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WISCONSIN COUNTIES ASSOCIATION  
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EXCHANGE 2017

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Wisconsin Counties Association  
22 East Mifflin Street, Suite 900  
Madison, WI 53703  
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February 7-8, 2017  
Madison Concourse Hotel  
Madison, Wisconsin

# WCA LEGISLATIVE EXCHANGE AGENDA

## Tuesday, February 7, 2017

- 8:30 a.m. Registration and Continental Breakfast**  
(Sponsored by Alliant Energy and Public Financial Management, Inc.)
- 9:00 a.m. Opening Remarks**  
Mark D.O'Connell, WCA Executive Director
- 9:05 a.m. WCA Board of Directors Report**  
Gregg Moore, Chair, WCA Board of Directors
- 9:20 a.m. Gubernatorial Remarks**  
Scott Walker, Governor, State of Wisconsin (invited)
- 10:00 a.m. Break**
- 10:15 a.m. Next Generation Update**  
Gary Becker, Executive Director, Local Government Institute of Wisconsin; Rebecca Ryan, Founder, NEXT Generation Consulting, Inc.
- 10:45 a.m. "Just Fix It" Wisconsin**  
Craig Thompson, Executive Director, Transportation Development Association of Wisconsin
- 11:15 a.m. UW-Extension**  
Karl Martin, Dean and Director, Cooperative Extension - UW Extension
- 11:30 a.m. Competitive Wisconsin - Be Bold Strategy**  
Jim Wood, Chairman, Wood Communications Group; Strategic Counsel, Competitive Wisconsin, Inc.
- 12:00 p.m. Lunch**  
(Sponsored by von Briesen & Roper, S.C. and PMA Financial/WISC/Forecast5 Analytics)
- 12:45 p.m. The 2017-2018 Legislative Session**  
Kyle Christianson, WCA Director of Government Affairs; Sarah Diedrick-Kasdorf, WCA Deputy Director of Government Affairs; Dan Bahr, WCA Government Affairs Associate; Marcie Rainbolt, WCA Government Affairs Associate
- 1:45 p.m. Break**
- 2:00 p.m. State Finance Update**  
Waylon Hurlburt, State Budget Director, Wisconsin Department of Administration
- 2:45 p.m. Tools for Engaging Your Legislators**  
Kyle Christianson, WCA Director of Government Affairs; Sarah Diedrick-Kasdorf, WCA Deputy Director of Government Affairs

## Tuesday, February 7, 2017 (cont.)

- 3:00 p.m. Sir Winston Churchill**  
Randy Otto, Impersonator
- 5:00 p.m. - WCA County Reception**  
**7:00 p.m.**

## Wednesday, February 8, 2017

- 7:30 a.m.- Hot Breakfast**  
**8:15 a.m.** (Sponsored by Crivello Carlson, S.C.; Enbridge and National CooperativeRx/WisconsinRx)
- 8:30 a.m. Call to Order and Welcome**  
Mark D. O'Connell, WCA Executive Director
- 8:35 a.m. Legislative Leadership Roundtable**  
Robin Vos, Speaker, Wisconsin State Assembly;  
Dana Wachs, Representative, Wisconsin State Assembly;  
Scott Fitzgerald, Majority Leader, Wisconsin State Senate;  
Janet Bewley, Assistant Minority Leader, Wisconsin State Senate;  
Mark D. O'Connell, WCA Executive Director, Moderator
- 9:20 a.m. State Economy Update**  
Dennis Winters, Chief Economist, Office of Economic Advisors, Wisconsin Department of Workforce Development
- 10:05 a.m. Break**
- 10:15 a.m. State of Wisconsin Politics**  
Brian Fraley, President, Edge Messaging, LLC; John Nichols, Associate Editor, The Cap Times; Jeff Mayers, President, WisPolitics.com
- 11:00 a.m. Executive Director's Remarks**  
Mark D. O'Connell, WCA Executive Director
- 11:45 a.m. Adjourn**

## SAVE THE DATE

2018 WCA LEGISLATIVE EXCHANGE

February 6-7, 2018

Madison Concourse Hotel, Madison, Wisconsin