



## IDEA - East v. West Big Hearts Campaign

The Wisconsin Chapter of the Association of Legal Administrators (WALA) is a small to medium chapter with approximately 64 members. Each year at our annual planning meeting, the Board of Directors gather to brainstorm for innovative ways to unite and engage our members and business partners. To support ALA's Mission, alongside the chapter's regular educational programming, the chapter has historically held a one-day Annual Conference on Education (ACE) as its "big event." Annually, the attendance for ACE has been dwindling, so the Chapter decided that we needed to do something creative, different, but engaging, with our members, our business partners and our community. After brainstorming discussions, we decided to change it up and for the first time ever create an event that would both make a difference in our community, provide excellent education AND bring our chapter members and business partners together for a fun and rewarding adventure.

In agreeing to champion the idea of a team competition that brought our business partners and our members together, the first ever, East vs West Big Hearts Campaign was born. The goal of this concept was to provide a change in platform that allowed for team collaboration, relationship building and making a truly impactful difference in our communities. The spirit of this idea spread further than we could have imagined. Firms, business partners, individuals...we ALL got involved and we made many new relationships along the way.

To kick off the event, the chapter formed the "Big Hearts" Committee. The Committee comprised of both chapter members and business partners to offer different perspectives and to get support from all groups. The committee met over two months and early on decided that the event should be a "one-of-a-kind inaugural event" to support the community, give back and become a more engaged team. The Committee created two teams of chapter members and business partners and divided those teams equally via geography: East (Milwaukee) vs West (Madison). Each team was led by Captains. Those Captains were WALA's premier level Business Partners. Each Captain and team was challenged with selecting their own charity to support. The goal was to raise contributions in fun, innovative ways with their teammates throughout a three-month period. Team East, selected their charity as *Stars and Stripes Honor Flight* and they competed against Team West, who selected their charity as *Badger Honor Flight*. Each team set out to collaborate on different avenues and events to raise the money for their respective charities. (See attached list of team members).

There was almost unanimous support on both teams that we should honor and assist the men and women of our armed forces, through *Stars and Stripes Honor Flight* and *Badger Honor Flight*. Both organizations we supported fly veterans to Washington D.C. to spend an entire day visiting historical monuments and to spend a day in remembrance of their service, their fallen comrades and their friends. It is their opportunity to reflect on their sacrifices, pay respect, and most hopefully, find peace and reverence, for their troops and the efforts that changed the course of our freedoms forever. The Stars and Stripes and Badger Honor Flights allow our veterans of WWII, the Korean War and the Vietnam War to visit these memorials with no cost to them at all.

Each of the two teams developed their own creative methods to raise funds. These initiatives included firm, member and business partner involvement, including donations, contests, giveaways and member activities including raising money through jean days, vacation raffles, chili cook-offs and so much more. One team set up a booth at the local Flea Market on numerous Saturdays to raise additional funds. This initiative was a huge success and the community was supportive by making monetary donations which totaled over \$1,000.

In embracing the events, several Business Partners donated sporting event tickets and parking passes for highest bidders through numerous auctions at events. Team West held a Euchre tournament (a trick-taking card game and very popular in the Midwest) that included chapter members, veterans and business partners. A huge success that raised almost \$1000 in both event funds, silent auction and 50/50 drawing.

Our kick-off event was held in July at the Rustic Manor in Hartland, Wisconsin. The chapter engaged International Speaker, **Matt Booth**, who rallied the Big Hearts Campaign with: **Successful Teams = Attitude, Commitment & Focus**. The committee focused on a topic and presentation that would ignite and empower the teams of the Big Hearts Campaign, members of the legal profession, WALA members and our business partners. In sticking to the theme of successful teams, the business partner expo featured team games, relationship building and great products, food, drinks and raffles. The games were fantastic as the business partners and members teamed up for friendly competition, laughter and fun! During three months, the team captains kept their teams informed of timelines and fundraising ideas to keep the momentum from the kickoff going. One such idea sparked two WALA members with Brewers season tickets to auction off their Brewers vs Cubs weekend series, which in the heart of the season was a hot ticket.

The East vs. West Big Hearts Campaign wrapped up at the November Fall Social held at the American Legion Post 294 in Hartland, Wisconsin. To say it was a smashing success is an understatement. The event started with the Pledge of Allegiance and gave out an inaugural scholarship in honor of a recently passed, long-time business partner. Attendees played bingo, participated in a silent auction, interacted with veterans and American Legion members. During this event, we also awarded WALA's coveted "Award of Excellence" and announced the Big Hearts Campaign winner. The **highlight** of the evening was the attendance of Chuck Franzke, a 95-year old WWII veteran, and his wife, Bev Franzke, of 78 years. To have the honor of meeting these beautiful (and fun) people, made the entire competitive journey priceless to all of us. Chuck commented that his honor flight was the best trip he ever took! His love for this country and his commitment to our freedoms was beyond amazing. He was such an advocate of his love for this country and what the Honor Flights give that he was willing to change his name just to do it one more time.

The combined fundraising efforts of WALA's members and business partners totaled \$13,314.44. The competition was neck-and-neck until the last minute when a business partner (from the East team) made a large donation of 3% of paid invoices from work generated by WALA members. The winner of the Big Hearts Campaign was the East team with a total collection amount of \$7,576.44 awarded to *Stars and Stripes Honor Flight*. The West team raised \$5,738 of which the team donated to *Badger Honor Flight*.

As a competitive event, we did recognize the team winner, but there were NO losers at the event. Both charities were honored with sizable donations, and the gratitude they showed was amazing. The volunteers who make these flight organizations successful are now family & friends to us all. WALA won. The business partners won, and the committee won as it saw its IDEA for change turned into reality by the success of the events and the gratitude and grace of all who took part in making this event a success. The attendance at this event included 27 members and 25 business partners. The Board of Directors and our business partners were very impressed that 42% of our members attended this event. This event was a HUGE success that touched the hearts of many. Its legacy will live on as WALA members and business partners raised enough money to sponsor **14 war veterans (and their volunteer helpers)** in their quest to visit the monument memorializing their sacrifices.



## Addendum

### *East vs West Big Hearts Campaign*

Social Media Promotions,  
Email Campaigns, and Pictures from the  
Kick-off Event in July and the  
Fall Social in November

# Email Campaigns

**Kick-off event on July 13, 2017**



## You're Invited to WALA's EAST VS WEST BIG HEARTS CAMPAIGN

Join us as we kick off a new WALA event...



Team East (*Charity: Stars and Stripes Honor Flight*) vs Team West (*Charity: Badger Honor Flight*) will compete against each other to raise the largest amount of money for their respective charities. How? Each team will decide how to raise funds. This inaugural WALA event will be the kick off to the contest and the results will be announced at the fall social. What a great way to get involved in WALA and to support the community at the same time.

**Date:** Thursday, July 13, 2017

**Time:** 3:00PM – 8:00PM

**Place:** Rustic Manor  
3115 State Road 83  
Hartland, WI 53029

### [Click Here To Register!](#)

*(Register by 7/7/17)*

#### Schedule:

- **3:15 PM to 3:45 PM** – Welcome by WALA President and ALA Update with Debbie Elsbury, Region 3 Director (*In the Expo Hall*)
- **3:45 PM to 5:00 PM** – Business Expo, Games & **FABULOUS PRIZES Give Away #1**
- **5:00 PM to 5:45 PM** – Saz's Picnic Menu Delights & Cocktails
- **5:45 PM to 6:30 PM** – Matt Booth - *Successful Teams = Attitude, Commitment and Focus* - followed by East vs West contest instructions
- **6:30 PM to 8:00 PM** – Networking, Expo, Games, Team Brainstorming & **FABULOUS PRIZES Give Away #2**

International Speaker, **Matt Booth**, will kick off the event:

#### Successful Teams = Attitude, Commitment & Focus

Matt Booth - Matt's humor, quick wit, and ability to connect with people will create meaningful attitude changes. Matt has enjoyed getting to share his message throughout the United States and with international audiences around the world.

Matt grew up on a farm in Southwest Wisconsin in the heartland of America. He lives in Dubuque, Iowa on the banks of a small creek that feeds into the mighty Mississippi with his lovely wife Joie and their sons Carter and Graham. He received his undergrad at University of Wisconsin and then graduated with his Master's Degree in Communication from University of Dubuque.

#### Milwaukee WALA Members

ABA Retirement Funds  
Action Digital Document Solutions  
Affinity Consulting Group  
Associated Bank  
Benefits Strategy Group  
Bullman Financial Services  
CH Coakley  
Coakley Brothers  
Converged Technology Professionals  
Creative Business Interiors  
First Choice Coffee Services  
Skyline Catering  
US Legal Support  
Vrakas CPAs + Advisors

#### Madison WALA Members

All-State Legal  
AVI Systems  
Complete Office of WI  
DigiCopy  
DirectNetworks  
Gordon Flesch Company  
Information Technology Professionals  
Johnson Insurance Services  
M3 Insurance Solutions  
Network Financial Services  
Rippe & Kingston  
Schroeder Solutions  
Tabin Solutions

## EAST VS WEST



- ✓ Saz's Picnic Menu
- ✓ Learn first-hand the rules of the contest, meet your teammates, and begin to strategize
- ✓ Don't miss the 2017 Business Expo Featuring WALA's 27 incredible business partners. Learn about products, services, and technologies to assist you in your firm

# Wrap-up Event - Fall Social - November 1, 2017



A Chapter of the Association of Legal Administrators

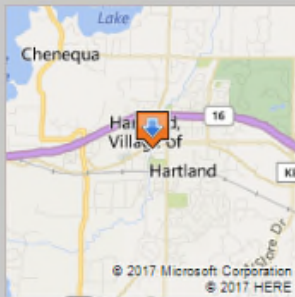
## When

Wednesday, November 1, 2017 from 5:30 PM to 8:00 PM CDT

[Add to Calendar](#)

## Where

American Legion Post 294  
231 Goodwin Avenue  
Hartland, WI 53029



[Driving Directions](#)

## Contact

Jess Beyer  
VP of Special Projects  
ALA - Wisconsin Chapter  
262-754-1326  
[jab@dewittross.com](mailto:jab@dewittross.com)

## ALA - Wisconsin Chapter Fall Social

Join WALA Members, Business Partners, and Guests for an evening of gratitude and honor as we reveal the results of the Big Hearts Campaign supporting Badger and Stars & Stripes Honor Flights.

### Evening Agenda:

- 5:30pm Registration, Networking, Appetizers, & Silent Auction opens
- 6:00pm Pledge of Allegiance & Welcome Guests
- 6:15pm Buffet Dinner & Announcements
- 6:45pm Bingo & Prizes
- 7:30pm Silent Auction Closes
- 7:45pm Silent Auction Winners & Big Hearts Campaign Results

Please RSVP by October 18<sup>th</sup>

This event is FREE for Members, BP's and Guests.

Beer, wine and soda will be provided. Cash bar available (Cash or Credit accepted, ATM onsite)  
Some parking available in Legion Post lot, ample free street parking available.

Appetizers: Rye Bread & Spinach Dip, Vegetable Tray, Cheese & Sausage  
Dinner: Roast Beef w/Gravy, Broasted Chicken, 7-Layer Salad, Steamed Vegetables, Mashed Potatoes, and Assorted Desserts.

[Register Now!](#)



facebook

<https://www.facebook.com/wisconsinala/videos/882501508564852/>



Wisconsin Association of Legal Administrators was live.

...

November 1, 2017 · 🌐



225 Views

👍 Like    💬 Comment    ➦ Share

👍❤️ Lisa Fox and 7 others

Top Comments ▾

2 Shares



Write a comment...



**Lisa Fox** · 0:00 I couldn't be prouder of our organization for raising over \$12k for the Honor Flights. Action Digital, a WALA business partner, donated 3% of there paid invoices by WALA firms that totaled \$2,500. Bad connection so it wasn't heard. Great success!!!

Like · Reply · 8w · Edited



**Mark Bridgeman** · 0:00 We had the best Big Hearts team in the Midwest! Thank you members and business partners!

Like · Reply · 8w

👍 1



**Aly Lynch** · 0:00 Thank you for sharing this video for those of us who couldn't attend last night!

Like · Reply · 8w



**Laurie Dey-Canales** · 0:37 Wow....very impressive!!!!!!

Like · Reply · 8w



Wisconsin Association of Legal Administrators shared Lisa

Fox's post.

August 4, 2017 · 🌐

**T O U R N A M E N T**

**Euchre**™

**\*\* No Partners Needed \*\***

**Badger Honor Flight Fundraiser**

**Where:** Coliseum Bar  
232 E Olin Ave, Madison, WI

**When:** Tuesday, August 29th  
Doors open @ 6:00 p.m.  
Start at 6:30 p.m.

Cost: The entry fee will be \$20 per person – cash prizes for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>

There will be a cash bar, food available for purchase and 50/50 raffle

Hosted by Wisconsin Association of Legal Administrators  
RSVP and questions directed to Lisa Fox at [fox@pinesbach.com](mailto:fox@pinesbach.com)

**Lisa Fox**

August 4, 2017 · Madison · 🌐

Raising money for Badger Honor Flight! Come and play some cards and donate some money. Hoping to run a few more throughout the next couple months around Madison. Watch for any announcements. Feel free to share.



**Wisconsin ALA** @WisconsinALA · 29 Aug 2017



The East v. West Big Hearts Campaign has a large ticket item up for bid-a Suite at the 09/13/17 Brewers game [tinyurl.com/y8hs85cy](http://tinyurl.com/y8hs85cy)



**Wisconsin ALA** @WisconsinALA · 26 Jul 2017

It's not too late to provide your feedback about WALA's Big Hearts Campaign Kickoff Event [conta.cc/2vr5nr8](http://conta.cc/2vr5nr8)

Milwaukee WALA Members

- ABA Retirement Funds
- Action Digital Document Solutions
- Affinity Consulting Group
- Associated Bank
- Benefits Strategy Group
- Bultman Financial Services
- CH Coakley
- Coakley Brothers
- Converged Technology Professionals
- Creative Business Interiors
- First Choice Coffee Services
- Skyline Catering
- US Legal Support
- Vrakas CPAs + Advisors

Madison WALA Members

- All-State Legal
- AVI Systems
- Complete Office of WI
- DigiCopy
- DirectNetworks
- Gordon Flesch Company
- Information Technology Professionals
- Johnson Insurance Services
- M3 Insurance Solutions
- Network Financial Services
- Rippe & Kingston
- Schroeder Solutions
- Tobin Solutions







**Sandy McGee**

Chief Operating Officer at Vrakas CPAs + Advisors

••• 6mo

## Don't Miss! July 13, 2017 WALA Event

The Wisconsin Association of Legal Administrators (WALA) Board of Directors is proud to kick off registration for our East v. West Big Hearts Campaign on July 13, 2017 at @Rustic Manor 1848. We are delighted to announce that our charities selected for this event will be awarded to @Badger Honor Flight! and @Stars and Stripes Honor Flight. This is a community event! We really want to see our former WALA members join us for this one-of-a-kind event! We miss you. Please register today and join us!

Register at <http://www.wi-ala.org/calendar/...> Show less



**Mark Bridgeman, CLM** • **Manager**

Federal Records and Information Management Officer

••• 6mo

## WALA's East v West Big Hearts Campaign

The WALA Board of Directors is proud to kick off registration for our East v. West Big Hearts Campaign on July 13, 2017 at Rustic Manor 1848. We are delighted to announce that our donations charities selected for this event will be awarded to Badger Honor Flight! and Stars and Stripes Honor Flight. This is a community event! Please register today and join us!

Register at <http://www.wi-ala.org/calendar/?i=east-v-west-big-hearts-campaign-kickoff-event-2017-07-13&view=c&d=2017-07> Show less

# WALA Website



## News

### East vs. West BIG HEARTS Campaign

June 20, 2017

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UPDATE:

The East versus West Big Hearts Campaign is under way!! We currently have one large ticket item up for bid...get a sweet deal on Suite for the Brewers game on September 13! This awesome package includes 20 Tickets (in Suite 66 at Miller Park) + 6 Parking Passes. You can bid on this incredible deal [here](#). Catch the Brewers as they fight for a Wild Card spot in this year's playoffs!

What: WALA's East v. West Big Heart's Campaign

Our business partner teams (Madison and Milwaukee) will be selecting a charity (stay tuned on the selection) for our teams to embark on fun and enthusiastic fundraising efforts. We need you to be one of our "Big Hearts" in helping our community thrive.

Where: Rustic Manor 1848 - 3115 State Road 83, Hartland, WI 53029

Cost: None! There's Motivation to give back if there ever was.

When: Thursday, July 13, 2017 from 3:00 p.m. to 8:00 p.m.

- 3:15PM – 3:45 PM – Welcome by WALA President and ALA Update with Debbie Elsbury, Region 3 Director (In the Expo Hall)
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A little about the Keynote Speaker, Matt Booth:

Matt's humor, quick wit, and ability to connect with your people will create meaningful attitude changes. Matt has enjoyed getting to share his message throughout the United States and with international audiences around the world.

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## News

### WRAP-UP: East vs. West BIG HEARTS Campaign

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Nov. 2, 2017

The East vs. West Big Hearts Campaign wrapped up at the Fall Social held at the American Legion Post 294 in Hartland, Wisconsin. To say it was a smashing success is an understatement.

The competition was neck and neck up until the very last minute when Action Digital (member of the East team) came in with a large donation resulting from donating 3% of paid invoices from firms with WALA members of \$2,500. The combined fundraising efforts of the WALA members and WALA business partners totaled **\$13,314.44**.

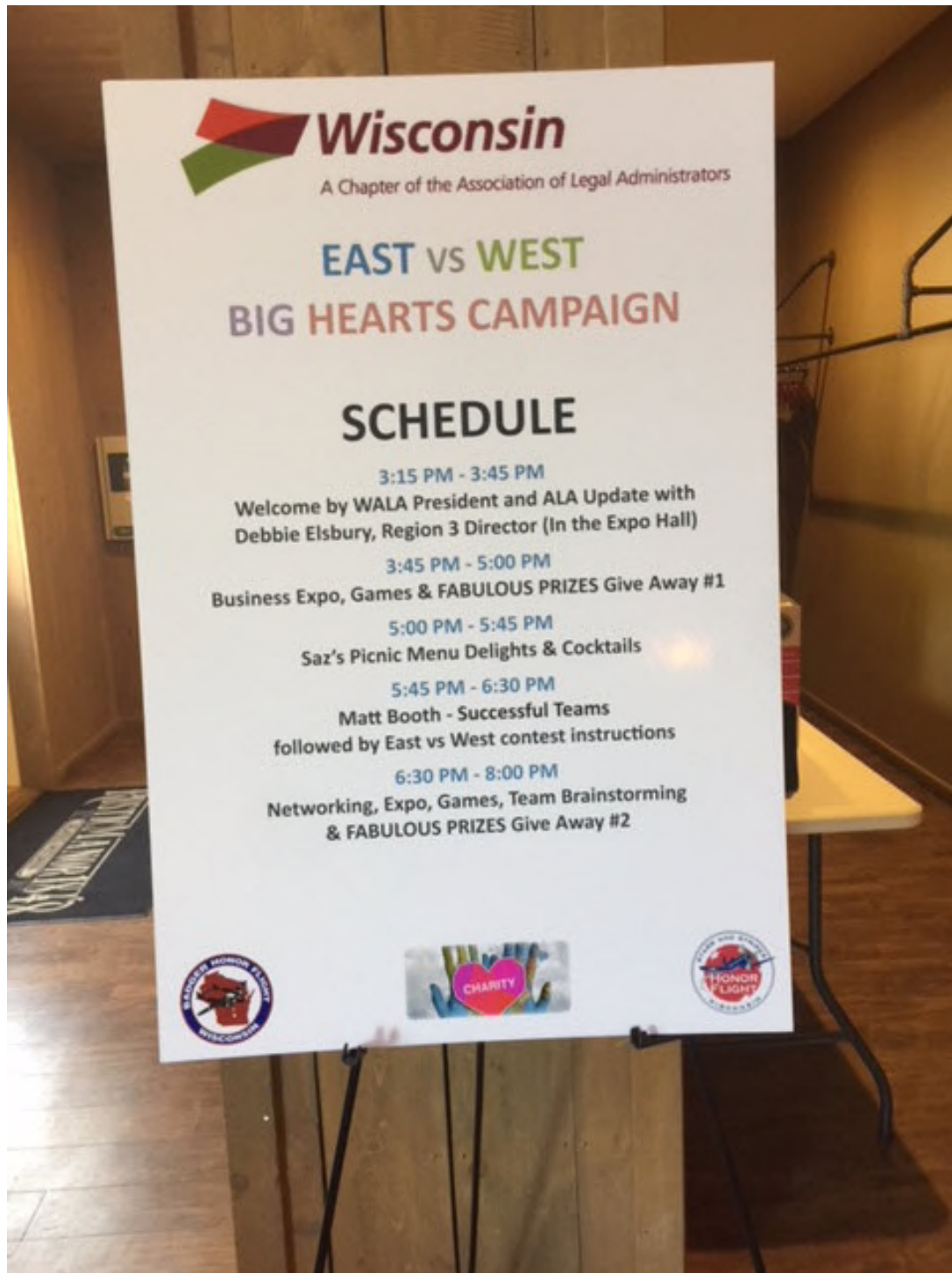
The winner of the Big Hearts Campaign was the East team with a total of \$7,576.44 to be donated to Stars and Stripes Honor Flight.

The West team raised \$5,738 to be donated to Badger Honor Flight.



# Pictures from the July Kick-off Event

[http://www.wi-ala.org/photos/gallery\\_8c254005d276/](http://www.wi-ala.org/photos/gallery_8c254005d276/)







# Wisconsin

A Chapter of the Association of Legal Administrators

## EAST vs WEST BIG HEARTS CAMPAIGN

### Milwaukee WALA Members

- ABA Retirement Funds
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- Coakley Brothers
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- Complete Office of WI
- DigiCopy
- DirectNetworks
- Gordon Flesch Company
- Information Technology Professionals
- Johnson Insurance Services
- M3 Insurance Solutions
- Network Financial Services
- Rippe & Kingston
- Schroeder Solutions
- Tobin Solutions





Group photo of WALA members, WALA business partners, and Honor Flight Representatives.





Left to right:  
Matt Booth, Speaker on Successful Teams - Attitude, Commitment & Focus  
Mark Bridgeman - WALA President-Elect and Co-Chair of the Big Hearts Campaign



Group photo of WALA members and business partners.





Business Partner displays and booths at the kick-off event.



Left to right:  
Debra Elsbury, ALA Region 3 Director  
Kent Rice - Member, Board of Directors of the Stars and Strips Honor Flight  
Sue Thome-John, President, Wisconsin Association of Legal Administrators

## Pictures from the November Fall Social

([http://www.wi-ala.org/photos/gallery\\_b4e8a898cc7b/#21](http://www.wi-ala.org/photos/gallery_b4e8a898cc7b/#21))

The Badger Honor Flight and the Stars and Stripes Honor Flight guests receiving our donation.



Check Total: \$12,056.00 for Badger Honor Flight and Stars and Stripes Honor Flight

Left to right:

Guest 1 - Su Timmerman - Badger Honor Flight Representative

Guest 2 - Dewy Gillette - Badger Honor Flight Representative

Guest 3 - Bev Franzke - wife of Chuck Franzke

Guest 4 - Chuck Franzke - World War II Veteran

Guest 5 - Kent Rice - Member, Board of Directors of the Stars and Stripes Honor Flight

Sue Thome-John - Wisconsin ALA President



Stars and Stripes Honor Flight guests receiving our donation.



Total: \$7,259.80 for Stars and Stripes Honor Flight

Left to right:

Mark Bridgeman – President-Elect and Co-Chair of the East Big Hearts Campaign

Guest 1 - Bev Franzke - wife of Chuck Franzke

Guest 2 - Chuck Franzke - World War II Veteran

Guest 3 - Michael, Stars and Stripes Honor Flight Representative

Guest 4 - Kent Rice - Member, Board of Directors of the Stars and Stripes Honor Flight

Kathy Pline – VP of Business Partner Relations and Co-Chair of the West Big Hearts Campaign



Badger Honor Flight guests receiving our donation.



Total: \$4,796 for Badger Honor Flight

Left to right:

Mark Bridgeman – President-Elect and Co-Chair of the East Big Hearts Campaign

Guest 1 - Su Timmerman - Badger Honor Flight Representative

Guest 2 - Dewy Gillette - Badger Honor Flight Representative

Kathy Pline – VP of Business Partner Relations and Co-Chair of the West Big Hearts Campaign

More pictures of our honored guests, Wala members, and business partners at the Fall social in November 2017.



















# Budget

The budget was \$12,000. We spent \$10,071.

## Big Hearts Campaign Expenses - 2017

Date	Num	Description	Memo	Category	Amount
4/21/2017	4544	The Conference Group	Premier Event - Big Hearts Campaign Invoice No. 8656-178	ACE (Fall ...	-40.95
4/28/2017	4549	Rustic Manor 1848 LLC	ACE/Premier Event deposit on Rustic Manor	ACE (Fall ...	-630.60
5/8/2017	4552	Matt Booth	Ace/Premier Event - Deposit for speaker	ACE (Fall ...	-2,000.00
6/12/2017	4559	The Conference Group	Invoice 8656-0000-179	ACE (Fall ...	-31.15
6/21/2017	4563	Rustic Manor 1848 LLC	Payment of Remaining Balance - Ace/Premier Event Cam...	ACE (Fall ...	-630.60
7/5/2017	4564	The Conference Group	Invoice 8656-0000-181	ACE (Fall ...	-75.94
7/7/2017	4565	...Sandy Schmitt	Big Hearts Campaign	ACE (Fall ...	-53.90
7/7/2017	4566	...Action Digital Document Solutio...	Big Hearts Campaign	ACE (Fall ...	-84.43
7/13/2017	ATM	Rustic Manor 1848 LLC	Beverage Tab for Big Hearts Campaign kickoff	ACE (Fall ...	-446.14
7/20/2017	4567	Matt Booth	Big Hearts Campaign	ACE (Fall ...	-3,000.00
7/25/2017	4568	Western Lakes	Saz's Catering Invoice for Big Hearts Campaign kickoff ev...	ACE (Fall ...	-1,561.74
7/25/2017	4571	Pam Bielawski	Prizes for Big Hearts Campaign event	ACE (Fall ...	-981.08
7/26/2017	4574	Debbie Elsbury	Debbie Elsbury Mileage for Big Hearts Campaign	ACE (Fall ...	-348.82
8/9/2017	4578	The Conference Group	Invoice 8656-0000-182	ACE (Fall ...	-81.27
11/1/2017	4589	Mark A. Bridgeman, CLM	Crown Awards Engraved Crystal	ACE (Fall ...	-105.12
<b>1/1/2017 - 12/31/2017</b>					<b>-10,071.74</b>
<b>TOTAL INFLOWS</b>					<b>0.00</b>
<b>TOTAL OUTFLOWS</b>					<b>-10,071.74</b>
<b>NET TOTAL</b>					<b>-10,071.74</b>