

Wisconsin Counties Association

# 2024 ANNUAL CONFERENCE

*& Exhibit Hall*



**September 22-24, 2024**

La Crosse Center

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SOUTH HALL | 1ST & 3RD FLOORS



South  
Ballrooms |  
3rd Floor



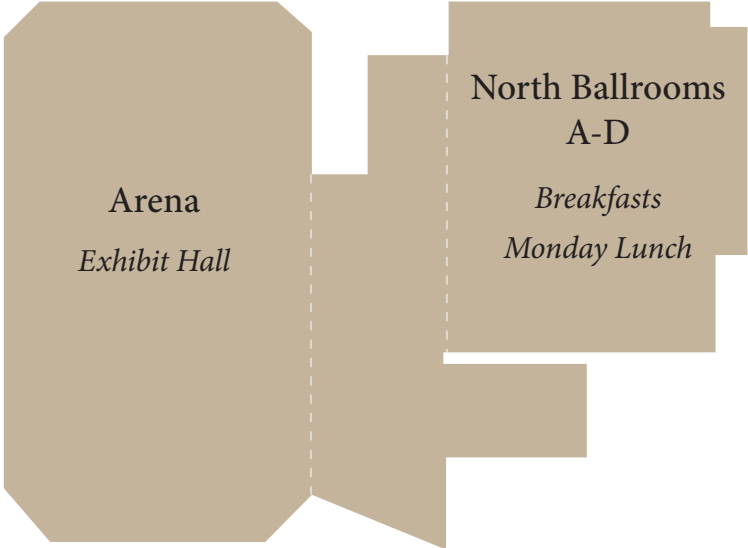
South Hall A | 1st Floor

*General Sessions*

*WCA Dinner*

*Monday Aegis Reception*

NORTH HALL | 1ST FLOOR



Arena

*Exhibit Hall*

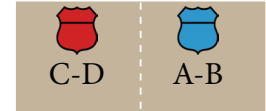
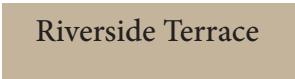
North Ballrooms  
A-D

*Breakfasts*

*Monday Lunch*

LA CROSSE  
CENTER

RIVERSIDE HALL | 4TH FLOOR



Riverside  
Meeting Rooms

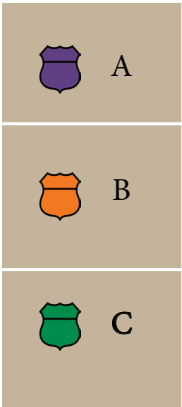
*Workshops*

Riverside Hallway

*Sunday Aegis & WACO  
Receptions*

Riverside  
Ballrooms

*Annual  
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Meeting &  
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*Thank you sponsors!*

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**county**  
**MUTUAL**



## GENERAL INFORMATION

**HIGHLIGHTS**



Welcome to La Crosse County  
General Information  
County-Related Meetings



# WELCOME TO LA CROSSE COUNTY 2024 WCA Annual Conference



Tina Tryggstad  
La Crosse  
County  
Board Chair

It is my honor to welcome you to La Crosse County! Here on Wisconsin’s beautiful west coast, we have a lot to celebrate, and I look forward to showcasing our county and region.

Our tourism industry in La Crosse County, and all across Wisconsin, is on the march, bringing \$307 million in direct spending to the county in 2023 and generating an economic impact of \$25 billion statewide. Counties have a central role in that success story, which we will celebrate together at this year’s conference.

In May, we welcomed the inaugural trip of Amtrak’s Borealis passenger rail service to La Crosse, a great example of cooperation between federal agencies and state and local governments. The service promises to have a positive economic impact all along its journey from the Twin Cities through Wisconsin to Chicago.

Another example of collaborative effort that will benefit many counties, especially along Wisconsin’s western edge, is the Mississippi River Trail, a national bicycle route that will take cyclists down the length of the Mississippi River to the Gulf of Mexico.

It’s not all good news, of course. Counties face many common challenges, from shortages of affordable child care, housing, and elder care, to how to maintain infrastructure at the level our communities need to thrive. I hope to learn more during the conference about innovative ways counties are confronting these challenges.



Photo credit: Dave Jonasen, La Crosse County. Submitted for the 2023 Discover Wisconsin photo contest sponsored by the WCA.

In La Crosse County, we are working on a \$20 million project to transform our county-owned nursing home into a hub for community services, with a skilled nursing facility, a community-based residential facility, and an intergenerational day center (care for elders and children in an integrated setting), along with other innovative housing solutions. We are also excited about Pathways Home, part of our joint city-county homelessness plan, which is just getting off the ground.

During your stay in La Crosse, we hope you get the opportunity to enjoy our thriving downtown, filled with excellent restaurants, bars and stores. Recreational opportunities abound in the bluffs and rivers that make our county unique, including world-class mountain biking, trout fishing and hiking. Our county is a magical place, and we hope you get to enjoy some of what makes it so special.

Finally, on behalf of the La Crosse County Board and county staff, I want to thank WCA staff for their work planning this year’s conference. The collaboration that WCA enables will guide our counties to continued success.

Save the Date!  
2025 WCA Annual Conference  
Sept. 21-23, 2025 | SAUK COUNTY

## GENERAL INFORMATION

### 2024 WCA Annual Conference

All official conference meetings and activities are in the La Crosse Center.

#### Registration | *Riverside Hall Entrance*

- Sunday, Sept. 22: 1 - 5:30 p.m.
- Monday, Sept. 23: 6:45 a.m. - 5 p.m.
- Tuesday, Sept. 24: 6:45 - 10:30 a.m.

#### Name Badges

All conference participants must register and wear name badges for admission to the exhibit hall, social events and workshops. Your name badge is your ticket for breakfasts and lunches. 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, exhibit hall floor plan more, right at your fingertips.



WCACONFERENCE.COM

#### Complimentary Shuttle Service

Use the main entrance of the La Crosse Center to access the shuttle on Monday and Tuesday. It runs between most participating hotels and the La Crosse Center. Stop by the WCA registration desk for a schedule.

#### WiFi Information

Complimentary WiFi password: wcacon24

#### Smoking Policy

The La Crosse Center is a non-smoking establishment.

#### Cell Phone Policy

Please turn off or silence cell phones while attending all events.



## UMR is proud to sponsor the Wisconsin County Association Conference

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Continued on page 9

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WCA Group Health Trust  
[wcaght.org](http://wcaght.org)

### Exhibit Hall – Monday Only!

The Exhibit Hall is open on Monday, Sept. 23,  
9 a.m. - 6 p.m. in the *North Hall Arena*.

### Fueling Station in Exhibit Hall

Stop by the Fueling Station to charge your device  
and recharge yourself with a cup of coffee!

### Refreshment Stations

Refreshment stations are available on Monday in  
the Exhibit Hall Fueling Station and on Tuesday  
outside *Riverside Hall Ballrooms A-C*. Water stations  
are also in the workshop rooms.

### Emergency Information

- Gunderson Lutheran Medical Center,  
1900 South Ave, La Crosse, 608-782-7300
- Mayo Clinic Health System,  
700 West Ave S, La Crosse, 608-785-0940

### Follow the WCA on Social Media at #wcaconf

X: @wiscounties

Facebook: Search “Wisconsin Counties Association”

LinkedIn: WCA:Wisconsin Counties Association

YouTube: Wisconsin Counties

Example: “Participated in an interesting workshop  
today about easing the housing shortage at the 2024  
WCA Annual Conference in La Crosse County.  
#wcaconf”

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## COUNTY-RELATED MEETINGS

### Monday, Sept. 23

- ♦ 7:45 - 9:45 a.m.  
Wisconsin County Executives and  
Administrators Association  
*South Ballroom B*
- ♦ 8 a.m. - 5 p.m.  
Wisconsin County Clerks Association  
*South Ballroom C*

### Tuesday, Sept. 24

- ♦ 8 a.m. - 4:30 p.m.  
Wisconsin Association of County  
Corporation Counsel  
*South Ballroom A*
- ♦ 8 a.m. - 1 p.m.  
Wisconsin County Clerks Association  
*South Ballroom C*

### La Crosse County Charity Donation

In recognition of La Crosse County hosting the WCA 2024 Annual Conference, a \$500 contribution has been made to the WAFER Food Pantry.

The largest food pantry in La Crosse County, WAFER is committed to addressing hunger while treating each person with dignity.

Serving over 1,500 families (about 3,000 people) monthly, WAFER helped nearly 39,000 individuals and distributed 19,478 food packages in 2023, providing 4-5 days of food per person, totaling 1.5 million meals.



*Thank you sponsors!*

**WCA ELITE**



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**SUNDAY  
SEPTEMBER 22**

**HIGHLIGHTS** 

Registration Opens  
2024 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](mailto:teri.hatchell@charter.com)

**Spectrum**

## SUNDAY REGISTRATION & WCA ANNUAL BUSINESS MEETING

1 - 5:30 p.m.

### **Registration**

*Riverside Hall Entrance*

3 p.m.

### **Credentials Pickup**

(For the 2024 WCA Annual Business Meeting)

*Riverside Hall Ballroom A*

3:30 p.m.

### **2024 WCA Annual Business Meeting**

*Riverside Hall Ballroom A*



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. 17, 2023 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

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## SUNDAY EVENING EVENTS

### Dinner On Your Own

**5 - 7 p.m. | WACO Hospitality Suite**  
*Riverside Hall, 4th Floor (including Riverside Terrace)*

Join the Wisconsin Association of Campground Owners for a fun night of trivia featuring Packers greats — Gilbert Brown, Eugene Robinson and Santana Dotson. The evening will include appetizers, beverages and a cash bar. Prizes include autographed sports memorabilia with other goodies, and we'll save time for photo opportunities!



**7 - 11 p.m. | Aegis Hospitality Suite**  
*Riverside Hall, 4th Floor (including Riverside Terrace)*

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## JOIN AEGIS FOR A DUELING PIANOS PARTY!

**SUNDAY, SEPTEMBER 22, 2024**

LACROSSE CENTER  
RIVERSIDE HALL (4TH FLOOR)  
**7:00 PM - 11:00 PM**



**FEATURING**

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**MONDAY  
SEPTEMBER 23**



Exhibit Hall  
Opening General Assembly  
Morning & Afternoon Workshops  
Breakfast, Lunch & WCA Dinner





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## MONDAY, SEPT. 23

### OVERVIEW

6:45 a.m. - 5 p.m. | **Registration**

*Riverside Hall Entrance*

7 - 7:45 a.m. | **Breakfast**

*North Hall A-D*

8 - 9 a.m. | **Workshops**

*Riverside Hall*

9 a.m. - 6 p.m. | **Exhibit Hall**

(see page 45 for highlights)

*North Hall Arena*

10 a.m. - 12 p.m. | **Opening General Assembly**

*South Hall A*

10 a.m. - 1:30 p.m. | **Spouse/Guest Tour**  
**Norskadalen Nature and Heritage Center**

Sign-up required. Registered tour guests: Check in near the WCA registration desk at 10 a.m. for a 10:15 a.m. departure.

12 - 1 p.m. | **Exhibitor Luncheon**

*North Hall A-D*

1 - 2 p.m. | **Workshops**

*Riverside Hall*

2:15 - 3:15 p.m. | **Workshops**

*Riverside Hall*

3:30 - 4:30 p.m. | **Workshops**

*Riverside Hall*

4:30 - 6 p.m. |

**Exhibitor Reception**

*North Hall Arena*

Sponsored by:



6 - 7:30 p.m. | **WCA Dinner**

(Ticket required,  
seated dinner)

*South Hall A*

Sponsored by:



7:30 - 11 p.m. | **Aegis Hospitality Suite**

*South Hall A*

Entertainment by

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# MONDAY

## MORNING WORKSHOPS

8 - 9 a.m.



### **When “Spirited Debate” Crosses the Line: What Can You Do?** *Riverside Hall Ballroom A*

County board meetings are supposed to be a forum for vigorous debate on significant policy issues. But what happens when the debate turns ugly? Is there any way to stop bad behavior? Join us as we explore the mechanisms available to enforce rules of decorum.

**Speakers:** Ben Conard, Attorney, Attolles Law, s.c.; Matt Thome, Attorney, Attolles Law, s.c.

**Moderator:** Vern Koch, County Board Supervisor, Sheboygan County



### **Strengthening Community Health: Strategies in State and Local Health Department Collaborations** *Riverside Hall Ballroom B*

Wisconsin’s state and local health departments play a critical role in the health, safety and economic prosperity of county government. Learn how they, along with other partners, have worked to invest in our public health workforce to support local community health initiatives that improve our health outcomes and better integrate initiatives and programming.

**Speakers:** Jamie Michael, Association Director, Wisconsin Association of Local Health Departments and Boards; Paula Tran, State Health Officer, Wisconsin Department of Health Services

**Moderator:** Kari Ives, County Board Supervisor, Chippewa County



### **County Land and Water Conservation Districts: Professional, Proven and Pioneering** *Riverside Hall Ballroom C*

County land and water conservation departments are leaders in conserving Wisconsin’s resources and enhancing communities. Learn how Wisconsin’s county-led conservation structure is unique nationally and hear about selected projects and examples from around the state that highlight the invaluable work of these professionals.

**Speaker:** Matt Krueger, Executive Director, Wisconsin Land+Water

**Moderator:** Kurt Gibbs, County Board Chair, Marathon County



### **Town Withdrawal from County Zoning: What You Need to Know** *Riverside Hall Meeting Room AB*

Wait... what? Any town may now remove itself from county zoning? Yes, but the new law is intended to promote productive discussion and include safeguards and restrictions to ensure the proper zoning components are in place if a town opts out. Join us for an in-depth discussion of the implications of the new zoning law, possible challenges, and strategies to ensure a smooth transition.

**Speaker:** Rebecca J. Roeker, Attorney, Attolles Law, s.c.

**Moderator:** Dave Frohling, County Board Chair, Dodge County



### **The Role of Constitutional Officers: Why Does it Matter? (Hint: It Matters a Lot!)** *Riverside Hall Meeting Room CD*

Constitutional officers play an important role in Wisconsin’s history and their importance continues to this day. But how constitutional officers fit into the county organizational structure is not always clear, which can lead to misconceptions and, at times, disputes. Join us for an in-depth look at the roles and responsibilities of constitutional officers in county government and the steps your county can take to ensure the effective and efficient delivery of the important services they provide.

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

**Moderator:** Staci Hoffman, Register of Deeds, Jefferson County



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## MONDAY OPENING GENERAL ASSEMBLY SOUTH HALL A

10 a.m. - 12 p.m.

### Call to Order

- Lance Pliml, Chair, WCA Board of Directors

### National Anthem

- Ann Marie Austin, Multimedia and Project Manager, WCA

### Pledge of Allegiance

### Welcome

- Tina Tryggstad, County Board Chair, La Crosse County

### Coffee & Conversation with the Governor

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

### Opening Keynote

This unique sit down with Abraham Lincoln is a special conversation that brings history to life, discussing the issues that formed 16's presidency and ultimately defined his place in the annals of our nation's history.

### U.S. Senate Candidate: Tammy Baldwin

Hear from incumbent U.S. Senator Tammy Baldwin, the Democratic candidate for U.S. Senate.

### Under the Dome: Wisconsin's Election Landscape

A solid swing state, Wisconsin is a critical player in the national election this November. Respected industry experts will join us to discuss the topics, candidates, and potential outcomes at the ballot box that will impact our state and the entire nation.

- Charles Franklin, Director, Marquette Law School Poll
- Jeff Mayers, President, WisPolitics

### Exhibitor Luncheon

12 - 1 p.m. | North Hall A-D

MONDAY  
SEPT. 23



# MONDAY

## AFTERNOON WORKSHOPS

1 - 2 p.m.



### **Parliamentary Procedure in Action, Part 1: Attend a “Nisnocsiw County” Board Meeting** *Riverside Hall Ballroom A*

In this three-part session, the presenters will provide a basic overview of parliamentary procedure rules. Then, it will be time to put that understanding to work as attendees view and participate in a “mock” meeting of the “Nisnocsiw County” Board of Supervisors. While the session is sure to entertain, it will also take the mystique out of parliamentary procedure and provide attendees with the tools they need to run effective meetings.

**Speakers:** Andy Phillips, Attorney, Attolles Law, s.c.; James Braughler, County Board Supervisor, Jefferson County

**Moderator:** Lance Pliml, County Board Chair, Wood County



### **Long-Term Care Facilities: Building Sustainable Care in Counties** *Riverside Hall Ballroom B*

Building a sustainable, long-term care continuum entails carefully balancing nursing care and assisted living services to meet the diverse needs of local communities. By integrating both types of care in a comprehensive manner, communities can ensure accessibility and affordability while maintaining quality standards. Join us for a discussion on the future sustainability of long-term care.

**Speakers:** Tina Osterberg, County Administrator, Monroe County; Linda Smith, Rolling Hills/Senior Living Administrator, Monroe County

**Moderator:** Alice Connors, County Board Chair, Calumet County



### **Creating Leaders from Within: Why Leadership Development is Critical** *Riverside Hall Ballroom C*

The last of the baby boomers are closing in on retirement, taking their years of experience, local knowledge and community connections with them

and leaving many communities struggling to find replacements for administrators, department heads and staff, especially in rural areas. The best strategy may be to grow your own talent and guide them on a leadership development journey. Join us as we discuss the benefits and strategies of investing in your local talent pool.

**Speakers:** Lynn Wood, Strategic Communications and Leadership Development Consultant, Wood Communications Group; Elizabeth McCrank, Community Leadership Specialist, UW-Madison Division of Extension

**Moderator:** Ben Wehmeier, County Administrator, Jefferson County



### **The PFAS Crisis: How the State is Coping with the “Forever Chemical”** *Riverside Hall Meeting Room AB*

The Wisconsin Department of Natural Resources diligently provides updates to keep the public informed about ongoing efforts to tackle PFAS contamination throughout the state. Join us to get the latest update from the DNR about its commitment to safeguarding the environment and public health from the harmful effects of PFAS.

**Speaker:** Jim Zellmer, Environmental Management Division Administrator, Wisconsin Department of Natural Resources

**Moderator:** Jim Brey, County Board Supervisor, Manitowoc County



### **Exploring Wisconsin’s Forest Sustainability: Insights from the County Forests Association** *Riverside Hall Meeting Room CD*

The Wisconsin County Forests Association serves the 30 counties in Wisconsin with public lands. Its mission is to provide leadership uniting the interests of Wisconsin county forests while ensuring long-term forest health and sustainability. This session will explore the work of WCFA as a collaborative platform and support network and an advocate for active, sustainable forest management.

**Speaker:** Rebekah Luedtke, Executive Director, Wisconsin County Forests Association

**Moderator:** Sara Koopman, Associate County Administrator, La Crosse County



## MONDAY AFTERNOON WORKSHOPS

2:15 - 3:15 p.m.



### **Parliamentary Procedure in Action, Part 2: Attend a “Nisnocsiw County” Board Meeting**

*Riverside Hall Ballroom A*

In this three-part session, the presenters will provide a basic overview of parliamentary procedure rules. Then, it will be time to put that understanding to work as attendees view and participate in a “mock” meeting of the “Nisnocsiw County” Board of Supervisors. While the session is sure to entertain, it will also take the mystique out of parliamentary procedure and provide attendees with the tools they need to run effective meetings.

**Speakers:** Andy Phillips, Attorney, Attolles Law, s.c.; James Braughler, County Board Supervisor, Jefferson County

**Moderator:** Lance Pliml, County Board Chair, Wood County



### **Addressing Child Care Shortages: Strategies and Solutions**

*Riverside Hall Ballroom B*

Presenters will discuss creative ways to address child care needs in your county using examples and experiences from Sheboygan and Dodge counties.

**Speakers:** Alayne Krause, County Administrator, Sheboygan County; Cameron Clapper, County Administrator, Dodge County

**Moderator:** Sue Smith, Health Department Director, Wood County



### **Workforce and Population Shifts: Adapting to a New Wisconsin**

*Riverside Hall Ballroom C*

Wisconsin’s population is changing due to falling birth rates, shifting migration patterns, and an aging workforce. The presenters will discuss these changes and how they are affecting counties as well as the steps that might be taken to alleviate some of these challenges.

**Speaker:** Dale Knapp, Director, Forward Analytics

**Speaker and Moderator:** Mark D. O’Connell, President & CEO, Wisconsin Counties Association



### **Preparing for Capital Improvement Projects: What Counties Should Know to Make Informed Decisions**

*Riverside Hall Meeting Room AB*

Every county will need to tackle a capital improvement project at some point, whether it is replacing a highway maintenance facility, a county jail, or even a UW campus. This session will feature an open discussion on the value of professional design services and how to plan for success. The presenter will discuss what to include in requests for proposals, what outcomes to expect from a countywide master plan, and how to ensure your professional design services firm provides you with the right information to make informed decisions.

**Speakers:** Kyle R. Knop, Vice President and Senior Project Manager, Venture Architects; Jack Blume, Director of Operations, Venture Architects

**Moderator:** Marty Krueger, County Board Supervisor, Sauk County



### **Wisconsin Department of Revenue News and Updates**

*Riverside Hall Meeting Room CD*

Join the Wisconsin Department of Revenue for a dynamic session discussing recent developments on Innovation Grants, insights into maintenance of effort reporting, and other relevant State and Local Finance Division updates. This session will equip attendees with a deeper understanding of these new programs and actionable strategies, as well as available resources.

**Speakers:** David Casey, Secretary, Wisconsin Department of Revenue; Valeah Foy, State and Local Finance Division Administrator, Wisconsin Department of Revenue

**Moderator:** Jane Klekamp, County Administrator, La Crosse County

# MONDAY

## AFTERNOON WORKSHOPS

3:30 - 4:30 p.m.



### **Parliamentary Procedure in Action, Part 3: Attend a “Nisnocsiw County” Board Meeting** *Riverside Hall Ballroom A*

In this three-part session, the presenters will provide a basic overview of parliamentary procedure rules. Then, it will be time to put that understanding to work as attendees view and participate in a “mock” meeting of the “Nisnocsiw County” Board of Supervisors. While the session is sure to entertain, it will also take the mystique out of parliamentary procedure and provide attendees with the tools they need to run effective meetings.

**Speakers:** Andy Phillips, Attorney, Attolles Law, s.c.; James Braughler, County Board Supervisor, Jefferson County

**Moderator:** Lance Pliml, County Board Chair, Wood County



### **Child Support Program Innovative Partnerships and Practices** *Riverside Hall Ballroom B*

Join us as we delve into a broader understanding of the state’s Child Support Program, focusing on innovative partnerships fostered through county collaboration. This session will spotlight a groundbreaking intergovernmental agreement and innovative work being done in several counties.

**Speakers:** Maria Lasecki, Child Support Director, Brown and Oconto Counties; Pamela Pipkin, Child Support Director, Monroe County, and Past President, Wisconsin Child Support Enforcement Association; Cheryl Sandberg, Child Support Enforcement Specialist, Oconto County; Brent Vruwink, Child Support Director, Wood County, and Vice President, Wisconsin Child Support Enforcement Association

**Moderator:** Cedric Schnitzler, County Board Chair, Monroe County



### **Selling Tax-Deeded Lands: Understanding the Impact of 2023 WI Act 207** *Riverside Hall Ballroom C*

As a direct result of the U.S. Supreme Court decision in *Tyler v. Hennepin County*, Wisconsin enacted 2023 Wisconsin Act 207, which makes changes to how counties must treat tax-deeded lands. This program will discuss the implications of the Tyler decision, how Act 207 ensures that Wisconsin law complies with that decision, and the changes the new law makes to the process for a county to sell tax-deeded properties.

**Speakers:** Matt Thome, Attorney, Attolles Law, s.c.

**Moderator:** Mike Schlaak, County Treasurer, Calumet County



### **Local Government Transportation Programs: Learn What is New** *Riverside Hall Meeting Room AB*

Hear updates on new transportation programs benefiting county and local governments, including the Agricultural Road Improvement Program (ARIP), Local Road Improvement Program-Supplemental, and Under 20’ Bridge Inventory Program. The session will provide an update and advice for applying to these programs.

**Speaker:** Joel Nilsestuen, Assistant Deputy Secretary, Wisconsin Department of Transportation

**Moderator:** Lance Leonhard, County Administrator, Marathon County



### **Creating a County Youth Commission: A Guide to Building Tomorrow’s Leaders** *Riverside Hall Meeting Room CD*

The Milwaukee County Youth Commission makes advisory recommendations about policy and budgetary decisions, including those that impact youth, to the Milwaukee County Board of Supervisors, and advances the county’s mission of achieving racial equity. The presenters will discuss how the commission provides a unique experience in community service, civic engagement, and policy and budget decision-making, as well as how other counties can encourage participation from youth in local governance.

**Speakers:** Marcelia Nicholson, County Board Chair, Milwaukee County; Members of the Milwaukee County Youth Commission

**Moderator:** Cate Wylie, County Administrator, Green Lake County

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## MONDAY EVENING EVENTS

4:30 - 6 p.m. | **Exhibitor Reception**

*North Hall Arena*

Sponsored by:



6 - 7:30 p.m. | **WCA Dinner**

**(Ticket required,  
seated dinner)**

*South Hall A*

Sponsored by:



7:30 - 11 p.m. | **Aegis Hospitality Suite**

*South Hall A*

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SEPT. 23

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**7:30 PM - 11:30 P.M.**  
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TUESDAY  
SEPTEMBER 24

HIGHLIGHTS 

Breakfast & Lunch  
Morning Workshops  
Closing General Assembly  
Grand Prize Drawing



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## TUESDAY, SEPT. 24 OVERVIEW

6:45 - 10:30 a.m. | **Registration**  
*Riverside Hall Entrance*

6:45 - 7:45 a.m. | **Empowering Voices:  
Women in County Government Breakfast**  
*South Hall Ballroom B*

Join a distinguished panel of county leaders for breakfast and a lively discussion. We will hear from these influential women, who play a vital role in making Wisconsin a great place to live and work.

Panelists:

- Samantha Kerkman, County Executive, Kenosha County
- Marcelia Nicholson, County Board Chair, Milwaukee County
- Alayne Krause, County Administrator, Sheboygan County
- Staci Hoffman, Register of Deeds, Jefferson County
- Amanda Truax, County Board Supervisor, Jefferson County

7 - 7:45 a.m. | **Breakfast**  
*North Hall A-D*  
Sponsored by:



8 - 9 a.m. | **Workshops**  
*Riverside Hall*

9:15 - 10:15 a.m. | **Workshops**  
*Riverside Hall*

10:30 a.m. - 12:15 p.m. | **Closing General Assembly**  
*South Hall A*

12:15 p.m. | **Lunch**  
*South Hall B1-B4*

Feel free to take a lunch with you or have a seat in the South Hall to eat lunch before leaving.

## TUESDAY MORNING WORKSHOPS

8 - 9 a.m.



### **Understanding Roles and Responsibilities in County Government** *Riverside Hall Ballroom A*

This session will continue discussions that should be undertaken regularly in every county - what are the roles and responsibilities of board members, staff and constitutional officers in county government. Too often, disputes arise surrounding who makes what decisions and when, rather than focusing on the important policy and operational decisions impacting our citizens. Join us for this session where we will take an in-depth look at county government organizational structure.

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



### **Combating Human Trafficking by Empowering Communities** *Riverside Hall Ballroom B*

This session will give an overview of Wisconsin's latest efforts to prevent, educate and respond to sex trafficking of youth within the child welfare system. It will also offer information on the factors that put youth at a high risk of experiencing trafficking and what communities can do to address sex trafficking.

**Speakers:** Asia Jackson, Anti-Human Trafficking Coordinator, Wisconsin Department of Children and Families; Kailey Holloway-Alvarado, Program Supervisor, CW Solutions; Beth Larsen, Program Manager, CW Solutions

**Moderator:** Louie Okey, County Board Chair, Barron County



### **Wisconsin's Changing Economy** *Riverside Hall Ballroom C*

Wisconsin's economy is impacted by the changing size of and participation in the workforce, the cost of housing, and wages earned by the typical worker. In this session, Forward Analytics will dive into various factors that alter the economy of the state and what the future may look like if recent trends continue.

**Speakers:** Dale Knapp, Director, Forward Analytics; Kevin Dospoy, Deputy Director, Forward Analytics

**Moderator:** Samantha Kerkman, County Executive, Kenosha County



### **County Airports: Making an Economic Impact Beyond Aviation** *Riverside Hall Meeting Room AB*

Working strategically to secure buy-in, Sheboygan County made valuable investments in its airport. While the millions invested will pay dividends for generations, it took teamwork, collaboration and a group of people championing these initiatives to make them possible. This presentation will discuss the investment and success stories of adding a U.S. Customs and Border Patrol facility and a fixed base operator.

**Speaker:** Emily Stewart, Deputy County Administrator, Sheboygan County

**Moderator:** Jim Heinrich, County Board Chair, Waukesha County



### **Inside Cyber Incidents: Exploring County Response Teams** *Riverside Hall Meeting Room CD*

Explore the processes of county incident response team members as they navigate the intricacies of cyber incidents. Get ready for an enjoyable session filled with valuable insights as technical concepts of cyber incidents are simplified into relatable human experiences.

**Speaker:** Seth Johnson, Senior Cyber Risk & Adjusting Professional, Aegis - A Charles Taylor Company

**Moderator:** Todd Romenesko, County Administrator, Calumet County

## TUESDAY MORNING WORKSHOPS

9:15 - 10:15 a.m.



### **Partnering with Extension: An Update on the Contract and Guidance Documents**

*Riverside Hall Ballroom A*

A subcommittee of the WCA UW Extension and Education Steering Committee has worked diligently to revise the contract and guidance document governing the relationship between counties and Extension. The presenters will discuss the revisions as well as the continuing discussions with Extension to achieve our mutual goals.

**Speakers:** Members of the WCA Subcommittee on the UW-Madison Division of Extension Contract and Guidance Document

**Moderator:** Bob Keeney, County Board Chair, Grant County



### **Mental Health and the 988 Crisis Hotline: Breaking Barriers to Improve Care**

*Riverside Hall Ballroom B*

To improve the connection between the 988 Suicide and Crisis Lifeline and local care, the Wisconsin Department of Health Services is funding five county crisis program pilot projects to ensure the people in acute crisis receive care. Learn more about these projects, scheduled to start in October 2024.

**Speakers:** Caroline Crehan Neumann, Crisis Services Coordinator, Wisconsin Department of Health Services; Sita Diehl, Public Policy & Advocacy Director, NAMI Wisconsin

**Moderator:** Dennis Pocernich, County Board Chair, Bayfield County



### **Addressing the Housing Crisis: Strategies for Overcoming Shortages**

*Riverside Hall Ballroom C*

Local governments and their partners are supporting the preservation and new development of housing options in numerous ways. With a specific look at Bayfield County, which has hit crisis levels in the

lack of workforce housing, this workshop will discuss a multi-pronged approach the county has developed in collaboration with the UW-Madison Division of Extension.

**Speakers:** Kelly Westlund, Housing Outreach Educator, UW-Madison Division of Extension; Mark Abeles-Allison, County Administrator, Bayfield County

**Moderator:** Michael Luckey, Assistant to the County Administrator, Jefferson County



### **Renewable Energy Siting and County Control: Powering the Future of Wisconsin**

*Riverside Hall Meeting Room AB*

Counties continue to face pressing questions regarding the authority to regulate siting, construction and ongoing operations for utility-scale renewable energy projects. In addition to providing an overview of a county's regulatory authority and potential options available, the workshop will explore resources and training opportunities.

**Speakers:** Rebecca J. Roeker, Attorney, Attolles Law, s.c.; Christina Anderson, Associate Director, Wisconsin Land+Water

**Moderator:** Troy Streckenbach, County Executive, Brown County



### **A Deep Dive into Court Funding: Going Behind the Bench**

*Riverside Hall Meeting Room CD*

Circuit court funding has become unbalanced, with counties shouldering a majority of the costs. The presenters will discuss the impact on county budgets and recent changes to state aid, and highlight examples of state expenditures on circuit courts and circuit court revenue retained by counties and remitted to the state.

**Speakers:** Shannon Huberty, Fiscal Analyst, Legislative Fiscal Bureau; Susan Schaffer, Clerk of Circuit Court, Eau Claire County; Ron Skallerud, County Board Chair, Forest County

**Speaker and Moderator:** Penny Carter, Clerk of Circuit Court, Forest County

## TUESDAY CLOSING GENERAL ASSEMBLY SOUTH HALL A

10:30 a.m. - 12:15 p.m.

### Call to Order

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

### Awards and Recognitions

- Discover Wisconsin Calendar Photo Contest

### U.S. Senate Candidate: Eric Hovde

Hear from challenger Eric Hovde, the Republican candidate for U.S. Senate.

### Awards and Recognitions

- Wisconsin Local Government Leadership Academy

### Keynote: Laughter is Medicine

With the weight that so many of us carry on a daily basis, especially in our line of work, it is extremely important to be reminded of what is truly worthwhile and remember that we must LAUGH! Danny Adams, the "Facilitator of Fun," will talk about how laughter is not only healing to the soul, it also connects you to those around you.



### Awards and Recognitions

- "Friend In" and "Friend Of" County Government Awards

### Closing General Assembly Door Prizes

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). Prizes include:

- 65-Inch Smart TV (Delivered to your home!)
- Blackstone Tabletop Propane Gas Griddle
- Cuisinart Coffee Maker and Single Serve Brewer
- Wood Wisconsin-Shaped Side Table
- 14" Laptop Screen Extender/Portable Monitor

### Lunch

12:15 p.m. | South Hall B1-B4

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## EXHIBIT HALL

## Exhibit Hall Highlights

**Monday, September 23**

**9 a.m. - 6 p.m.**

*North Hall Arena*

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### Fueling Station

Stop by the Fueling Station in the Exhibit Hall to charge your device or recharge with a cup of coffee.

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### Route 72 Road Trip Challenge

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

Each exhibit booth will feature a unique, Wisconsin-related trivia question. Answer the questions correctly and the exhibitors will stamp your Route 72 Road Trip Map.

When all of the booths on your map are stamped, turn it in at the WCA Booth by **5:30 p.m.** to be eligible for the prize drawing. The prize winners will be posted in the Exhibit Hall at **5:45 p.m.**

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### Photo Booth

11:30 a.m. - 3:30 p.m.

Have a professional photograph taken free of charge, compliments of the WCA by Misty Bindl of Lasting Impressions Photography. Your photograph will be emailed directly to you after the conference.

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### Exhibitor Luncheon

12 - 1 p.m.

Enjoy lunch with colleagues in *North Hall A-D*.

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### Exhibitor Reception

4:30 - 6 p.m.

Relax with colleagues in the Exhibit Hall and enjoy a beverage and appetizers.

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(FOR LIST BY BOOTH NUMBER, SEE PAGE 62)

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Samantha Zachow  
Green Bay, WI  
920-615-8417 | szachow@familyservicesnew.org  
familyservicesnew.org/service/wisconsin-lifeline  
Products/services: National Suicide Prevention Lifeline  
call center serving all of Wisconsin

### Abilita | Booth 908

Paul H Anker  
Northville, MI  
248-412-0140 | panker@abilita.com  
abilita.com/wca  
Products/services: Communications technology  
consulting

### Acrow | Booth 610

Abbey Smith  
Parsippany, NJ  
419-322-9705 | asmith@acrow.com  
acrow.com  
Products/services: Engineering, manufacturing, and  
supply of prefabricated modular steel panel bridges

### Advantage Group Ga | Booth 909

Ryan Krueger  
Schofield, WI  
715-241-5372 | ryan@advantagegroupga.com  
advantagegroupga.com  
Products/services: Voluntary worksite benefits



### Aegis, LLC - A Charles Taylor Company | Booths 106, 107

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

### American Promise | Booth 306

Alan LaPolice  
Concord, MA  
785-275-3179 | info@americanpromise.net  
americanpromise.net  
Products/services: Nonprofit

**Association of Wisconsin Regional Planning Commissions | Booth 303**

Sheldon Johnson  
Spooner, WI  
715-635-2197 | sjohnson@nwrpc.com  
awrpc.org  
Products/services: Association of the nine regional planning commissions



**\*ATC | Booth 603**

Katie Robinson  
Waukesha, WI  
608-877-3547 | ktrobinson@atcllc.com  
atcllc.com  
Products/services: High-voltage electric utility projects

**Atmax Equipment | Booth 701**

Brian Bollinger  
Tampa, FL  
847-305-0021 | brianb@mowermax.com  
mowermax.com  
Products/services: Equipment

**ATTIC Correctional Services, Inc. | Booth 403**

Vicki Trebian  
Madison, WI  
608-223-0017 | vtrebian@correctionalservices.org  
correctionalservices.org  
Products/services: Community correction programs



**Attolles Law, s.c. | Booth 600**

Andy Phillips  
Milwaukee, WI  
414-644-0391 | info@attolles.com  
attolles.com  
Products/services: Legal services

**Baird | Booth 201**

Adam Ruechel  
Milwaukee, WI  
414-765-3827 | bairdpublicfinance@rwbaird.com  
rwbaird.com  
Products/services: Financial services

**Baker Tilly | Booth 707**

Kristin Fencel  
Chicago, IL  
312-729-8000 | kristin.fencel@bakertilly.com  
bakertilly.com  
Products/services: Accounting, assurance/auditing and consulting

**Balestrieri Environmental | Booth 703**

Tatum May  
Elkhorn, WI  
262-743-2800 | field@balestrierigroup.com  
balestrierigroup.com  
Products/services: Environmental and industrial service solutions

**Barron County Waste to Energy | Booth 715**

Brent Bohn  
Almena, WI  
715-637-6890 | wastetoenergy@co.barron.wi.us  
barroncountywi.gov  
Products/services: Waste incineration and recycling

**Bridging Brighter Smiles, Inc. | Booth 902**

Amy Loriaux  
Waukesha, WI  
262-896-9891 | customercare@bbsmiles.org  
bridgingbrightersmiles.org  
Products/services: School-based preventative dental care program

**Bug Tussel Wireless | Booth 513**

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

**CBG | Booth 509**

Jessie Knops  
Madison, WI  
608-240-4170 | j.knops@cbgwi.com  
cbgwi.com  
Products/services: Construction trade association



**Charter Communications | Booth 506**

Adam Raschka  
Madison, WI  
608-288-6864 | adam.raschka@charter.com  
corporate.charter.com  
Products/services: Gigabit capable broadband service, video, voice, mobile

**Command Central | Booth 502**

Sue Ann Heck  
Saint Cloud, MN  
320-259-7027 | customer.relations@ccelections.com  
ccelections.com  
Products/services: Voting equipment

**Crescent Investigative Services | Booth 112**

Bill Sires  
 Stewartville, MN  
 507-533-6426 | contact@crescentinvestigations.com  
 crescentinvestigations.com  
 Products/services: Criminal investigations and background checks

**\*Discover Mediaworks | Booth 400**

Kortnee Hass  
 Madison, WI  
 815-575-2604 | kortneeh@discovermediaworks.com  
 discovermediaworks.com  
 Products/services: Full media services

**Diversified Services Network, Inc. | Booth 110**

Robert A Lefebvre  
 Naperville, IL  
 844-983-3444 | rob.lefebvre@dsnworldwide.com  
 dsnworldwide.com  
 Products/services: Indirect cost allocation plans, cost of services information technology, engineering, and enterprise solutions

**Eagle Point Solar | Booth 408**

Casey Heim  
 Dubuque, IA  
 563-582-4044 | sales@eaglepointsolar.com  
 eaglepointsolar.com  
 Products/services: Renewable solar energy solutions

**Edvest 529 College Savings Plan | Booth 205**

Chelsea Wunnicke  
 Kansas City, MO  
 608-266-3289 | chelsea.wunnicke@dfi.wisconsin.gov  
 Products/services: College savings plan

**Ehlers | Booth 601**

Sue Porter  
 Waukesha, WI  
 262-785-1520 | info@ehlers-inc.com  
 ehlers-inc.com  
 Products/services: Municipal advisory services for governments

**\*Enbridge Energy | Booth 508**

Michelle Johnson  
 Superior, WI  
 715-718-1843 | michelle.johnson@enbridge.com  
 enbridge.com  
 Products/services: Energy infrastructure

**ES&S | Booth 710**

Kyle Weber  
 Omaha, NE  
 877-377-8683 | kyle.weber@essvote.com  
 essvote.com  
 Products/services: Voting machines and management systems

**Excel Engineering | Booth 700**

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 510**

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 Kewaskum, WI  
 262-626-4166 | info@exodus-house.org  
 exodus-house.org  
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**Five Star Telecom LLC | Booth 111**

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 608-796-9088 | sfortun@5startel.com  
 5startel.com  
 Products/services: Video security, access control, hosted VoIP, structured cabling and carrier services

**FleetGenius, LLC | Booth 307**

Art Collias  
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 815-570-7291 | acollias@fleetgenius.com  
 fleetgenius.com  
 Products/services: Leading provider of waste compactor and recycling baler sales, rentals, and service

**Gathering Waters: Wisconsin's Alliance for Land Trusts | Booth 1003**

Morgan Rusnak  
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 608-251-9131 | info@gatheringwaters.org  
 gatheringwaters.org  
 Products/services: Alliance for land trusts

**GIPAW | Booth 706**

Barry West  
 Oshkosh, WI  
 920-787-6586 | barry.west@co.waushara.wi.us  
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 Products/services: Information technology professionals



**Google Cloud | Booth 711**

Anne Ehrhart  
 Minneapolis, MN  
 612-965-6534 | achesney@google.com  
 cloud.google.com  
 Products/services: Modernize IT and operations  
 with secure cloud solutions and infrastructure

**Graphic House, Inc. | Booth 500**

Kim Berens  
 Wausau, WI  
 715-842-0402 | kimb@graphichouseinc.com  
 graphichouseinc.com  
 Products/services: Custom sign manufacturing

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Tim Ault  
 Downing, WI  
 715-607-4088  
 hansenauctiongroup.com  
 Products/services: Full service auction and marketing  
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Lawrence Leach  
 Austin, TX  
 512-567-3831 | lleach@hartic.com  
 hartintercivic.com  
 Products/services: Election equipment, supplies, and  
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**Holtger Bros., Inc. | Booth 302**

Jil Van Lanen  
 De Pere, WI  
 920-617-9980 | jil.van.lanen@holtger.com  
 holtger.com  
 Products/services: Fiber optic telecommunications  
 construction

**Integrity Sales & Auction LLC | Booth 602**

Adam VanNoord  
 Merrill, WI  
 715-443-5000 | info@integritysales.com  
 integritysales.com  
 Products/services: Equipment auction sales

**ISG | Booth 209**

Amber Miller  
 Minneapolis, MN  
 952-426-0699 | Amber.Miller@isginc.com  
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 Products/services: Architecture, engineering,  
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 julie.montourebottis@kerberrose.com  
 kerberrose.com  
 Products/services: Accounting, auditing, assurance  
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Janna Johnson  
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 608-546-2411 | jjohnson@kraemerbrothers.com  
 kraemerbrothers.com  
 Products/services: Construction management  
 services, reconstruction planning including  
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**Kraus-Anderson | Booth 606**

Mike Jankowski  
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Eric Timmons  
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 608-785-9563 | ask@lacrosecounty.org  
 lacrosecounty.org  
 Products/services: Host county

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Jason Plante  
 Eau Claire, WI  
 715-834-1213 | jplante@marketcjohnson.com  
 market-johnson.com  
 Products/services: General contractor and construction  
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**Maximus | Booth 308**

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 210**

Sami Jo Franko  
 Neenah, WI  
 920-969-7000 |  
 business.development@miron-construction.com  
 miron-construction.com  
 Products/services: Construction management,  
 design-build, and general construction services

**\*Motorola Solutions | Booth 407**

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 Sussex, WI  
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 motorolasolutions.com  
 Products/services: Mission critical communications and  
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 414-477-0269 | lathenl@nationwide.com  
 Products/services: Investing and retirement

**OpenGov Inc. | Booth 102**

Christine Spiel  
 San Francisco, CA  
 650-336-7167 | efahrenkopf@opengov.com  
 opengov.com  
 Products/services: Budgeting and planning, citizen  
 services, financials, reporting and transparency

**PACE Wisconsin | Booth 705**

Kimberly Johnston  
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 608-729-6900 | kjohnston@slipstreaminc.org  
 pacewi.org  
 Products/services: Long-term fixed rate and green  
 financing

**PFM Financial Advisors LLC | Booth 503**

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, LLC | Booth 300**

Erik Kass  
 Milwaukee, WI  
 414-225-0099 | ekass@pmanetwork.com  
 pmanetwork.com  
 Products/services: Investment solutions and  
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**Public Administration Associates, LLC | Booth 904**

David Bretl  
 Milwaukee, WI  
 414-35-3328 | bretld.paa@gmail.com  
 public-admionistration.com  
 Products/services: Local government management  
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 quarles.com  
 Products/services: Legal services

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Kim McElwee  
 Brookfield, WI  
 262-781-1000 | jeff.mazanec@rasmith.com  
 rasmith.com  
 Products/services: Multi-disciplinary consulting firm

**RENEW Wisconsin | Booth 1004**

Kim Bauer  
 Madison, WI  
 608-255-4044 | info@renewwisconsin.org  
 renewwisconsin.org  
 Products/services: Renewable energy

**River Travel Media | Booth 1001**

Brent E Hanifl  
 La Crosse, WI  
 608-461-2485 | brent@rivertravel.org  
 rivertravelmedia.com  
 Products/services: Digital marketing and advertising  
 agency

**Safe Step LLC | Booth 104**

Chris Ott  
Hortonville, WI  
920-202-0954 | chris@notrippin.com  
Products/services: Safe sidewalk solution

**SEH | Booth 208**

Ron Chamberlain  
La Crosse, WI  
608-792-5260 | rchamberlain@sehinc.com  
sehinc.com  
Products/services: Engineers, architects, planners, and scientists

**Senior Medicare Patrol - Greater Wisconsin Agency on Aging Resources | Booth 609**

Ingrid Kundering  
Madison, WI  
608-852-3436 | ingrid.kundering@gwaar.org  
Products/services: Information/resources about Medicare fraud, errors, and abuse

**Smart Scan Medical Imaging & Smart Infusion Therapy Services | Booth 713**

Deanna Meyer  
Eau Claire, WI  
262-623-0525 | dmeyer@mysmartmedical.com  
Products/services: Medical imaging and infusion therapy services

**SRF Consulting Group | Booth 712**

Philip Johnson  
Middleton, WI  
866-870-0773 | marketing@srfconsulting.com  
srfconsulting.com  
Products/services: Engineering, planning, and design consulting firm

**State of Wisconsin Board of Commissioners of Public Lands | Booth 702**

Rich Sneider  
Madison, WI  
608-572-1611 | rich.sneider@wisconsin.gov  
bcpl.wisconsin.gov  
Products/services: BCPL State Trust Fund Loan program

**STR-SEG | Booth 409**

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

**T/CVSOA of Wisconsin | Booth 1006**

Tribal/County Veteran Service Officer Assoc. of WI  
Sparta, WI  
608-269-8618 | charles.weaver@co.monroe.wi.us  
wicvso.org  
Products/services: Member association

**The Alliance | Booth 611**

Aaron Richardson  
Fitchburg, WI  
800-223-4139 | info@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 103**

Rhett Surman  
Cleveland, OH  
216-641-7500 | rsurman@garlandco.com  
garlandco.com  
Products/services: High-performance roofing and building envelope solutions

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Heather Whatcott  
Provo, UT  
801-932-7000 | support@publicsurplus.com  
publicsurplus.com  
Products/services: Online auction service

**The Samuels Group, Inc. | Booth 512**

Kaia Glenn  
Wausau, WI  
715-350-9346 | kglenn@samuelsgroup.net  
Products/services: General contractor, construction management

**Trane | Booth 704**

Diane Norante  
Milwaukee, WI  
414-266-5200 | scott.parsons@trane.com  
trane.com  
Products/services: World leader in air conditioning systems, services and solutions

**UMR | Booths 404, 405**

Brian Baxter  
Milwaukee, WI  
414-443-4759 | brian\_j\_baxter@umr.com  
umr.com  
Products/services: Health plan administration

**USDA Rural Development | Booth 109**

Kathi Firkus  
Stevens Point, WI  
715-345-7600  
rd.usda.gov/wi  
Products/services: Funding agency

**UW-Madison Division of Extension | Booth 207**

Keri Robins  
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 206**

Elizabeth McCrank  
Madison, WI  
715-436-0704 | elizabeth.mccrank@wisc.edu  
wisc.edu  
Products/services: Educational programming

**\*Venture Architects | Booth 511**

Cory Beyer  
Milwaukee, WI  
414-271-3359 | info@ventarch.com  
ventarch.com  
Products/services: Justice planners, architects, engineers

**WCA Group Health Trust | Booth 108**

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

**Wisconsin Department of Natural Resources (DNR) | Booth 901**

Jennifer Feyerherm  
Madison, WI  
608-287-4175 | jennifer.feyerherm@wisconsin.gov  
dnr.wi.gov  
Products/services: Non-regulatory technical assistance and sustainability resources to local governments and businesses

**Wisconsin Association of Campground Owners | Booth 708**

Tina Severson  
Ettrick, WI  
608-386-3673 | tina@seversonandassociates.com  
wisconsincampgrounds.com  
Products/services: To promote and protect the camping experience

**Wisconsin Association of Local Health Departments and Boards | Booth 204**

Barb Duerst  
Kimberly, WI  
920-560-5616 | barbd@badgerbay.co  
walhdab.org  
Products/services: Membership organization

**Wisconsin Child Support Enforcement Association | Booth 101**

Brent J Vruwink  
Wisconsin Rapids, WI  
715-213-3300 | brent.vruwink@woodcountywi.gov  
wcsea.org  
Products/services: Child support services

**Wisconsin Conservative Energy Forum | Booth 604**

Ryan Huebsch  
Madison, WI  
608-210-3401 | info@wiscef.org  
wiscef.org  
Products/services: Conservative conversation about Wisconsin's energy future

**Wisconsin County Forests Association | Booth 608**

Rebekah Luedtke  
Merrill, WI  
715-539-1097 | rebekah@wisconsincountyforests.com  
wisconsincountyforests.com  
Products/services: Collaborative platform to discuss issues, programs, and policies affecting county forests

**Wisconsin County Highway Association (WCHA) | Booth 401**

Patrick Vander Sanden  
Madison, WI  
920-630-0111 | pvandersanden@wiscohwy.org  
Products/services: Member association

**Wisconsin County Mutual Insurance - Firearms Simulator | Booth 905**

Josh Dirkse  
Brookfield, WI  
262-389-8347 | josh.dirkse@charlestaylor.com  
wisconsincountymutual.org  
Products/services: Latest in force option simulation and realistic use-of-force training that develops the skills required for law enforcement





**Wisconsin County Mutual Insurance Corporation | Booth 105**

Michael Lamont; Josh Dirkse

Madison, WI

608-663-7188 | lamont@wicounties.org;

john.dirske@charlestaylor.com

wisconsincountymutual.org

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

**Wisconsin County Surveyors Association (WCSA) | Booth 900**

Ryan Duckart

Green Bay, WI

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

Products/services: Association of county surveyors

**Wisconsin County Treasurers Association | Booth 501**

Scott Henke

West Bend, WI

262-335-4324 | scott.henke@washcowisco.gov

Products/services: Membership organization

**Wisconsin Department of Administration | Booth 202**

Dawn Vick

Madison, WI

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

doa.wi.gov

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

**Wisconsin Department of Revenue - State and Local Finance Division | Booth 906**

Lorraine Krueger

Madison, WI

608-266-2192 | slf@wisconsin.gov

revenue.wi.gov

Products/services: State agency

**Wisconsin Emergency Management Association | Booth 504**

Tracy Nollenberg

920-845-9701 | nollenberg.tracy@kewauneeco.org

wemaus.wpcomstaging.com

Products/services: Member association

**Wisconsin Land Information Association | Booth 607**

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 203**

Katie Clothier

Madison, WI

608-246-3336 | wmmic@wmmic.com

wmmic.com

Products/services: Liability Insurance and Worker's Compensation TPA services to public entities

**Wisconsin Public Finance Professionals, LLC | Booth 507**

Carol Wirth

Brookfield, WI

414-434-9644 | contact@wipublicfinance.com

wipublicfinance.com

Products/services: Independent municipal advisor

**Wisconsin Register of Deeds Association | Booth 907**

Sarah Van Camp

715-232-1228 | hkuhn@co.dunn.wi.us

wrdaonline.org

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

**Wisconsin Society of Land Surveyors | Booth 113**

Bob Welch

Madison, WI

608-819-0150 | info@wsls.org

wsls.org

Products/services: Discuss issues surrounding land surveying

**Wisconsin Surplus Online Auction | Booth 301**

Peyton Kittelson

Mount Horeb, WI

608-437-2001 | Bid@WisconsinSurplus.com

wisconsin surplus.com

Products/services: Auction services

**Wisconsin Women in Government | Booth 1005**

Chelsea Shanks

Madison, WI

608-225-3014 | WWIGquestions@gmail.com

wiscwomeningovernment.org

Products/services: Professional enrichment

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102	OpenGov Inc.
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104	Safe Step LLC
105	Wisconsin County Mutual Insurance Corporation
106, 107	Aegis, LLC - A Charles Taylor Company
108	WCA Group Health Trust
109	USDA Rural Development
110	Diversified Services Network, Inc.
111	Five Star Telecom LLC
112	Crescent Investigative Services
113	Wisconsin Society of Land Surveyors
200, 211	National CooperativeRx
201	Baird
202	Wisconsin Department of Administration
203	Wisconsin Municipal Mutual Insurance Company
204	Wisconsin Association of Local Health Departments and Boards
205	Edvest 529 College Savings Plan
206	UW-Madison Division of Extension - Local Government Leadership Programs
207	UW-Madison Division of Extension
208	SEH
209	ISG
210	Miron Construction Co., Inc.
300	PMA Financial Network, LLC
301	Wisconsin Surplus Online Auction
302	Holtger Bros., Inc.

Booth	Company Name
303	Association of Wisconsin Regional Planning Commissions
304	988 Wisconsin Lifeline
305	Hansen Auction Group. LLC
306	American Promise
307	FleetGenius, LLC
308	Maximus
309	Kraemer Brothers
400	Discover Mediaworks
401	Wisconsin County Highway Association (WCHA)
402	Market & Johnson Inc.
403	ATTIC Correctional Services, Inc.
404, 405	UMR
406	The Public Group, Public Surplus
407	Motorola Solutions
408	Eagle Point Solar
409	STR-SEG
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606	Kraus-Anderson
607	Wisconsin Land Information Association
608	Wisconsin County Forests Association
609	Senior Medicare Patrol- Greater Wisconsin Agency on Aging Resources
610	Acrow
611	The Alliance
700	Excel Engineering
701	Atmax Equipment
702	State of Wisconsin Board of Commissioners of Public Lands
703	Balestrieri Environmental
704	Trane
705	PACE Wisconsin
706	GIPAW
707	Baker Tilly
708	Wisconsin Association of Campground Owners
709	Nationwide Financial
710	ES&S
711	Google Cloud
712	SRF Consulting Group
713	Smart Scan Medical Imaging & Smart Infusion Therapy Services
714	Kuusakoski, US
715	Barron County Waste to Energy
900	Wisconsin County Surveyors Association (WCSA)
901	Wisconsin Department of Natural Resources (DNR)

Booth	Company Name
902	Bridging Brighter Smiles, Inc.
903	National Association of Counties
904	Public Administration Associates, LLC
905	Wisconsin County Mutual Insurance - Firearms Simulator
906	Wisconsin Department of Revenue - State and Local Finance Division
907	Wisconsin Register of Deeds Association
908	Abilita
909	Advantage Group Ga
1000	R.A. Smith, Inc.
1001	River Travel Media
1003	Gathering Waters: Wisconsin's Alliance for Land Trusts
1004	RENEW Wisconsin
1005	Wisconsin Women in Government
1006	T/CVSOA of Wisconsin



# MEMBER BOARDS

## HIGHLIGHTS



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: Thomas Wegner, Sheboygan 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

- ♦ Russ Fisher, Oneida County
- ♦ Lance Pliml, Wood County

##### Northwest District

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

##### Southeast District

- ♦ James Heinrich, Waukesha County
- ♦ Caroline Gomez-Tom, Milwaukee County
- ♦ Marcelia Nicholson, Milwaukee County
- ♦ Lee Schlenvogt, Ozaukee County
- ♦ Jeff Schleif, Washington 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)
- ♦ John Aasen, Trempealeau County
- ♦ Alice Connors, Calumet County
- ♦ Russ Fisher, Oneida 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

- ♦ Staci Hoffman, Jefferson County
- ♦ Monica Kruse, La Crosse County
- ♦ Michael Schlaak, Calumet County
- ♦ Nodji Van Wychen, Monroe County



# MEMBER BOARDS

## Resolutions Committee

- ♦ Marty Krueger, Sauk County (chair)
- ♦ John Aasen, Trempealeau County
- ♦ Steven Abel, Fond du Lac County
- ♦ Bill Laurent, Jackson County
- ♦ William Clendenning, Wood County
- ♦ Nancy Coffey, Eau Claire County
- ♦ Alice Connors, Calumet County
- ♦ Kenneth Depperman, Fond du Lac County
- ♦ Brian Ernst, Price County
- ♦ Charles Farrey, Winnebago County
- ♦ David Frohling, Dodge County
- ♦ Jerry Guth, Green County
- ♦ Kari Ives, Chippewa County
- ♦ Thomas Kautza, Shawano County
- ♦ Robert Keeney, Grant County
- ♦ Vernon Koch, Sheboygan County
- ♦ Felesia Martin, Milwaukee County
- ♦ John Meyers, Iowa County
- ♦ Louie Okey, Barron County
- ♦ Jeffrey Schleif, Washington County
- ♦ Donald Taylor, Burnett County

## Constitution Committee

- ♦ Thomas Wegner, Sheboygan County (chair)
- ♦ Alice Connors, Calumet County
- ♦ Scott Holewinski, Oneida County
- ♦ Willie Johnson, Jr., Milwaukee County
- ♦ Monica Kruse, La Crosse County
- ♦ Mark Liebaert, Douglas County
- ♦ Tim McCumber, Sauk County
- ♦ Dave Ostness, St. Croix County
- ♦ Amanda Truax, Jefferson County

## Rules Committee

- ♦ WCA Executive Committee

## 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
- ♦ Willie Johnson, Jr., Milwaukee County
- ♦ Jim Metz, Taylor County
- ♦ Lee Schlenvogt, Ozaukee County

- ♦ Thomas Wegner, Sheboygan County

#### Municipal Representatives

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

## 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

#### Northwest District

- ♦ Duane Johnson, Burnett County
- ♦ Jim Metz, Taylor County

#### West Central District

- ♦ Louie Okey, Barron County
- ♦ Joe Waichulis, Clark 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

#### East Central District

- ♦ Alice Connors, Calumet County
- ♦ Mary Schwalenberg, Calumet County
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- ♦ Ted Cushing, Oneida County
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## MEMBER BOARDS

### 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,<br>Marathon County        | ♦ Lee Schlenvogt,<br>Ozaukee County  |
| ♦ Lynn Gomez,<br>Waukesha Water Utility | ♦ Donald Taylor,<br>Burnett County   |
| ♦ Jim Metz, Taylor County               | ♦ Thomas Wegner,<br>Sheboygan County |
| ♦ Kim Pytleski,<br>Oconto County        | ♦ John West, Adams County            |

### WCA Services, Inc.

#### Officers

- ♦ Chair: Steve Dickinsen
- ♦ Vice-Chair: Gerald Derr
- ♦ Secretary: Bill Peterson
- ♦ Treasurer: Lisa Rose

#### Directors

- |                     |                     |
|---------------------|---------------------|
| ♦ J. Michael Blaska | ♦ Shirley Holman    |
| ♦ Dan Chadwick      | ♦ George Lightbourn |
| ♦ Gerald Derr       | ♦ Dennis O'Loughlin |
| ♦ Steve Dickinsen   | ♦ Bill Peterson     |
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