



Community Leadership Alliance (CLA) of Southwest Wisconsin 10-Year Anniversary Report

CLA founding partners

- University of Wisconsin-Extension Grant County
- University of Wisconsin-Extension Iowa County
- University of Wisconsin-Extension Lafayette County
- University of Wisconsin-Platteville Continuing Education
- Platteville Area Chamber of Commerce



CLA History

The Community Leadership Alliance started with a small group of people serving on a Task Force brought together by Kathy Kopp, executive director, and Joe Witmer, chairman of the board, Platteville Area Chamber of Commerce.

The Chamber had a vision – to expand the pool of volunteers serving on and leading committees, boards, planning teams and work groups in the community. This vision was shared by Tim Filbert, Paul Ohlrogge and Dan Hill – UW-Extension community resource educators in Grant, Iowa and Lafayette counties, Marian Maciej-Hiner, director of UW-Platteville Continuing Education, and others. Task Force members recognized that a formal leadership development program was needed to build the knowledge and skills, motivation and confidence, and capacity of the citizens of the region to serve as change agents and leaders, to ensure the health and vitality of the region's communities.

After researching other leadership programs, the Task Force decided that a tri-county rather than a single community-based program would make it more sustainable – drawing on resources and participants from a larger geographic area. The Community Leadership Alliance was formed as a partnership between the Platteville Chamber, UW-Platteville and UW-Extension. Today, CLA has the distinction of being the only multi-county leadership program in Wisconsin.

The partnership received grant funds from UW-Extension in July 1999 to start planning the program and hire a part-time coordinator, John Dutcher. The first class of 30 participants met in January 2000. Each year, CLA trains emerging and existing leaders in Southwest Wisconsin communities, businesses, organizations, agencies and institutions – and CLA graduates are making a difference where they live and work in the region.

Thank you CLA Sponsors

The Community Leadership Alliance (CLA) has many sponsors who make contributions to cover about half of the program costs and to help keep the program affordable. Our success over the past 10 years is due on large part to the generous contributions from the following organizations and businesses.

Alliant Energy Foundation

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Benton State Bank

Biddick Foundation

Blue Chip Training and Marketing

Brodbeck Foundation

Building Platteville Inc.

CLA Alumni Organization

Clare Family Foundation

Community Foundation of
Southern Wisconsin

County Board of Supervisors of Grant,
Iowa and Lafayette County

Darlington Fund

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DUWI Fund - Darlington

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Lands' End

Livingston State Bank

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White Trust



CLA partners and board members - Kathy Kopp, Chantal Delorme-Barnes, Dan Hill, Paul Ohlrogge, Tim Filbert, Marian Maciej-Hiner, Sue Noble - recognize some of our regional sponsors: Clare Family Foundation (Deb Weigel), Mound City Bank (Joe Witmer), Biddick Foundation (Rachel Jordan).

Thank you to those who helped with the publication:

Kerie Wedige, CLA Coordinator and CLA graduate

Paul Ohlrogge, Paul Thares and David Nevins, CLA Board members

Cara Carper and Dan Hill, former CLA Board members

Andy Lewis, UW-Extension Center for Community and Economic Development

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Community Leadership Alliance Serving Grant – Iowa – Lafayette Counties Celebrating 10 Years: 2000-2009



Dear CLA Supporters, Friends and Alumni,

It is a great pleasure to share with you this publication celebrating 10 years of the CLA program. It does not seem possible that 10 years ago, a small planning team brought together key stakeholders from Grant, Iowa and Lafayette counties to create a leadership development program. The first CLA class was piloted in 2000 with 30 participants – and today we have nearly 270 graduates from 32 different communities in the tri-county region. We started our 10th class in January 2009.

Since the very first planning session, we have been helping local leaders understand what effective community leadership is all about. We help them learn and practice new skills to work with friends, neighbors and co-workers to improve their communities. We give them the confidence and tools they need to speak out on issues that are important to them and to lead and manage people who share their vision and passion.

After 10 years, the CLA Board felt this was a perfect opportunity to reflect on where we have been, what we have accomplished and what we hope to achieve in the future. We engaged our graduates in that process, e-mailing a web-based survey to our past participants. Of the 230 CLA alums who received the survey, 80 responded – a 35 percent return.

The survey responses are summarized on the following pages. They provide testimony to the effectiveness of the CLA program in carrying out its mission: to develop a base of informed and motivated community-minded leaders and build alliances to unify communities throughout Southwest Wisconsin. This report confirms that CLA graduates are taking the next steps to practice their leadership skills and are making a difference in the communities where they live and work.

One of the hallmarks of CLA is the strong partnerships formed within Southwest Wisconsin. The partnership between program founders – UW-Extension, UW-Platteville, Platteville Area Chamber of Commerce – serves as a model for other leadership programs across the state.

CLA also has many sponsors that help keep the program affordable. Our success is closely linked to the generous contributions from area institutions, organizations and businesses. It is because of these partners and sponsors that we have been able to accomplish as much as we have.

This is an exciting program and it is a thrill to share this report with you!

Best regards,

Paul Ohlrogge, Chair
CLA Board of Directors



Levels of Assessment

Background

After each of the day-long sessions held over the past 10 years, we evaluated the session and solicited feedback on the topics, presenters, format and value of the information. At the end of each six-month program, we asked for feedback on the entire learning experience.

For over 10 years, it has been clear that CLA participants have been satisfied with the program. They found the day-long sessions to be worth their time, learned from the variety of activities, had fun and enjoyed the camaraderie that developed with other participants. They appreciated having the sessions held in locations across the counties.

As we prepared our survey for over 200 graduates, the planning team wanted to go beyond participant satisfaction and look at several levels of impact assessment. We looked at indicators that would connect the dots between our classes to places where our CLA alumni work and volunteer. Did participating in CLA make a difference for our graduates? Did they use tools and concepts from the classes?

We looked at the evaluation as a set of concentric circles. The farther out on the concentric circles one goes, the more difficult it is to evaluate. The smaller the circles, the easier it is to gather data. The imagery of concentric circles is used to take data and share it with our alumni, sponsors and supporters.

Each level of assessment appears in the diagram above – and is discussed in the pages that follow.



Levels

Knowledge and Awareness

Graduates compared their understanding of leadership styles and skills, and their ability to assess their personal leadership strengths and weaknesses, before and after participating in CLA.

Motivation and Confidence

Graduates described how CLA had positively influenced their motivation to build their leadership skills, their confidence in applying leadership principles in their community or organization, and their ability to facilitate change and to use community leadership/change processes on issues of importance to them.

Skill Enhancement

Several leadership skills that are part of the CLA program were identified, and graduates rated the impact of CLA on their development of those skills, which included: identifying stakeholders for community issues, group facilitation and decision-making, conflict resolution and grant writing.

Behavior Change

Making deliberate changes in personal behavior and choices is the foundation for moving from understanding to action. Graduates identified action steps they took as a result of CLA, to help move them toward leadership roles: leading group discussions, joining committees, using tools to better understand others, increasing diversity in work groups, conducting a stakeholder assessment, and seeking funding sources.

Organizational and Community Change

Leaders are effective in introducing and managing changes in their communities and organizations. Graduates confirmed the leadership roles they assumed, as a result of CLA: developing a strategy to address a community issue, getting involved in a community issue, involving people with power in community projects, making something happen that wouldn't have otherwise, and initiating a community project.



Knowledge and Awareness

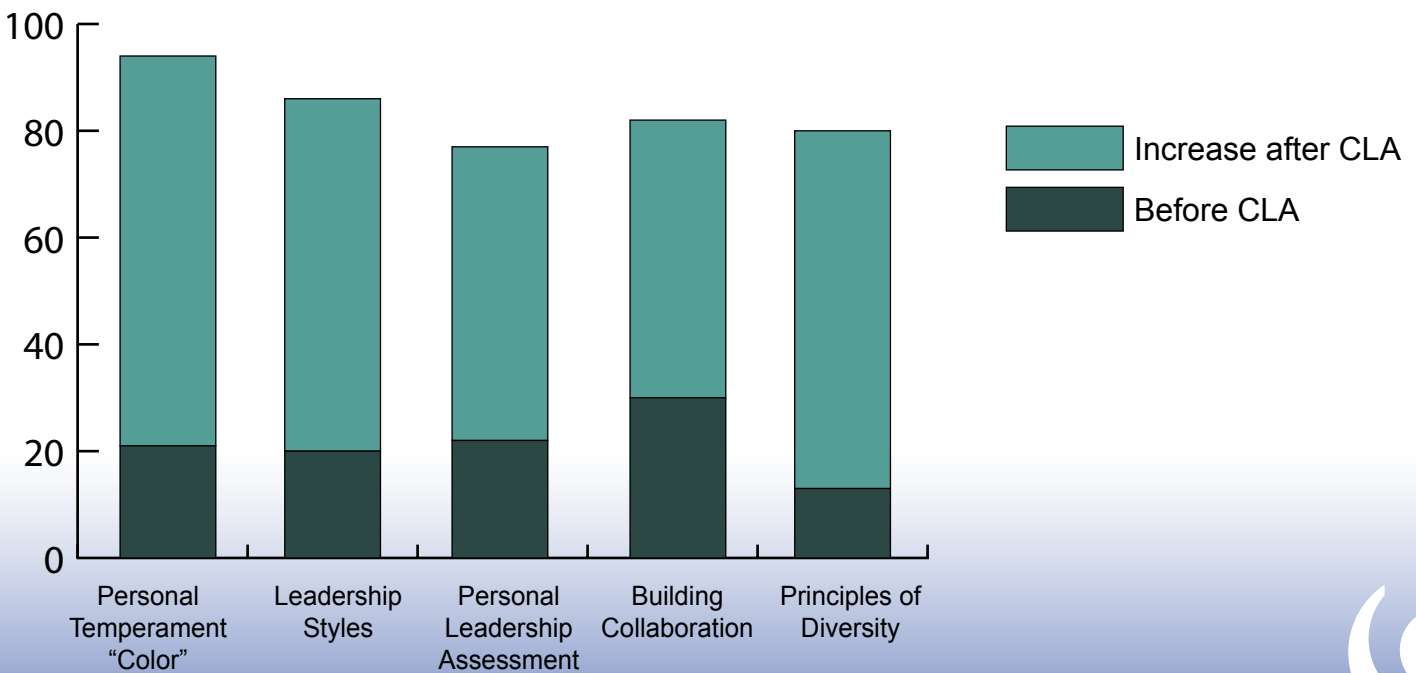
Awareness of others and awareness of self is an important part of leadership development. It is introduced in the CLA program at the first session with the Colors Matrix Personality Inventory and is reinforced through learning activities on team building and collaboration, recognizing and appreciating the leadership styles and abilities of others. We asked graduates to describe their understanding of several aspects of leadership development – before they participated in the CLA program and after the program.

Quotes from CLA Graduates

By participating in CLA, I have a better recognition of the value of different leadership styles and understanding that they may be a better fit for an organization. CLA strengthened my belief that leadership is also about outreach to other leaders instead of expecting everyone to come to me.

When I first applied for the CLA program, I was not sure about the investment of time. I can tell you that it was truly the best investment I've made. The people that I networked with as well as the program content were top notch. This is a must program for anyone wishing to improve their leadership skills.

- Local economic development director



Motivation and Confidence

CLA strives to help participants gain confidence in their abilities and motivate them to serve as leaders. Learning activities help build skills that assist leaders in being adaptable and creative when working on community improvement and change. Throughout the six-month program, we shared resources that graduates could tap into when looking at improving their leadership skills after completing CLA. We asked CLA graduates if they were motivated to try new things and had increased their confidence to not only build their leadership skills, but to apply those skills in facilitating change.



Quotes from CLA Graduates

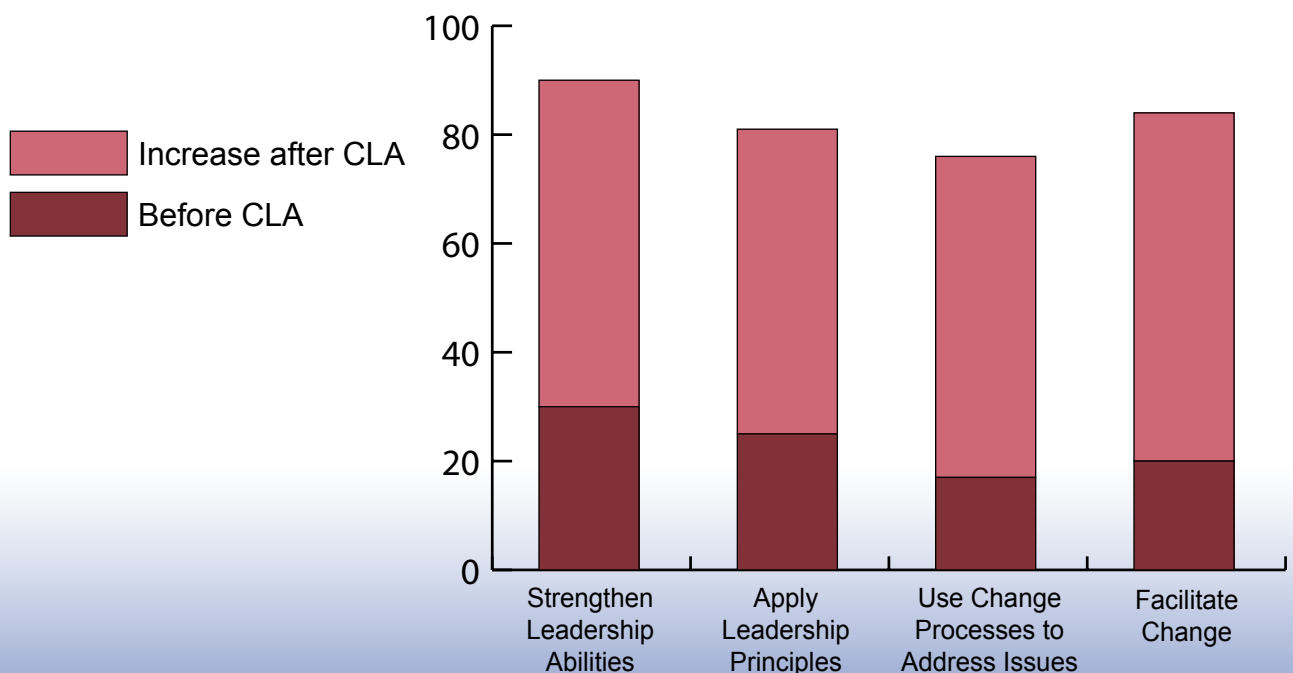
Through the Community Leadership Alliance I broadened my perspective about key issues in our communities and learned how to become more involved at the local and state level. I gained skills and confidence to advocate with legislators and other leaders.

- Community Action Program coordinator

Community Leadership Alliance is so much more than "leadership training." CLA is an invaluable opportunity for introspection and building a network with other dynamic future community leaders. The dynamics of Community Leadership Alliance cannot be overstated. CLA offers a rare opportunity to interact with current

and future leaders in a professional setting. The skills learned from the presentations and CLA leadership team offer a valuable resource tool for anyone who strives for a better community.

- Local firm vice-president



Skill Enhancement

CLA focuses on skill development to prepare participants to serve as leaders in a variety of situations. Some of the skills that are emphasized and introduced in the program include effective verbal and non-verbal communication, leading meetings, group facilitation, conflict management and grant writing. We asked if alumni acquired skills to work with people in difficult situations, and if they introduced new skill sets and practices.

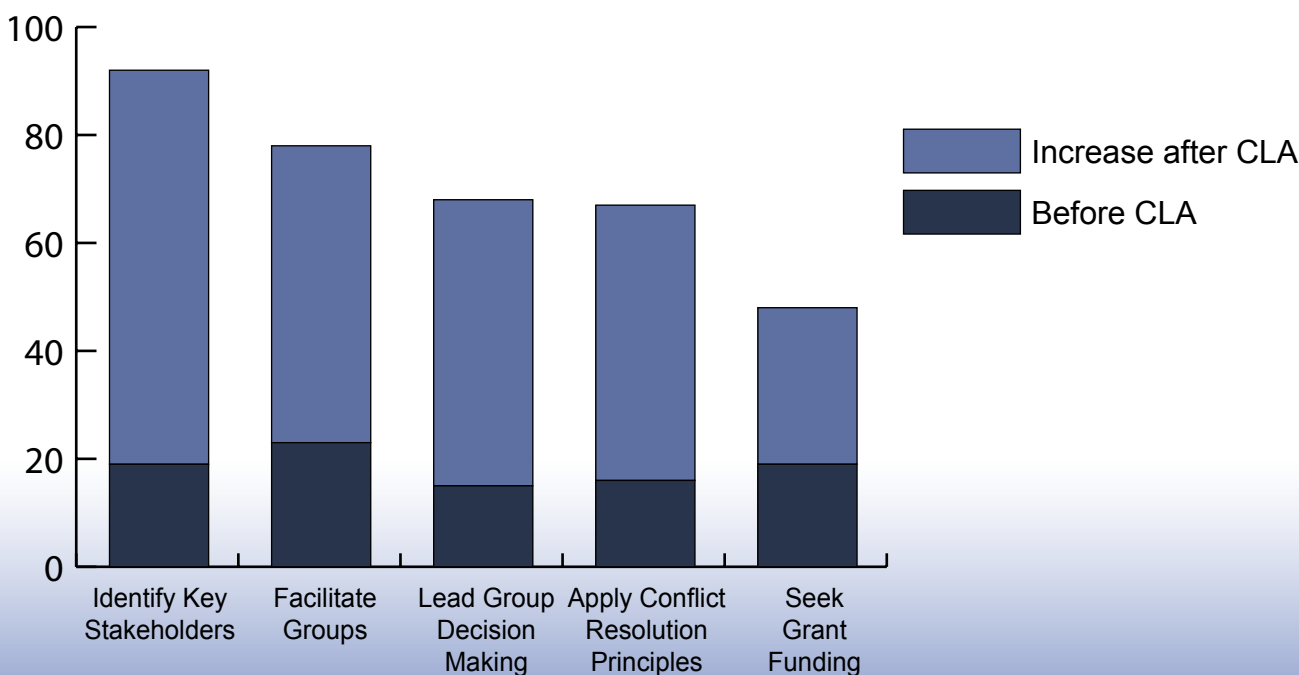
Quotes from CLA Graduates

My participation in CLA has been extremely helpful. I have learned some successful strategies for conflict resolution and am fortunate that I can immediately apply and regularly use what I have learned at board meetings.

- Local school board member

CLA Program Directors: I just want to take a moment to send you a note of appreciation. I have been in law enforcement for nearly 26 years, and during that time have attended many training courses. However, as an administrator I must say that the CLA training has been one of the most worthwhile and valuable courses I've been in. I have met many new friends and peers, from both the wonderful class participants, to the very professional and dedicated presenters.

- County law enforcement employee



Behavioral Change

Participants identify their personal leadership style, including their areas of strength and areas of improvement. They reflect on what they can do to become more effective leaders and community members. They learn about real issues faced by local communities and how to become more actively engaged in serving in some leadership capacity in their community or workplace. They are encouraged to identify steps they can take after the program, to continue their leadership development and to apply effective leadership approaches to addressing community issues.

We asked if graduates actually changed their behavior as a result of the CLA program. We learned that CLA graduates are actively applying what they learned in CLA and taking on leadership roles in groups/committees, organizations and communities.



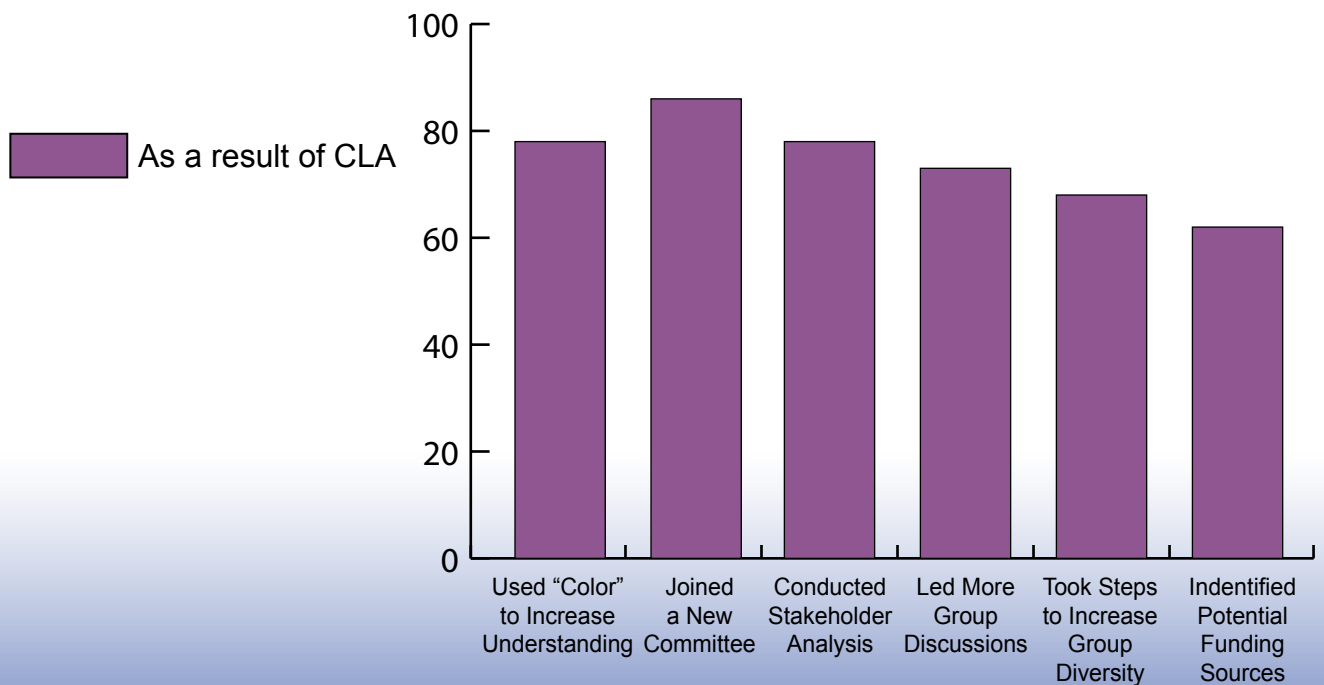
Quotes from CLA Graduates

I work with local arts organizations and I am much more likely to look at how we can collaborate to share resources and to better promote our activities.

I helped two Community Action agencies with grant writing ideas based on our past successes. Both agencies received funding and we are now in the process of assisting them with program implementation.

I became president of the educational commission at my children's school. I have joined two service clubs and have been the first vice president on the charter board of directors.

I am more focused on outreach and decentralizing meetings for community input – going out to where the people are already meeting. I added an internal 360-degree component to the strategic planning process. I am currently researching LEAN methodology for possible application to the organization.



Organizational and Community Change

Perhaps the most significant impact of the CLA program to measure is the relationship between organizations and communities that have made changes and the role of CLA graduates in those efforts. Our focus on skill building, networking and collaboration, personal and community development is designed to prepare CLA graduates to see opportunities for leadership roles – and to take action.

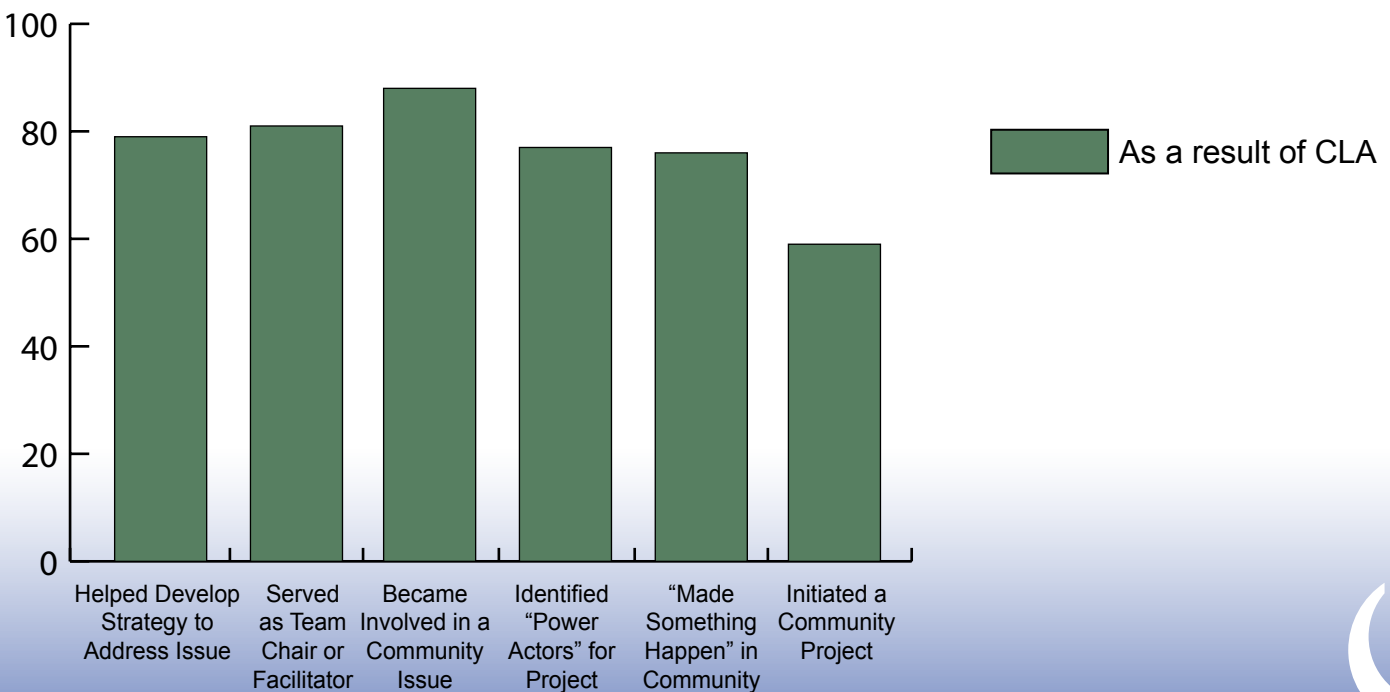
We asked CLA graduates about situations in their organizations and communities where they were active participants and where changes had occurred. We learned that there were direct connections between the actions they were taking and their participation in the program.

Quotes from CLA Graduates

I started the Sweet Art Sunday events through the Friends of our Gallery group in Platteville. I am in communication with Common Council about the future of a cultural arts center, continue to work with a local grassroots group to facilitate discussion about sustainable/eco communities. I have actively participated in the My Community, My Vision process and coordinated the Arts at the Market through the Platteville Farmers Market.

I became more involved with the Southwest Transit Team (SWTT). We wrote a grant to hire a mobility manager, received the grant, and hired a person. That person will be coordinating transportation efforts in five counties, including Grant, Green, Iowa, Lafayette and Richland.

I worked to create the Southwest Wisconsin Regional Economic Development Ad Hoc Group, short term to develop a regional brand and marketing initiative. Long term yet to be determined, but hopefully bring more people, jobs and interest in the region.



Success Stories: Grant County



WENDY BIDDICK was in the very first CLA class of 2000 shortly after she relocated to Southwest Wisconsin from Chanhassen, Minn. - a suburb of Minneapolis - with her husband, Jason Biddick, who also participated in the 2000 CLA class. Wendy is a stay-at-home mom with a small horse business on the side. She is also currently volunteering on the Smart Growth Committee for Clifton Township. Wendy was impressed during the CLA program with the folks that led the redevelopment of downtown Shullsburg. She remembers thinking that they had the “I can do this” attitude. After completing the CLA program, Wendy organized a committee of mothers in the village of Livingston to rebuild playground equipment in two village parks.

Wendy raised over \$30,000 for the project. She wrote grants and organized grassroots fundraisers at the village level. She sold pizzas and had bake sales to benefit the park building. She led a coalition to work with the village board on this project, which took over three years. The board supported the effort with funding, volunteering and recruiting other resources and people to help out.

When asked if she was proud of this effort, Wendy said “I’m more proud of the community. This was a major undertaking in a small community like Livingston – and everyone who contributed time, energy, money and materials gave the families and children who live here a wonderful gift.”



TRICIA REUTER, 2005 CLA graduate, was working at UW-Platteville when she participated in CLA. “I was introduced to CLA by an awesome leader – David Nevins, my supervisor at UWP during that time,” Tricia recalls. “And, although I loved the position and the people I worked with there, after taking the CLA class I felt I wanted to advance in my career and become a stronger leader in the community. My children were getting a little older and my husband and I felt it would be a great opportunity for me. Therefore, I sought out and accepted a position at Southwest Health Center as the community outreach coordinator.”

“In this role, I have found there are many wonderful leaders in Platteville and the surrounding communities. I am drawn to those who have the same interests and goals that I do. I continue to be involved in community efforts and realize the importance of how vital Platteville and surrounding communities are for me and my family. I applaud CLA for connecting me with so many wonderful leaders while showing me the true value of myself. I had leaders in my life before CLA, but going through the class made me aware of those leaders.”

“I thank the instructors of CLA, along with the board members and alumni for teaching me the importance of how we are all different, yet when working toward the same goal, we can be powerful. The book ‘Finding Your Voice’ has been very influential in my career and personal life. I pull it out every now and again as a reminder that I can choose to be a leader and a great resource to those in my community. I can gain strength and ideas from others in the community and work toward common goals.”

“Working full time and raising three children has created a challenge to find balance in my life. With the resources I’ve gained from CLA, I’ve found an appreciation for all who work full time while raising a family. I’ve applied what I’ve learned in all aspects of my life. I’m trying to live in the moment and appreciate all that I have. The mission statement I created during this class from Steven Covey’s website helps me remain focused on what I feel is important in my life. I read this daily and strive to keep a positive outlook for myself and for others around me.”

“I thank the instructors of CLA, along with the board members and alumni for teaching me the importance of how we are all different, yet when working toward the same goal, we can be powerful.”

Success Stories: Iowa County



JON PEPPER, 2005 CLA graduate, is chief deputy of the Iowa County Sheriff's Department, an organization with nearly 50 employees (full- and part-time). Jon credits CLA for increasing the capacity of individuals in the department and also for developing a stronger organization. Since Jon participated in the program, the Iowa County Sheriff's Department has sent eight people to CLA and there are more to come. "All the management staff, three out of four sergeants, and now the training staff are starting to enroll," Jon observed. "The benefits to the organization have been better communication and an understanding of how to deal with different personalities." Jon also mentioned that his staff is involved in a lot of functions outside the Sheriff's Department, like EMT, fire departments and other volunteer work. Staff members have commented that the CLA program is also valuable in these settings.

Jon observes that, after taking the CLA training, he gained invaluable tools that assist him not only in his work environment but also in his personal life. "I was able to meet, and later network with, classmates who were from broad and diverse work backgrounds. I learned that each and every person has a

unique personality, and other traits, which assist all of us in communicating and interacting with each other."

Jon states that "there is not a day that goes by after completing the CLA training, that I have not been able to use the skills and knowledge I gained – both at work and at home. I will always be an ambassador for the CLA Program."

"The benefits to the organization have been better communication and an understanding of how to deal with different personalities."



MICHELLE FRIEDRICH, a 2008 CLA graduate with Southwest Wisconsin Community Action Program, Dodgeville, was recognized recently by the Department of Natural Resources for her outstanding work in getting venison into the homes of hundreds of needy families. She received a Special Service Award from the agency's Bureau of Wildlife Management for helping run the non-profit Target Hunger deer donation program involving southern Wisconsin Community Action Programs, food pantries and meat processors, in cooperation with the DNR. Together, the Target Hunger Team assisted deer hunters in donating 1,360 deer to area food pantries to help feed families experiencing financial hardship. The number of deer donated was almost double the number donated in 2007. The program ran from September 2008 – January 2009, during the archery and gun deer seasons in the Chronic Wasting Disease Management Zone (CWD-MZ). Over 54,000 pounds of fresh, lean venison, professionally processed, was distributed to over 25 food pantries in 11 counties.

Michelle drove the project, going to fundraisers, signing up butchers, and tracking thousands of CWD test results so the meat could safely be released to food pantries. Also helping out were the Departments of Agriculture, Trade and Consumer Protection, Health and Family Services, local community and conservation organizations and the outdoor press.

Michelle commented, "I really came out of my shell after taking the CLA class. I have opened a lot of doors, changed positions in the office to open myself to new challenges with housing and The Emergency Food Assistance Program (TEFAP). I don't know if any of this would have happened without taking the CLA class." Michelle said she applied what she learned in CLA to the Target Hunger project: "Learning how to deal with difficult people and problems helped me out. Setting goals and staying focused on them until the project was completed. Being a team player and confident that I could really do what needed to be done to make the project successful."

"I really came out of my shell after taking the CLA class ... I don't know if any of this would have happened without taking the CLA class."



Success Stories: Lafayette County



CATHY FRONTZ, 2003 CLA graduate, is co-owner with her daughter, Melissa Kettler, of Massage Works Day Spa and Salon in Belmont, which opened in January 2009. Cathy opened the original Massage Works in 1997, and Melissa joined her a few years later. Their rapidly growing clientele helped them decide to build the spa of their dreams. Both licensed massage therapists, they designed every room of the new building with their customers in mind, to provide a full range of massage, salon, skin care and spa services. The facility features all new, state-of-the-art equipment.

Looking back on her journey as a business owner and community leader, Cathy recalls, “In 1997, I ran for a position on the Belmont Village Board. While serving for two years, it became apparent that I really didn’t have the political desire to run again, and it was starting to conflict with scheduling my massage clients. Yet, I still wanted to be involved in action within the community. In 2002, Ken Leahy, Village Board president, approached me to take the CLA course, so I signed up.”

One thing that has stayed with Cathy from the CLA class is the Colors inventory. “We are all born with a color

personality, but with family, education and our social surroundings, we develop other colors for our personal and professional settings. CLA helped me to understand each of the colors, and to recognize the strengths people with each color bring to different situations – and what they can accomplish.”

The project of a new building went fast for Cathy, as she applied what she learned in CLA to working with contractors. “Each contractor had his role, and knowing what kind of team player (color) they were helped the project get done faster,” Cathy observed. She also applies what she learned from CLA in working with the staff. “When you figure out each person’s role, you can assign tasks to pull the team together faster and get to a finished project in less time.”

Cathy values the contributions of the many personalities and strengths of people she works with in her business and in the community. “If we were all born the same, wouldn’t life be boring?”

“CLA helped me to understand each of the colors, and to recognize the strengths people with each color bring to different situations – and what they can accomplish.”



SUZI OSTERDAY, 2005 CLA graduate, is the Darlington Chamber/Main Street Program director. Suzi had been in retail in Darlington for 20 years and sold her store in 2000. She enjoyed retirement for awhile, then realized she liked being involved with people. She accepted the program director position – and was invited to join the CLA class.

Darlington was seeing a big Hispanic population boom at this time, and Suzi focused on the positive aspects of having a multicultural community. She asked one of the police officers who is Hispanic, Tony Ruesga, to help share information about Latin American countries. As a result, they planned a Cinco de Mayo Festival – a celebration of Mexican heritage.

“Taking the CLA class gave me confidence and showed me how important it is to have a variety of personalities on every committee in order to get things accomplished,” Suzi said. “Working with the Darlington Schools, we formed a committee of teachers, students, Spanish clubs, Lafayette County Health Department, churches and business people.

Understanding each other’s strengths and weaknesses is a real plus in forming a committee that works. The school

wrote a grant and we got sponsorships from businesses.”

The festival included soccer and basketball tournaments, food vendors and demonstrations, games for children, an art display, Latin dance lessons and a Mariachi band. “The whole purpose of the event was to educate people about the Hispanic culture and to get to know our neighbors,” Suzi commented. “It worked!”

“Taking the CLA class gave me confidence and showed me how important it is to have a variety of personalities on every committee in order to get things accomplished.”

The event is now in its third year – with more sponsors, more volunteers and more vendors participating. The Wisconsin Main Street Program awarded Darlington for the Best New Downtown Special Event in 2008. Suzi was recently recognized with a citation from the state Senate, for “providing tireless support and leadership to build a stronger, more prosperous community.”

Success Stories: Lafayette and Iowa Counties Collaborate



David Vobora

school-age children to Benton. David recalls Steve saying “Just one or two kids would make such a big difference.” As an enticement, Steve was willing to offer home sites and vacant lots, at extremely favorable terms. But he was concerned about how he could get affordable housing on those sites.

DAVID VOBORA, business development coordinator for Southwestern Wisconsin Community Action Program (SWCAP) and **STEVE MALONE**, president of the Benton State Bank, met in the 2007 CLA Class.

During one of CLA’s in-class assignments, Steve used the dilemma of the Benton School District as a case study for small group discussion. The school district’s problem was related to Wisconsin’s formula for determining state aid to local school districts – and the impact on funding coming into the Benton schools.

Benton School District is one of the smallest in the state. The formula relies heavily on the number of students in the district. Class sizes have continued to decrease. The community was in dire need of stabilizing and ultimately growing class sizes. Benton schools are recognized for providing excellent education. Steve’s goal for this case study was to attract a small number of families with

“One of the great things about CLA is the chance to get to know people from all over southwestern Wisconsin,” David observed. “It’s amazing how often we have a stake in the same issues – and how often we can help each other. Learning how to network and pull together to achieve common goals, that makes all of us more effective.”



Steve Malone

David and Steve agree that networking is a vital part of being in a leadership role. “If it were not for CLA, we never would have met,” Steve commented. “David would never have heard about the situation with the school district in Benton, and the referral to SWCAP’S housing program never would have been made. This program, combined with programs such as Habitat for Humanity, is helping to keep our school alive and healthy.”

When David heard Steve’s story, he offered to put Steve in touch with Wynn Henderson, who runs SWCAP’s housing programs. At the time, Wynn was launching SWCAP’s Lease-to-Purchase program. Under this program, those who are financially disadvantaged can rent a house from SWCAP if they have a personal development plan that shows a strong likelihood that they can purchase the home within three years. Wynn’s program, at the time, built brand new houses. To keep the rent low for the tenant, Wynn was looking for communities in southwestern Wisconsin that were willing to offer building sites on favorable terms. David suggested that Steve and Wynn have a conversation about their mutual interest.

The result was two energy-star and green-built certified homes in the SWCAP lease-to-purchase program, that were built in Benton and are currently being leased. Between the two homes, there are five pre-school age children – which means the Benton School District will have five new students enrolled in the near future.

“One of the great things about CLA is the chance to get to know people from all over southwestern Wisconsin,” David observed. “It’s amazing how often we have a stake in the same issues – and how often we can help each other. Learning how to network and pull together to achieve common goals, that makes all of us more effective.”



CLA Graduates

Listing of graduates from 2000 to 2008 - organization identified is from year of participation.

2000

Chris Atten
First Capitol Ag

Jason Biddick
Trelay Seeds

Wendy Biddick
Volunteer

Ron Brisbois
Grant County
Economic
Development

Marlin Carl
Duncan Construction

David Certa
Iowa County

Amy Charles
Blanchardville
Community Pride

Terri Chyko
Avista Inc.

Julie Clark
Wisconsin Child
Care Improvement

Derek Dachelet
Century 21 Realty

Lori Droessler
QTI Group

Rita Elver
Platteville Area
Industrial Development

Angie Freed
Lancaster Chamber

Kate Harmening
Lands' End

Kay Helker
Helker Jewelry

Mark Ihm
Ihm Builders

James Kohlenberg
Jim's Building Center

Kathy Kopp
Platteville Chamber

Sandy Leibfried
Child Care R&R

Joan Martin
Dodgeville Schools

Rick Morgan
UW-Platteville

Sue Noble
UW-Extension

Linda Parrish
Fennimore Development

Teressa Pellett
The Family Center

Amy Dreckman
Karen's Neat Stuff

Mary Rasmussen
Grant County

Raymond Saint
Boscobel Developers

James Schneider
Prism Corporation

Louella Vosberg
Erschen's Florist

Joseph Witmer
Mound City Bank

2001

Apryl Bennett
Shopping News

David Blume
Iowa County Board

Penny Clary
Southwestern CAP

Jill Clayton
Lands' End

Bernice Cornish
Memorial Hospital

Jennifer Crubel
Iowa County

Chantal Delorme-Barnes
Heartland Health Care

Sarah Halstead
Family Resource Center

Roxanne Hamilton
Iowa County

Michelle Hechel
Platteville Police

Donna Hoppenjan
Mound City Bank

Angeline Jensen
Even Start

Marcia Jewell
Dodgeville School Board

Laura Koch
Safe Kids

Nancy Leahy
The Country Today

Mike Mair
Lifeline Amplification

James McCaulley
Iowa County

David Pearson
Friendship Center Camp

Curt Peterson
Iowa County Board

Laurie Samuelson
Fennimore Good
Samaritan Center

John Schindler
Southwest Tech

Jessica Schmidt
Platteville Chamber

Valerie Shaw
UW-Platteville

Jolena Siegenthaler
QTI Group

Sheila Sobek
Boscobel Chamber

Jerome Wehrle
City of Lancaster

Rhonda Witmer
Lands' End

Cheryl Zmina
Platteville Main Street

2002

Sarah Allen
QTI Group

Judy Behncke
Lancaster Family Center

Eric Berlin
City of Platteville

Dennis Cooley
UW-Platteville

Patricia Cullen
Mound City Bank

Denise Deaton Tolzman
QueenB Radio

Brenda Denn
Clare Bank

Heidi Dyas-McBeth
Family Resource Center

Ronald Haas
Community Foundation

Connie Haberkorn
Platteville Chamber

Christine Hawkinson
Dodgeville Chamber

Darnell Hendricks
Village of Benton

Wendy Herbst
UW-Platteville

Barbara Kehrein
Children's
Community School

John Kohlenberg
Jim's Building Center

Amy Loy
Lands' End

Laurie Maloney
Town of Dodgeville

Doug Miller
Folklore Village

Tony Pillow
Iowa County

Tamilla Richter
Southwest Tech

Cathy Riedl-Farrey
UW-Platteville

Joanne Schultz
Lafayette County

Sue Steudel
Iowa County

Denise Tillotson
Belmont Parent's Club

Rochelle Williams
Grant Regional
Health Center

2003

Darla Banfi
UW-Platteville

Tammy Bradley
Shopping News

Christine Brown
UW-Platteville

Kathy Cahill
Tobacco Free Coalition

Andrew Calhoun
Southwest Tech

Howard Crofoot
City of Platteville

Dan Frommelt
UW-Platteville

Cathy Frontz
Massage Works

Linda Gebhardt
Community Fndn

Margie Hackbarth
Upland Hills

Lisa Hebgen
Southwest Tech

Daniel Jacobson
Lancaster Police

Alice Joestgen
Village of Belmont

Amy Knox
Southwest WI
Regional Planning

Gary Leahy
Self-employed

Judy Lindholm
Iowa County

Judy Meyerdierks
Grant Regional

Pete Mumm
Mound City Bank

Tim Murphy
Job Service

Joann Post
First English
Lutheran Church

Jo Roling
Dupaco Credit Union

Rick Sanson
QueenB Radio

Shelley Spensley
Heartland Health Care

Margaret Sprague
City of Fennimore

Sheri Stewart
TriCor Insurance

Kerie Wedige
Southwest Health
Center

Deb Weigel
Clare Bank

2004

Gayle Antony
Grant County

Barbara Ballard
Retired

Kay Brink
Benton State Bank

Tom Brown
Livingston Village Board

Kim Crippes
UW-Platteville

Greg Erickson
State Farm Insurance

Sue Fager
UW-Platteville

Lee Gill
Lafayette County

Andy Gillip
Southwestern CAP

Marilyn Hauth
Hickory Acres Farms

Ronald Holl
Super 8 Motel

Susan Hollett
Lands' End

David Kiefer
Dodgeville Police

Kathy Kreul
Southwest WI
Technical College

Matt Lee
Clare Bank

Linda Lynch
Alliant Energy

Joe Meudt
Lands' End

Jeff Miesen
Mound City Bank

Tony Munos
UW-Platteville



Mike Olds
Kopp, McKichan, et al

Sharon Pink
UW-Platteville

Sheila Trotter
UW-Platteville

Francie Tuescher
The Family Center

Alma Valencia
UW-Platteville

Jamie Vinger
Dick's Supermarket

Michael Wentela
Lafayette County
Development

Angie Wright
Southwest Badger
Resource C & D

2005

Julie Abing
Village of Livingston

Joe Bartosh
Iowa County

Catherine Baruth
Lands' End

David Bauer
Dodgeville Police

Jill Bausch
QTI Group

Kelly Jo Brick
QueenB Radio

Amy Burbach
UW-Platteville

Brad Chenous
UW-Platteville

Mary J Dachelet
Southwest Tech

Nina Elskamp
UW-Platteville

Jim Griffiths
Self-employed

Priscilla Hahn
UW-Platteville

Amy Kaup
Iowa County

Susan Lindholm
UW-Platteville

Cheryl Mulcahy
Clare Bank

Victoria Olds
Southwest Tech

Cristina Pearson
Iowa County

Scott Pedley
Lafayette County
Sheriff's Dept

Jon Pepper
Iowa County
Sheriff's Dept

Lon Pluckhahn
City of Platteville

Vicki Pluemer
Mound City Bank

Kathleen Polich
Platteville Chamber

Tricia Reuter
UW-Platteville

Lisa Riedle
UW-Platteville

Sheila Ruchti
Livingston State Bank

Douglas Stephens
UW-Platteville

Angie Teasdale
UW-Platteville

Heidi Tuescher-Gille
UW-Platteville

Carlos Wiley
UW-Platteville

2006

Debora Allen
Blue Cross/Blue Shield

Angela Chandler
Child Care R & R

Travis Courtney
UW-Platteville

Kari Dreessens
UW-Platteville

Gloria Holmes
Mound City Bank

Keith Hurlbert
Iowa County
Sheriff's Dept

Judy Klein
Belmont Travel Center

Amy Kreul
UW-Platteville

Melissa Leef
Folklore Village

Jennifer Lien
Medical Associates

Leann Lonsdorf
UW-Platteville

Sheila Marten
Southwest Tech

Lance McNaughton
McNaughton Law

Steven Michek
Iowa County
Sheriff's Dept.

Patti Mitch
UW-Platteville

Anna Mroch
UW-Platteville

Dale Neis
Village of Dickeyville

Denise Nelson
Clare Bank

Suzi Osterday
Darlington Chamber

Troy Pittz
Alliant Energy

David Pope
Dodgeville Police

Deb Putnam
UW-Platteville

Heather Reddy
Morris Newspaper
Corporation

Julie Statz
The Family Center

Barb Stockhausen
H&R Block

Ann Thompson
Iowa County

Lisa Whitish
Southwest Tech

Kenneth Wiegman
UW-Platteville

Geri Zauche
All American Homes

2007

Katherine Abbott
Southwest Badger
Resource C & D

Lori Bahr
First National Bank

Lexie Buschor
Mound City Bank

Karen Campbell
Southwest Tech

Barb Cassidy
Self-employed

Peggy Compton
UW-Extension

Sara Edwards
Platteville Parks and
Recreation

JoAnne Ehasz
Lafayette County
Development

Kevin Esser
Southwest Tech

Angela Gasior
UW-Platteville

Amy Griswold
UW-Platteville

Tara Krueger
UW-Platteville

Barbara Linscheid
Bloomfield Manor

Steve Malone
Benton State Bank

David Meister
Memorial Hospital

Bradley Mootz
IIW Engineers and
Surveyors, P.C.

Theodore Mynyk
Iowa County

Dee Oyen
Clare Bank

Charlie Price
Retired

Amy Ressler
Great Midwestern
Educational Theatre

Roseanne Rossing
Iowa County
Sheriff's Dept.

Audrey Rue
Town of Brigham

Robert Salmi
City of Darlington

Jeff Segebrecht
Southwestern CAP

Raquel Stocker
First Banking Center

Carol Stoudt
McCoy Public Library

Natalie Tollefson
HyPro Inc.

David Vobora
Southwestern CAP

Kay Wang
First National Bank

Edward White
Platteville Business
Incubator

2008

Nita Burke
Darlington Library

Daniel Carey
Iowa County
Sheriff's Dept.

Dewey Christoph
Community Fndn

Joyce Czajkowski
Southwest Tech

Sara Davis
UW-Platteville

Michelle Friedrich
Southwestern CAP

Megan Graney
Scenic Rivers Energy

Lin Gunderson
Iowa County
Sheriff's Dept.

Kelly Jo Hadfield
UW-Platteville

Barry Hottmann
Total Media
Productions

Karen Johnson
Argyle Schools

Holly Kaiser
UW-Platteville

Jason King
Darlington Police

Mindy Krantz
Hair Rage Salon

Leann Leahy
UW-Platteville

Cindy Lenz
Alliant Energy

Doug McKinley
Platteville Police

Laurie Monson
Village of South Wayne

Corene Morgan
Fennimore Times

Tom Nall
First Weber Group

Sue Nodolf
Clare Bank

Lori Olson Pink
Southwestern CAP

Gaile Schwickrath
365 Advantage

Margie Sherwin
Lancaster Chamber

Jeff Stange
Mound City Bank

Barb Tucker
Southwest Tech

Linda Tucker
UW-Platteville

Rich Wiederholt
City of Darlington



About the Community Leadership Alliance of Southwest Wisconsin

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”
-Margaret Mead

What is CLA?

- A leadership development program started in 2000
- A response to widely-shared, expressed need for more community leaders
- A tri-county collaboration among partners in Southwest Wisconsin
- A program recognized statewide for excellence
 - designated the Top Rural Development Initiative by Wisconsin Rural Partners in 2001



What is the purpose of CLA?

- Provide participants with a deeper understanding of leadership styles
- Assist participants with creating a personal philosophy of leadership
- Facilitate learning and practicing new skills to be an effective leader

How does CLA benefit communities in Southwest Wisconsin?

- Encourages the emergence of community leaders
- Enhances individual decision-making and leadership skills
- Develops a network of community leaders in the tri-county region

CLA meets the last Wednesday of each month, January through June, providing:

- 36 hours of classroom instruction
- Out-of-class reading and reflection activities to reinforce classroom learning
- Opportunities to interact with people from Grant, Iowa and Lafayette counties

CLA sessions feature speakers and learning activities to address a variety of topics:

- Interpersonal and group skills
- Local issues facing Southwest Wisconsin
- Strategic planning
- Team building
- Diversity
- Group facilitation
- Running effective meetings
- Grantsmanship
- Communication
- Listening
- Identifying key community stakeholders

CLA alumni play an important role:

- Serve as ambassadors for the program locally, regionally and statewide
- Assist with recruiting participants
- Model development of leadership skills
 - ▶ three CLA alumni participated in two-year Wisconsin Rural Leadership Program

CLA Board had a productive 2008:

- Created new website: www.ynotucla.com
- Raised over \$13,000 to cover program expenses
- Established one endowment fund to ensure long-term stability of the program

“I’ve become more involved”

“Changed my idea of what a leader is and recognized different roles; everyone has potential”

“It gave me more confidence in myself”

