

League of Wisconsin Municipalities: Welcomes new communications specialist

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The League of Wisconsin Municipalities welcomes Kristin Mickelson as the newest member of the team following the retirement of Member Engagement and Communications Director Gail Sumi.

The new communications specialist position will lead the production of League communications, including the monthly magazine, newsletters, social media, and website. Mickelson will work in collaboration with League staff and members, to deliver messaging on key issues. In addition, Mickelson will coordinate branding initiatives, including procuring League-branded materials and marketing items.

“This is a critical time for the League’s role as the information conduit between city and village governments and state policy makers,” said Jerry Deschane, League Executive Director. “Our communications will be aimed at helping state and local leaders collaboratively reinvent the state and local fiscal partnership. We are excited to watch as Kristin’s new vision, building on Gail’s legacy, unfolds.”

Born and raised in Janesville, from a young age Mickelson had interest in her community and joined the parks and recreation staff during college. She currently sits on the Janesville Parks and Recreation Advisory Committee and the Marketing Committee for the Children’s Museum of Rock County. Mickelson resides in Janesville with her husband Bill, who works for the City of Beloit Department of Public Works division, and their two little boys.

Mickelson was most recently the PR & Communications Manager for the City of Whitewater for the past 6 years. While in Whitewater, Mickelson worked to oversee

the local PEG television channel, the creation of a new website design, public relations matters for all city departments and managed city social media platforms including Facebook, Instagram, Twitter and Polco.

Prior to joining the city, Mickelson did PR in the private sector for Blain's Farm and Fleet. She said joining the 'Platespinners' group that Sumi created helped her grasp a better understanding of government from all perspectives while networking, learning, and creating new friendships.

"As a fellow 'Platespinner', Gail's plethora of knowledge and experience will be greatly missed," said Mickelson. "However, as Gail left big shoes to fill and cannot be replaced, I know she has set me up for success and I look forward to this new opportunity to serve Wisconsin's municipalities."