Leadership Greater Madison
A Legacy of Leadership Training

Look all around Madison and you see involved, enthusiastic community leaders. Many of those leaders are graduates of Leadership Greater Madison (LGM). For more than 20 years, LGM has provided leadership training and civic education to more than 600 Madison-area citizens. These graduates are making a difference in their community and participating in LGM helped them learn that valuable lesson. It’s a lesson members of this year’s class — LGM21 — have learned as well.

More than two dozen members of LGM21 have gained indispensable insight into the workings of local government and public education; they’ve made important connections with local officials, opinion leaders and classmates; they’ve researched and analyzed community issues; and they’ve developed innovative initiatives that are making a difference in their community. These members of LGM21 join fellow LGM graduates who are active in their community — leading as elected officials; serving on boards, commissions and committees; and participating in neighborhood associations.

LGM provides a statewide model for leadership programs, receiving the Leadership Wisconsin 2014 Leadership Excellence Award for Shaping Wisconsin Leaders. Also, Leadership Greater Madison is extending its legacy of leadership training. In 2015, LGM22 will commence with another class continuing the tradition of civic engagement. Also in 2015, LGM will launch LGM-Youth that will help high school students develop vital leadership skills, learn more about important local issues and get involved. Business and organizational leaders new to the area will also have the opportunity to develop a civic identity by participating in LGM-Executive.

Each year the list of LGM graduates grows and each year Madison and Dane County are made stronger and more vibrant thanks to their contributions. The following pages share the journey of the members of LGM21 and their chapter in LGM’s legacy of leadership story.
Committed to LGM21

Commitment is at the heart of LGM — commitment from LGM participants to step up and get involved and commitment from businesses and organizations throughout the community that support LGM and its mission. LGM has a legacy of support and commitment from businesses and organizations that recognize the importance of civic education and leadership training and enroll key employees in the program. LGM also appreciates the continued support of core sponsors and program supporters who yearly invest in community leadership training.

Special thanks to our 2014 sponsors and program supporters

2014 Participating Businesses and Organizations

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WI Department of Workforce Development
LGM21 Year in Review

Leadership Greater Madison makes it possible for participants to connect with local officials and decision makers; benefit from a behind-the-scenes look at local government, public schools and social services; and gain a deeper understanding of community issues through hands-on activities. Class members participate in full-day sessions held on the 4th Tuesday of the month from February through December. Each year, LGM coordinators and advisors craft a curriculum that provides education about community institutions and contemporary trends and issues. For example, the growing impact of social media and increasing emphasis on social responsibility led to the inclusion this year of a panel discussion on social innovation. The issue of the racial achievement gap prompted a presentation on racial equity. LGM21 session topics included — taxes and finance, the state judicial system, K-12 public education, local government, economic and workforce development, community engagement and the impact of the arts and tourism.

Leadership Greater Madison isn’t only supported by businesses and organizations, but by local leaders who share their time and expertise as session speakers and panelists. In 2014, approximately 60 experts participated in LGM21 sessions and helped members gain a greater understanding of issues. Among the many experts involved in LGM21 were:

| Todd Berry, Wisconsin Taxpayers Alliance          | Lisa Kvistad, MMSD         |
| Shiva Bidar-Sielaff, Madison Alder               | Jeff Perl, Department of Public Instruction |
| Zach Brandon, Greater Madison Chamber of Commerce| Shawn Pfaff, Fitchburg Mayor |
| Mark Clear, Madison Alder                        | Rev. Carmen Porco, Northside Apartments |
| Lynn Green, Dane County Human Services           | Chris Schmidt, Madison Alder and Council President |
| Paul Jadin, MadREP                                | Justice Patience Roggensack, WI Supreme Court |
| Scott Jansen, WI Dept. of Workforce Development   | John Smalley, Wisconsin State Journal |
| Steve King, Madison Alder                        | Dean Soyeon Shim, UW School of Human Ecology |

Experiential learning is central to LGM and that includes holding sessions in locations that help add depth and context to each month’s topics. In many cases the location becomes more than a backdrop for learning, but an integral part of the day’s program. What better way to learn about the workings of local government than holding a mock city council session in the Madison Common Council chambers or about social service programs than visiting nonprofit agencies? Session locations in 2014 included — the Fitchburg Public Library, CUNA Mutual Group, the State Capitol, Sennett Middle and La Follette High Schools, Gilda’s Club, the Goodman Community Center, Centro Hispano, the UW School of Human Ecology, the Madison Municipal Building, the City/County Building, Madison Central Library and Overture Center for the Arts.

Program elements combined to provide LGM21 members with a unique experience that enriched and enhanced their understanding of important issues affecting Dane County and the Madison area.
Team Projects: Enriching the Experience

An important aspect of the Leadership Greater Madison experience is the team project. LGM 21 project team members researched and analyzed important community issues; developed innovative initiatives to address those issues; and created lasting connections with their classmates. Projects in 2014 addressed issues affecting K-12 education, youth, social services and quality of life. One of the projects — LGM-Youth — was a legacy project that built on the work begun by previous classes. The legacy aspect of the team project is especially beneficial for topics that require more than one year to achieve. It provides an important continuity to the examination of critical issues and the ability to freshly approach that issue.

To educate their classmates about their issue and advance their projects, each team was responsible for planning a portion of one LGM session. Here are brief overviews of the LGM21 team projects.

**Youth**

Inspiring teen leadership was the goal of the LGM21 Youth Team. Continuing the work begun by previous classes, the LGM21 Youth Team created a pilot program that will encourage and promote youth leadership. As the 2014 legacy project, the team was able to utilize research begun by earlier classes which made it possible to efficiently move forward on the issue. Using LGM as a model, as well as successful youth leadership programs elsewhere, the LGM21 Youth Team brought together area youth to gauge attitudes and priorities; developed recruitment and curriculum guidelines; worked with area school districts to coordinate outreach; and helped create marketing and recruitment materials. The first LGM-Y class is slated for 2015.

Team Members: John DeSalvo, Mayra Medrano, Cammie Sorensen, Eric Steege, Deana Turner, Linda Zimdars

**Social Services**

The LGM21 Social Services Team decided to turn its attention and energy to helping an often overlooked and undervalued population — people with emotional and developmental disabilities. Through their research, team members learned that the disabled all too frequently lack meaningful work; but when they secure jobs, they are valued and valuable employees. Team members interviewed employers and employees as well as social service officials in order to better understand the issue. Based on their research, team members decided to help educate employers about the benefits of hiring the disabled. To help connect potential employers with this underutilized workforce, the LGM21 Social Services Team created a public service message that will be used to help encourage employment and guide potential employers to where they can get assistance in hiring the disabled.

Team members: Steve Middleton, Sarah Smyrk, Guy Stratton, Jennifer Zisser
Quality of Life

Madison is nationally known for its enthusiastic bike riders and many bike trails. The LGM21 Quality of Life Team discovered that interest in biking often goes downhill during the middle school years and team members sought to reverse that trend. Quality of Life Team members decided to help promote fitness and safety among youth by encouraging safe bike riding now and also make it easier for others to promote it in the future. After participating in a bike safety rodeo and talking with local exerts, team members organized an LGM bike rodeo prior to the start of a new school year. The bike rodeo received coverage by print and TV media. Members then created a guidebook to help other organizations hold future bike rodeos. Members spoke about their efforts to pair bike safety with youth fitness at a statewide gathering of the Wisconsin Bike Federation.

Team members: Stacy Alexejun, Bill Barmore, Sarah Davidson, Jennifer Gregor, Jennifer Krueger Favour, Brett Roth, Erin West

K-12 Education

The LGM21 K-12 Education Team focused on workforce development by assisting students build solid career pathways. Team members researched existing efforts; interviewed youth occupational and social service providers; and met at length with local experts. From that research, team members decided to assist in the recruitment for and launch of Inspire Wisconsin — an online workforce development platform that connects area businesses and organizations with interested youth and was preparing to commence serving the Dane County area. The large team decided to maximize its effectiveness by splitting into two groups, one that focused on recruiting businesses that would educate and mentor youth and a second group that would help market Inspire Wisconsin to a variety of stakeholders. Inspire Wisconsin’s goals of helping build and strengthen the workforce of tomorrow is achievable thanks recruitment efforts like that of the LGM21 K-12 Education Team.

Team members: Tristan Cook, Bob Davis, Kevin Engelien, Stephanie Hayden, Kathy Maher, Corinda Rainey-Moore, Sarah Slack, Scott Smith, Daniele Thompson, Katie Vesperman
Jennifer Gregor  
Attorney  
Godfrey & Kahn S.C.

Stephanie Hayden  
Executive Director  
Foundation for Madison’s Public Schools

Corinda Rainey-Moore  
Clinical Team Manager  
Journey Mental Health

Katherine Maher  
Assurance Manager  
McGladrey

Mayra Medrano  
Commercial Marketing Rep.  
Madison Gas & Electric

Jennifer Krueger Favour  
Lieutenant  
City of Madison Police Dept.

Steven Middleton  
Financial Systems Specialist  
Dean Health Plan
Brett Roth
Relationship Manager
Associated Bank

Sarah Slack
Senior Counsel
Foley and Lardner, LLP

Scott Smith
Director, Regulatory Affairs
Alliant Energy

Sarah Smyrk
Senior Manager, Product Training Strategy
CUNA Mutual Group

Cammie Sorensen
Director of Operations
Legacy Advisor Network
Junior League of Madison

Guy Stratton
Wealth Specialist
BMO Private Bank

Daniele Thompson
Corporate Attorney
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Eric Steege
Program Manager
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Deana Turner
Director of Project Management
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If you are interested in supporting or participating in Leadership Greater Madison, please contact Lynn Wood at lwood@wcgpr.com or (608) 259-0757. Program application can be found at www.leadershipgreatermadison.org