

# MONROE COUNTY ECONOMIC DEVELOPMENT & TOURISM

## *Conference*

Discover our high quality topics and speakers. Something for everyone. Something for you. Connect, learn and share knowledge.

Cranberry Country Lodge 319 Wittig Rd. Tomah, WI

**MAR**

**21-22**

**2024**

Free Parking | Registration Required

# Monroe County

## ECONOMIC DEVELOPMENT & TOURISM CONFERENCE

Cranberry Country Lodge 319 Wittig Rd, Tomah, WI

### OUR SPEAKERS



MARK  
O'CONNELL

PRESIDENT & CEO  
WCA  
WISCONSIN COUNTIES  
ASSOCIATION



MISSY  
HUGHES

SECRETARY & CEO  
WEDC  
WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION

**Registration Deadline**  
**March 7, 2024**



**21-22 Mar**  
**2024**

# AGENDA AT A GLANCE

*Thursday* MARCH 21, 2024

8:30 am - noon Registration

**9:00 - 11:30 am New Business Bootcamp**

11:30 - 12:30 pm Lunch Buffet

12:00 pm Welcome & Introductions

12:15 - 12:45 pm Uniquely Wisconsin- Monroe County Premier

**1:00 - 1:45 Opening Keynote Speaker WCA President & CEO Mark O'Connell**

2:00 - 2:30 pm Start Up Spotlight- Local Business Success Story

2:45 - 3:30 pm Workforce Trends, Matt Kures, MS

3:30 - 4:15 pm The Fourth Wave of Economic Development, Steve Deller

4:30 - 9 pm Hors D' Oeuvres Cash Bar & Music Entertainment

*Friday* MARCH 22, 2024

7:00 am - 8:00 am Continental Breakfast

8:00 am Welcome

8:15-9:00 am Dale Knapp, Forward Analytics

9:15-10:00 am Panel Discussion on Barriers in the Workplace

Moderator: Chris Hardie, 7 Rivers Alliance

Panelists: Audra Wieser Larson, Director of Operations, The Parenting Place & Hetti Brown, Executive Director, Coulee Cap

10:00-10:30 am Start Up Spotlight - Local Business Success Story

**10:30- 11:15 am Closing Keynote Speaker Secretary & CEO of WEDC Missy Hughes**



Small Towns  
meet  
LARGE  
OPPORTUNITIES

Monroe County Economic Development & Tourism Conference

March 21- 22 2024

Cranberry Country Lodge Tomah, WI

Please REGISTER



Full Conference Rate \$100

CHECK OR MONEY ORDER #

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Organization \_\_\_\_\_

Only name, Title & Organization will appear on Registration Name Tag

Sponsorship Group Name: \_\_\_\_\_

Please indicate which activities you plan to attend:

	Yes	No
New Business Bootcamp	<input type="checkbox"/>	<input type="checkbox"/>
Thursday Lunch	<input type="checkbox"/>	<input type="checkbox"/>
Thursday Social Gathering	<input type="checkbox"/>	<input type="checkbox"/>
Friday Ala Carte Breakfast	<input type="checkbox"/>	<input type="checkbox"/>

Current Dietary needs? \_\_\_\_\_



**LODGING OPTIONS**

A block of rooms has been reserved for Thursday night at the Cranberry Country Lodge. For reservations visit [www.cranberrycountrylodge.com](http://www.cranberrycountrylodge.com) or call 608-374-2801 Mention Room Block for MCEDC to receive discounted

room rate for 1 Queen Bed (\$79.95) | 2 Queen Beds (\$89.95) | Suite (\$101.95)

**Make Check Payable to & Mail Registration form to:**

**Mississippi River Regional Planning Commission**

**1707 Main Street Suite 435 La Crosse, WI 54601**

*If paying by credit card or other electronic method use the online registration link below*

**online registration <https://www.eventbrite.com/o/monroe-county-wisconsin-77538817733>**

Partner Sponsorship Opportunites can be found on next page.

Cranberry Country Lodge 319 Wittig Rd, Tomah, WI

# PARTNER SPONSORSHIP OPPORTUNITIES

Monroe County Economic Development & Tourism Conference

March 21- 22 2024

Cranberry Country Lodge Tomah, WI

## SILVER

Recognition in Conference Marketing Communication

Booth Space to display Products & Services

Opportunity to provide promo gifts to attendees

2 Complimentary Full Conference Registration & Material

\$500

## GOLD

Recognition in Conference Marketing Communication

Company website links advertised on Monroe County website

Booth Space to display Products & Services

Opportunity to provide promo gifts to attendees

Special Recognition at Conference

4 Complimentary Full Conference Registration & Material

\$1,000

## PLATINUM

Hospitality- Opportunity to sponsor one social event

Company website links advertised on Monroe County website

Recognition in Conference Marketing Communication

Special Booth Space to display Products & Services

Opportunity to provide promo gifts to attendees

Special Recognition at Conference

8 Complimentary Full Conference Registration & Material

\$2,000

Please submit your commitment to sponsor by February 16, 2024

Selected Sponsorship Tier

Sponsorship Group Name \_\_\_\_\_

Co Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone #: \_\_\_\_\_

Type of Business/

Service: \_\_\_\_\_

## BOOTH INFORMATION

- Booth Space
- Electrical Requested

Booth Fee: \$250 with 1 Full Conference Registration Included

Non Profit Booth Fee: Free with 1 Full Conference Registration- pending space availability

Make Check Payable to & Mail Sponsorship form to:  
Mississippi River Regional Planning Commission  
1707 Main Street Suite 435 La Crosse, WI 54601