



January 12, 2015

Valerie Carpenter
Town of Washington
P.O. Box 220
Washington Island, WI 54246

Dear Valerie:

We are pleased to inform you that our Steering Committee has already started planning for the seventh biennial Door/Kewaunee Legislative Days event in Madison. The purpose of Legislative Days is to educate state officials about our area, and to lobby for state action to help address local issues and concerns. The 2015 event will build directly on the success of the past six Legislative Days events, starting back in 2003, which brought the specific concerns of the Door and Kewaunee County community directly to our elected state representatives and influential government appointees.

The dates for Door/Kewaunee Legislative Days 2015 are April 15 and April 16. It will be a one and one half day event that provides ample time for meeting with all state legislators, the Governor's office, and key state agencies.

We are asking for your financial support for Door/Kewaunee Legislative Days. Our fundraising goal for Legislative Days 2015 is \$10,000. Your contribution to this important program will help defray the costs for individual participants to attend and help us achieve our goal of bringing 100 Door and Kewaunee County delegates to Madison. By doing so, we can effectively call on every legislator and several state agencies to present our Legislative Agenda.

To make a pledge, simply complete and return the enclosed form entitled, "*Door/Kewaunee Legislative Days 2015 Sponsorship Opportunities*." This document presents five suggested levels of sponsorship (\$2,500, \$1,500, \$1,000, \$500 and \$100-\$250) and describes the benefits associated with each level.

Also enclosed are two additional documents related to Legislative Days that you might find of interest. They are: "*2013 Door/Kewaunee Legislative Days Follow Up and Results*" and "*Door/Kewaunee Legislative Days 2015 Issues Identification Survey*". We encourage you to consider nominating one or more issues that you believe could benefit our area which we could potentially include in our 2015 Legislative Agenda.

I thank you in advance for your serious consideration and support for Door/Kewaunee Legislative Days. If you have any questions, please do not hesitate to contact me right away. If you are interested, a member of the Legislative Days Steering Committee can attend a meeting of your organization to explain this matter further.

Sincerely,

A handwritten signature in black ink that reads "Bill Chaudoir". The signature is written in a cursive, slightly slanted style.

Bill Chaudoir
Co-chair, Legislative Days Steering Committee



Door Kewaunee Legislative Days
2015
Sponsorship Opportunities

The 2015 Door Kewaunee Legislative Days in Madison are scheduled for April 15th and 16th. Critical to the success of this event is the active participation of at least 100 Door and Kewaunee County citizens or representatives so that a delegate will visit every legislator. Sponsors are needed to help offset some of the event costs so the individual delegate costs can be kept to a minimum (\$20.00 per person). Please consider signing on as a sponsor for this important event. Optional sponsorship opportunities and the benefits are listed below.

Platinum Sponsor - \$2,500

Benefits include:

- Naming rights on all event materials and publicity.
Invited to participate in the process of developing the legislative and state agency agendas that will be presented in Madison.
Ten complimentary registrations to attend event.

Gold Sponsor - \$1,500

Benefits include:

- Naming rights on all event materials and publicity.
Invited to participate in the process of developing the legislative and state agency agendas that will be presented in Madison..
Seven complimentary registrations to attend event.

Silver Sponsor - \$1,000

Benefits include:

- Naming rights on all event materials and publicity.
Invited to participate in the process of developing the legislative and state agency agendas that will be presented in Madison.
Five complimentary registrations to attend event.

Bronze Sponsor - \$500

Benefits include:

- Naming rights on all event materials and publicity.
Invited to participate in the process of developing the legislative and state agency agendas that will be presented in Madison.
Two complimentary registrations to attend event.

Copper Sponsor - \$100 to \$250

Benefits include:

- Naming rights on all event materials and publicity.
Invited to participate in the process of developing the legislative and state agency agendas that will be presented in Madison.
One complimentary registration to attend event.

Sponsorship Commitment Form

Name:
Company/Organization:
Address:
Phone:

Please check appropriate sponsorship:

Platinum Sponsor Gold Sponsor Silver Sponsor Bronze Sponsor Copper Sponsor

Authorized Signature

Date

- Make checks payable to DCEDC - c/o Door Kewaunee Legislative Days
Send to DCEDC at: 185 E. Walnut Street, Sturgeon Bay, WI 54235
Agenda items should be submitted to Rob Burke: UW-Extension 920-746-2262



FOR IMMEDIATE RELEASE

Door Kewaunee Legislative Days Follow-up and Results

Tuesday, July 23, 2013

Organizers of the 2013 Door Kewaunee Legislative Days event recently called the May trip to Madison a very successful initiative. Issues of importance to Door and Kewaunee Counties were effectively and expertly delivered to state legislators, members of the Governor's administration and various state agencies. Credit for the success of the Door Kewaunee Legislative Days program goes equally to the steering committee, event sponsors and the more than 90 Door County volunteer delegates who made the trip to Madison.

"We ask a lot of our delegates and I'm so happy and proud of them," said Legislative Days Steering Committee Chairman Bill Chaudoir. "We had over 90 delegates in Madison. That's a huge commitment and we are very, very appreciative of that effort. Legislators and their staff warmly received our delegates. We heard several reports how impressed legislators and state agencies were in the presentation of our materials and our agenda, saying our delegates are some of the most effective that come down to Madison from any community in the state."

Some highlights and results from the presentation of the 2013 legislative agenda that volunteer lobbyists delivered to every member of the State Senate and Assembly included:

- Assisting Door and Kewaunee Communities and Businesses Deal with the Impacts of Unprecedented Low Water Levels in Lake Michigan.
 - At the request of the Wisconsin Coastal Management Council, the Wisconsin Coastal Management Program (WCMP) in partnership with the University of Wisconsin Sea Grant Institute, the Wisconsin Departments of Natural Resources and Transportation and the Wisconsin Waterways Commission, hosted two Great Lakes Water Levels Community Workshops in our area to provide an opportunity for local citizens to make their voices heard further on the issue. The workshops were a follow-up to a June 6, 2013 low lake water levels briefing for Wisconsin legislators.
 - Nearly 100 people attended the Great Lakes Water Levels Community Workshop held in the Collins Learning Center at Crossroads at Big Creek in Sturgeon Bay on August 8, 2013, to learn more about the low water levels affecting the Great Lakes.
 - The workshop included a presentation on historic and projected lake water levels, impacts on commercial shipping and shipbuilding by Todd Thayes of Bay Shipbuilding Company, and resources to assist communities and individuals dealing with low water levels.

- State Support Needed for Decommissioning of the Kewaunee Power Plant
 - The Wisconsin Economic Development Corporation provided significant resources towards the creation of the Kewaunee Nuclear Plant Economic Recovery Strategic Planning redevelopment plan for the site.
- Implement the Family Care Program for Door and Kewaunee Counties.
 - Family Care for Northeast Wisconsin was established in 2014.
- Restore DATCP Funding for County Land Conservation Staff
 - The Joint Finance Committee approved restoration of the staffing grants, (\$998, 000) in 2014, and (\$815, 000) in 2015. Thanks to Senators Harsdorf - River Falls and Olsen - Ripon as well as Representative LeMahieu - Cascade for their support on the committee.

Also as of direct result of Door Kewaunee Legislative Days, the Door County Economic Development Corporation (DCEDC) and Door County Visitor Bureau (DCVB) hosted a local business roundtable with state officials on Tuesday, June 18, 2013 in the Community Meeting Room in Sturgeon Bay City Hall. Twenty local business owners discussed small business rules in Wisconsin with members of the Wisconsin Department of Administration (DOA). The roundtable included Nancy Mistele, Director of DOA Office of Business Development, and Mary Ann Lippert, Director of the DOA North Regional Office. The Office of Business Development works closely with the Small Business Regulatory Review Board to reduce or remove burdens that laws and rules place on small business in Wisconsin. The Office of Business Development serves as a liaison between small business interests and the appropriate state agency or the Legislature.

- <http://www.ppulse.com/Articles-Headlines-c-2013-06-20-108958.114136-The-Regulatory-Horrors-of-Small-Business.html>

The purpose of Door Kewaunee Legislative Days is to educate state officials about Door and Kewaunee Counties, and to lobby for state action to help address local issues and concerns. This year's events are building directly on the success of prior Legislative Days events in 2003, 2005, 2007 and 2009, which brought the specific concerns of the community directly to elected representatives and influential government appointees.



UNIVERSITY OF WISCONSIN-EXTENSION
DOOR COUNTY EXTENSION OFFICE
421 Nebraska St.
Sturgeon Bay, WI 54235
Phone: (920) 746-2260
FAX: (920) 746-2531
robert.burke@ces.uwex.edu

January 2, 2015

DOOR KEWAUNEE COUNTIES LEGISLATIVE DAYS April 15-16 2015

Issues Identification Survey

Door County Businesses, Nonprofit Organizations and Civic Associations:

In anticipation of our seventh, bi-annual **Legislative Days** to be held on April 15-16, 2015, I invite your suggestions for agenda items to take to Madison. Anyone can submit an issue. This survey is being sent out to all nonprofits, business associations and local government. For those of you who may be new to Legislative Days, the program consists of organizing a delegation of over 100 citizens to travel to Madison for two major **purposes**:

- 1) *Educate state officials and legislators on an accurate picture of Door and Kewaunee Counties and dispel the widespread misperception in Madison that we are a uniformly wealthy, problem free area.; and*
- 2) *Lobby for assistance from Madison that will help us address issues, projects, and opportunities that are uniquely special to Door and Kewaunee Counties and enjoy broad community support.*

An ideal issue for Door Kewaunee Counties Legislative Days fits the following criteria:

- a) **The issue should be “local” and have unique implications for Door Kewaunee Counties (thus avoiding state-wide issues)**
- b) **The issue should enjoy broad community support (controversial issues don’t fit on the agenda because they divide the delegation and dilute our message)**
- c) **Exceeds our local capacity to deal with it. (We need to show we have done all we can locally to resolve the issue, but some type of state action or support is needed)**

Please list on the reverse side of this sheet any local issues and concerns you feel the state of Wisconsin can and should help us resolve. In addition to issues and concerns, please list any specific actions you feel the state could take to assist us in resolving these issues. These actions could be in the form of specific legislation, budget items, rule changes, changes to grant programs, or policies. The Legislative Day Steering Committee will review all items submitted by the Door and Kewaunee community to assemble the final agendas. ***Deadline to submit an issue for consideration with this survey is February 16, 2015***

Additional information and registration forms are forthcoming in the mail. List your ideas and suggestions on the reverse side of this sheet and email, send or fax to address above. **Or, Save a Stamp! You may fill out an on-line version of this survey by going to this web address: <http://www.surveymonkey.com/s/SC7Q39G>.**

Sincerely,

Rob Burke

Community Development Educator
Door County UW-Extension
(920) 746-2262
robert.burke@ces.uwex.edu

Door Kewaunee Counties Legislative Days 2015 Issues Identification Survey

Your name and phone #: _____

Issue 1:

Title/brief description of the issue:
What local efforts have we put forth to deal with this?
What state assistance or action are we requesting from the state?

Issue 2:

Title/brief description of the issue:
What local efforts have we put forth to deal with this?
What state assistance or action are we requesting from the state?

Issue 3:

Title/brief description of the issue:
What local efforts have we put forth to deal with this?
What state assistance or action are we requesting from the state?

Use separate sheets if you have more issues to submit, just follow the above format. Thank you.
Please submit your items to me, Rob Burke at my office address on the header of this letter, or by fax (920) 746-2531; or by email: robert.burke@ces.uwex.edu or feel free to call me at (920) 746-2262. **Save a Stamp! You may fill out an on-line version of this survey by going to this web address:**
<https://www.surveymonkey.com/s/2015LegDays>.

Town of Washington



January 2015

Happy New Year!

We at the Washington Island Observer appreciate the confidence you have placed in the Observer by advertising with us. On behalf of the owners, contributors, writers, readers and staff, thank you.

Advertising is a significant source of revenues for the newspaper, along with subscriptions and single-copy sales. By advertising in the Observer, you enable the Observer to provide news, articles and photos to our nearly 1,000 readers for 30 issues each year. Again, thank you!

And your business benefits, too. Without your advertising, residents and visitor customers might be unaware of your business. Three-quarters of our readers are off-Island residents who travel to and from the Island. You will be interested in what some of our advertisers have to say about the benefits of advertising. Their comments are in the enclosed packet along with the 2015 rate information.

As you consider your Observer advertising needs for 2015, **please note that there is a 7 percent savings for seasonal advertisers (12 to 29 issues) over occasional advertisers. We hope you will want to take advantage of this savings!**

Please complete the enclosed agreement and return the form to the Observer. You may mail the form to the Observer at 1253 Main Road. Please call Kristina at the Observer office at 920-847-2661 if you have any questions. She is in the office Tuesday through Friday from 9:30 a.m. to 12:30 p.m.

Thank you again!

Lucia Petrie
President

For our planning purposes, we would appreciate your returning the form by January 30, 2015.



YES!

I want to take advantage of the Washington Island Observer's reasonable rates to directly reach 1,000 residents and visitors 30 times in 2015. Please select the appropriate ad size and rate for your business.

1. _____ Annual ad

_____ Same size ad as 2014

_____ Increase ad size to _____

2. _____ Seasonal ad, between 12 and 29 issues in 2015

_____ Same size ad as 2014

_____ Increase ad size to _____

_____ Deadline date for FIRST week, beginning of seasonal rate

_____ Deadline date for LAST week of seasonal rate

(Note: See calendar in Media Kit. For example, seasonal from May 21 to Oct. 8)

3. _____ Yes! Please contact me about placing a COLOR advertisement in the Observer for the special July 4th and Harvest editions. I understand there will be surcharge for the color option.

Business _____

Email _____ Contact person _____

Here's what our advertisers are saying about the Observer...

"We always advertise in the OBSERVER. It keeps The Danish Mill in front of people when they are making their choices for the day."

Tom Nikolai
The Danish Mill



"The OBSERVER is a great 'all in one' way for providing island-specific information for residents and visitors. It is an important part of our advertising mix and read by visitors at Northport and the Island Visitors Center. Its reach goes way beyond the island."

Hoyt Purinton
Washington Island Ferry Line



"We won't miss advertising in even a single issue. It is a vital part of our business. Anyone who has an interest in the island reads the OBSERVER and will be interested in available properties."

Lorel Gordon
Gordon's North Star Realty



"Our ad reaches people who are just moving to the island and lets them know the insurance options we offer."

When I rebranded, the OBSERVER was a critical vehicle for getting the message to our customers and potential customers."

Doug Hansen
Doug Hansen and Associates Insurance Agency



Doug Hansen, CLU, LUTCF
 Doug Hansen & Associates
 Insurance Agency

"Advertising in the OBSERVER is a great way to reach local people on the island. It creates an awareness of our business and a sense of goodwill."

Wendy Smith
The Viking Grill, Ellison Bay

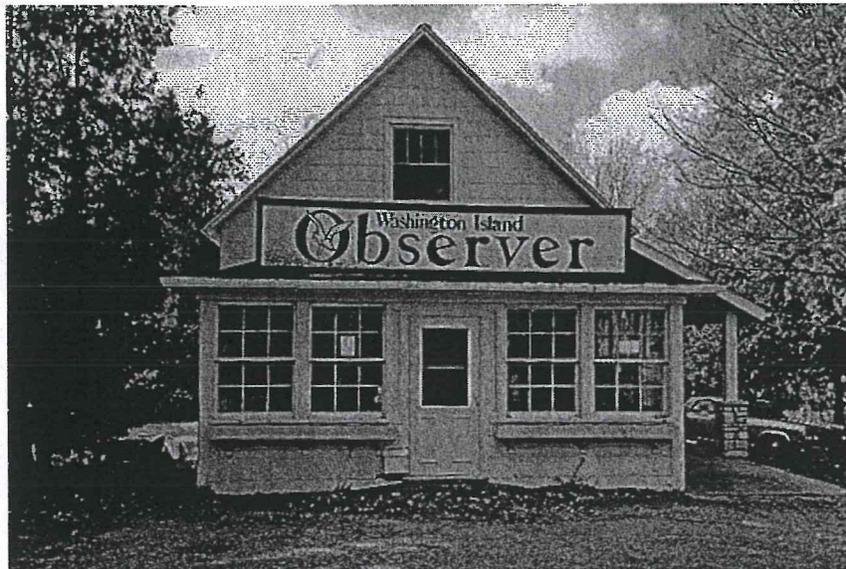


Washington Island Observer

1253 Main Road, Washington Island, WI 54246 (920) 847-2661 office@washingtonislandobserver.com

Wisconsin Newspaper Association Better Newspaper 2012 & 2013 Award Winner

2015 MEDIA KIT



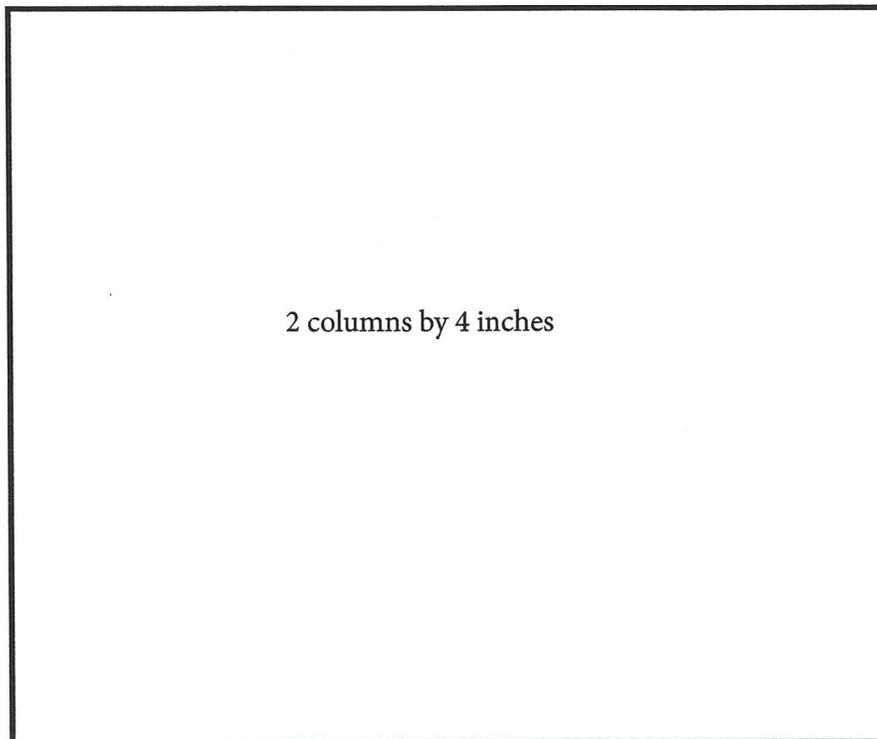
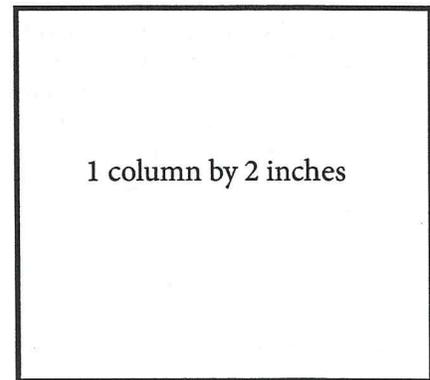
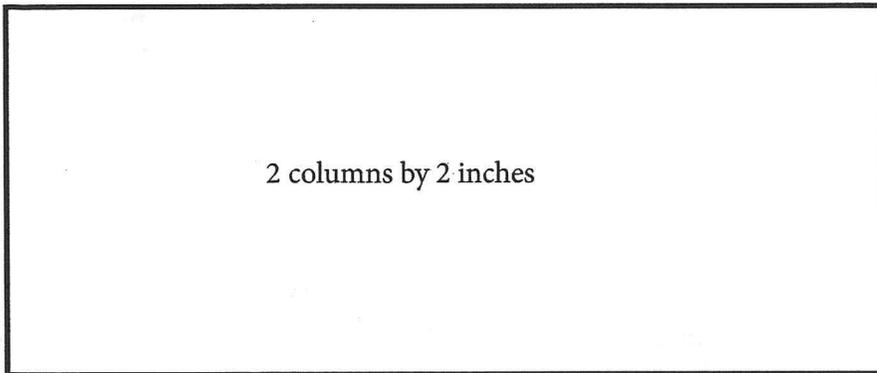
AD Sizes and Rates 2015

Effective January 1, 2015

Number of Issues / Year	Price per Column Inch	1 Column Wide			2 Columns Wide			3 Columns	1/4 Page	1/2 Page
		By 2"	By 3"	x 5"	x 2"	x 3"	x 5"	x 2"	2 col. x 7"	4 col. x 7.13"
30	\$3.95	\$7.90	\$11.85	\$19.75	\$15.80	\$23.70	\$39.50	\$23.70	\$55.30	\$110.60
12 to 29	\$4.25	\$8.50	\$12.75	\$21.25	\$17.00	\$25.50	\$42.50	\$25.50	\$59.50	\$119.00
< 12	\$4.60	\$9.20	\$13.80	\$23.00	\$18.40	\$27.60	\$46.00	\$27.60	\$64.40	\$128.80

Other sizes upon request.

Examples of common ad sizing:



We will work with you to create an ad to fit your needs. Tell us your design ideas, and we can do the technical layout work for you. Let us make your advertising process as easy as possible! Take a look at these ad size options and imagine your businesses in an ad reaching all of our subscribers and single issue readers.

