



GAME DAY

2025 Wisconsin Counties Association
**ANNUAL
CONFERENCE**

September 21-23, 2025



WCA

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WCA PREMIER



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WCA SERVICES INC.

**WISCONSIN
county
MUTUAL**



**Welcome
General Information
County-Related Meetings**

WELCOME TO GAME DAY IN SAUK COUNTY



Tim
McCumber,
Sauk County
Board Chair

Are you ready to hit the field? If not, it's time to head to the locker room and gear up because the WCA 2025 Annual Conference is here, and it's game on in beautiful Sauk County!

This year's theme, "Game Day," also reflects the vibrant growth of our Wisconsin Dells and the Lake Delton communities.

From youth to adult sports, these activities are bringing people together, fostering teamwork and creating champions. Across Sauk County, communities are stepping up and playing hard, sprinting forward with exciting new additions to our fields of play.

So, let's suit up and prepare to engage, challenge, invigorate and take action as part of WCA's Team WisCo. We're all on the same team, working together to lead Wisconsin counties toward success.

Coaching us on to victory is this year's lineup of top-tier speakers, workshop sessions and networking opportunities designed to help you address the important issues facing county officials today. Whether you're a seasoned veteran or just starting out, there's a spot for everyone on this team.

As a high school sports announcer (yes, in my spare time), I've had the privilege of witnessing countless memorable moments on the field. But beyond the game, I see a greater opportunity to unite our communities, our counties and the great state of Wisconsin. It's a true "triple threat" play that highlights the amazing teamwork driving both sports and government forward.

So, bring your game face because this year's WCA conference promises to be a winning experience!

- Tim McCumber, Sauk County Board Chair



Photo: Elaina Brossman, Sauk County.
Submitted for the 2024 Discover Wisconsin
photo contest sponsored by the WCA.



Sauk County Charity Donation

A \$500 contribution has been made to People Helping People. Based in Baraboo, the nonprofit is dedicated to supporting low-income families, veterans, and the unemployed through food distributions, school supply drives, clothing donations, and job training programs.

Founded in 1998, People Helping People has grown from grassroots efforts into a vital community resource across several counties. Their programs include holiday meals, workforce development, and education support, all sustained through local partnerships, fundraising events, and volunteers.

Save the Date!

2026 WCA Annual Conference
Sept. 20-22, 2026 | Sauk County

Interested in being a co-host?
See page 35.



Big news for Wisconsin

After more than four years of detailed environmental review and meaningful community engagement, the Wisconsin Department of Natural Resources has approved the Line 5 relocation project.

This milestone is the result of years of collaboration, environmental study, community engagement and regulatory review and moves us one step closer to safely relocating a critical piece of energy infrastructure—helping protect sensitive areas while continuing to deliver the energy people count on every day.

Visit enbridge.com/L5wis to learn more.



WELCOME

BY CO-HOST JEFFERSON COUNTY



Steve Nass,
Jefferson
County
Board Chair

Welcome to the WCA Annual Conference – and to Jefferson County’s story. For the first time, two counties are co-hosting the Annual Conference, and Jefferson County is proud to join Sauk County.

Jefferson County is in the midst of a transformation. Businesses and manufacturers are taking root here in exciting ways, investing more than \$1.4 billion in the past few years. This isn’t just a number. These investments represent new opportunities for our residents and businesses.

With easy access to Madison and Milwaukee, and a strong base of skilled talent, Jefferson County is becoming a key part of Wisconsin’s next great development corridor. But we’re not just focused on economic growth, our initiatives to build homeownership are designed to improve our quality of life.

Like all counties, we face challenges, but our foundation is strong, and our partnerships are stronger. Across all areas of our work, we strive to live up to our county’s tagline: Explore. Thrive. Belong.

We hope you get to know Jefferson County during this year’s conference and we warmly invite you to visit us soon. Whether it’s for business, a personal venture, or simply to enjoy our natural beauty and vibrant downtowns, we’d love to welcome you.

This year’s WCA Annual Conference is a timely opportunity to celebrate the collaborative spirit that drives progress across Wisconsin’s 72 counties. On behalf of the Jefferson County Board, our staff and our communities, thank you for being part of this moment. We’re proud to stand alongside our peers as we shape the future of Wisconsin’s counties.

- Steve Nass, Jefferson County Board Chair

GENERAL INFORMATION

2025 WCA Annual Conference

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

Registration

Africa Ballroom Foyer, Registration West

- Sunday, Sept. 21: 1 - 5:30 p.m.
- Monday, Sept. 22: 7 a.m. - 5 p.m.
- Tuesday, Sept. 23: 7 - 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 breakfast, lunch and 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, exhibit hall floor plan, 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.

WiFi Information

Complimentary WiFi. No password needed.

Smoking Policy

The Kalahari is a non-smoking establishment.

Cell Phone Policy

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



Exhibit Hall – Monday Only!

The Exhibit Hall is open on Monday, Sept. 22, 9 a.m. - 6 p.m. in the *Africa Ballroom East*. See pages 46-47 for highlights, including the Game Day Challenge.

Cyber Café

Stop by the Cyber Café in the Exhibit Hall to recharge yourself with a cup of coffee and make sure your device is charged.

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 workshop rooms and the *East and West Corridors*.

Complimentary Headshot

Visit the Photo Booth in the Exhibit Hall on Monday from 11:30 a.m. to 3:30 p.m. to have a complimentary headshot taken by professional photographer Misty Bindl, courtesy of the WCA.

Spouse/Guest Upper Dells Boat Tour/Lunch

Take a tour of the Upper Dells and enjoy lunch with other spouses and guests on Monday. Reservation required. Stop by the registration desk to sign-up. Space is limited. The bus will begin loading at the *Convention Center East Entrance* at 9:30 a.m. and return around 2 p.m.

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 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 internet security at the 2025 WCA Annual Conference in Sauk County. #wcaconf

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Wisconsin Counties Association Conference

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COUNTY-RELATED MEETINGS

Monday, Sept. 22

- ♦ 7:30 - 10 a.m.
Wisconsin County Executives and
Administrators Association
Cypress
- ♦ 8 a.m. - 5 p.m.
Wisconsin County Clerks Association
Guava, Tamarind

Tuesday, Sept. 23

- ♦ 6:45 - 7:45 a.m.
A Morning with the Cabinet: Women in
Government 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

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WCA **ELITE**



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SUNDAY, SEPTEMBER 21



**Registration Opens
2025 Annual Business Meeting
Evening Events**



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MARCHE PITTMAN
County Manager, Polk County

"We were able to bring the information to the palm of our residents' hands in ways that they didn't even imagine."



INTASHAN CHOWDHURY
Internal Management Consultant, City of Englewood, NJ

"With the institutional knowledge lost with retiring employees, AI has been a way to fill in the gaps."



ANDY PEDERSON
Village Manager, Village of Bayside, WI

Request
a Demo



Ask in your language of choice and we'll translate your request.
Languages supported include:
English, Spanish, Bangla, Hindi,
Viet, Tagalog, Arabic.

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Hi, how can I help?

Tap to see what's in the background

Have I ever checked about adding a permit to your property? Then, please see what I can do for you.



SUNDAY, SEPT. 21

REGISTRATION & WCA ANNUAL BUSINESS MEETING

1 - 5:30 p.m.

Registration

Africa Ballroom Foyer, Registration West

3 p.m.

Credentials Pickup

(For the 2025 WCA Annual Business Meeting)

Africa 10-30

3:30 p.m.

2025 WCA Annual Business Meeting

Africa 10-30



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. 22, 2024 Annual Business Meeting and the Aug. 11, 2025 Special 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

Guava, Tamarind, Portia, Wisteria

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



Gilbert Brown



Frank Winters



Eugene Robinson

7 - 10:30 p.m. | Aegis Hospitality Suite

Ballrooms A, B, G, H

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GAME NIGHT

WITH



a Charles Taylor Company

FEATURING

FOOTBALL

KANSAS CITY VS. NEW YORK

FUN GAMES & PRIZES

SUNDAY, SEPTEMBER 21ST

7 - 10:30 P.M.

BALLROOMS A.B.G.H

SUNDAY
SEPT. 21

Thank you sponsors!



National Cooperative 



MONDAY, SEPTEMBER 22



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

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communityinsurancecorporation.com

GHT

WCA Group Health Trust

wcaght.org

MONDAY, SEPT. 22

OVERVIEW

7 a.m. - 5 p.m. | **Registration**

Africa Ballroom Foyer, Registration West

7 - 8 a.m. | **Breakfast** | *Africa Ballroom Foyer*

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

9 a.m. - 6 p.m. | **Exhibit Hall Open** | *Africa East*
(see pages 46-47 for highlights)

9 - 10 a.m. | **Visit Exhibit Hall** | *Africa East*

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

9:30 a.m. - 2 p.m. | **Spouse/Guest Tour**

Upper Dells Boat Tour and Lunch

Sign-up required. Registered tour guests will load
at the *Convention Center East Entrance* at

9:30 a.m. The bus will return around 2 p.m.

12 - 1 p.m. | **Lunch**

Africa Ballroom Foyer

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

2 - 3:30 p.m. | **Exhibit Hall Game Day Challenge**
Africa East

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

4:30 - 6 p.m.

Exhibitor Reception

Africa East

Sponsored by:



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

(Ticket required,

seated dinner)

Africa West

Sponsored by:



7:30 - 10:30 p.m. | **Aegis Hospitality Suite**

Ballrooms A, B, G, H

Entertainment by:

The Simple Remedy

Sponsored by:



MONDAY

MORNING WORKSHOPS

8 - 9 a.m.

Clerks of Circuit Court: The Backbone of Justice *Africa 10*

Join members of the Wisconsin Clerks of Circuit Court Association for an insight into what clerks are required to do, what they are permitted to do, and what falls outside their responsibilities. The session will also explore collaborative efforts with community justice partners, with a focus on case management, the collection of fines and fees, court security, and other key initiatives.

Speakers: Jeff Okazaki, Clerk of Circuit Court & Register in Probate, Dane County; Stacy Kleist, Clerk of Circuit Court, Richland County; Rebecca Matoska-Mentink, Clerk of Circuit Court, Kenosha County

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

County Highway Finances: Where the Asphalt Meets the Budget *Africa 20*

Learn the basics of county highway budgeting and planning. Join the Wisconsin County Highway Association and experienced county highway commissioners for a panel discussion on the financial side of highway operations.

Speakers: Patrick Vander Sanden, Executive Director, Wisconsin County Highway Association; Craig Hardy, County Highway Commissioner, Iowa County; Rob Krejci, County Highway Commissioner, St. Croix County

Moderator: Matthew Budde, County Board 2nd Vice Chair, Calumet County

Long-Term Support Systems: Caring Across the Lifespan *Africa 30*

We'll examine available long-term care options, Wisconsin's aging demographics, and the growing financial impact on counties. This session will also

highlight Wisconsin's comprehensive, lifespan-focused approach that helps ensure continuous support for individuals and families.

Speakers: Cindy Piotrowski, ADRC Director, Portage County; Kelly Firlus, Children, Youth, and Family Services Manager, Juneau County; Clare O'Brien, DHHS Budget and Policy Director, Milwaukee County; Toto Chanthavixay, Children's Disability Program Director, Milwaukee County
Moderator: Alice Connors, County Board Chair, Calumet County

County Leadership Development: Trends, Challenges and Opportunities *Africa 50*

This session will highlight key trends from the recent statewide County Leadership Development Survey, identify common challenges, and uncover promising practices in fostering leadership growth. The discussion will open for reflection and dialogue, inviting attendees to share their own experiences and consider how these insights can inform future strategies for enhancing leadership development across Wisconsin.

Speakers: Amber Wichowsky, Associate Professor of Public Affairs, UW-Madison Division of Extension; Sarah Schlosser, Organizational and Leadership Development Program Manager, UW-Madison Division of Extension
Moderator: Bob Keeney, County Board Chair, Grant County

Zoning, Incentives and the Path to More Housing: Permit Me to Explain *Africa 60*

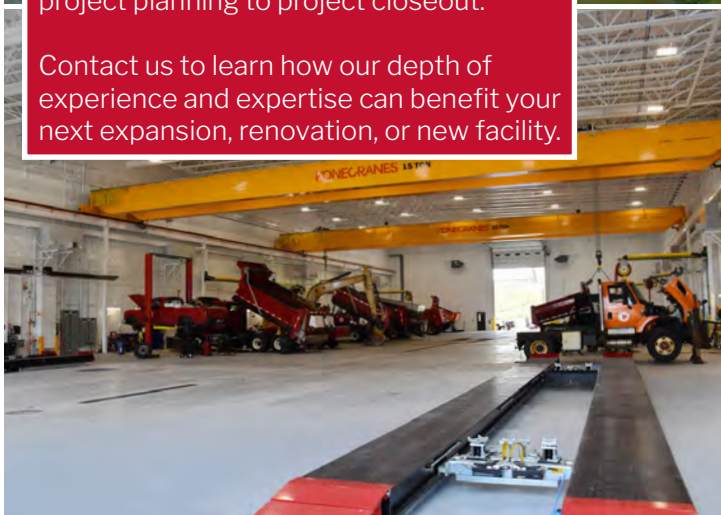
Jefferson County has faced a persistent lack of new housing development since the 2008 recession. By utilizing housing studies to inform policy decisions, aligning comprehensive plans with the county's strategic plan, and securing community buy-in, counties can create the conditions necessary to support new housing development.

Speakers: Deborah Reinbold, President, Thrive Economic Development; Ben Wehmeier, President & CEO, Greater Watertown Community Health Foundation
Moderator: Staci Hoffman, Register of Deeds, Jefferson County



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MONDAY

OPENING GENERAL ASSEMBLY

AFRICA WEST

10 a.m. - 12 p.m.

Call to Order

- Lance Pliml, Chair, WCA Board of Directors

National Anthem

- Ann Marie Austin, WCA Staff

Pledge of Allegiance

Welcome



Tim
McCumber,
County
Board
Chair, Sauk
County



Danny
Adams,
Emcee and
Facilitator
of Fun

MONDAY
SEPT. 22

Coffee & Conversation with the Governor

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

Opening Keynote: Telling Our Story

In an exciting new chapter to its long legacy of preserving and telling our stories, the Wisconsin Historical Society is constructing a state-of-the-art history center that will connect all 72 counties to our shared history in a national and global context.



- Christian Øverland, the Ruth and Hartley Barker Director & CEO, Wisconsin Historical Society

Featured Speaker: Do Hard Things. Be Consistent. Get an Edge

Step onto the mat with a coach who knows that motivation fuels every champion — both in wrestling and in life. Coach Reader will share his lessons on doing the hard things and being consistent to get an edge.



- Jon Reader, Associate Head Wrestling Coach, UW-Madison, 2011 NCAA Champion

Lunch

12 - 1 p.m. | *Africa Ballroom Foyer*

MONDAY

AFTERNOON WORKSHOPS

1 - 2 p.m.

Cybersecurity, Compliance and AI Policies: Governing in the Digital Era

Africa 10

In today's rapidly evolving digital landscape, effective governance requires a deep understanding of how cybersecurity, compliance, and the transformative power of artificial intelligence intersect. This session will explore the challenges and opportunities in ensuring robust cybersecurity protocols, navigating complex regulatory requirements, and shaping forward-thinking policies. Join us to gain valuable insights and actionable strategies for governing in the digital era.

Speakers: Barry West, IT Director, Waushara County; T.J. Podmolik, IT Director, Price County

Moderator: Cedric Schnitzler, County Board Chair, Monroe County

County Issues in the Northwoods: Navigating Northern Realities

Africa 20

This session will take a closer look at some of the significant challenges facing our northern counties, including shifting demographics, limited affordable housing and child care options, and the ongoing concerns regarding fire and EMS funding. We'll also discuss the complex balance between land conservation and the need for economic development, especially in areas with limited property on the tax rolls.

Speakers: Mary Felzkowski, State Senator, Wisconsin State Legislature; Kevin Dospoy, Deputy Director, Forward Analytics

Moderator: Michael Luckey, County Administrator, Jefferson County

Supporting Opioid Recovery: Tools to Track and Improve Outcomes

Africa 30

Following the distribution and availability of opioid settlement funds, counties have taken

responsibility for planning, managing, monitoring and evaluating the use of these funds to reduce overdose risks in their communities. The Opioid Settlement Principles Resource and Indicators is an online tool to help counties do this important work. Learn more about the tool and how your county can use it to plan, monitor, and evaluate your settlement funds.

Speakers: Eric Hulsey, Executive Director, Institute for Research, Education and Training in Addictions; Andy Phillips, Attorney, Attolles Law

Moderator: Sue Smith, Director/Health Officer, Wood County

Short-Term Rentals: Residential Use? Commercial Use? What May a County Do?!

Africa 50

Short-term rentals have exploded in the market over the last decade, often creating difficult questions for counties. Conflicting public information and challenges in state law further complicate a county's regulatory role. This session will address a county's regulatory authority of short-term rentals, legal restrictions on that authority, and options for considering whether to adopt a short-term rental regulatory ordinance.

Speakers: Rebecca Roeker, Attorney, Attolles Law; Malia Malone, Attorney, Attolles Law

Moderator: Marty Krueger, County Board Supervisor, Sauk County

Demystifying Your Fund Balance: The Rainy Day Realities

Africa 60

Understanding a county's fund balance is essential knowledge for every county leader making budget decisions. This session breaks down what a fund balance really means, why it matters to financial health, and how it affects everything from bond ratings to budget flexibility. Join us for a practical discussion that will leave you better equipped to advocate for smart, sustainable financial decisions.

Speakers: Jeffrey French, County Administrator, Barron County; Nick Trimner, County Administrator, Price County

Moderator: Jim Heinrich, County Board Chair, Waukesha County

MONDAY

AFTERNOON WORKSHOPS

3:30 - 4:30 p.m.

MakeMyMove: Bringing People and Jobs Together *Africa 10*

Cities and towns across the United States are facing unprecedented challenges from labor shortages and declining population growth. States and municipalities spend \$70 billion annually to grow their economies, but most of these dollars focus on attracting more employers. Every year, over 7 million Americans move to a new state, presenting a significant opportunity for communities to expand their workforce and population.

Speakers: Ben Ledo, Vice President of Enterprise Sales, MakeMyMove; Mike Rutz, CEO & Co-Founder, MakeMyMove

Moderator: Todd Romenesko, County Administrator, Calumet County

PFAS Update: Forever Chemicals, Immediate Challenges *Africa 20*

Hear the latest news on what's happening with PFAS, the role that counties play, and opportunities to partner with the private sector. This panel will give you the inside perspective from the Legislature, counties, and the private sector to arm you with the knowledge necessary to make important decisions.

Speakers: Eric Wimberger, State Senator, Wisconsin State Legislature; Rebecca Roeker, Attorney, Attolles Law; Larry Kinsman, Principal, ORIN Technologies

Moderator: Alayne Krause, County Administrator, Sheboygan County

Crisis Care Facilities: No-Wrong-Door Access to Mental Health *Africa 30*

This session will explore the development of crisis care facilities as part of the Crisis Now Model. A "safe place to get help" is a foundational component of this model and crisis care facilities are intended to provide 24/7, no-wrong-door access to mental health

and substance use crisis care. Join us to learn how these new facilities fit within the continuum of care, and how they can serve their communities and provide an additional resource to individuals and their care partners.

Speakers: Brianne Zaborowske, Lead Crisis Coordinator, Wisconsin Department of Health Services; Heather Carlson, Mental Health Services Section Manager, Wisconsin Department of Health Services; Joannette Robertson, Bureau of Prevention Treatment and Recovery Director, Wisconsin Department of Health Services

Moderator: Dennis Pocernich, County Board Chair, Bayfield County

The Foundation of Good Governance: Solid Rules, Solid Boards

Africa 50

Establishing a culture promoting efficient and effective governance requires effort. The foundation of every good governance model begins with a set of solid and understandable procedural rules. A county board with a solid set of board rules in place is well on its way to establishing the appropriate culture. Join us for this session, which will focus on both the purpose and language of board rules.

Speakers: Tricia Clements, County Administrator, Richland County; Ben Conard, Attorney, Attolles Law; David Turk, County Board Chair, Richland County

Speaker and Moderator: Andy Phillips, Attorney, Attolles Law

Numbers Don't Lie, But They Can Mislead

Africa 60

Understanding data and how to navigate its potential to mislead is critically important. Attendees will learn to identify data pitfalls, such as biases or misinterpretations, by highlighting real-world, common misconceptions. Join us to deepen your data literacy in an increasingly complex information landscape.

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

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NRM-19404AO (03/21)

MONDAY EVENING EVENTS

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

Africa East

Sponsored by:



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

**(Ticket required,
seated dinner)**

Africa West

Sponsored by:



7:30 - 10:30 p.m. | **Aegis Hospitality Suite**

Ballrooms A, B, G, H

Entertainment by The
Simple Remedy band

Sponsored by:



MONDAY
SEPT. 22

The poster for the Aegis Tailgate Party features a background image of two smiling men, one holding a blue cup. Overlaid on this is a central graphic of a red pickup truck with a tailgate down, flanked by two red folding chairs and two pool tables. Above the truck is the word "AEGIS" in a large, outlined, sans-serif font. Below the truck is a shield-shaped logo with "TAILGATE PARTY" in white text on a dark blue background. Below the shield, the text "ENJOY LIVE MUSIC FROM" is in a small, black, sans-serif font, followed by "The SIMPLE REMEDY" in a large, stylized, orange-brown font with a rope-like underline. Below that, "FUN GAMES & PRIZES" is in a small, black, sans-serif font. At the bottom, the event details are listed in a bold, black, sans-serif font: "MONDAY, SEPTEMBER 22ND", "7:30 PM - 10:30 P.M.", and "BALLROOMS A,B,G,H".

AEGIS

TAILGATE PARTY

ENJOY LIVE MUSIC FROM

The SIMPLE REMEDY

FUN GAMES & PRIZES

MONDAY, SEPTEMBER 22ND
7:30 PM - 10:30 P.M.
BALLROOMS A,B,G,H

Thank you sponsors!

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Building Excellence.



TUESDAY, SEPTEMBER 23



**Breakfast & Lunch
Morning Workshops
Closing General Assembly
Grand Prize Drawing**

HIGH QUALITY WORK
-OR-
AFFORDABLE PRICE?

HOW ABOUT BOTH?

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TUESDAY, SEPT. 23

OVERVIEW

7 - 10:30 a.m. | **Registration**

Africa Ballroom Foyer, Registration West

6:45 - 7:45 a.m. | **A Morning with the Cabinet:
Women in Government Breakfast**

Ballrooms A, H

Join us for a special panel featuring several of Wisconsin's women cabinet secretaries for an honest discussion about leadership, collaboration, and making an impact in public service. This engaging conversation is open to all conference attendees. The program will begin at 7 a.m.

Panelists:

- Kristina Boardman, Secretary, Wisconsin Department of Transportation
- Karen Hyun, Secretary, Wisconsin Department of Natural Resources
- Diana Maas, Assistant Deputy Secretary, Wisconsin Department of Administration

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

Africa East

Sponsored by:



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

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

10:30 - 11:30 a.m. | **Workshops**

11:45 a.m. - 1 p.m. |

Closing General Assembly and Lunch

Africa West

TUESDAY
SEPT. 23



TUESDAY

MORNING WORKSHOPS

8 - 9 a.m.

County Constitutional Officers: Demystifying Their Roles

Africa 10

Some of the duties of county constitutional officers are prescribed by statute while duties have evolved differently over the years in counties. So, where do these officers fall on the county organizational chart? Join us to explore the important roles and duties undertaken by county constitutional officers.

Speakers: Mike Schlaak, County Treasurer, Calumet County; Matt Thome, Attorney, Attolles Law

Speaker and Moderator: Andy Phillips, Attorney, Attolles Law

The Road Goes on Forever, or Does It?

Africa 20

Transportation delivers. Investment in infrastructure supports jobs, connects communities, boosts economic growth, and enhances safety. How will Wisconsin continue to fund the programs and projects necessary to keep our state moving? Learn about the current state of the Wisconsin Transportation Fund, the obstacles it faces, and potential strategies to align funding with economic growth, adapt to new technologies, and maintain our aging transportation network.

Speaker: Debby Jackson, Executive Director, Transportation Development Association

Moderator: Lance Pliml, County Board Chair, Wood County

Youth Justice Reform in Action

Africa 30

2018 WI Act 185 restructured the state's youth correctional system, aiming to close the Lincoln Hills School for Boys and Copper Lake School for Girls and shift towards community-based alternatives. Join the presenters for an update on youth justice system reforms and Racine County's new youth corrections facility, programs and services.

Speakers: Lance Horozewski, Division of Juvenile Corrections Administrator, Wisconsin Department of Corrections; Amberlyn Yohn, Administrator of Youth Rehabilitative Services, Racine County; Hope Otto, Human Services Director, Racine County

Moderator: Rebecca Glewen, County Administrator, Trempealeau County

Using Contracts To Build Better (and Smarter)

Africa 50

Counties have varied and complex facility needs. Capital projects add a whole other layer of complications. Counties should be mindful of basic project delivery methods, contract sets and public bidding laws when determining how best to ensure a project is done on time and within budget. This session will address legal questions and provide real-life examples of the complicated and, at times, risky world of construction contracts.

Speakers: Rebecca Roeker, Attorney, Attolles Law; Malia Malone, Attorney, Attolles Law; Michael Lanzdorf, Corporation Counsel, Racine County

Moderator: Ron Skallerud, County Board Chair, Forest County

AI and Local Government: Challenges, Opportunities, and Next Steps

Africa 60

Wisconsin counties are beginning to deploy artificial intelligence to improve the efficiency and effectiveness of their operations. This session will provide guidance explaining AI, its potential uses, how counties and municipalities are deploying it, and how to identify and mitigate potential risks, as well as best practices for implementing AI security and potential AI-use policies for county staff.

Speakers: Bill Oemichen, Professor of Practice - Law, UW-Madison Division of Extension; Kyle Cranmer, Data Science Institute Director, UW-Madison; Megan Poindexter, Office of Digital Solutions Teaching, Learning and Technology Specialist, UW-Madison Division of Extension

Moderator: Kurt Gibbs, County Board Chair, Marathon County

TUESDAY

MORNING WORKSHOPS

9:15 - 10:15 a.m.

Hold My Beer: It's Weird. It's Wacky. It's Wisconsin County Government!

Africa 10

Often, county officials find themselves in strange or unusual situations where it appears someone has just uttered, "Hold my beer." In this session, we will discuss the strange and the unusual and, more importantly, how counties handled the odd situations. While the session will be sure to entertain, there will no doubt be a valuable lesson or two baked into the discussion.

Speakers: Andy Phillips, Attorney, Attolles Law; Tim McCumber, County Board Chair, Sauk County; Rebecca Glewen, County Administrator, Trempealeau County

Moderator: Lance Pliml, County Board Chair, Wood County

Legal Land Descriptions: Understanding Where the Lines Are

Africa 20

Legal descriptions are written to define the limits of land ownership. Those descriptions are then placed on deed forms and recorded in the county register of deeds office. In this session, learn about the basic types of legal descriptions. We'll look at examples of poorly written descriptions and discuss the challenges and confusion they can create for county personnel and the general public.

Speaker: Bryan Meyer, Professional Land Surveyor, La Crosse County

Moderator: Dave Frohling, County Board Chair, Dodge County

Shared Services, Stronger Counties: Maximizing Efficiency in Local Government

Africa 30

Through collaboration and shared services, government entities can improve public services. This discussion will cover the rationale, benefits, and

challenges of shared service models, highlighting how they can enhance efficiency, reduce duplication, and deliver better outcomes for taxpayers. The presenters will share best practices, success factors, and structural models for shared services across core functions.

Speakers: Josh Schoemann, County Executive, Washington County; Todd Romenesko, County Administrator, Calumet County

Moderator: Samantha Kerkman, County Executive, Kenosha County

 **Strategic Planning for Counties:
Principles, Pitfalls and Practical
Applications**
Africa 50

Take a comprehensive look at strategic planning, its core principles, and why organizations undertake this crucial process. This session will examine case studies to illustrate the benefits and potential pitfalls of strategic planning in the unique context of county government. Participants will leave with the ability to evaluate whether strategic planning and its related processes apply to their county's unique situation and challenges.

Speakers: Elizabeth McCrank, Community Leadership Specialist, UW-Madison Division of Extension; Garret Zastoupil, Community Leadership Development Educator, UW-Madison Division of Extension

Moderator: Nancy Coffey, County Board Chair, Eau Claire County

 **Broadband Proliferation:
Can You Hear and See Me Now?**
Africa 60

The Broadband Equity, Access, and Deployment (BEAD) Program is an effort to expand high-speed internet access across the nation. It seeks to connect all Americans to reliable, affordable broadband by funding planning, infrastructure deployment, and adoption programs. Join this session for a discussion on the availability and impacts of BEAD funding in Wisconsin.

Speaker: Ben Conard, Attorney, Attolles Law

Moderator: Kurt Gibbs, County Board Chair, Marathon County

TUESDAY

MORNING WORKSHOPS

10:30 - 11:30 a.m.

Protecting Judicial Privacy: Understanding and Implementing WI Act 235

Africa 10

Join us for an informative discussion on the countywide impact of 2023 Wisconsin Act 235, which enhances privacy protections for judicial officers. This discussion will highlight key responsibilities, potential risks, and strategies to ensure compliance while maintaining public service and transparency. Gain the insight you need to support your departments and uphold the intent of this important legislation.

Speakers: Staci Hoffman, Register of Deeds, Jefferson County; Ben Conard, Attorney, Attolles Law

Speaker and Moderator: Andy Phillips, Attorney, Attolles Law

Facility Planning for Success: From Strategy to Performance

Africa 20

Learn how facility master plans can help counties effectively manage capital dollars and inform long-term strategies. This session will break down key facility planning decisions and how to align them with the county's operational goals. Real-life examples will show how master plans create value, increase efficiencies and guide future investments.

Speakers: Cory Beyer, Vice President & Senior Project Manager, Venture Architects; Brad Kwasny, Senior Associate & Senior Project Architect, Venture Architects; John Sabinash, Vice President & Government Studio Director, Venture Architects

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

An Interactive Budgeting Experience: What's in Your Bucket?

Africa 30

The Bucket Challenge is an interactive, priority-based budgeting exercise. Participants will explore

key budget issues and vote on their top priorities in this engaging and hands-on session. Attendees are encouraged to take the exercise home to help identify and discuss budget priorities in their counties.

Speakers: Ken Witt, County Administrator, St. Croix County; Lance Leonhard, County Administrator, Marathon County

Moderator: Tina Tryggstad, County Board Chair, La Crosse County

Regulating Renewable Energy: Are Counties Full of Hot Air?

Africa 50

Counties continue to receive requests for siting renewable energy projects, such as solar and wind energy systems. The complex regulatory framework governing renewable energy projects creates challenging questions of a county's limited ability to regulate them. This session will provide an update on the key legal issues, including preemption, financial impacts, and assurances; trends in approval processes; the potential for a collaborative approach; and other options available for counties when considering regulating renewable energy systems or when presented with a proposal for a renewable energy project.

Speakers: Rebecca Roeker, Attorney, Attolles Law; Malia Malone, Attorney, Attolles Law

Moderator: Tim McCumber, County Board Chair, Sauk County

Emerging Cyber Trends: Hacking the Heartland

Africa 60

In this session, join a cyber risk professional for a pulse check on the recent increase in cyber incidents impacting counties across Wisconsin. He will analyze key trends and challenges that have emerged this year, providing insights into how these incidents have affected county environments.

Speaker: Seth Johnson, Senior Cyber Risk Professional, Charles Taylor

Moderator: Nick Trimner, County Administrator, Price County

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of the people in
America's Dairyland.*



Scan to watch now!

TUESDAY

CLOSING GENERAL ASSEMBLY

AFRICA WEST

11:45 a.m. - 1 p.m.

Buffet Lunch at Entrance

Call to Order

- Mark O'Connell, President & CEO, WCA

Awards and Recognitions

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

Playing Like Legends: Stories from the Women Who Changed the Game

These living legends from the All-American Girls Professional Baseball League helped redefine what it means to "play like a girl." Hear their stories from the past as they engage in a lively conversation with WCA President & CEO Mark O'Connell.



Mary "Sis"
Moore



Maybelle
Blair



Jeneane
"Lefty"
Lesko



Dolly
"Lippy"
Ozburn

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:

- 70-inch smart TV (Delivered to your home!)
- Custom cornhole board set
- Green Bay Packers \$100 gift certificate & hat
- Wisconsin team custom wall art
- Yeti beverage tailgate essentials



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TEAM
WISCO

EXHIBIT HALL

EXHIBIT HALL

HIGHLIGHTS

AFRICA EAST

Open Monday Only
9 a.m. - 6 p.m.

Dedicated Exhibit Hall Time

9 - 10 a.m.
2 - 3:30 p.m.
4:30 - 6 p.m.

Exhibitor Reception

Relax with colleagues in the Exhibit Hall from 4:30 to 6 p.m. and enjoy a beverage and appetizers.

Sponsored by:



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.

Wisconsin Counties Association

2025 ANNUAL
CONFERENCE

GAME DAY CHALLENGE

MONDAY, SEPTEMBER 22
9 A.M. - 5:30 P.M.

Visit with exhibitors to test your knowledge, make the play,
and collect a stamp on your
Game Day Challenge Scorecard.

Answer the sports trivia question at each booth.
Get a stamp on your scorecard and turn it in by 5:30 p.m.
at the WCA Booth to qualify for a chance to win prizes,
including a deluxe padded camping chair with dual cup
holders and a Blackstone 22" tabletop griddle, courtesy of
Premier Sponsor, WCA Services, Inc.

Winners will be announced at 5:45 p.m. in the Exhibit Hall.
You must be present to win.

WCA
SERVICES
INC.

Lunch

12 - 1 p.m.

Enjoy lunch with colleagues in the
Africa Ballroom Foyer.

Cyber Café



Stop by the Cyber Café to recharge
yourself with a cup of coffee
and make sure your device is charged.

SPONSORS/EXHIBITORS BY COMPANY NAME

(FOR LIST BY BOOTH NUMBER, SEE PAGE 63)

Abilita | Booth 208

Dan Aylward

Dewitt, MI

517- 853-8130 | daylward@abilita.com

Website: abilita.com/wca

Products/services: Communications technology consulting

Advantage Group | Booth 210

Ryan Krueger

Schofield, WI

715-241-5372 | ryan@advantagegroupga.com

Website: 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 | karen.flynn@charlestaylor.com;

john.dirkse@charlestaylor.com

Website: us.charlestaylor.com/aegis-corporation

Products/services: Insurance/risk management

Association of Wisconsin Regional Planning Commissions | Booth 422

Sheldon Johnson

Spooner, WI

715-635-2197 | sjohnson@nwrpc.com

Website: awrpc.org

Products/services: Association of the nine regional planning commissions



***ATC | Booth 402**

Zac Tretow

Waukesha, WI

262-444-1425 | ztretow@atcllc.com

Website: atcllc.com

Products/services: High-voltage electric utility projects

*WCA Corporate Partner

ATTIC Correctional Services, Inc. | Booth 323
Vicki Trebian
Madison, WI
608-223-0017 | vtrebian@correctionalservices.org
Website: correctionalservices.org
Products/services: Community correction programs

 **Attolles Law, s.c. | Booths 504, 506**
Andy Phillips
Milwaukee, WI
414-285-0826 | info@attolles.com
Website: attolles.com
Products/services: Legal services

Ayres | Booth 316
Paula Vandehey
Eau Claire, WI
920-340-0639 | vandeheyp@ayresassociates.com
Website: ayresassociates.com
Products/services: Architecture and engineering

 **Baird | Booth 404**
Adam Ruechel
Milwaukee, WI
920-433-7373 | aruechel@rwbaird.com
Website: bairdpublicfinance@rwbaird.com
Products/services: Financial services

Baker Tilly | Booth 201
Kristin Fencl
Chicago, IL
920-265-2604 | kristin.fencl@bakertilly.com
Website: bakertilly.com
Products/services: Accounting, assurance/auditing and consulting

Balestrieri Environmental & Development, Inc. | Booth 521
Tatum May
Elkhorn, WI
262-743-2800 | tmay@balestrierigroup.com
Website: balestrierigroup.com
Products/services: Environmental and industrial service solutions

Blue Collar Consulting | Booth 217
Chuck Price
Wisconsin Rapids, WI
715-570-9320 | chuck@bluecollarconsulting.net
Website: bluecollarconsulting.net
Products/services: Comprehensive consulting business

Board of Commissioners of Public Lands | Booth 205

Thuy Nguyen

Madison, WI

608-266-1370 | thuy.nguyen@wisconsin.gov

Website: bcpl.wisconsin.gov

Products/services: BCPL State Trust Fund Loan program

Bridging Brighter Smiles, Inc. | Booth 304

Amy Loriaux

Waukesha, WI

262-896-9891 | aloriaux@bbsmiles.org

Website: bridgingbrightersmiles.org

Products/services: School-based preventative dental care program

Bug Tussel Wireless | Booth 305

Melody Johnson

Green Bay, WI

920-940-0178 | melody.johnson@btussel.com

Website: btussel.com

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

CBG | Booth 421

Jessie Knops

Madison, WI

608-240-4170 | j.knops@cbgwi.com

Website: cbgwi.com

Products/services: Construction trade association

Centrix/Upper90 | Booth 207

Dan Choi

Sun Prairie, WI

608-630-4283 | dan.choi@centrix-partners.com

Website: upper90.info

Products/services: Planning, design, and construction services

CESA 10 Facilities Management | Booth 419

Kayla Bradley

Chippewa Falls, WI

715-896-9478 | kbradley@cesa10.k12.wi.us

Website: cesa10.k12.wi.us/services/facilities

Products/services: Facility-related services to Wisconsin schools and municipalities

Command Central | Booth 614

Sue Ann Heck

Saint Cloud, MN

320-258-9893 | sueann.heck@ccelections.com

Website: ccelections.com

Products/services: Voting equipment

***Discover Mediaworks | Booth 525**

Kortnee Hass

Madison, WI

815-575-2604

kortneeh@discovermediaworks.com

Website: discovermediaworks.com

Products/services: Full media services

*WCA Corporate Partner

Diversified Services Network, Inc. | Booth 507

Robert A Lefebber

Naperville, IL

608-712-7148 | rob.lefeber@dsnworldwide.com

Website: dsnworldwide.com

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



Ehlers | Booth 308

Autumn Kovach

Waukesha, WI

262-796-6167 | akovach@ehlers-inc.com

Website: ehlers-inc.com

Products/services: Municipal advisory services for governments



***Enbridge | Booth 400**

Michelle Johnson

Superior, WI

715-718-1843

EnbridgeInWI@enbridge.com

Website: enbridge.com

Products/services: Energy infrastructure

*WCA Corporate Partner

ES&S | Booth 320

Kyle Weber

Omaha, NE

877-377-8683 | conferences@essvote.com

Website: essvote.com

Products/services: Voting machines and management systems

Excel Engineering | Booth 209

Mattie Klingenmeyer

Fond du Lac, WI

920-926-3116

mattie.klingenmeyer@excelengineer.com

Website: excelengineer.com

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



FirstNet, built with AT&T | Booth 509

Robyn Gruner

Appleton, WI

920-202-4228 | RT7258@att.com

Website: firstnet.com

Products/services: Nationwide broadband for first responders and public safety

Forester | Booth 216

Abby Ahlborn

Sayner, WI

715-891-1941 | abby@ahlbornequipment.com

Website: therealforester.com

Products/services: High-visibility safety apparel, chainsaw safety clothing and products, arborist supplies, and more

GBS - Governmental Business Systems | Booth 602

Drew Kendall

Lisle, IL

630-241-4290 | dbrinkman@gbsvote.com

Website: gbsvote.com

Products/services: Election hardware, software, and support services to local and private elections

GIPAW | Booth 324

Barry West

Oshkosh, WI

920-787-6586 | barry.west@wausharacountywi.gov

Website: gipaw.org

Products/services: Information technology professionals

Greenfield Contractors | Booth 218

Crystal Nicholson

Clermont, IA

563-287-0447

cnicholson@greenfield-contractors.com

Website: greenfield-contractors.com

Products/services: Design and build fabric and metal structures for commercial, agricultural and industrial clients

Hansen Auction Group, LLC | Booth 425

Tim Ault

Downing, WI

920-723-3116 | tim@hansenauctiongroup.com

Website: hansenauctiongroup.com

Products/services: Full-service auction and marketing company

Heartland Business Systems | Booth 606

Kylie McVey

Little Chute, WI

920-838-3378 | kmcvey@hbs.net

Website: hbs.net

Products/services: Technology, cybersecurity, and IT services



Holtger Bros., Inc. | Booth 616

Jil Van Lanen

De Pere, WI

920-609-0658 | jil.van.lanen@holtger.com

Website: holtger.com

Products/services: Fiber optic telecommunications construction

Integrity Sales & Auction LLC | Booth 519

Adam VanNoord

Merrill, WI

715-443-5000 | adam@integritysales.com

Website: integritysales.com

Products/services: Equipment auction sales



ISG | Booth 511

Amber Miller

Minneapolis, MN

952-426-0699 | amber.miller@isginc.com

Website: isginc.com

Products/services: Architecture, engineering, environmental and planning

Jefferson County | Booth 101

Jefferson, WI

Website: jeffersoncountywi.gov

Products/services: Co-host county



Kraemer Brothers | Booth 314

Janna Johnson

Plain, WI

608-546-2411

jjohnson@kraemerbrothers.com

Website: kraemerbrothers.com

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

Kraus-Anderson | Booth 318

Lindsay Stafford

Madison, WI

612-332-7281 | lindsay.stafford@krausanderson.com

Website: krausanderson.com

Products/services: Construction management,
general contractor

Market & Johnson | Booth 322

Jen Sonnentag

Eau Claire, WI

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

Website: market-johnson.com

Products/services: General contractor and
construction management

Meridia | Booth 222

Peter Babel

Malvern, PA

610-260-6800 | pbabel@meridiaars.com

Website: meridiaars.com

Products/services: Electronic voting and audience
engagement solutions



Miron Construction Co., Inc. | Booth 517

Sami Jo Franko

Neenah, WI

920-969-7671

samijo.franko@miron-construction.com

Website: miron-construction.com

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

***Motorola Solutions | Booth 418**

Derek P DiPietro

Sussex, WI

262-666-2756

derek.dipietro@motorolasolutions.com

Website: motorolasolutions.com/en_us.html

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

*WCA Corporate Partner

**National Association of Counties (NACo) |
Booth 618**

Grace Blanchard

Washington, DC

202-942-4274 | gblanchard@naco.org

Website: 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 405

Matt Dengel

Madison, WI

608-204-7732

mdengel@nationalcooperativerx.com

Website: nationalcooperativerx.com

Products/services: Prescription benefits

Office of the Commissioner of Railroads |

Booth 522

Sasha Strack

Madison, WI

608-261-8221 | sasha.strack@wisconsin.gov

Website: ocr.wi.gov

Products/services: Ensure the public's safety at railroad crossings in Wisconsin

PACE Wisconsin | Booth 202

Kimberly Johnston

Madison, WI

608-729-6900 | kjohnston@slipstreaminc.org

Website: pacewi.org

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



PFM Financial Advisors LLC | Booth 417

Kristin Hanson

Milwaukee, WI

612-655-4768 | hansonk@pfm.com

Website: pfm.com

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



Polimorphic | Booths 307, 406

Megan Olson

New York, NY

414-477-8846 | molson@polimorphic.com

Website: polimorphic.com

Products/services: Resident services with AI and software designed for the public sector



PTMA Financial Solutions | Booths 317, 416

Erik Kass

Milwaukee, WI

414-225-0099 | erik.kass@ptma.com

Website: ptma.com

Products/services: Investment solutions and municipal advisory services

Purple Wave Auction | Booth 300

Bridget Hess

Manhattan, KS

866-608-9283 | association@purplewave.com

Website: purplewave.com

Products/services: Online auction company

Quarles | (No Booth)

Jessica Kaye

Milwaukee, WI

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

Website: quarles.com

Products/services: Legal services

R.A. Smith, Inc. | Booth 306

Kim McElwee

Brookfield, WI

262-317-3325 | kim.mcelwee@rasmith.com

Website: rasmith.com

Products/services: Multi-disciplinary consulting firm

Ramaker & Associates, Inc. | Booth 206

Dawn Blacker

Madison, WI

608-643-4100 | dblacker@ramaker.com

Website: ramaker.com

Products/services: Architecture and engineering

River Travel Media | Booth 302

Brent Hanifl

La Crosse, WI

608-461-2485 | brent@rivertravel.org

Website: rivertravelmedia.com

Products/services: Digital marketing and advertising agency

Sauk County | Booth 200

Melanie Platt-Gibson

Baraboo, WI

608-963-3871

melanie.plattgibson@saukcountywi.gov

Website: 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.

SEH | (No Booth)

Ron Chamberlain

La Crosse, WI

608-792-5260 | rchamberlain@sehinc.com

Website: sehinc.com

Products/services: Engineers, architects, planners, and scientists

Senior Medicare Patrol- Greater Wisconsin Agency on Aging Resources | Booth 219

Ingrid Kundinger

Madison, WI

608-852-6436 | ingrid.kundinger@gwaar.org

Website: smpwi.org

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

Sprout Social | Booth 624

Patrick Rowe

Chicago, IL

708-990-9239 | pat.rowe@sproutsocial.com

Website: sproutsocial.com

Products/services: Social media management



The Alliance | Booth 215

Aaron Richardson

Fitchburg, WI

608-210-6652 | arichardson@the-alliance.org

Website: the-alliance.org

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

The Public Group, Public Surplus | Booth 638

Heather Whatcott

Provo, UT

801-932-7000, ext. 415

heatherwhatcott@thepublicgroup.com

Website: publicsurplus.com

Products/services: Online auction service

The Samuels Group | Booth 321

Shelley Rowe

Wausau, WI

715-571-5499 | srowe@samuelsgroup.net

Website: samuelsgroup.net

Products/services: General contractor, construction management, interior design, and commercial furniture



UMR | Booth 407

Brian Baxter

Milwaukee, WI

414-443-4759 | brian_j_baxter@umr.com

Website: umr.com

Products/services: Health plan administration

URT | Booth 224

Danae Gullicksen

Janesville, WI

920-350-5228 | dgullicksen@URTolutions.com

Website: URTolutions.com

Products/services: Full-service, integrated recycling services

UW-Madison Division of Extension | Booth 223

Keri Robbins

Madison, WI

608-262-7495 | keri.robbs@wisc.edu

Website: 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

Website: wisc.edu

Products/services: Educational programming

***Venture Architects | Booth 523**

Cory Beyer

Milwaukee, WI

414-225-0870 | cory.beyer@ventarch.com

Website: ventarch.com

Products/services: Justice planners, architects, engineers

*WCA Corporate Partner



WCA Group Health Trust | Booth 403

Trina Kiefer

Madison, WI

262-399-8860

trina.kiefer@charlestaylor.com

Website: wcaght.org

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

WI College Savings Plan-Edvest 529 | Booth 225

Chelsea Wunnicke

Madison, WI

608-266-3289

chelsea.wunnicke@dfi.wisconsin.gov

Website: dfi.wi.gov

Products/services: College savings plan

**Wisconsin Airport Management Association |
Booth 610**

Debby Jackson

Eau Claire, WI

608-513-9413 | debby.jackson@tdawisconsin.org

Website: wiama.org

Products/services: Wisconsin airport management association

**Wisconsin Association of Campground Owners |
Booth 301**

Tina Severson

Ettrick, WI

608-386-3673 | tina@seversonandassociates.com

Website: wisconsincampgrounds.com

Products/services: To promote and protect the camping experience

**Wisconsin Child Support Enforcement
Association | Booth 424**

Brent J Vruwink

Wisconsin Rapids, WI

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

Website: wcsea.org

Products/services: Child support services

**Wisconsin Conservative Energy Forum |
Booth 203**

Alyssa Birkeland

Madison, WI

262-674-0248 | abirkeland@wiscef.org

Website: wiscef.org

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

**Wisconsin County Forests Association |
Booth 214**

Rebekah Luedtke

Merrill, WI

715-539-1097

rebekah@wisconsincountyforests.com

Website: wisconsincountyforests.com

Products/services: Collaborative platform for members to discuss issues, programs, and policies affecting the county forests

**Wisconsin County Highway Association |
Booth 520**

Patrick Vander Sanden

Columbus, WI

920-630-0111 | pvandersanden@wiscohwy.org

Website: 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**

Josh Dirkse

Madison, WI

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

Website: 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 Mutual Insurance
Corporation - Firearms Simulator |
Booths 505, 604**

Josh Dirkse

Brookfield, WI

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

Website: 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 Surveyors Association |
Booth 325**

Laurence Johns

Viroqua, WI

608-343-2097 | laurence.johns@vernoncountywi.gov

Website: wsls.org/WCSA

Products/services: Association of county surveyors

**Wisconsin County Treasurers' Association |
Booth 420**

Scott Henke

West Bend, WI

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

Website: wicountytreasurers.com

Products/services: Duties/responsibilities of county treasurers

**Wisconsin Department of Administration,
Federal Surplus Property Program | Booth 622**

Nadine Malm

Madison, WI

608-266-5462 | nadine.malm@wisconsin.gov

Website: doa.wi.gov

Products/services: Enables eligible organizations to obtain property that the federal government no longer needs

Wisconsin Department of Revenue | Booth 620

Lorraine Krueger

Madison, WI

608-266-2192 | lorraine.krueger@wisconsin.gov

Website: revenue.wi.gov

Products/services: Tax and lottery administration, local government property assessment, and financial management



Wisconsin Housing Alliance | Booth 303

Angie Diedrich

Madison, WI

608-255-3131 | angie@housingalliance.us

Website: housingalliance.us

Products/services: Educate, support and promote the factory-built housing industry

**Wisconsin Land Information Association |
Booth 204**

Ann Barrett

Wild Rose, WI

800-344-0421 | admin@wlia.org

Website: wlia.org

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

**Wisconsin Municipal Mutual Insurance
Company | Booth 524**

Katie Clothier

Madison, WI

608-246-3336 | kclothier@wmmic.com

Website: wmmic.com

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

Wisconsin Public Finance Professionals, LLC | Booth 518
Carol Wirth
Brookfield, WI
414-507-4805 | cawirth@wipublicfinance.com
Website: wipublicfinance.com
Products/services: Independent municipal advisor

Wisconsin Register of Deeds Association | Booth 423
Sarah Van Camp
920-832-5117 | sarah.vancamp@outagamie.org
Website: wrdaonline.org
Products/services: Files, records, and issues instruments and documents of significance both to the community as a whole and its individual citizens

Wisconsin Rural Partners | Booth 220
Megan Purtell
Madison, WI
608-358-8458 | mmpurtell@purtellmarketing.com
Website: wiruralpartners.org
Products/services: Rural development

Wisconsin Surplus Online Auction | Booth 319
Taryn Boll
Mount Horeb, WI
608-437-0385 | taryn@wisconsinsurplus.com
Website: wisconsinsurplus.com
Products/services: Auction services

Wisconsin Women in Government | Booth 608
Emily Petersen
Madison, WI
630-977-9852 | eepetersen18@gmail.com
Website: wiscwomeningovernment.org
Products/services: Professional enrichment

Late Additions to Exhibitor List

Enterprise Fleet Management | Booth 117
Ben Walljasper
Waukesha, WI
262-446-0501 | benjamin.a.walljasper@efleets.com
Website: efleets.com
Products/services: Improved budgetary process for sedans, SUVs, trucks and law enforcement squads

Renew Wisconsin | Booth 115
Benjamin Behlke
Madison, WI
608-255-4044 | info@renewwisconsin.org
Website: renewwisconsin.org
Products/services: Renewable energy

SPONSORS/EXHIBITORS BY BOOTH NUMBER

(FOR LIST BY COMPANY NAME, SEE PAGE 48)

Booth	Company Name
101	Jefferson County
200	Sauk County
201	Baker Tilly
202	PACE Wisconsin
203	Wisconsin Conservative Energy Forum
204	Wisconsin Land Information Association
205	Board of Commissioners of Public Lands
206	Ramaker & Associates, Inc.
207	Centrix/Upper90
208	Abilita
209	Excel Engineering
210	Advantage Group
214	Wisconsin County Forests Association
215	The Alliance 
216	Forester
217	Blue Collar Consulting
218	Greenfield Contractors
219	Senior Medicare Patrol- Greater Wisconsin Agency on Aging Resources
220	Wisconsin Rural Partners
221	UW-Madison Division of Extension - Local Govt Leadership Programs
222	Meridia
223	UW-Madison Division of Extension
224	URT
225	WI College Savings Plan - Edvest 529
300	Purple Wave Auction
301	Wisconsin Association of Campground Owners
302	River Travel Media
303	Wisconsin Housing Alliance 
304	Bridging Brighter Smiles, Inc.

SPONSORS/EXHIBITORS BY BOOTH NUMBER

(FOR LIST BY COMPANY NAME, SEE PAGE 48)

Booth	Company Name	
305	Bug Tussel Wireless	
306	R.A. Smith, Inc.	
307, 406	Polimorphic	ELITE
308	Ehlers	PARTNER
314	Kraemer Brothers	LEADER
316	Ayres	
317, 416	PTMA Financial Solutions	ELITE
318	Kraus-Anderson	
319	Wisconsin Surplus Online Auction	
320	ES&S	
321	The Samuels Group	
322	Market & Johnson	
323	ATTIC Correctional Services, Inc.	
324	GIPAW	
325	Wisconsin County Surveyors Association	
400	Enbridge	LEADER
401, 500	Aegis, LLC - A Charles Taylor Company	PREMIER
402	ATC	PARTNER
403	WCA Group Health Trust	PREMIER
404	Baird	LEADER
405	National CooperativeRx	LEADER
407	UMR	ELITE
417	PFM Financial Advisors LLC	PARTNER
418	Motorola Solutions	
419	CESA 10 Facilities Management	
420	Wisconsin County Treasurers' Association	
421	CBG	
422	Association of Wisconsin Regional Planning Commissions	
423	Wisconsin Register of Deeds Association	

Booth	Company Name
424	Wisconsin Child Support Enforcement Association
425	Hansen Auction Group, LLC
502	Wisconsin County Mutual Insurance Corporation 
504, 506	Attolles Law, s.c. 
505, 604	Wisconsin County Mutual Insurance Corporation - Firearms Simulator 
507	Diversified Services Network, Inc.
509	FirstNet, built with AT&T 
511	ISG 
517	Miron Construction Co., Inc. 
518	Wisconsin Public Finance Professionals, LLC
519	Integrity Sales & Auction LLC
520	Wisconsin County Highway Association
521	Balestrieri Environmental & Development, Inc.
522	Office of the Commissioner of Railroads
523	Venture Architects
524	Wisconsin Municipal Mutual Insurance Company
525	Discover Mediaworks
602	GBS - Governmental Business Systems
606	Heartland Business Systems
608	Wisconsin Women in Government
610	Wisconsin Airport Management Association
614	Command Central
616	Holtger Bros., Inc. 
618	National Association of Counties (NACo)
620	Wisconsin Department of Revenue
622	Wisconsin Department of Administration, Federal Surplus Property Program
624	Sprout Social
638	The Public Group, Public Surplus

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