



# 2025 WPLF WINTER TRAINING CONFERENCE & EXPO

- SCHEDULE OF EVENTS -  
SUNDAY, FEBRUARY 9<sup>TH</sup>



Start Time	End Time	Description	Location
8:00 AM	6:00 PM	Early Exhibitor Registration & Booth Set-Up	Registration Africa East
10:00 AM	2:00 PM	WCPA/WPLF Joint Board Meeting <i>(includes working lunch)</i>	Africa Breakout Rm. 50
10:00 AM	6:00 PM	Attendee Conference Registration	Registration Africa West
11:30 AM	1:00 PM	WCPA Training Committee Meeting	Ebony Room
1:00 PM	5:00 PM	Wisconsin Police Executive Group (WIPEG) Meeting	Africa Breakout Rm. 60
3:00 PM	4:00 PM	WCPA Nominating Committee Meeting	Africa Breakout Rm. 80
3:00 PM	4:00 PM	4th Class Cities, Villages & Towns Committee Meeting	Africa Breakout Rm. 70
4:00 PM	5:00 PM	Past President's Meeting <i>(Invitation Only Event)</i>	Africa Breakout Rm. 80
5:00 PM	9:00 PM	Super Bowl Celebration Event <i>(For Registered Law Enforcement Attendees)</i> <i>Sponsored by Peregrine</i>	Rooms, A, B, G & H



# 2025 WPLF WINTER TRAINING CONFERENCE & EXPO

- SCHEDULE OF EVENTS -  
MONDAY, FEBRUARY 10<sup>TH</sup>



Start Time	End Time	Description	Location
7:00 AM	8:00 AM	Complimentary Continental Breakfast	Exhibition Hall
7:00 AM	5:00 PM	Attendee Conference Registration	Registration Africa West
7:00 AM	8:45 AM	Exhibitor Registration & Booth Set-Up	Registration Africa East
8:00 AM	8:15 AM	<b>Opening Ceremony</b> <i>Featuring Honor Guard and Welcome Message by WCPA President Chief Michael Steffes</i>	Rooms A, B, G & H
8:15 AM	8:45 AM	<b>"Annual Membership Meeting"</b> <i>For the purpose of initiating elections for 3<sup>rd</sup> Vice-President</i> <b>NOTE:</b> Election ballots will be distributed and collected immediately thereafter.	
8:45 AM	9:45 AM	<b>"Strategic Social Media Practices for Positive PR"</b> <i>Presented by Julie Parker</i> <i>Founder of Julie Parker Communications</i>	
9:30 AM	7:30 PM	Exhibition Hall/Booth Displays Open	Exhibition Hall
9:45 AM	10:30 AM	Break with Exhibitors	
10:30 AM	12:00 PM	<b>"Building Your Brand in the Digital Age"</b> <i>Presented by Julie Parker</i> <i>Founder of Julie Parker Communications</i>	Rooms A, B, G & H
12:00 PM	1:00 PM	<b>Lunch with Exhibitors</b> <i>Sponsored by Gamber Johnson and Municipal Parking Services</i>	Exhibition Hall
1:00 PM	2:30 PM	<b>"Leadership in the Shadows"</b> <i>Presented by Sgt. Major (ret.) Kyle Lamb</i> <i>U.S. Army Special Operations Forces</i>	Rooms A, B, G & H
2:30 PM	3:15 PM	Break with Exhibitors	Exhibition Hall
3:15 PM	5:00 PM	<b>"Leadership in the Shadows"</b> <i>(continued)</i>	Rooms A, B, G & H
5:30 PM	8:30 PM	<b>Host Chiefs'/Exhibitor Appreciation Night</b> <i>Sponsored by Baycom, Critical Response Group, CTech Manufacturing, GenComm, Harley-Davidson, Panasonic, Ray O'Herron Co., Symbol Arts, ReadyOp Communications, and WReeves &amp; Associates</i>	Exhibition Hall



# 2025 WPLF WINTER TRAINING CONFERENCE & EXPO

- SCHEDULE OF EVENTS -  
TUESDAY, FEBRUARY 11<sup>TH</sup>



Start Time	End Time	Description	Location
7:00 AM	8:00 AM	<b>Complimentary Continental Breakfast</b>	Exhibition Hall
7:15 AM	8:15 AM	<b>12<sup>th</sup> Annual Non-Denominational Prayer Breakfast</b> <i>Featuring Special Guest Speaker Sgt. Maj. (ret.) Kyle Lamb</i> <b>Sponsored by Police &amp; Sheriff's Press</b>	Africa Breakout Rm. 50
8:00 AM	3:00 PM	<b>Attendee Conference Registration</b>	Registration Africa West
8:30 AM	9:00 AM	<b>"WCPA and WPLF Annual Membership Meeting"</b> <i>(continued from Monday)</i> <i>Including: WCPA 3rd Vice-President Election Results, WPLF Board Elections and Updates and WCPA Legislative Updates</i>	Rooms A, B, G & H
9:00 AM	10:00 AM	<b>"Legal Updates"</b> <i>Presented by Asst. District Attorney Annie Jay (Dane Co. District Attorney's Office)</i>	
9:00 AM	3:30 PM	<b>Exhibition Hall/Booth Displays Open</b>	Exhibition Hall
10:00 AM	10:45 AM	<b>Break with Exhibitors</b>	
10:45 AM	12:00 PM	<b>"Employment Law Updates"</b> <i>Presented by Attorney Kyle Gulya (von Briesen &amp; Roper, S.C.)</i>	Rooms A, B, G & H
12:00 PM	1:00 PM	<b>Lunch with Exhibitors</b> <b>Sponsored by 5.11 Tactical and Virtual Academy</b>	Exhibition Hall
1:00 PM	2:30 PM	<b>"Leadership Lessons from Battlefield to Life"</b> <i>Presented by U.S. Navy Seal (ret.) Matt Hasby Echelon Front</i>	Rooms A, B, G & H
2:30 PM	3:30 PM	<b>Break with Exhibitors</b>	Exhibition Hall
3:30 PM	5:00 PM	<b>"Leadership Lessons from Battlefield to Life"</b> <i>(continued)</i>	Rooms A, B, G & H
6:00 PM	6:30 PM	<b>Association President's Dinner Banquet Reception</b> <b>Sponsored by Axon, Flock Safety and Lexipol</b>	Rooms A, B, G & H
6:30 PM	9:00 PM	<b>Association President's Dinner Banquet</b> <i>with Special Guest Speaker Olympic Gold Medalist Casey FitzRandolph</i>	



# 2025 WPLF WINTER TRAINING CONFERENCE & EXPO

- SCHEDULE OF EVENTS -  
WEDNESDAY, FEBRUARY 12<sup>TH</sup>



Start Time	End Time	Description	Location
7:00 AM	8:00 AM	<b>WI Chapter FBINAA Breakfast</b> <i>NOTE: For FBINAA Members Only</i>	Africa Breakout Rm. 50
8:00 AM	9:00 AM	<b>"Cryptocurrency Investigations - What Chief's Need to Know"</b> <i>Presented by Department of Criminal Investigations (DCI) WI Dept. of Justice</i>	Rooms A, B, G & H
9:00 AM	9:30 AM	<b>"Data-Driven Decision Making "</b> <i>Presented by Peregrine</i>	Rooms A, B, G & H
9:30 AM	9:45 AM	<b>Break</b>	-
9:45 AM	10:00 AM	<b>"Legal Updates"</b> <i>Presented by Wisconsin Attorney General Josh Kaul WI Dept. of Justice</i>	Rooms A, B, G & H
10:00 AM	11:30 AM	<b>"Large-Scale Event Planning and Implementation - 2024 Republican National Committee (RNC) Convention Debrief"</b> <i>Presented by Milwaukee Police Department</i>	Rooms A, B, G & H