



Wisconsin City/County Management Association  
(WCMA)

**2018 Summer Professional Conference**



**Session Information**

**Wednesday, June 27**

9:00 a.m. — 10:00 a.m.	WCMA Executive Board Meeting
11:00 a.m. – 4:00 p.m.	Trappers Turn Golf Outing
11:00 a.m. – 3:00 p.m.	Wine Tasting Tour hosted by Women’s Leadership Committee
11:00 a.m. – 5:00 p.m.	Registration Open
1:00 p.m. – 6:00 p.m.	Exhibitor set-up
4:30 - 5:45 p.m.	Speed Coaching <i>(Sponsored by Women’s Leadership Committee)</i>
6:00 – 7:00 p.m.	<b>60<sup>th</sup> Anniversary Event:</b> <b>Dinner at the Sands</b>
7:00 – 11:00 p.m.	<b>Welcome Reception in Exhibit Hall</b>

**Thursday, June 28**

7:30 - 8:30 a.m.	<b>Breakfast</b>
8:30 – 8:45 a.m.	Welcome and Introductions
8:45 – 10:00 a.m.	Keynote: Leadership Lessons from H-O-L-L-Y-W-O-O-D with Andy Masters
10:00 – 10:30 a.m.	<b>Break &amp; Exhibit Hall Open</b>
10:30 – 11:45 a.m.	Session 1: Sex offender/gender sensitivity Session 2: How to give Proper Feedback
12:00 - 1:30 p.m.	<b>Lunch &amp; Business Meeting</b>
1:30 – 2:30 p.m.	Luncheon Keynote: Healthy Minds: Enhancing Wellbeing through Mindfulness with Philip Chard
2:30 - 3:00 p.m.	<b>Break &amp; Exhibit Hall Open</b>
3:00 - 4:15 p.m.	Session 1: Best Practices for Preparing Your Budget and Submittal to GFOA’s Distinguished Budget Presentation Award - GFOA Session 2: Compensation Studies – The What, Why and How
4:30 - 5:30 p.m.	<b>5K Fun Run</b>
6:00 p.m.	<b>Dinner on Your Own</b>
8:00 – 10:30 p.m.	<b>Social Activity: Bowling</b>

**Friday, June 29**

7:30 – 8:30 a.m.	<b>Breakfast</b> Women’s Leadership Committee Meeting
8:30 – 9:30 a.m.	Session: How to Control Rising Health Care Costs
9:30– 9:45 a.m.	<b>Break</b>
9:45 – 10:45 a.m.	Wisconsin Tourism—Are You Connected with this \$20 Billion Industry?
11:00—Noon	Keynote: Fun is Good with Mike Veeck

***Dress—Business Casual***

## Session Descriptions:

### Wednesday, June 27

4:30 – 5:45 p.m.

#### Speed Coaching– Bamboo

You've heard about "speed dating," but how about "Speed Coaching?" This is an opportunity for aspiring leaders who desire to move up within local government (aka, "Quarterbacks") to hook up with Senior Managers (aka "Coaches") who have earned their stripes and are willing to share their experience, insight, and advice on how to make it in local government. QBs and Coaches will be paired up for a series of intensive 10-minute one-on-one sessions. Come with a playful spirit. This will be a high energy, low-risk way to get acquainted. Bring plenty of business cards.

**Moderator: Mark Rohloff**- City Manager, Oshkosh

*Addresses ICMA Practice Area 18 (Personal Development)*

### Thursday, June 28

8:45 – 10:00 a.m.

Ehlers Presents:



#### Keynote: Leadership Lessons from H-O-L-L-Y-W-O-O-D - 3 & 6

Award-winning author and Leadership expert Andy Masters creatively uses the magical imagery of Hollywood to help Public Sector leaders DEVELOP and EMPOWER their organizations — while defeating the succession planning crisis--in this challenging era of having to "Do More With Less". That's right, LEARN and



be ENTERTAINED from actual license-protected scenes from movies such as The Devil Wears Prada, The Iron Lady, Apollo 13 and even Frozen and Star Wars! This unique program also cites the latest research from Harvard Business Review, Deloitte, and Glassdoor. Powerful leadership principles are based on Andy's latest book "[Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire.](#)" Andy's interactive program provides attendees with not only a memorable multi-media experience, but also with immediate "take-home" value to help develop future government leaders in today's new economy

**Speaker: Andy Masters**

*Addresses ICMA Practice Areas 5 (Personal Resiliency and Development) and 6 (Strategic Leadership)*

## Concurrent Sessions

10:30 - 11:45 a.m.

#### Session 1: Sex Offender/Gender Sensitivity

Listen to Attorney Joe Wirth review the status of municipal sex offender ordinances. He will walk the audience through some significant court cases, advise listeners about the important components to an ordinance and report about what he has heard of efforts at the state level to make the process uniform for everyone.

##### Learning Objectives:

1. Learn the vulnerabilities of local sex offender ordinances;
2. Learn what kind of dialog administrators should be having with their state representatives.

**Speaker: Joe Wirth**– Attorney, Piper, Schmidt, and Wirth

*Addresses ICMA Practice Area 8 (Policy Facilitation and Implementation)*

#### Session 2: How to give Proper Feedback

This session will cover some of the key elements in giving feedback to employees in a productive manner. The speaker will focus on five key areas for leaders to consider when preparing to give feedback.

1. Create a safe space.
2. Be positive.
3. Be specific.
4. Be immediate.
5. Be tough, not mean.

Through our discussion attendees will see how planning this process will increase your ability for a successful conversation and outcome regarding issues within the workplace.

**Speaker: David Bailey**, Employment Practices and Liability Specialist, CVMIC

*Addresses ICMA Practice Area 13 (Human Resources Management and Workforce Engagement)*

1:30 – 2:30 p.m.

#### Luncheon Keynote: Healthy Minds: Enhancing Wellbeing through Mindfulness

Reliable surveys show that many are suffering from "hurrysickness", information overload, burnout and poor self-care. Collectively, these trends undermine emotional wellbeing, relationships and life satisfaction. Recent behavioral and neuroscience research has identified mindfulness as a critical attribute for optimizing individual wellbeing and maximizing inter-

personal effectiveness. Specific, actionable approaches to creating and sustaining a healthy mind through mindfulness and other contemplative practices will be examined during this program.

**Speaker: Philip Chard** - President/CEO, Empathia, Inc.

*Addresses ICMA Practice Area 5 (Personal Resiliency and Development)*

## Concurrent Sessions

3:00 – 4:15 p.m.

#### Session 1: Best Practices for Preparing Your Budget and Submittal to GFOA's Distinguished Budget Presentation Award

This session will discuss best practices in preparing your budget and how to incorporate forecasting into your budget preparation. It will include the criteria needed to submit your budget to GFOA for their Distinguished Budget Presentation Award Program. The session will conclude with examples from communities and GFOA on how to present your budget to the elected officials and the public.

##### Learning Objectives:

1. How to prepare the budget;
2. How to incorporate forecasting into budget preparation;
3. What your budget needs to contain to receive the GFOA Budget Award Program; and
4. How to make effective budget presentations to the public.

##### Speakers:

**Kathy Kasza** - Finance Director/  
Treasurer, City of Waupaca, WI

**Cary Tessmann** -Vice President, Finance,  
Waukesha County Technical College

**Russ Van Gompel** - Senior Account  
Executive, Integrated Public Resources

*Addresses ICMA Practice Area 12 (Financial Management and Budgeting)*

#### Session 2: Compensation Studies – The What, Why and How

A compensation study is an important tool to help organizations remain competitive in the current workforce environment. In this session you will learn the benefits of doing a compensation study, what goes into a study and the administrator's role during the process. Issues covered include what the after effects of a study can be, what you should expect, what you should have your staff and elected officials expect, and how does the Administrator follow up with a study after it has been done. This will be followed by an administrator's current experience and what they are learning from the experience firsthand.

## Learning Objectives:

1. Why do a study?
2. What you should expect as an Administrator, and what should you tell your elected officials and staff to expect?
3. What is the follow-up to conducting a study?

## Speakers:

**Joellen Earl**, Chief Executive Officer, GovHR USA

**Steve Volkert**, City Administrator, City of Hartford, WI

**Noah Wiedenfeld**, Management Analyst, City of New Richmond, WI

*Addresses ICMA Practice Area 13 (Human Resources Management and Workforce Engagement)*

## Friday, June 29

8:30 – 9:30 a.m.

### How to Control Rising Health Care Costs

This session will discuss the parties to the health care payment and cost crisis (i.e., the patient, the provider and the insurance carrier) and the needs and desires of each. We will then discuss what we have already done to reduce cost and utilization by and to each of these parties. Then, most importantly we will discuss new methods of changing and controlling the cost drivers to each.

## Learning Objectives:

1. What is happening with consumers, why and how will it change the cost drivers of health care;
2. What is happening with providers and how will it change the cost drivers of health care; and
3. What has been the insurance carrier response to date to these changing patterns and what can we do about it?

## Speakers:

**Rae Anne Beaudry** - Executive Vice President, The Horton Group

**Alex Beaudry** - Sales Executive, The Horton Group

## Panelists:

**Scott Feldt** - County Administrator, Kewaunee County, WI

**Rebecca Grille** - City Administrator, City of West Allis, WI

*Addresses ICMA Practice Area 12 (Financial Management and Budgeting)*

9:45– 10:45 a.m.

### Wisconsin Tourism—Are You Connected with this \$20 Billion Industry?

Attracting visitors to our region requires a clear message about the experiences we offer. Providing great destinations begins with providing great customer service. Join us for a discussion about marketing to today's travelers, the ever-changing world of social media, and the basics of welcoming guests when they arrive at our doorstep.

## Learning Objectives:

1. Learn about the resources that the Wisconsin Department of Tourism has to offer;
2. Experience current tourism marketing trends, and the research that supports it; and
3. Find out about tourism grant funding that exists for events and marketing in your communities.

**Speaker:- Andrew Nussbaum** - Wisconsin Department of Tourism

*Addresses ICMA Practice Area 10 (Service Delivery)*

11:00 a.m.– Noon

### Keynote: Fun is Good – Finding Joy & Passion in Your Workplace & Career

When we can find our joy and passion, great things happen, in both our work world and also in our personal lives. It makes such perfect sense, yet it's so hard to put into practice. Saints co-owner and Fun Is Good Founder, Mike Veeck, will show us how to take our work seriously, but not ourselves. How to discover what brings us joy and then put it to practice in what we do. In a very entertaining session, Mike will make us think and laugh in the same minute – and provide great advice we can put into practice immediately. Mike's energy and universal humor is a direct result of him being a wildly passionate and fun person everyone can relate to.

**Speaker: Mike Veeck** - Speaker and Founder of Fun is Good

*Addresses ICMA Practice Area 5 (Personal Resiliency and Development)*

## Accommodations

Kalahari Resort & Convention Center  
P.O. Box 590  
1305 Kalahari Drive  
Wisconsin Dells, WI 53965  
Phone: 877-253-5466  
[www.kalahariresorts.com](http://www.kalahariresorts.com)

## Room Rates\*:

*Wednesday & Thursday*

Run of House - \$139  
2 room family suite - \$209  
Lodge Suite - \$169

*Friday*

Run of House - \$169  
2 room family suite - \$239  
Lodge Suite - \$229

*\*Per night plus tax.*

Call 877-253-5466 on or before **Monday, May 28, 2018** to receive the group rate. Rooms are held under **WCMA Summer Conference 2018**.

## Trappers Turn Golf:

Registration is at 9:30 a.m.  
Arrive by 10:00 a.m.  
Shotgun start is at 11:00 a.m.

Golfers should pay at the golf course and checks should be written to WCMA. Cost for golf and lunch is \$95.

Golf sponsorships are available for \$200!

If you plan to golf and/or would like to sponsor the golf outing, please contact:

**Patrick S. Marsh**  
City Administrator  
City of Fitchburg  
5520 Lacy Road  
Fitchburg, WI 53711-5318  
(608) 270-4209 (Office)  
(608) 212-2707 (Mobile)

[Patrick.Marsh@Fitchburgwi.gov](mailto:Patrick.Marsh@Fitchburgwi.gov)

## SENIOR ADVISOR APPOINTMENTS

WCMA Senior Advisors Ed Madere, Bernie Van Osdale and Tim Schuenke will be available on Wednesday and Thursday for appointments at the conference, during the regular sessions or following them. These may be arranged by contacting any of the Senior Advisors, Ed at 503-717-2250 or emadere@gmail.com; Tim at 262-389-1412 or tschuenke@gmail.com; or Bernie at bvanosdale@dishup.us or 1-715-497-2629.

## SOCIAL EVENTS

### Wednesday, June 27

11:00 a.m. - 4:00 p.m.

#### Trappers Turn Golf Outing

Cost: \$95

11:00 a.m. - 3:00 p.m.

#### Wine Tasting Tour

(hosted by Women's Leadership Committee)

Join your colleagues for a wine tasting tour in the Baraboo Region. The tour includes a trolley ride from The Kalahari to Baraboo where you will enjoy time at Baraboo Bluff, the Lavender farm, and the Cellar. Cost includes the wine tasting and lunch.

Cost: \$50

### 60<sup>th</sup> Anniversary Event

6:00 - 7:00 p.m.

#### Dinner at the Sands

Meet with your colleagues for

dinner at the Sands, a private swimming pool reserved exclusively for WCMA. This even is included in the registration fee.

7:00 - 11:00 p.m.

#### Welcome Reception in Exhibit Hall

Join colleagues for special 60th Anniversary trivia, darts, ping pong, and a special program honoring WCMA's 60 years of existence

### Thursday, June 28

4:30 - 5:30 p.m.

#### 5K Fun Run—East Parking Lot

6:00 p.m.

#### Dinner on your own

8:00 - 10:30 p.m.

#### Bowling and Refreshments sponsored by

SAFEbuilt.

## Thank You to Our Sponsors

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McKinstry

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POLCO

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## CONFERENCE COMMITTEE

*Steven Volkert, City of Hartford, City Administrator*

*Jennifer Frederick, Village of Twin Lakes, Village Administrator*

*Inga Cushman, City of Milton, Administrative Services Director*

*Brandon Bledsoe, Town of Bristol, Town Administrator/Clerk-Treasurer*

*Zeke Jackson, Village of Sister Bay, Village Administrator*

*Noah Wiedenfeld, City of New Richmond, Management Analyst*

*Andy Pederson, Village of Bayside, Village Manager*

*Chris Swarzt, Retired*

*Joe Murray, Springsted, Vice President*

*Jessi Balcom, Village of Slinger, Village Administrator*

*Mathew A. Heiser, Village of Kewaskum, Village Administrator*

*Cory Plasch, Alliance for Innovation, Central Regional Director*

*Becky Werra, Leopardo, Consultant*

*Russ VanGompel, Integrated Public Resources*

*Diane Wessel, Village of Hortonville, Village Administrator*

*Michael Hall, Village of Brown Deer, Village Manager*

*Tori Straw, Town of Clayton, Assistant Administrator/Treasurer*