

2017 Wisconsin Summer Symposium Schedule

July 21-22, 2017

Clarion Hotel in Eau Claire, Wisconsin

Friday, July 21

4:00pm

Registration Opens

Networking and welcome with Wisconsin State Representative Lisa Subeck and NFL Chair Minnesota State Senator Carrie Ruud

5:00pm

Opening Remarks & Special Guest Speaker from Jessie Garcia, Author and Sportscaster

Join Jessie, the author of *Going for Wisconsin Gold: Stories of Our State's Olympian*, and the first female TV sportscaster in the Midwest and the first to host a NFL coach's show. Jessie has also covered Wisconsin teams and athletes for more than 20 years including coverage at WISC-TV in Madison and at WTMJ in Milwaukee, where she hosted *The Mike McCarthy Show*. Currently she teaches journalism at Carroll University, in Waukesha.

6:15pm

Bus leave for Take Me Out to the Ball Game - Dinner and Drinks at the Eau Claire Express Stadium

Game begins at 7:05

Don't miss out on all you can eat dinner with drink tickets, included in the complimentary registration!

Bus will return after the end of the game.

Saturday, July 22

Assorted pastries, muffins and coffee will be served

9:00am

The Future of Retail and Walmart's U.S. Manufacturing Initiative

- Lisa Nelson, *Walmart*

10:00am

Encouraging Women Owned Businesses in your Community

- Alison Dodge, *Wisconsin Women Business Initiative Cooperative (WWBIC)*

11:00am

Communicating with Your Constituents - Social Media Panel

- Dr. Maureen Schriener, Former UWEC Communications Professor
- Linda Pophal, Owner / CEO of Strategic Communications
- Ben Stroinski, Owner / Creative Director of Satellite Six

12:00pm

Luncheon

1:00pm

Hidden Figures Viewing and Google Coding Party – Teen girls (ages 13-18) invited to join

NFWL is proud to partner with Google's Made with Code to offer a *Hidden Figures* Viewing and Coding Party for teen girls (13-18). *Hidden Figures* is the true story of three female, African-American NASA mathematicians — Katherine Johnson (Taraji P. Henson), Dorothy Vaughn (Octavia Spencer) and Mary Jackson (Janelle Monáe) — and their decisive contributions to the launch of astronaut John Glenn into orbit. The event concludes with a coding activity that corresponds with the movie and its main themes. Each teen girl attendee will receive a free tote.

4:00pm

Closing Reception

For questions or more information, please contact Zach Madden at Zachary.Madden@legis.wisconsin.gov or (608) 266-7521