



STRATEGIC INITIATIVES' OUTLINE

2018

2019

2020

COLLECTIVE VOICE

1. WIMGA WEBSITE

- LEAD:** Becky Gutzman, Columbia
- Karin Peacock, Grant
 - Cathy Lombard, Chippewa
 - Marilyn Gorham
 - Vicki Hopp, Washington County
 - Byron Hacker, Calumet

2. WIMGA COMMUNICATION CAMPAIGN

LEAD:

3. NEWSLETTER

- LEAD:** Chris Jacobs At-Large
- Hali Dessecker, Barron Co

4. SOCIAL MEDIA

LEAD:

1. RECRUITMENT PROGRAM FOR NEW WIMGA MEMBERS

LEAD:

2. WIMGA MASTER CALENDAR

LEAD:

1. REVIEW ALIGNMENT DISTRICTS/BOARD

LEAD:



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2020

STATEWIDE NETWORKS

1. MENTORING, PART II

LEAD: Al Krause, Dodge

**2. WIMGA AWARDS/
RECOGNITION PROGRAM**

LEAD: Al Krause, Dodge

**3. LEADERSHIP SEMINARS
FOR LOCAL ASSOCIATIONS**

LEAD: Al Krause, Dodge
Marilyn Gorham, At Large
Byron Hacker, Calumet
Becky Gutzman, Columbia

4. SPEAKERS' BUREAU on website

Lead: Ellen Terwilliger



2018

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**III. PARTNERSHIP WITH UW-EXTENSION,
AND WI MASTER GARDENER PROGRAM**

**1. BE AN ACTIVE PARTNER WITH
UW-EXTENSION**

LEAD: Becky Gutzman, Columbia
MG Advisory Committee

**1. EXPLORE ATTRACTING
MILLENNIALS TO MG PROGRAM**

LEAD:

IV. FISCAL ACCOUNTABILITY

**1. Align WIMGA Grants to Support
Projects with Measurable Community
Impact**

LEAD: Byron Hacker, Calumet
Laurie McGill, Oneida
Verne Gilles, Ashland/Bayfield
Rosalie O'Connell, LaCrosse
Doris Magyar, Northeast