



27TH ANNUAL BOWHAY INSTITUTE for LEGISLATIVE LEADERSHIP

August 27-31, 2022

Madison, Wisconsin

2022 Sponsorship Prospectus



**Bowhay Institute for
Legislative Leadership Development**

MIDWESTERN LEGISLATIVE CONFERENCE

THE COUNCIL OF STATE GOVERNMENTS | MIDWESTERN LEGISLATIVE CONFERENCE

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2022 BILLD SPONSORSHIP PROSPECTUS

INTRODUCTION

The Midwestern Office of The Council of State Governments is seeking financial support for the 27th 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.

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 2022, 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.

“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*

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*

PROGRAM HOST

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.

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 26 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: Altria Client Services; United Parcel Service; Johnson & Johnson; PhRMA; the American Chemistry Council; Amway; Ancestry; Biogen; Bristol-Myers Squibb; Cargill Inc.; CHS, Inc.; Ford Motor Company; Fredrikson & Byron; Genentech; GlaxoSmithKline; International Paper; Intuit; Medica; Novartis Pharmaceuticals; Otsuka America Pharmaceutical; PhRMA; RELX Group; Sanofi; Sunovion Pharmaceuticals; Touchstone Energy Cooperatives of America; Vertex Pharmaceuticals; Xcel Energy; the Consulate General of Canada; Biogen; Amgen; American Clean Power Association; American Gas Association; Internet Association; Midwest Manufactured Housing Association; Bayer Corporation; Target Corporation; AARP; Union Pacific Railroad Foundation; CVS Health; and Archer Daniels Midland;

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

*Sen. Don Harmon, Illinois
Class of 2005*

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 annual program. Fundraising efforts are ongoing, and our goal is to secure major funding commitments for the 2022 summer program by March 2022.

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/

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 on key curriculum decisions. The committee also evaluates the BILLD program to determine its effectiveness and make any necessary improvements.

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 inclusion of academic scholars 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.”

“It’s a must-do program for any new legislator wanting a better understanding of how to navigate complex systems and become a better legislator.”

*Sen. Erin Houchin, Indiana
Class of 2018*

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 website and 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.

“I came empty and stuck. I left fully inspired, encouraged, and equipped with new ideas and knowing that I am not alone in navigating these political waters. A game-changer!”

*Rep. Peri Pourier, South Dakota
Class of 2021*

CONCLUSION

We hope that your organization will join us in our effort to meet the need for effective legislative leadership training and support the 2022 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:

LAURA A. TOMAKA | BILLD PROGRAM MANAGER

LTOMAKA@CSG.ORG | 630.925.1922

27TH

ANNUAL BILLD PROGRAM

AUGUST 27-31, 2022 | MADISON, WISCONSIN



Bowhay Institute for
Legislative Leadership Development

MIDWESTERN LEGISLATIVE CONFERENCE

BILLD PARTNERSHIP OPPORTUNITIES

The BOWHAY INSTITUTE FOR LEGISLATIVE LEADERSHIP DEVELOPMENT (BILLD) is the only leadership training program designed exclusively for Midwestern legislators. BILLD helps newer legislators develop the skills necessary to become effective leaders, informed decision-makers, and astute policy analysts. The program offers a unique opportunity for lawmakers to improve their leadership skills and explore the issues of the day with nationally renowned scholars, professional development experts, and legislative leaders and colleagues from across the region.

“It’s a must-do program for any new legislator wanting a better understanding of how to navigate complex systems and become a better legislator.”

*Sen. Erin Houchin, Indiana
Class of 2018*

SPONSORSHIP OPPORTUNITIES The Bowhay Institute is funded, in part, by foundation and corporate sponsors who believe in the importance of providing legislators with the tools to improve their leadership and policymaking skills. BILLD is an excellent opportunity for the private sector to support an important educational endeavor for newer legislators in the Midwestern region and to engage with the best and brightest upcoming leaders from across the region.

The Bowhay Institute offers a range of sponsorship levels and recognizes its private sector partners through a variety of publications and newsletters produced by CSG Midwest. In addition, sponsors have the opportunity to get to know the Fellows by attending the Institute and spending time with them in Madison.

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

*Sen. Elgie Sims Jr., Illinois
Class of 2014*

THE CURRICULUM

The highly interactive curriculum, which is designed for legislators in their first four years of service, includes a series of leadership training courses, policymaking seminars and professional development workshops.

The select group of Midwestern lawmakers develop and enhance their leadership skills and explore policymaking strategies by examining some of the most significant issues of the day.

THE BILLD CLASS Fellowships for the annual Bowhay Institute are awarded through a competitive, non-partisan selection process, which is overseen by a panel of Midwestern legislators who serve on the BILLD Steering Committee. Applicants are evaluated based on their leadership potential, dedication to public service and commitment to improving the legislative process. Thirty-nine lawmakers, representing 11 Midwestern states and four Canadian provinces, will receive fellowships to attend the 2021 program.

“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*

PROGRAM HOST The Council of State Governments’ Midwestern Legislative Conference conducts the annual Bowhay Institute. CSG Midwest uses its extensive regional network to tap into the expertise of top academic scholars in a variety of policy areas, as well as that of professional development trainers and current and former Midwestern legislative leaders.



Midwestern
Legislative
Conference

For further information about sponsorship opportunities contact: Laura A. Tomaka | BILLD Program Manager



630.925.1922



ltomaka@csg.org



csgmidwest.org/billd



2022 BILLD PARTNERSHIP OPPORTUNITIES

SPONSORSHIP LEVELS & BENEFITS

 GOLD SPONSOR | \$25,000

- Recognition and logo in conference program and BILLD-related publications, including the MLC newsletter *Stateline Midwest*
- Acknowledgement on the CSG Midwest website
- Special signage with logo during the Institute
- Full-page promotional piece in the BILLD briefing binder
- Five invitations to Gold Sponsor Recognition Event, the All-Sponsors' Dinner Event, the opening reception and the opening-day dinner
- Up to five representatives at any one time in attendance at the BILLD program sessions, all breakfasts and luncheons and hospitality suite
- Invitations to any in-state BILLD Alumni events throughout the year of sponsorship

 BRONZE SPONSOR | \$5,000

- Recognition and logo in conference program and BILLD-related publications, including the MLC newsletter *Stateline Midwest*
- Acknowledgement on the CSG Midwest website
- Two invitations to the Bronze Sponsor Recognition Event (during daytime programming), the All-Sponsors' Dinner Event, the opening reception and the opening-day dinner
- Up to two representatives at any one time in attendance at the BILLD program sessions, all breakfasts and luncheons and hospitality suite

 SILVER SPONSOR | \$10,000

- Recognition and logo in conference program and BILLD-related publications, including the MLC newsletter *Stateline Midwest*
- Acknowledgement on the CSG Midwest website
- Half-page promotional piece in the BILLD briefing binder.
- Three invitations to Silver Sponsor Recognition Luncheon, the All-Sponsors' Dinner Event, the opening reception and the opening-day dinner
- Up to three representatives at any one time in attendance at the BILLD program sessions, all breakfasts and luncheons and hospitality suite
- Invitations to any in-state BILLD Alumni events throughout the year of sponsorship

 PATRON SPONSOR | \$3,000 *

* Patron level is for first-time BILLD sponsors only

- Recognition and logo in conference program and BILLD-related publications, including the MLC newsletter *Stateline Midwest*
- Acknowledgement on the CSG Midwest website
- One invitation to the All-Sponsors' Dinner Event, the opening reception and the opening-day dinner
- One representative at any one time in attendance at the BILLD program sessions, all breakfasts and luncheons and hospitality suite

Name: _____ Title: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

Contribution amount \$ _____ Check enclosed Send me an invoice

Make checks payable to the "Midwestern Legislative Conference". Credit card payments not accepted. Federal Identification Number: 36-6000 818

Tax Deductibility of Contributions: All contributions are tax deductible as permitted by law.

Please return the completed form to:

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MLC