



MARKETING CONFERENCE

FEB 11-13, 2019 • KALAHARI RESORT • WISCONSIN DELLS

Monday, Feb 11: Pre-Conference

5:30- 7:00 PM Meet & Greet (Bowling • Appetizer • Refreshments) Upper Deck Lounge

Tuesday, Feb 12

7:00-8:00 Continental Breakfast

8:00-10:15 **Target Marketing Discussion & Workshop** Leif Street [Pivot Group](#)

10:15- 11:30 **Become a Successful Data-Driven Marketer** Derek Kiger [Calix](#)

11:30-12:30 Lunch (Soup & Sandwich Buffet)

12:30-1:30 **Leadership & Teamwork** Amy Ryan [Organic Valley](#)

1:45-3:00 **Marketing Round Table Discussion** Patrick Scully [Marquette-Adams Telephone Cooperative](#)
Melissa Lease [MHTC](#)

3:15-4:30 **Telecommuter Forward Panel** Leo Carlson (Moderator) [Norvado](#)
Cliff Albertson [Badger Communications](#)
Angie Dickison [Wisconsin State Broadband](#)
Bill Esbeck [WSTA](#)

Wednesday, Feb 13

7:00-8:00 Continental Breakfast

8:00-9:00 **Partnering with the Real Estate Community** Joe Kohegyi [Norvado](#)

9:00-10:00 **Marketing Business Services** Caralee Nowak [Pinnacle Marketing Group](#)

10:15-11:45 **Website and Print Media Tips & Tricks** James Roloff [Powderkeg Web Design](#)
Elise Jensen [Powderkeg Web Design](#)
Jim Fuller [Econoprint](#)
Roxanne Kazmierski [Econoprint](#)

11:45-12:00 **Prize Drawing / Adjourn**

REGISTER NOW AT wsta.info