

# *Citizens for a Scenic Wisconsin*

## The 2019 Scenic Wisconsin Leadership Conference

Friday, October 4, 2019

Crowne Plaza Milwaukee West Hotel

10499 Innovation Drive, Wauwatosa, Wisconsin

### Agenda

- 9:30 a.m. – 10:00 a.m.      **Registration.** Coffee and rolls
- 10:00 a.m. – 10:15 a.m.      **Welcome.** Introductions and Logistics for the Day  
Gary R. Goyke, President CSW
- Welcome to Milwaukee County  
Jason Haas, Milwaukee County Supervisor  
   Chair, Milwaukee County Parks Committee
- 10:15 a.m. – 10:45 a.m.      **Wisconsin's New Office of Outdoor Recreation.**  
And other developments in the Wisconsin Department of Tourism.  
Anne Sayers, Deputy Secretary, Wisconsin Department of Tourism
- Award.** CSW presents an Outstanding Leadership Award to the Department  
   for this new Office of Outdoor Recreation.
- 10:45 a.m. – 11:30 a.m.      **Legislative Report.** Update on important state and local issues.  
How to get involved and make a difference  
The new **Billboard Reform Act** in the state legislature  
Paul Rusk, Dane County Board  
Gary Goyke, Lobbyist
- 11:30 a.m. – Noon              **Narrated Tourism on Your iPhone.**  
How technology is changing trip planning and advertising of venues.  
Jim Zellmer, President, AMUZ Travel Apps
- Noon – 1:30 p.m.                **Luncheon. The National Perspective on the Scenic Conservation  
Movement.** Hotel Ballroom. Keynote speaker.  
Mark Falzone, President of Scenic America
- Award.** Lifetime Outstanding Service Award presentation to  
Charlie Mitchell, founder of CSW, with introduction by  
Maddie Palzewicz, Chief of Staff to Rep. Robyn Vining - Wauwatosa  
Comments by Dennis McBride, past President, W'tosa City Council  
Presentation by Kathy Ehley, Mayor of Wauwatosa  
Remarks by Charlie

Rep. Amanda Stuck, Appleton, author of **The Billboard Reform Act**

1:30 p.m. – 2:15 p.m.      **The Wisconsin Board of Commissioners of Public Lands.**  
Great public value, forested lands and legacy for the future.  
Sarah Godlewski, Wisconsin State Treasurer

2:15 p.m. – 2:30 p.m.      Afternoon break.

2:30 p.m. – 3:15 p.m.      **Preserving Wisconsin's Iconic Barns.**  
Dr. Charles Law, UW Extension Barns Preservation Program

3:15 p.m. – 4:00 p.m.      **The Father of Wedding Barns** in Homestead Meadows.  
Establishing a Green Belt in Greenville  
Steve Nagy, proprietor Homestead Meadows

4:00                              **Adjournment.** Acknowledgements and thank you to everyone.  
Gary Goyke

Socializing. All attendees and other guests are invited to the Leadership Conference Reception with hors d'oeuvres in the hotel lobby barroom.

5:00 p.m.                      Annual Meeting and Election of CSW Officers for 2020.  
The Board of Directors will gather for a few minutes to conduct a business meeting.

**Our generous sponsors:**

Will Green Law Firm, Glendale Wisconsin  
AMUZ Travel Apps, Madison  
Goyke and Associates, Madison  
State Rep. Evan Goyke, Milwaukee  
Scenic America, Washington, DC  
The Becher Group, McFarland  
Clean Wisconsin, Madison  
Wisconsin Environmental Initiative, Madison  
Steve Theide, Appleton