

## TUESDAY, FEBRUARY 25, 2025

- 8:30 a.m.                    **Registration & Continental Breakfast**
- 9:00 a.m.                    **Welcome & Pledge of Allegiance**  
Lance Pliml, Chair, WCA Board of Directors
- 9:05 a.m.                    **Opening Remarks**  
Mark D. O'Connell, President & CEO, Wisconsin Counties Association
- 9:10 a.m.                    **Washington Update**  
Matthew D. Chase, CEO & Executive Director, National Association of Counties  
Mark D. O'Connell, President & CEO, Wisconsin Counties Association
- 9:40 a.m.                    **Break**
- 9:55 a.m.                    **Coffee Talk with the Governor**  
Tony Evers, Governor, State of Wisconsin  
Mark D. O'Connell, President & CEO, Wisconsin Counties Association
- 10:15 a.m.                   **The Wisconsin Idea: UW's Role in our State**  
Jennifer Mnookin, Chancellor, UW-Madison  
Jay Rothman, President, University of Wisconsin System  
Moderator: Mark D. O'Connell, President & CEO, Wisconsin Counties Association
- 10:55 a.m.                   **Legislative Update**  
WCA Government Affairs Team
- 12:00 p.m.                   **Lunch**
- 12:40 p.m.                   **Forward Analytics**  
Dale Knapp, Director, Forward Analytics  
Kevin Dospoy, Deputy Director, Forward Analytics  
Moderator: Michael Lamont, Vice President of Programs & Services, Wisconsin Counties Association
- 1:25 p.m.                    **Supreme Court Candidate**  
Dane County Circuit Judge Susan Crawford
- 1:40 p.m.                    **Keynote Address**  
Mark D. O'Connell, President & CEO, Wisconsin Counties Association
- 2:05 p.m.                    **Break**
- 2:15 p.m.                    **Unfunded Mandates: Efficiencies & Strategic Solutions**  
David Crowley, Milwaukee County Executive  
Jon Doemel, Winnebago County Executive  
Paul Farrow, Waukesha County Executive  
Moderator: Andy Phillips, Attolles Law, s.c.

- 3:00 p.m.                    **Challenges & Innovations in County Government**  
Samantha Kerkman, Kenosha County Executive  
Marcelia Nicholson, Milwaukee County Board Chair  
Todd Romenesko, Calumet County Administrator  
Tina Tryggestad, La Crosse County Board Chair  
Moderator: Michelle Gormican Thompson, Principal, Thompson Communications
- 3:45 p.m.                    **Conclude**
- 5:00-7:00 p.m.            **Reception Honoring County Government**  
Madison Ballroom

## WEDNESDAY, FEBRUARY 26, 2025

- 7:30 a.m.                    **Hot Breakfast Buffet**
- 8:30 a.m.                    **Call to Order & Welcome**  
Mark D. O'Connell, President & CEO, Wisconsin Counties Association
- 8:35 a.m.                    **Legislative Leadership Roundtable**  
Devin LeMahieu, Senate Majority Leader  
Greta Neubauer, Assembly Minority Leader  
Jeff Smith, Assistant Minority Leader  
Robin Vos, Assembly Speaker  
Moderator: Kyle Christianson, Partner at Wimmer & Company
- 9:35 a.m.                    **Supreme Court Candidate**  
Waukesha County Circuit Judge Brad Schimel
- 9:50 a.m.                    **Break**
- 10:05 a.m.                   **Ask the Attorney**  
Andy Phillips, Attolles Law, s.c.,
- 10:50 a.m.                   **Memory Power**  
Paul Mellor, Success Links
- 11:55 a.m.                   **Conclude with Giveaways**  
Grab a boxed lunch