

The Power

*of* Deliberate practice

Conference

# Agenda



## Wednesday, February 8

Wednesday events will be hosted at the Hilton Hotel - Madison

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**4:30 PM**

**2012 WEDA Legislative Update**

*Secretary Richard Chandler, Wisconsin Department of Revenue  
WEDA Legislative Committee*

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**6:00 - 7:30 PM**

**Welcome Reception – Olive, Hilton Hotel**

## Thursday, February 9, 2012

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**7:30 AM**

**Registration & Continental Breakfast**

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**8:35 AM**

**Welcome**

*Bruce Kepner, 2012 WEDA President  
Paul Jadin, Chief Executive Office, Wisconsin Economic Development Corporation*

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**9:00 AM**

**The Power of Wisconsin Economics**

*Morris Davis – UW Professor Real Estate Urban & Land Economics  
The Great Depression vs. The Great Recession,  
where the country and Wisconsin have been and where we could go next.*

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**10:00 AM**

**Break: View Exhibits.** *Sponsored by **General Engineering Company***



# Thursday, February 9 (continued)

## Earth, Wind & Fire: Clusters of Wisconsin

Clusters are considered to increase the productivity with which companies can compete, nationally and globally. As Wisconsin looks to new and old industries to grow the our state’s economy, the morning session will look at both the mature clusters and the emerging clusters from around the state.

**10:25 AM**                      **Mature Clusters: How they lead Wisconsin’s economy**  
*Moderator: State Senator Joe Leibham*  
*Wisconsin Energy Resource Consortium*  
*To Be Announced*  
*ForestProducts Industry Cluster*  
*Tom Stilp, Owner, Arcways*  
*Milwaukee Water Cluster*  
*Michael T. Jones, Vice President-Corporate Affairs, Miller-Coors*

**11:10 AM**                      **Emerging Clusters: How they grow Wisconsin’s economy**  
*Moderator: Lee Swindall, VP, Business and Industry Development,*  
*Wisconsin Economic Development Corporation*  
*North Coast Marine Manufacturing Alliance*  
*Ann Franz, Strategic Partnerships Manager & Alliance Coordinator,*  
*Northeast Wisconsin Technical College*  
*Aeroinnovate*  
*Meridith Jaeger, Co-Founder/Director, Aeroinnovate*  
*Food Industry Cluster*  
*Shelley Jurewicz, Vice President for Economic Development,*  
*Metropolitan Milwaukee Association of Commerce*

**11:55 AM**                      **Lunch**

**12:40 PM**                      **WEDA 2012 Annual Meeting**  
*Election of 7 Board Members*

**1:25 PM**                      **Governor Scott Walker**

**1:55 PM**                      **For the Love of Cities**  
*Peter Kageyama, Author of For the Love of Cities*

Peter Kageyama is the co-founder and producer of the Creative Cities Summit, an interdisciplinary event that brings together citizens and practitioners around the big idea of the city. Peter is the former President of Creative Tampa Bay, a grassroots community change organization. He has spoken all over the world about bottom up community development and the amazing people that are making change happen. *Sponsorship of speaker by the **City of West Allis***

Thursday, February 9 (continued)

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**2:45 PM**

**Break: View Exhibits.** Sponsored by **Redevelopment Resources**

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**America's Dairyland: Wisconsin**

With Dairy the largest segment of Wisconsin agriculture, leading the nation in number of cheese plants; Wisconsin cheesemakers producing over 600 varieties, types and styles of cheese; 90% of Wisconsin's milk is made into cheese and 90% of that famous Wisconsin Cheese is sold outside of the state's borders. The afternoon sessions will focus on how Wisconsin Cheesemakers, artisans, and other agriculture grow their businesses through programs, including working with both state and local groups and agencies. Join the presenters during the evening reception for samples of their products!

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**3:00 PM**

**Dairyland: Core Industries**

*Introduction: Matt Kures, GIS State Specialist,  
Center for Community Economic Development, UW - Extension*  
*Moderator: Rich Scheuerman, DBIC consultant*  
*Mark Schleitwiler, Vice President of Operations, BelGioioso*  
*Pete Kondrup, Westby Cooperative Creamery*  
*Scott Meister, Co-Owner/President, Meister Cheese Company*  
*Michael Doyle, Vice President - Finance & CFO, Foremost Farms*

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**3:45 PM**

**Dairyland: The Reputation Builders**

*Moderator: Rich Scheuerman,, DBIC consultant*  
*Joe Widmer, Widmer's Cellars*  
*Karen Kelly, Kelley Country Creamery*  
*Marieke Penterman, Holland's Choice*  
*Katie Hedrich, LaClare Farms*

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**4:20 PM**

**Dairyland: WI Specialty Artisan Panel**

*Moderator: Paul Jadin, Chief Executive, Wisconsin Economic Development Corporation*  
*Deb Carey, New Glarus (Invited)*  
*Pete Berres, Berres Brothers Coffee*  
*Julie Coquard, Owner, Wollersheim Winery*

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**5:00 to 6:30 PM**

**Exhibit Hall Reception**