

JENNIFER (COOK) NILSSEN

GRADUATED FROM EDGAR HIGH SCHOOL IN 1995

After graduating from Edgar High School in 1995, Jennifer went on to school at the University of Wisconsin-Lacrosse and the University of Wisconsin-River Falls. She graduated with a Bachelor's of Science in Marketing and Speech Communications in 2001, and then completed a Master's of Science in Educational Psychology (emphasis in Counseling) in 2010. In 2011, she created the business O-I-See Youth Strategies, and she founded the non-profit O-I-See Family Strategies in 2016.

Prior to business ownership, Jennifer was noticing an ever growing requirement pressure on youth, families, state systems, and educators within our school systems. It became her goal to be the strongest advocate for parents and children, while collaborating with the ever changing support systems, outside the school system. This took much courage in that most school counselors work inside school systems, and she wasn't sure if others would see her as the help she wanted to be for everyone involved in a child's life. However, she trusted in what she believed to be the best for everyone, and has never looked back since.

Jennifer's passion for excellence and compassion for people is dedicated to making sure professionals, families, and youth receive nothing less than the best. She believes in abilities versus disabilities, and she is also very certain that children are the true experts on what will work best for them. Sometimes all we need to do is ask, allow space/time to listen, and a creative and safe space for them to try their own ideas.

Jennifer resides in Roberts, WI with her husband Andy and their two children Conner and Lauren. She maintains her O-I-See Youth Strategies ownership as she pursues more ways to help individual youth be the best they can be.