



# 26<sup>TH</sup> ANNUAL BOWHAY INSTITUTE for LEGISLATIVE LEADERSHIP

*October 1-5, 2021*

*Minneapolis, Minnesota*

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## 2021 Sponsorship Prospectus



**Bowhay Institute for  
Legislative Leadership Development**

MIDWESTERN LEGISLATIVE CONFERENCE

THE COUNCIL OF STATE GOVERNMENTS | MIDWESTERN LEGISLATIVE CONFERENCE

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## 2021 BILLD SPONSORSHIP PROSPECTUS

### INTRODUCTION

The Midwestern Office of The Council of State Governments is seeking financial support for the 26<sup>th</sup> Annual Bowhay Institute for Legislative Leadership Development (BILLD). BILLD is an intensive, five-day educational and training opportunity for newer state legislators from the member states of the Midwestern Legislative Conference (MLC) – Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin – as well as the Canadian provinces of Alberta, Manitoba, Ontario and Saskatchewan. The program is conducted by the Midwestern Office of The Council of State Governments in partnership with the Center for the Study of Politics and Governance at the University of Minnesota’s Humphrey School of Public Affairs.

**“It is more than just a conference. It’s a program where you grow and that will make you challenge yourself.”**

*Rep. Tory Marie Arnberger, Kansas  
Class of 2019*

BILLD offers newer legislators a unique opportunity to heighten their leadership and policymaking skills and better prepares them to meet the challenges facing state government as they become tomorrow’s leaders. The agenda includes a rigorous curriculum of leadership development workshops, policymaking seminars, and public service skills training. BILLD focuses on major issues facing state governments, along with skills development training such as civility, negotiation and conflict resolution, time and focus management, and communications and speechmaking.

In 2021, 39 legislators from the Midwestern region will be awarded fellowships through a competitive application process to attend the Bowhay Institute. The program is governed by the BILLD Steering Committee, which is composed of legislators from the member states and provinces of the Midwestern Legislative Conference. In selecting BILLD Fellows, the Steering Committee seeks a diverse group with respect to race, gender, party affiliation and district location. The Steering Committee awards Fellowships on a highly selective and non-partisan basis.

## BACKGROUND

BILLD was conceived and created in response to significant changes in state government, including the growth in importance of states in the federal system of government. This heightened role in the governance of major public policy programs, along with factors such as high legislative turnover and the impact of term limits, highlights the need for early legislative leadership training. And while expectations and responsibilities of state lawmakers have increased, their opportunities for professional training and continuing education have not.

Now in its third decade, BILLD continues to be one of the only sources of training designed specifically for state legislators early on in their legislative careers. The Institute offers newer legislators the opportunity for advanced

instruction to develop their leadership skills and to effectively navigate the policymaking process in a time of growing challenges in state government. By helping them refine their policy analysis skills and heighten their leadership abilities, BILLD teaches legislators to ask the right questions and to critically examine the answers they receive. The Bowhay Institute offers training to help ensure that future legislative leaders are prepared to meet the challenges they will face.

**“BILLD is opportunity for making meaningful connections and to exchange best practices to support your legislature.”**

*Rep. Ruth Richardson, Minnesota  
BILLD Class of 2019*

## INSTITUTIONS INVOLVED

**The Council of State Governments** is a 501(c)(3) organization. CSG has served state government officials from all 50 states and the territories for over 80 years. The Council works with officials from all three branches of government to put the best ideas and solutions into practice. CSG advocates multistate problem solving and partnerships through entities such as the Midwestern Legislative Conference. CSG also interprets changing national and international conditions and provides timely and reliable research in order to prepare states for the future. The Council is a non-partisan organization, supported by the states and governed by their officials. The BILLD program is staffed by CSG’s Midwestern Office, which also provides staff support to the Midwestern Legislative Conference.

The **Humphrey School of Public Affairs** at the University of Minnesota ranks among the country’s top 10 professional public policy and planning schools. The school is long noted for equipping students to play key roles in public life at the local, state, national and global levels and offers six distinctive master’s degrees, a doctoral degree, and five certificate programs. The school’s **Center for the Study of Politics and Governance** works across party lines to develop practical information and solutions to pressing political and policy challenges. The center strives to increase public

understanding of politics through research relevant to policymakers, and by serving as a resource to the media and citizens on important policy issues. It convenes public events with policymakers as well as experts on American politics and public policy.

## FUNDING

The BILLD program is funded through foundation support and corporate contributions. All contributions to BILLD are tax deductible, as permitted by law.

Over the past 25 years, the Midwestern Office of The Council of State Governments has benefited from private sector partnerships from a variety of foundations and corporations. Past sponsors have included: United Parcel Service; Johnson & Johnson; PhRMA; AARP; Union Pacific Railroad Foundation; CVS Health; Altria Client Services; the American Chemistry Council; Amway; Archer Daniels Midland; Bayer Corporation; Bristol-Myers

Squibb; Cargill Inc.; CHS, Inc.; Fredrikson & Byron; Ford Motor Company; Genentech; GlaxoSmithKline; International Paper; Intuit; Novartis Pharmaceuticals; Otsuka America Pharmaceutical; PhRMA; RELX Group; Sanofi; Sunovion Pharmaceuticals; Target Corporation; Touchstone Energy Cooperatives of America; Vertex Pharmaceuticals; the Consulate General of Canada; Biogen; Amgen; and Medica.

The Midwestern Office provided a significant in-kind contribution to ensure that the BILLD program was launched in 1995 and continues to provide additional in-kind contributions for each program. The Humphrey School of Public Affairs also provides an in-kind contribution in support of BILLD. Fundraising efforts are ongoing, and our goal is to secure major funding commitments for the 2021 summer program by March 2021.

## GOVERNANCE

Oversight responsibility for the BILLD program rests with the BILLD Steering Committee, whose members are appointed by legislative leaders in the member states and province of the Midwestern Legislative Conference. The Steering Committee is actively involved in the development and maintenance of the Bowhay Institute, including the selection of the Center for the Study of Politics and Governance at the University of Minnesota's Humphrey School as its partner to conduct the program.

The BILLD Steering Committee oversees the participant selection process and will award 39 Fellowships for the 2021 Bowhay Institute in early May. The process is highly competitive and non-partisan. The Steering Committee makes significant contributions to the shape of the program by working with CSG staff and Humphrey School faculty on key curriculum decisions. The committee also evaluates the BILLD program to determine its effectiveness and make any necessary improvements.

**“An enriching, must-do experience for any new legislator.”**

*Sen. Don Harmon, Illinois  
Class of 2005*

## PROGRAM CONTENT

CSG's approach to the BILLD program focuses on leadership. The BILLD program brings in legislative leaders from across the region to discuss leadership issues such as negotiation, bargaining and conflict management, and strategic thinking. The Humphrey School faculty adds to this by placing an emphasis on the use of effective leadership, along with pertinent analytic skills, to find solutions to policy problems.

The content of the BILLD program addresses two major areas:

### **Skills Development and Leadership Training**

Leadership training is the central and most crucial element of the BILLD program strategy. Leadership is not a separable element from other behavioral aspects of the most skilled state legislators. This defines how the BILLD program

approaches leadership: as the glue that holds the policy process together and shapes its results.

Leadership training courses help the legislators identify their strengths, as well as the areas where they need support. Training is provided on strategic thinking, dealing with the media, communications and speechmaking, bargaining and conflict resolution, civil discourse, and time and focus management.

Skills development and leadership training also deal with the big questions: What is an effective leader? How do you make good public policy? These courses bridge the leadership workshops to the policy sessions, defining the basic skills and knowledge that effective leaders must have and how they impact the policy process.

### **Policymaking Workshops**

Fellows participate in policy discussions concentrating on areas that enhance their ability to assume leadership roles and to make informed decisions. Policymaking sessions advance three goals: to provide Fellows with background information on specific policy areas; to use these policy areas as laboratories to explore leadership concepts developed in the core courses; and to stimulate discussion through the sharing of knowledge and experiences of legislators from across the region. Policy workshops not only enhance knowledge in specific policy areas, but they give the participants the opportunity to apply the policymaking skills learned in skills development and leadership training sessions.

**“This program will cause you to think, reflect, and become not only a better legislator, but a better person.”**

*Sen. Suzanne Geist, Nebraska*

*Class of 2018*

## EVALUATION

The BILLD Steering Committee works closely with BILLD staff and faculty throughout the planning process to help refine the program. MLC Executive Committee and Steering Committee members, CSG staff and BILLD faculty observe each program and offer suggestions for ongoing improvements. In addition, BILLD Fellows are polled using on-site evaluations. The yearly evaluations are compared to detect trends in participant satisfaction and suggested improvements.

The CSG staff also seeks additional input from BILLD Fellows in the months after the program. Further information is also gathered at annual regional and national meetings and on annual visits to state capitols. Graduates of the Institute serve on the Steering Committee to ensure continued input from BILLD Alumni.

BILLD Fellows have said that the training is “intense,” “rigorous” and “challenging” and that the “depth of coverage” in the sessions was “very stimulating” and “thought provoking.” Fellows have

expressed satisfaction in the variety of the subject matter and in the opportunity to learn from current legislative leaders. Legislators have also expressed appreciation for the opportunity to network with legislators from across the region and to share their own state experiences with one another. Overall, participants have offered overwhelming praise. Fellows have said that the program “is the best of its kind,” that they “would definitely recommend it to others,” and that they “gained valuable knowledge and tools.”

**“You will leave better informed and better prepared to make a true impact on your chamber, your legislative body and your community.”**

*Rep. Elgie R. Sims, Jr., Illinois  
Class of 2014*

## SPONSOR RECOGNITION

CSG makes every effort to promote the Bowhay Institute for Legislative Leadership Development throughout the region. The Council distributes informational and application materials about the BILLD program to all legislators in the Midwestern region. CSG also works with members of the MLC Executive Committee and the BILLD Steering Committee to ensure that the program is highly promoted within each of the states.

Extensive coverage of the Institute is provided through the Midwestern Office’s monthly newsletter, *Stateline Midwest*, which is distributed to every legislator in the region. CSG’s national news magazine, *Capitol Ideas*, also provides coverage of the program. This publication has a distribution of 45,000 readers, including every legislator in the nation.

Sponsors are specifically recognized in several ways (*also see the attached page highlighting sponsorship levels and benefits*):

- Special sponsor recognition is held during the BILLD program.
- Sponsors are acknowledged in correspondence and published materials, including:
  - Reports issued in CSG Midwest's monthly publication, *Stateline Midwest*, to highlight the BILLD Fellows and promote the Institute.
  - *BILLD Alumni News*, a page in *Stateline Midwest* dedicated to BILLD alumni and news about the Institute. This page is also distributed as a standalone e-newsletter.
  - The annual BILLD program brochure.
  - Briefing materials and program website supplied to all program participants.
  - CSG Midwest website.
  - Articles in *Capitol Ideas*, the monthly publication of CSG.

During the course of the program, representatives of the sponsoring organizations are welcome to observe as much of the program as they like and spend time getting to know the class members. As part of the program follow up, each sponsor receives a packet that shows the ways in which they were recognized for their contribution. This includes a sample of the publications and promotional materials that acknowledge their sponsorship.

## CONCLUSION

We hope that your organization will join us in our effort to meet the need for effective legislative leadership training and support the 2021 BILLD program – a unique opportunity for state legislators to receive advanced training that enhances their leadership and policymaking skills.

TO BECOME A SPONSOR OR FOR MORE INFORMATION, CONTACT:

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