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Andrew Petersen

(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2011-12

(session year)

Senate

(Assembly, Senate or Joint)

Committee on Agriculture, Forestry, and Higher Education...

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
 - (**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
 - (**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

Senate

Record of Committee Proceedings

Committee on Agriculture, Forestry, and Higher Education

Petersen, Andrew, of Verona, as a member of the Wisconsin Technical College System Board, to serve for the term ending May 1, 2015.

February 23, 2012 Referred to Committee on Agriculture, Forestry, and Higher Education.

March 1, 2012 **PUBLIC HEARING HELD**

Present: (7) Senators Schultz, Harsdorf, Kedzie, Moulton, Hansen, Shilling and King.

Absent: (0) None.

Excused: (0) None.

Appearances For

- Andrew Peterson, Verona

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Eric Esser, Madison — Appointments Director, Office of Governor Walker

Registrations Against

- None.

Registrations for Information Only

- None.

March 1, 2012

EXECUTIVE SESSION HELD

Present: (7) Senators Schultz, Harsdorf, Kedzie, Moulton, Hansen, Shilling and King.

Absent: (0) None.

Excused: (0) None.

Moved by Senator Harsdorf, seconded by Senator Shilling that **Petersen, Andrew** be recommended for confirmation.

Ayes: (7) Senators Schultz, Harsdorf, Kedzie, Moulton, Hansen, Shilling and King.

Noes: (0) None.

CONFIRMATION RECOMMENDED, Ayes 7, Noes 0

Sanchit Mulmuley
Committee Clerk

Vote Record

Committee on Agriculture, Forestry, and Higher Education

Date: 3/1/12

Moved by: Harsdorf

Seconded by: Shilling

AB _____

SB _____

Clearinghouse Rule _____

AJR _____

SJR _____

Appointment Andrew Petersen

AR _____

SR _____

Other _____

A/S Amdt _____

A/S Amdt _____ to A/S Amdt _____

A/S Sub Amdt _____

A/S Amdt _____ to A/S Sub Amdt _____

A/S Amdt _____ to A/S Amdt _____ to A/S Sub Amdt _____

Be recommended for:

- Passage Adoption Confirmation Concurrence Indefinite Postponement
 Introduction Rejection Tabling Nonconcurrence

Committee Member

Senator Dale Schultz, Chair

Aye No Absent Not Voting

Senator Sheila Harsdorf

Senator Neal Kedzie

Senator Terry Moulton

Senator Dave Hansen

Senator Jennifer Shilling

Senator Jessica King

Totals:

7 0 0 0

Motion Carried

Motion Failed





SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. Box 7863
MADISON, WI 53707

February 20, 2012

To the Honorable, the Senate:

I am pleased to nominate and with the advice and consent of the Senate, do appoint Mr. Andrew Petersen to be a Governor's Appointee 1 on the Wisconsin Technical College System Board to serve a term expiring on May 1, 2015.

Mr. Petersen will be available to the Senate for hearings and my staff will assist in any way they can.

Respectfully submitted,

A handwritten signature in black ink, appearing to be "S. Walker".

Scott Walker
Governor

A large, stylized handwritten signature in black ink, possibly reading "Walker".



SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. Box 7863
MADISON, WI 53707

February 20, 2012

Mr. Andrew Petersen
3823 Swoboda Road
Verona, WI 53593-8417

Dear Mr. Petersen:

I am pleased to appoint you to the Wisconsin Technical College System Board, effective February 20, 2012. Your experience, knowledge, and dedication will be a true asset to my administration and a great benefit to the people of Wisconsin.

I look forward to working with you to find innovative ways of delivering services and implementing positive change for the citizens of our state.

Sincerely,

Scott Walker
Governor



SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. Box 7863
MADISON, WI 53707

GOVERNOR'S APPOINTMENT

NAME: Andrew Petersen

MAILING ADDRESS: 3823 Swoboda Road
Verona, WI 53593-8417

E-MAIL ADDRESS: Andrew.petersen@tdstelecom.com

RESIDES IN: Verona, WI

TELEPHONE: 608/664-4155 (w)
608/827-5899 (h)

OCCUPATION: Vice President, External Affairs and
Corporate Communications
TDS Telecommunications Corporation

APPOINTED TO: Wisconsin Technical College System Board
Governor's Appointee

TERM: A term to expire May 1, 2015

SUCCEEDS: Vacant

SENATE CONFIRMATION: Required

DATE OF APPOINTMENT: February 20, 2012

DATE OF NOMINATION: February 20, 2012

ANDREW S. PETERSEN

3823 SWOBODA ROAD

VERONA, WI 53593

(608) 220-5041

DREWPETERSENWI@GMAIL.COM

SUMMARY OF QUALIFICATIONS

Senior corporate communications, government relations and strategy oriented business executive with a demonstrated record of providing proactive leadership and excellent program performance for a significant publicly traded enterprise. An accomplished professional keenly focused on realizing tangible business goals, delighting customers, generating rapid revenue growth through strategic thinking, fusing exceptional personnel and organizational development skills, and targeting new business pursuits for corporate growth.

- To better achieve strategic goals, established and grew a results oriented organization from sole practitioner to a staff of seventeen professionals with direct supervision for over 150 outside consulting resources enterprise-wide with a multi-million dollar annual operating budget
- Proactive and accomplished chief corporate spokesperson before the media, Congress, federal agencies, 30 state legislatures and public utility commissions
- Collaborative leader with recognized ability to bring both internal and external stakeholders together to achieve mutual, measurable goals
- Successful influencer of opinion leaders at national, state and local levels on public policy issues of importance to the company and the communications industry
- Adept record of evolving creative communication practices that leverage traditional as well as new media channels to achieve strategic business results
- Excellent established relationships with print, television, radio and electronic media representatives that drive accomplishment of corporate communication and business objectives
- Exceptional communication skills with demonstrated success in projecting the corporate reputation as a leading employer, trusted service provider and customer service advocate

EXPERIENCE

September 1997 – Present

TDS TELECOMMUNICATIONS CORPORATION (TDS), Madison, WI

A \$1 billion dollar company, the TDS Telecommunications enterprise employs 3,500 people and serves more than 1.3 million communications customers in 30 states

Vice President, External Affairs and Corporate Communications

Portfolio of Management Responsibilities

- Direct a series of practice groups within a business unit, supervising seventeen professional employees responsible for nationwide legislative, regulatory, internal and external communications, public media relations, and philanthropic operations for the company

- Control and direct all executive communications planning and execution through multiple media to deliver positive news and important policies, educate employees on technology innovations, and build sense of corporate pride and community involvement throughout the company
- Develop, monitor, control and meet department budgets, payroll and personnel expenses totaling \$3 million annually with strategic ability to manage overhead reductions and absorb course corrections in each fiscal year
- Lead and oversee significant successful projects that have resulted in millions of dollars in revenue enhancements and protection of our market share during tenure
- Interview, hire and supervise all outside legal and regulatory professionals, political consultants, media production firms and strategic advisors with a focus on excellent performance, measurable results, and cost containment

Enterprise Leadership and Public Policy Accomplishments

- United industry allies and led lobbying for inclusion of \$7.2 billion in federal stimulus dollars for broadband appropriations in the American Recovery and Reinvestment Act (ARRA) bill and directly influenced its successful passage
- Supervised cross-functional TDS Federal Broadband Stimulus Team proposal efforts, from analysis to application filings, gaining support of key US Senators, US House members, PUCs and legislative leadership in 20 states to secure \$120 million in direct broadband stimulus grants to serve more than 26,000 un-served households
- Aggressively defended existing company markets from competitive federal broadband stimulus applicants by filing successful challenges which stifled the development of unnecessary and duplicative networks
- Worked to draft, introduce, hold hearings and pass precedent-setting legislation in the State of Wisconsin (2006) that provided state sales, property and income tax credit to communications providers who deploy broadband services in un-served or under-served communities
- Influenced Wisconsin gubernatorial and legislative support for passage of one of the most private sector friendly video franchise reform bills in the country, earning significant positive media coverage for our company
- Secured bi-partisan introduction of federal Universal Service Reform Act of 2008 and 2010 in the US House, influencing policy issues favorable to TDS protecting a top corporate priority and preserving over \$100 million annually in direct federal support payments to our company
- Coordinated dozens of congressional letters supporting implementation of the federal Competitive Eligible Telecommunications Carrier (CETC) Cap, leading to adoption by the FCC while substantially reducing funding duplication, fraud and abuse in the federal Universal Service Fund
- Led multiple state efforts to generate decisive governmental decisions that benefitted the company and our industry on issues such as: municipal communications competition; preserved USF funding; access charge reform; regulatory parity; PSC rulemaking; property tax filings; and direct management of FCC and PSC investigations
- Managed "Required Communications" issues, bringing financial accountability, achieving cost reductions and utilizing creative media strategies to guaranty compliance in all federal, state and local jurisdictions

Corporate Communications Accomplishments

- Annually secured well over 1000 direct, positive news stories in all TDS serving territories; an annual financial advertising value of more than \$1 million in earned media coverage in print, TV, radio, and on-line publications such as CNN, Reuters, Forbes, Fortune, Milwaukee Journal Sentinel, St. Paul Pioneer Press and Telephony magazine
- Applied tenacious, highly effective public relations strategies to vigorously and proactively divert and/or manage coverage of layoffs, outages, and other volatile crisis communications events
- Materially increased public awareness of our company through the development and increased use of new media, including FaceBook, Twitter, LinkedIn, and YouTube, stimulating real-time access to customers with a cost-effective strategy that embraces the broadband future to which the company aspires
- Initiated and managed Product Management and Marketing summits that improved communication between the two groups and gave PR an increased role in generating product news and sales that increased consumer education/awareness
- Worked regularly with vendors and product teams to develop thorough, accurate and time sensitive communication strategies that contributed to increasing revenues with the launch of new services
- Provided strategic PR consultations to numerous business units as they were acquired, creating positive community rapport at their business location while increasing our company portfolio visibility
- Built and executed a comprehensive plan to create positive energy around growth strategies and notable events like the selection of a new CEO that kept employees, shareholders and customers engaged and created increased awareness of and confidence in the company
- As Chair of the TDS Charitable Giving Steering Committee (2004-2007), initiated comprehensive changes to corporate giving practices and united the efforts of TDS Telecom, Metrocom and TDS Corporate, increasing TDS brand recognition and reputation as a strong community partner
- Collaborated with Marketing and Sales to build an equitable funding plan to finance keynote sponsorships such as support for UW Athletics, and multiple nationwide or regional charitable sponsorships, stimulating promotional opportunities associated with these investments and building corporate brand reputation
- Developed a unique corporate/educational partnership with Edgewood College that led to the first ever Edgewood College President's Award for Ethical and Educational Leadership and the direct appointment of a former TDS Telecom President/CEO to the College Board of Directors

September 1995 – September 1997

WISCONSIN OFFICE OF FEDERAL/STATE RELATIONS, Washington, DC

Director

- Appointed by Governor Thompson and confirmed by the Wisconsin Legislature
- Represented State of Wisconsin and Governor Thompson through close, bi-partisan contact with Congress, the White House, federal agencies and foreign governments
- Supervised office staff of six with annual operating budget of \$950,000

- Served as the chief federal lobbyist and spokesman on all legislative proposals before the National Governors' Association, the Republican Governors' Association and the Council of Great Lakes Governors
- Built coalitions with state officials, municipalities and the private sector to support state priorities at the federal level
- Generated local and national media coverage for the State of Wisconsin

June 1993 – September 1995

CONGRESSMAN SCOTT KLUG (2ND – WI), Washington, DC

Senior Legislative Assistant

- Advised the Congressman in development and implementation of legislative policy with emphasis on health care, economic development, finance, transportation, defense and congressional reform
- Served as the Congressman's lead representative to the House Commerce Subcommittee on Health and the Environment
- Researched and drafted testimony, press releases, legislative amendments, briefing papers, media and constituent correspondence on public policy
- Interviewed, recommended, trained and supervised office staff and interns

EDUCATION

Masters of Business Administration, University of Wisconsin – Madison, WI 2002

Bachelor of Arts, History / Leadership Studies, Ripon College – Ripon, WI 1994

PROFESSIONAL RECOGNITION

- Selected as one of 38 emerging American leaders to be awarded the prestigious Marshall Memorial Fellowship for an intensive, month-long government study tour of Europe in 2002 by the German Marshall Fund of the United States
- Named to "40 under 40" (2007) and Executive Register (2009) lists by *InBusiness* magazine
- Selected as President of the Wisconsin State Telecommunications Association (2009-2010)

ADDITIONAL PROFESSIONAL SERVICE

- Vice President and Trustee, Big Brothers Big Sisters of Dane County Foundation Board
- United Way of Dane County Vision Council Board of Directors
- The Madison Club Board of Directors
- Our Lady Queen of Peace School Board of Directors

PLEASE RETURN THE ORIGINAL TO OUR OFFICE PRIOR TO ATTENDING YOUR
FIRST BOARD MEETING

Oath of Office

State of Wisconsin }
County of DANE } SS.

I, the undersigned, who have been appointed to the Wisconsin Technical College System Board but have not yet entered upon the duties thereof swear (or affirm) that I will support the constitution of the United States and the Constitution of the State of Wisconsin, and will faithfully discharge the duties of said office to the best of my ability. So help me God.



Andrew Petersen
Sign Name as Typed Above

Subscribed and sworn to before me this

27th day of February 2012

Jennifer L. Edmal

My Commission Expires: 8/18/2013

AFFIX NOTARY SEAL/STAMP

2. **BUSINESS ACTIVITIES.** List businesses, farms, rental, commercial, and income-producing real estate; and business activities in which you or your family had at least a 10% or greater interest.

a) Enterprise(s) operating under a business or trade name, list here.

Name of business	Municipality or Town	County	State	Describe nature of business

b) Enterprise(s) NOT operating under a business or trade name, list here.

Street address or fire number	Municipality or Town	County	State	Describe nature of business

3. **COMMERCIAL CUSTOMERS, CLIENTS, AND TENANTS.** For each unincorporated business, subchapter S corporation, service corporation (SC), limited liability company (LLC), partnership, or income-producing real estate reported in Item 2 from which the filer or a member of the filer's immediate family received \$10,000 or more in 2011, list businesses, organizations, and lobbyists that paid the enterprise \$10,000 or more in calendar year 2011.

Check if the organization authorized you to represent it in its dealings with others as an attorney-at-law, agent, spokesperson, or representative.

Businesses, organizations, lobbyists that were customers, clients, or tenants	City	State	"✓"

4. **BUSINESS PARTNERS.** For each enterprise reported under Item 2, list its co-owners, partners, officers, and directors (other than yourself), unless the information is already registered with the Wisconsin Department of Financial Institutions.

Business	Partners, or officers and directors	City	State

5. **NON-COMMERCIAL REAL ESTATE.** List the specific location of WISCONSIN REAL ESTATE in which you or your family had an interest (except your principal residence and real estate whose location you listed in item 2).

LOCATION OF PROPERTY			NATURE OF INTEREST (own, lease, option, easement, land contract)
Street address or fire number	Municipality Or Town	County	
1340 Koskey Road	Hatley	Marathon	OWN, 1/5 interest

6. **OFFICERS AND DIRECTORS.** List organizations of which you or a family member was an officer or director (unless listed in item #2.)

Business or organization	City	State	Position
The Madison Club	MADISON	WI	Director
WI State Telecommunications Association	MADISON	WI	Director, Executive committee

7. AGENT, REPRESENTATIVE OR SPOKESPERSON. List each organization that authorized you or a family member to represent it in its dealings with others as an attorney-at-law, agent, spokesperson, or representative (unless listed in item 2, 3, or 6.)

Business or organization	City	State

8. CREDITORS. List creditors to which you or your family owed \$5,000 or more.

Creditor	City	State	"✓" one	
			\$50,000 or less	More than \$50,000
Park Bank	MADISON	WI		X
State Bank of Cross Plains	CROSS PLAINS	WI	X	

Part B For calendar year 2011

9. EMPLOYERS. List your and your family's EMPLOYERS (\$1,000 or more of income) in 2011.

Name of employer (If State of Wisconsin, identify agency or institution)	City	State	Nature of employer's business
TDSTelecommunications Corp.	MADISON	WI	COMMUNICATIONS SERVICES
First Weber group	MADISON	WI	Real Estate

10. ADDITIONAL SOURCES OF INCOME. List other sources from which you or your family received income of \$1,000 or more in 2011.

Source of Income	City	State

11. ENTERTAINMENT AND GIFTS. List individuals and organizations that provided you with entertainment or gifts (more than \$50) in 2011.

Name of provider	City	State

12. HONORARIA AND EXPENSES. List, for 2011, sources of honoraria and payment of expenses related to your state government duties (more than \$50) not previously reported to the Government Accountability Board.

Payer	Approximate value of expenses	Amount of honorarium	Circumstances of receipt
WE Energies	\$350		Brewer, Pecker Tickets

I certify that the information contained in this Statement of Economic Interests is true, complete, and correct to the best of my knowledge, information, and belief. In the event this Statement of Economic Interests is filed prior to my nomination or appointment, I certify that I will amend it within ten days of my nomination or appointment date if amendment is necessary to bring it into conformity with the true statement of my economic interests as of the date of my nomination or appointment. **If any part has been left blank, I have done so intentionally because there is nothing to report.**


 Signature of person filing

2/25/12
 Date

Daytime phone # 608 664 4155
 E-mail address Andrew.Petersen@tdstelecom.com

The information sought in this form is required by §§19.43 and 19.44, *Wisconsin Statutes*. Failure to file a completed form may result in a forfeiture of up to \$500. Statements of Economic Interests are open for public inspection. The Government Accountability Board will notify you of the identity of any person who examines your Statement. In accordance with §15.04(1)(m), *Wisconsin Statutes*, the Government Accountability Board states that no personally identifiable information is likely to be used for purposes other than those for which it is collected.

Part A (b)

Name of Security	Type of security					Amount	
	Stocks/ Options/ Futures	Bond	Limited partnership	Wisconsin governmental security	Mutual or money market fund		
TDS Telecom (TDS)	X						X
Monona State Bank	X					X	
Fiserv Inc. (FISV)	X					X	
Intuit (INTU)	X					X	
Madison Mosaic Investors Fund (MINVX)					X	X	
Vanguard Wellington FD (VWELX)					X	X	
Vanguard Total Bond Mkt Fund (VBTIX)					X	X	
Vanguard Institutional Index Fund (VINIX)					X	X	X
Vanguard Small Cap Value Index Fund (VSIIX)					X	X	
Vanguard Small Cap Growth Index Fund (VSGIX)					X	X	
Vanguard International Index Fund (VTPSX)					X	X	
Columbia Large Cap Index Fund Z					X	X	
Columbia Acorn Select Fund Z					X	X	



Taxpayer Identification Number (TIN) Verification

Print or Type

Please see attachment or reverse for complete instructions.
This form can be made available in alternative formats to qualified individuals upon request.

Legal Name (as entered with IRS)
If Sole Proprietorship or LLC Single Owner, enter your Last, First, MI

Petersen, Andrew S.

Trade Name
Enter Business Name if different from above.

Remit Address (where check should be mailed)
PO Box or Number and Street, City, State, ZIP + 4

3823 Swoboda Road, Verona, WI 53593

Order Address (where order should be mailed; complete only if different from remit)
PO Box or number and street, City, State, ZIP + 4

1099 Address (for return of 1099 form; complete only if different from remit)
PO Box or number and street, City, State, ZIP + 4

Entity Designation (check only one) Required

- Individual/Sole Proprietor/LLC Single Owner
- Corporation (includes service corporations)
- Limited Liability Company - Partnership
- Limited Liability Company - Corporation
- Government Entity
- Hospital Exempt from Tax or Government Owned
- Long Term Care Facility Exempt from Tax or Government Owned
- All Other Entities

Taxpayer Identification Number (TIN)
If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN. However, the IRS prefers that you show the SSN.

36 2826922

Check Only One Required (see "Instructions")

- Social Security Number (SSN)
- Employer Identification Number (EIN)
- Individual Taxpayer Identification Number for U.S. Resident Aliens (ITIN)

Certification
Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number, AND
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.
- I am a U.S. person (including a US resident alien).

Printed Name Andrew S. Petersen	Printed Title Vice President-External Affairs/Comm.	Telephone Number (608) 664.4155
Signature 		Date (mm/dd/ccyy) 02/27/12
For Agency Use Only		
Agency Number	Contact	Phone Number
Change <input type="checkbox"/> Name <input type="checkbox"/> Address <input type="checkbox"/> Other (explain)		

Return completed form via facsimile machine or to the address listed below.
For your convenience this form has been designed for return in a standard Window envelope.

Forms may be returned to:
Fax Number: ()
Attn: