



# 2018 LA CROSSE WISCONSIN **WCA ANNUAL CONFERENCE**

LA CROSSE COUNTY  
September 23-25, 2018  
La Crosse Center &  
Radisson Hotel La Crosse

# TENTATIVE AGENDA

## SUNDAY

9/23/18

11:30 a.m.-5:30 p.m.	Registration
11:30 a.m.-5:30 p.m.	Networking Session
3:00-3:30 p.m.	Credentials Pick-up for Business Meeting
3:30 p.m.	2018 WCA Annual Business Meeting
Evening	Dinner on Your Own (See the La Crosse restaurant flyer at the WCA registration table)



## MONDAY

9/24/18

7:30 a.m.-5:00 p.m.	Registration
8:00-8:45 a.m.	Breakfast
8:45 a.m.-6:00 p.m.	WCA Marketplace Open
10:00 a.m.-12:00 p.m.	Opening General Assembly
12:00-1:30 p.m.	Exhibitor Luncheon
1:45-3:00 p.m.	<b>CONCURRENT WORKSHOPS</b> <ul style="list-style-type: none"><li>• <i>Lifting Wisconsin's Mining Moratorium: What it Means to Counties</i></li><li>• <i>Child Welfare Caseload Increases: The Why, and What Can We Do About It</i></li><li>• <i>Securing County Facilities</i></li><li>• <i>Protecting Your County: Risk Management Best Practices</i></li><li>• <i>The Future of Long-Term Care in Wisconsin - How Do County Nursing Homes Uniquely Assist to Meet the Needs of Our Residents</i></li></ul>
3:00-3:15 p.m.	Break
3:15-4:30 p.m.	<b>CONCURRENT WORKSHOPS</b> <ul style="list-style-type: none"><li>• <i>If It Smells Funny, You Might Have an Ethics Issue</i></li><li>• <i>The Future of Juvenile Corrections</i></li><li>• <i>Protecting Local Taxpayers: Closing the Dark Store Loophole</i></li><li>• <i>Administration of Local Highway Programs</i></li><li>• <i>Improving Broadband in Rural Areas</i></li></ul>
4:30-6:00 p.m.	Exhibitor Reception
6:00-7:30 p.m.	WCA "Festival of Food" (food stations)

## TUESDAY

9/25/18

7:15 -11:30 a.m.	Registration
7:30-8:15 a.m.	Wisconsin County Mutual Insurance Corporation Breakfast
8:30-9:45 a.m.	<b>CONCURRENT WORKSHOPS</b> <ul style="list-style-type: none"><li>• <i>Farm Bankruptcies and Their Impact on Counties</i></li><li>• <i>Human Trafficking in Wisconsin</i></li><li>• <i>Register of Deeds in the New E World</i></li><li>• <i>Enbridge: Fueling Wisconsin</i></li><li>• <i>Bespoke Isn't Just for Suits: Customizing Employee Health Benefits</i></li></ul>
9:45-10:00 a.m.	Break
10:00-11:15 a.m.	<b>CONCURRENT WORKSHOPS</b> <ul style="list-style-type: none"><li>• <i>Essentials of County Program Evaluation</i></li><li>• <i>Water Quality Issues and County Responses</i></li><li>• <i>Understanding Generational Differences in the Workplace</i></li><li>• <i>Go Regional or Go Home: Why Counties Need to Play Together to Survive</i></li><li>• <i>Connecting the Dots Between IT and the Organization</i></li></ul>
11:30 a.m-12:45 p.m.	Closing General Assembly (lunch provided)
1:00 p.m.	Conference Concludes

# LODGING IN LA CROSSE

## HOTEL INFO

Conference Hotel Room Block Start Date: 5/1/18

Conference Hotel Room Block Cut-Off Date: 8/3/18

WCA has room blocks at several hotels in La Crosse, Wisconsin. Hotel room blocks open on May 1, 2018 at 8:00 a.m. All county officials are responsible for booking their own hotel rooms at any of the WCA-selected hotels. **If booking multiple rooms, you must have a different name for each reservation (for example, booking five rooms all under one name is not allowed).** Rooms are booked on a first-come, first-served basis. Do not forget to mention the WCA Conference to get the appropriate rate. If you require a handicap room, please contact the Wisconsin Counties Association office at 866.404.2700 to reserve your room (WCA only reserves handicap rooms at the Radisson Hotel La Crosse). This request must occur no later than Friday, July 20, 2018.

## HOTELS

### Candlewood Suites

56 Copeland Avenue  
La Crosse, WI 54603

PH: 608.785.1110 • FX: 608.785.1116

Single Studio King/Queen Suite Rate: \$124.00; Two Queen Studio Suite Rate: \$134.00  
IN: 3:00 p.m. • OUT: 11:00 a.m.  
Additional info: 65 Rooms Blocked, Health and Fitness Center

### Charmant Hotel

101 State Street, La Crosse, WI 54601

PH: 608.519.8800 • FX: 608.519.8801

Classic Salle King Rate: \$149.00

IN: 3:00 p.m. • OUT: 12:00 p.m.

Additional info: 10 Rooms Blocked, Restaurants, Bar/Lounge, and Fitness Center

### Courtyard Marriott Hotel

500 Front Street, La Crosse, WI 54601

PH: 608.782.1000 • FX: 608.796.1827

Online Link: <http://bit.ly/2FLmCPc>

City View Double Queen Rate: \$144.00; City View King Rate: \$144.00; River View King Rate: \$144.00

IN: 3:00 p.m. • OUT: 12:00 p.m.

Additional info: 65 Rooms Blocked, Restaurant, Indoor Pool, and Fitness Center

### Fairfield Inn & Suites La Crosse Downtown

434 Third Street South  
La Crosse, WI 54601

PH: 608.782.1491 • FX: 608.782.1492

Online Link: [bit.ly/2oIWigY](http://bit.ly/2oIWigY)

Two Double Queen Bed Rate: \$93.00; King Bed Rate: \$93.00; Executive King Suite Rate: \$113.00

IN: 3:00 p.m. • OUT: 12:00 p.m.

Additional info: 70 Rooms Blocked, Free Breakfast, Indoor Pool, and Fitness Center

### GrandStay Hotel & Suites

525 Front Street North  
La Crosse, WI 54601

PH: 608.796.1615 • FX: 608.796.1625

One Bedroom Suite Rate: \$82.00; Studio Suites (open concept, two queen beds): \$82.00

IN: 3:00 p.m. • OUT: 11:00 a.m.

Additional info: 40 Rooms Blocked, Free Grand Start Breakfast, Indoor Pool, Whirlpool, and Exercise Room

### Gundersen Hotel & Suites

1520 Clinic Court, La Crosse, WI 54601

PH: 608.793.0200 • FX: 608.793.0119

Online Link: <http://bit.ly/2G73Owl>

Double Queen Bed Rate: \$116.00; King Bed Rate: \$116.00

IN: 3:00 p.m. • OUT: 12:00 p.m.

Additional info: 50 Rooms Blocked, Free Hot Breakfast, Indoor Pool, and Fitness Center

*Hotel list continues on facing page.*

## SPOUSE & GUEST TOUR

### LA CROSSE QUEEN PADDLEWHEEL CRUISE

Monday, September 24, 2018



Experience three hours on one of the most scenic stretches of the upper Mississippi River. Sit back and enjoy a narrated tour on wildlife and historical points of interest. This river cruise includes one of the oldest railroad swing bridges still in operation today, and for a very special experience the cruise will "lock thru" Lock and Dam #7. Lunch will be served on the La Crosse Queen Paddlewheel during the cruise. Enjoy! **Buses will load at the La Crosse Center (South Front Lobby Entrance) at 9:25 a.m.**

## HOTELS

### Hampton Inn & Suites Downtown La Crosse

511 3rd Street N., La Crosse, WI 54601  
PH: 608.791.4004 • FX: 608.791.4001  
Online Link: <http://bit.ly/2FeXanB>  
Double Queen Standard (ADA w/tub) Rate: \$142.00; King Standard Room Rate: \$142.00; King Standard Studio Rate: \$142.00  
IN: 3:00 p.m. • OUT: 11:00 a.m.  
Additional info: 100 Rooms Blocked, Free Hot Breakfast, Pool, and Fitness Room

### Holiday Inn Hotel & Suites

200 Pearl Street, La Crosse, WI 54602  
PH: 608.784.4444 • FX: 608.784.4480  
Booking Code: WIC  
Single King Bed Rate: \$149.00; Two Double Queen Bed Rate: \$159.00;  
King Suites Rate: \$169  
IN: 3:00 p.m. • OUT: 11:00 a.m.  
Additional info: 105 Rooms Blocked, Restaurant/Bar, Indoor Pool, and Fitness Center

### Home2 Suites by Hilton

210 Jay Street, La Crosse, WI 54601  
PH: 608.881.6666 • FX: 608.881.6667  
Online Link: <http://bit.ly/2HYyRsk>  
King Studio Suite Rate: \$139.00

IN: 3:00 p.m. • OUT: 11:00 a.m.

Additional info: 70 Rooms Blocked, Free Breakfast, Lounge, Pool, and Fitness Room

### Radisson Hotel La Crosse

200 Harborview Plaza  
La Crosse, WI 54601  
PH: 608.784.6680  
Call the hotel directly to book a room  
(No faxing or emailing)  
Standard King Bed, City View Rate: \$146.00; Standard Two Qu. Beds, River View Rate: \$156.00; Standard Two Double Beds/Poolside Rate: \$156.00  
IN: 3:00 p.m. • OUT: 12:00 p.m.  
Additional info: 60 Rooms Blocked, Restaurant, Lounge, Indoor Pool, and Fitness Center

### Settle Inn La Crosse

2110 Rose St., La Crosse, WI 54603  
PH: 608.781.5100 • FX: 608.781.3574  
Two Double Queen Bed Rate: \$72.00; King Bed Rate: \$72.00  
IN: 3:00 p.m. • OUT: 11:00 a.m.  
Additional info: 40 Rooms Blocked, Free Breakfast, and Indoor Pool

## KEYNOTE SPEAKER



### BILL STAINTON

Leadership & Strategic Creativity Speaker

*The 5 Best Decisions the Beatles Ever Made ...  
and Why You Should Make Them Too!*

Bill Stainton is a multiple Emmy Award-winning TV producer, writer, and performer; an author; a business humorist; and an internationally-recognized Beatles expert. He blends the business smarts he learned from twenty years in corporate management with the show biz sparks he garnered from working with people like Jerry Seinfeld, Ellen DeGeneres, and Bill Nye the Science Guy to create entertaining and enlightening presentations enjoyed by audiences around the world!

As the executive producer of Seattle's legendary comedy TV show *Almost Live!* Bill led a talented and highly creative team to unparalleled success: a #1 rating for ten straight years, and over 100 Emmy Awards (29 of which went to Bill). At the same time, he also owned his own corporate training company, authoring nine training programs in subjects ranging from office politics to customer service to team motivation. He's been quoted in *The Wall Street Journal* and *Forbes* and is a regular columnist for *Seattle Business* magazine. From Maine to Malaysia, Bill is committed to helping his audiences achieve their highest potential— while maintaining a sense of fun along the way!

Closing General  
Assembly  
9/25/18  
11:30 a.m.-12:45 p.m.

## **MISC. INFORMATION**

[www.wicounties.org](http://www.wicounties.org) • 1.866.404.2700

### CONFERENCE TRANSPORTATION

Complimentary shuttle service will be provided on Monday and Tuesday between the participating conference hotels and the La Crosse Center. Look for a transportation schedule at your hotel's front desk or at the WCA registration desk.

### CONFERENCE ATTIRE

The attire for the conference is business casual. Please remember that meeting room temperatures do not feel the same for everyone. You may want to bring a light sweater/blazer should meeting room temperatures be too cool for you.

### CONTACT US

For more information, contact WCA, 22 East Mifflin Street, Suite 900, Madison, WI 53703, phone: 866.404.2700 or fax: 608.663.7189, [www.wicounties.org](http://www.wicounties.org).

## **COUNTY-RELATED MEETINGS**

### MONDAY

9-24-18

8:00-9:00 a.m.	<b>Wisconsin Women in County Government</b>
8:00 a.m.-5:00 p.m.	<b>Wisconsin County Clerks Association</b>
8:45-10:00 a.m.	<b>Wisconsin County Executives &amp; Administrators Association</b>

### TUESDAY

9-25-18

7:30 a.m.-4:30 p.m.	<b>Wisconsin Association of County Corporation Counsel</b>
8:00 a.m.-12:00 p.m.	<b>Wisconsin County Clerks Association</b>

## **REGISTER TODAY!**

Register online at [www.wicounties.org](http://www.wicounties.org)



Registration for the 2018 WCA Annual Conference is ONLINE.

To register, simply go to [www.wicounties.org](http://www.wicounties.org) and click on the "Register Online" icon. This will take you directly to our online registration page, where you can register yourself, as well as any guests, spouses, or additional delegates. Once you have registered, you have the option to pay online with a credit card, or have an invoice sent to you via email.

Questions? Contact WCA at 866.404.2700 and we will be happy to help you through this process!