

Dept. of Military Affairs: New general officer brings wealth of experience

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MADISON, Wis. — Wisconsin's incoming deputy adjutant general for Civil Support was promoted to the rank of brigadier general in a formal ceremony July 6 in the State Senate chamber of the state capitol.

Brig. Gen. Matthew Beilfuss expressed gratitude for the opportunity to step into his full potential and to continue to serve the Wisconsin National Guard.

"I am committed to do my best over the next approximately three years in the role of deputy adjutant general-civil support," Beilfuss said during the ceremony.

Beilfuss enlisted in the active Army in 1993, and joined the Wisconsin Army National Guard in 1997. He enrolled in the Wisconsin Military Academy's Officer Candidate School and was commissioned a second lieutenant in July 1998.

In his role as deputy adjutant general for Civil Support, Beilfuss will manage and direct the administration, coordination, planning, development, execution and supervision of all Wisconsin National Guard Joint Staff programs which prepare the state for contingency operations in either a federal or state emergency. He will also serve as the principal representative of the Joint Staff.

Beilfuss had previously served as the chief of staff for the Wisconsin National Guard Joint Staff, and during the summer of 2020 he commanded the Joint Task Force for Wisconsin National Guard response efforts to statewide civil disturbances.

As a company commander, Beilfuss deployed with the Wisconsin Army National Guard's 1st Battalion, 121st Field Artillery in support of Operation Iraqi Freedom in 2006. In 2011 he deployed with the Wisconsin Army National Guard's 157th Maneuver Enhancement Brigade in support of Operation Joint Guardian in Kosovo as

a deputy operations officer. He also commanded the 1st Battalion, 121st Field Artillery and the 157th Maneuver Enhancement Brigade during his career.

Lt. Gov. Sara Rodriguez, who administered the oath of office to Beilfuss, thanked him for serving the state and nation well over the course of his career.

“You bring a wealth of knowledge, experience and leadership to your new role,” Rodriguez said. “And while that is important, we promote general officers based on their potential to accomplish even more.”

Brig. Gen. Matthew Strub, Wisconsin’s deputy adjutant general for Army, agreed.

“It has been a pleasure to see you display your leadership qualities as you rose through the ranks,” Strub said. “We look forward to seeing you continue to meet your potential.”

Beilfuss said his vision for the future is rooted in the mentors, peers and leaders of his past.

“In the earliest chapter of my career, the professionalism and dedication of my drill sergeants made an impression that lasted over three decades,” Beilfuss said.

He thanked the noncommissioned officers, warrant officers and officers who supported him throughout his career, and also acknowledged the support of his family.

“I have been telling my wife that I plan to retire in about three years for a couple decades now,” he said. “I joked with her that after this, it should be just another three years.”