

# WCMA

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## WCMA NEWSLETTER

## WINTER 2003

### MARCH PROFESSIONAL SEMINAR

The WCMA professional seminar will be held March 5-7 at the Middleton Marriott Hotel. Registration information is included with this newsletter. Please be sure to return your registration materials by February 19, 2003.

Wednesday's activities include three programs for assistants, sponsored by the Wisconsin Association of Municipal and County Assistant Managers (WAMCAM). The topics will include personnel issues, labor negotiations, and solving real administration problems. Managers and administrators are invited to attend these sessions and learn something from the assistants. Evening social activities, including the president's reception for assistants, interns, students and new WCMA/WAMCAM members, will be at Capitol Brewery.

On Thursday, the focus will be on Wisconsin best practices. From managing economic development to planning for the future of the state's budget impact on municipalities, these sessions will provide insight into how to manage effectively. Wisconsin Governor Jim Doyle has been invited to speak at dinner Thursday night, although it has not yet been confirmed if he will attend.

Friday morning includes the WCMA association business meeting and a discussion with a state legislator to discuss the direction of Wisconsin legislation affecting local governments.

Be sure to fill out the registration materials included with this newsletter and return them by February 19. The registration form is also available on the WCMA web site at <http://www.wcma-wi.org/events.htm>. We hope to see you in Middleton in March! w

### THANK YOU TO OUR ADVERTISERS

This is the first edition of the WCMA newsletter that includes corporate advertising (see pages 6 and 8). This is following the recommendation of the membership made at the June 2002 annual meeting. Thank you to Applied Technologies, Virchow Krause, Civic Systems, Vandewalle & Associates, and Beyer Construction for helping to underwrite the cost of the newsletter and for supporting WCMA through the purchase of advertising space. To advertise in the WCMA newsletter, please send an e-mail to [rellingen@virchowkrause.com](mailto:rellingen@virchowkrause.com) or call Ray Ellingen at 414-777-5314. w

### WCMA ROSTER

In the past, WCMA has provided members with a membership roster and salary survey in the autumn. We will continue to publish the salary survey in the autumn, but will publish the membership roster in February after the annual dues have been received. The roster will be distributed to members at the March conference. We will e-mail an electronic copy of the roster to members who will not be at the conference. Send an e-mail to [rellingen@virchowkrause.com](mailto:rellingen@virchowkrause.com) or call Ray Ellingen at 414-777-5314 to request an electronic copy of the roster. w

### MEMBERSHIP DUES

A new dues structure was approved last June by the WCMA membership. The dues are now based on salary for active and associate members. The dues statements were mailed out in mid-December, and included WAMCAM to encourage assistants and students to join. Dues statements also allowed us to update member information. As always, please notify us if your contact information changes, especially phone numbers, fax numbers and e-mail addresses. Call Ray Ellingen at 414-777-5314, or e-mail him at [rellingen@virchowkrause.com](mailto:rellingen@virchowkrause.com) with your corrections and updates. w

## **2011 ICMA CONFERENCE**

WCMA worked with the Greater Milwaukee Convention and Visitors Bureau to submit a proposal to host the 2011 ICMA conference in Milwaukee. Proposals were also submitted by Grand Rapids, St. Louis and Kansas City. The ICMA Executive Board was scheduled to meet January 23-26 to select the Midwest cities for site visits for the 2011 ICMA conference. The field has been unofficially narrowed down to Milwaukee and Kansas City. It is expected that a site visit to Milwaukee will be in April or May.

The Minnesota City/County Management Association has agreed to participate in co-sponsorship of the conference, should it be awarded to Wisconsin. The final recommendation for a conference location will be made in July, with an announcement made at the ICMA conference in September. wv

## **STATE GRANT RESOURCES**

All communities are facing the challenge of finding new sources of revenue. There are many different grants and loans available for a variety of purposes. The Department of Commerce web site has information about financial assistance for local communities at: [commerce.state.wi.us/MT/MT-COM-4200.html](http://commerce.state.wi.us/MT/MT-COM-4200.html)



The Department of Administration has a special section on its web site highlighting federal grants for which local governments can apply. Go to [www.doa.state.wi.us](http://www.doa.state.wi.us), click Public Services on the left side, then click Federal Procurement, Grants and Loans. This site has information on how to apply for a federal grant and highlights different grant programs each week.

If you need personal assistance, you may call Dawn Vick, Outreach Specialist for the Department of Administration at 608-266-7043 or e-mail her at [dawn.vick@doa.state.wi.us](mailto:dawn.vick@doa.state.wi.us). wv

## **WAMCAM UPDATE**

The Wisconsin Association of Municipal and County Assistant Managers has elected its 2003 Board of Directors:

President	Jeff Landin, Waukesha County
President Elect	Tina Salzman, Manitowoc
Past President	Todd Schmidt, Brown Deer
Treasurer	Scot Simpson, Janesville
Secretary	Andy Pederson, Whitewater
Director At-large	Rebecca Finn, Elm Grove
Student/Intern	To be announced

With more than forty members, bi-monthly association meetings, annual mini conference, newsletters and a website, WAMCAM has accomplished a great deal in its first 18 months. Thank you to all the professional managers in the state who have encouraged us and expressed that they are impressed with WAMCAM and excited about our future.

On March 5, WAMCAM will hold its second annual mini-conference in Middleton. Like last year, our conference will then join WCMA's annual conference on March 6 and 7, which assistants are also encouraged to attend.

As mentioned in the article on page 1 of this newsletter, dues statements for WAMCAM have been combined with WCMA, and WCMA now offers complimentary membership in WCMA to all members of WAMCAM. For \$30, assistants will have full membership in both organizations (for students the \$20 membership in WCMA will automatically include student membership in WAMCAM). Assistants, interns and students are encouraged to take advantage of this opportunity and to invite others to become involved in WAMCAM and WCMA.

In May, the Milwaukee Chapter of the American Society for Public Administration will sponsor a conference on public beach closings. The conference will explain potential causes and dangers of beach closings, the future of related environmental regulations and actions that individuals and communities can take to improve water quality. All WCMA and WAMCAM members are invited to attend. For further information, please send an e-mail to [kreklow@hotmail.com](mailto:kreklow@hotmail.com).

Be sure to check WAMCAM's web site ([www.wcma-wi.org/wamcam](http://www.wcma-wi.org/wamcam)) for updates. wv

**ASSISTANTS: GET INVOLVED!**

The WCMA Executive Board encourages administrators and managers to budget for the payment of dues for their assistants to be members of WCMA and WAMCAM and for them to attend conferences. This is an opportunity for tomorrow's municipal managers to learn from today's leaders. WCMA members can also learn from WAMCAM members with their fresh perspectives and new ideas, along with their enthusiasm toward public service. w

**WEBCAST SEMINAR**

WCMA and WAMCAM sponsored a webcast seminar on November 14 at three locations – West Allis, Janesville, and Oshkosh. There were a total of 31 participants. The topic was collaborative leadership, and several examples were presented, showing how to get teams to work within and between jurisdictions. The Wisconsin attendees were joined by others around the country via a web site and conference call link.

Please let us know if there are other events such as this that may be of interest to the broader membership, and WCMA may be able to sponsor additional programs. Our thanks to UW-Oshkosh, the City of Janesville and the City of West Allis for hosting this seminar. w

**NEW MEMBER OUT-REACH**

Thank you to those who responded to the article in the last newsletter regarding membership throughout the state. As a result, we found that there are members in all but 13 counties in the state, and we learned of several communities with new administrator positions and others that were not included in the WCMA roster. If you know of a colleague who has moved to another community, please let us know so we can keep the WCMA records updated. w

**ICMA UNIVERSITY**

The ICMA University Best Practices Symposium has become a popular annual program put on by ICMA. This year the Symposium is being held from March 20 to 22 in Tacoma, Washington. For more information on this event, go to [www.icma.org](http://www.icma.org). w

**LEGISLATIVE RESPONSE TEAM**

The WCMA Political Action Policy Committee met in October and came to an agreement on how WCMA should get involved with legislation affecting managers. The committee proposed to create a Legislative Response Team (LRT) to coordinate information between WCMA and the more political organizations that represent member jurisdictions: Wisconsin Towns Association, Wisconsin League of Municipalities, Wisconsin Alliance of Cities, and Wisconsin Counties Association. The LRT will focus on legislation in four main areas:

- Local government management mandates
- General local government mandates
- Local government finance
- Collective bargaining concerns

Through this arrangement, WCMA can serve as advisors to the legislature to help legislators and other organizations better understand issues impacting local governments, and can respond quickly to legislation as it is introduced. It is expected that the LRT will analyze issues and provide "white papers" on those issues to the previously mentioned associations, and, as needed, gather and disperse information on those issues to the WCMA membership. The intent of this effort is not to get involved in politics and elections, but rather to provide good intellectual products to enhance the process of good legislative decision-making.

The following members have been appointed to serve on the LRT: Dennis Jordan, Barb Blumenfield, Mark Rohloff, Bob Kufirin, Henry Veleker, Tom Meaux and Wally Theil. The LRT held its first meeting on January 16, and used this opportunity to begin planning for issues likely to come before the legislature during the 2003 session. Some important areas that the team identified include fiscal impact statements, levy limits, TIFs and alternative taxing options.

As these important issues develop, the LRT will send e-mail notices to the WCMA membership to alert you as to when and how to contact your own legislators to make your elected officials' opinions known before the legislature takes actions that impact local governments. Please make sure WCMA has your current e-mail address so that you can be included on these mailings. w

**FROM WCMA PRESIDENT  
DENNIS JORDAN**

I hope everyone had a very merry holiday season and that you have a very happy healthy new year.



I have appreciated your comments on the Legislative Response Team and the dialogue that has ensued. I want to clear up one very important item. The WCMA is not going to be a lobbying vehicle. The League of Wisconsin Municipalities, the Alliance of Cities, the Towns Association and the Counties Association will continue to be the vehicles for lobbying. We are offering our services to produce "white papers," or whatever you wish to call them, on short notice to provide these groups with objective factual material to be presented to legislators, committees, etc. This material will only apply to the four areas that were outlined by the committee. If there are other areas that are important to your communities, you will have to address those on an individual basis as your elected officials direct you.

The Legislative Committee met January 16, 2003, with representatives from the above named organizations to formulate a process through which our efforts can best be utilized. We have been encouraged by the responses we received from these organizations and hope that this is a start of holding the state government responsible for their actions, because they will not be able to say they did not know how this or that legislation would affect local governments. That information will have been made available to them, prepared by us, and disseminated by the League, Alliance, Towns and Counties organizations. We will inform you of the results of our meeting on January 16, which we hope, will be positive.

On another note, my last day in Berlin will be January 31. On February 3, 2003, I will begin my duties with the City of Lake Geneva. I will give my new e-mail address and phone numbers to the WCMA Secretariat as soon I know them, should you need to contact me. Hope to see all of you at our March seminar in Middleton. vv

**E-MAIL UPDATES**

One benefit of WCMA membership is networking and information sharing. Members often receive e-mail updates on issues of importance to local governments, and some members use e-mail to survey their colleagues for assistance with a particular problem or issue. Legislative Response Team (LRT) updates will be done via e-mail, to notify members quickly as to legislation that impacts local governments (see page 3 of this newsletter). If you don't have an e-mail address, but would like to be included in our periodic e-mail updates, you can sign up for a free account with some of the free services on the internet. Some popular services are hotmail.com, excite.com, mail.yahoo.com, mail.com, and juno.com. You can also check emailaddresses.com for a large list of free e-mail services. You do need to have internet access to use these services. If you have an e-mail address (either business or personal), please send it to [rellingen@virchowkrause.com](mailto:rellingen@virchowkrause.com), so you don't miss WCMA updates. vv

**INTERNSHIPS AVAILABLE**

Overworked? Need research done? Want to help someone get started in a career in municipal management? Consider creating a municipal management internship. Several universities in Wisconsin and Illinois have MPA programs and are looking for communities where students can serve an internship. Interns are usually paid on an hourly basis and may or may not get academic credit for the on-the-job experience. This gives MPA students practical experience in municipal management while you get much needed assistance at a small cost to your budget. If you are interested in hiring an intern or want to learn more about internship programs, contact:

UW-Milwaukee - Dennis Hatch at 414-229-6810  
 UW-Oshkosh - Craig Maher at 920-424-2213  
 LaFollette - Karolina Nitecka at 608-263-2409  
 Northern IL Univ. - Vicki Clarke at 815-753-6149  
 UI-Chicago - Sean Kennelly at 312-413-3181

ICMA offers an "Internship Toolkit" to members on-line at [www.icma.org](http://www.icma.org). ICMA members can also call 202-962-3680 for a copy. It includes guides for creating internship programs and advice from local governments that have already established well-run programs. vv

### **ICMA VICE PRESIDENCY WRITE-IN CAMPAIGN**

Paul Ziehler announced his intention to run for ICMA Vice President for the Midwest Region to the ICMA nominating committee and was endorsed by WCMA.

The several states that make up the Midwest Region of ICMA have had a long-standing agreement to rotate the ICMA Vice President position among the states. This year is Wisconsin's turn in the rotation to have a Vice President on the ICMA Executive Board. Last autumn, the ICMA nominating committee nominated a member from Michigan rather than from Wisconsin, in part to create more diversity on the Executive Board.

Paul stated that he supported broadening the diversity on the ICMA Executive Board, but felt that the nominating committee should have taken this action when an appropriate candidate from the state in the normal rotation was available. Paul is now running a write-in campaign and has received a written endorsement from all of the states in the Midwest Region – including Michigan. That endorsement was sent to all of the municipal management associations in the United States, asking them to support Paul's write-in campaign.

If you are an ICMA member, please consider writing Paul's name on the ballot when you cast your vote. vv

### **MODEL CITY CHARTER AVAILABLE**

The National Civic League has approved the eighth edition of the Model City Charter, which since 1915 has endorsed the council-manager form of government, and recognized the value of an independent appointed executive to run the daily operations of a municipality.

This updated model charter addresses modern issues that face local governments, including regional cooperation, campaign finance, voter turnout, and outcome-oriented delivery of service.

The model charter is a tool that you can use to improve the effectiveness of local government. You can find more information about the model city charter at: [nclweb.org/npp/charter/](http://nclweb.org/npp/charter/). vv

### **FOCUS ON ENERGY**

Wisconsin municipalities are turning to the Focus on Energy program to save money by implementing energy efficiency measures. Undertaking energy-saving measures can help reduce the impacts of higher natural gas costs and overall energy bills. Such improvements have also been linked to increased employee productivity through greater workplace comfort, and reduced waste disposal costs.

Last year, Focus on Energy helped municipalities throughout Wisconsin save close to \$200,000 through a variety of energy efficiency measures at their public facilities and energy-efficient implementations at water and wastewater treatment facilities. Communities have replaced traditional incandescent bulbs in traffic signals with energy efficient LED lights, which have resulted in savings of over two million kilowatt hours of electricity.

Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. These services are delivered by a group of firms contracted by the Wisconsin Department of Administration's Division of Energy. The goals of this program are to encourage energy efficiency and the use of renewable energy, enhance the environment, and ensure the future supply of energy for Wisconsin.

Focus on Energy offers energy and money saving solutions designed specifically for Wisconsin municipalities. Through the Focus on Energy program, municipalities can also receive grants to help offset implementation costs necessary to make energy efficiency improvements. Projects include: upgrading interior lighting fixtures, installing building controls, replacing exit signs with energy efficient LED signs, using Energy Star<sup>®</sup> qualified appliances, and replacing ventilation systems.

Program participation is easy. Contact Focus on Energy and learn how your local government can put techniques and processes in place to achieve significant energy savings. To take the first step in getting involved with Focus on Energy, call 800-762-7077 and talk with a government program energy advisor who can assist in tapping into available resources. Focus on Energy can be found on the web at [www.focusonenergy.com](http://www.focusonenergy.com). vv

**MEMBERS COMINGS AND GOINGS**

Larry Bierke has been appointed City Administrator of **Hillsboro**.

Troy Brown has been appointed City Administrator of **Viroqua**.

Louella Conway has been appointed Administrator of the **Town of Sheboygan**.

Dennis Dederig has been appointed City Administrator of **Kiel**.

Larry Delo has left Milton to become City Administrator of **De Pere**.

Robert Ellisor has been appointed City Administrator of **Adams**.

Lori Gosz has been promoted to City Administrator of **Brillion**.

Dennis Jordan has left Berlin to become City Administrator of **Lake Geneva**.

Dan Mahoney has been appointed Village Administrator of **Plover**.

J. Everett Mitchell has been appointed Village Administrator of **Hortonville**.

Robert Museus has been appointed Administrator of the **Town of Beloit**.

Gaylene Nash has left Omro and is now the Administrator of the **Town of Rib Mountain**.

Tom Nelson has had his Clerk-Treasurer duties expanded and now also serves as Village Administrator of **Merton**.

Gary Rogers has left Antigo to accept the position of City Administrator of **Waupun**.

Todd Taves has left Bellevue to accept a position with **Ehlers & Associates**.

Dawn Wagner has left Brillion to accept the position of Village Administrator of **Saukville**.

Betty Wassel has been promoted to City Administrator of **Delavan**.

Congratulations and good luck to all who have recently been appointed to new positions. Remember, WCMA is a resource for you. Contact the WCMA Secretariat or other WCMA members if you need ideas on how to handle problems or how to implement new policies.

*We apologize for any omissions. Please be sure to let us know of changes in employment, so we can update our records. w*

**CONSTITUTION / BY-LAWS REVIEW**

At the July 17, 2002, Executive Board meeting, the Ethics Committee (consisting of Barb Blumenfield, Tom Lebak, Gary Boden, Tammy LaBorde and Greg Seefeldt) was asked to complete a review of the constitution and by-laws and report on this review with recommendations at the March business meeting. The committee is working on this review and will present a proposal for updating the rules that govern WCMA at the association business meeting on Friday, March 7, during the Spring Professional Seminar at the Middleton Marriott.

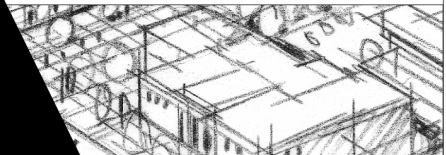
As soon as the committee completes its work, and prior to the March association meeting, the committee's proposal will be sent out to the membership for review. Please be sure to look over this information when you receive it. If you have questions or comments prior to the March meeting, you may contact one of the committee members listed above. Otherwise, come to the March association meeting ready to discuss the proposed changes to the WCMA constitution and by-laws. w

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## **POSITION ANNOUNCEMENTS**

### **City of Beloit (pop. 35,775)**

Manager – Bachelor's degree in pub. admin. or related field; MPA or similar adv. deg. pref. Min. 7-10 years incr. resp. exp. as a public mgmt. CAO or asst. in full service communities or eq. combination of exp. and training. Strong leadership, communication, consensus-building, interpersonal and writing skills essential. Salary \$100,000 DOQ + ben. Residency req. More info. at [www.pargroupltd.com](http://www.pargroupltd.com). Position open until filled. Resume, salary history and 5 references by Feb. 15 to Greg Kuhn, The PAR Group, 100 N. Waukegan Rd., Suite 211, Lake Bluff, IL 60044; fax to 847-234-8309; e-mail to [resume@pargroupltd.com](mailto:resume@pargroupltd.com). Candidates must request confidentiality if desired; confidentiality not guaranteed for finalists. EOE.

### **Town of Brookfield (pop. 6,420)**

Administrator – 26 FT and 40 PT/seasonal emp., \$4 million budget and eq. value of \$820 million. Resp. include daily operations, budget prep./admin., personnel mgmt, grant apps., emer. gov. and duties as assigned by board. Reports to Town Board with dept. heads reporting to Administrator. Min. bus. admin. or local gov. admin. experience pref., Bachelor's degree in public admin. or related field, master's pref., strong accounting/finance background. Salary DOQ. Send resume, salary history and letter of interest, by Jan. 31, 2003 to: Town Chairperson Keith Henderson, 645 N Janacek Road, Brookfield, WI 53045. For job description call 262-796-3788. Applicant names are subject to release unless confidentiality is requested. Confidentiality not guaranteed for finalists.

### **Village of Cottage Grove (pop. 4,229)**

Administrator – Strong growth with adopted Comprehensive Smart Growth Plan and adopted Master Plan for a new downtown. In the process of developing new business park under TIF at I-94 and CTH N. Great benefits with salary DOQ. Desire education and exp. With strong background in econ. dev., TIF, grant writing, finance/budget admin., zoning, long range planning and human resources; strong interpersonal and consensus building skills and commitment to citizen service. Must have municipal experience. Send letter of interest, resume, salary history and references to Village Administrator, 221 E. Cottage Grove Rd., Cottage Grove, WI 53527 by Feb. 28, 2003. Email: [lwandsch@village.cottage-grove.wi.us](mailto:lwandsch@village.cottage-grove.wi.us)

### **City of Evansville (pop. 4,235)**

Administrator – Salary \$52-62,000. Require bachelor's degree in relevant field (MPA preferred) and local gov. admin. experience; knowledge of budgeting, finance, human resources, planning, and general municipal operations; strong interpersonal skills and commitment to team management and citizen participation/service. Send application letter, resume, salary history and references to Public Administration Associates, LLC PO Box 282, Oshkosh WI 54903; [paassoc@northnet.net](mailto:paassoc@northnet.net) by Feb. 22, 2003. Applicant names are subject to release unless confidentiality is requested. Confidentiality not guaranteed for finalists.

### **City of Berlin (pop. 5,425)**

Administrator – Salary \$55K to \$63K plus benefits, DOQ. Bachelor's degree, prefer master's in pub. admin./related field and 3 years municipal admin. experience. Desire strong background in finance, budgeting, housing, econ. dev., union negotiations, intergov. development, park planning & dev. & grant writing; strong interpersonal and consensus building skills and a commitment to citizen service. Visit [www.1berlin.com](http://www.1berlin.com) or request Recruitment Profile. Send resume, salary history and references to Public Administration Associates, P. O. Box 282, Oshkosh, WI 54903; [paassoc@northnet.net](mailto:paassoc@northnet.net); phone 920-235-0279; by Feb. 28, 2003. Applicant names subject to release unless confidentiality requested. Confidentiality not guaranteed for finalists.

### **La Crosse County (pop. ,107,663)**

Administrator – Salary negotiable DOQ/E; \$130M budget; 1,200+ FTE employees, 30 departments. Progressive, yet conservative, county gov. organization. Require bachelor's degree, strongly prefer MPA/rel. grad. degree; 5 years general admin. exp., with emphasis in financial/budget admin., long-range planning, large project coord., & personnel/labor relations in unionized env.; leadership & interpersonal skills, participative/team-building communication style. Significant & progressive local gov. admin. exp. County residency required within 1 year. Apply to La Crosse County Board Chair Office, Administrative Center, Room 1150, 400 4th St. N, 54601; 608-785-9563; or request packet by e-mail: [hrdept@co.la-crosse.wi.us](mailto:hrdept@co.la-crosse.wi.us). By 3/1/03. EOE/F/M.

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