



32ND ANNUAL BOWHAY INSTITUTE *for* LEGISLATIVE LEADERSHIP

August 27-31, 2027 *Madison, Wisconsin*

2027 Sponsorship Prospectus

CSG | Bowhay Institute *for* Legislative Leadership Development
MIDWESTERN LEGISLATIVE CONFERENCE

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2027 BILLD SPONSORSHIP PROSPECTUS

INTRODUCTION

The Midwestern Office of The Council of State Governments is seeking financial support for the 32nd 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 CSG Midwest as part of its support of the Midwestern Legislative Conference.

"It is more than just a conference. It's a program where you grow and that will make you challenge yourself."

Sen. Tory Marie Blew, 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 in areas such as civility, negotiation and conflict resolution, time and focus management, and communications and speechmaking.

In 2027, 39 legislators from the Midwest 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, CSG's 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 nonpartisan 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 the expectations and responsibilities of state lawmakers have increased, opportunities for professional training and continuing education have not.

> **"A rare and powerful opportunity to learn with other political leaders. A time that challenges you but also enriches you. Also a place where partisanship is absent."**
>
> *Rep. Spencer Igo, Minnesota*
> *Class of 2023*

Now in its fourth 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 the Fellows 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.

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 more than 90 years. CSG works with officials from all three branches of government to put the best ideas and solutions into practice. CSG facilitates 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. CSG is a nonpartisan organization, supported by the states and governed by their officials. The BILLD program is staffed by CSG Midwest as part of its support for 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.

For more than 30 years, CSG Midwest has partnered with numerous private sector partners — a variety of foundations and corporations — to make BILLD possible. Past and/or current sponsors have included: Altria Client Services; United Parcel Service; Johnson & Johnson; PhRMA; the American Chemistry Council; the American Gas Association; Cargill Inc.; CHS, Inc.; the Coalition for Genetic Data Protection; Ford Motor Company; Genentech; GlaxoSmithKline; International Paper; Missouri River Energy Services; Neurocrine Biosciences, Inc.; Novartis Pharmaceuticals; Novo Nordisk, Inc; Otsuka America Pharmaceutical; RELX Group; Sunovion Pharmaceuticals; Touchstone Energy Cooperatives of America; Vertex Pharmaceuticals; ; Xcel Energy; and the Consulate General of Canada.

> **"An enriching, must-do experience for any new legislator."**
>
> *Sen. Don Harmon, Illinois*
> *Class of 2005*

CSG Midwest 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 2027 summer program by March 2027.

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 provinces 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 selection of participants. In May, it will award 39 Fellowships for the 2027 Bowhway Institute. The process is highly competitive and nonpartisan. The Steering Committee makes significant contributions to the shape of the program by working with CSG Midwest staff on key curriculum decisions. The committee also evaluates the BILLD program to determine its effectiveness and make any necessary improvements.

PROGRAM CONTENT

CSG Midwest focuses on legislative leadership development in developing the BILLD program. The Institute brings in legislative leaders from across the region to discuss topics such as negotiation, bargaining and conflict management, and strategic thinking. The inclusion of academic scholars adds to this approach 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 speech-making, bargaining and conflict resolution, civil discourse, and time and focus management.

> **"The BILLD program brings legislators together from different backgrounds, parties, and personalities. There is more that unites us rather than divides us."**
>
> *Rep. William Penterman, Wisconsin Class of 2025*

Skills development and leadership training also must address big questions: What is an effective leader? How do you influence 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.

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 Midwest staff, and BILLD faculty observe each program and offer suggestions for ongoing improvements. In addition, BILLD Fellows are polled using on-site evaluations. The annual evaluations are compared to detect trends in participant satisfaction and suggested improvements.

The CSG Midwest staff also seeks additional input from BILLD Fellows in the months after the program. Further information is 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.

"Participating in the BILLD program is a tremendous asset for legislators across the Midwest who want to better state government."

Sen. Susan Manchester, Ohio
Class of 2022

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 with the variety of the subject matter and with 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."

SPONSOR RECOGNITION

CSG makes every effort to promote the Bowhay Institute for Legislative Leadership Development throughout the region. CSG Midwest 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 quarterly newsletter, *Stateline Midwest*, which is distributed to every legislator in the region.

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 quarterly publication, *Stateline Midwest,* to highlight the BILLD Fellows and promote the Institute.
    - The annual BILLD program brochure.
    - Briefing materials and program website supplied to all program participants.
    - CSG Midwest website.

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 2027 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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