

WISCONSIN ECONOMIC SUMMIT

2024 AGENDA

Day 1: Innovation Fueling Today's Economy

Tuesday, October 15, 2024

- 10:00 a.m. **Welcome and opening remarks: Setting the Stage**
Missy Hughes, Secretary and CEO, WEDC
Jack Salzwedel, Retired Chair and CEO, American Family Insurance
- 10:45 a.m. **Speaker: Forward Together: Driving Innovation to Advance Precision Care and Improve Patient Outcomes in Wisconsin and Beyond**
Jyoti Gupta, President and CEO, Women's Health and X-Ray, GE Healthcare
- 11:00 a.m. **Panel: Innovating in Wisconsin: Biohealth and Personalized Medicine at the Forefront**
- 12:00 p.m. **Lunch**
- 12:50 p.m. **Speaker: Innovation and the City of La Crosse**
Mitch Reynolds, Mayor, City of La Crosse
- 1:25 p.m. **Speaker: Economic Trends in Wisconsin and the Nation**
Michael Knetter, President and CEO, University of Wisconsin Foundation
- 1:50 p.m. **Speaker: Leveraging Innovation to Navigate Change: The Clean Energy Transition and Wisconsin's Economy**
Summer Strand, Chairperson, Public Service Commission of Wisconsin
- 2:15 p.m. **Panel: Powering the Future: Innovation in Clean Energy Technologies**
- 3:00 p.m. **Break with snacks**
- 3:20 p.m. **Fireside chat: Innovating Solutions to Seemingly Intractable Community Challenges**
- 3:50 p.m. **Panel: Community Catalysts: How Chambers, Business Improvement Districts, and Visitors Bureaus Are Innovating Today**
- 5:00 p.m. **Networking and happy hour**
- 6:45 p.m. **Dinner**
- 7:30 p.m. **Dinner keynote: What's Next, Wisconsin?**
Rebecca Ryan, Top 50 Futurist, Economist, and Founder, NEXT Generation Consulting

All speaker, panel, and break events are in the North Hall. Meals and networking are held in the Riverside Ballroom. Times are subject to change based on the day of event activities.



Scan or tap to access our web app for more detailed information

Event Code: 2024summit



Scan or tap to visit the Wisconsin Economic Summit website

Day 2: Innovation Driving Tomorrow's Economy

Wednesday, October 16, 2024

- 7:45 a.m. Breakfast buffet
- 8:25 a.m. Breakfast speaker: Organic Valley on Innovation
Jeff Frank, CEO, Organic Valley
- 8:50 a.m. Speaker: The State of Artificial Intelligence in Wisconsin
Matt Kirchner, President, ATS/LAB Midwest and Host, The TechEd Podcast
- 9:25 a.m. Panel: Thriving with AI: How Wisconsin Businesses Are Leading the Future
- 10:05 a.m. Speaker: Artificial Intelligence in Action: Department of Workforce Development
Secretary Amy Pechacek, Department of Workforce Development
- 10:20 a.m. Panel: Next-Gen Entrepreneurship: Leveraging AI for Business Growth
- 11:00 a.m. Break with snacks
- 11:15 a.m. Panel: Beyond Boundaries: Creatives as Economic Change Agents
- 12:00 p.m. Speaker: Taking BOLD to the Next Level
Pete Dulcamara, Founder, Pete Dulcamara & Associates, LLC
- 12:20 p.m. Closing remarks
Missy Hughes, Secretary and CEO, WEDC

Thank you for joining us!

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The Governor's Conference on Diverse Business Development

Dec. 10

Contracting Academy (Virtual)

Dec. 11-12

Workshops & Networking (In Person)

We hope to see you in December at Baird Center in Milwaukee for MARKETPLACE: The Governor's Conference on Diverse Business Development. Visit MarketplaceWisconsin.com to register or learn about the education and networking opportunities available at this event.