

# ECONOMIC DEVELOPMENT IN THE BADGER STATE



The Past, Present, and Future of  
Economic Growth in Wisconsin



2023 Governor's Conference on Economic Development

February 1-3, 2023 | Hyatt Regency - Milwaukee, WI



1

# What WBD does for Small Businesses:

Money Saving Financing for Owner Occupied Real Estate and Equipment

2

## What being good at #1 lets WBD do:

**Invest in Other Economic Development Activities** that Help Grow Businesses and Create Jobs. Like What?

- Small Business Incubators
- Technical Assistance Providers that provide grants and/or entrepreneurial or training programs to small businesses or scholarship assistance to those who wish to participate. WBD is proud to support WEDA again in 2023!
- Workforce development or job training programs
- Studies that enable or document local economic development options
- Other creative ideas that align with our mission to grow businesses, create jobs and build communities.

### How much is available?

The amount we have to invest varies from year to year. In 2022, we invested over \$420,000! Typical WBD investments range from \$5,000 to \$50,000.

### Who can Apply?

Non Profit Organizations undertaking efforts in Wisconsin.



3

## How to find out more

- ➔ Visit the WBD Booth for more information.
- ➔ Contact Lance Walter, SVP Marketing and Communications at [lwalter@wbd.org](mailto:lwalter@wbd.org)
- ➔ Or Visit [wbd.org/opportunity](http://wbd.org/opportunity) funds for more information and an application.



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# EARLY PROGRAMMING

Wednesday, Feb. 1, 2023 | 9:30 pm - 2:30 pm | Hyatt Regency – Regency AB

*This is an optional program – Separate registration fee is required*

## Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development

Across Wisconsin, economic developers are working on a variety of real estate development and redevelopment projects in their communities. Often there are challenges in addressing a financial gap or working through an approval process. What are the essential components that need to be in place for a project to move forward, whether promoted by a community or introduced by a developer?

Through this course, participants will learn important aspects of analyzing real estate projects looking at a broad range of project types in a variety of settings. Financial and gap analysis concepts will be presented along with an introduction to programs and resources that can be used to address gaps. Project examples will be used throughout the course to reinforce concepts to highlight best practices. Participants will have an opportunity to work in small groups to try out their new skills and to discuss challenges and opportunities in their communities.

### SPEAKERS



Kristen Fish- Peterson, |  
CEcD, Principal & CEO  
*Redevelopment Resources, LLC*



Todd Hutchison  
Founder & Owner  
*Wisconsin Redevelopment, LLC*



Stewart M. Wangard  
CEO  
*Chairman & Founder Wangard*

Wednesday, Feb. 1, 2023 | 3:00 pm – 4:30 pm | Hyatt Regency – Regency AB

*Open to registered conference attendees*

## Wisconsin CRA Network Economic Development Banker's Roundtable

Designed specifically for the banking community, Wisconsin's Small Business Development Center (SBDC) and the Ethnic and Diverse Business Coalition (EDBC) will discuss CRA best practices for lending, service, and investments.

Brought to you by the FDIC and WEDA, speakers will focus on the needs of small businesses, Chambers of Commerce and Community Development Financial Institutions (CDFIs) throughout Wisconsin. They will share strategies for reaching Black, Hispanic, Hmong, and Native American entrepreneurs. You will also meet two, newly assigned Office of the Comptroller of the Currency (OCC) Community Affairs Officers who serve Wisconsin.

Attendees are welcome to join the opening reception of WEDA's 2023 Governor's Conference on Economic Development at the Milwaukee County Historical Society from 5:00 to 7:00 pm.

### GUEST SPEAKERS



Carol Maria  
Community Affairs  
Specialist  
*FDIC*



Steve Kuehl  
Community Affairs  
Officer  
*OCC*



Mary Perry  
President & CEO  
*WEDA*



Bon Wikenheiser  
Associate Director  
*Institute of Business and  
Entrepreneurship  
– UW System*



Marjorie Rucker  
Chair, EDBC  
Executive Director  
*The Business Council,  
Inc.*

# A MESSAGE FROM THE BOARD CHAIR



***Donna Walker***

*Board Chair*

Hello, I am so glad you're here!

Did you know that, according to Causeiq.com there are currently over 9,500 economic development organizations within the United States?

Within our great state, there are over 213 development organizations.

These organizations work tirelessly every day to move their communities forward. Combined, these economic development organizations employ more than 850 talented individuals. Combined with local government and organizations such as chamber of commerce and utility cooperatives, the number of professionals involved in the field and their importance cannot be overemphasized. Many of these individuals are members of the Wisconsin Economic Development Association (WEDA).

In Wisconsin, it is reassuring to know that WEDA is a valued, statewide resource that our many economic development organizations can rely on when they need help. The planners of the 2023 WEDA Governors Conference have put together an outstanding agenda aimed at helping attendees better position themselves for growth.

It has been my honor to serve as the Chairperson of the WEDA Board of Directors and to work with so many caring and talented individuals who help move the organization forward. WEDA knows we can't do it alone! Only through collaboration with you do we attain our vision. Thank you for your ongoing support! Without it, WEDA could not continue its mission of being a catalyst that enhances economic development in Wisconsin through our professional development, networking, and advocacy programs.

Enjoy the Conference!

Donna Walker  
Dairyland Power Cooperative



## Economic Development in the Badger State: The Past, Present and Future of Economic Growth in Wisconsin

# CONFERENCE AGENDA

### KEYSTONE SPONSORS



### WEDNESDAY, FEBRUARY 1, 2023

9:30 am – 2:30 pm	<p><b>WEDA Academy Program</b> <i>Pre-registration required</i></p> <p><b>Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development</b></p> <p>Across Wisconsin, economic developers are working on a variety of real estate development and redevelopment projects in their communities. Often there are challenges in addressing a financial gap or working through an approval process. What are the essential components that need to be in place for a project to move forward, whether promoted by a community or introduced by a developer?</p> <p>Through this course, participants will learn important aspects of analyzing real estate projects looking at a broad range of project types in a variety of settings. Financial and gap analysis concepts will be presented along with an introduction to programs and resources that can be used to address gaps. Project examples will be used throughout the course to reinforce concepts to highlight best practices. Participants will have an opportunity to work in small groups to try out their new skills and to discuss challenges and opportunities in their communities.</p> <p><b>Guest Speakers:</b></p> <ul style="list-style-type: none"> <li>Kristen Fish-Peterson, <i>CEcD, Principal &amp; CEO, Redevelopment Resources</i></li> <li>Todd Hutchison, <i>Founder and Owner, Wisconsin Redevelopment, LLC</i></li> <li>Stewart M. Wangard, <i>CEO, Chairman and Founder, Wangard Group</i></li> </ul>
2:30 pm	<p><b>Networking Break</b></p>
3:00 pm – 4:30 pm	<p><b>WEDA CRA Network Banker's Round-Table</b></p> <p>Designed specifically for the banking community, Wisconsin's Small Business Development Center (SBDC) and the Ethnic and Diverse Business Coalition (EDBC) will discuss CRA best practices for lending, service, and investments.</p> <p>Brought to you by the FDIC and WEDA, speakers will focus on the needs of small businesses, Chambers of Commerce and Community Development Financial Institutions (CDFIs) throughout Wisconsin. They will share strategies for reaching Black, Hispanic, Hmong, and Native American entrepreneurs. You will also meet two, newly assigned Office of the Comptroller of the Currency (OCC) Community Affairs Officers serving Wisconsin.</p> <p>Attendees are welcome to join the opening reception of WEDA's 2023 Governor's Conference on Economic Development at the Milwaukee County Historical Society from 5:00 to 7:00 pm.</p> <p><b>Guest Speakers:</b></p> <ul style="list-style-type: none"> <li>Carol Maria, <i>Community Affairs Specialist, FDIC</i></li> <li>Steve Kuehl, <i>Community Affairs Officer, OCC</i></li> <li>Mary Perry, <i>President &amp; CEO, WEDA</i></li> <li>Bon Wikenheiser, <i>Associate Director, Institute of Business and Entrepreneurship - UW System</i></li> <li>Marjorie Rucker, <i>Chair, EDBC Executive Director, The Business Council, Inc.</i></li> </ul>
5:00 pm – 7:00 pm	<p><b>Conference Keystone Opening Reception at Milwaukee County Historical Society Museum</b> <b>910 N Doctor M.L.K. Jr. Drive, Milwaukee</b></p> <p>Join us to celebrate Wisconsin's 175th Anniversary at the Museum located directly across the street from the front entrance of the Hyatt.</p> <p><b>SPONSORED BY</b></p>   
9:00 pm – 11:00 pm	<p><b>Networking Hospitality Suite – Hyatt Regency Grand Suite – 17th Floor</b> <b>Games start at 9:30 pm!!</b></p> <p><b>All attendees are Welcomed!</b></p> <p><b>SPONSORED BY</b></p>  

# Economic Development in the Badger State: The Past, Present and Future of Economic Growth in Wisconsin

## CONFERENCE AGENDA

### KEYSTONE SPONSORS



### THURSDAY MORNING, FEBRUARY 2, 2023

7:30 am Regency CD	<b>Registration / Continental Breakfast/WEDA Networking Expo Opens</b>	
8:30 AM Regency AB	<b>Welcome to Milwaukee!</b> Peggy Williams-Smith, President & CEO, VISIT Milwaukee & 2022 Community Leader of the Year  <b>Governor's Opening Address</b> Governor Tony Evers	
9:00 am	<b>CONFERENCE KEYNOTE ADDRESS</b> <b>Looking Forward</b> Secretary Hughes will highlight the state's recent economic gains and chart a course for future growth. Secretary Missy Hughes, <i>Chief Executive Officer, Wisconsin Economic Development Corporation</i>	<b>SPONSORED BY</b> <b>WISCONSIN</b> ECONOMIC DEVELOPMENT
9:45 am	<b>WEDA Awards Presentation</b> Frederick C. Pearce Award	
10:00 am Regency CD	<b>WEDA Expo &amp; Networking Break</b>	<b>SPONSORED BY</b> 
10:30 am Regency AB	<b>Historic Tax Credits: Boosting Preservation, Community Revitalization and Economic Impact for Wisconsin</b> This presentation is relevant to economic development professionals, community planners, developers, historic property owners, real estate brokers, historic preservationists, and municipal leaders who want to learn more about utilizing vacant and/or historic buildings in their communities. Through examples drawn from small towns and large cities, this workshop will demonstrate the value of historic tax credits as economic development tools such as providing incentives to invest in older structures, stabilizing neighborhoods, adding vibrancy to commercial districts, and creating local jobs for skilled workers. <b>Moderator:</b> Kathryn Berger, <i>Client Services Director, CG Schmidt, Inc.</i> <b>Speakers:</b> <ul style="list-style-type: none"><li>• Matt Jarosz, <i>Executive Director, Wisconsin Trust for Historic Preservation</i></li><li>• Jen Davel, <i>VP Midwest Regional Director, Heritage Consulting Group</i></li><li>• Brad Elmer, <i>Managing Director, Baker Tilly Municipal Advisors</i></li></ul>	
11:15am Regency AB	<b>Show Me the Money!</b> In this public resource panel, led by Melissa Hunt of Vierbicher, you'll learn about funding opportunities at the municipal, state and federal level and you'll meet program managers from DOT and WEDC. Roselynn Bittorf and Natanael Martinez will run through current DOT and WEDC programs for your community and business development projects. <b>Moderator:</b> Melissa Hunt, <i>Municipal Services Department Manager, Vierbicher &amp; Associates</i> <b>Panelists:</b> <ul style="list-style-type: none"><li>• Natanael Martinez, <i>Regional Economic Development Director, Wisconsin Economic Development Corporation</i></li><li>• Roselynn Bittorf, <i>Transportation Economic Assistance Program Manager, Wisconsin Department of Transportation</i></li></ul>	
12:00 pm Noon  Lakeshore Room	<b>Keystone FIRE Networking Luncheon</b> with <b>Early Bird Registration Drawing Sponsored by WWBIC</b>	<b>SPONSORED BY</b>  

# Economic Development in the Badger State: The Past, Present and Future of Economic Growth in Wisconsin

## CONFERENCE AGENDA



### THURSDAY AFTERNOON, FEBRUARY 2, 2023

1:00 pm Regency AB	<b>Put Wisconsin's Airports to Work and Watch Our Economy Soar</b> Wisconsin's eight passenger-service airports are already economic development powerhouses, but they can boost our economy even more if we really put them to work. From air freight to air service development to increasing international interest in our state through commerce and tourism, we'll look at Wisconsin's airports from an entirely different perspective. <b>Moderator:</b> Dave Kircher, <i>Principal, Phoenix Advisors</i> <b>Featured Speaker:</b> Patricia Rowe, <i>C.M., Director Air Service Development, MKE Milwaukee Mitchell International Airport</i>
1:45 pm – 2:20 pm Executive Ballroom	<b>HIGH IMPACT BREAKOUT SESSIONS (2)</b> <b>1. Are You Ready for Life-Experienced Entrepreneurs?</b> More than 37 million people over the age of 50 are at risk of not having enough income to meet their basic needs. AARP Foundation's Work for Yourself@50+ makes it easy for older adults to explore self-employment options to increase their financial stability. Learn about these no cost resources and how they can benefit the local community and small business owners. <b>Speakers:</b> <ul style="list-style-type: none"> <li>Amber Miller, <i>Associate State Director of Community Outreach, AARP</i></li> <li>Darrin Wasnieski, <i>Associate State Director of Community Outreach, AARP</i></li> </ul>
Regency AB	<b>2. Community Transformation Despite Limited Resources</b> Although there were a lot of elements that led to Oconomowoc's transformation, there are items that many communities have the opportunity to explore given limited resources: 1) have & implement a plan; 2) remove barriers; 3) destination building; 4) establish business resources and 5) foster partnerships. The images are of Oconomowoc, however, the activities, projects and programs can be replicated in communities large and small throughout Wisconsin. <b>Speaker:</b> Bob Duffy, <i>Economic Development Director, City of Oconomowoc</i>
2:20 pm	<b>Redevelopment Resources Expo and Networking Break</b>
2:45 pm – 3:30 pm Executive Ballroom	<b>HIGH IMPACT BREAKOUT SESSIONS (2)</b> <b>1. Politics and the Economy: Advocacy &amp; the Impact of Economic Development Policy in Wisconsin</b> Learn how to prepare a more effective lobbying message on the local, state and federal levels. Participants will gain effective legislative advocacy skills, learn how the legislature works and become more engaged in local, state and federal levels. <b>Speakers:</b> <ul style="list-style-type: none"> <li>Michael Welsh, <i>VP of Legislative Affairs &amp; Communications, Wisconsin Economic Development Association</i></li> <li>James Bohl, <i>Director of Intergovernmental Relations, City of Milwaukee</i></li> <li>Robert Dennik, <i>Vice President, VJS Construction Services</i></li> </ul>
Regency AB	<b>2. Steps to Generating New, Diverse Housing in Small Communities</b> Like many communities, Fort Atkinson (current population 12,500) experienced consistent population and housing growth for several decades leading up to 2008-09 and very little since that time. Leveraging many different tools and resources, the City is now poised to generate new diverse housing opportunities in the community. These proactive economic development initiatives can be replicated as a model for other small communities around the state that are in desperate need of creating new diverse housing starts and overcoming the challenges faced post-Great Recession in waiting for the private sector to lead new housing growth in the community. <b>Speakers:</b> <ul style="list-style-type: none"> <li>Ben Rohr, <i>Planner, Vandewalle &amp; Associates</i></li> <li>Rebecca Houseman Lemire, <i>City Manager, City of Fort Atkinson</i></li> <li>Andy Selle, <i>P.E., Director of Public Works, City of Fort Atkinson</i></li> <li>Chris Scherer, <i>City Council President, City of Fort Atkinson</i></li> <li>Brian Munson, <i>Principal Planner, Vandewalle &amp; Associates</i></li> </ul>

## CONFERENCE AGENDA

KEYSTONE SPONSORS



### THURSDAY AFTERNOON, FEBRUARY 2, 2023

3:35 pm – 4:20 pm	<b>HIGH IMPACT BREAKOUT SESSIONS (2)</b>
Executive Ballroom	<p><b>1. Covering All the Bases: Attraction, Retention &amp; Education</b> From the perspective that every student, intern and recent hire needs to be shown all of the outstanding amenities, employers and opportunities in your city, Envision Greater Fond du Lac is covering all the bases! Whether it's high school students about to graduate with no post-graduation plans, current college interns working in your city for the summer, or recent hires, it's imperative to roll out the red carpet and show them all your community has to offer! Learn about three programs that do just that.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Lisa McArthur, <i>Senior Director of Business Attraction, Envision Greater Fond du Lac</i></li> <li>Bernadette Ericksen, <i>Director of Business Client Services, Envision Greater Fond du Lac</i></li> </ul>
Regency AB	<p><b>1. Redevelopment Obstacles: "You'll Never Guess What Happened..."</b> Every redevelopment project comes with its own set of interesting experiences, obstacles, and challenges to solve. Hear some of those interesting details from direct experience by those who have stories to tell. Problem-solving through challenges and finding solutions on the fly makes redevelopment of certain sites and buildings professionally rewarding. Overcoming obstacles takes patience and creativity. As we like to say, every challenge deserves a unique solution. Attendees will learn to dig deep into their professional networks and experience to think their way through common and uncommon obstacles to redeveloping challenging sites, buildings, and neighborhoods.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Kristen Fish-Peterson, <i>Principal &amp; CEO, Redevelopment Resources</i></li> <li>Jeff Stone, <i>Regional Infrastructure Consultant and VP, Kapur</i></li> <li>Travis Peterson, <i>Associate &amp; Economic Development Manager, Kapur</i></li> </ul>
4:30 pm Regency AB	<b>WEDA Annual Membership Meeting</b>
5:00 pm – 6:00 pm Regency CD	<p><b>Baker Tilly Keystone Networking Reception – Hyatt Regency</b> <b>All attendees are Welcome!</b></p> <p style="text-align: right;">SPONSORED BY </p>
8:00 pm – Midnight	<p><b>Networking Hospitality Suite – Hyatt Regency Grand Suite – 17th Floor</b> <b>175th Anniversary shot at 10:00 PM!</b></p> <p style="text-align: right;">SPONSORED BY  </p> <p><b>All attendees are Welcome!</b></p>



### Basic Economic Development Course

- Study the building blocks of economic development
- Understand economic development concepts, methods, and practices
- Join us for the four-day course in Green Bay, WI




See P. 22 for Course Details!

## Economic Development in the Badger State: The Past, Present and Future of Economic Growth in Wisconsin

# CONFERENCE AGENDA

### KEYSTONE SPONSORS



FRIDAY, FEBRUARY 3, 2023	
7:30 AM Regency CD	<b>FIRE Keystone Breakfast - WEDA Networking Expo</b>  <div style="text-align: right;">SPONSORED BY</div> 
8:30 am  Regency AB	<b>Friday Morning Welcome</b> Mayor Cavalier Johnson, <i>City of Milwaukee</i>  <b>Workforce Attraction: Perspectives from the Community, Company &amp; Employees</b> As the landscape for talent remains tight and highly competitive; join a robust conversation from different perspectives on what can give our communities, our businesses and even our employees the “leg up” on attraction, engagement, and retention. <b>Moderator:</b> Heather Turner Loth, <i>MCR.w, Practice Leader - Project Development, Principal, EUA</i> <b>Distinguished Guests:</b> <ul style="list-style-type: none"> <li>Lafayette Crump, <i>Commissioner, Department of City Development, City of Milwaukee</i></li> <li>Lori Richards, <i>CEO, Mueller Communications, LLC</i></li> <li>Kari Atkinson, <i>SHRM-CP, Vice President of People &amp; Culture, ManpowerGroup</i></li> </ul> <div style="text-align: right;">SPONSORED BY</div> 
9:30 am  Regency AB	<b>The Business Case for Public Investment in Early Childhood Education</b> The economic impact of the childcare shortage in Wisconsin costs our state's businesses more than a billion dollars in lost productivity and has made it more difficult to fill the more than 200,000 open jobs in the state. COVID-relief funds used to support childcare providers expires in January 2024. Without a substantial investment from the public combined with a strong partnership with businesses and the community, our state faces a childcare catastrophe. <b>Moderator:</b> Chris Hardie, <i>CEO, 7 Rivers Alliance</i> <b>Speakers:</b> <ul style="list-style-type: none"> <li>Ruth Schmidt, <i>Executive Director, Wisconsin Early Childhood Association</i></li> <li>Priya Bhatia, <i>Policy Initiatives Advisor, Wisconsin Department of Children &amp; Families</i></li> <li>Paul Scharfman, <i>President, Specialty Cheese Company</i></li> <li>Angel Whitehead, <i>President &amp; CEO, Centergy, Inc.</i></li> </ul>
10:15 am Regency CD	<b>'Last Call for Networking' - Raphael Industries Refreshment Break</b>  <div style="text-align: right;">SPONSORED BY</div> 
10:30 am  Regency AB	<b>Housing Development – Reaching the Finish Line</b> Bringing housing development to fruition is more challenging than ever in the current market environment. A diverse panel of stakeholders will share how they affect change through research, education, and advocacy, to find equitable solutions that serve common interests. This segment will provide best practices for identifying specific housing needs, public-private development collaboration, and creative funding sources. <b>Moderator:</b> Sarah Hillenbrand, <i>General Capital Group</i> <b>Speakers:</b> <ul style="list-style-type: none"> <li>David Weiss, <i>Partner, General Capital Group</i></li> <li>Dave Porterfield, <i>Senior Advisor, Movin' Out' Inc.</i></li> <li>Deb Reinbold, <i>President-ThriveED &amp; Executive Director, Jefferson County Economic Development Consortium</i></li> </ul>
11:15 am  Regency AB	<b>Developing a Data-Informed Regional Talent Attraction Strategy</b> Our special guest, Susan Koehn, a senior consultant at Lightcast (formerly EMSI/Emsi Burning Glass), a global leader in labor market analytics, brings you this can't-miss glimpse into using data to craft your community's talent attraction strategy. You'll gain an understanding of the labor market data insights that are most relevant to your region's talent attraction goals and how to target the right talent with authentic messaging about your community to fill key skills gaps. A partnership between the Wisconsin Economic Development Corporation (WEDC) and the state's nine Regional Planning Commissions (RPCs) make Lightcast Developer data available to eligible economic development organizations. <b>Moderator:</b> Rebecca Gries, <i>Vice President, Corporate Attraction &amp; Expansion, Milwaukee 7 (M7)</i> <b>Guest Speaker:</b> Susan Koehn, <i>Senior Consultant, Lightcast</i>
12:00 pm Regency AB	<b>Governor's Conference - Closing Remarks</b>

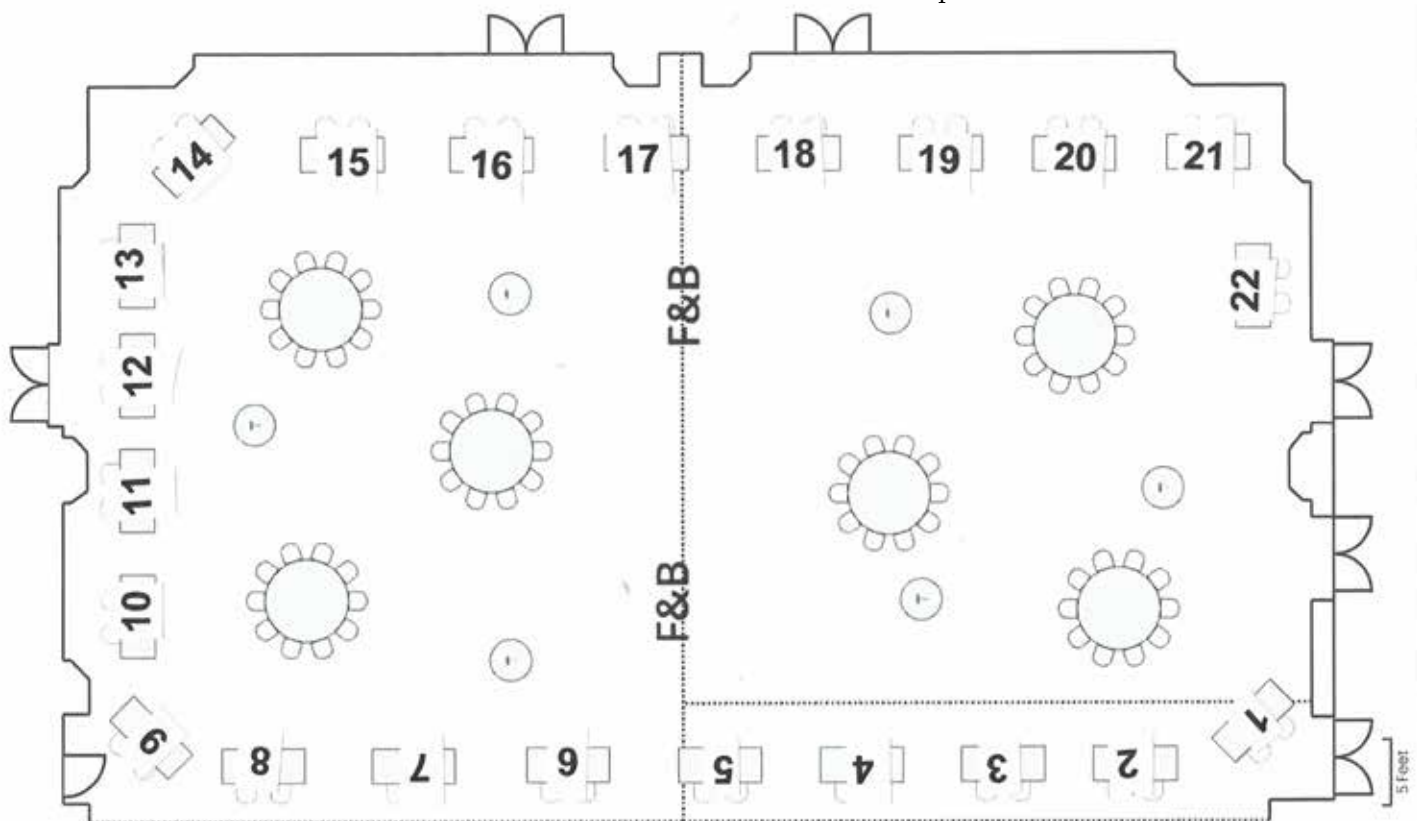
# CONFERENCE EXHIBITORS

## Booth Exhibitor

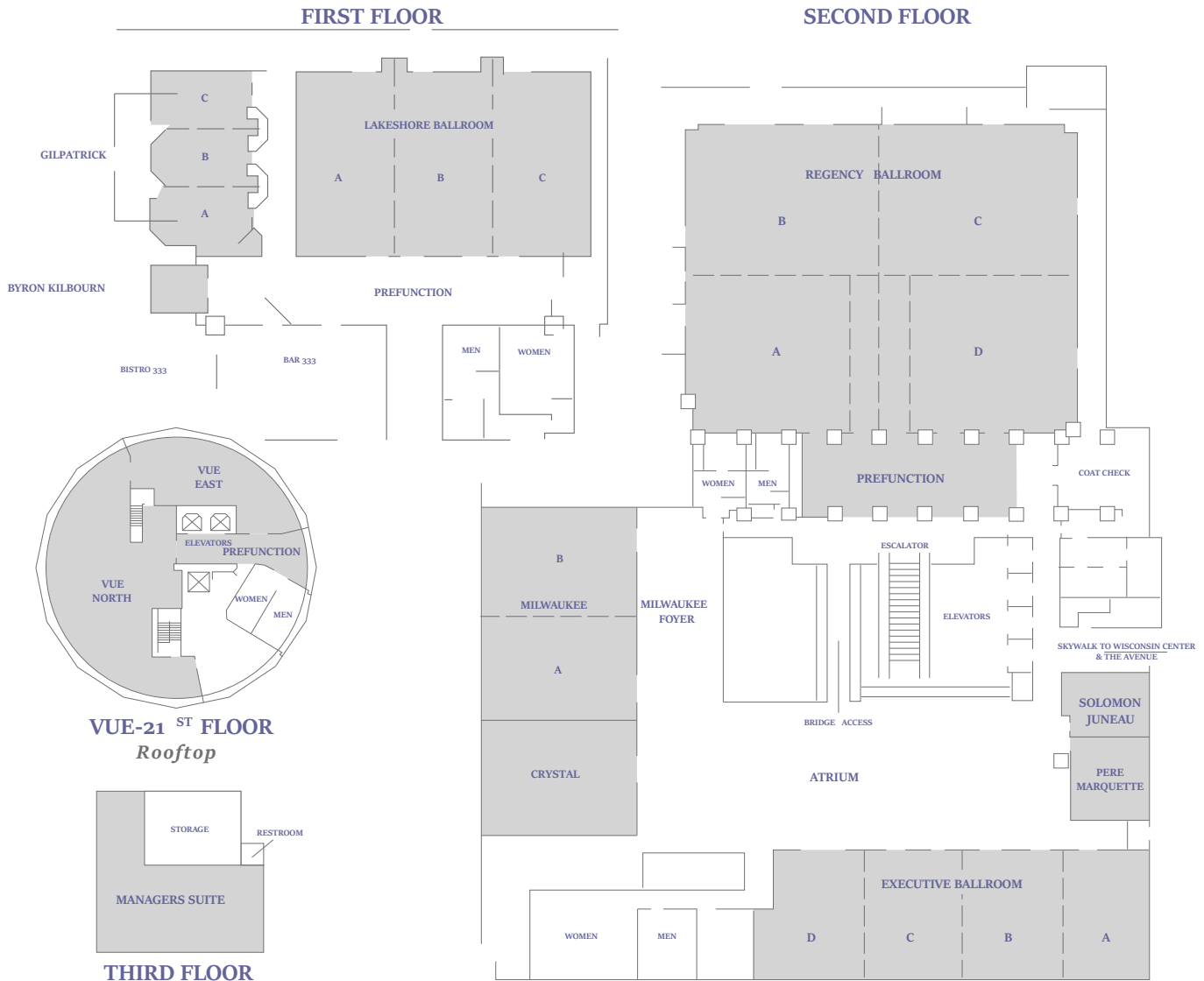
- 1 Ehlers  
ehlers-inc.com
- 2 IFF  
iff.org
- 3 WI Dept. of Tourism  
outdoorrecreation.wi.gov
- 4 WBD, Inc.  
wbd.org
- 5 Redevelopment Resources  
redevelopment-resources.com
- 6 Charter Communications  
charter.com
- 7 Vierbicher  
Vierbicher.com
- 8 AARP Wisconsin  
aarp.org
- 9 Baker Tilly  
bakertilly.com
- 10 Wisconsin Center for Employee Ownership  
eoxnetwork.org
- 11 US Bank  
usbank.com

## Booth Exhibitor

- 12 WI Women's Business Initiative Corporation  
wwbic.com
- 13 ViaRail  
viarailengineering.com
- 14 Wisconsin Economic Development Corporation  
wedc.org
- 15 Kapur  
kapurinc.com
- 16 UW Institute for Business & Entrepreneurship  
business.wisconsin.edu
- 17 First American Capital  
aiccw-facc.org
- 18 Place Dynamics  
placedynamics.com
- 19 Excel Engineering  
excelengineering.com
- 20 Wisconsin Economic Development Association  
weda.org
- 21 MEDC  
medconline.com
- 22 General Mitchell International Airport  
mitchellairport.com



# HYATT REGENCY MILWAUKEE



## Special thanks to our 2023 Governor's Conference Planning Team

**Calli Berg**  
Milwaukee County

**Brad Elmer**  
Baker Tilly Municipal Advisors

**Rebecca Gries**  
Milwaukee 7

**Melissa Hunt**  
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**David Kircher**  
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**Tracy Lubner**  
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**Natanael Martinez**  
Wisconsin Economic  
Development Corporation

**Seyoum Mengesha**  
Wisconsin Economic  
Development Corporation

**Amber Miller**  
AARP Wisconsin

**Erica Steele**  
Wisconsin Housing & Economic  
Development Authority

**Beth Weirick**  
Milwaukee Downtown

**Heather Wessling Grosz**  
Economic Development Authority of  
Western Nevada

# THANK YOU CONFERENCE SPONSORS

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## Thursday Luncheon Sponsor:



## Thursday Reception Sponsor:



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# A MESSAGE FROM THE BOARD CHAIR-ELECT



*Sheldon Johnson*

*Board Chair-Elect*

Wisconsin has a rich history of entrepreneurs whose vision was to start their very own business. These entrepreneurs created manufacturing, technology, agricultural, and retail businesses that met the needs of the past and present.

In the future, new entrepreneurs and existing businesses will step forward with new products and services tailored to the next emerging market or make improvements to existing products.

Critical to the success of Wisconsin's economic growth are the economic development specialists and partners! Dedicated local and regional economic development specialists work hand-in-hand with entrepreneurs, startups, and existing businesses. Financial institutions, state and federal agencies, and local governments assist in the financial and infrastructure capacities to make Wisconsin's economic development opportunities grow.

The Wisconsin Economic Development Association is the BEST example of how partners from a wide array of economic development interests collaborate and share their talent with others. WEDA's training and networking opportunities ensure economic development specialists have the tools to contribute towards Wisconsin's future economic growth.

I look forward to continuing to be part of the WEDA team and your next WEDA Board Chair. Let's all work together to attract, retain, and expand economic development throughout Wisconsin!

Sheldon Johnson  
Executive Director  
Northwest Regional Planning Commission



# A MESSAGE FROM THE PRESIDENT AND CEO



*Mary Perry*  
*President & CEO*

Welcome and thank you for attending the Governor's Conference!

If you're a long-time attendee, I'm sure you're as excited as I am to see old friends and meet new and emerging leaders in our field. Plus, you'll be impressed with our continued excellence in programming. If you're new here, I promise you'll leave with increased industry knowledge and will have formed valuable connections through our many opportunities to network with other community and economic development professionals as well as those in related industries. While you're here, I hope you'll make the most of your breaks, receptions and the awesome hospitality suite hosted by CG Schmidt and Vierbicher!

We have a super line-up for you this year! We start off with a message from Governor Evers and WEDC Secretary Missy Hughes who will help us give a warm WEDA reception to this year's Frederick C. Pearce Award Winner. This award is given to a leader in our field who has made significant contributions to our industry. The competition was very stiff this year with four stand-out nominations.

After celebrating, we jump right into the thick of economic development in the Badger State. WEDA thanks our members who submitted session proposals on topics covering housing, workforce, childcare, real estate redevelopment, financial resources, entrepreneurship, state airports' economic impact, community revitalization and more. Our dedicated conference planning committee combed through the many submissions, picked the best-of-the-best and assembled a dynamite series of sessions for you. You will hear from industry leaders, seasoned economic developers and esteemed guest speakers on critical issues facing our state today.

But there's more! On Friday, we kick things off with an esteemed panel of distinguished industry thought leaders featuring Heather Turner Loth of Eppstein Uhen Architects. We delve deeply into perspectives on talent attraction from all sides – the community, the company and the employees. We explore investment in early childhood education, discuss workforce housing challenges and opportunities and close the morning with distinguished guest speaker, Susan Koehn of Lightcast speaking on data-informed regional talent attraction strategies. This one you can't miss!

Some of you have expressed a desire to maximize your networking opportunities at our events. You can do so by being strategic during receptions meals and breaks in the WEDA Networking Expo area. I hope I can say 'Hi' to each of you there!

Finally, if you have interest in serving on a WEDA committee or our board in the future, find any current board member or officer in the hall and let them know you want to play a bigger role in WEDA! Look for nametag ribbons designating board of directors. If you're not currently a member, stop by our exhibit! By joining WEDA, you can leverage key resources and training, impact state policies and build an extensive professional network. Plus, your membership offers discounted prices on just about every event.

Thank you so much for attending and have a super productive and fun conference!

Mary Perry  
President & CEO  
Wisconsin Economic Development Association

*Join  
WEDA!*



# FEATURED SPEAKERS



## Opening Address: Wisconsin Governor Tony Evers

In November, 2022, the people of Wisconsin re-elected Tony Evers (Ē-vers) the 46th governor of Wisconsin. Prior to his election, he served as the Wisconsin State Superintendent of Public Instruction winning statewide elections in 2009, 2013, and 2017. With over three decades of public education experience, Governor Evers has dedicated his life to fighting for Wisconsin's kids and serving the people of Wisconsin.

As a life-long educator, the governor believes in bringing people together to solve the problems facing our state and putting the people of Wisconsin first.

He began his career in 1976 and has served Wisconsin students, parents, and citizens all over Wisconsin in Tomah, Oakfield, Verona, and Oshkosh.

Born and raised in Plymouth, Wisconsin, Governor Evers graduated from Plymouth High School and earned his bachelor's, master's, and doctoral degree in educational administration from the University of Wisconsin-Madison. He is married to his high school sweetheart, Kathy, an educator. They are parents of three adult children, all public school graduates, and have nine grandchildren.



## KEYNOTE SPEAKER: Secretary Missy Hughes, Wisconsin Economic Development Corporation

Melissa "Missy" Hughes is secretary and CEO of Wisconsin Economic Development Corporation, Wisconsin's lead economic development organization. Before joining WEDC in October 2019, she was general counsel and chief mission officer at Organic Valley.

Her previous positions include associate attorney at the firm of Holland & Hart, where she practiced in the areas of natural resources, construction litigation and corporate business transactions. She served on the boards of the Environmental Working Group and the Organic

Trade Association, where she was a three-term board president. The U.S. Secretary of Agriculture appointed Hughes to the USDA Advisory Committee on Agriculture and Biotechnology in the 21st Century.

Ms. Hughes received her Bachelor of Arts in political science from Georgetown University and Juris Doctor degree from the University of Wyoming College of Law.



Mary Gage  
Retired – Formerly  
Wisconsin Economic  
Development  
Corporation

## FREDERICK C. PEARCE AWARD

*This award recognizes an individual whose leadership has made exceptional contributions to the field of economic development.*

Over Mary's 40-year professional career, her service to the State of Wisconsin spanned 26 years at the Wisconsin Department of Commerce and the Wisconsin Economic Development Corporation (WEDC). Mary wrapped up her career as the Vice President of Business and Community Development at WEDC in 2022.

Mary began in state service in 1996 as a Senior Underwriter for the Department of Commerce. She quickly earned recognition across the state among business, economic development organizations, private lenders, and from Commerce management, for her attention to detail, astuteness of program requirements, and a strong commitment to customer service.

In 2011, Mary accepted the role of Regional Economic Development Director for WEDC. Over the years, she was promoted to Senior Director and finally to the Vice President of Business and Community Development overseeing critical functions of WEDC. Most notably, Mary is recognized as a key collaborator and co-founder of the Main Street Bounceback Program supporting nearly 8,000 small businesses across the state.

No matter where you go across the state, you can find business and community projects that passed over Mary's careful review and came to fruition through Mary's passion for growing Wisconsin's prosperity.

# WEDA BOARD OF DIRECTORS AND STAFF

## BOARD

**Board Chair**  
**Donna Walker**  
*Dairyland Power Cooperative*  
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*Dairyland Power Cooperative*  
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## BOARD EX-OFFICIO MEMBERS

**Robert Dennik**  
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*Wisconsin Economic Development Corporation*

## DIRECTORS

**Kathryn Berger**  
*CG Schmidt*  
*Statewide*

**Angela Close**  
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*City of Two Rivers*  
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**Manny Vasquez**  
*Pfefferle Companies, Inc.*  
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**Aaron White**  
*City of Eau Claire*  
*Eau Claire*

**Suzanne Zwaska**  
*US Bank*  
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Wisconsin Economic  
 Development Association  
 4618 S Biltmore Ln  
 Madison, WI 53718  
 866-766-7578 | [www.weda.org](http://www.weda.org)



## WEDA STAFF

**President & Chief Executive Officer**  
**Mary Perry**

**Vice President Legislative Affairs and Communications**  
**Michael Welsh**

**CRA Project Advisor**  
**David Kircher**

**Accountant**  
**Kristy Hermes**

**Conference Manager**  
**Kathy Davies**

**Academy Manager**  
**Kathy Heady**

**Interns**  
**Amna Hasan**  
**Lisa Marone**



## YOUR PARTNER. YOUR CHOICE.

The **Rural Wisconsin Health Cooperative (RWHC)** has been providing affordable and effective services to healthcare organizations since 1979. RWHC is owned and operated by forty-four, rural acute, general medical-surgical hospitals. The Cooperative's emphasis on developing a collaborative network among both freestanding and system affiliated rural hospitals distinguishes it from alternative approaches. RWHC offers a variety of programs and services to its members as well as to other clients across the nation.

**WWW.RWHC.COM**



The UW System Institute for Business & Entrepreneurship helps entrepreneurs, businesses and economic development professionals to achieve their goals through **small business technical assistance** and **local economic reports**.

**Make a client referral:**



**Partner with us:**



Learn more: [business.wisconsin.edu](https://business.wisconsin.edu)

## LEADING WITH PURPOSE

The 51 local utilities that make up WPPI Energy are guiding the way when it comes to reliable, affordable, responsible electricity, forward-thinking services and effective advocacy. Together, they help their communities thrive.



[wppienergy.org](http://wppienergy.org)



## Building Wisconsin Communities For Over 100 Years



MILWAUKEE // MADISON // [CGSCHMIDT.COM](http://CGSCHMIDT.COM)





## Your Partner in Economic Development

*Members Succeed Together*



As the "Voice of Economic Development", WEDA is dedicated to developing, advocating for, and educating state and local leaders on economic development tools critical to growing local economies.

By joining WEDA, you can leverage key resources and training, impact state policies and build an extensive professional network of industry leaders and economic development professionals who share the same mission – **growing Wisconsin.**

## WHY JOIN WEDA?

For over 45 years, the Wisconsin Economic Development Association (WEDA) has represented the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives. Driven by the needs of our members, we are committed to providing the resources and tools to promote economic prosperity in Wisconsin. WEDA is proud of our history, our growing list of accomplishments, and our past, current, and future efforts that make it possible for economic development professionals and organizations to be successful. We look forward to you becoming our newest member.

**Welcome to the WEDA family!**

**Our members are professionals from every area of economic development**

Economic and Community Developers  
Architectural and Design Firms  
Bankers  
Chambers of Commerce  
City, County, and Towns Officials  
Community Planners  
Construction Services  
Companies  
Economic Development Consultants  
Engineering Companies  
Mechanical, Electrical and Plumbing Contractors  
Non-profits  
Regional Planning Commissions  
Regional Economic Development Partners (EDOs)  
Residential, Commercial, and Retail Developers  
State Agencies  
Universities and Technical Colleges  
Utility Companies  
Workforce Development Professionals



## PROFESSIONAL DEVELOPMENT

### Wisconsin Basic Economic Development Course

The Wisconsin BEDC is a foundational, four-day course that offers participants a comprehensive understanding of the basic concepts, strategies, and practice of economic and workforce development. The course fulfills one of the prerequisites for the International Economic Development Council's Certified Economic Developer (CED) professional credential.

### Statewide Professional Conferences

WEDA holds two annual conferences – the Governor's Conference on Economic Development and the Best Practices Conference. Both events offer industry expert speakers, exciting workshops, and presentations on the leading economic development issues. In addition to countless networking opportunities that promote professional development, WEDA conferences offer continuing education credit opportunities.

### WEDA Academy

The WEDA Academy aims to advance economic development through education and offers multiple training opportunities on the leading economic and community development issues of the day. The seminars are taught by recognized industry experts and provide continuing education credits. The Academy also offers an ED 101 course that provides economic development core training for communities and local elected officials.

## NETWORKING OPPORTUNITIES

### Professional and Social Events

From statewide conferences to award events and training courses, WEDA provides members with numerous opportunities to network with peers and industry experts – both personally and professionally. These networking encounters allow members to build their key contacts and learn best practices from top professionals in economic development.

### Community and Economic Development Awards

The CEDA program was established by WEDA to celebrate businesses, organizations, and development projects and programs that are making significant contributions to Wisconsin's economy. This exciting annual event recognizes key accomplishments, offers unique networking opportunities, and provides important case studies that can spur additional economic growth.

### CRA Network of Wisconsin

The CRA-Network was established by WEDA to connect organizations seeking financing for development projects with banks and other potential funders. The match-making program, staffed by experienced economic development professionals who understand project financing, offers an additional avenue to generate capital to help make key community development projects a reality.

## ADVOCACY AND POLICY

### Economic Development Advocacy

WEDA provides comprehensive, bipartisan government relations services, representing the legislative and regulatory interests of members before the Wisconsin Legislature and throughout state government. WEDA's direct lobbying and grassroots advocacy efforts aim to successfully promote policies and programs that provide members with the necessary tools to advance economic prosperity.

### WEDA Legislative Day Event

WEDA's annual Legislative Day offers members a unique opportunity to influence critical economic development policy in Wisconsin. The free member-only event is the cornerstone of WEDA's Grassroots Advocacy program, providing members with the necessary tools to build strong relationships with state lawmakers and to become effective advocates for economic development in Wisconsin.

### Legislative and Policy Updates

WEDA keeps members informed on the latest political and policy developments in the State Capitol, delivers updates on key economic development legislation, and provides access to WEDA's Legislative Bill Tracking Tool. Members also have an opportunity to serve on WEDA's Legislative Committee, which leads the charge on the development of the organization's legislative agenda.

## RESOURCES AND INFORMATION

### WEDA Publications and Communications

WEDA provides members with numerous publications and regular communications to keep them up to date on the latest economic development news and association activities. Publications include the WEDA Wire and Political News and Notes e-newsletters, as well as the WEDA Annual Report and Legislative Agenda.

### Wisconsin Economic Development Institute

(WEDI) is a non-profit foundation established by WEDA to drive successful development efforts across Wisconsin. WEDI strives to provide critical information to improve economic conditions, create leading-edge policy research material, and identify opportunities and resources to address gaps in project development and economic growth.

### Membership Value

WEDA membership offers discounted prices on just about every event, service or product offered by the association. In fact, the membership savings on attending or purchasing just one or two WEDA events or services pays back more than you spend on an individual or group membership.

## JOIN US

WEDA membership is available to corporations, local units of government and individuals.

Our member benefits structure seeks to provide the greatest value for each dollar invested into our organization.

[Individual & Small Organization Membership](#)  
[Corporate Investor Membership](#)



4618 South Baltimore Lane | Madison, WI 53718 | 866-766-7578 | email: [weda@weda.org](mailto:weda@weda.org)

### Become a Member



Scan our code for quick access to  
<https://weda.org/become-a-member>  
or visit us online today!



## Basic Economic Development Course

- Study the building blocks of economic development
- Understand economic development concepts, methods, and practices
- Join us for the four-day course in Green Bay, WI

## Wisconsin Basic Economic Development Course (BEDC)

The Wisconsin Basic Economic Development Course (BEDC) provides an understanding of the basic concepts, theories, methods and practices of economic development. Currently, Wisconsin boasts having 27 IEDC Certified Economic Developers throughout the state. Many began their journey towards this prestigious credential by completing the Wisconsin BEDC.

Do you want to start your path to certification? Or, if you are new to the industry, do you wish for a better overall understanding? The BEDC is designed to provide an understanding of the basic concepts, theories, methods and practice of economic development.

### *Course topics include:*

- What is economic development and the role of an economic developer
- Managing a local economic development organization
- Ethics
- Growing from within – small business development & entrepreneurship
- Marketing & attraction
- Community & neighborhood development
- Strategic planning for economic development
- Workforce development
- Business finance
- Real estate development & reuse

Completion of the Basic Economic Development Course fulfills one of the pre-requisites for those who wish to pursue the Certified Economic Developer Designation (CEcD) through the Economic Development Council (IEDC).

The next Wisconsin Basic Economic Development Course will be held at the Radisson Hotel and Conference Center, an Oneida Nation-owned property, in Green Bay, May 1-4, 2023. Scholarships may be available. Registration opens next month!

## Economic Development 101 (ED101)

The ED 101 curriculum is designed as a three-hour training session specifically for local elected officials on the issues affecting your city or county.

Would you like your public officials, board members and residents to better understand and support economic development efforts? Then this is a program designed for you!

Stop by our exhibit table to learn more and schedule an ED 101 in your community.

*Join  
WEDA!*



# 2023 GOVERNOR'S CONFERENCE ATTENDEES

**Athena Agoudemos**

*Director*

UW-Milwaukee SBDC

*Milwaukee, WI*

**Becky Albert-Breed**

*Executive Director*

First Nations Community  
Financial

*Black River Falls, WI*

**Harry Allen**

Ehlers, Inc.

**Alex Allon**

*Community Development Director*

Village of DeForest

*DeForest, WI*

**Cathy Anderson**

*Neighborhood Investment Manager*

City of Racine

*Racine, WI*

**Kelly Aschenback**

*Records Specialist*

Wisconsin Economic  
Development Corporation

*Madison, WI*

**Kari Atkinson**

*Vice President*

Manpower

*WI*

**Thava Balasridharan**

*Financial Analyst*

WEDC

*Madison, WI*

**Natalie Bantleon**

*Marketing/Database Manager*

Northwest Side Community  
Development Corporation

*Milwaukee, WI*

**Tom Baron**

*Economic Development*

*Representative*

U.S. Department of Commerce,  
Economic Development

Administration

*Chicago, IL*

**Marie Barry**

*Director of Community*

*Economic Development*

Rural Wisconsin Health

Cooperative

*Sauk City, WI*

**Jon Bartz**

*Regional Economic*

*Development Director*

WEDC

*Madison, WI*

**Amy Bennett**

MSA Professional Services

*Mequon, WI*

**Calli Berg**

*Director Economic Development*

Milwaukee County

*Milwaukee, WI*

**Kathryn Berger**

*Business Development Manager*

CG Schmidt

*Milwaukee, WI*

**Courtney Berner**

*Executive Director*

University of Wisconsin Center

for Cooperatives

*Madison, WI*

**Josh Bernhardt**

*Business Development*

Somerville, Inc.

*Green Bay, WI*

**Priya Bhatia**

*Policy Advisor*

Wisconsin Dept. of

Children & Families

*Madison, WI*

**Roselynn Bittorf**

*TEA Program Manager*

WI DOT

*Madison, WI*

**Bill Bialecki**

*Executive Director*

Lincoln County Economic  
Development Corporation

*Merrill, WI*

**Julie Bieber**

*Vice President of Operations*

Bellin Health Oconto

Hospital

*Oconto, WI*

**Pamela Boivin**

*Executive Director*

*Keshena, WI*

**Buckley Brinkman**

*Executive Director/CEO*

WI Center for

Manufacturing & Productivity

*Madison, WI*

**Ron Brisbois**

*Director*

Grant County Economic

Development

*Lancaster, WI*

**Liz Brodek**

*Development Director*

City of Wausau

*Wausau, WI*

**Eric Broten**

*Director of Business*

*Retention and Expansion*

Fox Cities Chamber of Commerce

*Appleton, WI*

**Michael Brown**

*Director of Community and*

*Economic Development*

Village of Greenville

*Greenville, WI*

**Jenny Burke**

Ho Chunk Nation

*Wisconsin*

**Samantha Caches**

Redevelopment Resources, LLC

*Madison, WI*

**Jonathan Cadotte**

Ho Chunk Nation

*Black River Falls, WI*

**Dave Carlson**

*Economic Development &*

*Tourism Manager*

Trempealeau County

*Whitehall, WI*

**Tim Casey**

*Director of City Development*

City of Kenosha, WI

*Kenosha, WI*

**Tina Chitwood**

*Senior Economic*

*Development Director*

WEDC

*Madison, WI*

**Nick Cizauskas**

Alliant Energy

*Madison, WI*

**Stephanie Clark**

Ho Chunk Nation

*Black River Falls, WI*

**Delores Clayton**

*Relationship Manager*

MEDC

*Wauwatosa, WI*

**Cheryl Cloud**

*CEO*

Wisconsin Native Loan Fund

*Lac du Flambeau, WI*

**Carson Coffield**

*Economic Development Specialist*

City of West Allis

*West Allis, WI*

**Bridget Condon**

*VP SBA Lending*

CIBM Bank

*Brookfield, WI*

**Phil Cosson**

*Senior Municipal Advisor*

Ehlers & Associates, Inc.

*Roseville, MN*

**Thomas Cox**

*Executive Director*

Sauk County

Development Corporation

*Baraboo, WI*

**Kate Crowley**

*Principal*

Baker Tilly

*Madison, WI*

**Lafayette Crump**

*Commissioner*

City of Milwaukee

*Milwaukee, WI*

**Gene Dalhoff**

*V.P. - Talent & Education*

Madison Region Economic

Partnership

*Madison, WI*

**Derek D'Auria**

*Executive Director*

Walworth County Economic

Development Alliance, Inc

*Elkhorn, WI*

**Jen Davel**

*VP*

Heritage Consulting

*Madison, WI*

**Kathy Davies**

*Conference Planner*

WEDA

*Madison, WI*

**Curtis Decora**

*Development Director*

First Nations

Community Financial

*Black River Falls, WI*

**Robert Dennik**

*Vice President*

VJS Construction Services

*Pewaukee, WI*

*ATTENDEE LISTING OF THOSE REGISTERED BY 1.23.2023*

# 2023 GOVERNOR'S CONFERENCE ATTENDEES

**Rebecca Deschane**  
*Vice President of  
Talent Development*  
New North, Inc.  
Green Bay, WI

**Ken Disher**  
*Community Service Manager*  
Xcel Energy  
Ashland, WI

**Suzanne Doody**  
*Marketing Manager*  
Vierbicher  
Madison, WI

**Brian Doudna**  
*Executive Director*  
Sheboygan County Economic  
Development Corporation  
Sheboygan, WI

**Bob Duffy**  
*Director*  
City of Oconomowoc  
Oconomowoc, WI

**Susan Eick**  
*Relationship Manager*  
MEDC  
Milwaukee, WI

**Kyle Ellefson**  
*City Administrator*  
City of Columbus  
Columbus, WI

**Brad Elmer**  
*Managing Director*  
Baker Tilly  
Madison, WI

**Bernadette Ericksen**  
*Director of Educational Programs*  
Envision Greater Fond du Lac  
Fond du Lac, WI

**Randy Fifrick**  
*Economic Development Manager*  
City of Wausau  
Wausau, WI

**Jodie Fischer**  
Ho Chunk Nation  
Black River Falls, WI

**Kristen Fish-Peterson**  
*Principal and CEO*  
Redevelopment Resources LLC  
Madison, WI

**Lynn Flynn**  
Kapur  
Milwaukee, WI

**Brian Fukuda**  
*Senior Consultant,  
Community Relations*  
Gundersen Health System  
La Crosse, WI

**Patrick Gatterman**  
*Director of the SBDC*  
Small Business Development  
Center at UW-Stevens Point  
Stevens Point, WI

**Kip Golden**  
*Executive Vice President*  
CR Structures Group, Inc.  
Appleton, WI

**Gideon Gradman**  
*Managing Director*  
Baker Tilly  
Madison, WI

**Rebecca Gries**  
*Manager, Corporate  
Attraction & Expansion*  
Milwaukee 7  
Milwaukee, WI

**Stacy Grunwald**  
*Director of Village Services*  
Village of Cleveland  
Cleveland, WI

**Amy Hansen**  
*Executive Director Downtown*  
Fond du Lac Partnership  
Fond du Lac, WI

**Luke Hanson**  
*Executive Director*  
Eau Claire Area Economic  
Development Corporation  
Eau Claire, WI

**Chris Hardie**  
*CEO*  
7 Rivers Alliance  
La Crosse, WI

**Eric Harrmann**  
*Chief Design Officer*  
AG Architecture  
Wauwatosa, WI

**Beth Haskovic**  
*Director of the Office  
of Rural Prosperity*  
WEDC  
Madison, WI

**Kathy Heady**  
*Academy Manager*  
WEDA  
Middleton, WI

**Michael Herro**  
*Community Service Manager*  
Xcel Energy  
WI

**Michael Hetzel**  
*Director of Lending*  
WWBIC  
Milwaukee, WI

**Sarah Hillenbrand**  
General Capital Group  
Fox Point, WI

**Mary Hoehne**  
*Executive Director*  
Granville Business  
Improvement District  
Milwaukee, WI

**Chad Hoffman**  
WEDC  
Madison, WI

**Rebecca Houseman-Lemire**  
*City Manager*  
City of Fort Atkinson  
Fort Atkinson, WI

**Dan Howard**  
Hillsboro, WI

**Seth Hudson**  
*Executive Dir Corporate Relations  
and Economic Engagement*  
UW-Stout  
Eau Claire, WI

**Missy Hughes**  
*Secretary & CEO*  
WEDC  
Madison, WI

**Melissa Hunt**  
*Municipal Services  
Department Manager*  
Vierbicher  
Verona, WI

**Vanessa Ineza**  
*Minority & Small Business  
Development Manager*  
WEDC  
Madison, WI

**Steve Jahn**  
*Executive Director*  
Momentum West  
Eau Claire, WI

**Katie James**  
*Community Grant Writer*  
City of Elkhorn  
Elkhorn, WI

**Matt Jarosz**  
*Executive Director*  
WI Trust for Historic Preservation  
Milwaukee, WI

**Ed Javier**  
*Entrepreneurship Program Director*  
WEDC  
Madison, WI

**Kara Johnson**  
*Director of Strategic Growth  
Initiatives*  
Security Health Plan

**Craig Johnson**  
West Central WI Regional  
Planning Commission  
Eau Claire, WI

**Sheldon Johnson**  
*Executive Director*  
NWRPC  
Spooner, WI

**Sharon Johnson**  
*Director, Entrepreneurship  
Access & Inclusion*  
WEDC  
Madison, WI

**Johnson**  
Northwest Side Community  
Development Corporation  
Milwaukee, WI

**Immanuel Johnson II**  
Treasurer Forest County  
Potawatomi Community  
Crandon, WI

**Bob Jones**  
*Economic Development Director*  
City of Cuba City  
Cuba City, WI

**Danitra Jones**  
*Community Organizer*  
Northwest Side Community  
Development Corporation  
Milwaukee, WI

**Ela Kakde**  
*Regional Economic  
Development Director*  
WEDC  
Madison, WI

**Kyle Kearns**  
*Director of  
Community Development*  
City of Wisconsin Rapids  
Wisconsin Rapids, WI

ATTENDEE LISTING OF THOSE REGISTERED BY 1.23.2023

# 2023 GOVERNOR'S CONFERENCE ATTENDEES

**Randy Kerkman**  
*Administrator*  
 Village of Bristol  
 Bristol, WI

**David Kircher**  
*President*  
 Phoenix Financial Advisors  
 Waukesha, WI

**Rob Kleman**  
*Sr Vice President of*  
*Economic Development*  
 Oshkosh Chamber of Commerce  
 Oshkosh, WI

**Susan Koehn**  
*Senior Consultant*  
 Lightcast

**Will Kratt**  
*PE, PTOE, Practice Group Leader*  
 ISG  
 Mankato, MN

**Matt Krogman**  
*Development Manager*  
 JCW Development  
 Beaver Dam, WI

**Jenny Kuderer - Radcliffe**  
*Economic Development*  
*Representative*  
 Touchstone Energy  
 Cooperatives/Dairyland Power  
 Cooperation  
 La Crosse, WI

**Dennis Lawrence**  
*Executive Director*  
 North Central Wisconsin RPC  
 Wausau, WI

**Tom Lehr**  
*EVP / CFO*  
 Fox Cities Chamber of Commerce  
 Appleton, WI

**Fanfu Li**  
*International Business*  
*Development Director*  
 WEDC  
 Madison, WI

**Daniel Lindstrom**  
*Development Services Director*  
 City of De Pere  
 De Pere, WI

**Tamaya Loewe**  
*Executive Director*  
 Juneau County Economic  
 Development Corp.  
 Camp Douglas, WI

**Michelle Long**  
*Housing Program Director / Real*  
*Estate Broker*  
 Community First  
 Milwaukee, WI

**Nicole Lopez Purkapile**  
*Project Manager*  
 WEDC  
 Madison, WI

**Tracy Lubner**  
*Regional Economic*  
*Development Director*  
 WEDC  
 Milwaukee, WI

**Darian Luckett**  
*Director of Lending - Wisconsin*  
 IFF  
 Chicago, WI

**Timothy Ludolph**  
*Planning and Development*  
*Director*  
 City of Berlin  
 Berlin, WI

**Robyn Ludtke**  
*Senior Vice President,*  
*Strategic Initiatives & Workforce*  
 Waukesha County  
 Center for Growth  
 Waukesha, WI

**Gavin Luter**  
*Managing Director,*  
*UniverCity Alliance*  
 UW Madison  
 Madison, WI

**Kristi Luzar**  
*Executive Director*  
 Urban Economic Development  
 Association of Wisconsin  
 Milwaukee, WI

**Eugene Manzanet**  
*Sr. Director Diverse*  
*Business Development*  
 WEDC  
 Madison, WI

**Sam Markman**  
*Corporate Economic*  
*Development Manager*  
 Xcel Energy  
 Minneapolis, MN

**Natanael Martinez**  
*Regional Economic*  
*Development Director*  
 WEDC  
 Milwaukee, WI

**Mark Maurer**  
*VP & Loan Officer*  
 WBD  
 Madison, WI

**Lisa McArthur**  
 Envision Greater Fond du Lac  
 Fond du Lac, WI

**Lynn McIntyre**  
*Planning and Grants Team Lead*  
 Cedar Corporation  
 Menomonie, WI

**Seyoum Mengesha**  
*Minority & Small Business*  
*Development Director*  
 WEDC  
 Madison, WI

**Colleen Merrill**  
*Associate State Director*  
 Small Business Development Center  
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**Melissa Meschke**  
*EDO Manager*  
 UW System – Business &  
 Entrepreneurship  
 Madison, WI

**Matthew Mikolajewski**  
*Economic Development*  
*Division Director*  
 City of Madison  
 Madison, WI

**Amber Miller**  
*Associate State Director -*  
*Community Outreach*  
 AARP  
 Madison, WI

**Katie Miller**  
*Director of Business Development*  
 AG Architecture  
 Wauwatosa, WI

**Josh Miller**  
*Senior Planner*  
 Cedar Corporation  
 Menomonie, WI

**Raymond Monk**  
*Community Organizer*  
 Northwest Side Community  
 Development Corporation  
 Milwaukee, WI

**Jason Monnett**  
*Senior Vice President*  
 WBD  
 Madison, WI

**Terrence Moore, Sr**  
*Economic Development Specialist*  
 City of Milwaukee Department  
 of City Development Commercial  
 Corridor Team  
 Milwaukee, WI

**Akayna Morrison**  
*Senior Commercial Lender*  
 Northwest Side Community  
 Development Corporation  
 Milwaukee, WI

**Shaun Mueller**  
*Community & Economic*  
*Dev. Coordinator*  
 City of West Allis  
 West Allis, WI

**Brian Munson**  
*Principal Planner*  
 Vandewalle & Associates  
 Madison, WI

**Jeremy Novak**  
*Director of Development*  
 Three Sixty Real Estate Solutions  
 LLC  
 La Crosse, WI

**Shabora O'quinn**  
*Human Resources*  
*Administrative Manager*  
 WWBIC  
 Milwaukee, WI

**Fern Orie**  
*Chief Programs Officer, EVP of*  
*Advocacy & Strategic Partnerships*  
 (Oneida)  
 OWEESTA  
 Lac du Flambeau, WI

**James Otterstein**  
*Economic Development Manager*  
 Rock County Economic  
 Development Agency  
 Janesville, WI

**Saran Ouk**  
 City of Madison  
 Madison, WI

**Coleman Peiffer**  
*Manager Economic and*  
*Community Development*  
 Alliant Energy  
 Madison, WI

**Drew Pennington**  
*Director of Planning &*  
*Building Services*  
 City of Beloit  
 Beloit, WI

ATTENDEE LISTING OF THOSE REGISTERED BY 1.23.2023

# 2023 GOVERNOR'S CONFERENCE ATTENDEES

**Mary Perry**  
*President & CEO*  
WEDA  
Madison, WI

**Jennifer Peters**  
*CEO*  
WI Indigenous Economic  
Development Corporation  
WI

**Travis Peterson**  
*Associate / Economic*  
*Development Manager*  
Mikwaukee, WI

**Rob Peterson**  
*Operations Coordinator*  
CR Structures Group, Inc.  
Appleton, WI

**Kristi Porter**  
*Community Development Manager*  
City of Greenfield  
Greenfield, WI

**David Porterfield**  
*Senior Advisor*  
Movin Out

**Jolena Presti**  
Baker Tilly Capital  
Mikwaukee, WI

**Heidi Price**  
*Account Executive, Wisconsin*  
BEAR Construction MKE  
Mikwaukee, WI

**Marta Purdy**  
*Director*  
Baker Tilly Public Sector Advisory  
Madison, WI

**Jarod Rachu**  
*Community and Economic*  
*Development Director*  
City of Waupaca  
Waupaca, WI

**Pepi Randolph**  
*Vice President of Business*  
Development  
Greenfire Management Services  
Mikwaukee, WI

**Ashwini Rao**  
Alliant Energy  
Madison, WI

**John Regetz**  
*Director, Economic Development*  
City of Franklin, WI  
Franklin, WI

**Deborah Reinbold**  
*Interim Executive Director*  
Jefferson County Economic  
Development Consortium  
Jefferson, WI

**Ivan Reyes**  
*Small Business Specialist*  
US Bank  
Mikwaukee, WI

**Lori Richards**  
*CEO*  
Mueller Communications

**Fausto E. Rivera**  
Madison, WI

**Alejandro Rodriguez**  
Mikwaukee, WI

**Edward Roeger**  
*Strategic Performance Director*  
WEDC  
Madison, WI

**Ben Rohr**  
*Assistant Planner*  
Vandewalle & Associates  
Madison, WI

**Frank Roman**  
*Economic Development Advisor*  
Ehlers & Associates, Inc.  
Waukesha, WI

**Jim Rosenberg**  
*Regional Economic*  
*Development Director*  
WEDC  
Rhineland, WI

**Carol Roth**  
*Executive Director*  
Driftless Development INC  
Prairie du Chien, WI

**Patricia Rowe**  
*Director Air Service Development*  
Milwaukee Mitchell  
International Airport  
Mikwaukee, WI

**Nicole Ryf**  
*Executive Director*  
Waukesha County  
Center for Growth  
Waukesha, WI

**Dayna Sarver**  
*Development Specialist*  
Redevelopment Resources LLC  
Verona, WI

**Paul Scharfman**  
*President*  
Specialty Cheese Company  
Reeseville, WI

**Chris Scherer**  
*City Council President*  
City of Fort Atkinson  
Fort Atkinson, WI

**Kathleen Schilling**  
*Executive Director*  
Ozaukee Economic Development  
Port Washington, WI

**Kathy Schlieve**  
City of Waupun  
Waupun, WI

**Patrick Schloss**  
*Economic Development*  
*Executive Director*  
City of West Allis  
West Allis, WI

**Gary Schmid**  
*CFO*  
First Ring Industrial  
Redevelopment Enterprise  
West Allis, WI

**Ruth Schmidt**  
*Executive Director*  
Wisconsin Early  
Childhood Association  
Fitchburg, WI

**Zac Schneider**  
*Senior Credit Analyst*  
WBD: Your Business  
Finance Resource  
Oshkosh, WI

**Megan Schreier**  
JCW Development  
Beaver Dam, WI

**Jason Scott**  
*Regional Economic Development &*  
*Downtown Development Director*  
WEDC  
Madison, WI

**Andy Selle**  
*City Engineer*  
City of Fort Atkinson  
Fort Atkinson, WI  
**Douglas Seymour**

*Director of*  
*Community Development*  
City of Oak Creek  
Oak Creek, WI

**Jay Shambeau**  
West Bend, WI

**Katy Sinnott**  
*VP, International*  
*Business Development*  
WEDC  
Madison, WI

**Clarissa Skenandore**  
*Administrative Assistant*  
First American Capital  
Corporation, Inc.  
Hales Corners, WI

**Heather Smith**  
*Regional Economic*  
*Development Director*  
WEDC  
Madison, WI

**Rachel Smith**  
*Business Banking Sales Manager*  
US Bank  
Mikwaukee, WI

**Willie Smith**  
*Executive Director*  
Northwest Side Community  
Development Corporation  
Mikwaukee, WI

**Sheila Smith**  
*Community Organizer*  
Northwest Side Community  
Development Corporation  
Mikwaukee, WI

**Aisha Smith**  
*Loan Portfolio Specialist*  
Northwest Side Community  
Development Corporation  
Mikwaukee, WI

**Alex Solanki**  
*Business Banker*  
Horicon Bank  
Horicon, WI

**Eric Sonnleitner**  
*Planner*  
North Central WI Regional  
Planning Commission  
Wausau, WI

**Jennifer Stephany**  
*Executive Director*  
Appleton Downtown Inc.  
Appleton, WI

**Mark Steward**  
*Planning and Community*  
*Development Manager*  
Vierbicher  
Madison, WI

ATTENDEE LISTING OF THOSE REGISTERED BY 1.23.2023

# 2023 GOVERNOR'S CONFERENCE ATTENDEES

**John Stibal**  
*President*  
First-Ring Industrial  
Redevelopment Enterprise  
West Allis, WI

**Steve Storkan**  
Employee Ownership  
Expansion Network  
Arlington, VA

**Chris Swartz**  
West Bend, WI

**Kim Swisher**  
*Coordinator*  
WI Indigenous Economic  
Development Corp. (WIEDC)  
Eagle River, WI

**Peter Thillman**  
*Chief Economic  
Development Officer*  
Shawano County Economic  
Progress Inc  
Shawano, WI

**Julie Thoney**  
*Manager, Community Service &  
Economic Development*  
Xcel Energy  
Eau Claire, WI

**Renee Torzala**  
New North, Inc.  
Green Bay, WI

**Colan Trembl**  
*Economic Development Director*  
Oshkosh Chamber of Commerce  
Oshkosh, WI

**Jon Turke**  
*Vice President - Government Affairs*  
Fox Cities Chamber of Commerce  
Appleton, WI

**Heather Turner Loth**  
*Principal*  
Eppstein Uhen Architects

**Sadie Vander Velde**  
*President/CEO*  
Envision Greater Fond du Lac  
Fond du Lac, WI

**Aina Vilumsons**  
*Chief Executive Officer*  
Wisconsin Procurement Institute  
(WPI)  
Wauwatosa, WI

**Donna Walker**  
*Senior Economic  
Development Specialist*  
Dairyland Power  
La Crosse, WI

**Charlie Walker**  
*CEO/President*  
Chippewa County Economic  
Development Corporation  
Chippewa Falls, WI

**Lance Walter**  
*Vice President*  
WBD: Your Business Finance  
Resource  
Oshkosh, WI

**Jonathan Ward**  
Milwaukee, WI

**Mike Ward**  
*Vice President Business and  
Community Development*  
WEDC  
Madison, WI

**Darrin Wasnieski**  
*Associate State Director*  
AARP  
Madison, WI

**Tim Weber**  
*Senior Economic  
Development Director*  
WEDC  
Madison, WI

**David Weiss**  
Partner  
General Capital Group  
Fox Point, WI

**Michael Welsh**  
WEDA  
Deforest, WI

**Erin Welty**  
WEDC  
Madison, WI

**Samuel Wessel**  
*Senior Planner*  
North Central WI Regional  
Planning Commission  
Wausau, WI

**Aaron White**  
*Economic Development Manager*  
City of Eau Claire  
Eau Claire, WI

**Angel Whitehead**  
*President/CEO*  
Centergy, Inc.  
Wausau, WI

**Jake Wiensch**  
*Business & Communications  
Specialist*  
City of Eau Claire  
Eau Claire, WI

**Bon Wikenheiser**  
*Associate Director*  
UW Institute for Business &  
Entrepreneurship  
Madison, WI

**Jessica Wildes**  
*Communications and Economic  
Development Director*  
City of West Bend  
West Bend, WI

**Peggy Williams-Smith**  
*President & CEO*  
VISIT Milwaukee  
Milwaukee, WI

**Dennis Winters**  
*WI Dept. of Workforce  
Development*  
Madison, WI

**Christopher Woojtowicz**  
*SBDC International  
Trade Consultant*  
IBE SBDC  
Madison, WI

**Alex Ysquierdo**  
*Diverse Business  
Development Manager*  
WEDC  
Madison, WI

**Aaron Zitzelsberger**  
*Director of Global  
Trade & Investment*  
WEDC  
Madison, WI

**Suzanne Zwaska**  
*Vice President*  
US Bank  
Milwaukee, WI

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Reach out to learn more  
about Spectrum's \$668  
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**Celeste Flynn**, Director of State Government Affairs  
Charter Communications  
414-277-4193  
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**Spectrum** 



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- 3 Forecast economic impact
- 4 Control development progress
- 5 Eliminate blight
- 6 Re-imagine a destination



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# CALENDAR OF EVENTS 2023-2024

## FEBRUARY 1, 2023

Academy: Real Estate Project Analysis:  
Historic Building Redevelopment to Greenfield Development Seminar

## MARCH 8, 2023

WEDA Legislative Day at the Capitol

## APRIL 12, 2023

Academy: Stretching Your Community Marketing Dollars Webinar

## MAY 14, 2023

Wisconsin BEDC Radisson Hotel and Conference Center, Green Bay, WI

## MAY, 2023

WEDA CRA Network Community Development Banker Roundtable, Green Bay, WI

## JULY, 2023

WEDA CRA Network Affordable Housing Roundtable, Madison, WI

## AUGUST 9, 2023

Academy: An Economic Developer's Guide to Municipal Engineering Terms Webinar

## SEPTEMBER 27, 2023

Academy: Tax Increment Financing Seminar  
WEDA CRA Network Community Revitalization & Stabilization Forum, Wausau, WI

## SEPTEMBER 27 – 29, 2023

WEDA Fall Best Practices Conference, Jefferson Street Inn, Wausau, WI

## NOVEMBER 8, 2023

Academy: Industrial & Business Park Development Webinar

## JANUARY 31 – FEBRUARY 2, 2024

WEDA Governor's Conference, Kalahari, Wisconsin Dells, WI

## WEDA COMMUNITY & ECONOMIC DEVELOPMENT AWARDS

Nominations Open May 8, 2023 | Nominations Close June 9, 2023

Award Ceremony will take place at the WEDA Fall Best Practices Conference in Wausau

