



Wisconsin Towns Association Annual Convention

October 12 - 14, 2025

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✉ Dan: hwype@wwt.net

✉ Mark: hiwaymark@gmail.com

✉ Gary: hwygaryk@gmail.com

✉ Emmer: emmer.w.shields@gmail.com

From The President

Welcome fellow Town Officials to the 2025 Wisconsin Towns Association Convention!

I am excited that you have taken the time to be with us for this conference. I hope that you find the conference to be educational and beneficial to you and your town. Our staff has put together an excellent line up of speakers and topics to help you fulfill your duties as an elected or appointed official. During the general assembly session they have also lined up some informative and entertaining speakers. I encourage you to visit with the many vendors showcasing the quality services they provide for the citizens of your town.

On Sunday afternoon, we will be having a Packer Party in the Exhibitor Area on the big screen. There will be complimentary beer, soda and snacks during the game. If you are lucky, you might even win a prize at half-time!

On Monday evening, all registered convention attendees are invited to join us for the “Neil Tribute and Nostalgia” featuring tribute artist Eric Diamond, that will take place following the banquet. Be sure to visit the exhibitors on Sunday and Monday to complete the Scavenger Hunt game card that you will need to enter the prize drawing. We’ll announce the winners on Monday night before the music starts. Good Luck!!!

On Monday and Tuesday morning, we have included an optional breakfast for those pre-registered on their convention registration form before the workshops start.

I hope that you take the opportunity to meet with old and new acquaintances and have discussions about ideas you have to empower town government to thrive in the future.

Have an enjoyable, learning filled convention!



Tom Winker, President

Wisconsin Towns Association



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2025 Wisconsin Towns Association Convention Highlights

Name Tags

Whether you are a registered town officer, spouse, or guest, your name tag is a very important item for your participation in the 2025 Wisconsin Towns Association Convention. It is your admission to convention functions. Please wear your name tag, as it identifies you as a registered attendee at the convention.

Phone Courtesy

We are all very busy and must occasionally take a phone call. Out of courtesy for other attendees, please put your cell phone on vibrate or silent during any program you attend. And, if you must take a call, please politely exit the room and have the conversation in the hallway.

Workshops & General Assembly

A map of the Convention Center is included in this material. General Assembly will be held on Monday morning at 8:30 am in the **Africa West Ballroom**. Workshops will be held in the breakout rooms in the adjacent corridors as listed in the following schedule. Most workshops are repeated except as identified in the schedule. Please take some time to acquaint yourself with the floor plan. Signs identifying the workshop name and room will be posted outside each room.

Exhibitor Area

The Exhibitors will have displays in the **Africa East Ballroom**. The displays will be open on Sunday afternoon from 1:00 pm to 6:00 pm and Monday from 8:00 am to 6:00 pm. We encourage all attendees to stop by the many commercial vendors and state government tables for information. On Sunday and Monday afternoon **Exhibitor Receptions** will be held in the Exhibitor Area. Coffee will be available from 8:00 am until 9:30 am on Monday morning in the Exhibitor Area and on Tuesday morning in the workshop area, sponsored by **Scott Construction**.

Sunday Afternoon and Evening

Convention attendees will have the opportunity to enjoy complimentary beer, soda, and snacks sponsored by **Rural Mutual Insurance** beginning at 1:00 pm while they visit with the exhibitors and watch the **Packer Game** on the big screen. Be sure to fill out the ticket in your registration envelope and deposit it in the box in the Exhibitor area *before* halftime. During halftime, we will be drawing winners for fun prizes and you must be present during the drawing to win! Enjoy dinner on your own Sunday evening. Stop by **Africa 10** at 7:30 pm if you are enrolled in **Clerk College** or are interested in learning more about it. WTA Clerk Specialist Melissa Kono will be on hand to greet attendees and answer questions about clerk training opportunities.

Monday and Tuesday Breakfasts

On Monday, breakfast will be served in the General Assembly Area from 6:45 am to 7:45 am for those attendees who pre-registered for the buffet on their convention registration form. **The cost for breakfast is \$33.00 per person and is not included in the general convention registration fee.** Breakfast will include fresh cut fruit, muffins, breakfast breads, fruit-filled Danish, scrambled eggs, smoked bacon, turkey sausage links, breakfast potatoes, orange juice, apple juice, coffee, and tea. On Tuesday morning breakfast will be served from 7:00 am to 8:00 am as an optional event for **\$33.00 per person** for those attendees who pre-registered on their convention registration form. The breakfast will consist of fresh-cut fruit, muffins, breakfast breads, fruit-filled Danish, orange juice, apple juice, coffee, tea, scrambled eggs, smoked bacon, turkey sausage links, and roasted red bliss potatoes.

Monday and Tuesday Lunches

Lunch is provided on Monday and Tuesday to registered officers as part of their registration. Lunch is not included in the spouse or guest registration. **Spouses and guests may purchase lunch tickets at a cost of \$20 per day at the registration desk.** Lunch will be served in the **General Assembly area**. Monday's buffet lunch will feature roasted pork loin, vegetables, new potatoes and rolls. Tuesday's lunch will feature a build your own taco buffet with tortillas, ground beef, beans, lettuce, cheese, tomatoes, chips, salsa, and sour cream.

Monday Evening Banquet & Awards Program (Optional Event)

The Monday evening Banquet and Awards Program will include recognition of town and village officers who have served 30 years or more and have achieved a 5-year increment as was indicated on their convention registration. **This is an optional banquet at a cost of \$45 per ticket and is not included in the registration fees for officers or spouses/guests.** The dinner buffet will feature roasted chicken, pot roast, salad, chef's vegetable, starch, rolls, and a mini dessert buffet.

For those attendees who did not register for the banquet in advance, a limited number of tickets are available until Monday at 1:00 pm at the WTA Convention Registration area.

Monday Evening Entertainment

Monday evening following the awards program, we will be drawing winners for the Exhibitor Scavenger Hunt game. Be sure to visit the exhibitors **before 5:00 pm on Monday** and collect the signatures that you'll need to complete your card and enter the drawing. You **must** be present during the drawings to win! Following the prize drawings, join us for the **Neil Tribute and Nostalgia** show. This will be a great time to mix and mingle with fellow attendees. Grab a table. Share some laughs. Enjoy the music. Complimentary snacks and beverages will be provided.

Scholarship Donation

Scott Construction, Inc. has donated a television and grill for door prizes in honor of the **Rural Mutual Insurance/Scott Construction/WTa Scholarship Fund**. We invite all registered officers, spouses, and guests to sign up for the drawing at the **Scott Construction** booth in the **Exhibitor Area** and contribute to the **Rural Insurance Mutual/Scott Construction/WTa Scholarship Fund**. Drawings for these door

prizes will be conducted at the Monday evening banquet. (You need not be present at the banquet to win either of these two special door prizes.) **Thank you to Scott Construction and Rural Mutual Insurance for their continued support of the WTA Scholarship Fund.**

Tuesday Spouse/Guest Activity

Tuesday morning, registered spouses and guests will have the opportunity to play BINGO for cash prizes at 10:00 am in the **Africa 70** room. Be sure to bring your convention **nametag** to participate in this event.

Tuesday Special Add-On Workshop (Registration required - \$50 at the door)

From Inspiration to Implementation: Mastering Social Media as A Local Elected Official

After Sam Toles' high-energy keynote sets the stage, we invite you to join him for an exclusive add-on interactive workshop designed to turn inspiration into action. This special session is tailored for local elected officials who want to go beyond simply "having" social media and start leading conversations, shaping narratives, and building trust with their communities online. Tickets are available for purchase at the door. **Africa 10/20**

2026 WTA Convention

The site of the 2026 WTA Convention will be the **Stevens Point Holiday Inn and Convention Center**. The dates are **October 4-6, 2026**. The Holiday Inn will not be accepting reservations until January 15, 2026.



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Lara Carlson
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Jake Langenhahn
Outreach Specialist



Melissa Kono
UW Extension/WTa
Clerk Specialist



Karisa Schulze
Support Staff



Casey Gast
Support Staff



Sandy Wanta
Support Staff

District 1 Directors



Betty Manson, Secretary
Plymouth, Juneau Co.
608-547-5283

Crawford	100% Paid
Dane	100% Paid
Grant	100% Paid
Green	100% Paid
Iowa	100% Paid
Juneau	100% Paid
Lafayette	100% Paid
Richland	100% Paid
Sauk	100% Paid
Vernon	100% Paid

**Photo
Coming
Soon**

Berent Froiland
Franklin, Vernon Co.
608-391-0570

District 2 Directors



Jack Herricks
Jefferson, Monroe Co.
608-487-3094

Buffalo	100% Paid
Clark	100% Paid
Dunn	100% Paid
Eau Claire	100% Paid
Jackson	100% Paid
La Crosse	100% Paid
Monroe	100% Paid
Pepin	100% Paid
Pierce	100% Paid
St. Croix	100% Paid
Trempealeau	100% Paid
Wood	100% Paid



Steve Dickinsen
Garfield, Jackson Co.
715-533-3360

District 3 Directors

**Photo
Coming
Soon**

**Joe Lorence
Marshall, Rusk Co.
715-415-6562**

Ashland	100% Paid
Barron	100% Paid
Bayfield	100% Paid
Burnett	100% Paid
Chippewa	100% Paid
Douglas	100% Paid
Iron	100% Paid
Polk	100% Paid
Price	100% Paid
Rusk	*Grow
Sawyer	100% Paid
Taylor	100% Paid
Washburn	100% Paid

**1 Non-Member*



**Dale Houdek
Vice President
Emery, Price Co.
715-339-3307**

District 4 Directors



**Brad Wyss
Grover, Marinette
715-701-1833**

Florence	100% Paid
Forest	100% Paid
Langlade	100% Paid
Lincoln	100% Paid
Marathon	100% Paid
Marinette	100% Paid
Menominee	100% Paid
Oconto	100% Paid
Oneida	100% Paid
Portage	100% Paid
Shawano	100% Paid
Vilas	100% Paid
Waupaca	100% Paid



**Jackie Beyer
Lawrence, Little Wolf
Waupaca Co.
920-250-0949**

District 5 Directors

**Photo
Coming
Soon**

Joe Schumacher
Ellington, Outagamie Co.
920-739-8567

Adams	100% Paid
Brown	100% Paid
Calumet	100% Paid
Door	100% Paid
Fond du Lac	100% Paid
Green Lake	100% Paid
Kewaunee	100% Paid
Manitowoc	100% Paid
Marquette	100% Paid
Outagamie	100% Paid
Waushara	100% Paid
Winnebago	100% Paid



Bob Schmeichel
Neenah, Winnebago Co.
920-209-7214

District 6 Directors

**Photo
Coming
Soon**

Darren Schroeder
Columbus, Columbia Co.
920-285-2430

Columbia	100% Paid
Dodge	100% Paid
Jefferson	100% Paid
Kenosha	*Somers
Ozaukee	100% Paid
Racine	100% Paid
Rock	100% Paid
Sheboygan	100% Paid
Walworth	100% Paid
Washington	100% Paid
Waukesha	100% Paid

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Tom Winker, President
Belgium, Ozaukee Co.
262-224-6691

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COUNTY UNIT CHAIRS

District #1

Crawford	Wayne Jerrett Jr	608-872-2129	waynedjerrett@gmail.com
Dane	Tom Mathies	608-845-8365	tmathies@town.verona.wi.us
Grant	Michelle Olson	608-206-9295	michelleolson@alliantenergy.com
Green	Chris Narveson	608-558-2900	cnarveson@townofnewglarus.com
Iowa	Joe Thomas	608-574-4255	joethomasrepair@gmail.com
Juneau	Betty Manson*	608-547-5283	toply@centurytel.net
Lafayette	Timothy Mc Comish	608-553-2048	mccomishk@yahoo.com
Richland	Wayne Morse	608-574-3442	chairman@townofbloomwi.gov
Sauk	James Huebsch	608-986-2875	jhuebsch@wicw.net
Vernon	Mark Davison	608-489-4403	foresttownof@gmail.com

District #2

Buffalo	Carrie Venner Adams	608-687-3228	clerk@townofcross.wi.gov
Clark	Larry Oehmichen	715-223-4916	larry.shortlane@gmail.com
Dunn	Bob Cook	715-505-5263	chair.townofredcedar@gmail.com
Eau Claire	Douglas Nelson	715-579-1012	doug.nelson61@gmail.com
Jackson	Steve Dickinsen*	715-533-3360	srcasfarm@gmail.com
La Crosse	Mike Hesse	608-780-3391	hessem@centurytel.net
Monroe	Jack Herricks*	608-487-3094	hdfinc@centurytel.net
Pepin	Brad Anderson	715-285-5455	bpadre13@gmail.com
Pierce	John Danneker	651-764-9063	jrdusmc@gmail.com
Saint Croix	Paul Hueg	715-977-1378	pahueg@hotmail.com
Trempealeau	Daniel Lilla	608-539-3923	lillaroad@aol.com
Wood	Randy Nieman	715-213-4841	gmhill@tznet.com

District #3

Ashland	Jayson Nohl	715-682-6815	jcnohl2004@yahoo.com
Barron	Jeneene Rydberg	651-428-6935	jeneenerydberg@gmail.com
Bayfield	Jayson Nohl	715-682-6815	jcnohl2004@yahoo.com
Burnett	Wayne Wiberg	715-349-2914	chairman@tn.siren.wi.gov
Chippewa	Cory La Nou	715-289-4862	chair@townofarthur.com
Douglas	Sam Jones	218-341-8229	sbjones@townofhighland.net
Iron	Steven Finco	715-208-0312	chairman@town.oma.wi.gov
Polk	Dale Lindh	651-248-3681	chair@townofosceola.com
Price	Darrel Lind	715-564-3340	farminginspirit@gmail.com
Rusk	Joe Lorence*	715-415-6562	joelorence@centurytel.net
Sawyer	Mark Bartlett	715-415-3724	mmb@bevcomm.net
Taylor	Steven Hamann	715-432-1563	shamann@greatnortherncorp.com
Washburn	Lolita Olson	715-558-2787	townofgulllake@outlook.com

***DIRECTOR**

COUNTY UNIT CHAIRS

District #4

Florence	Fred Erwin	715-528-4338	townofferwi@gmail.com
Forest	Lynne Black	715-478-3103	black.lynn317@yahoo.com
Langlade	Leah Antoniewicz	715-216-1263	townofupham@gmail.com
Lincoln	Brian Hanson	715-612-1101	dukephanson@gmail.com
Marathon West	Keith Langenhahn	715-218-1929	langenhahn@wicounties.org
Marathon East	Al Christensen	715-573-6956	aldianechr@gmail.com
Marinette	Brad Wyss*	715-701-1833	chair@tn.grover.wi.gov
Menominee	Dawn Wilber	715-853-4649	dawilber@co.menominee.wi.us
Oconto	Terry Brazeau	920-842-2703	terryb1023@gmail.com
Oneida	Ted Cushing	715-892-0425	tcushing76@gmail.com
Portage	Mike Pagel	715-824-5231	k9uw@wi-net.com
Shawano	Steven Gueths	715-851-5494	no email address
Vilas	Sean Lewis	715-891-1316	conoversupervisor4@gmail.com
Waupaca	Jackie Beyer*	920-250-0949	litwolf@wolfnet.net

District #5

Adams	Jesse Pittsley	608-547-4256	jessep@frontier.com
Brown	Jim Osterloh	920-492-1074	jimosterloh@gmail.com
Calumet	Kevin Fischer	920-213-4889	chairman@townofbrillionwi.gov
Door	Elizabeth Gauger	414-702-1660	supervisor2@townofegg Harbor.org
Fond Du Lac	Ken Depperman	920-960-2356	kendepperman@yahoo.com
Green Lake	Allan Weckwerth	920-295-4057	alweckwerth@gmail.com
Kewaunee	Brian Paplham	920-255-1468	bpaplham@scottconstruct.com
Manitowoc	Jeffrey Blahnik	920-242-4606	blahnik@att.net
Marquette	Gary Schoppenhorst	608-587-2469	moundville1@outlook.com
Outagamie	Joe Schumacher*	920-739-8567	joeschumacher61@yahoo.com
Waushara	John Piechowski	920-566-2855	hhf32@centurytel.net
Winnebago	Bob Schmeichel*	920-729-5995	rschmeichel@tn.neenah.wi.gov

District #6

Columbia	Darren Schroeder*	920-623-4616	darrenwschroeder@yahoo.com
Dodge	Russell Kottke	920-210-4996	rkottke@bugnet.net
Jefferson	Robert Preuss	262-391-0550	official@townofwatertownwi.gov
Ozaukee	Tom Winker*	262-224-6691	hkwink@hotmail.com
Rock	Jeff Klenz	608-289-1738	chairman@townofharmony.com
Sheboygan	William Goehring	920-994-4749	william.goehring@outlook.com
Tri-County	Kathy Leith**	262-812-6774	kleith@townoflinn.wi.gov
Walworth	Kathy Leith	262-812-6774	kleith@townoflinn.wi.gov
Washington	Paul Metz	262-224-6944	pmetz@rocketmail.com
Waukesha	Edward Kranick	262-408-0229	ekranick@townofdelafield.org

***DIRECTOR**

****Kenosha, Racine and Walworth belong to the Tri-County Unit.
Walworth also maintains a single county unit.**



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Town Advocacy Council Ambassador Program FAQ



Q. What is the Town Advocacy Council (TAC)?

A. The Town Advocacy Council is one of WTAs' most influential strategies. Founded in the 1980s, the TAC is a subsidiary of the Wisconsin Towns Association that has evolved over time. One of WTA's main purposes is to provide legislative advocacy in support of towns. The TAC is the primary instrument through which we accomplish this. In Addition to funding general legislative advocacy efforts, TAC investment helps pay for WTA's Capitol Day, the Local Government Institute, legislative listening sessions, and educational workshops. Please consider investment in the Town Advocacy Council as you prepare your 2026 budget!

Q. What is the TAC Ambassador Program?

A. Expanded legislative advocacy capacity stemming from increased investment in TAC by member towns and villages has put us in a position to take a new step forward in how we support and defend local government – the TAC Ambassador Program. This program will draw on a select group of engaged town officials from every legislative district who volunteer to develop a relationship with their state legislators and engage with those legislators on WTA's priorities. TAC Ambassadors will be on the front lines of our advocacy efforts and will receive regular educational opportunities to support their mission.

Q. What is required of TAC Ambassadors?

A. The time commitment for Ambassadors is not intended to be burdensome. We will hold a few virtual trainings and discussions throughout the year to provide Ambassadors with updates on specific legislative priorities. Ambassadors will then be expected to initiate a few short informal meetings or phone calls with their state legislators throughout the year to build relationships and discuss town issues. Travel to Madison will not be expected of Ambassadors, except that we strongly encourage all ambassadors to attend WTA's Capitol Day, held in the spring of odd numbered years.

New TAC Ambassadors will be provided with all of the training and information necessary for their success. That training will include an overview of current legislative priorities, a description of Wisconsin's legislative process, and tips for engaging with legislators on the issues. The primary goal of this program is simply to develop relationships with legislators and have discussions about local issues. We firmly believe that good communication and active relationships between local and state officials is necessary for effective governance.

Q. How do I apply?

A. To be considered for the TAC Ambassador Program, please fill out and submit the TAC Ambassador Program application on the following page. Applications can be returned electronically to wtowns@wisctowns.com, or by mail to:

Wisconsin Towns Association
W7686 County Road MMM,
Shawano, WI 54166



Town Advocacy Council

Champions of Town Government

W7686 County Rd. MMM

Shawano, WI 54166

715.526.3157

www.wisctowns.com • wtowns@wisctowns.com



Ambassador Program Application

Your Name: _____

Town/Village: _____

County: _____

Position Held in Town/Village: _____

Telephone: _____

Email Address: _____

Mailing Address: _____

Your State Representative: _____

Your State Senator: _____

Please return to:

wtowns@wisctowns.com

Or by mail to:

Wisconsin Towns Association

W7686 County Road MMM,

Shawano, WI 54166

100% MEMBERSHIP COUNTIES

1. Adams	24. Green Lake	47. Polk
2. Ashland	25. Iowa	48. Portage
3. Barron	26. Iron	49. Price
4. Bayfield	27. Jackson	50. Racine
5. Brown	28. Jefferson	51. Richland
6. Buffalo	29. Juneau	52. Rock
7. Burnett	30. Kewaunee	53. St. Croix
8. Calumet	31. La Crosse	54. Sauk
9. Chippewa	32. Lafayette	55. Sawyer
10. Clark	33. Langlade	56. Shawano
11. Columbia	34. Lincoln	57. Sheboygan
12. Crawford	35. Manitowoc	58. Taylor
13. Dane	36. Marathon	59. Trempealeau
14. Dodge	37. Marinette	60. Vernon
15. Door	38. Marquette	61. Vilas
16. Douglas	39. Menominee	62. Walworth
17. Dunn	40. Monroe	63. Washburn
18. Eau Claire	41. Oconto	64. Washington
19. Florence	42. Oneida	65. Waukesha
20. Fond du Lac	43. Outagamie	66. Waupaca
21. Forest	44. Ozaukee	67. Waushara
22. Grant	45. Pepin	68. Winnebago
23. Green	46. Pierce	69. Wood

MEMBER VILLAGES

Village of Mason - Bayfield County	Village of Boaz – Richland County
Village of Bell Center - Crawford County	Village of Couderay - Sawyer County
Village of Kekoskee - Dodge County	Village of Exeland - Sawyer County
Village of Poplar - Douglas County	Village of Birnamwood - Shawano County
Village of Browntown – Green County	Village of Eland – Shawano County
Village of Melrose - Jackson County	Village of Gresham - Shawano County
Village of Reedsville - Manitowoc County	Village of Adell – Sheboygan County
Village of Elderon - Marathon County	Village of Gilman - Taylor County
Village of Rib Mountain - Marathon County	Village of Lublin - Taylor County
Village of Wyeville – Monroe County	Village of Stetsonville – Taylor County
Village of Suring – Oconto County	Village of Minong – Washburn County
Village of Stockholm - Pepin County	Village of Big Falls - Waupaca County
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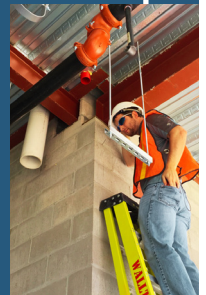
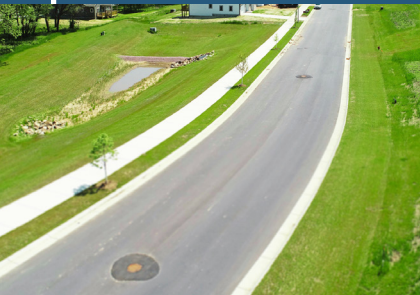
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Alexander Fischer
Town of Bridge Creek,
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Ryan Rajala
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Elizabeth Herdt
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Company	Service	Website
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Wisconsin Towns Association Annual Convention Program

Room Names will appear in RED

Sunday, October 12, 2025

1:00 pm - 6:00 pm Registration

1:00 pm - 6:00 pm Be sure to visit the Exhibits! (Africa East)

Exhibitors will be open from 1:00 pm - 6:00 pm on Sunday. Beginning at 1:00 pm, enjoy snacks and complimentary beverages provided by **Rural Mutual Insurance**, the endorsed insurance carrier of the Wisconsin Towns Association. Also be sure to complete the ticket in your convention registration envelope and deposit it in the box in the Exhibitor Area *before* halftime. We will be projecting the Packer Game on the big screen in **Africa East** and drawing for prizes during halftime! You must be present to win.

Sunday Evening

Dinner is on your own. Information about area restaurants will be available at the WTA Convention Registration area. Join Clerk Specialist Melissa Kono in **Africa 10** at 7:30 pm if you are enrolled in Clerk College or interested in learning more about clerk training opportunities.

Monday, October 13, 2025

7:45 am - 4:30 pm Registration

6:45 am - 7:45 am Breakfast Buffet (for those attendees who pre-registered)
Africa West

8:00 am - 6:00 pm Exhibit Area Open
Africa East

Complimentary coffee sponsored by **Scott Construction** will be available in the Exhibit Area from 8:00 am to 9:30 am

8:30 am - 10:45 am General Assembly (Tentative agenda, subject to change)
Africa West

Call to Order
President Tom Winker

Continued...

Invocation

Jack Herricks

Pledge of Allegiance

Vice President Dale Houdek

Introduction of the WTA Board of Directors

President Tom Winker

Welcome

WTA Executive Director Mike Koles

**From Chaos to Connection:
Transforming Social Media in Your Town**

Sam Toles, Founder, CiviSocial

Memory Power

Paul Mellor, Author of "Finding the Keys"

**11:00 am - 12:00 pm Round 1 Workshops
(Repeated 1:15 pm - 2:15 pm)**

1. Clerk Cracker Barrel: Join us for an informal question and answer session on clerk topics. Presented by WTA Clerk Specialist Melissa Kono and other WTA Staff. **(Africa 10/20)**

2. Taking Action: Adopting and Enforcing Local Ordinances: Ordinances can be used for a variety of purposes, and it's important for local government officials to understand the steps necessary to ensure that the local regulations they adopt will be fully legal and enforceable. This session will answer common questions about when and how ordinances can be used, how to draft and format ordinances, procedures required to adopt various types of ordinances, how ordinances can be amended or repealed, notice requirements related to ordinances, and how to set up a system for ordinance enforcement. Presented by WTA Legal Counsel Lara Carlson. **(Africa 30/40)**

3. 2% Fire Dues Self-Certification: In this session, clerks will learn what the fire dues certification is and receive a live start to finish demo of the complete 2% Fire Dues self-certification process. Presented by Sarah Brown, Operations Program Associate & NFIRS State Program Manager and Aaron Andre, District 2 Fire Coordinator, Fire Prevention/Safety and Health Program, Wisconsin Department of Safety and Professional Services. **(Africa 50)**

4. Does Your Community Need a RESET in Planning for Large-Scale Renewable Energy Installations?: Over the past five years, Wisconsin has seen large-scale renewable energy and battery storage projects built or approved in 22 counties, and it is projected that large-scale renewable energy will occupy approximately 3% of Wisconsin's harvested cropland by 2050. RESET (Renewable Energy Siting & Engagement for Tomorrow) is a UW-Madison Extension program that helps local governments and

communities plan for large-scale renewable energy projects. RESET offers tools and resources to help communities understand and engage in the siting process based on community priorities, and develop agreements and ordinances based on community input. Although the Public Service Commission has the permitting authority for projects of 100 megawatts or larger, local governments and communities can still provide input during the process. Large renewable energy projects also provide a significant revenue stream for local governments. Join this session to learn how RESET's education and engagement can benefit your community! Presented by Jessy Bradish, MA/MBA, Renewable Energy Specialist, University of Wisconsin, Division of Extension; Victoria Solomon, Associate Professor, Community Development for University of Wisconsin Madison Division of Extension - Green County; and Diane Mayerfield, Sustainable Agriculture Coordinator, UW-Madison Extension. **(Africa 60)**

5. DSPS Delegation Program for Residential and Commercial Construction: This presentation will provide an overview of the Department of Safety and Professional Services (DSPS) delegation program. We will discuss which permitting, plan review, and inspection responsibilities the municipality has by default, and which are delegated to the municipality by DSPS. The presentation will include a walk-through of the delegation request process, requirements and conditions of a delegated municipality, and offer time for Q&A. Presented by Etta Strey, Industry Services, WI DSPS. **(Africa 70)**

12:00 pm - 1:15 pm **Lunch - *Bring your Nametag!***
Africa West

1:15 pm - 2:15 pm **Round 2 Workshops (as described above)**

2:15 pm - 2:30 pm **Break**
Soda in hallways outside of workshop rooms sponsored by **Crack Filling Service**.

2:30 pm - 3:30 pm **Round 3 Workshops**
(Repeated 3:45 pm - 4:45 pm except for Leveraging Generative AI which is a two-hour session and will not be repeated)

1. Legal Cracker Barrel: Join WTA legal staff for an informal question and answer session on any town topic. This is always a popular session with convention attendees and we encourage you to bring your questions! **(Africa 10/20)**

2. Local Government and Social Media: Social media's ability to efficiently communicate information to the public has prompted many towns and villages to create social media accounts. While this can make the work of local government easier, social media webpages can create many issues such as, public records retention, the creation of online public forums, etc. This session will explore these issues so that attendees will gain a better understanding of how to manage their social media pages. Towns and villages who are considering creating a social media page are encouraged to attend. Presented by: Jake Langenhahn, WTA Outreach Specialist. **(Africa 30/40)**

3. Cemeteries Come to Life!: Cemetery management has long been a challenge for Towns. It's a big responsibility. Not only are cemetery records often kept in old record books that may be falling apart or getting harder to read, but there are also questions such as how many burials are in a cemetery, who is buried where, or how many plots are still available for purchase? The use of Geographic Information Systems (GIS) can assist in not only knowing where individual plots and grave sites are located but also help preserve records for years to come. This session will discuss and demonstrate the benefits of converting cemetery records into a GIS format and the capabilities that come with having an all-in-one system to search for records and help manage your Town's cemetery. Presented by Nicole Barbiaux, GIS Coordinator and Ken Jaworski, Director, Cedar Corporation. **(Africa 50)**

4. Leveraging Generative AI (Artificial Intelligence) for Local Government - A Practical Introduction: Economist Richard Baldwin, speaking at the 2023 World Economic Forum's Growth Summit, stated "AI won't take your job, it's somebody using AI that will take your job." This course will introduce government leaders and employees to practical uses of generative AI in their work to help them prepare for a future in which AI use is expected and integrated into our daily lives. We'll cover what generative AI is, how to use it responsibly, some common pitfalls to avoid, and gain hands-on experience using freely available commercial AI chatbots. This session will focus on the human-centered implications of AI, as articulated in the UW-Madison RISE AI initiative. **This is a two-hour session. In the first hour (2:30 p.m.-3:30 p.m.) we will cover understanding AI and responsible use of the technology and in the second hour (3:45 p.m.-4:45 p.m.) we will cover practical applications and provide hands-on practice.** Presented by educators from Extension's Local Government Education Program, Extension's Office of Digital Solutions and from UW-Madison's Data Sciences Institute. **(Africa 60)**

5. Recycling Rule Revision - Changes for Responsible Units (RUs): DNR staff have been working on revisions to the administrative code that oversees Responsible Units' (RUs) Effective Recycling Programs and other aspects of the Recycling program. After over three years of development, public comment and approvals, the rule revisions became effective on July 1, 2025. This session will go over changes for RUs as a result of the code revision including: RU education, collection requirements, recycling ordinance modifications/multi-family recycling, elimination of a pounds/person collection standard, changes for haulers and Material Recovery Facilities (MFRs) that affect RUs. Presented by Jennifer Semrau, Waste Reduction and Diversion Coordinator, WI DNR. **(Africa 70)**

3:30 pm - 3:45 pm Break
Soda provided in hallways outside workshop rooms sponsored by **Crack Filling Service**

3:45 pm - 4:45 pm Round 4 Workshops (as described above)

3:45 p.m. TAC Annual Meeting
Learn more about WTA's Town Advocacy Council and its efforts advocating for towns and villages in Madison. From listening sessions to

Capitol Day, TAC has been essential in WTA's efforts to secure a plethora of recent legislative victories. The TAC annual meeting is your opportunity to engage with WTA's lobbying team and better understand how WTA navigates the legislative issues important to your community. TAC will also elect three board members to its Executive Board during this meeting. All town and village officials are welcome to attend the annual meeting, although voting will be limited to current TAC member towns and villages. **(Africa 80)**

4:45 pm - 6:00 pm

Exhibitor Reception

Africa East

Complimentary beer, soda, and snacks sponsored by **Scott Construction**

6:00 pm

Monday Evening Banquet *(doors open)*

Africa West

6:15 pm

Banquet and Award Program *(Optional, ticket required)*

Special recognition will be given to town and village officers in attendance who indicated they are celebrating certain service milestones as local officials.

After the Program
(approximately 7:30 pm)

Prize Drawings and Neil Tribute and Nostalgia Show

Following the awards program, winners of the Exhibitor Scavenger Hunt Game will be drawn before the Eric Diamond tribute show begins at 8:00 pm. All convention attendees are welcome to attend the prize drawing and tribute show. Complimentary beer, soda, and snacks will be provided!

(Africa West)

Tuesday, October 14, 2025

7:00 am - 8:00 am

Breakfast Buffet *(for those attendees who pre-registered)*

Africa West

8:00 am - 12:00 pm

Registration

8:30 am -12:00 pm

Election Training **(Africa East)**

Elections 2026: Preparing for the Year Ahead: This session will be a high-level overview of things to keep in mind in a general election year. From the basics like Photo ID vs. Proof of Residence to the more complex like the new judicial privacy law processes, WEC staff will cover a wide range of pertinent information to help clerks and other election officials get back in the election mindset. This session will count for 3 hours of recertification training for clerks.

8:30 am - 9:30 am Round 5 Workshops
(Repeated 9:45 am - 10:45 am)

1. Frequently Asked Questions About Roads: Managing your highway infrastructure is a core responsibility for town officials. Learn the basics and nuances of town road creation, abandonment, speed limits, and more. Presented by Joe Ruth, WTA Government Affairs Director. **(Africa 10/20)**

2. WISLR 101--A Brief Overview: WISLR is a useful tool for decision making and managing roads. WisDOT staff will cover helpful features in WISLR for local governments and answer questions along the way. **(Africa 30/40)**

3. The Office of the Commissioner of Railroads: Participants will learn about the Office of the Commissioner of Railroads (OCR) processes related to improving railroad safety across Wisconsin. The presentation will provide an overview of general railroad safety principles, the OCR's role and decision-making processes, and how towns, railroads, and state agencies share responsibilities at public railroad crossings. Attendees will hear about the Top 5 safety issues inspectors find at railroad crossings while conducting routine inspections. Attendees will gain a better understanding of how to identify safety issues, navigate OCR processes, and collaborate effectively to improve crossings in their communities. Presented by staff from the Office of the Commissioner of Railroads. **(Africa 50)**

4. Wisconsin's Managed Forest Law: Wisconsin DNR staff will provide a brief introduction to Wisconsin's Managed Forest Law program. They will cover the program's intent, eligibility requirements, and the roles and responsibilities of landowners and other stakeholders, including the municipalities. Presented by R.J. Wickham, Tax Law Section Chief and Ryan Conner, Tax Law Administration Coordinator. **(Africa 60)**

9:30 am - 9:45 am Break

10:00 am BINGO will be held in **Africa 70** for registered spouses and guests.

9:45 am - 10:45 pm Round 6 Workshops (as described above)

10:45 am - 11:45 am Break

11:00 am - 12:00 pm Round 7 Workshops (will not be repeated)

1. Simplify your PASER Ratings and Road Planning: Compiling PASER ratings and using the WISLR system can be an overwhelming task. This session will highlight what is important and how to simplify your job. We will focus on practical methods for decision making for road maintenance and how to maximize your road budgets. Presented by Jeff Delmore of Delmore Consulting LLC. **(Africa 10/20)**

2. Innovation Grant Program: This session will provide information about the Innovation Grant (IG) program that was created under 2023 Wisconsin Act 12 and designed to provide funds to counties, municipalities, and tribes that transfer certain eligible services/duties to another county, municipality, tribe, nonprofit organization, or private entity to create cost savings. We will share IG stats, provide helpful IG filing tips, and explain the beneficial changes to the program that were included in the most recent state budget. Presented by Valeah Foy, State and Local Finance Administrator, WI Department of Revenue. **(Africa 30/40)**

3. Highway to Harmony—Shared Roads to Shared Solutions: Through open dialogue and *shared responsibility*, farmers and officials are *paving the way* for rural road systems that work for everyone. Presented by a panel of speakers on behalf of Professional Dairy Producers of Wisconsin. **(Africa 50)**

4. Slow the Flow: Opportunities to Increase Flood Resilience in Wisconsin Towns: This interactive session will highlight a collaboration between the Wisconsin Towns Association, WI Wetlands Association (WWA), and Trout Unlimited (TU) to help towns work proactively to reduce flood risks and damage to road infrastructure. Presenters will share examples of assessing the root causes of infrastructure risks and flood vulnerabilities and discuss natural flood management solutions that can be used by towns to protect and improve the resilience of culverts and bridges. This session will also highlight new programs and resources that can support assessment and implementation projects in your communities. Presented by Kyle Magyera, WWA; Atty. Larry Konopacki, Stafford Rosenbaum LLP; and Sara Strassman, TU (tentative). **(Africa 60)**

12:00 pm - 1:00 pm Lunch - *Bring your Nametag!*
Africa West

1:00 pm - 3:30pm Tuesday Add-On Workshop - Registration required!
(\$50 at door)
Africa 10/20

From Inspiration to Implementation: Mastering Social Media as A Local Elected Official

1. The Three Pillars of Social Media Success

- **Permission + Structure:** Struggling with resources to manage a modern social media program? Sam opens this training by sharing how you can identify and empower the natural storytellers within your town (both inside the government you lead, and beyond). This requires building a process that keeps your social media in the proper tone, safe to share with the community as a whole, and aligned with your goals as an elected official, and the organizations goals.
- **Culture of Content:** Discover how to inspire creativity, remove barriers, and model the kind of leadership that encourages town staff and others to proudly share the amazing story of your work.

- **Test & Learn:** Shift your mindset to one of experimentation and continuous improvement—because even Mr. Beast started with zero subscribers. Social media success comes from a smart, iterative process.

2. Lights, Camera, Action!

We'll get hands-on by filming some content. Sam will challenge members of the workshop to create their very own short, authentic video in the room - highlighting their work. Uncomfortable on camera? This process will help unblock those natural jitters? Think it's too hard? Sam will show you how small tweaks and tools (like the free CapCut app) can turn quick clips into ready-made social content in just a few minutes!

3. Turning Engagement into Opportunity

This portion is almost like group-therapy. We'll work through participants real-life examples of challenging social media comments and community group conversations. Learn how to spot the feedback worth acting on, avoid the "STP" (Same Ten People) trap, and keep social media from dominating your life and ruining your day!

4. Defining Your Voice

Your voice sets the tone for how your community experiences you online. Together, we'll create a voice profile for one lucky volunteer—live in the session—so you learn a process the process on defining the core of your own communications presence on social media.

Throughout this special, add-on workshop, Sam blends his experience as former Chief Content Officer at Bleacher Report, Head of Digital at MGM Studios, and founder of CiviSocial (whose transformed 17 local governments in 14 states with his revolutionary program) with practical, no-nonsense, easy to understand and implement ideas and tactics.

5. The AI Future Of Social Media

Sam will close this workshop with information on the latest AI tools that make social media creation even simpler and more manageable. And he'll explain how to use these tools appropriately, the coming risk of AI oversaturation of the feeds, and answer your questions about this emerging technology.

FREE GIFT: All add-on workshop participants will receive a complimentary, personally signed copy of Sam's brand-new book, *The Social Media Playbook for Local Elected Officials*, as his "thank you" for wanting to find a different way forward on social media.

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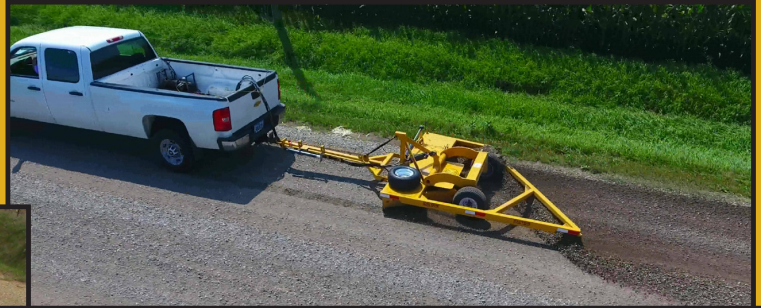


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Creates a clean, dry reservoir for the sealant and allows it to expand and contract which prolongs the life of the asphalt.



CRACK SEALING

Specialized hot-applied sealant material to fill asphalt cracks and prevent water from penetrating the asphalt and sub-base



MASTIC FLEX PATCHING

For wider cracks and depressed or cupped areas, Mastic is self-leveling and works great on cross-cracks that are dipped.

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{notes}

[illegible]

