


Local Government Summit 2025

 **Date:** June 19, 2025  **Location:** Fox Cities Exhibition Center, Appleton, Wisconsin

 **8:00 AM – Check-in, Registration & Networking**

 Coffee, tea, and Danish provided

 **9:00 AM – Welcome**

- Jake Woodford, Mayor, City of Appleton
- Thomas Nelson, County Executive, Outagamie County
- Bob Schmeichel, Chairman, Town of Neenah; WTA Winnebago County Unit Chair

 **9:15 AM – State of the State**

- Dennis Winters, Chief Economist and Bureau Director, Wisconsin Department of Workforce Development
 - Focus on AI, cybersecurity, and demographic trends

AI in Local Government

 **10:00 AM – The Benefits and Risks of Deploying Artificial Intelligence and Machine Learning in Wisconsin Local Government and Policies to Help Ensure Safe Employee Use**

- Bill Oemichen, J.D., Local Government Educator, UW-Madison Extension

 **10:30 AM – Morning Break & Networking**

- Coffee, tea, and assorted breads

 **10:45 AM – Preparing to Implement AI in Your Organization**

- Michelle Schuler, Community Engagement Manager, TechSpark Wisconsin (Microsoft)

Cybersecurity in Local Government

 **11:00 PM – Cybersecurity Risks & Mitigation Strategies**

- Panel Discussion led by Eric Franco, Ed.D., Cybersecurity Preparedness Coordinator, Wisconsin Emergency Management

Panelists:

- Jed Roffers – Special Agent, Wisconsin Department of Justice (Division of Criminal Investigations, Cyber Crimes Unit)
- Steven Schimmel-Olson -- Network Administrator, Information Technology Division (City of Oshkosh)

- Seth Johnson – Senior Cyber Risk Management (Charles Taylor [Cybersecurity Insurance])

- Denise Herron – IT Systems Engineering Manager (Outagamie County)

UW-Whitewater Cybersecurity Public Sector & Community Outreach

Panelists:

- Balaji Sankaranarayanan, Ph.D. –Professor, Department of Information Technology and Supply Chain Management; Director, Cybersecurity Center for Business (UW Whitewater).
- Roger Yin, Ph.D. —Associate Processor, Cybersecurity Center for Business (UW Whitewater).

Presentation: Racine County Cybersecurity Consortium

12:00 PM – Lunch & Networking

- Taco buffet

AI in Local Government

1:00 PM – Practical AI Applications for Local Government

- Nick Mastronardi, CEO, POLCO

Civic Engagement & Social Media

1:45 PM – From Chaos to Connection: Unlocking Your Team’s Social Media Superpowers

- Sam Toles, Founder, Civisocial

2:30 PM – Afternoon Break

- Coffee, tea, soft drinks, and cookies

2:45 PM – Best Practices in Local Government Engagement

- Bridget Thompson, BridgeCreative (LGI’s social media strategy)
- City of Appleton (Use of social media & Appleton Engaged podcast)
- *Additional Speakers TBD *

Strengthening Local Government Collaboration

3:15 PM – Executive Panel Discussion on Collaboration

- Mike Koles, Executive Director, Wisconsin Towns Association
- Jerry Deschane, Executive Director, League of Wisconsin Municipalities
- Mark O’Connell, President & CEO, Wisconsin Counties Association

4:00 PM – Closing Remarks