

Joe Wilson, President, Planet In Action

He has over 30 years experience in fund development, fund raising, non profit management, marketing, business, government and public relations. As Executive Director of Keep Greater Milwaukee Beautiful and Greening Milwaukee he is responsible for harnessing enthusiasm throughout Greater Milwaukee for a significant environmental improvement resource while building the internal infrastructure to support diverse activities, constituencies, and future aspirations.

Wilson holds a Bachelor of Arts degree in Public Administration from St. Edwards University, Austin, Texas. He is the former national executive director of the National Police Athletic League, North Palm Beach, Florida, Young American Bowling Alliance, Greendale, Wisconsin, Texas Amateur Athletic Federation, Austin, Texas, and Assistant Executive Director for Texas Special Olympics, Austin Texas. He worked for the Department of Parks and Recreation for the City of Austin, Texas and City of San Antonio, Texas.

Wilson is a former member and chairman of the National Urban and Community Forestry Advisory Council appointed by the Secretary of Agriculture. He served on the Wisconsin Urban Forestry Council and a former board member for the National Alliance for Community of Trees. He also served on the Board of Directors for the United States Olympic Committee, on the National Football League Youth Advisory Committee and advisor to the Hershey National Youth Track and Field Program. He is the founder of the Games of Texas.

Wilson has numerous entrepreneurial interests ranging from computer software management, recycling and restaurants. He is a public speaker on non profit management, strategic thinking and fundraising. Currently, serves as President of the Downtown Milwaukee Kiwanis Club and on several other civic, recreational and fraternal organizations. He is an active coach for baseball, basketball and football.