

118th Annual Conference

2016 Annual Conference

October 19-21

Holiday Inn Hotel & Convention Center

1001 Amber Ave, Stevens Point, WI 54482

Hotel Reservations: (715) 344-0200

Overflow Hotels (PDF)

All municipal elected officials and staff who have never attended an Annual Conference will receive 1/2 off the full conference registration.

REGISTER ONLINE

Registration Form (PDF)

Check out the League's 2015 Annual Conference Facebook Album.

#LWM2016 Exhibitor Information (PDF)

#LWM2016 Sponsor Information (PDF)



Attendance is a smart investment in you and your municipality.

118th Annual Conference Agenda

**WEDNESDAY OCTOBER
19TH**

**THURSDAY OCTOBER
20TH**

**FRIDAY OCTOBER
21ST**

Wednesday, October 19

Deep Dive Workshops (Included in the Conference Price. Choose one when you register for the Conference.)

10:00-12:00 pm

Stevens Point Tour (Limit 50)

(Gathering at the Holiday Inn and Conference Center Lobby Entrance to ride Stevens Point buses/trolley to the destinations)

Mayor Mike Wiza and Stevens Point Staff will lead a tour of the Wastewater Treatment Plant, Historic Point Brewery and Historic Downtown Stevens Point including the city's "Creative Crosswalk." Watch the video [here](#).

In the case of bad weather, the Historic Downtown tour will be provided in the County Annex Building Rooms 1 and 2.

Note: We'll have self-guided maps of the historic walking tour available at the registration desk for those unable to attend at 10:00 a.m. but who want to explore at another time.

The Bridge: Closing the Gap Between Wisconsin's Generations

(Meeting in the Evergreen/Frontier Room)

We have all heard endlessly about the differences between Baby Boomers, Gen X-ers and the (infamous) Millennials. Yes, there are distinctions in the way each generation desires to live, work and play. But we all have something in common - we've chosen Wisconsin as our home. Thus, we need to work together to ensure our state stays competitive and attractive for future generations. Come learn about the Millennial Movement NEWaukee started and how you and your municipality can connect to it in the future!

Presented by [NEWaukee](#) CEO Angela Damiani and CIO Jerry Fojut

Real Colors: Discover Your Personality and Communication Style (Limit 30)

(Meeting in the Woodland/Trillium Room)

This is a hands-on, engaging, fun workshop where you will learn about the four-color personality spectrum and identify your preferred style and how to better communicate with others. The workshop is very interactive with many opportunities to understand yourself and others better and explore personality styles more deeply. A fun workshop that is also a great learning experience.

Presented by Local Govt. Specialist Dan Hill ([UW-Extension Local Government Center](#))

Building Engagement Through Your Community's Front Door

(Meeting in the Stonefield/Harvest Room)

In an era of 140 character Tweets and 24/7 Facebook posts, diverse strategic external communication strategies and a deft understanding of who your "audience" is plays a large part in the success or failure of municipalities engaging their taxpayers. Hear leading edge techniques, lessons learned, and the future of strategic government communications from a few local and nationally recognized leaders in the field of public administration.

Takeaways-

- *Tips for helping your organization find "it's voice" on social media.
- *Crisis management and getting out ahead of the story.
- *Best practices in developing relationships with the local media.

- *Leveraging social media platforms to engage residents like never before.
- *How to cultivate positive and meaningful communication with millennials.
- *Bridging the digital divide with the "greatest generation"

Presented by Chad Doran, Communications Coordinator – City of Appleton (Twitter: @doranchad), Jim Healy, Village Administrator – Village of Richfield (Twitter: @RichfieldWis), Josh Schoemann, County Administrator – Washington County (Twitter: @joshomen), Lauren Stott, Management Analyst – City of DeKalb, IL (Twitter: @Lauren_T_Stott) > all [Engaging Local Government Leaders](#)

11:30 – 1:30 pm Northwoods Expo

Exhibit Hall Open

Complimentary finger sandwiches and soft drinks will be served.

1:30 pm General Session

(Meeting in Sands/Spruce/Evergreen/Frontier room)

- **Stevens Point Mayor Mike Wiza Welcomes the Conference to Stevens Point**
- **[National League of Cities](#) Executive Director Clarence Anthony**
- **Taking Inspiration from History: Thomas Jefferson Speaking on Leadership**

After Keynote Speech: Northwoods Expo

Exhibit Hall re-opens

3:30-4:45 pm Roundtable Discussion

(Meeting in Woodland/Trillium Room)

Public Works/Engineering Concerns

City Engineer Rob Vanden Noven, Facilitator

3:00 – 5:00 pm Make a Conference Souvenir

at the Creative Crosswalk Photo Booth!

(Located outside Northwoods Expo Exhibit Hall)

4:00 pm Resolutions Committee Meeting

(Meeting in the Wisconsin Room)

5:00-7:00 pm President's Reception

(Gathering in Northwoods Expo Exhibit Hall)

Please stop in for hors d'oeuvres, soda, beer & wine. (A cash bar will also be available for Liquor purchases.) Check out the displays from our 97 Exhibitors!

Thursday, October 20th

Single-Day Registration

7:00 am

4th Annual Run/Walk sponsored by WEA Trust
(Lobby Entrance)

For a 4th Annual Run/Walk t-shirt provided by WEA Trust please register in advance!

8:00 am

Continental Breakfast hosted by the League Board
(Lobby)

9:00-10:15 am Choose from 5 workshops:

How to Improve Your Chances for Obtaining State WisDOT and WDNR Grants
(Expo 1)

Learn from four members of State Agencies that provide local government grants and how you can apply their best practices to your grant applications.

Ian Ritz and June Coleman (DOT), Mary Rose Teves (DNR), David Pawlisch (DOA)

Villages and Small Cities on the Cutting Edge: Innovative Small Communities *Sponsored by Short Elliot Hendrickson*
(Evergreen/Frontier Room)

City and Village Leaders from small communities present innovative success stories.

Village Clerk/Treasurer Danielle Maxwell (Turtle Lake), Village Administrator Kayla Chadwick (Butler), Village Administrator Scott Botcher (Fox Point), City Administrator Randy Reeg (Thorp)

The Role of the Municipal Attorney – How to Best Work With Your Attorney
(Spruce/Sands Room)

Experienced municipal attorneys with diverse municipal clients and varying situations (e.g., in-house or contract attorneys in private practice) will discuss the municipal attorney's role and how municipalities can use the municipal attorney most effectively.

Legal Counsel Claire Silverman (League), Attorney Dean Dietrich (Ruder Ware), Attorney Eric Larson (AMMRL), City Attorney Alan Kesner (Wauwatosa)

More Affordable Approaches to Phosphorus Compliance: The City of Oconomowoc's Watershed Improvement Program & the Village of Marathon's Use of Trading (Expo 2)

Learn more about the City of Oconomowoc's successful Watershed Improvement Program, and the Village of Marathon City's use of trading.

Manager Tom Steinbach (Oconomowoc Wastewater Treatment Utility), Village Administrator Andy Kurtz (Marathon City)

Public Projects that Drive Economic Development (Harvest/Stonefield/Woodland/Trillium Room)

The session will focus on real project examples which highlight successful approaches that communities have utilized to drive high value economic development.

Attorney Gino Galluzzo (Hinshaw Culbertson), Attorney Ben La Frombois (Hinshaw Culbertson)

10:30-11:45 am Choose from 5 workshops:

Everything You Need to Know About Levy Limits

(Expo 1)

Discuss key levy limit adjustments, common mistakes to avoid and hear how you can manage your municipality's levy. Senior Municipal Advisors Mike Harrigan and Todd Taves (Ehlers)

Priority Based Budgeting

(Expo 2)

Learn how you can use Priority Based Budgeting to match available resources with community priorities, provide your municipality with key decision-making information, and engage citizens in the budgeting process. Co-founders Chris Fabian and Jon Johnson, (Center for Priority Based Budgeting), County Administrator Josh Schoemann (Washington County)

Coyotes, Geese and other Creatures: Best Practices for Dealing with Urban Wildlife

(Spruce/Sands Room)

No matter how urban the area, feathered and four-legged beings vie to share the space. Learn how to manage the wild population in your municipality! Professor David Drake (UW-Madison)

Improving Police Community Relations

(Evergreen/Frontier Room)

Trust between law enforcement agencies and the people they protect and serve is essential to the stability of our communities, the integrity of our criminal justice system, and the safe and effective delivery of policing services. Panelists will discuss what they've learned in their communities, what's working and how to move forward.

Program Director Eric Giordano (Wisconsin Institute for Public Policy and Service), Mayor Bob Mielke (Wausau), Alder Shiva Bidar-Sielaff (Madison), Police Chief David Zibolski (Beloit); invited: Mayor Tom Barrett (Milwaukee)

H2O Ideas Flow: Lead Lateral Pipe Replacement and other Water Issues

(Harvest/Stonefield/Woodland/Trillium)

Dave Lawrence (Wisconsin Rural Water Association), Lawrie Kobza (Boardman and Clark), Paul Kent (Stafford Rosenbaum), Jeff Stone (Public Service Commission)

Noon LUNCH!

(Expo 3AB)

Luncheon Speaker - Rebecca Ryan, The Future of Wisconsin Government

- **Arts in the Community Award Winners Presented – Anne Katz, Arts Wisconsin**
- **Local Spark Award Winners Presented – Laura Taylor, WEA Trust**
- **Consideration of Resolutions and Business Meeting**

1:30-2:30 pm Choose from 5 Workshops**Is the Wheel Tax an Answer for Funding Streets in your Community?**

(Expo 1)

Learn more about the pros and cons from communities who have considered and/or enacted the wheel tax..

Mayor Tim Hanna (Appleton), Mayor Mike Vandersteen (Sheboygan), Mayor Gene Rosin (Kaukauna), Assistant Director Curt Witynski (League)

2016 "Arts in the Community" Award Winners

(Expo 2)

The 2016 Arts Wisconsin "Arts in the Community" Award winners will talk about how they made the arts an integral part of their communities and the benefits of the creative economy to their municipalities.

The 2016 award winners will be announced soon!

Yes! Wellness Programs Really Do Work to improve Health and Well Being and Hold Down Health Care Costs!

(Evergreen/Frontier Room)

Investments in wellness programs may seem like a luxury, but learn about the ultimate cost-savings such programs can generate.

Loss Control Consultant Twila Hurst (United Heartland), Account Manager Chris Centini (WEA Trust)

Library Boards and the Governing Body: Who Controls What?

(Spruce/Sands Room)

Learn how state law allocates shared power to operate a municipal library between a city council or village board and the city or village library board, and gain some expert insight

from the state agency which oversees municipal public library systems in Wisconsin.
Assistant Legal Counsel Daniel Olson (League), Director of Public Library Development John DeBacher (DPI)

Mapping Your Future

(Harvest/Stonefield/Woodland/Trillium)

A presentation of innovative approaches to mapping your community, this workshop will cover how to map, what to map, and how to use the information.

Geographic Information Systems Specialist Jon Schwichtenberg (GRAEF), Chief Business Development Executive Patrick Kressin (GRAEF)

2:45-4:15 pm Choose from 5 Workshops

Municipal Roundtable

(Expo 1)

Bring your questions, concerns and comments to this open forum and discuss municipal hot topics.

Executive Director Jerry Deschane (League) moderates

Advocating for Municipalities--Looking ahead to the 2017-18 Legislative Session

(Expo 2)

Look ahead to some of the decisions impacting your municipality the Legislature has on their agenda for the upcoming 2017-18 Legislative Session and learn how you can advocate for the future of your community.

Assistant Director Curt Witynski (League), Attorney Stephen Lyons (Husch Blackwell), Attorney Mike Rogowski (Husch Blackwell)

Ask the League Attorneys

(Evergreen/Frontier Room)

The League Legal Counsels are available to help answer your questions in an informal, Q&A session. (Please bear in mind that questions regarding specific situations existing in your community are best left to the municipal attorney.)

Legal Counsel Claire Silverman (League), Assistant Legal Counsel Daniel Olson (League)

The Cost of Clean: 20 Years of Sewer User Charge Trends in Wisconsin

(Harvest/Stonefield/Woodland/Trillium)

This presentation will reveal results of Wisconsin sewer service data gathered in January 2016, documenting the cost of sanitary sewer service and providing communities with the ability to compare their rates with similar-sized communities. Senior Project Engineer Greg Gunderson (MSA Professional Services), Client Service Manager Randy Herwig (MSA

Professional Services)

4:30-6:00 pm

Celebrating Tree City USA in Wisconsin

(Northwoods Expo Exhibition Hall)

Sponsored by the Wisconsin Department of Natural Resources

In addition to appetizers and drinks, entertainment will be provided by students of the Aber Suzuki Center at UW-Stevens Point, a program directed by Pat D'Ercole.

Speakers will include:

- Pete Smith, Arbor Day Foundation
- Todd Ernster, Stevens Point Forester
- Mayor Mike Wiza, Stevens Point

Friday, October 21

7:30-8:30 am Breakfast

Scrambled Eggs and Politics with Senate Candidates Former US Senator Russ Feingold & Senator Ron Johnson.

Sponsored by [Enbridge](#)

Pre-registration required for no extra charge. Limited to 100.

Continental Breakfast

(Lobby)

8:45-9:45 am **Choose from 3 Workshops**

Keys to Highly Effective Governing Bodies

(Expo 1)

Local Government Specialist Dan Hill (UW-Extension Local Government Center), Local Government Educator Phil Freeburg (UW Extension Local Government Center)

Avoiding Conflicts in Transmission Line Siting

(Spruce/Sands Room)

Local Relation Consultant Lee Meyerhofer (ATC), Local Relations Consultant David Hovde (ATC)

Applying Big Data to Improve Facility Operations & Reduce Expenses

(Expo 2)

Efficiently managing our facilities comes down to having access to the important components of a tremendous amount of data, organized in such a way that makes it usable. This workshop outlines tools that make that possible.

Energy Services Leader Jeffrey De Vor (Trane), Senior Energy Solutions Executive Adam Sauter (Trane)

10:00-11:00 am **Choose from 3 Workshops**

Factors to Consider when Evaluating Whether to use Tax Incremental Financing

(Spruce/Sands Room)

Learn more about how TIF works as well as best practices for your municipality to use in order to develop successfully, create jobs and grow your tax base.

Attorney Matt Dregne (Stafford Rosenbaum)

Performance-Based Compensation Systems

(Expo 1)

Both Appleton and Wauwatosa have invested in performance measurement systems and training.

Representatives from the Center for Priority Based Budgeting discuss the process with city representatives.

Co-Founders Chris Fabian, Josh Johnson and Jon Johnson (Center for Priority Based Budgeting), Human Resources Director Sandy Behnke (City of Appleton), Assistant City Attorney and Human Resources Director Beth Aldana (City of Wauwatosa).

The Next Generation of Storm Water Planning: Forecasting TMDL and Storm System Needs Through New Technologies & Strategies in Storm Water Planning

(Expo 2)

MS4 permits, TMDLs, frequent flooding issues, and tighter-than-ever budgets make forecasting the needs of our storm water infrastructure more important than ever. Hear experts discuss the latest tools available to municipalities.

Senior Project Manager Terrence Tavera (Ruekert & Mielke), Environment Coordinator Maureen McBoom (Ruekert & Mielke)

11:15-Noon Closing Address

Around the Corner with John McGivern Of Milwaukee Public Television

Sponsored by Alliant Energy

Contact Us



Carrie Jensen

Event Manager

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[More Information](#)