

Center for Community & Economic Development



CCED Advisory Committee

The Center for Community and Economic Development takes external review and input very seriously. While Center programming is often driven by local needs identified through county-based UW-Extension educators, a formal advisory committee was established in 2006 to provide the Center with feedback that helps improve the quality and impact of its programming.

The following individuals make up the Center's current Advisory Committee:



**Pam
Christenson**

Pam is the Director of Public Affairs for the Wisconsin Petroleum Marketers & Convenience Store Association. Prior Pam was the Director of the Bureau of Entrepreneurship and Technology Development within the Wisconsin Department of Commerce. The Bureau houses the agency's initiatives to nurture high potential entrepreneurial companies and works closely with the new "Wisconsin Entrepreneurs' Network." While at the Department of Commerce, Christenson has served as the Acting Administrator for the Division of Business Development, the agency's Small Business Ombudsman and manager of an environmental assistance program. Pam has also held past positions at the Wisconsin Department of Natural Resources and the Miller Brewing Company. She is a member of the board of directors for the Wisconsin Economic Development Association, Wisconsin Women in Government, Wisconsin Academy of Graduate Service Dogs and the Waubesa Beach Neighborhood Association.



**Mary
Cole Laub**

Mary is owner/consultant of MCL Group, a community and economic development services firm operating in Wisconsin. Formerly she was Manager of Community Development for Alliant Energy and Manager of Compensation for Wisconsin Power & Light Company. Mary has 23 years of experience working in human resources, education/training workforce development and community and economic development. She specializes in strategic planning, community assessment, meeting facilitation and project management. Mary has served on the Board of Directors of the Wisconsin Economic Development Association, the UW Baraboo/Sauk County Community Advisory Board, the South Central Advisory Board of Wisconsin Women's Business Initiative Corporation (WWBIC), the Advisory Council of the Institute for Decision Making – University of Northern Iowa (DM) and the Advisory Council for Rural Schools, Libraries and Communities for the Wisconsin State Superintendent of Public Instruction. She is a Certified Economic Developer, a certification through the International Economic Development Council.



**Karna
Hanna**

Karna is the Executive Director of the Sauk County Development Corporation and has held that position for the last thirteen years. Her major responsibilities include fostering strategic partnerships to promote the economic wellbeing of Sauk County through business retention and attraction and entrepreneurial and workforce development. Karna has 31 years of experience working in planning, community and economic development in the states of Wisconsin, Washington, Illinois, and Michigan. She also spent two years in the United States Peace Corps in Afghanistan. Karna serves on the Board of Directors of the Wisconsin Economic Development Association, the Workforce Development Board of South Central Wisconsin, the Capital Region Collaboration Council, the Sauk County Institute of Leadership, the UW Baraboo/Sauk County Community Advisory Board, the St. Clare Hospital Advisory Board, and is a member of Rotary. She is a Certified Economic Developer and a member of the American Institute of Certified Planners and is also a graduate of the Wisconsin Rural Leadership Program.

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**Sarah
Klavas**

Sarah Klavas is the Director, Bureau of Marketing and Communications for the Wisconsin Department of Tourism. She has worked in state government for 18 years, 12 at the Department of Tourism. Sarah directs all communications, marketing and administration for the bureau including: brand development and management, public and media relations, advertising campaign development and implementation, meetings and convention marketing, the annual Governor's Conference on Tourism, Publications development, Graphic design, Joint Effort Marketing and Ready, Set, Go! grant programs, Sports and travel shows, international and motorcoach marketing, multi-cultural marketing, sports marketing, and research. Sarah also administers the Department's 10 Welcome Centers and the staff and the work of 9 permanent staff in Madison. She directs the work of the department's two advertising agencies and all outside vendor contracts. She is accountable and directly responsible for \$11 million marketing budget. Prior to joining Wisconsin state government, Sarah compiled an impressive list of private sector marketing experience. She was the founding President of Concept 1 Communications, a Madison based marketing consulting firm and has held positions in radio and television, events planning, and marketing banking and investment services. Sarah is currently enrolled in the Certified Public Management Program through the University of Wisconsin-Madison. She expects to graduate in December 2008.



**Mike
Krutza**

Mike has completed more than 33 years in the farm credit system, working for several farm credit businesses. He thrives on providing new and fresh ideas, focusing on emerging issues and enabling the turnaround of companies. As CEO of FCS Financial he turned a broke business losing \$300,000/month in 1988 to profits of \$500,000/month in 2007. Equity was one of the highest in the U.S. Most importantly, company culture was a complete turnaround from confusion and unhappiness to innovative, productive employees expressing that the company was a "great" place to work. Mike has experiences in policy development, project planning, public speaking, community outreach, and building key strategic partnerships. He has worked hard at community service and outreach as a board member for several state organizations, including the Wisconsin Department of Agriculture Trade and Consumer Protection and the Rural Economic Development Board. Mike developed and aggressively pursued the Dairy Investment Tax Credit with Representative Al Ott. The DITC was signed into law by Wisconsin Governor Jim Doyle and within two years nearly 50% of Wisconsin's dairy farmers were using the DITC to modernize their operations. Mike's passion is to "make a difference" helping people solve today's problems that are innovative and exciting for everyone. The creation of Lighthouse Leadership with co-owner Jodi Wiff continues on that journey. Elegant Courage is the mantra and key value of Lighthouse Leadership.