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*As we go to print.

Schedule at a Glance

Tuesday, October 12	12:00 - 1:30 PM	Leading Through Conflict Management	Zoom
Wednesday, October 13	12:00 - 1:30 PM	Tax Incremental Financing (TIF) Basics	Zoom
Thursday, October 14	12:00 - 1:00 PM	Municipal Safety Programs Best Practices	Zoom
Wednesday, October 20	9:00 AM - 12:00 PM	Deep Dive: Green Bay Bus Tour	Bus
	9:00 AM - 12:00 PM	Deep Dive: The EMS Problem: Working Toward a Solution	G
	9:00 AM - 12:00 PM	Deep Dive: How Stereotypes Inform Our Decision-Making	F
	1:00 - 1:30 PM	Welcoming Keynote Speaker: Seizing the Moment to Make a Difference Harry Sydney, Former Green Bay Packer & Founder of My Brother's Keeper	D
	1:30 - 2:00 PM	General Session Business Meeting	D
	3:30 - 4:30 PM	EPW Roundtable	G
	4:30 PM	President's Reception in Exhibit Hall	Exhibit Hall
	5:30 PM	Raffle Drawings for Exhibit Hall Gift Baskets	Exhibit Hall
Thursday, October 21	7:00 AM	9th Annual WEA Trust/ League Walk/Run	East Rotunda
	9:00 - 10:15 AM	Zoning for Affordable Housing	A
	9:00 - 10:15 AM	Leading High-Performing Teams	C
	9:00 - 10:15 AM	Building and Sustaining an Intentional & Welcoming Community	B
	9:00 - 10:15 AM	Keys to the City: Brownfield Redevelopment	G
	9:00 - 10:15 AM	Steps to Revitalize Your Commercial District	F
	10:30 - 11:45 AM	Alternatives to Property Taxes	C
	10:30 - 11:45 AM	Spoofing, Phishing, and Fraud - Oh My!	B
	10:30 - 11:45 AM	Combating Erosion and Enhancing Waterfronts	G
	10:30 - 11:45 AM	(Un)Civil Discourse: Navigating the Vitriol	F
	10:30 - 11:45 AM	Successful Housing Strategies	A
	1:30 - 2:30 PM	Urban Forestry in Your Community	G
	1:30 - 2:30 PM	Madison's Community Alternative Response Emergency Services (CARES) Initiative	B
	1:30 - 2:30 PM	"The Cedars" Blighted Mill Site Redevelopment	F
	1:30 - 2:30 PM	Stormwater \$en\$e - TMDL Implementation	A
	1:30 - 2:30 PM	Agendas, Policies, Forms & More Go Online	C
	2:45 - 3:45 PM	Ask the League Attorneys	A
	2:45 - 3:45 PM	Large Community Roundtables	C
	2:45 - 3:45 PM	Small Community Roundtables	F
	2:45 - 3:45 PM	Road Salt: Hidden Costs of Over-Salting	G
	2:45 - 3:45 PM	Advocating for Municipalities in the Capitol	B
	4:30 PM	Wisconsin Creative Champions Awards	Riverview
	5:00 PM	Networking Reception	Riverview
Friday, October 22	7:30 AM	Scrambled Eggs & Politics Assembly Speaker Vos (R-Rochester) & Senate Majority Leader LeMahieu (R-Oostburg)	D
	8:45 - 9:45 AM	From City Hall to the State Capitol	A
	8:45 - 9:45 AM	ARPA: Best Practices, Lessons Learned, and an Innovative Project	B
	8:45 - 9:45 AM	Adaptive Management for Phosphorous Reduction	C
	10:00 - 11:00 AM	Ethics & Public Works Projects	C
	10:00 - 11:00 AM	Experienced Leaders Share Sage Advice	A
	10:00 - 11:00 AM	Basics of Municipal Financing & Accounting	B
	11:15 AM	General Session Closing Keynote: Hope is Hard Work - John McHugh is the Director of Corporate Communications, Leadership Development, and Training for Kwik Trip, Inc.	D



Pre-Conference Zoom Events

Tuesday, October 12
12:00 - 1:30 PM



Leading Through Conflict Management

Eric Giordano, PhD, Executive Director, Wisconsin Institute for Public Policy and Service,
University of Wisconsin Systems

Municipal leaders face conflict on a daily basis. Conflict can be short-lived or prolonged, openly aggressive or festering passively behind the scenes, policy-oriented or personality driven. Although there is not a one-size-fits-all approach to managing conflict effectively, there are proven principles and techniques that, when used effectively and in a timely way, can help municipal leaders prevent conflict from escalating, improve relationships, and cope with outcomes, even when they don't go our way. Join a presentation and discussion with Eric Giordano, an expert facilitator on conflict management and take away usable tools and techniques backed up by key principles and evidence-based outcomes.

Via Zoom

Wednesday, October 13
12:00 - 1:30 PM

Tax Incremental Financing (TIF) Basics

Phil Cosson, Senior Municipal Advisor and **Brian Roemer**, Municipal Advisor, Ehlers

Tax Incremental Financing (TIF) is the most potent tool that municipalities have available to finance the cost of public improvements and economic development projects. This session will focus on TIF basics: when is it appropriate to consider TIF, how does TIF work, and what can it pay for? The presentation will also cover the types of TIF districts that can be created, and important considerations related to timing, process, and planning for financial success.

Via Zoom

Thursday, October 14
12:00 - 1:00 PM

Municipal Safety Programs Best Practices

Paula Vandehey, PE, Director of Public Works, City of Appleton; **Chad Abram**, City Administrator, Prairie du Chien;
Kevin Freber, Oconomowoc WWTF, Operations Manager/Safety Director; **Richard J. Rubenzer, PE**, Chippewa Falls, Director of Public Works,
City Engineer, Utilities Manager; **Clark MacAlpine, CSP, ARM, ALCM, CAWC, MBA**, Senior Loss Control Specialist, United Heartland
Moderated by: Elizabeth Yanke, MBA, Member Services Director, League of Wisconsin Municipalities

Join us for a panel discussion on Municipal Safety Programs featuring four peers from around the state. This group will discuss the makings of a good safety program, how COVID changed our focus, working with leadership, and getting buy-in from employees. We will also hear from a United Heartland Loss Control Consultant on how your municipality can take steps now to improve your programs. For background, read the article on page 12 of this magazine.

Via Zoom • [EPW Credit](#)

Pre-conference registration open until 5:00 PM, Monday, October 11, 2021.



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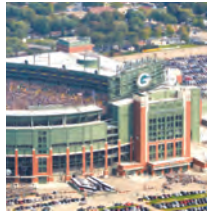
Wednesday, October 20 - Agenda

8:00 - 9:00 AM

Continental Breakfast

Location: Fox River Pre-function Space

9:00 AM - 12:00 PM



Deep Dive: Green Bay Bus Tour

City of Green Bay Economic Development Staff

We welcome our municipal visitors to the City of Green Bay! Over the last decade, Green Bay has seen major investments along our waterfront and in our neighborhoods. We are improving our infrastructure, housing stock, and commercial areas, and we actively seek out collaborations. We look forward to showing off our community!

Location: Bus. Pickup is behind the Conference Center.

9:00 AM - 12:00 PM



Deep Dive: The EMS Problem: Working Toward a Solution

Rob Henken, *President, Wisconsin Policy Forum*; **Dan Williams**, *President of the Sturgeon Bay City Council*; **Jerry Biggart**, *Chair, EMS Board, Wisconsin Department of Health Services*

A panel of experts will present on the challenges municipalities face in maintaining high-quality and cost-effective EMS programs. Case studies and possible solutions will be discussed. Participants will be able to dive into the solutions offered during breakout sessions with the presenters.

Location: G

9:00 AM - 12:00 PM



Deep Dive: How Stereotypes Inform our Decision-Making

Reverend Lex Cade-White, *Diversity, Equity, and Inclusion Instructor, Continuing Education and Community Engagement at UW-Green Bay*

UWGB Continuing Education Instructor Reverend Lex Cade-White will lead participants in an interactive workshop to define and identify unconscious and conscious bias and give tools for responding to and reducing the impact of biases.

Location: F

10:00 AM - 6:00 PM

Exhibit Hall Opens - Visit with more than 100 Vendors!

Location: Exhibit Hall • [Registered Guests Welcome](#)

12:00 - 1:00 PM

Light Lunch Buffet in Exhibit Hall

Location: Exhibit Hall • [Registered Guests Welcome](#)

1:00 PM - 1:30 PM



Welcoming Keynote Speaker: Seizing the Moment to Make a Difference

Harry Sydney, *former NFL football player, coach, three-time Super Bowl Champion, president and founder of My Brother's Keeper. (Learn more about My Brother's Keeper <https://mybrotherskeeperinc.net/>)*

Harry has touched the lives of many people with his faith and courageous story of how he pursued his dream to become a professional football player despite adversity. He is dedicated to seeing people become unstoppable through his speaking engagements, mentoring program, and publication of his life story. Harry has a degree in Juvenile Justice and Criminology from the University of Kansas; he and his wife have a blended family of eight children and eight grandchildren. Harry played professional football in the USFL, CFL, the San Francisco 49ers, and the Green Bay Packers. Harry Sydney is "the only one" as an NFL fullback to catch a touchdown pass from Joe Montana and Brett Favre.

Harry Sydney will kick off the conference, telling stories to inspire!

Change starts with every one of us.

Do not settle in life.

Why do we do what we do if we are not willing to make a stand?

The world has changed, saying nothing is saying something!

Location: D

Wednesday, October 20 - Agenda

1:30 - 2:00 PM

General Session Business Meeting

Location: D

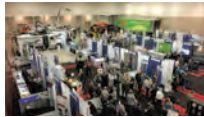
3:30 - 4:30 PM

EPW Roundtable

Moderated by: Josh Radomski, MS, PE, Director of Public Works, City of New Berlin

Location: G • [EPW Credit](#)

4:30 PM



President’s Reception in Exhibit Hall

Appetizers and hosted beer, wine, and soda

Location: Exhibit Hall • [Registered Guests Welcome](#)

5:30 PM

Raffle Drawings for Exhibit Hall Gift Baskets

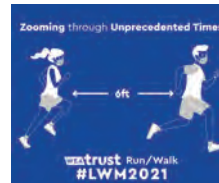
Location: Exhibit Hall • [Registered Guests Welcome](#)

Thursday, October 21 - Agenda

7:00 AM

9th Annual WEA Trust/ League Walk/Run

Location: East Rotunda • [Registered Guests Welcome](#)



8:00 AM

Breakfast

Location: D

9:00 - 10:15 AM

Zoning for Affordable Housing

Susan Henderson, 2nd Principal, PlaceMakers, LLC.; **Taylor Graybehl**, Eau Claire Associate Planner

Moderated by: Curt Witynski, Deputy Executive Director, League of Wisconsin Municipalities

In 2021, the League of Wisconsin Municipalities teamed up with the Congress for New Urbanism (CNU) to prepare a guidebook to help Wisconsin cities and villages make small, incremental changes to their zoning codes to better enable the location of workforce housing within their communities. In this workshop, CNU faculty will describe the project and discuss a few of the zoning code changes the guidebook will recommend. A planner from the City of Eau Claire will also speak about their city’s participation in the project and zoning changes the city is considering to enable the creation of more affordable housing.

Location: A

9:00 - 10:15 AM

Leading High-Performing Teams

Elizabeth Yanke, MBA, Member Services Director, League of Wisconsin Municipalities

In today’s knowledge-based economy, leading a high-performing team means leaving room to ask questions, challenge the status quo, and keeping the team accountable for deadlines and deliverables. In this interactive workshop, participants will learn the science behind psychological safety, how to recognize and create it, and learn the keys to effective accountability. Read *HR Matters* on page 18 of this magazine for a preview of the workshop.

Location: C

Thursday, October 21 - Agenda

9:00 - 10:15 AM

Building and Sustaining an Intentional & Welcoming Community

Timber Smith, Diversity, Equity, and Inclusion Coordinator, Appleton; **Raiya Sankari-Diaz**, Diversity and Inclusion Coordinator, Green Bay; **Jake King**, Communications and Diversity Strategist, Sun Prairie
Facilitated by: Todd Schmidt, Administrator, Village of Waunakee and President, League of Wisconsin Municipalities

We are in a crucial time of change. Communities are embracing the value of JEDI (Justice, Equity, Diversity, and Inclusion). This workshop will provide insights on why creating opportunities to support JEDI is important, and how municipalities can still pursue this work even if they don't have a dedicated position leading it. This panel will provide inspiration on small steps you can take to make a difference in this space and be intentional toward your community in supporting both current and new residents. The Diversity and Inclusion Coordinators from Sun Prairie, Appleton, and Green Bay will address how to begin to build and sustain an intentional community for inclusion, belonging, awareness, and change.

Location: B

9:00 - 10:15 AM

Keys to the City: Brownfield Redevelopment

Christine Haag, Director, Bureau of Remediation and Redevelopment, WDNR; **Gregory Buckley**, City Administrator, City of Two Rivers; **David Misky**, Assistant Executive Director, Redevelopment Authority of City of Milwaukee; **Brynn Bemis**, Hydrogeologist, City of Madison
Moderated by: Arthur Harrington, Attorney, Godfrey Kahn

Municipal involvement is a key to success in any complex blighted brownfield development project. Learn from this knowledgeable panel about opportunities, challenges, strategies, and lessons learned from their individual work on these challenging projects.

Location: G • [EPW Credit](#)

9:00 - 10:15 AM

Steps to Revitalize Your Commercial District

Neil Stechschulte, Community and Economic Development Director, City of Green Bay
Aaron Schutte, Community Development Director, Village of Ashwaubenon

In this combined presentation, learn about two vastly different yet regionally connected communities. Downtown Green Bay represents one of the most unique combinations of land uses in a downtown anywhere, combining longstanding industrial use, retail corridors, historic buildings, housing opportunities, and the greatest freshwater resource in the world. On the flip side, the Village of Ashwaubenon doesn't have a traditional downtown and has focused on transforming legacy industrial areas into a unique urban environment housing an NFL powerhouse.

Location: F

10:15 - 10:30 AM

Break

10:30 - 11:45 AM

Alternatives to Property Taxes

Alan Wildman, Prairie du Sac Village Administrator; **Scott Gosse**, Pewaukee Village Administrator; **Jeff Mazanec, PE**, Senior Consultant, raSmith
Moderated by: Curt Witynski, Deputy Executive Director, League of Wisconsin Municipalities

This panel discussion will explore alternative methods communities are using to fund local services, including transportation utility fees, street light fees, and local vehicle registration fees.

Location: C

10:30 - 11:45 AM

Spoofing, Phishing, and Fraud - Oh My!

Karen Kerber, CPA, CITP, Shareholder, KerberRose; **Lucas Koenig**, Chief Technology Officer, KerberRose

Every day, thousands of people fall for fraudulent emails, texts, and calls. These are commonly referred to as spoofing and phishing scams and governments can lose thousands of dollars. Learn about these and other tactics used by others to try and access your information. We will discuss real-world examples of the external threats and ways to prevent them and protect your government. The presentation will also discuss ransomware and backup solutions as these continue to be issues governments are facing, as well as internal fraud.

Location: B

Thursday, October 21 - Agenda

10:30 - 11:45 AM

Combating Erosion and Enhancing Waterfronts - Creating Opportunities for Communities Through Public and Private Partnerships

Jack Cox, PE, Senior Principal/Director of Engineering, Edgewater Resources; **Nick Stefani, PE**, Section Head for Coastal and Geotechnical Engineering, Edgewater Resources; **Susan Winnen**, Environmental Engineer, City of Oak Creek

Like other Great Lakes Coastal Communities, the City of Oak Creek has seen an increase in erosion on their shoreline due to increased frequency of severe storms and high water levels. Learn more about how Oak Creek partnered with adjacent private shoreline owners and the city’s water utility to provide a resilient shoreline protection system that will also serve as a half-mile walking promenade link to the city-owned Bender Park.

Location: G

10:30 - 11:45 AM

(Un)Civil Discourse: Navigating the Vitriol

Michael R. Ford, City of Oshkosh Council Member, Associate Professor of Public Administration, University of Wisconsin Oshkosh, Director of the Whitburn Center for Governance and Policy Research; **Randy Reeg**, City Administrator/Economic Development Director, Mauston; **Sue Today**, Sevastopol School Board Member, President of the Wisconsin Association of School Boards

Local government officials and staff have been caught in the middle of a conversation that is increasingly uncivil. The panelists have taken on the vitriol in different ways. Mike Ford is both a City Council member and an Associate Professor of Public Administration, Randy Reeg has initiated “Positively Mauston” and Sue Today, is leading an organization that has been on the front lines.

Location: F

10:30 - 11:45 AM

Successful Housing Strategies

Kurt Muchow, Community Development Consultant, Vierbicher; **Melissa Hunt**, Municipal Services Manager, Vierbicher; **Mark Steward**, Community Development Consultant, Vierbicher

How would a developer rate your community on a scale of 1 to 10 in terms of being “development friendly”? How can communities meet the demand for housing by becoming more attractive to developers and by identifying best practices for successful housing strategies?

The session will include community preparedness, processes, regulations, and public funding while addressing why it is important to be development friendly. We will use real-world examples to illustrate best practices for successful housing strategies. Read the article on page 6 of this magazine to learn the basics.

Location: A

12:00 PM



Lunch & Address by Wisconsin Governor Tony Evers

Location: D

1:30 - 2:30 PM

Urban Forestry in Your Community

Rob Vanden Noven, PE, Director of Public Works; **Jon Crain**, Superintendent of Parks and Forestry, City of Port Washington; **Olivia Witthun**, Urban Forestry Coordinator, WI DNR

Dutch Elm Disease, Emerald Ash Borer, street widening, and shrinking municipal budgets have resulted in a steady decline in the urban forests which once graced the streets in our cities and villages. This workshop will focus on ways your community can rebuild your forestry program and add value to your community through interdepartmental cooperation, staff innovation, successful grant writing, and creative funding/ budgeting.

Location: G • [EPW Credit](#)

Thursday, October 21 - Agenda

1:30 - 2:30 PM

Madison's Community Alternative Response Emergency Services (CARES) Initiative

Che Stedman, *Assistant Chief of Medical Affairs, Madison Fire Department*

The City of Madison has launched a Community Alternative Response Emergency Services (CARES) pilot program which allows 911 operators to choose to send a mental health crisis worker alongside a community paramedic from the fire department. The participating paramedics will receive additional training from the National Alliance on Mental Illness. The CARES team will arrive at nonviolent emergencies in a van branded with the program logo instead of an ambulance. Learn more about how the city created and funded this program.

Location: B

1:30 - 2:30 PM

"The Cedars" Blighted Mill Site Redevelopment

Brad Werner, *Senior Municipal Engineer, Vice President, McMahon Associates*; **Danielle L. Block, PE**, *Village Administrator, Kimberly*

In 2011, the 122-year-old Kimberly Clark Paper Mill was permanently closed and sold to a demolition company. The 90-acre mill site was gutted and demolished and left in a blighted state. The Village of Kimberly partnered with the demolition company to redevelop the site, but after four years and no progress the village ended the partnership and purchased the mill site to control its development. This began with the formation of TID #6 in 2016. In 2017, the village broke ground on its first project, a residential subdivision. Continued site demolition cleanup was needed to prepare for new development and was the focus of 2017. The next four years presented many challenges as mills were constructed for the long term. Today, the village work is nearing completion, and development is moving forward at a rapid pace. The blighted area, which served as the heart of the community for over 120 years, is rapidly transforming into something useful. What challenges did the village face both financially and politically, and how did they persevere to the success they see today? Learn what the village did to make this a successful project that is healing a deep scar left in the community.

Location: F

1:30 - 2:30 PM

Stormwater \$en\$e - TMDL Implementation

Anna Bartsch, *Coordinator of Northeast WI Stormwater Consortium, Fox-Wolf Watershed Alliance*; **Christopher Murawski**, *Village Engineer, Village of Little Chute*

Make \$en\$e of your municipality's role in stormwater quality. Attendees will learn about the environmental and socioeconomic impact of impaired waterways and the budgetary impacts of meeting Total Maximum Daily Loads (TMDLs). Discover the benefits of regional and federal collaboration to meet MS4 permit requirements, execute an adaptable TMDL implementation plan, and garner support of public officials to facilitate meeting MS4 permit requirements.

Location: A

1:30 - 2:30 PM

Agendas, Policies, Forms & More Go Online

Inga Cushman, *Administrative Services Director, Milton*; **Kathleen (Kathy) V. Morse, MMC/CMTW/WCPC**, *City Clerk-Treasurer, Rice Lake*; **Rebecca Grill, CPM, CMC, MBA**, *City Administrator/Clerk, West Allis*

Small and large communities are realizing that moving services online can serve both the community and staff better. What is your municipality's online presence? What government information and services may your citizens and businesses access online? Your constituents want quick and easy 24/7 access to their local government right at their fingertips. Learn more about how online records and forms, payment portals, and automated processes work together to enhance government services, increase citizen engagement, increase staff productivity, and provide transparent government.

Location: C

2:30 - 2:45 PM

Break

Thursday, October 21 - Agenda

2:45 - 3:45 PM

Ask the League Attorneys

Claire Silverman, *Legal Counsel* and **Maria Davis**, *Assistant Legal Counsel*, *League of Wisconsin Municipalities*

Do you have questions that you've been pondering? The League attorneys will be available to answer your questions. Claire and Maria won't make a formal presentation during this session, but will be available to try to answer general questions pertaining to subjects of municipal concern (e.g., open meetings law, public records, conflicts of interest and ethics, alcohol licensing, zoning, police and fire commissions, special assessments, parliamentary procedure, appointments and vacancies, ordinances and resolutions, etc.). It's important to remember, though, that the League attorneys do not represent your municipality. Meeting your community's legal needs is the responsibility and prerogative of your municipal attorney. So, while we can usually provide helpful information, we cannot answer questions pertaining to fact-specific situations in your municipality.

Location: A

2:45 - 3:45 PM

Large Community Roundtables

Moderated by: Justin Nickels, Mayor, City of Manitowoc, and 1st Vice President, League of Wisconsin Municipalities

Location: C

2:45 - 3:45 PM

Small Community Roundtables

Moderated by: Todd Schmidt, Administrator, Village of Waunakee and President, League of Wisconsin Municipalities

Location: F

2:45 - 3:45 PM

Road Salt: Hidden Costs of Over-Salting

Allison Madison, *Sustainability and Development Coordinator, Saltwise*; **Dan Raczkowski**, *Deputy Director of Public Works, Village of Weston*; **Matt Wittum**, *Highway Superintendent, Town of Linn*

For decades, road salt has been a cheap and effective tool for keeping Wisconsin roads clear. But a more complete understanding of the true cost of salt to our infrastructure and freshwater – and salt's growing price tag – has communities re-evaluating how much salt is really needed. Learn how municipalities across Wisconsin are reducing their salt bill by 30-70% and still maintaining a high level of service. Read the article on page 9 of this magazine for the basics on salt in our water.

Location: G • [EPW Credit](#)

2:45 - 3:45 PM

Advocating for Municipalities in the Capitol

Toni Herkert, *Government Affairs Director, League of Wisconsin Municipalities*; **Curt Witynski**, *Deputy Executive Director, League of Wisconsin Municipalities*

Learn about new and pending legislation impacting municipalities, including updates on dark store, PFAS regulations, personal property tax repeal efforts, and more. Hear about ways you can get active and participate in the League's legislative advocacy efforts.

Location: B

4:30 PM



Wisconsin Creative Champions Awards

Arts Wisconsin, in partnership with the League of Wisconsin Municipalities, presents the annual Wisconsin Creative Champions Awards. These awards honor civic leaders as champions and communities in Wisconsin focused on creativity as integral to civic engagement, community vitality, and access for everyone, everywhere in the state.

The 2021 Creative Community Champion honorees are Wisconsin's municipal Poets Laureate and Writers in Residence:

LaMoine MacLaughlin, *Poet Laureate, City of Amery*; **Ken Szymanski**, *Writer in Residence, City of Eau Claire*; **Joseph Engel**, *Poet Laureate, City of Kenosha*; **Angela Trudell Vasquez**, *Poet Laureate, City of Madison*; **Dasha Kelly Hamilton**, *Poet Laureate, City of Milwaukee (also Wisconsin Poet Laureate)*; **Debra Hall**, *Poet Laureate, City of Racine*; **Lisa Vihos**, *Poet Laureate, City of Sheboygan*; **Dawn Anderson**, *Poet Laureate, City of Wausau*

Poets Laureate are officially appointed by their municipalities as ambassadors of poetry, literature, and storytelling, and leading community-oriented projects for and with local residents. Establishing a community Poet Laureate provides opportunities for greater appreciation of poetry and creativity, and recognizes the place that poetry has in a community's cultural tradition and civic life. Any size community can establish a Poet Laureate or Writer in Residence program.

Location: Riverview • [Registered Guests Welcome](#)

Thursday, October 21 - Agenda

5:00 PM

Networking Reception

Appetizers, hosted beer, wine, and soda

Location: Riverview • [Registered Guests Welcome](#)

Friday, October 22 - Agenda

7:30 AM



Scrambled Eggs & Politics

Assembly Speaker Vos (R-Rochester); Senate Majority Leader LeMahieu (R-Oostburg)

The 2021-2022 Legislative session is half over. The leaders of the Assembly and Senate will discuss what the Legislature has accomplished so far and what their goals are for the remainder of the 2021-22 Legislative session.

Location: D

8:45 - 9:45 AM

From City Hall to the State Capitol

Rep. David Steffen (R-Howard); Rep. Sue Conley (D-Janesville); Rep. David Armstrong (R-Chippewa Falls); Rep. Todd Novak (R-Dodgeville)

Moderated by: Jerry Deschane, Executive Director, League of Wisconsin Municipalities

In this workshop, you'll hear from four current state legislators who began their political careers in municipal government. This moderated panel discussion will explore the similarities and differences between serving in state and local government. Panelists will also discuss the best ways local officials can help impact the development of state policies affecting municipal government. Audience members will have an opportunity to ask the panelists questions.

Location: A

8:45 - 9:45 AM

ARPA: Best Practices, Lessons Learned, and an Innovative Project

Brad Elmer, Managing Director, Baker Tilly Municipal Advisors; Darrell Hofland, Interim Village Administrator, Village of Little Chute

On the heels of the largest direct investment to local governments in history, learn about ARPA's eligible uses, best practices, and lessons learned. Let's make these local investments innovative and transformative for the future of our communities. Stick around for the introduction to an innovative community collaboration you won't want to miss.

Location: B

8:45 - 9:45 AM

Adaptive Management for Phosphorous Reduction

Jeff Smudde, Director of Environmental Programs, Green Bay Metropolitan Sewerage District; James L. Snitgen, Water Resources Supervisor, Oneida Environmental Health, Safety, Land and Agriculture Division

The Silver Creek pilot project is a partnership between agricultural land owners and operators; state, local, and tribal governments; and NEW Water. The overarching goals of the project are to improve water quality in Silver Creek and establish a long-term partnership between NEW Water and the agricultural community. Learn about the pilot project in this session and also how the success of the pilot spurred a unique adaptive management program that will now be reflected in NEW Water's Wisconsin Pollutant Discharge Elimination System (WPDES) permit for phosphorus.

Location: C • [EPW Credit](#)

9:45 - 10:00 AM

Break

Friday, October 22 - Agenda

10:00 - 11:00 AM

Ethics & Public Works Projects

Attorneys Elizabeth C. Stephens; Amy Harriman, Axley Brynson, LLP

During this session, Attorneys Stephens and Harriman will discuss the ethical considerations and requirements associated with public works projects from inception to completion, including what constitutes "public construction" under the bid law, competitive bidding procedures, and best practices for public works contracts.

Location: C • EPW Credit

10:00 - 11:00 AM

Experienced Leaders Share Sage Advice

Council President Cavalier Johnson, Milwaukee; Mayor Shawn Reilly, Waukesha; City Manager Lori Curtis Luther, Beloit; Mayor Anissa Welch, Milton; Alderperson Tomika Vukovic, Glendale
Moderated by: Jerry Deschane, Executive Director, League of Wisconsin Municipalities

Five experienced municipal officials from a variety of communities will share at least one piece of advice or lesson learned about local government in this moderated panel discussion.

Location: A

10:00 - 11:00 AM

Basics of Municipal Financing & Accounting

Daniel D. Foth, Interim Program Manager, Local Government Education, UW-Madison; Karen Kerber, CPA, Shareholder, KerberRose CPAs; Joel Gregozeski, Village Manager, Ashwaubenon

Three of the professionals who contributed to the NEW "Basic Financial Administration for Wis. Local Govts" Handbook will provide insider tips on municipal finance and accounting basics using the handbook as a guide. Bring your questions and join in the discussion. Handbook included at no cost to attendees of this workshop.

Location: B

11:15 AM



General Session Closing Keynote: Hope is Hard Work

John McHugh, Director of Corporate Communications, Leadership Development, and Training, Kwik Trip, Inc.

In his role at Kwik Trip, John has helped the company achieve recognition as a Top Workplace as listed by the *Milwaukee Journal Sentinel*, the *Minneapolis Star Tribune*, and the *Des Moines Register*. Prior to joining Kwik Trip in 2004, John was an instructor and principal at Aquinas High School in La Crosse. He holds degrees from the University of Saint Thomas in Saint Paul, Minnesota, and the Gregorian University in Rome, Italy. John sits on the Boards of Trust Point, Betterlife Insurance, and Viterbo University. He and his wife Maggie enjoy living at their log home near Sparta, Wisconsin.

The strongest leaders instill hope in others. None of us want to work with a leader who is pessimistic or hopeless. The past year may have presented challenges in maintaining a sense of optimism. Join John McHugh as he shares examples of how to keep hope alive for yourself and your communities. His stories are ones you won't forget.

Location: D



Annual Conference Registration Deadlines

Pre-conference registration open until 5:00 p.m., Monday, October 11, 2021.

The deadline to register for the in-person conference is Wednesday, October 13, 2021.

You can register now
<https://lwm-info.org/731/Annual-Conference>

Online Materials

Visit www.lwm-info.org to access the online version of the Conference Agenda and supporting workshop materials supplied by presenters. Under the "Conference" tab, choose "Annual Conference."

Social Media #LeagueWI2021

Whether you are attending or not, you can follow the 2021 Conference on social media by searching for #LeagueWI2021 or going directly to the League's social media.

 Facebook: @LeagueOfWisconsinMunicipalities

 Twitter: @LeagueWIMunis

Save the Date for the League's 124th Annual Conference!

La Crosse Center/Radisson, La Crosse
 October 19–21, 2022

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Engineering & Public Works Institute

The Engineering & Public Works Institute is a track of the Annual Conference designed to meet the continuing education requirements of staff in municipal public works departments. Anyone is welcome to attend the EPW workshops. Documentation will be available in the workshop for use in proving Professional Development Hours.

Guests

All guests who have registered are welcome to join us at the events that are indicated in the program.

Informational Kiosks

Informational kiosks will be available on Thursday, October 21. State agencies and nonprofit organizations that have information about services and programs to benefit your municipality will answer questions and have information available.

