



WSAE Education Task Force Meeting Minutes
December 5, 2013 * The Osthoff Resort * 2:00-4:00 pm

Attendees:

Martin Tirado, CAE, Chair
Lawrence Buzacky
Michelle Czosek
Eric Lanke, CAE
Lynda Patterson, FASAE, CAE

Absent:

John Augustyniak
Amy Bliss, CAE
Denise Rockhill, CAE

Meeting Discussion Items

- ✓ 2014 Program Updates
- ✓ Innovation Summit
 - Committee
 - Location
 - Potential Presenters
- ✓ Holiday Event

2014 Program Updates

Michelle reviewed the confirmed 2014 educational programs. The group discussed adding several programs to the schedule. They felt it would be beneficial to add a government roundtable discussion on best practices including how to make inroads with state legislators. Mike Theo will be asked to lead this program. There was also a discussion about inviting Robert Hay of ASAE to educate the BOD on current legislative issues and how WSAE can be involved.

Lynda recommended running a follow up to a program on CEO transitions that was done a couple of years ago. The topic would be succession planning and could be run in Milwaukee and Madison concurrently with a link between the groups. Perhaps a kick-off where the groups are connected for an introduction, followed by separate break-outs and then re-connecting to report back. Additional topics which could be covered include the CEO search, CEO slots being filled with an individual from the industry, onboarding, etc.

Innovation Summit

The group agreed that we need to make changes to the event in order to make sure it's truly innovative. Lynda discussed a casual, come as you are environment with the Hyatt Milwaukee as a base camp and trips to several Milwaukee area venues. The potential venues included the Discovery Center and the Milwaukee Art Museum. We need to deliver expert content in a non-conventional way and make sure that members have the opportunity to learn from each other.

Ideas for facilitators and activities included:

- Potential facilitators/topics from the Design Thinking conference held at the Milwaukee County fairgrounds
- Will Allen, author of *Growing Power* and entrepreneur working on sustainable growing in urban areas, Will runs an operation with volunteers and his program is considered a jewel of Milwaukee area innovation

- Divide attendees into work groups that need to solve a challenge, ideas are judged by a panel with the most innovative concept winning
- Divide into groups for some type of Amazing Race activity, “Innovation Adventure”, people can opt to stay at the base camp and participate in a different activity

A sub-committee needs to be formed and have a brainstorming meeting. Suggestions for sub-committee participants included: Brent at VISIT Milwaukee, George Hofheimer, Mariah Nelson, CUES representative and Tom Still of the Wisconsin Technology Council.

Holiday Event

Staff is determining a location for the event. It was agreed that we’d hold off on a presenter(s) until we’re further down the road in developing the agenda for the Innovation Summit. We can then weave some of the Summit theme into the Holiday Event.

Next Steps

Form Innovation Summit sub-committee - Michelle/Lynda

Hold brainstorming meeting in Milwaukee – Michelle/Lynda

Confirm Summit locations – Michelle

Confirm Summit facilitators – Michelle

Speak to Mike Theo regarding government affairs program – Michelle/Martin

Explore CEO transition program options – Michelle/Martin

Respectfully submitted,
Michelle Czosek
WSAE Staff