

Keynotes



David Cooks is Founder of David Cooks Enterprises, LLC, a speaking, coaching, and training organization that helps businesses and individuals put purpose into action. David's experiences as a coach, a businessperson and an educator have equipped him to speak with clarity on teamwork, leadership, and communication. David has spent nearly 25 years in Education, including 17 years at Marquette University High school teaching Economics, coaching basketball and as the Diversity Director.

David's basketball coaching career is distinguished. He is currently serving as an Assistant Coach at Concordia University. Highlights of his coaching career include serving under Coach Mike Krzyzewski at Duke University, coaching USA East Coast Basketball with Coaches Frank Martin and Guy Rancourt and serving for a number of years as the Head Coach at Marquette University High School.

David is the author of the book "Getting Undressed – From Paralysis to Purpose", available at HenschlHaus Books, Amazon.com and online outlets.

David earned a Bachelor of Business Administration in Finance from the University of Wisconsin-Whitewater and an MBA in Finance from Duke University.

David and his wife MariPat reside in Wauwatosa, Wisconsin



Rev. Jeff Schrank, a native of Wisconsin, graduated from Concordia Teachers College, River Forest in 1984 with a bachelor's degree in Theology and Theological Languages, and later received his Doctorate in Ministry for Preaching at Westminster University in 1996. In 1988 Jeff received a Master's in Divinity in Systematic Theology from Concordia Theological Seminary - Ft. Wayne. His first call was to Holy Trinity Lutheran Church in Lawrenceville, New Jersey (1988-1995). Next, he served at Trinity Lutheran Church in Nashville, Illinois (1995-2000). For the past 18 years he has served as the Executive Pastor at Christ Church—Lutheran.

In 2012 he hosted the first Best Practices for Ministry Conference. This ongoing annual conference is held in Phoenix each year as an encouragement for our church body.

Jeff and his wife Joyce have 3 children; Ben (30), Aaron (28) and Jessica (23), and 2 grandchildren; Madelyn (2) and Samantha (1).

Featured Speaker



Ted Neitzke is currently the CEO of CESA 6 and is the former Superintendent of the West Bend School District where he served from 2004 -2016. He began his administrative career in the Sheboygan Area School District and taught in the Random Lake School District. Ted is a constant advocate for public education, finding himself in Madison often and working with legislators across the state to build their understanding of critical issues. He is published and currently hosts the “Smart Thinking” podcast. His philosophy is simple “the only way we’re going to fundamentally change the behaviors of our children, is if we change our own.”

Ted sits on multiple Boards across the state and is currently the President of Riveredge Nature Center, a Board of Director at St. Joseph’s Hospital in West Bend, and an appointed member of the Group Insurance Board. Ted has served as the vice-president of the Economic Development Corporation of West Bend, and a Board

member at the West Bend Area Chamber of Commerce. As a Superintendent, he visited 36 local employers and toured the facilities and worked to align the local curriculum with the regional economic needs. His district was the first in the state with a fully funded on-site health care system and he has been instrumental in leading two successful referendums. He has worked with and presented at over 80 districts in Wisconsin, Minnesota, and Illinois. Ted has presented for the Wisconsin Department of Public Instruction, the Association of Wisconsin State Administrators, and at the Professional Learning Communities at Work Institute, in Lincolnshire, Illinois. Ted is six-sigma certified and has served as a Baldrige examiner and is a continuous improvement consultant in both the private and public sector.

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