



Monday, 8:00-9:00 am

Powering Progress: Energy Solutions for Wisconsin Communities

Africa 10

This presentation will explore how Alliant Energy is supporting economic growth while maintaining reliable, affordable service for customers. Attendees will learn about emerging energy demands, grid investments, customer rate protections, regulatory oversight and how strategic infrastructure improvements can benefit communities.

Speaker: Becky Valcq, Alliant Energy President

Moderator: Alice Connors, Calumet County Board Chair

Livestock Siting Ordinances That Work

Africa 20

Wisconsin's Livestock Facility Siting Law establishes uniform statewide standards for the siting and expansion of livestock operations. Designed to provide consistency and predictability for both farmers and local governments, it sets science-based requirements for setbacks, odor management, manure storage, runoff protection, and more. Join us to learn more.

Speakers: Erin Tomasik, Dairy Business Association Local Affairs Manager; Nate Zimdars, WI Farm Bureau Federation Director of Local Government; and Matt Jacowski, Portage County Board Supervisor

Moderator: Marty Krueger, Sauk County Board Supervisor

Juvenile Corrections: Current Status, Facilities and Funding

Africa 30

Wisconsin's juvenile justice system has undergone significant change as communities implement a new approach to secure youth care. Join us for an update on the current state of juvenile corrections, including the status of new state and local facilities, funding, and other key policy developments. Attendees will learn about successes and lessons from implementation, explore the challenges that continue to shape the system, and discuss the funding and policy decisions needed to ensure safe, effective, and sustainable services.

Speakers: Lance Horozewski, WI Department of Corrections Division of Juvenile Corrections Administrator; Antonio Chavez, Racine County Jonathan Delagrave Youth Development and Care Center Superintendent; and Amberlyn Yohn, Racine County Youth Rehabilitative Services Administrator
Moderator: Tina Tryggestad, La Crosse County Board Chair

Leading Through Disaster: Understanding Roles and Responsibilities

Africa 50

This session will explore the roles and responsibilities of emergency management and local elected officials before, during and after an emergency or disaster.

Speakers: Tracy Hameau, Jefferson County Emergency Management Director and WI Emergency Management Association Vice President; and Brandon Larson, Vernon County Emergency Management Director and WI Emergency Management Association President
Moderator: Timothy McCumber, Sauk County Board Chair

Effective Media Relations in Local Government

Africa 60

Do you want to communicate clearly, confidently, and credibly with the media? This session will cover core principles of media engagement, including message development, interview preparation, responding during high-profile situations, and maintaining public trust. Learn practical strategies for staying on message, handling difficult questions, and representing your organization professionally.

Speaker: Hillary Mintz, Waukesha County Public Information Officer/Press Secretary
Moderator: Jim Heinrich, Waukesha County Board Chair

Monday, 1:00-2:00 p.m.

Campsites to Cash Flow: How Campgrounds Drive County Revenue, Tourism, Jobs and Economic Growth

Africa 10

Join us for a discussion on the role private campgrounds play in local economies, land use planning, tourism development, and public-private collaboration. Whether it is sales and employment/labor tax revenue, attracting visitors, supporting local businesses, or extending seasonal tourism, collaborating with private campgrounds doesn't just benefit the local economy, it can reduce regulatory friction while maximizing community benefit.

Speakers: Lori Severson, WI Association of Campground Owners Executive Director; and Tina Severson, WI Association of Campground Owners Chief Operating Officer
Moderator: Tom Wegner, Sheboygan County Board Supervisor

Building Stronger Communities Through Strategic Investment

Africa 20

Dodge County is investing in its future through two very different but innovative ways. To grow the tax base, the Dodge County Community Development Fund is providing financial resources to leverage local community investment in economic and community development projects using the sales tax. To grow employee capacity, the county has contracted with Cultural Reconstruction and MyGrow to teach and train employees in emotional intelligence and develop their skills in managing themselves and interacting with others. An interactive Q&A will follow with the presenters.

Speakers: Nate Olson, Dodge County Community Development Administrator; Nathan Thiel, Dodge County Director of Finance and Administration; and Cameron Clapper, Dodge County Administrator

Moderator: Dave Frohling, Dodge County Board Chair

Mandated and Underfunded: Health and Human Services Funding and County Budgets

Africa 30

Mandates don't get cut, placements don't stop, and crises don't wait. This session will examine the structural funding realities facing Wisconsin health and human services departments and offer a discussion about data, service design, and statewide advocacy as tools for driving change and building sustainability.

Speakers: Kevin Dospoy, Forward Analytics Director; Jacob Anderson, Forward Analytics Research Analyst; and Todd Romenesko, Calumet County Administrator

Moderator: Travis Richardson, Racine County Director of Data and Performance Analytics

Monday, 1:00-3:00 p.m. — Extended Workshop

Regular Meeting of the Nisnocsiw County Board of Supervisors

Africa 50/60

The Nisnocsiw Board of Supervisors meets every two years at the WCA Annual Conference to engage in all sorts of business. But the question is whether this "mock" meeting will go according to plan or whether there will be mistakes in parliamentary procedure. Join us for a real-world session on Robert's Rules at work designed to highlight issues that your county can avoid at its meetings.

Speakers: Jim Braughler, Jefferson County Board 1st Vice Chair; and Andy Phillips, Attolles Law Attorney
Moderator: Lance Pliml, Wood County Board Chair

Monday, 3:30-4:30 pm

PFAS 101: Background, Regulations and Local Landfill Leachate Management Africa 10

Join us for a presentation on all things PFAS — from basic background information, where PFAS have been found, and the costs associated with addressing cleanup to funding sources, regulations, and efforts to ban products. The presenters will also provide an overview of Marathon County's approach to addressing PFAS in landfill leachate.

Speakers: John Robinson, Marathon County Board Supervisor and WI Green Fire's Contaminants of Emerging Concern Work Group Co-Chair; David Hagenbucher, Marathon County Solid Waste Director; and Mark Thimke, WI Green Fire's Contaminants of Emerging Concern Work Group Co-Chair
Moderator: Alayne Krause, Sheboygan County Administrator

Your County Clerk: The Crucial Cog of the County Africa 20

For over 176 years, elected county clerks in Wisconsin have been ensuring that county government runs smoothly. From serving as the election administrator and working with all the municipal clerks to organizing and disbursing library funding, facilitating meetings, keeping accurate records of proceedings, apportioning taxes, and much more, your county clerk handles much of the day-to-day work that keeps local government running as effectively and efficiently as possible. Learn more about what county clerks do and how they serve as a crucial cog in the continuity of government.

Speakers: Andrew Mercil, Dunn County Clerk; Kim Trueblood, Marathon County Clerk; Trent Miner, Wood County Clerk; and Lisa Tollefson, Rock County Clerk
Moderator: Nicholas Trimner, Price County Administrator

Managing Chapter 980 Cases in the Community: Roles, Rules and Responsibilities Africa 30

This session will provide an overview of Ch. 980 of state statutes and how it applies in practice. The presenters will address how the WI Department of Justice, the WI Department of Health Services and county corporation counsels interact in finding supervised release placements in the

community for patients, what level of supervision is typical, and what mechanisms are in place when patients violate the rules.

Speakers: Leigh Neville-Neil, WI Department of Justice Criminal Litigation Unit Deputy Director; and Sarah Kissel, WI Department of Health Services Attorney
Moderator: Cameron Clapper, Dodge County Administrator

It's Weird. It's Wacky. It's Wisconsin County Government!

Africa 50/60

Do you think strange things only happen in your county? You are not alone! Join us for this session, where we will have the opportunity to share the interesting stories of strange things that have happened. Just when you might think you have a story that cannot be topped, there is sure to be a participant who says, "Oh yeah? Hold my beer..."

Speaker: Andy Phillips, Attolles Law Attorney
Moderator: Lance Pliml, Wood County Board Chair

Tuesday, 8:00-9:00 am

Maximizing Potential Levy Limit Strategies

Africa 10

In an era of increasing demand for county services and limited budgetary resources, counties must explore all financing options. Understanding what does and does not fall within levy limits is important in developing financial strategies. This session will explore the laws and rules surrounding a county's levy authority and provide attendees with the tools to create a path of financial sustainability.

Speakers: Ben Conard, Attolles Law Attorney; and Thomas Cameron, Attolles Law Attorney

Moderator: Kurt Gibbs, Marathon County Board Chair

Solar, Wind, BESS and Data Centers: The County Role

Africa 20

Wisconsin is experiencing a tremendous rise in renewable energy and data center projects. While counties play a limited role in the regulation of these projects, they nonetheless retain certain authority over aspects of the projects. This session will explore the legal framework surrounding the regulation of solar, wind, battery storage and data center projects.

Speakers: Rebecca Roeker, Attolles Law Attorney; and Andy Phillips, Attolles Law Attorney

Moderator: Samantha Kerkman, Kenosha County Executive

An Intergenerational Community Transformation: A New Vision for Aging

Africa 30

La Crosse County faced a familiar challenge: an aging, oversized nursing home no longer aligned with modern expectations for long-term care. This session will explore how the county transformed an outdated institutional model into a vibrant, future-focused intergenerational campus integrating early childhood daycare, diverse housing options, and a redesigned long-term care facility. It will highlight the planning process, engagement and funding strategies that turned a legacy nursing home into a model for innovative, connected care.

Speakers: Jane Klekamp, La Crosse County Administrator; and Sara Koopman, La Crosse County Deputy County Administrator

Moderator: Monica Kruse, La Crosse County Board Supervisor

AI, Agents, and Automation: How to Understand and Evaluate Their Role

Africa 50

AI is often discussed as if it were a single capability, but in reality, there are very different tools with very different implications. This session will help county leaders distinguish among generative AI, agentic AI, and process automation, and understand how each can provide value. It will also explore the role of business processes, data structure and governance in making AI usable, trustworthy and effective. Attendees will leave with a practical framework for identifying where AI fits, where automation may be the better answer, and what organizational readiness is required before moving to AI agents.

Speakers: Barry West, GIPAW Event Coordinator; and Kevin Koenig, Waukesha County Solutions and Data Engineering Manager

Moderator: Jason Dzwinel, Ozaukee County Administrator

Ensuring the Biggest Bang for Your County Buck

Africa 60

Wisconsin law requires counties to solicit bids for certain projects and award a contract to the lowest responsible bidder. While not legally required, there are other contracts where a bid or RFP process would be helpful. Join us as we explore the legal requirements related to bidding and the practical ways an RFP process can ensure your county is getting the most bang for its buck.

Speakers: Matt Thome, Attolles Law Attorney; and Malia Malone, Attolles Law Attorney

Speaker and Moderator: Jeffrey French, Barron County Administrator

Tuesday, 9:15-10:15 am

Alive In Your Purpose

Africa 10

Discover the tools and skills you can incorporate into your personal and professional life to move beyond merely surviving to actually thriving in the face of adversity. Learn to appreciate and embrace not only the easy or the pleasant, but also the struggle. Understand the need for balance in maintaining holistic wellness.

Speaker: Matthew Joski, Kewaunee County Sheriff

Moderator: Nate Dreckman, Grant County Administrator

RMAs: The Backbone of County Highway Departments

Africa 20

County highway departments are the backbone of Wisconsin's Routine Maintenance Agreement program, providing essential maintenance services on behalf of WisDOT across the state highway system. This presentation will explore how RMAs work, the responsibilities counties perform, and the value the program delivers to motorists and taxpayers.

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

Moderator: Robert Keeney, Grant County Board Chair

Supporting Behavioral Health Through Medicaid and County Partnerships

Africa 30

This session will feature a discussion of Wisconsin's county-administered behavioral health system, with a focus on the role of Medicaid and Medicaid financing in supporting behavioral health services. The session will also review key findings from the Medicaid financing survey conducted earlier this year by the WCA and Sellers Dorsey, and explore the opportunities and challenges facing counties.

Speaker: Tyler DeRubio, Sellers Dorsey Senior Director of Research, Policy and Innovation

Moderator: Todd Romenesko, Calumet County Administrator

Why Municipalities Are Turning to Counties for EMS: What That Means for Your Budget

Africa 50

Counties across Wisconsin are frequently asked by municipalities to use their unlimited EMS levy to help stabilize EMS funding as local governments face increasing financial shortfalls. This session will outline why counties are becoming central to EMS system sustainability while highlighting workforce shortages, rising demand and fragmented service models. It will present emerging countywide EMS approaches and governance options already in use across the state. Finally, it will demonstrate the fiscal, operational and political considerations county leaders will face as more local governments seek county partnership under the EMS levy exemption framework.

Speaker: James Small, WI Office of Rural Health Rural EMS Outreach Program Manager

Moderator: Michael Luckey, Jefferson County Administrator

Whose Job Is It? Roles and Responsibilities in County Government

Africa 60

Understanding roles and responsibilities within county government is crucial to establishing effective governance. Unfortunately, there is no "how-to" manual telling us precisely what those roles and responsibilities are. This session will explore these topics and provide insight into both the legal and practical governance framework for counties.

Speaker: Andy Phillips, Attolles Law Attorney

Moderator: Louie Okey, Barron County Board Chair

Tuesday, 10:30-11:30

Building Public Trust Through Open Data

Africa 10

Learn about Marathon County's journey to develop an Open Data Portal that provides meaningful, public-facing access to data. This session will explore how the county is using open data to improve transparency, strengthen accountability, and build trust while fostering a culture of data-driven decision-making. Presenters will provide practical lessons and strategies counties of any size can use.

Speakers: Lance Leonhard, Marathon County Administrator; and Michal Schultz, Marathon County Data Officer

Moderator: Matt Bootz, Marathon County Board Vice Chair

Understanding WisDOT's Project Lifecycle for County Success

Africa 20

This presentation will cover county-level strategies for improving safety and advancing projects from vision to delivery, highlighting WisDOT safety programs. It will also explain the department's project lifecycle and local scoping for different funding programs and consider alternative contracting and delivery methods.

Speaker: Justin Shell, WI Department of Transportation Division of Investment Management Administrator

Moderator: Jon Johnson, Eau Claire County Administrator

Meeting the Needs of the Aging Population: The Role of County Nutrition Programs

Africa 30

Our growing older population is creating new challenges in health, nutrition and independent living. This session will explore how the Wisconsin Elderly Nutrition Program proactively supports healthy aging, reduces food insecurity, encourages social connection, and helps older adults remain in their homes longer. Attendees will learn how dining programs, home-delivered meals, education, and community partnerships can help address future needs. The session will also highlight innovative practices strengthening local support systems and delaying the need for more intensive care.

Speakers: Joe Barnes, ADRC of Barron and Rusk Counties Dining Site Manager; Darby Smith, ADRC of Barron and Rusk Counties Nutrition and Transportation Program Manager; and Sara Koenig, WI Department of Health Services Elder Nutrition Program Manager
Moderator: Kelly Westlund, Bayfield County Deputy County Administrator

The Value of State and Local History at America's 250th

Africa 50

As the nation celebrates its 250th anniversary, learn about how Wisconsin is celebrating this important milestone and the importance of state and local history. State historical leaders will also share updates about the Wisconsin History Center under construction and exciting ways to access history across all 72 counties.

Speakers: Wes Mosman Block, WI Historical Society Deputy Director and Chief Operating Officer; Kristen Leffelman, WI Historical Society Southeast Outreach Coordinator; and Nick Hoffman, WI Historical Society Chief Creative Officer
Moderator: Rebecca Glewen, Trempealeau County Administrator

The Unique Roles of Constitutional Officers

Africa 60

County constitutional officers (clerk, treasurer, register of deeds, sheriff, and clerk of court) serve important constitutional and statutory functions and fill vital roles within a county's organization. This session will explore the unique roles of these officers and provide the foundation for close working relationships with other county leaders.

Speakers: Andy Phillips, Attolles Law Attorney; Staci Hoffman, Jefferson County Register of Deeds
Moderator: Penny Carter, Forest County Clerk of Circuit Court