

## WISCONSIN COUNTIES ASSOCIATION

thanks all of our sponsors for their generous assistance in making the 2017 Legislative Exchange a huge success.

## WISCONSIN COUNTIES ASSOCIATION

# LEGISLATIVE EXCHANGE 2017

### EVENT SPONSORS:



### GENERAL SPONSORS:



### GIVEAWAY SPONSORS:



Wisconsin Counties Association  
22 East Mifflin Street, Suite 900  
Madison, WI 53703  
[www.wicounties.org](http://www.wicounties.org)



February 7-8, 2017  
Madison Concourse Hotel  
Madison, Wisconsin

# WCA LEGISLATIVE EXCHANGE AGENDA

## Tuesday, February 7, 2017

8:30 a.m.	<b>Registration and Continental Breakfast</b> (Sponsored by Alliant Energy and Public Financial Management, Inc.)
9:00 a.m.	<b>Opening Remarks</b> Mark D.O'Connell, WCA Executive Director
9:05 a.m.	<b>WCA Board of Directors Report</b> Gregg Moore, Chair, WCA Board of Directors
9:20 a.m.	<b>Gubernatorial Remarks</b> Scott Walker, Governor, State of Wisconsin (invited)
10:00 a.m.	<b>Break</b>
10:15 a.m.	<b>Next Generation Update</b> Gary Becker, Executive Director, Local Government Institute of Wisconsin; Rebecca Ryan, Founder, NEXT Generation Consulting, Inc.
10:45 a.m.	<b>"Just Fix It" Wisconsin</b> Craig Thompson, Executive Director, Transportation Development Association of Wisconsin
11:15 a.m.	<b>UW-Extension</b> Karl Martin, Dean and Director, Cooperative Extension - UW Extension
11:30 a.m.	<b>Competitive Wisconsin - Be Bold Strategy</b> Jim Wood, Chairman, Wood Communications Group; Strategic Counsel, Competitive Wisconsin, Inc.
12:00 p.m.	<b>Lunch</b> (Sponsored by von Briesen & Roper, S.C. and PMA Financial/WISC/Forecasts5 Analytics)
12:45 p.m.	<b>The 2017-2018 Legislative Session</b> 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.	<b>Break</b>
2:00 p.m.	<b>State Finance Update</b> Waylon Hurlburt, State Budget Director, Wisconsin Department of Administration
2:45 p.m.	<b>Tools for Engaging Your Legislators</b> 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.	<b>Sir Winston Churchill</b> Randy Otto, Impersonator
5:00 p.m. - 7:00 p.m.	<b>WCA County Reception</b>

## Wednesday, February 8, 2017

7:30 a.m.- 8:15 a.m.	<b>Hot Breakfast</b> (Sponsored by Crivello Carlson, S.C.; Enbridge and National CooperativeRx/WisconsinRx)
8:30 a.m.	<b>Call to Order and Welcome</b> Mark D. O'Connell, WCA Executive Director
8:35 a.m.	<b>Legislative Leadership Roundtable</b> 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.	<b>State Economy Update</b> Dennis Winters, Chief Economist, Office of Economic Advisors, Wisconsin Department of Workforce Development
10:05 a.m.	<b>Break</b>
10:15 a.m.	<b>State of Wisconsin Politics</b> Brian Fraley, President, Edge Messaging, LLC; John Nichols, Associate Editor, The Cap Times; Jeff Mayers, President, WisPolitics.com
11:00 a.m.	<b>Executive Director's Remarks</b> Mark D. O'Connell, WCA Executive Director
11:45 a.m.	<b>Adjourn</b>

## SAVE THE DATE

2018 WCA LEGISLATIVE EXCHANGE

February 6-7, 2018

Madison Concourse Hotel, Madison, Wisconsin