



2023 WCMA Winter Conference

SPEAKER & MODERATOR BIOGRAPHIES

(listed alphabetically)

Matt Anderson

Matt is in his ninth year as the Director of Instructional Technology for Neenah Joint School District, Neenah. He has experience as the Instructional Technology Coordinator for Ashwaubenon School District and was also a secondary Business Education Teacher for six years in the Green Bay Area Public School District. Prior to entering education Matt worked in private industry including positions in sales, marketing and management IT experience and responsibility.

As an educator, he has started and developed innovative instructional technology strategies including building sustainable future ready instructional technology environments. Energy and effort is directed at construction of a robust network and IT infrastructure to support a broad spectrum of classroom tools to provide teachers with choices in how they deliver curriculum. This translates into choices for how students express their learning. Innovations include early adoption of true 1:1 devices in lower elementary schools, digital learning on snow days (pre-pandemic), VR technology in every building and voice activation technology in classrooms.

Neenah has been a leader in development of cyber disaster recovery and cyber incident response planning. Even with that planning in place, in January 2021, Neenah was attacked by a known international cyber terrorist organization and experienced a significant cyber incident. Matt can share lessons learned and cautions and alerts for you!

Dave Davlin

Over 25 years ago, Dave Davlin began bringing smiles to faces with a form of entertainment he developed as a young boy. From NBA and major college arenas across America to the Summer Olympic Games in Seoul, South Korea— and even to the world-famous Branson Strip— “Travelin” Davlin has entertained people of every age and background. His amazing ability with basketballs even landed his name and picture in the 1990 Guinness Book of World Records.

Dave began to hone his speaking skills in the early 90’s as a national speaker in the public schools across America. Combining his entertainment ability with a powerful message, he was instrumental in the fight for education and against drugs. At the advice of friends working in corporate America, Dave began to develop presentations for the corporate and association market and the rest is history. He now speaks at numerous corporate and associational conferences each year. From public school students to CEOs, Dave’s message has made a difference in the lives of thousands, and his impact continues to grow each year as he shares his philosophy and wisdom through speaking and writing.

Eric Franco

Eric Franco is the Cybersecurity Preparedness Coordinator for Wisconsin Department of Military Affairs, Division of Emergency Management.

Shawn Gulyas

The Thought Catalyst, humanworks8

Shawn exists to design and facilitate creative experiences that challenge one's thinking and action – helping individuals and companies find their authenticity and elevate their people touchpoints. After a 25-year leadership career in Human Resources, Shawn founded humanworks8 to work with organizations in need of bringing their work to life through championing people.

Shawn and his team have guided organizations to improve their bottom line by building sustainable people practices through four end-to-end service solutions: *The Core Value Touchpoints* – Culture Development Solution, *The Kolbe System™* – Talent Optimization and Engagement Solution, *The Leadership Model* – Leadership Development Solution and *The Way* – Strategic Planning Solution. Shawn hosts a monthly podcast called Culture(&): The Future of Workplace Culture as part of the Geeks, Geezers & Googlization Unleashed Series and shares what's on his mind through his weekly Wondering Wednesday conversations on LinkedIn.

Think of Shawn as a “jump-starter” of energy and ideas around the belief that *Everyone Matters* and as a leader who creates cultures and communities where values, natural instincts and well-being are the essence of success. Other things Shawn believes in: Peace, Wonder and Yoda.

Toni Heckert

Toni Heckert is the former long-time policy advisor for Wisconsin State Senator Robert Cowles (R-Green Bay). She most recently served as a Policy Analyst and Clerk of the Senate Committee on Natural Resources and Energy. She is an expert on issues related to water regulation, including permitting and zoning. Toni holds a B.S. in Environmental Science and Political Science from St. Norbert College and M.S. in Environmental Science and Policy from the University of Wisconsin Green Bay. She has also previously worked at the Wisconsin Department of Natural Resources, Wisconsin Lakes and NEW Water (formally Green Bay Metropolitan Sewerage District).

Alonzo Kelly

A dynamic Executive Coach, Professor, 3x Best Selling Author, and Radio Host, Dr. Alonzo Kelly has gained international and global attention as a premier consultant and strategist. He has appeared on America's Premier Experts which airs on major networks across the country including ABC, NBC, CBS, and FOX.

He holds a bachelor's in Accounting, three master's degrees (Public Administration, Human Resource & Labor Relations, Business Administration), an Honorary Doctorate Degree in Business & Entrepreneurship, and is nearing completion of a PhD in Multidisciplinary Human Services. He is also currently in the process of obtaining his Doctorate in Business Administration.

He currently serves as the National Board Representative for the Wisconsin State Board of Directors for the ACLU (American Civil Liberties Union), the Fire and Police Commission for the City of Howard, and Board of Directors for Family Services of Brown County.

Kyle Kenowski

SGT Kyle Kenowski is a Cyber Operations Specialist for the Wisconsin Department of Military Affairs, where he develops training and online-cyber ranges on behalf of the Cybersecurity Operations Directorate. As a member of the Wisconsin National Guard, he performs incident response as part of his duties with the Defensive Cyberspace Operations Element.

SGT Kenowski has supported multiple incidents and has seen the devastating effects of ransomware on Wisconsin's critical infrastructure. Through his security, interpersonal communication, and information technology skillsets, he has increased Wisconsin's cyber capabilities through training support to the Cyber Response Team.

Mark O'Connell

Mark D. O'Connell, Executive Director, Wisconsin Counties Association

Mr. O'Connell has served county government since 1989. Prior to the Counties Association, Mr. O'Connell served the State of Wisconsin in the Department of Administration State Budget Office, Department of Natural Resources, and Legislative Audit Bureau. Mr. O'Connell has a Bachelors degree from the University of Wisconsin La Crosse and a Masters degree from the University of Wisconsin.

Mr. O'Connell is President of WCA Services, Inc. an executive officer of the Wisconsin Education Business Roundtable, and Vice President of Competitive Wisconsin Inc.. Mr. O'Connell serves on the Board of Directors of the National Association of Counties Financial Services Corporation in Washington DC and Discover MediaWorks in Madison, Wisconsin. He is also Chairman of the Board of Directors of Angel On My Shoulder, a charity focusing on children with cancer challenges. Mr. O'Connell was one of the co founders of the Wisconsin Way effort as well as Wisconsin's aggressive and innovative "Be Bold" public policy strategy.

Mr. O'Connell coached youth baseball and basketball for many years, is a master sheephead player, a pretty good cook and the regular guest host of the radio show Business Solutions on WISN in Milwaukee.

Craig Rapp

Craig Rapp, President, Craig Rapp, LLC & the Rapp Consulting Group, Chicago, IL, is a nationally recognized speaker, and former Director of Consulting for the International CityCounty Management Association (ICMA). Craig speaks, conducts workshops, and consults throughout the United States on a wide range of subjects including: leading in difficult political environments, effective governance, optimizing organizational performance, and authentic leadership.

Craig's forty years of experience in the public, private, and non-profit sectors include service as city manager in three cities, director at a regional council, and a senior executive for two privately held companies. He has a master's degree in public administration and is a graduate of the Senior Executive Institute at the University of Virginia.

Jack A. Ryan-Feldman

Jack serves as municipal advisor to local governments. He has a wide range of experience in local government including public finance, budgeting, and economic development. Jack comes to Baker Tilly from a large Missouri city, where he led the preparation of the city's \$215 million annual budget as well as provided analytical support to the strategic initiatives of the city manager's office. Jack holds a Masters

of Public Administration from Iowa State University and a Bachelor of Science in mathematics and economics from Loras College. He is MSRB Municipal Advisor Series 50 Qualified.

Jay Schaefer

Jay Schaefer is the Cyber Security Architect for Winnebago County where he has worked for 30 years starting as a 2nd shift computer operator while attending the University of Wisconsin Oshkosh, moving up to Network Administrator before filling a newly created security focused position. Jay has received his certification as a Certified Ethical Hacker and became a team lead for the Wisconsin Cyber Response Team where he has assisted on numerous incident response calls throughout Wisconsin.

Drew Schoeneck

Drew Schoeneck is a Special Agent with the Wisconsin Department of Justice, Division of Criminal Investigation (DCI). He is assigned to the Cyber and Financial Crimes Unit within the Wisconsin Statewide Intelligence Center (WSIC) and is tasked with investigating cyber and cyber-enabled crimes. Previously, he has served as the Digital Data Investigator with the WI DNR, Bureau of Law Enforcement, a senior forensic examiner in the DCI Digital Forensics Unit, and as the Internet Fraud Investigator at WI DATCP. Special Agent Schoeneck has a Bachelor of Science degree in Computer Information Systems from UW-Stevens Point and Master of Science degree in Forensic Computing and Cybercrime Investigation from University College Dublin. He has also instructed courses for Madison College's Digital Forensics certificate program and UW-Whitewater's Master of Science in Cybersecurity degree program. He has over 15 years of experience investigating cybercrime and conducting digital forensics.