

Scheffler campaign: Running for Wisconsin state Senate

Posted on Tuesday, Aug 3, 2021

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

Media Contact:
Raquel Lamal
Red Shoes Inc.
(920) 574-3253

Raquel@redshoesinc.com

Scheffler taking on Roger Roth in the 19th district as a Different Kind of Democrat

APPLETON, Wis. (Aug. 3, 2021) - Mark Scheffler, a long-time Appleton resident and business leader, announces the launch of his campaign to represent the 19th Senate District of Wisconsin. Scheffler is running as a Democrat, challenging current incumbent Republican Roger Roth.

"I'm running for Wisconsin Senate because our state needs leaders who understand the connection between a sustainable economy, a sustainable environment, and a sustainable society," explained Scheffler. "I'm a proud progressive, a successful business leader, an avid outdoorsman, and a Different Kind of Democrat."

Scheffler is a first-generation Lawrence University graduate who majored in both music education and theory/composition. He went on to teach at an urban public junior high school in Kenosha, Wisconsin, where he saw first-hand the connection between economic opportunity and social stability. Scheffler moved to the Fox Cities in 1995 and started [Appleton Group LLC](#), an investment fiduciary that has produced more than \$100 million of portfolio growth for families across northeast Wisconsin.

"Sustainability can mean many different things to many different people," Scheffler

said. “For me, it starts with gratitude – a recognition that over many generations we’ve built a great state, and a great nation. We have so much to be thankful for, but we face significant challenges in making sure the promise of our state and of our nation lasts for generations to come.”

The 19th Senate District of Wisconsin is one of 33 districts in the Wisconsin State Senate. Located in east-central Wisconsin, the district comprises northern Winnebago County and southwest Outagamie County. It includes most of the city of Appleton, as well as the cities of Menasha and Neenah, roughly constituting the western half of the Fox Cities.

The primary election will be held in August 2022, and the general election is on November 8, 2022.

To learn more about Mark Scheffler, or to donate to his campaign, visit mark4wisenate.com.