

Speaker Bios

Barbara Lawton, of Green Bay, focuses her efforts as lieutenant governor on economic development – putting people to work through strategic investments in a creative workforce and the green economy.

Called "Wisconsin's green leader" by the Capital Times, Lt. Governor Lawton recognizes Wisconsin's potential to lead the way in addressing global climate change and, in so doing, claim our share of the green economy – projected to grow into a \$500 billion industry in the next ten years. Her [Green Economy Agenda](#) aims to offer incentives for energy efficiency and to expand opportunities for sustainable businesses. She works with local governments to shape their response to global climate change and develop strategies that will strengthen regional economies. She led a national effort to support an ambitious [Energy Independence and Global Climate Change Resolution](#), prompting Madison's WISC-TV editorial board to dub her "one of our best."

As chair of the Wisconsin Arts Board, Lt. Governor Lawton led the agency to realign its efforts to move Wisconsin's creative economy forward through development of a strong arts and culture industry in every part of the state. She led the successful effort to pass legislation creating tax incentives for the film and video game industry in Wisconsin, which is already generating millions of new dollars for Wisconsin's economy. Lawton's leadership and the work of the Arts Board was recognized with her invitation to represent the states' interests on an exclusive National Arts Policy Roundtable, addressing the topic "Thinking Creatively, Working Globally: The Role of the Arts in Building a 21st Century American Workforce."

Lawton earned national and international recognition for her groundbreaking economic development initiative, *Wisconsin Women = Prosperity*, which the Milwaukee Journal Sentinel praised saying the, "ambitious initiative aims to improve the economic status of women in Wisconsin by removing roadblocks." As a result, Lawton was honored as the only U.S. elected official to participate in the International Women Leaders Global Security Summit co-convened by the former president of Ireland, Mary Robinson, and former Canadian Prime Minister Kim Campbell.

Lawton is the Chair of the National Lieutenant Governors Association. She leads a multi-agency project to expand access to opportunity in Wisconsin for disadvantaged, minority and women-owned businesses. She is the honorary chair of Wisconsin United for Mental Health and led a Task Force on Women and Depression, whose recommendations are improving access to [mental health](#) care and the quality and delivery of those services.

Barbara Lawton was born on July 5, 1951 in Wisconsin. She graduated from Waterford Union High School, summa cum laude from Lawrence University and earned a master's degree in Spanish from UW-Madison. In 2008, she received an Honorary Doctorate of Laws from Lawrence University and an Honorary Doctorate of Fine Arts from the Milwaukee Institute of Arts and Design. She and husband Charles "Cal" Lawton have two children, Amanda and Joseph, both graduates of Green Bay East High School and Macalester College, and four

grandchildren. The family lived in Green Bay for over 30 years; their permanent home now is near Algoma

Barbara Lawton's route to becoming Wisconsin's first woman elected lieutenant governor started with a different kind of public service. As a founder of the Greater Green Bay Area Community Foundation and the Multicultural Center, as an advisor to Entrepreneurs of Color, in service on various Boards, including that of the Northeast Wisconsin Technical College Foundation, and as a consultant to businesses expanding internationally, she is firmly grounded in community. Her thinking and action on the important issues of the day reflect her confidence in the people as this state's greatest resource.

Dave B. Phillips is the Executive Director of the Stoughton Chamber of Commerce. He is also a member of Stoughton's new Economic Development Committee and co-chair of its Marketing sub-committee. Mr. Phillips formerly held the position of president of Downtown Madison Inc. (DMI) and Executive Director of the Verona Chamber of Commerce. His community leadership activities have included: Past President of the Wisconsin Sports Development Corporation (Badger State Games, Ironman); former Chair of the City of Madison Economic Development Commission; President, Friends of Monona Terrace; member of the Dane County Community Development Block Grant Commission that has provided funding for façade improvements on Stoughton's Main Street, the Youth Center, and most recently, the Yahara River Grocery Co-op (through the Dane County Revolving Loan Fund.) Most of Mr. Phillips career has been in commercial banking with responsibilities in lending, marketing, planning, business development, human resources and general management. He and his wife Susan have four adult children and nine grandchildren.

Sarah M. Klavas is the Brand Manager and the Director, Bureau of Integrated Communications and Marketing for the Wisconsin Department of Tourism. Ms. Klavas directs all communications and marketing for the bureau which includes: brand development, public and media relations, advertising campaign development and implementation, meetings and convention marketing, the annual Governor's Conference on Tourism, publications, sports and travel shows, international and motor coach marketing, Joint Effort Marketing (JEM) and Ready, Set, Go! Grant programs, etc. Ms. Klavas also administers the Department's 8 Welcome Centers, oversees advertising agencies and other outside vendor contracts. Finally, she is responsible for identifying opportunities to align State agencies, organizations and other key stakeholders under the new brand strategy and creating strategy and tactics to grow ROI. Formerly she was the president of Concept 1 Communications in Madison and held positions in radio and television, event planning and created marketing programs for banking and investment services. She has a BA in Marketing and Communications from University of Northern Iowa and recently completed the Certified Public Management Program through UW-Madison. She lives in Madison with her husband

Dr. Marilyn Lavin is a Professor of Marketing at the University of Wisconsin – Whitewater. Dr. Lavin's teaching and research interests focus on retail management and internet marketing, and she regularly teaches an online Principles of Marketing course. She holds PhDs from Columbia University (history) and the University of Wisconsin-Madison (business). Her articles have appeared in the *Journal of Consumer Research*, the *Journal of Retailing and Consumer Services*, the *International Journal of Retail and Distribution Management*, and the *Journal of Targeting, Measurement and Analysis for Marketing*. Professor Lavin is an active member of the American Collegiate Retailing Association, and lives in Madison, Wisconsin.

Dr. Carol Scovotti is an Associate Professor and Chair of the Marketing Department at the University of Wisconsin-Whitewater. Dr. Scovotti's areas of expertise include direct and interactive marketing, entrepreneurship, small town retailing and health care marketing. In addition to her duties at UW-W, Dr. Scovotti is a member of the Historic Stoughton Business Alliance where she is responsible for research projects, coordinating student volunteers, and the planning of events designed to stimulate growth among Stoughton retailers. Prior to going back for her doctorate, Dr. Scovotti spent 22 years in the advertising, direct marketing and telecommunication industries. For 15 of those years, she founded and ran her own marketing consulting business. She spent 4 years as president of a \$2 billion international telecommunications carrier in Denmark. Dr. Scovotti received her Bachelor's degree from Marquette University, her MBA from Loyola University of Chicago and her doctorate in marketing and international business from Pace University in New York City. She and her husband Ross have been residents of Stoughton since she joined the faculty at UW-Whitewater in 2004.

Gary Walker is owner of Woodland Studios, a gallery, framing and yarn shop on Main Street in downtown Stoughton. He has worked in the marketing industry for more than 40 years, as an award-winning writer, producer and creative director for Fortune 100 clients such as Kraft Foods, Campbell Soup Company, GM, Ford and others. He was also the founder and president of BizDat, an internet startup company. Currently, he's on the Executive Committee of the Historic Stoughton Business Alliance, is Chair of the City of Stoughton's Preserve America Committee, and is President of 14 South Artists.

Mary Boeding recently retired as Director of Innovation of Kraft/Oscar Mayer where she worked for more than 32 years. Her career spanned the Kraft/Oscar Mayer sales and marketing departments with the last 10 years spent as the Director of Innovation. In this position she led cross-functional groups of people to identify consumer opportunities and merge them with technologies to create successful new products. Some of her teams' greatest successes were the creation of Pizza Lunchables and the new Hot Deli Creations. Mary is married, has two college-aged children and lives in Middleton.