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Green Bay Packers Head Coach Matt LaFleur to be Keynote Speaker at 2025 Advocacy Day

WHA is thrilled to announce Matt LaFleur, Head Coach of the Green Bay Packers, as the keynote speaker for 2025 Advocacy Day, sponsored by WHA Corporate Member C.G. Schmidt. WHA's annual Advocacy Day will be held on Wednesday, April 9 at the Monona Terrace in Madison. There is no cost to attend Advocacy Day, but pre-registration is required.

LaFleur began his coaching career by breaking the NFL record for most wins (39) by a new head coach in his first three seasons. He has proven his ability to build trust and unity amongst the team, which has been fundamental in the Packers' success. On top of breaking records as a first-year head coach, LaFleur has been given tremendous praise throughout the media; ESPN broadcasters described him as the "undoubted coach of the year" in 2022 and arguably the "Packers' Most Valuable Weapon."

"WHA looks forward to welcoming Matt LaFleur to Madison for Advocacy Day this year," said WHA President and CEO Eric Borgerding. "Matt's a great leader who knows how to inspire and drive success. His perspective is sure to be insightful for our attendees."

In addition, the day's agenda will feature a great lineup of speakers, including the popular legislative panel discussion, followed by a luncheon keynote address from Gov. Tony Evers (invited).





The highlight of Advocacy Day is always the hundreds of attendees who take what they've learned during the day and then meet with their legislators in the state capitol in the afternoon. Advocacy Day is one of the greatest opportunities hospital employees, trustees and volunteers have to make an important, visible impact at the state capitol.

There is no cost to attend Advocacy Day, but pre-registration is required. For more information and to register, [click here](#).

For questions regarding Advocacy Day, contact WHA Vice President of External Affairs Kari Hofer. For registration questions, contact WHA Education Coordinator Maria Stuessy.