



Wisconsin Rural Partners Summit

When: April 26-27, 2022 | Where: Hotel Marshfield

“Collaboration for Rural Success”

Tuesday, April 26 1:30 pm – 4:30 pm

1:00 pm Meet at Hotel Marshfield

Enjoy the afternoon in Marshfield area! Two options for attendees:

1. 1:30 pm Leave for Stratford Business Park: The Village of Stratford is located in southwestern Marathon County, Wisconsin, with a population of 1700. Hear from leaders of companies that have made Stratford “home”: 21 Minutes to drive
 - Stratford Sign
 - Omega Thermo
 - AMS bowfishing
2. 1:30 pm Leave for Tour of Area Agriculture farms:
 - 2:00 pm Tour of Badger State Fruit Processing
 - i. Badger State Fruit Processing is a family-owned business and the largest independent supplier of cranberry products in the United States. We are cranberry specialists. Situated in the heart of cranberry country, we do it all.
 - 3:00 pm Tour of Coldsnap Aquaponics
 - i. We are a family owned and operated Aquaponics Alternative Farming System. We pride ourselves with producing eco-friendly, sustainably-sourced, organic produce year round to Central Wisconsin and its surrounding areas. ColdSnap Aquaponics offers a variety of leafy greens, vegetables, herbs, and fish all in a simple, ecologically sound, closed-loop system.
 - 4:00 pm Pittsville – Center of the State of Wisconsin
 - i. In 1952, Governor Kohler declared Pittsville to be the "Geographical Center of Wisconsin." Still largely a rural community located near and along the Yellow River, the Pittsville area offers all the benefits for a small, quiet community, but is within driving distance to many neighboring communities.

5:00 – 6:30 pm **Welcome Reception**

Location: Grand Ballroom

6:30 pm **Taste of Marshfield event downtown**

Enjoy dinner with WPR board members at area restaurants.

Cost of dinner on own



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Wednesday, April 27 - Education Programs

8:00 am **Continental Breakfast** *Location: Grand Atrium*
Sponsored by Cedar Corporation

8:30 am **Welcome / Kick off** *Location: Grand Ballroom*
Welcome from WRP President, Sandy Decker & Lois TeStrake, Mayor of Marshfield
Danielle Jones, Director of Rural Initiatives, Office of Rural Prosperity WEDC

9:15 am **Break / Visit Exhibitors** *Location: Grand Atrium*

9:30 am **Breakout sessions**

Location: Grand Ballroom

Rural Broadband – How do “we” get started! *Sponsored by MaryAnn Lippert Consultant LLC*

- Moderator: MaryAnn Lippert, MaryAnn Lippert Consultant LLC
- **Federal Infrastructure Support:** Jaron McCallum, Strategic Initiatives Coordinator, Public Service Commission
- **Communities & County Planning for Broadband:** Gail Huycke, Community Development Outreach Specialist, UW-Madison, Division of Extension
- **Local Match:** Wendy Gehlhoff, Director, Florence County Economic Development Corporation

Location: Central Ballroom I

Healthcare Collaborations to Meet Pressing Community Needs

Moderator: Marie Barry, Director of Community Economic Development, Rural Wisconsin Health Cooperative

- **Physical Health** Ryan Neville, Chief Administrative Officer – Wausau/Weston, MMC Neillsville
- **Youth Mental Health** Amanda Lange, Director – Community Health and Foundation, Aspirus Medford
- **Alcohol + Substance Abuse Reduction and Recovery** Meagan Pichler, PS, CHES, Substance Use Prevention and Recovery Programs, Community Health Manager, Marshfield Clinic Health System

Location: Central Ballroom III

Collaboration for Shared Public Services - *Sponsored by Dempsey Law Firm*

- Moderator - Seth Hudson Director of Economic and Strategic Development, Cedar Corporation
- Tim Hanna, Executive Director, Local Government Institute of Wisconsin
- Lee D. Turonie, Attorney, Dempsey Law Firm, LLP

10:30 am **Break / Visit Exhibitors** *Location: Grand Atrium*



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10:45 am **Breakout sessions**

Location: Grand Ballroom

Public Safety Services in Rural Communities

- Moderator - Mike Koles, Wisconsin Towns Association
- Bill Euclide, Supervisor for Town of Adams & Chair of the Adam's County Ambulance Board
- Matt Fennig, Merton Lake Country Fire and EMS Chief
- Phil Stittleburg, LaFarge Fire Chief

Location: Central Ballroom I

Developing and Strengthening Community Leaders Sponsored by WEC Energy

- Todd Johnson, Land Use + Community Development Specialist at The University of Wisconsin-River Falls
- Jeremy Solin, Leadership Specialist and Local Government Education, University of Wisconsin - Madison

Location: Central Ballroom III

Leveraging Natural Resources for Tourism and Economic Development

- Introduction & Moderator – Cassandra Mordini, Community Development & Communications Specialist, Office of Outdoor Recreation, Wisconsin Department of Tourism
- Angie Close, Executive Director, Langlade County Economic Development Corporation
Nicole-Wolf River Scenic Byway: Leveraging Natural Resources for Tourism and Economic Development
This scenic byway is named in honor of two of its nationally-recognized resources: the Wolf River, a National Scenic River and the Nicolet National Forest. Learn how a collaborative partnership between counties was created and how this unique designation offers significant opportunities for the communities, businesses, and residents.
- Brian Finstad, Community Volunteer, Gordon Fire Tower
For people connected with the Town of Gordon (Douglas County) it was never a question of “Can we save the fire tower?” It was a commitment to “We will save the fire tower!” Hear the inspiring story of how a former DNR fire tower slated for demolition is preparing to be a daytime and overnight tourism destination.

11:45 am *Location:* Grand Ballroom

Lunch: Sponsored by Wisconsin Economic Development Corporation

- Awards ceremony - Top Rural Development Initiative (TRDI) winners
 - Bob Jones, Cuba City, 2021 winner
 - Sam Ridders, COO, Wisconsin Economic Development Corporation

1:00 pm **Break/Visit Exhibitors**

Location: Grand Atrium



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1:15 pm

Breakout sessions

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Financing Small Business Growth in Rural Wisconsin

- **Moderator** - Seth Hudson Director of Economic and Strategic Development, Cedar Corporation
- Wendy Gehlhoff, Director Florence County Economic Development
- Mark Speirs, Consultant, Wisconsin Small Business Development Center at UW-Stevens Point
- Kyle Kuntz Vice President – Loan Officer, Wisconsin Business Development
- Jed Lechleitner, Vice President – Commercial Banking, Nicolet Bank

Location: Central Ballroom III

Emerging Opportunities in Agriculture and Forestry

- Moderator: MaryAnn Lippert, MaryAnn Lippert Consultant LLC
- Jessica Niekrasz, Principal, Clean Fuel Connects
- Shane Kleiman, Interdepartmental Specialist, Green Timber Consulting Foresters

2:15 pm

Break/Visit Exhibitors

Location: Grand Atrium

2:30 pm

Keynote: Vision of the Future with Kwik Trip

Location: Grand Ballroom

Since Kwik Trip's first store opened in Eau Claire in 1965, the chain has grown to more than 700 stores in Wisconsin, Minnesota, Iowa, and Illinois. Kwik Trip opens more than 50 new stores per year, and its continued expansion is constrained only by geography. Scott Teigen and John McHugh will discuss Kwik Trip's vision of their future, and growing their rural presence.

- Scott Teigen Vice President, Real Estate development

3:15 pm

Thank You | Closing

Location: Grand Ballroom

- 2023 Annual Rural Summit
 - Tamaya Jo Loewe, Executive Director, Juneau County Economic Development Corporation (JCEDC)
- Door Prize Winner Announced