



# AGENDA

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Madison Concourse, 1 W. Dayton St., Madison, WI 53703

## WEDNESDAY, JULY 31

- 5:00 pm **Wisconsin Welcome Cocktails.** *Get ready to raise a glass to Wisconsin!*  
WCA Office, 22 E. Mifflin Street, Suite 900, Madison, WI 53703
- 6:30 pm **Welcome Dinner at Naples 15,** *a gateway to Southern Italy and the heart of true Neapolitan cuisine located in the heart of Madison, WI.*  
Naples 15, 15 N Butler St, Madison, WI 53703

## THURSDAY, AUGUST 1

- 8:00 am **Rise & Shine Breakfast - Capitol Ballroom B**  
Madison Concourse, 1 W. Dayton Street, Madison, WI 53703
- 8:00- 9:00 am **Registration - Madison Ballroom**
- 9:00-9:45 am **Welcome & “Rules of Leadership”**  
Mark O’Connell, President & CEO
- 9:45-10:25 am **Leveraging Technology and Multimedia for Effective Communication**  
Moderator: Ann Marie Austin, Multimedia & Project Manager, Wisconsin Counties Association  
Panelists: Carah Bright, Member Engagement Director, Association of Indiana Counties  
Elizabeth Mallers, Director of Communications, Association of Indiana Counties
- 10:25-10:40 am **Break - Madison Ballroom**
- 10:40-11:20 am **Influence and Advocacy: Perspectives from Industry Lobbyists**  
Moderator: Marcie Rainbolt, WCA Government Affairs Associate, Wisconsin Counties Association

Panelists: Nels Rude, Government Affairs Associate, The Kammer Group  
Kyle O'Brien, Senior Vice President of Government Relations, Wisconsin Hospital Association  
Toni Herkert, Government Affairs Director, League of Wisconsin Municipalities

- 11:20 am-12:00 pm **Show and Tell: The Role of Communications in an Association's Success**  
Moderator: Michelle Gormican Thompson, WCA Communications Consultant, Thompson Communications  
Panelists: Derek Melot, Director of Communications and Marketing, Michigan Association of Counties  
Jeff Mayers, President, WisPolitics.com  
Debby Jackson, Executive Director, Transportation Development Association of Wisconsin
- 12:00-12:45 pm **Lunch - Capitol Ballroom B**
- 12:45-1:30 pm **Research and Data Sharing Presentation**  
Dale Knapp, Director of Research & Analytics, Forward Analytics  
Kevin Dospoy, Deputy Director, Forward Analytics  
Kyle Christianson, Partner, Wimmer & Company  
Mark O'Connell, President & CEO
- 1:30-2:00 pm **Closing remarks** and instructions for the outdoor adventure
- 2:00-4:00 pm **Outdoor Adventure**
- 4:00 pm **Cheers & Beers + Dinner**  
Coopers Tavern, 20 W Mifflin St, Madison, WI 53703  
*Sip on local brews at a European-style neighborhood tavern serving hearty, rustic food with an extensive variety of beers, whiskey, and finest bourbons.*

**FRIDAY, AUGUST 2**

- 8:00 am           **Hearty Midwest Breakfast - Capitol Ballroom B**  
*Madison Concourse, 1 W. Dayton Street, Madison, WI 53703*
- 9:00 am           **Collaborative Breakout Sessions - Madison Ballroom**  
*Split into smaller groups according to interest areas to discuss specific challenges and develop collaborative solutions.*
- Group 1: Communications / Marketing / Publications**  
Moderator: Michelle Gormican Thompson
- Group 2: Executive Directors**  
Moderator: Mark O'Connell
- Group 3: Conference & Meeting Planning**  
Moderator: Amy Dias
- Group 4: Legislative & Legal**  
Moderator: Marcie Rainbolt
- 11:30 am           **Lunch & Adjourn - Capitol Ballroom B**