.org

Products/services: Land surveying issues

Wisconsin Surplus Online Auction | Booth 220

Caitlin Frisch

Mount Horeb, WI

608-437-2001 | Bid@WisconsinSurplus.com

wisconsinsurplus.com

Products/services: Auction services

Wisconsin Tubing, LLC | Booth 109

Linda Mullins

Omro, WI

920-685-2711 | andyf@witubing.com

witubing.com

Products/services: Manufacture and supply water drainage products within the residential, commercial, agricultural and industrial markets

Wisconsin Women in Government | Booth 323

Chelsea Shanks

Madison, WI

608-225-3014 | WWIGquestions@gmail.com

wiscwomeningovernment.org

Products/services: Professional enrichment

SPONSORS/EXHIBITORS BY BOOTH NUMBER

(FOR A LIST BY COMPANY NAME, SEE PAGE 47)

Booth	Company Name
101	Wisconsin County Surveyors Association
103	Wisconsin County Highway Association
105	Exodus Transitional Care Facility
107	Wisconsin Airport Management Association
109	Wisconsin Tubing, LLC
111	Wisconsin Register of Deeds Association
115	Trane
117	Enterprise Fleet Management
119	Unite Us
121	SUCCESSIONapp
123	Bug Tussel Wireless
125	Amazon Business for Government
200	Sauk County
201	National Association of Counties (NACo)
202	Lighting Design Solutions
203	Eagle Point Solar
204	Baker Tilly
205	Abilita
206	FleetGenius Compactor Solutions
207	CVSOA of Wisconsin
208	ISG
209	Holtger Bros., Inc.
210	Wisconsin Child Support Enforcement Association
211	Miron Construction Co., Inc.
214	AllPaid (formerly GovPayNet)
215	Balestrieri Environmental
216	UW-Madison Division of Extension
217	Kraus-Anderson
218	Senior Medicare Patrol
219	Wisconsin County Forests Association
220	Wisconsin Surplus Online Auction

Booth	Company Name
221	UW-Madison Division of Extension – Local Government Leadership Programs
222	Graphic House, Inc.
223	Biodiesel
224	GIPAW
225	Wisconsin Clean Cities
300	Wisconsin Association of Campground Owners
301	All of Us Research Program
302	OpenMeeting Technologies
303	The Alliance
304	Command Central
305	Rx Destroyer
306	AAA Insurance and Travel
307	Charter Communications
308	Kueny Architects, LLC
310	Kraemer Brothers
314	KerberRose SC
316	Excel Engineering
317	National CooperativeRx
318	Acrow Bridge
319	Election Systems & Software
320	Professional Dairy Producers
321	Construction Business Group
322	Wisconsin County Treasurers' Association
323	Wisconsin Women in Government
324	Hansen Auction Group, LLC
325	Wisconsin Society of Land Surveyors
400	Deterra Drug Deactivation & Disposal System
401, 500	Aegis, LLC – A Charles Taylor Company
402	UMR
403	WCA Group Health Trust
404	Ehlers
405	Diversified Services Network, Inc.
406	Enbridge Energy
407	PMA Financial Network
416	ATC

Continued on page 70

SPONSORS/EXHIBITORS BY BOOTH NUMBER

(FOR A LIST BY COMPANY NAME, SEE PAGE 47)

Booth	Company Name
417	Google
418	The Samuels Group
419	Baird
420	Maximus
421	Market & Johnson
422	Wisconsin Department of Administration
423	PACE Wisconsin
424	Motorola Solutions
425	REALiving
502	Wisconsin County Mutual Insurance Corporation
504	PFM Financial Advisors LLC
505, 604	WCMIC – Firearms Simulator
506	Attolles Law, s.c.
507	R.A. Smith, Inc.
509	OpenGov Inc.
511	Scott Construction Inc.
516	WCA Services, Inc.
517	The Garland Company, Inc.
518	Advantage Group
519	Constellation
520	Wisconsin Rural Partners
521	Venture Architects
522	Wisconsin Public Finance Professionals, LLC
523	Barron County Waste to Energy
524	ATTIC Correctional Services, Inc.
525	Association of Wisconsin Regional Planning Commissions
602	Wisconsin Board of Commissioners of Public Lands
606	Focus on Energy
608	Potter Lawson, Inc
610	Premier Gunite
614	Purple Wave Auction

Booth	Company Name
615	Discover Mediaworks
616	STR-SEG
618	American Promise
620	Ayres
622	Wisconsin Land Information Association
624	Concordia University WI
628	Wisconsin Deferred Compensation Program
629	Wisconsin Conservative Energy Forum
630	Public Administration Associates
631	Wisconsin Municipal Mutual Insurance Company
634	Ethoplex Internet
635	Huntington Bank
632, 633, 636, 637	See online exhibit hall information for details
Outside*	Enbridge Safest Way Tour
Outside*	Wisconsin Bus Sales

Stop by registration to visit the Wisconsin Counties Association.

*Outside Exhibits

During exhibit hall hours on Monday, step outside to the parking lot by the *Africa Ballroom Foyer* to visit:

Enbridge's Safest Way Tour Stop

See, touch and even sign a 34-foot pipe similar to what will be used in the Enbridge Line 5 relocation project in Bayfield, Ashland and Iron counties.

Learn more about Line 5, which carries fuel that is refined into gas, diesel, propane and other products vital to our state and region.

Wisconsin Bus Sales Exhibit

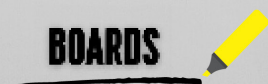
Did you know the fuel costs of propane buses are 50% less than diesel and they don't need expensive filters and fluids? While reducing emissions by up to 96%, propane buses are easy to integrate into existing fleet operations with minimal training.

Visit the Wisconsin Bus Sales exhibit to learn more about how to reduce transit operational costs and emissions while improving the rider experience.



MEMBER BOARDS

BOARDS



Wisconsin Counties Association
Wisconsin County Mutual Insurance Corporation
Community Insurance Corporation
WCA Group Health Trust
WCA Services, Inc.

MEMBER BOARDS

Wisconsin Counties Association

Executive Committee

- ♦ Chair: Lance Pliml, Wood County
- ♦ Vice-Chair: Marty Krueger, Sauk County
- ♦ Second Vice-Chair: Jonathan Delagrave, Racine County
- ♦ Secretary-Treasurer: Alice Connors, Calumet County
- ♦ NACo Director: Kurt Gibbs, Marathon County

Directors

East Central District

- ♦ James Brey, Manitowoc County
- ♦ Thomas Wegner, Sheboygan County

North Central District

- ♦ Allen Haga, Portage County
- ♦ Lance Pliml, Wood County

Northwest District

- ♦ Jim Metz, Taylor County
- ♦ Donald Taylor, Burnett County

Southeast District

- ♦ Paul Decker, Waukesha County
- ♦ Jonathan Delagrave, Racine County
- ♦ Marcelia Nicholson, Milwaukee County
- ♦ Sequanna Taylor, Milwaukee County
- ♦ Lee Schlenvogt, Ozaukee County

West Central District

- ♦ Louie Okey, Barron County
- ♦ Gary Stene, Dunn County

Western District

- ♦ Cedric Schnitzler, Monroe County
- ♦ John West, Adams County

Audit Committee

- ♦ Marty Krueger, Sauk County (chair)
- ♦ Alice Connors, Calumet County
- ♦ Russ Fisher, Oneida County
- ♦ Wayne Hendrickson, Clark County

Southern District

- ♦ David Frohling, Dodge County
- ♦ Marty Krueger, Sauk County
- ♦ Robert Keeney, Grant County

County Executive

- ♦ Troy Streckenbach, Brown County

NACo Director

- ♦ Kurt Gibbs, Marathon County

Diversity Appointments

- ♦ Alice Connors, Calumet County
- ♦ Willie Johnson, Jr., Milwaukee County

Constitutional Officers

- ♦ Penny Carter, Forest County
- ♦ Nate Dreckman, Grant County
- ♦ Lisa Freiberg, Fond du Lac County
- ♦ Staci Hoffman, Jefferson County
- ♦ Michael Schlaak, Calumet County

- ♦ Monica Kruse, La Crosse County
- ♦ Staci Hoffman, Jefferson County
- ♦ Lance Pliml, Wood County
- ♦ Michael Schlaak, Calumet County
- ♦ Randy Tatur, Rusk County

MEMBER BOARDS

Resolutions Committee

- ♦ Jonathan Delagrave, Racine County (chair)
- ♦ John Aasen, Trempealeau County
- ♦ Patrick Buckley, Brown County
- ♦ William Clendenning, Wood County
- ♦ Kenneth Depperman, Fond du Lac County
- ♦ Charles Farrey, Winnebago County
- ♦ David Frohling, Dodge County
- ♦ Kari Ives, Chippewa County
- ♦ Robert Keeney, Grant County
- ♦ Vernon Koch, Sheboygan County
- ♦ David Lienau, Door County
- ♦ Felesia Martin, Milwaukee County
- ♦ Kelly McCullough, Dunn County
- ♦ John Meyers, Iowa County
- ♦ Louie Okey, Barron County
- ♦ Joe Pinardi, Iron County
- ♦ Chris Polzer, Columbia County
- ♦ Lee Schlenvogt, Ozaukee County
- ♦ Cedric Schnitzler, Monroe County
- ♦ Alan Sleeter, Oconto County
- ♦ Donald Taylor, Burnett County

Community Insurance Corporation

Officers

- ♦ Chair: Gerald Derr, Town of Bristol
- ♦ Vice-Chair: Willie Johnson, Jr., Milwaukee County
- ♦ Secretary-Treasurer: Thomas Wegner, Sheboygan County
- ♦ Assistant Secretary: Michael Lamont, WCA

Directors

County Representatives

- ♦ Ted Cushing, Oneida County
- ♦ Jerry Erdmann, Shawano County
- ♦ Willie Johnson, Jr., Milwaukee County
- ♦ Jim Metz, Taylor County

- ♦ Thomas Wegner, Sheboygan County

Municipal Representatives

- ♦ Gerald Derr, Town of Bristol
- ♦ Larry Oehmichen, Town of Colby

WCA Services, Inc.

Officers

- ♦ Chair: Steve Dickinsen
- ♦ Vice-Chair: Gerald Derr
- ♦ Secretary: Dan Chadwick
- ♦ Treasurer: Lisa Rose

Directors

- ♦ J. Michael Blaska
- ♦ Dan Chadwick
- ♦ Gerald Derr
- ♦ Steve Dickinsen
- ♦ Craig Grinde
- ♦ Shirley Holman
- ♦ George Lightbourn
- ♦ Dennis O'Loughlin
- ♦ William Peterson
- ♦ Lisa Rose
- ♦ Lee Rymer

Wisconsin County Mutual Insurance Corporation

Officers

- ◆ President: Willie Johnson, Jr., Milwaukee County
- ◆ Vice-President: Lance Pliml, Wood County
- ◆ Secretary-Treasurer: Thomas Wegner, Sheboygan County
- ◆ Assistant Secretary: Michael Lamont, WCA

Directors

Southeast District

- ◆ Willie Johnson, Jr., Milwaukee County
- ◆ Lee Schlenvogt, Ozaukee County

East Central District

- ◆ David Albrecht, Winnebago County
- ◆ Alice Connors, Calumet County
- ◆ Thomas Wegner, Sheboygan County

North Central District

- ◆ Ted Cushing, Oneida County
- ◆ Jerry Erdmann, Shawano County
- ◆ Dick Koeppen, Waupaca County
- ◆ Lance Pliml, Wood County
- ◆ Bill Voight, Wood County

Northwest District

- ◆ Jim Metz, Taylor County
- ◆ Jim Paden, Burnett County

West Central District

- ◆ Wayne Hendrickson, Clark County
- ◆ Louie Okey, Barron County

Western District

- ◆ Cedric Schnitzler, Monroe County
- ◆ John West, Adams County

Southern District

- ◆ Michael Furgal, Green County
- ◆ Marty Krueger, Sauk County

Advisory Members

- ◆ Gerald Derr, Town of Bristol
- ◆ Larry Oehmichen, Town of Colby

WCA Group Health Trust

Officers

- ◆ Chair: Thomas Wegner, Sheboygan County
- ◆ Vice-Chair: Kurt Gibbs, Marathon County
- ◆ Secretary: Lynn Gomez, Waukesha Water Utility
- ◆ Assistant Secretary: Michael Lamont, WCA

Directors

- | | |
|--------------------------------------|-----------------------------------|
| ◆ Kurt Gibbs, Marathon County | ◆ Lee Schlenvogt, Ozaukee County |
| ◆ Lynn Gomez, Waukesha Water Utility | ◆ Donald Taylor, Burnett County |
| ◆ Jim Metz, Taylor County | ◆ Thomas Wegner, Sheboygan County |
| ◆ Kim Pytleski, Oconto County | ◆ John West, Adams County |

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GHT

WCA Group Health Trust

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EXHIBIT HALL AFRICA BALLROOM EAST

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PHOTO
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CYBER Cafe

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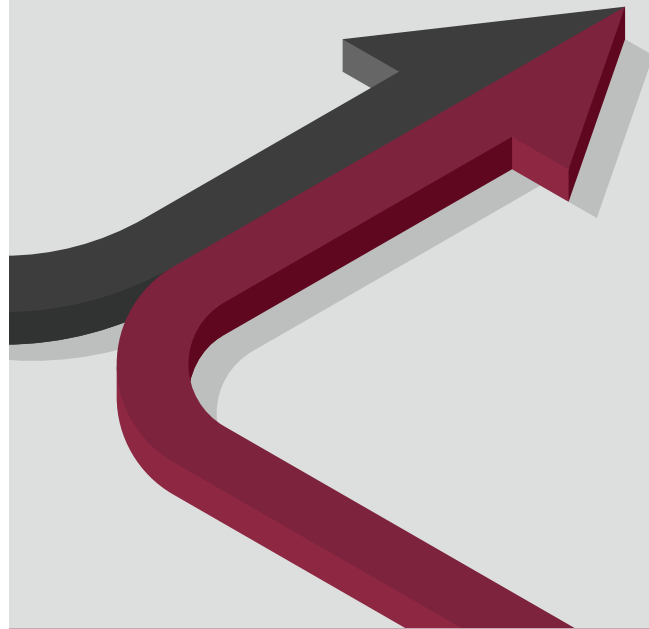
Brian Della
Director,
Public Finance



Josh Barbian
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