

OFFICIAL GUIDE TO THE 99TH STATE EDUCATION CONVENTION

EXPANDING YOUR

Vision



99th state
education
convention

WASB·WASDA·WASBO

CONVENTION 2020 | JANUARY 22-24 | MILWAUKEE, WISCONSIN

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Expand Your Vision

Welcome to the 99th State Education Convention!

As the presidents of the Wisconsin Association of School Boards (WASB), the Wisconsin Association of School District Administrators (WASDA) and the Wisconsin Association of School Business Officials (WASBO), we welcome you to the 99th annual State Education Convention.



Brett Hyde
WASB President
Muskego-Norway
School District



Cindy Zahrte
WASDA President
Tomah Area
School District



Kathy Davis-Phillips
WASBO President
DeForest Area
School District

Look around and you'll see your fellow school board members, administrators, business officials, educators and others discussing important issues, sharing ideas and hearing from education leaders.

This year's theme of "Expand Your Vision" is about seeing further. We're preparing our children for more than graduation day; we're getting them ready to live a life that brings them meaning and economic security. Our speakers will help expand your view of an effective educational experience and how you can help shape it.

We hope you'll be sharing what you learn with your colleagues back home for months to come. Thank you for attending and demonstrating your commitment to advancing public education in Wisconsin. □



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PRESENTING ORGANIZATIONS

- Wisconsin Association of School Boards, Inc.
- Wisconsin Association of School District Administrators
- Wisconsin Association of School Business Officials

Convention General Information

Assistance:

Need help? WASB staff are available at registration on the third floor.

Badges:

Admission to all convention activities and exhibits is limited to those wearing the official convention badge. Be sure to have it with you.

Coat Check:

Provided on the ground floor of the Wisconsin Center.
Hours: Wednesday, 7 am–5:30 pm; Thursday, 7 am–5:30 pm; and Friday, 7 am–12:30 pm.

Convention Bookstore:

Located on the third floor, the convention bookstore stocks a wide range of educational leadership books.
Hours: Tuesday, 1–5 pm; Wednesday, 8 am–5 pm; and Thursday, 8 am–3 pm.
(Not available on Friday.)

Convention Photos:

Download photos taken at the convention by our professional photographer at no cost. Check your email inbox after the convention for a link to the photo galleries. Also, visit the Lifetouch Photo Booth, located immediately outside the Exhibit Hall, to get a complimentary photo taken for your district.

Exhibit Hall Hours:

Wednesday, 9 am–4:30 pm and Thursday, 9 am–2 pm.
(The Exhibit Hall is not open on Friday.)

Handouts:

Are you looking for a convention session handout? Visit the Handout Print Center next to the registration area on the third floor of the Wisconsin Center. Paper copies may be available in the session files. If not, print a copy.

Internet Café &

Charging Station:

Courtesy of BoardDocs, the Internet Café in the Exhibit Hall allows you to check your email, access the Internet and charge your devices.



Member Recognition Attendance Points:

Board members earn 30 WASB Member Recognition points for attending the convention and five additional points for attending a pre-convention workshop.

Mobility Solutions:

Electric scooters are available for rental from On the Go Mobility, a local company. Call them at 414-228-7100 to make arrangements.

Session Descriptions:

If a school district is presenting, the presenter information in the convention guide includes the district's 2018-19 student enrollment as reported to the DPI.

Social Media:

Follow @WASBWI on Twitter and @WISchoolBoards on Facebook for live updates throughout the convention. To join the conversation, post your convention experiences on your Twitter or Facebook account using the hashtag #2020EdCon.

Virtual Attendance:

Eight breakout sessions and two keynotes will be recorded. The recorded breakout sessions are highlighted in blue in this guide. To access the recordings, sign up to be a virtual convention attendee.

WASB Regional Meeting

Convention–Promotion Tickets:

If you brought your convention ticket that was distributed at a WASB Fall Regional Meeting, drop it off at the Sustainable Schools Pavilion in the Exhibit Hall for a chance to win a complimentary registration to the 2021 State Education Convention.

Important Notice: All general sessions and breakout sessions will be held in the Wisconsin Center on Wednesday, Thursday and Friday.



Make the Most of Your Convention Experience

THE CONVENTION MOBILE APP is a handy tool that includes the up-to-the-minute agenda, maps, exhibitor information and everything else you need to make the most of your time in Milwaukee. It also lets you see handouts used by presenters and rate each session. Search for “2020 WI Education Convention” in Apple’s App Store or Google Play or scan the codes to the right. Be sure to download the new app for this year’s convention.

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for Android



for iPhone

Shuttle Schedule

Shuttle service will be available during the State Education Convention at participating hotels courtesy of Lamers Bus Lines. Unless otherwise indicated, the shuttle pick up/drop off is at the ground floor doors of the Wisconsin Center near the corner of N. Vel R. Phillips Ave. and Wells St. (between Ballrooms AB and CD). Shuttles will run at the following times:



| WEDNESDAY |
|-------------|
| 7 – 9 am |
| 4:30 – 5 pm |
| 5 – 6 pm * |

| THURSDAY |
|-------------------|
| 6:30 – 7:30 am ** |
| 7:30 – 8:30 am |
| 5 – 6 pm |

* Pick up is at the Hilton Milwaukee City Center Hotel to accommodate the Networking Reception.
 ** Drop off is at the Hilton Milwaukee City Center Hotel to accommodate the WASB Breakfast.

Convention Hotels With Shuttle Service

Aloft Milwaukee Downtown
 Courtyard by Marriott Milwaukee Downtown
 DoubleTree Hotel Milwaukee City Center

Fairfield Inn & Suites
 Hampton Inn & Suites Milwaukee Downtown
 Saint Kate Arts Hotel

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Tuesday Pre-Convention Workshops

1:30 – 5 PM | Hyatt Regency Milwaukee, Pre-registration required

● Redesign, Redefine and Reimagine: College, Career and Life Readiness

REGENCY B — Redefining Ready! provides an accountability framework that has real relevance and value. It allows districts to meet the personalized learning needs of every student by creating pathways from elementary school through high school that ensure students are ready for life. Public schools can redesign, redefine and reimagine how we create rigorous and relevant experiences while crafting a narrative about public education that shows our students are more than a single test score and are ready for the future.



Dr. David R. Schuler

Dr. David R. Schuler is the 2018 Illinois and National Superintendent of the Year. Known for his ability to inspire and build leaders, he spearheaded Redefining Ready!, the national movement to redefine what it means for students to be college, career and life ready while serving as the 2015-16 president of AASA, the American Association of School Administrators.

● Reframing the Achievement Gap: Equity and Excellence for All

REGENCY C — This enlightening and engaging workshop will provide a compelling overview of the key events leading to today's racism, tying together the past and the present. It will delve into the historical factors that have contributed to what we know today as the achievement gap. Using the experience of the Middleton-Cross Plains Area School District, which serves rural, suburban and urban communities, the workshop will provide attendees with practical examples of how to address the opportunity gaps for their students. Learn how the district is proactively working to understand and change its current educational practices that have perpetuated opportunity gaps.



Percy Brown Jr.

Percy Brown Jr. is the Director of Equity and Student Achievement for the Middleton-Cross Plains Area School District, Senior Outreach Specialist for the Wisconsin Center for Education Research at the

University of Wisconsin–Madison and an adjunct instructor for the School of Education at Edgewood College. He'll be joined by Bob Green, president of the Middleton-Cross Plains Area School Board.

● The Opportunity of Conflict

REGENCY A — Conflict occurs naturally as boards frequently face high-stakes issues with opposing views and strong emotions. Poorly handled conflict can become a destructive force that wastes time, energy and money while damaging the kind of working relationships necessary for getting things done. When appropriately managed, conflict can present opportunities for improvement, progress, increased understanding and better relationships. Learn tips and tools to become more comfortable with conflict, manage conflict constructively and work together with board members, administrators and others for win-win resolutions.

WASB: Louise Blankenheim, consultant; Cheryl Stinski, consultant



Louise Blankenheim



Cheryl Stinski

● School Finance Puzzle

REGENCY D — Gain a conceptual understanding of the major components of the Wisconsin school finance system using a hands-on, interactive approach. The presentation team will include members of the Wisconsin Association of School Business Officials and the School Finance Team for the Wisconsin Department of Public Instruction. Attendees will become acquainted with the basics of the budget cycle, revenue limits, equalization aid, property taxes and referendums — how these components interrelate and how they impact board decision-making. Leave the workshop with increased confidence in discussing school finance concepts and using this knowledge to help foster an environment of trust in your community for the benefit of students.

DPI School Finance Team and Practicing School Business Officials

■ Pre-Delegate Assembly Discussion

Tuesday, Jan. 21, 7-8 pm — Crystal Ballroom, Hilton

This discussion session gives delegates an opportunity to seek any needed clarifications of the resolutions forwarded to the Delegate Assembly by the WASB Policy and Resolutions Committee. **This will be an informational session only.** Members are encouraged to ask questions, but no action will be taken and no debate will be allowed. This session also serves as the opportunity for delegates to propose emergency resolutions to the Policy and Resolutions Committee and will include a review of parliamentary procedure for delegate assemblies.



General Session

10 AM – Noon

Wisconsin Center, Ballroom CD

Presiding: **Cindy Zahrte**, WASDA President, Tomah Area School District



Cindy Zahrte

The 99th State Education Convention

will open with a performance by the

Richland Center High School

Symphonic Band and a presentation

of the colors by Greenfield High

School students.

During the general session, administrators and educators of the year will be recognized along with the student art award winner. State Superintendent Carolyn Stanford Taylor will address the opening general session.



JANUARY 22, 2020



Scott McLeod

Leading national expert on school technology



WEDNESDAY KEYNOTE SPEAKER

The world around us is changing

FAST, often driven by the twin forces of technology and globalization. What does that mean for the future of Wisconsin schools? What does that mean for the graduates we prepare? What does that mean for our classrooms and the education we provide our children? Join Dr. Scott McLeod for a rousing, interactive, thought-provoking conversation about future-ready schools and graduates.

Author of “Harnessing Technology for Deeper Learning,” Scott is an associate professor of educational leadership at the University of Colorado Denver and is widely recognized as one of the nation’s leading experts on preK-12 school

technology leadership issues.

Scott has worked with hundreds of schools, districts, universities and other organizations and has received numerous awards for his technology leadership work, including the 2016 Award for Outstanding Leadership from the International Society for Technology in Education. He blogs regularly about technology leadership issues at “Dangerously Irrelevant,” has authored three books, including “Harnessing Technology for Deeper Learning” (2018) and “Different Schools for a Different World” (2017) and is the co-creator of the wildly popular video series, “Did You Know? (Shift Happens).”

Following his keynote, McLeod will be signing books at the convention bookstore on the third floor from 12:15 pm to 12:45 pm. He'll then lead two breakout sessions in room 201 A/B of the Wisconsin Center:

- 1:30 pm – School Models That Foster Deeper Student Learning and Engagement
- 3:30 pm – Rethinking Classroom Instruction

For the benefit of all attendees, McLeod’s general session keynote and two breakout sessions will be documented by a graphic recorder. She’ll synthesize McLeod’s messages into images and text and create visual maps of his key insights. Visit the WASB Commons in the Exhibit Hall to view the graphic recordings and add your own thoughts to the discussion. *McLeod’s general session keynote will be recorded for the Virtual Attendee Access program.*

WEDNESDAY Breakout Sessions

PLEASE NOTE: Sessions may be updated. Check for updates at WASB.org/convention or on the convention app.

8–9 am

COMMUNITY ENGAGEMENT

● How to Engage and Communicate to Build Referendum Support

102 C Last year, the DeForest Area School District engaged district stakeholders in a planning process to address facility needs and develop a shared understanding of whether the district was positioned to meet its current and future needs. The work led to a successful referendum in April

2019 that included \$125 million for capital projects and \$2.5 million for recurring operational funding. Staff will share the engagement and communication process used, which focused on building conditions and capital maintenance projects, modern learning environments, enrollment growth and operational funding needs.

DeForest (3,828): Debbie Brewster, school/community relations coordinator; Eric Runez, district administrator; Jan Berg, board president

FACILITIES

● 20 Ways to Save Energy in 2020

201 C/D By creating awareness of and implementing changes in the way school facilities operate, districts can better use taxpayer dollars and resources, conserve energy, improve efficiency and increase occupant comfort. This session will focus on 20 key choices districts can make to build an energy-conscious culture and reduce energy expenditures. They’ll share examples of

WEDNESDAY Breakout Sessions

WELCOME BREAKFAST

Take advantage of a light, complimentary breakfast available to all attendees. It's held in the **Exhibit Hall 9-10 am** on Wednesday, Jan. 22.



schools using a facility energy management plan to improve their systems while integrating the subject matter into course curriculum.

Focus on Energy: Tom Dragotta, lead energy advisor

LEADERSHIP

● Sustainability Through Succession Planning

102 A/B Maintaining effective practices and sustaining systemic improvement requires strategic succession planning in many different ways. School boards and superintendents are best positioned to develop long-term plans for transitions that will occur in key leadership roles over time. Ready for these inevitable challenges is a hallmark of recent work in the Chippewa Falls Area and Holmen school districts.

The superintendents and board leaders will explain the planning process, the tools they used and the ways in which they communicated with each other and stakeholders to be ready for changes without heightening anxiety.

Holmen (3,994): Cheryl Hancock, board president; Kristin Mueller, superintendent; Chippewa Falls (5,052): Heidi Eliopoulos, superintendent; Studer Education: Melissa Matarazzo, leader coach

● Being Transparent, Regaining Trust

102 D/E Are you a new superintendent who has inherited a district that has a rocky relationship with its community? Maybe you are a seasoned district administrator who has witnessed the relationship between the board and community become stressed? Regardless of your situation, it's a safe bet you have initiatives to accomplish and are wondering how to rebuild trust. Hear from one district's team as they provide insight on their actions to rebuild communication and trust among the board, administrative team and community, and the results that followed. They'll share stories and discuss strategies, including an open and honest referendum campaign, that were critical to helping rebuild a frosty relationship.

Manawa (637): Carmen O'Brien, business manager; Daniel Wolfgram, principal; Melanie Oppor, district administrator; Joanne Johnson, board president; Hoffman Planning,

Design and Construction: Jody Andres, senior project architect and K-12 market leader

SCHOOL FINANCE

● Financial Roles & Responsibilities of School Board Members

103 A/B The financial roles and responsibilities of school board members, including relevant statutes, will be identified in this session. Additionally, the presenters will address policy development, budgeting practices and procedures, and financial audit considerations from the perspective of three former board members who are active school business managers.

Marshall (1,030): Bob Chady, business manager; Janesville (10,069): Dan McCrea, chief financial officer; Timothy L Stellmacher Consulting: Tim Stellmacher, school business management consultant

STUDENT ACHIEVEMENT

● Out of the Classroom and Into the Outdoors

202 A/B Learn how one K-8 district has been moving the classroom outdoors since 1981 and continues to expand its outdoor education program. The North Lakeland School District commits six full days to an immersive outdoor education program and has partnered with the local nature center to provide enhanced educational experiences. All students participate in this program, which is standards-based and almost completely out of the classroom. District leaders, teachers and a naturalist will present how this immersive outdoor education program is part of the district's curriculum and has been highly successful.

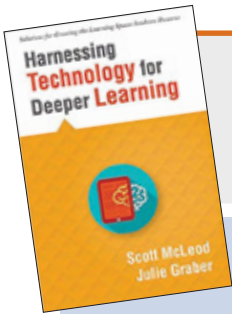
North Lakeland (152): Brent Jelinski, superintendent; Deb Skrobot, board president; Jennifer Thoma, director of outdoor education; Kari Moon, board treasurer; North Lakeland Discovery Center: Licia Johnson, education director/naturalist

Convention / Delegate ORIENTATION

Wed., Jan. 22 | 8-9 am Ballroom AB

Are you new to the convention or serving as a first-time delegate at the WASB Delegate Assembly? Attend this special session to learn everything you need to know to get the most out of your convention experience. Intended for first-time attendees to the convention and/or Delegate Assembly.

WASB: Dan Rossmiller, director of government relations; Chris Kulow, government relations specialist



SCOTT MCLEOD BOOK SIGNING

Wednesday, Jan. 22 | 12:15–12:45 pm

Wednesday keynote Dr. Scott McLeod will be signing books on the 3rd floor of the Wisconsin Center, outside the bookstore.

● The School Board's Role in Developing Resilient Learners*

101 A/B Three years ago, the School District of Altoona launched a new program of support aimed at decreasing occurrences of seclusion and restraint through restructuring its existing special education staff assignments. Implemented from kindergarten through eighth grade, the intentional and proactive behavioral resource centers (dubbed “The Think Tank” and “The ABC”) resulted in a dramatic decrease in seclusion and restraint occurrences and an increase in student achievement for students with disabilities. The district will summarize the steps they took to develop this award-winning program, the lessons learned and how other districts may replicate their models.

**Session to be recorded and included in Virtual Attendee Access program.*

Altoona (1,599): Alan McCutcheon, director of special education and student services; Dan Peggs, superintendent

● Bullying Prevention to Create Safer and Healthier Schools

101 C/D Bullying, including cyber bullying, harms students and staff in a myriad of ways. In this interactive session, learn about student and staff

bullying, its effects, pertinent laws and the associated legal liabilities. Participants will have an opportunity to share stories from their districts and learn how other districts handled their incidents of bullying.

M3 Insurance: Marty Malloy, director of education and government practice; Wisconsin County Mutual Insurance Corporation/Community Insurance Corporation: Jodi Traas, senior risk management consultant

● Vaping: An Unconventional Addiction

201 A/B The number of students vaping has skyrocketed and the traditional methods of combating nicotine use are not working. Scientific evidence is unclear on the long-term effects, e-cigarette companies promote candy-like flavors in colorful marketing campaigns, and usage is nearly undetectable. The presenters will cover the dangers of vaping and the importance of having adequate policies in place. They will offer a variety of educational strategies, including how schools can incorporate best practices around e-cigarette prevention into their curriculum for free.

CATCH Global Foundation: Abby Rose, program manager; CESA 10: Lance Gregorich, manager of project management/environmental, health, and safety

● Collaboration and Innovation: Scaling Student Readiness and Dual-Credit Success

103 C U.S. companies are facing major shortages of qualified employees. School districts can expand proven programs that increase college completion rates and the proportion of workers with high-value postsecondary degrees or credentials. Students who attend schools with high-quality, dual-enrollment or early college programs are more likely to graduate high school, immediately enroll in college, and graduate college than their peers. Learn proven strategies to scale up programming, increase access and expand program options across career pathways.

DPI: Karin Smith, academic and career planning and dual enrollment consultant; CESA 6: Tania Kilpatrick, director, center for college and career readiness

Internet Café PRESENTATION

Wednesday, Jan. 22
Exhibit Hall **9:15–9:45 am**

Making the Most of Policy in BoardDocs

Explore cloud-based technology that dramatically improves board effectiveness, especially when working with policy management. See how easy-to-use online solutions allow organizations to streamline the important work of policy governance and provide transparency for constituents.

Angela De Los Santos,
Policy Services Manager,
BoardDocs



Sustainable Schools Pavilion PRESENTATION

▶ Wednesday, Jan. 22 | Exhibit Hall **9:15–9:45 am**

Advanced Energy Design: Achieving Zero Energy

Since 2002, industry experts, with support from the U.S. Department of Energy, have collaborated on a series of Advanced Energy Design Guides that result in significant energy savings in the built environment beyond what is expected by using only the industry standards. This session will focus on the Zero Energy K-12 School Building Design guide. The presenters will highlight the major steps and integrated, systematic approach for achieving Zero Energy in schools.



10 for 10 NETWORKING See page 21 for details!

1:30 – 2:30 pm

COMMUNITY ENGAGEMENT

● **Use Customer Service in School Districts: Enrich Your Families' Experiences!***

101 A/B We bump into customer service in all aspects of life — from the doctor's office to the grocery store to online shopping. How about in schools? Yes! Customer service means more than “please and thank you” in today's competitive school environment. It means student enrollment. Beyond customer service, there is the customer experience — how people feel when they interact with your organization. Great customer experience means great relationships. It doesn't happen by chance. Learn how Marinette School District leaders defined positive customer experience and implemented it systematically in their schools.

**Session to be recorded and included in Virtual Attendee Access program.*

DD Communication Services: Dorreen Dembski, communication specialist, CEO

FACILITIES

● **Managing Change: Transitioning to Flexible Learning Environments**

202 A/B After successfully renovating

or building new schools, district leaders must face the next step of supporting their staff, students and parents in adapting to and maximizing the physical changes in their schools. Learn from two school districts on how they created the critical framework and built broad buy-in for instructional program changes that drove facility improvements and how they then supported the transition to flexible learning environments.

Lake Mills (1,588): Amanda Thompson, principal; Dean Sanders, former superintendent (retired); Sheboygan Falls (1,688): Jean Born, superintendent; Mary Lofy Blahnik, director of curriculum and instruction; EUA: Kit Dailey, engagement specialist; Teresa Wadzinski, studio director; Chris Michaud, senior design architect

HUMAN RESOURCES

● **Recent Trends in Total Compensation Modeling**

103 A/B Many employees today no longer look at compensation and benefits separately. They want to see total compensation statements, which provide information on salary and bonuses as well as health, retirement and paid time off. With the talent pool shrinking and the competition to retain and attract employees

at an all-time high, employers need to use total compensation benchmarking and communication to their advantage.

Associated Benefits and Risk Consulting: Al Jaeger, benefits consultant; Andy O'Halek, employee benefits consultant; Bret McKittrick, senior human resources consultant

LEADERSHIP

● **Data In/Data Out: Getting Your Story Right**

201 C/D One of the keys to school improvement work is the effective use of data. What is the role of the school board in setting the stage for effective data use in schools? What story does that data tell your stakeholders and the public? For your work to be highly effective, a data-driven approach to improving teaching and learning is necessary, and you must have a plan in place to pull it off. To ensure your data story is accurate, internal data systems must be routine and reliable. In this session, Wisconsin's WISExplore team will review considerations to help you examine the “data in” and “data out” processes that tell your district's story.

CESA 7: Judy Sargent, WISExplore director

2020 WASB Delegate Assembly | Wednesday, January 22, 1:30 pm — Wisconsin Center

Vote on the policies that will guide the association's legislative agenda. Delegates will meet in Ballroom AB on the ground floor of the Wisconsin Center at 1:30 pm on Wednesday, Jan. 22.

A pre-Delegate Assembly Discussion will be held at 7 pm on Tuesday, Jan. 21 in the Crystal Ballroom at the Hilton Milwaukee City Center Hotel. New delegates are invited to a Convention/Delegate Assembly orientation meeting in Ballroom AB at 8 am on Wednesday, Jan. 22.

Delegates may pick up their credentials directly outside the Delegate Assembly hall beginning at 9 am on Wednesday, Jan. 22. To ensure that each board has one vote, credentials are not included in the individual convention registration materials that are picked up on the third floor.



Sustainable Schools Pavilion PRESENTATIONS



► Wednesday, Jan. 22 | Exhibit Hall **2:45–3:15 pm**

Building a Case for Energy Efficiency

Incorporating energy efficiency into the future of your school district can seem like a daunting and costly task. With tight budgets and limited resources, trying to accommodate the needs of students, staff and the surrounding community can feel like a balancing act.

In this panel discussion with a school board, Focus on Energy will concentrate on questions boards should be asking when implementing energy-saving projects in their district. Learn the funding options your district should be utilizing and energy efficient strategies to help you build a case for energy efficiency.

SCHOOL FINANCE

● Referendum Success Stories

102 D/E Getting a referendum passed in Wisconsin takes hard work and creativity. In Wisconsin Dells, the district obtained financial support for almost half of their high school project from local municipalities. In Spencer, the district obtained a federal grant for a substantial

portion of their \$6 million project. The presenters will take a deep dive into these and other case studies to show how to minimize costs and maximize benefits, and implement creative communication techniques that result in referendum success!

Baird: Lisa Voisin, managing director; Wisconsin Dells (1,787): Terry Slack, district administrator; Spencer (686):

Internet Café PRESENTATION

Wednesday, Jan. 22
Exhibit Hall **2:45–3:15 pm**

Future-Ready Schools Require Future-Ready Boards

Students are using 3D printers, working in artificial intelligence and competing in robotics. How do you lead in modern times? What's the board's role in creating a culture that serves as a launchpad for innovative programs and ideas? Join the discussion as we re-imagine modern governance and the potential to collaboratively accomplish strategic objectives that will lead the transition to future ready.

Diana Freeman, Implementation Specialist, BoardDocs

Michael Endreas, district administrator; Jordan Buss, board member



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SCHOOL LAW

● **Access to Public Records and Personnel Files**

202 C School districts are frequently subject to public records requests, and districts face significant liability if they do not respond in a timely and accurate manner. This session will cover the basics of Wisconsin’s public records law with a special emphasis on responding to requests for information contained in employee personnel files, including records that are being maintained in response to an investigation into alleged employee misconduct. Questions from attendees are welcome, and, time permitting, this session will briefly cover the basics of Wisconsin’s records retention law as well.

WASB: *Ben Richter, staff counsel*

● **SAA Legislative Update**

102 A/B There is always something going on in the State Capitol that directly impacts school board members and administrators. In this session, School Administrators Alliance Executive Director John Forester will recap the 2019-20 legislative session to date and review legislation that may be in play for the remainder of the session. There will be time for questions and answers.

SAA: *John Forester, executive director*

STUDENT ACHIEVEMENT

● **Excellence, Achievement, Equity: No Excuses!**

102 C If putting research into practice were easy, achievement gaps wouldn’t exist and every student would leave school well prepared for the future. Why do some districts excel and others struggle despite good intentions? What differentiates high-performing teams and their results from others? This session will examine how to: implement best practices and proven strategies for governance, leadership and instruction; work as a goal-centered board/administrative team; and provide the courageous “no excuses” leadership needed to close achievement and opportunity gaps.

WASDA/KCMG Int’l: *Kathleen Cooke, facilitator; Michael Gallagher, consultant*

● **Mental Health Collaborations: Increasing Access to Counseling**

101 C/D In this panel discussion, district representatives will talk about different types of agreements with mental health providers to bring high-quality outpatient services to students and families as well as memorandums of understanding, licensing and billing, and how to effectively

collaborate with practitioners to maximize student outcomes and serve students in a comprehensive manner.

Whitewater (1,940): Lanora Heim, director of pupil services; Rhineland (2,350): Maggie Peterson, director of special education/pupil services; Clinton (1,140): Matt Huettl, director of pupil services and special education

● **Leadership and Citizenship: How Air Force JROTC Benefits Your Students, Your School and Your Community**

103 C The mission of the Air Force Junior Reserve Officer Training Corps is to, “Develop citizens of character dedicated to serving their nation and community.” The high school program is an all-inclusive elective aimed at every student, not just those thinking about serving in uniform. This session will highlight how the Air Force JROTC’s high expectations and accountability place students on a path towards personal and academic success in every class and all aspects of their lives.

Greenfield (3,527): Andrew Davis, senior aerospace science instructor; high school cadets

● **School Models That Foster Deeper Student Learning and Engagement**

201 A/B A wide variety of school and classroom models enable deeper student thinking instead of just recall and regurgitation; student empowerment instead of bored passivity; and authentic, meaningful, community-embedded work instead of isolated, artificial classroom assignments. From passion projects to course redesign to whole-scale school restructuring, we will walk through these organizational models together and discuss which might be feasible options for your school districts. We also will discuss some of the research on deeper learning schools, national project-based learning networks, and what leaders of innovative schools do differently. Join Scott for a look at schools around the world that are empowering students in amazing ways! Bring a computing device

PHOTO BOOTH

On the third floor of the Wisconsin Center near registration.

Want a complimentary, professional photo for your district website? Stop by the Lifetouch Photo Booth. Their professional photographers will take your picture and send it to your district. Or stop by with your colleagues for a fun group photo. Is everyone from your district proudly wearing a shirt promoting your school spirit? Get your picture taken!

Photo Booth Hours: *Wednesday, Jan. 22: 9 am – 4:30 pm*
Thursday, Jan. 23: 9 am – 2 pm





NETWORKING Reception

Wed., Jan. 22 | 4:30–5:30 pm Crystal Ballroom, Hilton Milwaukee City Center

Relax with your colleagues and enjoy refreshments courtesy of Forecast5 Analytics, PMA Financial Network, and Security Health Plan. All attendees and exhibitors welcome.

Lamers Bus Lines will provide transportation to designated hotels from the Hilton Milwaukee City Center Hotel on Wednesday, Jan. 22, 5-6 pm to accommodate the reception. The pick-up location is at the 6th Street entrance (at the end of the Wisconsin Broadcasters Hall of Fame hallway).

Sponsored by:



(laptop, tablet or smartphone) and be ready to dive in!

Scott McLeod, keynote speaker

3:30 – 4:30 pm

COMMUNITY ENGAGEMENT

● Are Your Businesses Engaged? Our Future Workforce Is in K-12 Today

102 D/E For the past 26 years, Partners in Education through the Greater Green Bay Chamber has been convening leaders from business, post-secondary and K-12 institutions along with community organizations. They aim to ensure that all learners in their community attain the knowledge, skills and values to be successful in their community as well as personally and professionally. To more effectively engage the businesses in your area, learn how they leverage their initiatives focused on equity in public school funding and parent engagement.

Schreiber Foods: Chad Wiegand, partners in education vice chair; Green Bay (20,391): Michelle Langenfeld, district administrator; Greater Green Bay Chamber: Sue Zittlow, vice president

FACILITIES

● School Facility Health and Its Impact on Student Learning

101 C/D Extensive research indicates that facility health — including factors such as lighting, air quality,

background noise, natural light and carbon dioxide levels — impact student outcomes and academic performance. Learn more about these factors and their impacts as well as new technologies that make facility assessments easier and more cost efficient than in the past.

Unesco Inc.: Brian Peters, senior mechanical engineer; Jim Connell, education consultant

HUMAN RESOURCES

● Additional Compensation and Fringe Benefits — Do's and Don'ts

103 A/B In this session, the presenters will review tax requirements and best practices for providing additional employee compensation as well as wellness plan incentives and giveaways. Using specific situations, this interactive session will provide attendees with tips regarding the do's and don'ts of offering additional compensation or cash-related benefits.

Lewis Law Office: Julie Lewis, attorney/ principal; Nekoosa (1,183): Lynn Knight, business manager; Key Benefit Concepts: Sarah Plohocky, benefit consultant

LEADERSHIP

● Elevating Achievement for All: A Focus on Equity*

101 A/B As in other states, Wisconsin's school children have become more diverse with continued disparate achievement. This calls for a more intentional focus on equity with

more specific allocation of resources, instruction and opportunities to meet the needs of all children. This session will help participants better understand educational equity, areas to focus on and how to frame this issue for community understanding. Educating all children well is our mission and this workshop will help board members understand this issue.

**Session to be recorded and included in Virtual Attendee Access program.*

WASB: Dan Nerad, consultant; George Steffen, consultant

● Creating a Safe Environment for Students: A Collaborative Effort Between Law Enforcement and Schools

102 A/B This session features law enforcement, emergency management and school officials from Clinton and Rock County. They'll discuss how training, routine patrol and technology can prepare everyone for an unthinkable event as well as the challenges school officials face addressing adolescent mental health, assessing school threats, and working collaboratively with law enforcement agencies to ensure an effective multi-agency response to a crisis. You will leave with an understanding of why developing a great working relationship between emergency management services and the school district is vital to student safety and student achievement.

Clinton (1,140): Janae Gile, director of curriculum and instruction;



Jim Brewer, district administrator; Robert Butler, director of buildings and grounds; Clinton Police Department: David Hooker, chief of police; Rock County: Shena Kohler, director of emergency management

● Everyone Needs a Coach — Even Us Leaders

102 C The Pewaukee School District is committed to maximizing the potential of all employees through a systematic approach to ongoing professional development which includes an

emphasis on coaching. Learn about the innovative approach the district has taken to engage teachers, administrators and department heads with leadership coaching. The session will include background on the decision to create a director of learning and leadership to oversee all the learning coaches and provide one-on-one coaching to administrators.

Pewaukee (2,995): Mike Cady, district administrator

● Policy Development: Find a More Effective Approach for Your Board and School District

201 C/D Effective policy development and policy updating is a challenge for every school district. No single model is right for everyone, and the work is rarely easy. This session will identify and discuss the advantages and disadvantages of different approaches to policy development with a focus on three areas: process, structure and (of course) content. Within that framework, we'll discuss how committees can be most effective, the critical role of internal subject matter experts, and different ways to tap into external expertise — including WASB services. Come to the session to learn if your district might benefit from a policy “weed and feed” or “the 60/40 approach.” With a few new strategies, your board’s future first readings might become more fruitful and less frenzied!

WASB: Daniel Mallin, legal and policy services counsel



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SCHOOL FINANCE

● School Finance: The Conversation Continues

103 C Learn how to better articulate your district's fiscal needs locally and at the state level. This session will provide an overview of the history of public school funding in Wisconsin, the fundamentals of today's system, and the research and dialogue that helps school leaders articulate public school funding needs with their constituents and community leaders.

Wisconsin Association for Equity in Funding; Pete Ross, co-director; Tony Klaubauf, co-director

STUDENT ACHIEVEMENT

● Increasing Student Outcomes and Meeting the Needs of English Learners in Rural School Districts

202 C Is your rural district struggling to meet the needs of your English learners? Learn about the journey the Antigo Unified School District has taken in its small, rural district. A few years ago, the data in Antigo showed significant gaps for English learners compared to other populations and English proficient students. By creating a three-year improvement plan and implementing state requirements, the district is closing reading and math gaps with their English learners.

Antigo (2,262): Kelly Fassbender, director of instruction; Bree Kratz, school counselor; CESA 2: Tere Masiarchin, senior director, language and culture center of excellence

● Relationships Matter: A Strategic Approach to Integrating Social, Emotional and Academic Learning

202 A/B Social and emotional learning is a vital part of all learning and is critical to the systematic functioning of a diverse school community. Over the last two years, the Franklin Public School District has taken a collaborative and integrated approach to the cultivation of social-emotional learning competencies, ranging from classroom instruction to the establishment of multiple on-site mental health clinics. In this session, you will learn the key ele-

WCEP STORIES

Culture comes first. The rest follows.

The Wisconsin Character Education Partnership will be sharing more than 100 stories from schools throughout Wisconsin of how they implemented character education initiatives and found success.

Stop by one of their video displays to watch the vignettes.

Take a few minutes to see what exceptional culture looks like across Wisconsin districts and school communities.



ments of this approach, lessons learned, and the barriers and celebrations encountered along the way.

Franklin (4,599): Amy Oost, school counselor; Jamie Foeckler, principal; Katharine Reid, school counseling system specialist; Nicholas Kohn, director of strategic leadership

● Rethinking Classroom Instruction

201 A/B Join Scott for a discussion about what kind of instruction we should be looking for from the teachers in our classrooms. If we

want future-ready graduates, we have to rethink some key components of learning and teaching. Scott will introduce a resource that will help your educators redesign lessons and units and will provide some key questions, action steps and other resources that school board members and administrators can use back home in their districts. Bring a computing device (laptop, tablet or smartphone) and be ready to dive in!
Scott McLeod, keynote speaker □



General Session

3 – 5 PM

Wisconsin Center, Ballroom CD

Presiding: **Brett Hyde**,
WASB President,
Muskego-Norway School District



Brett Hyde

The **Beloit Memorial Jazz Orchestra** will kick off the second general session for the 99th State Education Convention.

Wisconsin school board members who have served 20 or 30 years will be recognized for their service.

WASB President Brett Hyde will reflect on his past year as president before handing the gavel to the 2020 president.



Yong Zhao

International expert on globalization and education



THURSDAY KEYNOTE SPEAKER

A renowned expert on globalization and education, Dr. Yong Zhao is Foundations Distinguished Professor in the School of Education with an appointment in the School of Business at the University of Kansas. He is also the Global Chair Professor of Education at East China Normal University, a global chair professor at the University of Bath in the U.K., and a professorial fellow at the Mitchell Institute for Education and Health Policy at Victoria University, Australia.

Zhao has published more than 100 articles and 30 books, including his most recent, “Reach for Greatness:

Personalizable Education for All Children” in 2018 and “Counting What Counts: Reframing Education Outcomes” in 2015.

Zhao has received numerous awards, including the Early Career Award from the American Educational Research Association, Outstanding Public Educator from Horace Mann League of the USA, and the Distinguished Achievement Award in Professional Development from the Association of Educational Publishers. He is an elected fellow of the International Academy for Education and is recognized as one of the most influential education scholars.

Yong Zhao’s keynote will be followed by a book signing from 5:15 pm to 5:45 pm outside Ballroom CD.

Zhao’s general session keynote will be recorded for the Virtual Attendee Access program.

THURSDAY Breakout Sessions

PLEASE NOTE: Sessions may be updated. Check for updates at WASB.org/convention or on the convention app.

8:45–11:45 am

SPECIAL SESSION
SCHOOL FINANCE

● **A Deep Dive into School Finance**

102 D/E Take a deep and detailed dive into Wisconsin’s school finance system with the DPI School Finance Team and WASBO members. In this special, in-depth session, they’ll describe how the revenue limit sets the total dollars that can be raised

through state equalization aids and local property taxes for each district. They’ll also step through the calculation of state equalization aids based on the variables and factors that drive the formula: each district’s spending, property tax base and number of students. Finally, they’ll discuss the importance of maintaining a strong fund balance and cash reserve as well as best practices for board policy in this area. Attendees will improve their under-

standing of how the overall district budget works and the concepts of fund accounting while gaining confidence in their advocacy on school funding for their districts.

DPI: Daniel Bush, school financial services director; Derek Sliter, school finance consultant; Baird Public Finance: Debby Brunett, school business specialist; Stevens Point: Tom Owens, business manager; CESA 1: Bob Borch, 2r charter schools business manager

8:45–9:45 am

COMMUNITY ENGAGEMENT

● **The Power of Social Media: Wrightstown Did It; You Can Too**

202 A/B Social media is a critical communication and engagement tool for every school district, but how do you develop a system to involve all of your staff? This behind-the-scenes look at how the Wrightstown Community School District told their story to the community will help paint a clear picture. They wanted to celebrate the amazing things happening in their schools in a safe and systematic way. They'll share the tools on how to share your story with thousands each week on platforms such as Facebook, Twitter and Instagram, dive into the analytics and discuss the engagement tactics.

#SocialSchool4EDU: Andrea Gribble, social media storyteller and founder; Heidi Feller, chief inspirational officer; Stephanie Sinz, chief people officer; Wrightstown (1,367): Carla Buboltz, superintendent; Mike Van Eperen, board president

FACILITIES

● **Why Your District Should Conduct a Comprehensive Facilities Assessment**

103 A/B Gain knowledge from two experienced facility directors who will take you through a comprehensive facilities assessment. They will guide you through a step-by-step

COFFEE BREAK

with WASB Peer Mentors & Consultants

Thursday, 10-10:30 am, Exhibit Hall, Cafeteria

Keep the discussions going over coffee and muffins. Join the WASB peer mentors and consultants in the Exhibit Hall cafeteria for a short, interactive roundtable discussion. Share the best idea you've learned at the convention so far and hear what your colleagues have to say. Do you have a question for a peer mentor or consultant? Now is a great time to ask.

Internet Café PRESENTATION

► Thursday, Jan. 23 | Exhibit Hall | **10–10:30 am**

Seven Things You Need to Stop Doing to Be a More Productive Board

This session examines typical board habits that cost the board time and efficiency when a better or more focused alternative is available. Join the conversation as we look at time-honored traditions and determine a better starting point. We will shake off the "that's the way we've always done it" mentality!

Diana Freeman, Implementation Specialist, BoardDocs

planning process that helps school districts and their communities better understand the current state of their facilities and how well the infrastructure supports educational goals.

Oshkosh (9,911): Dave Hob, custodial supervisor; La Crosse (6,637): Joe Ledvina, buildings and grounds supervisor

HUMAN RESOURCES

● **Staffing Roles and Responsibilities**

101 C/D WASB Organizational Consultants work as partners with school districts to build and strengthen trust between school board members and administrators as they work to provide excellence in education. One helpful method is an assessment of the roles and responsibilities of staff utilizing a matrix developed specifically for school districts. This process includes a review and analysis of relevant board policies and employee handbooks, districtwide and detailed central office department organizational charts, and job descriptions as well as organizational structures and reporting relationships. We'll outline the process, provide an overview of

the matrix and discuss how it can be used to update staffing levels and position descriptions.

WASB: Rachel Schultz, consultant; Roger Price, consultant

LEADERSHIP

● **Innovating the Strategic Plan**

202 D/E What does your strategic plan do for you? It takes a lot of time, energy, discipline and foresight to design and build your strategic plan. The plan should be inspiring, powerful and actionable, and it needs to move your system forward in a common direction for all in order to create change. Learn how we took our comprehensive strategic plan from planning steps to a dynamic reference tool using data visualization. This allowed us to shift the focus from data mining to data analysis, build a transparent understanding of progress, and take action to achieve our goals.

Muskego-Norway (4,850): Jeff Petersen, assistant superintendent; Kelly Thompson, superintendent; Michelle Plaushines, data and innovation specialist; Rachel Rydzewski, principal; Tony Spence, chief information officer

Sustainable Schools Pavilion PRESENTATION

► Thursday, Jan. 23 | Exhibit Hall | **10–10:30 am**

Grid to Garden — Implementing Sustainable Processes in Schools

Come to this panel discussion prepared with your questions for experts in the field of sustainable school practices! Powering school districts with on-site solar electricity can reduce districts' increasingly tight operating budgets, add significant renewable energy resources to our state's electric mix, and provide an excellent resource to teach students about clean energy. Managing organic waste in schools can be cost-effective, a pathway for building positive school culture, and improve student STEM skills. Attendees are encouraged to ask questions and take resources that will move their districts towards a shared renewable future.

Midwest Renewable Energy Association, RENEW Wisconsin and Compost Crusader

For more information about the Sustainable Schools Pavilion, see page 32.



CONVENTION UPDATES:

Mobile App and Twitter

Get convention updates by using the 2020 State Education Convention mobile app (details in the welcome to this guide) and/or by following the WASB on Twitter: @wasbwi. Post your convention experiences on your Twitter account and add #2020EdCon so other attendees can find your Tweet.

● **Onboarding New School Board Members – Ensuring a Successful Start**

102 A/B In this session, board members and administrators will learn best practices for new board member orientation strategies. We'll discuss pre-election, post-election and ongoing opportunities for new board members that will help make their transition onto the school board seamless and meaningful. We will also have a period of interaction in which attendees will have the opportunity to share their best onboarding practices.

WASB: *Fran Finco, consultant; George Steffen, consultant; Guy Leavitt, director of organizational consulting services*

● **Achieving Effective Board Meetings**

102 C This session is designed for superintendents and board members who share responsibility for achieving meaningful and productive outcomes at board meetings on behalf of the school communities they serve. The work of school governance is complex and challenging. Learn strategies and techniques to structure a board meeting so that group learning, discussions, problem solving and decision making are effective and productive for all involved.

Howick Associates: *Drew Howick, engagement specialist; WASDA: Jon Bales, executive director*

SCHOOL LAW

● **Use of Recording Devices in Schools**

202 C Cellular phones and other recording devices have become commonplace in our lives. Schools have many questions about their rights and obligations when individuals

want to record meetings or other interactions involving students, staff, parents and others within the school setting. This presentation will explore the various legal issues that relate to the use of recording devices, the privacy and safety concerns that recording devices create, the legal rights of schools, parents, students and staff, and the board policy revisions that schools may consider to ensure they are prepared.

WASB: *Scott Mikesch, legal and policy services counsel*

STUDENT ACHIEVEMENT

● **Using Charter Schools to Expand Your Vision**

203 A/B Is your district looking for creative ways to meet the needs of your community? Districts around the state are using charter schools as an innovative way to expand their vision. Use your district's challenges and needs, along with other case studies from around the state, to explore whether a charter school is right for you. This session promises to be personalized and practical. It's designed both for those districts already operating as a charter school authorizer and for those considering it.

WI Resource Center for Charter Schools/CESA 9: *Nick Pretasky, associate director; Sarah Hackett, director; WASB: Barry Forbes, associate executive director and staff counsel; Louise Blankenheim, consultant*

THURSDAY MEAL & NETWORKING PROGRAMS

■ **WASB Breakfast Program**

Thursday, Jan. 23, 7-8:30 am
Pre-registration required, \$37
Crystal Ballroom, Hilton Milwaukee City Center



Holly Hoffman

Born and raised in Eureka, South Dakota,

Holly Hoffman was the last woman standing on Season 21 of CBS' hit reality show "Survivor." Through that experience and others throughout her life, Hoffman was inspired to share her message of positivity, determination and confidence.

Author of "Your Winner Within," Hoffman acknowledges that life is made up of challenges and we are often faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions and energy to succeed — if only we have the knowledge, tools and discipline to do so.

HOLLY HOFFMAN BOOK SIGNING

Thursday, Jan. 23 | 8:45–9:15 am

Breakfast keynote Holly Hoffman will be signing books outside the Crystal Ballroom.



■ **WASDA Luncheon**

Thursday, Jan. 23, Noon – 1:15 pm
Pre-registration required, \$40
Crystal Ballroom, Hilton

Hosted by the Wisconsin Association of School District Administrators, featuring the 2020 Superintendent of the Year.

■ **WASBO Luncheon**

Thursday, Jan. 23, Noon – 1:15 pm
Pre-registration required, \$40
Empire Ballroom, Hilton

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2020 Wisconsin School Business Official of the Year.

● **Build Community Partnerships to Support Academic and Career Planning**

103 C The Antigo Unified School District partnered with Northcentral Technical College, local manufacturers and the local economic development corporation to strategically increase awareness of academic and career planning efforts and implement a robust strategic plan. As a result, school district staff have benefitted from business tours, employer input and collaborative efforts with technical college faculty. They'll outline the overall strategic plan as well as best practices to engage teachers in community partnerships and foster communication among all stakeholders.

Antigo (2,262): Kelly Fassbender, director of instruction; Northcentral Technical College: Sarah Dillon, dean of college enrollment

● **Benefits of Innovation in a Digitally Integrated Classroom***

101 A/B Explore how emerging technologies, and smart speakers in particular, can enhance and support teaching and learning in innovative classrooms. While "it's not about the stuff," tools such as touch screens, voice activation and smart speaker technology can blend with learning management systems and other technologies to create a seamless integration of digital resources. Join this session to learn from the experience of the Neenah Joint School District and how they kept student safety and security top of mind.

**Session to be recorded and included in Virtual Attendee Access program.*

Neenah (6,714): Erin Ermis, instructional library technology specialist; Matt Anderson, director of instructional technology

● **Optimizing Generation Z Education: These Kids Are Different From School Staff and Their Parents**

201 A/B Today's students are true digital natives and come into classrooms with short attention spans and the ability to multi-task in a way that their millennial teachers and Generation X parents can not. Working

through the adage that each new generation doesn't understand the "correct" way to do things, generational characteristics are changing more quickly with technology. In this session, you'll learn what the core groups prioritize to help each group work more effectively with others, optimize outcomes and lower frustration and stress.

Port Washington-Saukville (2,616): Jim Froemming, director of business services

● **The Impact of Family Engagement on Students' Learning and Achievement Scores**

203 C Over the past 50 years, research has established that students of engaged parents achieve better reading and math scores and have better social skills and behaviors. Why, then, do so many schools fail to engage parents?

This presentation will describe five interactive and collaborative family engagement tactics and how schools can implement them.

CESA 7: Nissan Bar-Lev, director of special education; DPI: Rita Fuller, family engagement education consultant

● **Baited Hooks and Trapdoors: A Closer Look at Special Services**

201 C/D Current issues, trends, legislation and regulation related to special services are creating challenges for local school boards and administrators. Topics in this session will include maintenance of effort, results-driven accountability, state and federal law updates, and funding sources for behavioral health programs.

Wisconsin Council of Administrators of Special Services: Gary Myrah, executive director

EDUCATION TOUR

■ **Betty Brinn Children's Museum and Maker Space**

*Thursday, Jan. 23, 9-11:15 am
Pre-registration required, \$5*

Milwaukee's Betty Brinn Children's Museum provides hands-on educational experiences

that foster school readiness and help children build fundamental cognitive, social-emotional and physical skills during their formative years.

The museum is also committed to educating adults about the profound influence of early learning on a child's success throughout life and ensuring access by all children and families in the community.

Tour the museum and its Be a Maker space, which expands the museum's core "learning by doing" mission to the larger community. Museum maker programming engages children in a broad range of STEM-based activities, including 3D design and printing, robotics, crafting, woodworking, electronics and more, and promotes a do-it-yourself attitude, curiosity, experimentation, problem-solving, as well as sharing and collaboration in a fun, creative environment.

Take home ideas for your schools' makerspaces and hands-on educational experiences and learn how your district can benefit from the museum's expansive resources.

Shuttle pick up/drop off is at the ground floor doors of the Wisconsin Center on Wells St. (near the corner between Ballrooms AB and CD).

- **9 am:** Begin boarding the shuttle
- **9:15 am:** Depart from the Wisconsin Center
- **9:30–11 am:** Betty Brinn Museum and Maker Space Tour
- **11:15 am:** Return to the Wisconsin Center



● **A Conversation About Equity**

103 D/E Every student should feel safe, welcome and engaged in our schools. The reality is we know challenges exist as we continue to work to improve race relations and equity in our schools and across society. In this session, three Wisconsin school board members of color will have a conversation about their experiences and what they think needs to change. Listen to the facilitated dialogue and take advantage of their viewpoints as you grapple with these challenges that exist in your district and across the state.

Milwaukee: Tony Baez, vice president; Menominee Indian: David Miller, president; Monona Grove: Andrew McKinney, president; WASB: Dan Nerad, consultant

10:45–11:45 am

COMMUNITY ENGAGEMENT

● **Relationships Matter: Build Support for Community Partnerships, Referenda and Lobbying Efforts**

202 D/E Relationship building is at the center of our work as school leaders. From forming and strengthening community partnerships to successful referenda campaigns and governmental lobbying efforts, learn how relationships can be leveraged to move your district forward. When focusing first on relationships and people and not resources and programs, great things can happen for the district and its stakeholders.

Howard-Suamico (6,103): Damian LaCroix, district administrator; Sauk Prairie (2,785): Jeff Wright, superintendent; Mineral Point (763): Joëlle Doye, communications director; Wisconsin Rural Schools Alliance: Kim Kaukl, convention coordinator

● **You Did What?**

102 C Over the past four years, the DeForest Area School District passed three referenda totaling \$168.5 million, changed elementary school boundaries, closed an elementary school and the district administrative center, and hosted a three-day, 12-hour community visioning event. Learn how they effectively struc-

tured their community engagement efforts to build consensus, engage stakeholders and ensure that appropriate solutions emerged during the decision-making process.

DeForest (3,828): Debbie Brewster, school/community relations coordinator; Howick Associates: Drew Howick, engagement specialist

FACILITIES

● **Act 143: Navigating the Needs and Expectations for Safety and Security***

101 A/B What is the school board's role in the culture of safety and security in the district? In the aftermath of Wisconsin Act 143, Menasha did a security audit to better understand its security and safety needs and to make proactive recommendations to improve student safety. This session will educate board members on everything required for Act 143 and how the school safety grant was used to effectively meet the district's needs. **Session to be recorded and included in Virtual Attendee Access program.*

Menasha (3,432): Brian Adesso, director of school business services; Chris VanderHeyden, superintendent; Wisconsin Dept of Justice Office of School Safety: Glenn Rehberg, deputy director

HUMAN RESOURCES

● **Controlling Costs Through Health Benefit Strategies That Attract, Engage and Retain Employees**

103 A/B Healthcare costs continue to rise, creating a burden for employers who are battling constrained budgets and health plan members who are trying to keep their pocketbooks in check. Join this informative session on how to make unique changes within your district that will reduce your healthcare costs and create an attractive benefit for your employees.

WEA Trust: Greg Nelson, manager of customer retention

LEADERSHIP

● **Redefining Ready — The Wisconsin Way**

101 C/D The Redefining Ready movement is helping districts become a



leading force in education. Learn about the work being carried out in Wisconsin and how to guide the process in your district to create a scorecard and leverage data to ensure that every student graduates college and career ready. They'll share resources on how to collect data and use it to inform policy, budget, curriculum, instruction and assessment decisions and practices as well as communicate with stakeholders.

Brillion (978): Dominick Madison, superintendent; Big Foot (489): Doug Parker, superintendent; CESA 7: Jeff Dickert, agency administrator; Cambria-Friesland (371): Tim Raymond, superintendent

● **Boardroom to Classroom: Aligning the Work of the Superintendent and Board for Student Success**

202 A/B The work of the school board has a direct effect on what happens in the classroom. But how does that work when there is a difference of ideas and opinions on what is best for students? How do boards and superintendents share the responsibility for student success without creating chaos and confusion in the organization? How is a vision for student success shared throughout the organization and ultimately achieved? They'll share the systems they have in place so everyone can see and share the vision as well as understand their own role and how to hold each other accountable for

the shared results and continuous improvement of students.

Sun Prairie (8,521): Brad Saron, district administrator; Bryn Horton, board member; Dave Hoekstra, board treasurer; Steve Schroeder, board president; Tom Weber, board vice president

● **Establish Board Norms to Create an Effective Team**

103 D/E Effective school boards establish norms as standards of conduct the team expects of its members. Norms help govern individual and team conduct, which allows for honest discussion that enables the board to work together effectively. Clear norms will align each member's expectations and guide the actions of team. These agreed-upon norms will allow the board to increase its collective team performance through healthy debate and clarity of purpose and roles. This session will assist board members in developing effective board norms that will help teams work collaboratively and interact effectively to meet their district goals.

WASB: Cheryl Stinski, consultant; Louise Blankenheim, consultant; Rachel Schultz, consultant

SCHOOL LAW

● **The Role of School Leaders in Preventing Sex Trafficking**

102 A/B Our youth, particularly those deemed at-risk, are some of the most vulnerable to sex trafficking. No community, school or subset of students is immune to this horrific crime, regardless of socioeconomic status. What can school leaders do to help stop the exploitation of our youth? Get educated about what sex trafficking is, what it looks like and what you should do if you suspect it and then take steps to educate your students. Starting in middle school, schools and students can play an important role in preventing sex trafficking. Learn how investigators and crisis center staff are working with schools in the Fox Valley to educate their students and, hopefully, help prevent more young people from falling victim.

Appleton Police Department: Adam Nagel, sensitive crimes investigator; Sexual Assault Crisis Center: Helen Kobussen, prevention specialist

● **WASB School Law Update**

201 A/B This session will update attendees on recent developments in school law, such as the accommodation of transgender students, school

10 for 10 NETWORKING

Want to meet new people and make the most of being in Milwaukee with colleagues from across the state? Dine with board members and administrators from other districts on Wednesday, Jan. 22 and/or Thursday, Jan. 23. Reservations will be made at 10 downtown Milwaukee restaurants for 10 people at each restaurant (5 restaurants each night).

Sign up for one of the reservations in the WASB Commons in the Exhibit Hall by the close of the Exhibit Hall each day (Wednesday at 4:30 pm or Thursday at 2:00 pm)

There is no cost to sign up. Participants are responsible for their own meal and transportation.

safety issues, student discipline, social media issues and other recent developments in school and employment law.

WASB: Barry Forbes, associate executive director and staff counsel; Robert Butler, associate executive director and staff counsel

STUDENT ACHIEVEMENT

● **Using Your Resources in a Small Community to Increase Mental Health Awareness and Education**

203 A/B Hear from three counselors and their superintendent about how they used community and state resources to increase mental health awareness and education in their district and community. Pardeeville School District's pupil service employees include three counselors and a part-time school psychologist. They'll give you information and ideas on how to creatively structure your mental health awareness and education when resources seem few and far between.

Pardeeville (812): Courtney Sturtevant, counselor; Crystal Huset, counselor; Megan Dietzenbach, counselor; Gus Knitt, superintendent

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● **Supporting Black Students' Excellence: Connecting Research to Practice**

103 C Increase your understanding of resources and strategies your district can use to increase educational opportunities and improve the outcomes among black students in your district. In collaboration with the Department of Public Instruction and local and regional education agencies, the Regional Educational Laboratory (REL) Midwest published a systematic literature review of evidence-supported interventions associated with black students' educational outcomes. Learn about the 22 promising interventions they researched.

REL Midwest: Jameela Conway-Turner, researcher; Kyle Fagan, researcher

● **American Indian Studies: Implementing Wisconsin Act 31**

201 C/D Understand the legal requirements regarding American Indian Studies in Wisconsin (often referenced as Act 31). The law requires all public school districts and pre-service teacher programs to provide instruction on the history, culture and tribal sovereignty of the 11 federally recognized

American Indian nations in the state of Wisconsin. The presentation is designed to provide participants with the knowledge and information they need to integrate the components of American Indian studies into lesson plans, pedagogical practices, material selections and district curriculum.

DPI: David O'Connor, American Indian education consultant

● **How School Leaders Can Support a Collaborative, Inquiry-Based K-12 Curriculum**

202 C Attendees will engage in conversation about the importance and implementation of strong collaboration between K-12 educators; experience the effectiveness of an inquiry-based science curriculum through participating in an actual fourth-grade science lesson; and discuss practical ways administrators and school board members can support this approach to learning. Learn how to cultivate and support a collaborative, inquiry-based K-12 curriculum in your school district.

Altoona (1,599): Rachel Haling, teacher; Todd Lenz, teacher; Menomonie (3,426): Rebecca Minnich, teacher

● **A Call to Action: Meaningful School Change Begins With Students**

203 C Research shows that student voice has a positive impact on educational outcomes. But it is more than giving students a seat at the school board table. Providing student voice is an approach to school improvement that makes the learning environment engaging, relevant and productive. With today's students experiencing higher levels of anxiety and depression and feeling more unconnected in their schools, building a safer school doesn't involve bricks and mortar — it involves collaborating with students to build a culture that is connected and positive. This session will provide insight on how to invest in students and listen effectively, learn diligently and lead collaboratively with your students.

Wisconsin Association of School Councils: Amanda Jerry, student; Collin Woldt, student; Max Harbick, student; Michelle McGrath, executive director; Kewaskum (1,814): James Smasal, district administrator

1:45–2:45 pm

COMMUNITY ENGAGEMENT

● **Effectively Team Up With Your Community During Good Times and Bad**

201 A/B With one phone call you can find yourself in uncharted territory that changes your direction and priorities for the rest of a school year. So, it is imperative to set up your home base effectively and efficiently. You need to ensure clear and concise communications, keep your finger on the pulse of your micro and macro environments and maintain positive, hopeful vibes to successfully navigate your challenges. Based on the recent tragedies in Barron, they'll explain how to bring resiliency to your schools, how to convince stakeholders it is time to move forward and, most importantly, how to transition students back into school after traumatic events.

Barron (1,241): Diane Tremblay, superintendent; Kelly Hover, director

Does wellness work? Go365 has answers.



Go365® recently completed a five-year study of how the program can help with employee health, cost savings, and productivity.*

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To learn more, contact Jake Lewellen at 502-316-0575 or jlewellen@humana.com or visit go365.com

Go365 is not an insurance product and is not available with all Humana health plans. *Go365 Five-Year Study, 2019 GCHKPD5EN

VIRTUAL ATTENDEE REGISTRATION IS BACK!

This offering debuted last year and was successful, so we brought it back.

At the convention, eight select breakout sessions will be recorded along with two keynote speakers. The selected sessions are highlighted with a **blue** background. Any WASB member can access the recordings by signing up for the Virtual Attendee Access program. Convention attendees can add it to their convention registration and double the number of sessions they can attend.

If you're not already signed up, stop by registration on the 3rd floor or contact WASB staff after the convention. Participants will be sent an email in early February with access instructions to the recorded sessions, which will remain available through December 2020.

of technology; Jeff Nelson, board president and Barron County Sheriff's Department chief investigator

FACILITIES

● Sustainability Throughout the Life of a Building: Strategies and Case Studies

202 C Learn from three school districts with long-standing sustainability programs on where their journeys began and where they're going.

They'll discuss design and construction approaches, facility operations and energy performance, curriculum and student programming, and using sustainability as a means for staff retention and attraction.

J.H. Findorff and Son Inc.: Ben Austin, sustainability lead; Sun Prairie (8,521): Kevin Splain, sustainability/energy manager; Middleton-Cross Plains (7,450): Lori Ames, assistant superintendent of operations

HUMAN RESOURCES

● Create a Sustainable and Personalized Professional Learning Framework and Compensation Model

202 A/B Moving a school district from a cookie-cutter, one-size-fits-all in-service to a dynamic, on-demand and personalized professional learning model does not need to break the bank. Learn how a small, rural school district made a shift that elevates teacher learning using research-based, adult-learning strategies. The presenters will share their professional learning compensation model that created a win-win for the school board, administration and teachers by incentivizing professional learning as part of the total compensation package.

Rosholt (530): Christopher Thompson, district administrator; Cole Irish, teacher; Julie Krolow, teacher; Krystal Ferg, board vice president; Lois Glodowski, board president; WestEd Making Sense of SCIENCE: Kathy Humcosky, professional learning specialist



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Mitchell Integrated Arts School, a K-8 bilingual school in Milwaukee, there were more than 1,400 disciplinary referrals and a suspension rate of more than 15 percent. Two years later, the referrals dropped to just over 100 and the suspension rate was cut in half. How did they do it? Through utilizing staff buy-in and optimizing the strengths of the staff to meet students' needs, they were able to create a more positive, student-centered culture and climate. Malacara will share four, specific strategies, beginning with adults, that can help turn around a difficult school culture.

Milwaukee (75,431): Kim Malacara, principal

● **Be a Leader Who Multiplies: How to Maximize Your Influence and Become a Leader Worth Following**

203 C Healthy school leaders make healthy school systems, which translate into greater academic outcomes for our students and the communities in which they live. The job of leadership has changed precipitously over the past few years and it mandates a new standard of health and skill for those “worth following.” During this fast-paced and interactive session, participants will learn what it truly means to know and lead yourself, how to communicate effectively with everyone you lead, and how to develop others and manage expectations.

Edgerton (1,879): Dennis Pauli, district administrator

● **Search Services: Keys to a Successful Leadership Transition**

101 C/D A search for a new superintendent is likely the single most important duty of a school board. It involves not only conducting the search but also ensuring a smooth leadership transition for the new superintendent. In this session, they'll share the technical and legal aspects of a quality search process and the recommended steps for a successful search and transition, including the community engagement aspects.

WASB: Dan Nerad, consultant; Fran Finco, consultant; Roger Foegen, consultant

● **Addressing the Opioids Epidemic in our Workplaces**

201 C/D The expanding opioid crisis harms all parts of our communities, including public schools. Learn about the growing epidemic and its trends. Get insight on how to develop positive culture and reduce workplace risk to more confidently navigate this challenge for your students and staff.

Gallagher: Jill Goldstone, area vice president of innovation

LEADERSHIP

● **Leadership for Equity: Closing the Opportunity Gap for Students of Color**

102 D/E Students of color are underrepresented in Advanced Placement and International Baccalaureate programs. Learn how to develop an action plan to recruit and support these underrepresented students by using student and teacher survey data to identify access barriers and cultural issues that decrease access. Participants will consider how to engage key stakeholders, the social and political context of equity in their schools, the barriers that exist to elevating the equity discussion, and how to create a climate of urgency and moral imperative for equity work.

Equal Opportunity Schools: Nicholas Wahl, regional director of strategic initiatives; Verona (5,656): Pam Hammen, principal; Annelies Howell, teacher

● **Four Key Strategies to Transform Your School Culture**

103 D/E The year Kim Malacara became principal at Alexander

SCHOOL FINANCE

● **Impact of Vouchers on Wisconsin Public Schools***

101 A/B Learn about the effects, issues and concerns surrounding the impact of private school vouchers on local school districts.

**Session to be recorded and included in Virtual Attendee Access program.*

DPI: Daniel Bush, school financial services director

SCHOOL LAW

● **The Blurring of the Educator-Student Relationship: Identifying and Investigating Educator Misconduct**

102 A/B Educator misconduct with students can impact schools in unexpected ways and create a sense of distrust in the education system. Fortunately, there are processes school districts can implement to respond effectively. This session explores actions districts should take, including how to initiate and conduct an investigation, communicate to parents and community members, train staff and adopt appropriate policies that allow districts to take immediate action.

von Briesen and Roper: Andy Phillips, attorney; Chrissy Hamiel, attorney

● **Cyber Attack: Is Your District at Risk?**

103 A/B Human error causes 95 percent of breached records. There is a demonstrable rise of cyber inci-

dents occurring in schools across the nation. With dwindling resources, schools are often ill-equipped to protect sensitive data that, if exposed to theft and fraud, can have wide-ranging impacts. In this session, they'll present methods and techniques that require minimal resources to implement but will exponentially improve your ability to prevent, detect, insure and respond to an attack.

Wildcard Corp: Tim McLaurin, director of information security

STUDENT ACHIEVEMENT

● **Instructional Frameworks to Support Inclusion**

202 D/E Join the School District of New Berlin as they share their journey to develop meaningful, inclusive learning opportunities for all students, including learners with significant disabilities, through Universal Design for Learning and Co-Serving frameworks. Based on the

premise that all learners are variable, the district will share their multi-year action plan and the resulting impact on the school community, including student learning, staff capacity, school climate and budgeting.

New Berlin (4,348): Amanda Mazurkiewicz, director of student services; Kelli Kwiatkowski, director of teaching and learning; Royce Lindner, directory of elementary teaching and learning

● **Career and College Readiness — The Academies of Racine**

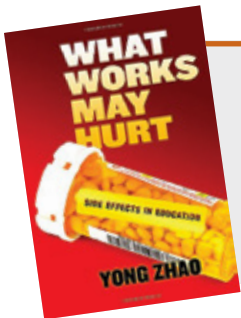
103 C The Racine Unified School District transformed its high schools to the Academies of Racine, a career academy education model that incorporates career development, interdisciplinary teaching academies, and extensive employer and post-secondary education and training. Key elements include small learning communities, the involvement of employers and community members and a sequence of career-themed

THINK SAFE.
WORK SAFE.

BUILDING SAFE SCHOOLS

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CONSTRUCTION

The advertisement features a construction worker in a yellow hard hat and safety vest on the left, holding a walkie-talkie. The background is a modern school building with a wide staircase where several students are sitting and walking. The text 'THINK SAFE. WORK SAFE.' is at the top, and 'BUILDING SAFE SCHOOLS' is in large white letters in the center. The C.D. Smith Construction logo is at the bottom.



YONG ZHAO BOOK SIGNING

Thursday, Jan. 23 | 5:15–5:45 pm

Keynote Yong Zhao will be signing books outside Ballroom CD.

courses aligned with core academic coursework leading to college and careers in regional high-demand fields. Learn about the district’s journey and how they successfully shifted the mindset in classroom teaching and learning frameworks.

Racine (17,862): Christopher Neff, director of academies; Jody Bloyer, deputy chief of secondary transformation

● **Every Student, Every Teacher, Every School: Open Opportunities for All**

203 A/B A newly developed preK-12 physical education curriculum — Open — will have attendees getting up and engaging with the presenters and their student demonstrators. A free resource, the OPEN curriculum has been developed by experts to incorporate current strategies, foster best practices, ensure academic rigor, and support equity in learning for all.

Wisconsin Health and Physical Education: Janet Kunert, executive committee secretary

● **The Maker Mindset and 21st Century Skills**

102 C Get an introduction to maker education, which is a hands-on, student-centered approach to learning in K-12 classrooms. Maker-educators from Brinn Labs, the Maker Initiatives of the Betty Brinn Children’s Museum, will share resource information, describe research and exhibit sample projects, and talk about the tools and technology that are changing how students will live, work and learn in the future.

Maker Education: Bill Pariso, associate director; Brinn Labs: Carrie Wettstein, managing director; Pete Prodoehl, director □

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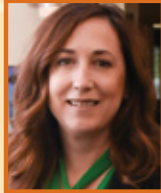
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General Session

10:30 AM – 12 PM

Wisconsin Center, Ballroom AB

Presiding: **Kathy Davis-Phillips**,
WASBO President, DeForest Area School District



Kathy Davis-Phillips

The **Platteville High School Blue Notes** will open the final general session of the 99th State Education Convention.

Governor **Tony Evers** is scheduled to address the closing general session.



Shane Feldman

Connection → Community → Leadership

FRIDAY KEYNOTE SPEAKER

Shane Feldman's goal is to help you activate your leadership skills and connect more authentically with colleagues and students.

As the founder and CEO of Count Me In, Feldman is the visionary behind the world's largest millennial-led movement. Over the past decade, Count Me In has initiated tens of thousands of projects worldwide, contributing a value of over \$2.6 billion to the global economy through service. Feldman has been recognized by the White House, the prime minister of Canada and the United Nations for his achievements in community leadership.

Feldman recently completed an in-depth, two-year research project, captured in an A&E documentary, that sent him undercover as a student into high schools to reveal the universal struggles facing today's teens.

His stories will help education leaders gain new insight into the hidden social and psychological worlds of today's youth. Feldman's findings will ignite honest conversations about the problems facing today's teens and outline effective steps educators can take to better support their students.

FRIDAY Breakout Sessions

PLEASE NOTE: Sessions may be updated. Check for updates at wasb.org/convention or on the convention app.

8-10:15 am

SPECIAL SESSION STUDENT ACHIEVEMENT

● **Love Them First:
A Documentary Screening
and Facilitated Discussion**

103 D/E With unprecedented access over the course of a year, *Love Them First: Lessons from Lucy Laney Elementary* follows the determination of a charismatic north Minneapolis school principal, Mauri Melander Friestleben, as she sets out to undo history. Not only does Minnesota have the largest achievement gap between black and white children in the United States, Friestleben faced

another seemingly impossible obstacle with Lucy Laney at the bottom of the state's list of underperforming schools for two decades. Under Friestleben's leadership, standardized test scores from most black students began rising for the first time, but when the school encounters a heartbreaking setback, Friestleben is forced to confront the true measure of student success at Lucy Laney. It's a story of inspiration, heartbreak, perseverance and the power of love. This 90-minute documentary screening will be followed by a 45-minute facilitated discussion.

WASB: *Dan Nerad, consultant;*
Louise Blankenheim, consultant

8-9 am

COMMUNITY ENGAGEMENT

● **Waking Up From a Nightmare:
The Baraboo Story of Communications
Response and Healing**

102 A/B On Nov. 12, 2018, the School District of Baraboo woke up to an image of Baraboo High School students appearing to give a Nazi salute going viral online. Within seconds, they began receiving a tsunami of negative media attention and global threats. This session will share their story, their crisis communications response, and how they rose up from the nightmare to unite their community against hate. Strategies

and tools will be highlighted for replication in your own context. Their story continues today with the development of equity and social justice actions that may also serve as useful examples of healing.

Baraboo (2,972): Holly Henderson, communications and marketing specialist; Kevin Vodak, board president; Mike Kohlman, board member; Lori Mueller, district administrator; City of Baraboo Police Department: Mark Schauf, police chief

FACILITIES

● **Build a Championship Team: Maximize the Impact of Your Buildings and Grounds Department**

101 C/D Each district has unique challenges in regards to their facilities and safety initiatives. Using the expertise of two recent WASBO school facility managers of the year, this session will offer best practices and a variety of tactics that can be deployed in your district to engage, maximize and enhance your buildings and grounds department. It will offer a systems and team perspective on how to value people, focus on organizational learning, and integrate processes and programs to create a positive work culture.

Muskego-Norway (4,850): Jeremiah Johnson, director of operations and human resources; Pewaukee (2,995): John Stangler, director of buildings and grounds

SCHOOL FINANCE

● **The School District Budget Cycle**

103 C The school district budget is one of the primary management tools for school administrators and boards. Its primary purpose is to translate the district's strategic initiatives into programs and services that support student learning. Referencing the WASB/WASBO Budget Cycle Handbook, this presentation will discuss revenue sources and limits, budget planning and development, reconciliation and approval, budget management and reporting. Board members in attendance will have an opportunity to share their best practices.

WASB: Roger Price, consultant; Oshkosh (9,911): Susan Schnorr, business manager

HUMAN RESOURCES

● **A Salary Model for Model Teachers, Part 2***

101 A/B At the 2017 State Education Convention, the West Salem School District discussed how it developed a new salary model and transitioned away from a more traditional model beginning in 2014. The model is based upon the concept of teachers completing a "promotion" process to become a model teacher. Hear from the district three years later how the model has impacted school culture, professional work and student achievement.

**Session to be recorded and included in Virtual Attendee Access program.*

West Salem (1,797): Troy Gunderson, superintendent

LEADERSHIP

● **Beyond Strategic Planning and Goal Setting: Implementation and Board Support for School Improvement**

102 C Data-based goal setting and strategic planning are necessary to move school districts forward, but they are not sufficient to guide districts through the strategic implementation needed to scale effective instruction. Learn how the National Implementation Research Network's "Implementation Science" frameworks, which are based upon a comprehensive research review, can guide this work. They'll provide an introduction to the frameworks and share examples on how one district is using these routines with practical recommendations for administrator and board member roles and functions.

Verona (5,656): Ann Franke, director of curriculum and instruction; CESA 2: Edward O'Connor, senior director data and systems analysis center of excellence; Ron Dayton, liaison project center leader; DPI: Gail Anderson, statewide Title I consultant

STUDENT ACHIEVEMENT

● **Paving the SEL Path: A Unique and Courageous Journey**

102 D/E Research shows that social and emotional learning benefits students. Learn how one district

made a concerted effort to align all of its positive behavior and intervention supports as well as its response to intervention efforts to embed social and emotional learning practices. The initial results indicate that they are closing achievement gaps. They'll discuss distributing resources, building foundational support, strengthening adult SEL competencies and capacities, and securing school board, staff and community support.

Hortonville (4,011): Lori Smits, director of pupil services; Michelle Johnson, interventionist; Sally Bowers, associate principal

● **How to Build a District-Wide Industry 4.0 Pathway**

103 A/B Industry 4.0 technologies are rapidly transforming how people work in manufacturing, engineering and other sectors. They are improving production by connecting manufacturing processes with smart devices to upload, analyze and utilize production data. Learn how the Kenosha Unified School District has developed a district-wide pathway into Industry 4.0 careers by horizontally implementing the same program across three high schools and one charter school, and how they've vertically built dual-credit opportunities to technical college, industry-recognized certifications and exposure to regional careers.

Kenosha (21,233): Cheryl Kothe, coordinator of career and technical education

9:15 - 10:15 am

LEADERSHIP

● **How to Deal With Negative People and Keep From Becoming One Yourself**

103 C Negative people are tremendous energy drainers for children, other adults and themselves. Learn 10 action steps that you can use to deal effectively with negativism, how the Port Washington-Saukville public schools use these action steps to transform their buildings into very special places for learning, and

how it all started with the school board. The suggestions and ideas on how to emphasize listening, positivity and reframing can be used immediately.

Port Washington-Saukville (2,616): Michael Weber, superintendent

● **Three Dimensions of Governance**

102 D/E The Chippewa Falls Area Unified School District Board of Education has developed a three-dimensional approach to directing the district through governance and oversight at the policy level. The three dimensions are defining expectations through policy, determining progress through formal monitoring, and developing systematic program sampling for board learning. In leveraging this 3D approach, the board of education has implemented a balanced system of oversight and accountability that gets measurable results. Board members will share practical examples and experiences as they have renewed, revised and refined their governance work.

Chippewa Falls (5,052): Dave Czech, board member; Jennifer Heinz, board member; Kathy Strecker, board member; Steve Olson, board member

SCHOOL FINANCE

● **New Federal Requirement for School-Level Financial Reporting: What Do School Boards Need to Know?***

101 A/B The federal Every Student Succeeds Act, which replaced the No Child Left Behind Act, includes a financial transparency requirement for districts to report per-pupil spending by school. What is the purpose of this law? What information is being collected and how will it be reported? How does this affect your district? This session will walk through the new ESSA school-level reporting requirement and what it means for board members and the public.

**Session to be recorded and included in Virtual Attendee Access program.*

WASBO: Mike Barry, executive director



SCHOOL LAW

● **WASB Legislative Update**

102 A/B Attendees will learn about legislation affecting public K-12 schools that may be enacted in the final months of the 2019-20 legislative session and will learn about how to respond effectively as advocates for your districts, schools and schoolchildren.

WASB: Chris Kulow, government relations specialist; Dan Rossmiller, director of government relations

STUDENT ACHIEVEMENT

● **Improving Reading Proficiency: It Takes a Village...and a Lot of Time and Effort!**

101 C/D Wisconsin fourth graders now rank 34th in the country in reading — our lowest rating ever. What can be done? In Thorp, they took the issue head on. By training teachers, coaching and coordinating efforts, they ensured that their students were taught using the most effective practices available. Find out why their students' reading skills grew faster than 75 percent of the nation in this detailed and critically useful presentation. You'll leave with a clear roadmap for success in the most critical skill we teach in school: how to read.

Thorp (602): John Humphries, superintendent; Nicole Demske, school psychologist; Amy Brunsvold, reading specialist

● **Learning Experiences in Schools Only Work for Some Students**

103 A/B All students are regular education students although some

may have specialized instruction designed in their individualized education program. The full range of individual differences can be met with the Universal Design for Learning framework that predicts, in advance, where the environment and the learning experience will present barriers. Learn how to intentionally identify barriers to learning and how to design the conditions ALL students need to learn. They'll explain the district's UDL leadership team structure and purpose, how the teachers took a leadership role in implementing UDL, and how to use professional development time creatively.

Sheboygan Falls (1,688): Lynn Bub, principal

● **Transformational Change at the Speed of Now: Technological Literacy in an Age of Digital Disruption**

102 C Industry 4.0 and the Fourth Industrial Revolution are redefining college and career readiness. Is your district measuring technological literacy? Learn the steps one district's leaders and classroom educators have taken to leverage the Wisconsin Information and Technology Literacy Standards and ISTE Student Standards to gather quantitative data on student technological and digital literacy proficiency across its K-12 system. The presenters will provide classroom assessment tools and strategies.

New Berlin (4,348): Caroline Haebig, coordinator of digital learning □

EXHIBIT HALL HOURS

WEDNESDAY, JAN. 22, 9 am – 4:30 pm (dedicated time: 9–10 am, noon–1:30 pm, 2:30–3:30 pm)

THURSDAY, JAN. 23, 9 am – 2 pm (dedicated time: 9:45–10:45 am, 11:45 am–1:45 pm)



Find Innovative Solutions in the Exhibit Hall

The Exhibit Hall at the Wisconsin State Education Convention

features hundreds of businesses and organizations that are focused on providing products, services and support to public schools. Attendees are encouraged to visit the Exhibit Hall on the third floor of the Wisconsin Center to interact with experienced school partners and learn about innovative products and services available to schools.

EXHIBIT HALL ATTRACTIONS

Complimentary Breakfast in the Exhibit Hall

To welcome everyone to the 99th State Education Convention, a light complimentary breakfast will be available to all convention attendees in the Exhibit Hall on Wednesday, Jan. 22 from 9-10 am.

School Fair: Share the Innovation

Proudly sponsored by Sodexo, the School Fair (Booth 549) features interactive exhibits by school leaders, teachers and students from around the state. Sodexo invites you to visit all four participating school district exhibits and be entered into a raffle to win an *Amazon Alexa* or a *Nest Learning Thermostat* for your district.

Pick up a Sodexo Passport to Student Excellence at their table in the School Fair, visit the four School Fair exhibits to collect a passport stamp from each, and return your completed passport at the Sodexo table to be entered into the raffle. See these great examples of learning in action!

- Game Design Portfolio Class, Kettle Moraine School District** — Learn how game designing allows different subject matters to converge to provide an innovative, engaging course for students. Kettle Moraine High School offers a game design portfolio class team taught by a computer science teacher and a digital media teacher that shows students how computer science and graphics work together. Their School Fair exhibit will showcase games developed in the class as well as their virtual reality system with student-created environments.
- Industry 4.0 Program, Kenosha Unified School District** — Kenosha's exciting new Industry 4.0 program includes cutting-edge courses on mechatronics, indus-

trial control systems, industrial robotics and the Industrial Internet of Things (IIoT). Participating students are eligible to earn up to eight credits at Gateway Technical College and four associate-level smart automation certifications. Their School Fair exhibit will showcase examples and hands-on demonstrations of the curriculum and equipment in their new Industry 4.0 Program.

- Project-Based Learning, Southern Door County School District** — Learn from the Southern Door County School District, which has moved from ideas to implementation in their 5K-12 program of hands-on, relevant project-based learning which fosters the 4C's of communication, collaboration, critical thinking and creativity. Their School Fair exhibit will feature demonstrations of project-based learning from weekly elementary school STEAM classes, middle and high school Fab Lab courses and the district's Formula School Race Car program. Stop by to check out their most recent Formula race car, built entirely by students, which competed at Elkhart Lake's Road America.

- Connecting Students to Their Community Through Broadcast Media, Union Grove High School** — Learn how Union Grove High School developed its Broncos Media program into an award-winning media group that includes live broadcasting, a video channel, a streaming radio station, an online newspaper and a strong social media presence. In addition to sharing the technical pieces of how they built their program, their School Fair exhibit will showcase how the media program helped students find their voices and connect to their community.

EXHIBIT HALL ATTRACTIONS CONTINUE ON NEXT PAGE ...

EXHIBIT HALL HOURS

WEDNESDAY, JAN. 22, 9 am – 4:30 pm (dedicated time: 9–10 am, noon–1:30 pm, 2:30–3:30 pm)

THURSDAY, JAN. 23, 9 am – 2 pm (dedicated time: 9:45–10:45 am, 11:45 am–1:45 pm)



EXHIBIT HALL ATTRACTIONS

CONTINUED from previous page...

Internet Café & Charging Station



Courtesy of BoardDocs, the Internet Café (Booth 749) will provide computers to check your email and a charging station for your devices. (To print session handouts, please visit the Handout Station near registration.) During the dedicated Exhibit Hall hour, stop by for a short presentation exclusive to the Internet Café:

► WEDNESDAY, JAN. 22:

9:15–9:45 am Making the Most of Policy in BoardDocs

2:45–3:15 pm Future-Ready Schools Require Future-Ready Boards

► THURSDAY, JAN. 23:

10 – 10:30 am Seven Things You Need to Stop Doing to Be a More Productive Board

For presentation details, see pages 9, 11 and 17.

Sustainable Schools Pavilion

The Sustainable Schools Pavilion (Booth 348) is hosted by *Green & Healthy Schools WI*, an interagency initiative that empowers, supports and recognizes schools for nurturing healthy kids and sustainable communities.

Remember to drop off your Sustainable Schools Pavilion card from the 2019 WASB Regional Meetings for a chance to win a complimentary 2021 State Education Convention registration.

In addition to learning about best practices from a number of exhibitors and nonprofits who are participating in the Pavilion, stop by to learn from our participating schools:

- Lincoln Avenue School (Milwaukee)
- Stars Early Childhood (Milwaukee)
- Colby Elementary School (Colby)
- Golda Meir School (Milwaukee)

Pavilion highlights include:

- Taste school-produced maple syrup and explore value-added products developed in Wisconsin schools.
- Participate in a Story Corps interview about bike and pedestrian safety.
- Discover ways to get the most out of your school's energy management system.
- Sample school-grown hydroponic food and talk to student-farmers.
- Manipulate a watershed interactive table.
- Learn how to save district money by diverting landfilled waste to organic waste.
- Register your school in the Green & Healthy Schools WI network.

During the dedicated Exhibit Hall hours, stop by for a short presentation exclusive to the

Sustainable Schools Pavilion:

► WEDNESDAY, JAN. 22:

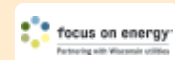
9:15–9:45 am Advanced Energy Design: Achieving Zero Energy

2:45–3:15 pm Building a Case for Energy Efficiency

► THURSDAY, JAN. 23:

10 – 10:30 am Grid to Garden – Implementing Sustainable Processes in Schools

For Sustainable Schools presentation details, see pages 9, 11 and 17.





**WASB Commons:
Meet with WASB Staff or a Peer Mentor**

Want to meet with an experienced board member to talk through an issue? WASB Peer Mentors are available at the WASB Commons (Booth 439) to meet with board members during these dedicated Exhibit Hall times:

- ▶ **WEDNESDAY, JAN. 22:** 9–10 am and 2:30–3:30 pm
- ▶ **THURSDAY, JAN. 23:** 9:45–10:45 am

WASB staff members and/or consultants are available in the WASB Commons whenever the Exhibit Hall is open. *Comfortable seating in the Commons provided by Emmons Business Interiors.*



- ▶ **Sign up for a 10 for 10 dinner in the Commons**
(See page 21 for details.)



Cafeteria

The Exhibit Hall features a cafeteria with a full menu of lunch and snack items. Grab lunch or a snack without having to leave the action in the Wisconsin Center. Stop by on Thursday at 10 am to participate in roundtable discussions with WASB Peer Mentors and consultants. Enjoy coffee and a muffin.

Coffee Stations

Thirsty? Stop by the following booths for coffee:

- **WEA Trust** (Booth 519) for coffee on Wednesday, Jan. 22 and Thursday, Jan. 23.
- **Nexus Solutions** (Booth 503) for coffee on Wednesday, Jan. 22 and Thursday, Jan. 23.
- **The Insurance Center** (Booth 815) for coffee on Thursday, Jan. 23.
- **BCI Burke Playgrounds** (Booth 137) for coffee on Thursday, Jan. 23.

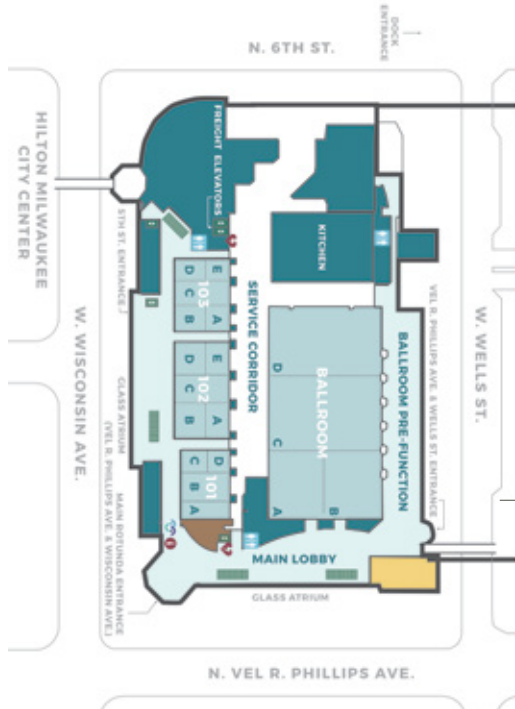


Floor Plans

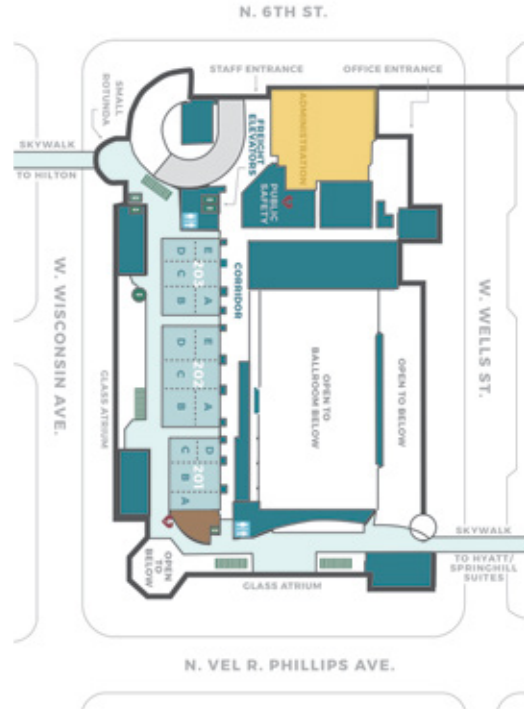
1ST FLOOR

WISCONSIN CENTER

2ND FLOOR



Shuttle pick-up / drop-off



4TH FLOOR

HILTON MILWAUKEE CITY CENTER

5TH FLOOR



Celebrating the Arts

The work of student musicians and artists from around Wisconsin is on display. Three talented student music groups are scheduled to perform during the general sessions and award-winning art is on display in the student art gallery on the second floor of the Wisconsin Center. Plus, a group of students will be filming the convention and producing a short video. Please take time to appreciate the hard work of our students!

STUDENT MUSIC PERFORMANCES

Student music groups presented in partnership with the Wisconsin School Music Association and the WASBO Foundation.



WEDNESDAY | Jan. 22, General Session
Richland Center High School Symphonic Band
 Jeff Behrens, director



THURSDAY | Jan. 23, General Session
Beloit Memorial High School Jazz Orchestra
 Christopher Behrens, director



FRIDAY | Jan. 24, General Session
Platteville High School Blue Notes
 Amelia Armstrong, director

STUDENT ART CONTEST



Each year, the WASB Student Art Contest recognizes outstanding student artists from across Wisconsin. This year's winning artwork (above) is by **Brianna Hintz**, a student at Nicolet High School in Glendale. Make sure to take time to view the student art gallery on the second floor of the Wisconsin Center. The contest is organized in cooperation with the Wisconsin Art Education Association.

Sponsored by Liberty Mutual Insurance

STUDENT CONVENTION VIDEO TEAM

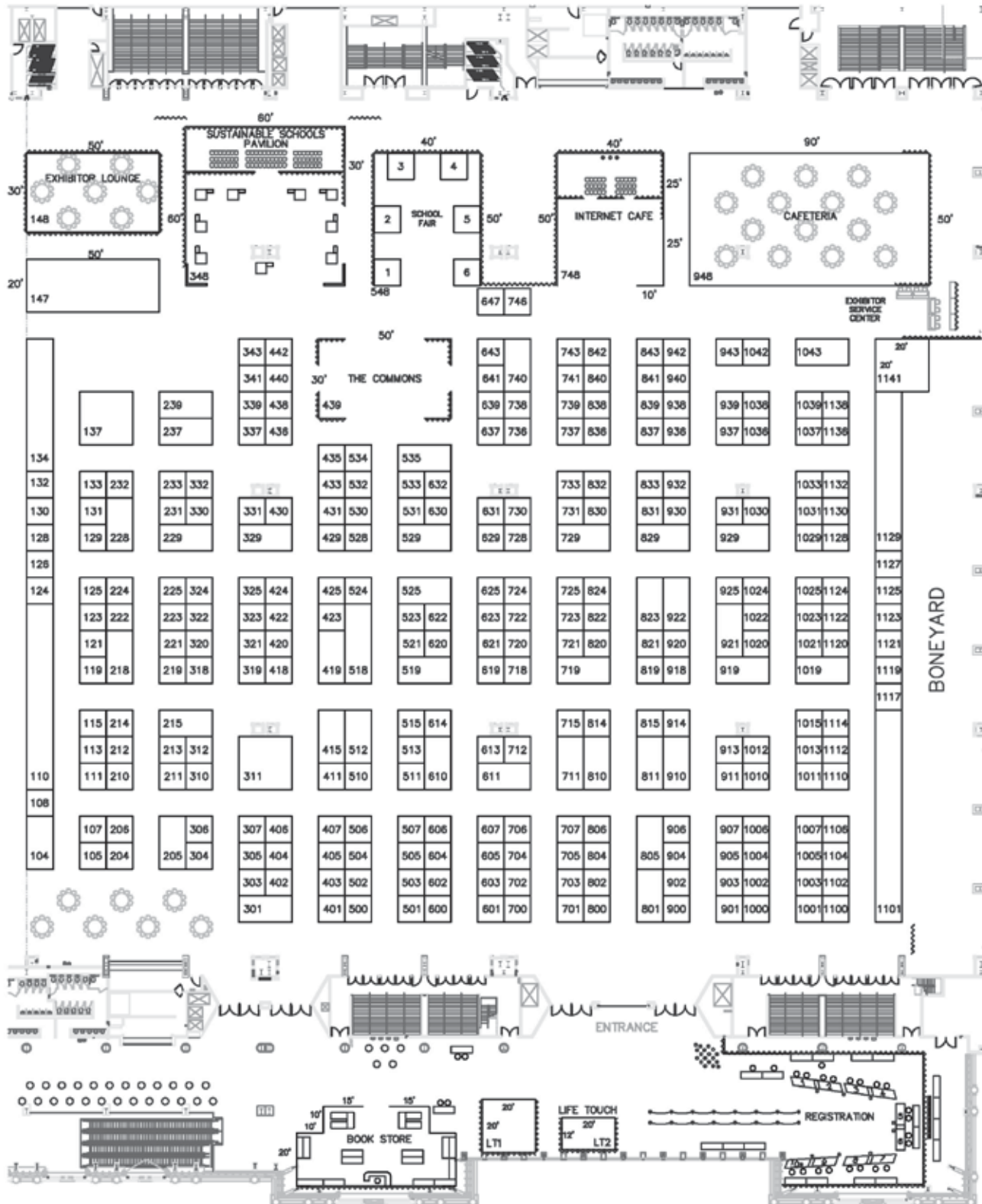


Students from Tomah Area High School will be filming events and sessions at the State Education Convention. After the convention, the students will be editing their footage to produce a highlight video of the activities, speakers and events from the 2020 State Education Convention.

Sponsored by the WASB Insurance Plan

Exhibit Hall Map

You can find an exhibitor by referencing their booth number listed on the following pages.



Exhibitors Alphabetical Listing

◆ WASB Service Associate ★ 2020 Convention Sponsor (See page 49 for **CATEGORY** listing of exhibitors)

#SocialSchool4EDU

Booth 304
Woodbury, MN
socialschool4edu.com

We service schools with social media management, coaching and graphics. Over 100,000 posts for 60 different school districts. Put our expertise and proven system to work for you!

4Schools

Booth 741
Oshkosh, WI
cms4schools.net

CMS4Schools, a suite of easy-to-use web applications that help schools integrate, manage and improve multiple communication systems. Created by educators, our innovative products save time and money so you can dedicate more time to student learning.

A

Acellus - International Academy of Science

Booth 922
Independence, MO
science.edu/acellus

Acellus is the leader in online education and provides schools with 300 courses, K-12. Acellus is used in many deployment areas, including STEM, special education, credit recovery and AP

Alexander Furnishings Specialists, Inc.

Booth 1011
Hillsboro, WI

Contact Dave Alexander: 888-353-2371. Handling all types of school furniture and equipment. Looking for stage or theater curtains?

American Deposit Management Co.

Booth 405
Pewaukee, WI
americandeposits.com

The American Deposit Management Co. is a financial resource servicing educators around the country. Whether it's cash deposits or payment solutions — find out how to leverage us to get the most out of your cash.

Ansay & Associates, LLC

Booth 205
Port Washington, WI
ansay.com

Premier independent insurance agency serving Wisconsin and the Midwest, providing integrated insurance, risk management and benefit solutions to businesses, families and individuals, non-profit organizations, and governmental entities.

Apex Efficiency Solutions, SBC

Booth 1010
Anoka, MN
apex-co.us

Apex specializes in assisting our clients with their energy and sustainability goals. By leveraging our expertise, we can identify, quantify and implement energy efficiency and renewable energy improvements and installations.

Aramark K-12 Education

Booth 1001
Philadelphia, PA
aramark.com

To support the K-12 educational mission, Aramark provides innovative food and facilities services management for over 500 school districts nationwide. For more information, visit aramark.com/schools.

◆ Associated Benefits and Risk Consulting

Booth 507
Kimberly, WI
AssociatedBRC.com

Associated Benefits and Risk Consulting helps clients focus on the growth of their business by providing strategic benefits consulting, business insurance and risk management, retirement plans and HR solutions.

Associated General Contractors of Wisconsin

Booth 621
Madison, WI
agcwi.org

The Associated General Contractors (AGC) of Wisconsin is the leading professional trade association for the commercial construction industry in Wisconsin.

AstroTurf

Booth 504
Dalton, GA
astroturf.com

The AstroTurf team has more experience developing, making, selling and installing turf fields than any competing company, which is an asset that cannot be overstated.

Athletic Field Services, Inc.

Booth 702
Genesee Depot, WI
afstrack.com

Athletic track surfacing in the upper Midwest since 1982. New surfaces, resurfacing and striping/markings of athletic tracks.

ATS&R Planners/Architects/Engineers

Booth 1020
Golden Valley, MN
atsr.com

For more than 73 years, ATS&R has provided planning, architecture, engineering, site development, interior design, technology and field administration services to school districts throughout Wisconsin.

AVID

Booth 720
San Diego, CA
avid.org

AVID, Advancement Via Individual Determination, is a global nonprofit organization dedicated to closing the achievement gap by preparing all students for college and other postsecondary opportunities.

Ayres

Booth 604
Eau Claire, WI
ayresassociates.com

Since 1959, Ayres has helped school districts with their planning, architectural, site design,

landscape architecture, and traffic and safety needs. We do it all — studies, design and construction administration.

B

B.R. Bleachers

Booth 925
Woodstock, IL
brbleachers.com

Bleacher repairs, maintenance, inspections and safety code upgrades for all models of indoor and outdoor bleachers. New indoor and outdoor bleachers. Making Wisconsin safer for 20 years.

★◆ Baird Public Finance

Booth 401
Milwaukee, WI
rwbaird.com/wisconsinbs

Baird provides creative, effective and cost-efficient solutions to help districts meet their comprehensive needs. Our individualized approach and school finance expertise has assisted hundreds of districts across the state.

Balestrieri Environmental & Development, Inc.

Booth 436
Elkhorn, WI
balestrierigroup.com

Balestrieri Environmental has been providing turnkey environmental and building renovation and demolition services for school districts since 1992. We are proud of our legacy of successful projects.

Baseman Bros. Inc.

Booth 213
Ixonia, WI
basemanbros.com

Since 1926, schools have trusted Baseman Bros. with their sports flooring needs. We proudly install Robbins wood and synthetic flooring. Refinishing, recoating, repairing, gamelines, logo painting and maintenance.

Baseman Floors, Inc.

Booth 837
Appleton, WI
basemanfloors.com

Athletic hardwood flooring contractor. Gym floor craftsmen for four generations.

★ BCI Burke Company, LLC

Booth 137
Fond du Lac, WI
bciburke.com

At Burke, Play Moves us every day and drives us to create innovative, fun and quality commercial playground equipment. We believe play brings communities together and keeps kids and families active, healthy and happy.

★ BoardDocs by Diligent

Internet Café (Booth 749)
Marietta, GA
boarddocs.com

BoardDocs' next-generation, paperless services allow organizations to significantly improve the way they create and manage board packets, access information and conduct meetings.

C

Boardman & Clark, LLP, Attorneys at Law

Booth 838
Madison, WI
boardmanclark.com

Our firm is specifically recognized in Wisconsin for its school, labor and employment law services. We represent over 125 school districts, CESAs and technical colleges. For more information, visit boardmanclark.com.

Boundless Adventures

Booth 843
Rye Brook, NY
boundlessadventures.net

Boundless Adventures is an aerial adventure park located in Kenosha, Wisconsin, that provides field trips focused on team-building, experiential education, fun and Adventure.

BPI Color

Booth 433
Milwaukee, WI
bpicolor.com

Scanning, technology solutions, supplies and large-format color printing.

◆ Bray Architects

Booth 218
Milwaukee, WI
brayarch.com

Celebrating over 50 years as a leading provider of architectural and engineering services to Wisconsin's preK-12 educational community.

Bright Schools Project

Booth 932
Shell Lake, WI
brightschoolsproject.org

The best LED conversion offering in the country.

BYU Independent Study

Booth 832
Provo, UT
is.byu.edu

BYU Independent Study offers affordable online middle/high school courses and curriculum. Our courses and curriculum help students catch-up, get ahead or fill in the gaps.

C.D. Smith Construction, Inc.

Booth 215
Fond du Lac, WI
cdsmith.com

At C.D. Smith, we build spaces – spaces where people work, play, live, learn, heal, create, worship and serve. We are dedicated to building lasting relationships and safely delivering superior craftsmanship.

Carroll Seating Company

Booth 904
Elk Grove Village, IL
carrollseating.com

Creating solutions since 1952 in stadium and auditorium seating, locker room design and installation, customized casework and millwork for laboratory, classroom and medical facilities.

CCAP Alert

Booth 321
Slinger, WI
ccpalert.com

CCAP Alert provides automated, real-time "Alerts" every time a person or business on your watch list is charged with a crime or named in a new case on the Wisconsin state courts website.

Cella's Jewelry

Booth 1019
Franklin, WI
mkt.com/cellasjewelry

Cella's Jewelry specializes in a variety of unique necklace and earring sets, bracelets and pearls from the Orient. Beautiful jewelry at affordable prices.

CenterPoint Energy Services

Booth 931
Madison, WI
centerpointenergy.com

CenterPoint will reduce your natural gas expenditures by supplying you gas directly, without the added middle man costs. We offer full account management including price hedging services to allow accurate budgeting.

CESA 5

Booth 842
Portage, WI
cesa5.org

CESA 5 is a cooperative educational service agency providing specialized staffing, professional development, and other educational services to school districts.

CESA 7

Booth 711
Green Bay, WI
cesa7.org

To create a more cost-effective, collaborative, customer-driven organization to serve CESA 7 districts and the greater community as supported by the CESA 7 Board of Control.

CESA 10

Booth 907
Chippewa Falls, WI
facilities.cesa10.org

CESA 10's Statewide Facilities Management Department can assist in the areas of health, safety, energy efficiency, facilities consulting, referendum planning, and construction management for projects of any size.

CESA Purchasing

Booth 610
Whitewater, WI
cesapurchasing.org

A statewide WI cooperative that works with local and national vendors to provide contracts to K12 schools, libraries, technical colleges, universities, municipalities and other non-profit educational entities.

◆ CG Schmidt, Inc

Booth 407
Milwaukee, WI
cgshmidt.com

CG Schmidt is a leader in construction management and general construction throughout Wisconsin. CG Schmidt specializes in education construction and provides master planning and referendum support to their clients.

Chartwells School Dining Services

Booth 229
Shoreview, MN
chartwellsk12.com

We do more than feed hungry students. We improve how students eat by preparing fresh, delicious and nutritious meals they love. Chartwells engages all of their senses for a great dining experience!

Clear Touch

Booth 108
Greenville, SD
getcleartouch.com

Clear Touch Interactive provides interactive technology solutions that helps educational institutions to interact differently. The interactive technology solutions are specifically designed for the demands and requirements of today's collaborative environment.

CM Regent Insurance Co.

Booth 204
Mechanicsburg, PA
cmregent.com

CM Regent Insurance Co., provides a broad range of insurance coverage and risk control services to meet the unique needs of your school district. We help you to prevent losses so that you can remain focused on education.

GET STARTED WITH THE RIGHT PARTNER

Diamond Assets will provide you with the best possible Apple device buy-back experience and work with you to improve the sustainability of your technology investments.

- ◆ Learn the value of your Apple hardware using our free tool - Clarity: Powering the Apple Refreshsm.
- ◆ Experience no-cost, zero-touch, secure pick-up of equipment
- ◆ Count on complete data-cleanse using Certified Erasure Standards
- ◆ Receive prompt, fair payment & comprehensive final report
- ◆ Create a technology refresh plan that ensures financial sustainability of your technology inventory



keith@diamond-assets.com
651.269.5277

www.diamond-assets.com

Stop by Booth 623. Visit with a WI Partner!

Commercial Recreation Specialists

Booth 303
Verona, WI
crs4rec.com

Commercial Recreation Specialists is a full-service provider of land and water-based recreation including playgrounds, play structures, site furnishings, bleachers, splashpads, pool slides and more. CRS...Serious about fun!

◆ **Community Insurance Corporation/WCA Group Health Trust**

Booth 811
Brookfield, WI
communityinsurancecorporation.com

Community Insurance Corporation/WCA Group Health Trust offer competitive liability, workers compensation, and health plans to Wisconsin schools. We've added a STOPit app to help keep your school safe!

Complete Control Inc.

Booth 641
WI Rapids, WI
complete-control.com

Energy management specialists serving Wisconsin businesses since 1989. A full-service contractor specializing in building automation, energy and environmental control, mechanical service/installation, and fire and security service/installation.

Concordia University Wisconsin

Booth 513
Mequon, WI
cuw.edu

CUW is a Lutheran higher education community committed to helping students develop in mind, body and spirit for service to Christ in the church and the world.

Connecting Point

Booth 1042
Watertown, SD
connectingpoint.biz

For 40 years, Connecting Point has been the leader in IT innovation and go-to tech support location for schools. Our four locations service South Dakota, North Dakota, Minnesota and Wisconsin.

Correct Digital Displays, Inc.

Booth 224
Sheridan, IL
correctdd.com

Correct Digital Displays is an Illinois contractor and has primarily concentrated on scoreboards and message displays since 1969. We now have the capability to design, install, maintain, and repair any of your lighting needs. Anything from pylon signs to neon. Scoreboards to parking lot lights.

County Materials Corporation

Booth 740
Waukesha, WI
countymaterials.com

Your source for construction and landscape products including concrete masonry units, concrete brick, full and thin veneers, concrete pavers, roof deck and permeable pavers, and retaining walls.

Critical Response Group, Inc.

Booth 705
Ewing, NJ
crgplans.com

Collaborative Response Graphics (CRGs) combine high resolution aerial imagery with

accurate floor plans. CRGs simplify emergency responses to a school and include what first responders need to coordinate resources, reduce timelines and save lives.

Custofoam Corporation

Booth 729
Mauston, WI
custofoam.com

Commercial roofing company since 1972. We have devoted our business to supply quality roofing, workmanship, and service to Wisconsin industry, government, and schools. We offer a wide range of roof systems to fit your needs.

D

◆ **Dairyland Buses, Inc**

Booth 625
Waukesha, WI
ridesta.com

Dairyland Buses Inc. provides full-scale transportation and management services for your schools, working with you to create a completely customized transportation system that fits your needs and your budget.

Dashir Management Services, Inc.

Booth 704
Wisconsin Dells, WI
dashirmanagement.com

Complete facility management, including custodial, maintenance and grounds.

Davis & Kuelthau, S.C.

Booth 601
Milwaukee, WI
dkattorneys.com

As one of Wisconsin's largest and most experienced school law practices, Davis|Kuelthau's School and Higher Education Team has proudly served districts statewide for more than 45 years.

Dean Health Plan

Booth 833
Madison, WI
deancare.com

Dean Health Plan is an insurance leader serving southcentral Wisconsin, committed to improving our members' health.

★ **Delta Dental of Wisconsin**

Booth 343
Stevens Point, WI
deltadentalwi.com

We make dental benefits easy through exceptional service, having the most network dentists to choose from and affordable coverage. Discover the benefits we can offer your school.

Demand and Precision Keeper Goals/Keeper Site Furnishing

Booth 521
Butler, WI
keepergoals.com
Keeper Goals: info@keepergoals.com
800-594-5126

Demco, Inc.

Booth 929
Madison, WI
demco.com

A vital partner to schools and libraries for over a century, Demco can help you build effective learning environments. Our solutions include space planning and design, 100's of flexible furniture options, installation services and makerspace tools.

Dept of Financial Institutions, Office of Financial Literacy

Booth 105
Madison, WI
lookforwardwi.gov

Information on how to reduce student debt; access reliable resources for teachers, students and parents; and Wisconsin's college savings program, "Edvest." Visit our websites: lookforwardwi.gov, edvest.com, wdfi.org.

★ **Diamond Assets**

Booth 623
Milton, WI
diamond-assets.com

Diamond Assets is a trusted, zero-touch, trade-up service for Apple hardware. We pay schools for their used devices, providing funds to improve sustainability of their technology investments. Please see diamond-assets.com for more information.

Diversified Benefit Services, Inc.

Booth 502
Hartland, WI
dbsbenefits.com

Diversified Benefit Services, Inc. (DBS) is a third-party administrator dedicated to excellence in the design and administration of FSAs, HRAs, HSAs, and COBRA.

Dorreen Dembski Communication Services, LLC

Booth 418
Fond du lac, WI
ddcommunicationservices.com

School districts count on us for expert help with internal or external communication. Referendums, social media, and ongoing communication support—like an extra set of hands—we can help!

Dream Flight USA

Booth 147
Wausau, WI
stemshuttle.com

Giving students space, and STEM, to learn! In its 15th year of shuttle operations, the unique STEM Shuttle motivates students in upper elementary and middle schools to learn. Students are challenged by the hands-on work stations on board the shuttle.

E**Eagle Point Solar**

Booth 442
Dubuque, IA
eaglepointsolar.com

Committed to the installation of solar photovoltaic systems to produce emission-free energy in the Midwest, spurring job creation and domestic economic activity.

Ehlers & Associates, Inc.

Booth 806
Waukesha, WI
ehlers-inc.com

Ehlers provides independent public financial advisory services to schools and local governments.

◆ **EMC Insurance Companies**

Booth 237
Brookfield, WI
emcins.com

A Midwest-based, property-casualty insurance company, specializing in schools.

★ **Emmons Business Interiors and Patcraft**

Booth 535
Milwaukee, WI
ebiweb.com

Statewide, quality, full-service provider of furniture, fixtures and equipment for commercial and education applications.

◆ **Eppstein Uhen Architects, Inc.**

Booth 419
Milwaukee, WI
eua.com

We believe great architecture is about elevating people's potential. When we create a school that people love to be in, instructors are inspired and students stay engaged.

Equal Opportunity Schools

Booth 1007
Seattle, WA
EOSchools.org

We create equitable learning environments and ensures that students from diverse ethnic and socio-economic backgrounds have the opportunity to enroll and succeed in rigorous high school courses.

ESS

Booth 721
Portland, MI
ESS.com

A leading educational management firm specializing in full-service, cost-effective management of substitute teachers, paraprofessionals and support personnel for school districts.

Everest Laboratories, Inc.

Booth 802
Madison, WI
everestlaboratories.com

We provide professional drug testing solutions for schools. While discussing a drug testing program, we focus on your school's needs. We believe that every school program should positively impact the Big Three: students, school, and community.

Faith Technologies

Booth 1023
Menasha, WI
faithtechnologies.com

Established in 1972, Faith Technologies is an energy expert and national leader in electrical planning, engineering, design and installation. We lead industry change through a dedicated investment in technology, strategic project consulting and process engineering that drives productivity, value, and above all, safety.

FEH Design

Booth 435
Dubuque, IA
fehdesign.com

A full-service architecture, structural engineering, interior design, planning and assessment firm with a long history of education design experience throughout the Midwest.

FGM Architects Inc.

Booth 534
Milwaukee, WI
fgmarchitects.com

FGM is an employee-owned professional service firm with an emphasis on service. Our projects respond to the goals of our clients, the context of their sites, the environment that sustains them and the communities they serve.

First Agency

Booth 424
Kalamazoo, MI
1stagency.com

Providing student and athletic accident insurance since 1959. In 1991, our agency started calling on Wisconsin school districts and now services approximately 100 school districts.

First Educational Resources, LLC

Booth 722
Oshkosh, WI
firsteducation-us.com

Committed to providing current and future educators throughout the United States with the most comprehensive and affordable support available to help improve the overall educational process.

First Stop Health

Booth 937
Chicago, IL
fshealth.com

We believe that accessing healthcare should be simple and low cost without compromising quality. Our team is committed to helping millions of people have better healthcare experiences.

First Technologies, Inc

Booth 738
Brookfield, WI
firstteched.com

First Technologies provides products for STEM education and FabLabs including 3D printers, laser engravers, CNC hardware and software.

Fisher Tracks, Inc.

Booth 920
Boone, IA
fishertracks.com

Installation, refurbishment, design-build and striping of athletic track surfaces. Certified track builder on staff. Cooperative purchasing available. We also provide track protectors, sideline turf protectors and sand pit covers.

★ **Focus on Energy**

Booth 829 and the Sustainable Schools Pavilion (Booth 348)
Chippewa Falls, WI
focusonenergy.com

Wisconsin's statewide program, promoting energy efficiency and renewable energy. We provide expertise, educational opportunities and financial incentives to help schools implement energy savings and renewable projects.

★ **Forecast5 Analytics, Inc.**

Booth 905
Naperville, IL
forecast5analytics.com

We are changing the way schools make strategic and financial decisions through utilization of data discovery and data analytics tools in a collaborative environment.

Fork Farms LLC

Booth 723
Appleton, WI
forkfarms.com

An agriculture technology with a mission to unleash the power of fresh food production for happier, healthier people. The Flex Farm is the most efficient, self-contained indoor hydroponic system on the planet.

Frank Cooney

Booth 707
Wood Dale, IL
frankcooney.com

Design and equip schools with classroom and office furniture for the 21st century, including cafeterias, library/media centers, STEM and STEAM Labs. Let us work your ideas into reality.

Frontline Education

Booth 230
Malvern, PA
frontlineeducation.com

A leading provider of school administration software, empowering strategic K-12 leaders with the right tools, data and insights to proactively manage human capital, business operations and special education.

G

◆ **Gallagher**

Booth 700
Brookfield, WI
ajg.com

Gallagher delivers insurance brokerage and proactive risk management solutions via our public sector and school practice niche tools and resources to effectively minimize your total cost of risk so your team may confidently focus on education objectives.

Gerber Leisure Products

Booth 219
Mount Horeb, WI
gerberleisure.com

We offer a full range of the highest quality commercial park and playground products and services needed to complete your unique project. From our free planning and design services to installation and maintenance, we have your project needs covered.

Gilbane Building Company

Booth 411
Milwaukee, WI
gilbaneco.com

We provide a full slate of construction and facilities-related services. Currently ranked as the #1 builder of K-12 schools in the country by Building Design + Construction.

Go Riteway Transportation Group

Booth 1036
Oak Creek, WI
goriteway.com

Providers of school bus transportation throughout the state of Wisconsin. We operate from 16 locations in Wisconsin and are a family-owned company since 1957.

★ **Go365 by Humana**

Booth 500
Waukesha, WI
go365.com/for-business

Health insurance plans and related healthcare benefits for Medicare, individual or group health insurance.

Gopher

Booth 839
Owatonna, MN
gophersport.com

A national leader in serving the health, physical education, and recreational fields through innovative, institutional sports equipment. We are excited to offer active products and services for the classroom setting.

Greenfire Management Services

Booth 423
Milwaukee, WI
greenfire.com

A reputable, local builder that provides innovative construction services backed by total quality management. Our employees bring decades of experience in pre-referendum, pre-construction and construction management for all project types.

Groth Design Group, Inc.

Booth 737
Cedarburg, WI
gdg-architects.com

We promote 21st century learning environments with architecture for facility needs evaluation, design through construction administration and stakeholder engagement. Projects include facilities from pre-K through high school.

GT Grandstands, Inc. a Playcore Co.

Booth 337
Plant City, FL
gtgrandstands.com

We design and manufacture premium-quality, custom, permanent grandstands, portable angle-frame bleachers, press boxes, team benches and existing structure renovations built to meet and exceed your needs.

H

H2I Group, Inc

Booth 822
Minneapolis, MN
H2Igroup.com

H2I Group provides design, sales, and service of: laboratory, equipment, classroom, science casework, athletic flooring, storage equipment, prefabricated construction and technology education equipment and curriculum.

Hays Companies of Wisconsin

Booth 830
Milwaukee, WI
hayscompanies.com

One of the fastest growing risk management, insurance and employee benefits advisors in the country. Discover how Hays transforms risk management through modern technology and industry expertise.

Health Payment Systems, Inc.

Booth 1104
Milwaukee, WI
hps.md

HPS maintains a broad PPO network of providers for self-funded employers to offer their employees with enhanced consumer financial tools.

Heartland Business Systems

Booth 320
Pewaukee, WI
hbs.net

HBS has been providing IT solutions and services for schools and districts for over 25 years in Wisconsin.

Hillyard

Booth 533
Eau Claire, WI
hillyard.com

Founded in 1907, Hillyard is a leading manufacturer and distributor of cleaning and hygiene solutions. Helping people deliver clean, safe and healthy facilities is our purpose, passion and focus.

◆ **Hoffman Planning, Design & Construction, Inc**

Booth 301
Appleton, WI
hoffman.net

Integrated total project management firm serving clients throughout the state and country. We provide clients with a single source of responsibility from the earliest planning stages through completion of construction.

HSR Associates, Inc.

Booth 730
La Crosse, WI
hsrassociates.com

HSR Associates is a leading architectural, engineering and interior design firm, providing professional services for education and medical facilities, civic and government projects and various commercial enterprises.

I

Infinite Campus

Booth 611
Blaine, MN
infinitecampus.com

Infinite Campus is an SIS with integrated features like LMS, food service, messaging and more. Infinite Campus serves over 50% of Wisconsin students in 150 districts and charter schools.

ISG

Booth 1013
La Crosse, WI
is-grp.com

Focused on relationships and real-world issues, ISG seeks opportunities to partner with education and community leaders to provide innovative, custom solutions that address evolving educational needs and inspire life-long learning.

J

J W Industries, Inc.

Booth 518
Green Bay, WI
jwindustriesinc.com

Wisconsin-based manufacturer and installer of outdoor spectator seating systems including stadiums, bleachers, press boxes and associated athletic equipment.

◆ **J.H. Findorff & Son, Inc.**

Booth 728
Madison, WI
findorff.com

Findorff's education team serves the K-12 market by partnering with schools to help them identify facility goals and construct quality buildings that enhance the learning experience.

JEDI Virtual School

Booth 914
Whitewater, WI
jedivirtual.org

JEDI Virtual School is a not-for-profit charter school that works collaboratively with our consortium districts to provide a variety of learning opportunities to students of all ages.

jmc

Booth 530
Lake City, MN
jmcinc.com

For almost 40 years, jmc has combined the elements of simplicity, affordability and support. We understand that you face an ever-changing array of tasks so our software is continually evolving to accommodate clients' requests.

★ ◆ **JP Cullen**

Booth 619
Brookfield, WI
jpcullen.com

JP Cullen has over \$1 billion of K-12 construction experience, providing services through master planning, pre-referendum, and building tough jobs, from small remodels to \$100 million multi-phase expansions.

JSD Professional Services

Booth 637
Verona, WI
jsdinc.com

Providing services in planning and development, civil, transportation, municipal, and structural engineering, water resources, landscape architecture, construction services, and surveying and mapping.

K

K12 by Elior

Booth 703
Charlotte, NC
elior-na.com/

K-12 by Elior, represented by our brand family, Preferred Meals and A'viands, a 50-year partner to schools where every child deserves a great meal.

Kapur & Associates, Inc.

Booth 420
Milwaukee, WI
kapurengineers.com

Civil engineering and landscape architecture consulting firm specializing in site renovations, athletic complexes, storm water management and new school construction.

Keller, Inc.

Booth 936
Kaukauna, WI
kellerbuilds.com

Keller, Inc. is a construction management company responsible exclusively to you that acts in your interests at every stage of the project.

◆ **Key Benefit Concepts, LLC**

Booth 800
Wales, WI
keybenefits.com

Key Benefit Concepts is a professional employee benefits and actuarial consulting firm providing services to public and private employers throughout the state of Wisconsin.

KFI Engineers

Booth 725
St. Paul, MN
kfiengineers.com

KFI Engineers is a recognized industry leader in facility infrastructure design and performance. With a hands on engineering approach, KFI provides mechanical and electrical engineering and commissioning services to K-12 schools across Wisconsin and Minnesota.

Kiefer U.S.A.

Booth 524
Lindenhurst, IL
kieferusa.com

Kiefer USA is an authorized dealer of Mondo surfaces. Kiefer offers design and installation for track and field, artificial turf, multi-purpose facilities, gymnasiums, weight rooms and locker rooms.

Kraemer Brothers, LLC

Booth 902
Plain, WI
kraemerbrothers.com

A general contractor since 1948, our experience with over 150 K-12 projects allows us to maximize budgets, minimize disruptions to school calendars, keep safe worksites and involve the community.

Kraus-Anderson

Booth 910
Madison, WI
krausanderson.com

One of the top 50 contractors in America, Kraus-Anderson is an integrated construction and real estate development enterprise dedicated to building enduring relationships and strong communities.

KRS, Inc.

Booth 225
Waukesha, WI
krsinc.com

Providers of quality commercial flooring for the education market. Specializing in durable, low-maintenance products, flooring for general classrooms and corridors, and durable sports performance floors and kitchen floors.

L

LAB Midwest, LLC

Booth 718
Mequon, WI
labmidwest.com

World-class and relevant curriculum, training equipment and eLearning for educators and industry.

★ Lamers Bus Lines, Inc

Booth 134
Green Bay, WI
golamers.com

Lamers Bus Lines is a top-tier transportation

company that specializes in school route contract services, charter services, escorted tours, and daily intercity routes. Lamers strives to provide the best in value, service, quality and safety.

Landmark Services Cooperative

Booth 1114
Cottage Grove, WI
landmark.coop

Landmark delivers customized energy solutions for propane autogas, premium diesel, gasoline, DEF, and lubricants. We offer fixed-price fuel contracts and turn-key tanks/dispensers including financing and leasing options.

LHB, Inc.

Booth 712
Duluth, MN
lhbcorp.com

LHB is a multi-disciplinary engineering, architecture and planning firm known for our design leadership and loyalty to our clients. We go beyond good intentions and focus on measurable performance.

★ Liberty Mutual Insurance

Booth 631
Indianapolis, IN
libertymutual.com

Backed by a Fortune 100 company and decades of experience, Liberty Mutual Insurance has been providing an all-lines property and casualty insurance solution to school districts offering dedicated attention to the specialized needs of each institution.

★ Lifetouch

Booth is located outside Exhibit Hall entrance
Maple Grove, MN
Lifetouch.com

As a leading provider of school yearbooks, Lifetouch National School Studios Inc. preserves school portraits and memories with quality keepsakes for schools, students and families, from preschool through senior high.

LightSPEED Technologies, Inc.

Booth 613
Tualatin, OR
lightspeed-tek.com

Lightspeed's solutions focus on three distinct areas: Engage, Activate, and Collaborate. The Access product line engages, activates and collaborates the whole classroom by providing low-volume, highly intelligible sound throughout the classroom.

M

★ M3 Insurance

Booth 319
Madison, WI
m3ins.com

The dedicated education specialists at M3 Insurance provide over 50 percent of Wisconsin school districts with the very best in risk management, employee benefits and insurance services.

MainStage Theatrical Supply, Inc.

Booth 820
Milwaukee, WI
mainstage.com

Sales and service of theatrical and stage equipment which includes stage curtains, stage lighting and dimming systems along with LED lamps and fixtures for auditoriums.

Market & Johnson, Inc.

Booth 318
Eau Claire, WI
market-johnson.com

Market & Johnson has been providing general construction and construction management services throughout Wisconsin since 1948. We employ 350 construction professionals to complete education, medical, commercial and manufacturing facilities.

Marsh & McLennan Agency

Booth 129
Minneapolis, MN
marshmma.com

Marsh & McLennan Agency helps employers eliminate risk and lower costs using insurance and risk prevention services. Regional offices in Duluth, Eau Claire and Minneapolis.

Marshfield Book & Stationery

Booth 311
Marshfield, WI
marshfieldbook.com

Your one-stop source for school supplies and equipment. We feature many types of classroom furniture that promote 21st century learning. Stop by Booth 311 to see an array of items from lockers to cafeteria tables.

Mathematics Institute of Wisconsin

Booth 706
Waukesha, WI
mathinstitutewi.org

The Mathematics Institute of Wisconsin, (formerly known as Brookhill) offers K-12 educators, coaches, and administrators high-quality professional development designed to improve their knowledge and teaching of mathematics.

McKinstry

Booth 403
Madison, WI
mckinstry.com

McKinstry Consulting | Construction | Energy | Facility Services For the Life of Your Building

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ANALYTICS
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Helping K–12 educational leaders leverage district, demographic and peer data to develop future-focused strategies with a suite of powerful data analytics tools. **Visit Forecast5 at Booth #905!**

Learn more and contact:
Jeff Carew *Managing Director*
630.955.7616 | jcarew@forecast5analytics.com

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McPherson & Jacobson LLC

Booth 918
Omaha, NE
macnjake.com

McPherson & Jacobson LLC has been conducting national superintendent searches for boards of education since 1991. Our nationwide team of consultants have been involved in over 750 searches for districts ranging from 10 to over 300,000 students.

MEP Associates, LLC

Booth 506
Eau Claire, WI
mepassociates.com

MEP is a progressive consulting, design and engineering firm. Our design services include geothermal, mechanical, electrical, plumbing, fire protection, commissioning, retro-commissioning, consulting, energy modeling and master planning solutions.

Microsoft Teals

Booth 341
Milwaukee, WI
microsoft.com/teals

Computer science in every high school. To learn more, email Mark Zachar, regional manager for SE Wisconsin, at markz@tealsk12.org or call him at 414-253-4085.

MidAmerica Administrative & Retirement Solutions

Booth 1100
Tampa, FL
myMidAmerica.com

Benefits funding made simple for the public sector. Helping Wisconsin schools administer retirement and health plans for more than two decades.

Mid-State Truck Service, Inc.

Booth 1127
Marshfield, WI
midstatetruck.com

Mid-State Truck Service is an authorized dealer of IC school and commercial buses, as well as Diamond Coach and Collins Buses. We also offer mobility products for customers with special needs!

Midwest Glass Tinters

Booth 639
Wauconda, IL
midwestglasstinters.com

Midwest Glass Tinters is the area's largest 3M dealer and installer of safety film.

Midwest Sport & Turf Systems - Synthetic Turf

Booth 1106
Menomonee Falls, WI
mwsts.com

MWSTS is committed to provide cost-effective, turnkey synthetic turf solutions to Wisconsin schools. We provide customer service second to none in the state, which includes planning, installation, maintenance and repair.

◆ Miron Construction Co., Inc.

Booth 512
Neenah, WI
miron-construction.com

Miron is a leader in the education market, completing over \$1 billion in K-12 educational construction. Services include design/build, master planning, comprehensive pre-construction services and referendum planning.

Muermann Engineering - A Division of MSA

Booth 111
Madison, WI
msa-ps.com

We serve professional consultants in the fields of architecture, civil and mechanical engineering. We also work with M/E/P and general contractors, city and municipal governments, corporations, and municipal utilities.

Musco Sports Lighting

Booth 523
Waupaca, WI
musco.com

Musco has shaped the history of sports lighting since 1976. The company's TLC for LED™ technology delivers unmatched light control, efficiency, and reliability. Contact Musco at lighting@musco.com or 800.825.6030.

N**◆ National Insurance Services**

Booth 801
Brookfield, WI
nisbenefits.com

Benefit consulting and brokerage services for life, disability, dental and vision insurance benefits for schools. Also offering tax-free options for sick leave and other one-time retiree incentive payouts, as well as on-site and near-site clinics.

NBH Elite Health

Booth 1022
Redmond, OR
elitehealth.com

Delivering exceptional care and comfort for more than 20 years.

Nelson's Bus Service, Inc.

Booth 110
Whitewater, WI
NelsonsBusService.com

Full-service dealer for Thomas Buses; Nelsons also offers a complete line of parts and service for all makes and models of buses.

NEOLA, Inc.

Booth 823
Stow, OH
neola.com

NEOLA provides school districts with a complete service for developing and updating board bylaws and policies, administrative guidelines forms, staff handbooks and student/parent handbooks in a digital format.

Network Health

Booth 425
Menasha, WI
networkhealth.com

Network Health is a Wisconsin-based health insurance company specializing in commercial and Medicare health insurance services to employers, individuals and families throughout southeast and northeast Wisconsin.

Nevco

Booth 1030
Delafield, WI
nevco.com

Sales and service of scoreboards, video and message displays, outdoor sound systems and scoring tables.

★ Nexus Solutions

Booth 503
Madison, WI
NexusSolutions.com

Nexus Solutions is your one-stop shop for comprehensive K-12 facility improvements. We integrate your district's needs and goals into one master plan, managed by one source, to save you time, money, resources and headaches.

Nicholas & Associates, Inc.

Booth 921
Milwaukee, WI
nicholasquality.com

Construction manager and general contractor.

North American Mechanical, Inc.

Booth 431
Windsor, WI
naminc.com

Founded in 1974, North American Mechanical, Inc. installs and services HVAC, plumbing, and control systems for customers across Wisconsin. NAMI specializes in systems for educational, healthcare, industrial and manufacturing facilities.

North Central Insulation

Booth 532
Eau Claire, WI
northcentralinsulation.com

North Central Insulation is a spray foam roofing installer throughout Wisconsin.

Northland Recreation LLC

Booth 629
Woodbury, MN
northlandrec.com

Northland Recreation offers design services and sales of Little Tikes Commercial Playgrounds to Wisconsin and Minnesota. Along with playground features we offer multiple playground surfacing options and site furnishings.

O**OASYS, LLC**

Booth 402
Franklin, WI
oasys-llc.com

OASYS specializes in an integrated suite of customizable student services data management solutions for special education, progress monitoring, RtI, Section 504 and English learners. OASYS helps districts save time and money. A Wisconsin-based company.

Otus

Booth 602
Chicago, IL
otus.com

Otus is a technology platform for K-12 classrooms that combines classroom and learning management tools, assessment features, and student data management in one place.

P**Partner2Learn LLC**

Booth 210
Mukwonago, WI
partner2learn.com

Leadership and talent development partners providing a StrengthsFirst mindset and classroom culture to guide transformational growth, resulting in increased engagement and retention in staff and students that thrive.

Pearson

Booth 819
Burlington, WI
pearson.com

Pearson is the world's learning company. We help K-12 educators improve learning with our content, products and services. Because where learning flourishes, so do people.

Perfection Property Restoration

Booth 239
East Dundee, IL
callperfection.com

Your best choice for immediate restoration and recovery after a major water- or fire-related event. We have the experienced restoration specialists and proper equipment needed.

★ Performance Services, Inc.

Booth 310
Waukesha, WI
performanceservices.com/wisconsin

Performance Services provides complete referendum services to Wisconsin K-12 schools including pre-planning, design, and construction with a guaranteed learning environment.

◆ Plunkett Raysich Architects, LLP

Booth 810
Milwaukee, WI
prarch.com

We provide planning, architecture, interior design and construction administration for educational facility master plans, renovations, additions and new buildings. We focus on modern learning for your district!

★ PMA Financial Network, LLC

Booth 903
Naperville, IL
pmanetwork.com

The PMA companies help communities thrive by providing comprehensive public funds management services including competitive investment options, cash flow analysis, bond proceeds management, debt issuance, financial and investment advisory services.

Point of Beginning, Inc.

Booth 733
Stevens Point, WI
pobinc.com

Point of Beginning, Inc. is a multi-faceted civil engineering, land surveying, landscape architecture and materials testing firm based in Stevens Point and Green Bay.

PowerGistics

Booth 329
Madison, WI
powergistics.com

Wall-mounted, free-standing and mobile solutions built for phones, tablets and laptops. PowerGistics Towers can easily be mounted to any wall making use of vertical space in the classroom while devices safely lay flat in their natural position.

Prevea360 Health Plan

Booth 831
Green Bay, WI
prevea360.com

A coordinated care network serving northeastern Wisconsin, aiming to improve our member's health. Prevea360 Coordinated Care integrates all key elements of personalized health care into a single efficient system.

Project Lead the Way

Booth 630
Indianapolis, IN
pltw.org

A STEM curriculum for preK-12, empowering students to thrive in an evolving world. Millions of students. 11,500 schools in the U.S.

ProStar Surfaces

Booth 306
Mequon, WI
athleticsurfaces.com

Since 1979, Prostar, Inc. has been installing and maintaining high-quality wood and synthetic surfaces; specializing in athletic, artistic and active facilities as a leader in the flooring industry.

Q

Quarles & Brady LLP

Booth 305
Milwaukee, WI
quarles.com

The Quarles & Brady Public Finance Group has served as bond, disclosure, underwriter's, and issuer's counsel, and development agreement and TIF counsel on state and local government financings throughout Wisconsin and the Midwest for over 75 years.

Quartz

Booth 322
Sauk City, WI
quartzbenefits.com

Offering innovative health and wellness solutions that support a healthy school environment for teachers, students and families in the communities we serve.

R

◆ R&R Insurance Services, Inc.

Booth 1102
Waukesha, WI
myknowledgebroker.com

We provide the following insurance coverage for your district: property and casualty, employee benefits, personal lines (home and auto discounts), and retirement plans.

Rachel Wixey & Associates

Booth 622
Maumee, OH
rachelwixey.com

Delivering innovative substitute management solutions since 2010, Rachel Wixey & Associates prioritizes recruitment, retention and high-performance fulfillment rates for K-12 schools.

RAS

Booth 715
Sioux Falls, SD
rascompanies.com/

RAS is one of the largest writers of workers compensation in the Upper Midwest. Propelled by passionate, skilled professionals, we work closely together to deliver comprehensive solutions and mitigate risk.

REALiving

Booth 429
Chippewa Falls, WI
realiving.com

REALiving helps people be their BEST—personally and professionally. Our unique employee achievement program (EAP) is designed to help both your employees and your company.

Red Apple Solutions

Booth 107
Salt Lake City, UT
redapplesolutions.com

A newly established brand for a company that has been operating in the education space for 13 years. We provide two specific solutions exclusively for educational institutions.

Reflex Protect

Booth 1005
Missoula, MT
reflexprotect.com

Reflex Protect is a safety company that provides a non-lethal, self-defense spray and violence response training for use at home and in the workplace.

★ RENEW Wisconsin

Booth 930
Madison, WI
renewwisconsin.org

Schools can save money and reduce utility bills with renewable energy. RENEW Wisconsin has the resources and technical assistance to help you improve your budget with solar energy!

★ Rettler Corporation

Booth 324
Stevens Point, WI
rettler.com

With 30 years of experience, we are a multi-disciplinary firm specializing in site design and development. Our services include landscape architecture, civil engineering, construction management, and land surveying.

Rural Virtual Academy

Booth 323
Medford, WI
ruralvirtual.org

The RVA provides fiscally responsible, high-quality, and cooperative educational solutions to serve families and districts looking for greater flexibility and increased digital learning opportunities.

Rusoh, Inc.

Booth 814
Eau Claire, WI
rusoh.com

We've revolutionized the fire extinguisher industry by introducing the world's only self-service, reloadable fire extinguisher. With the Rusoh Eliminator, individuals are empowered with the ability to maintain a safe and secure environment.

S

◆ Scherrer Construction Company, Inc.

Booth 515
Burlington, WI
scherrereconstruction.com

We are a general contractor/construction manager since 1928 committed to building long-lasting relationships and customized building solutions for our clients based on performance, value and integrity.

Schilling Supply Company

Booth 438
La Crosse, WI
schillingsupply.com

A trusted resource and distributor for Jan-San items, floor car supplies and equipment, cleaning tools, office supply, restroom supplies, disinfectants, cleaners, and more!

Schmidt Custom Floors

Booth 606
Waukesha, WI
schmidtflooring.com

Athletic flooring surfaces including Installation, Repair and maintenance. Hardwood, synthetic, gymnasiums, multi-sport, multi-purpose, tracks, aerobics and dance, weight rooms, stages, indoor turf, weight lifting platforms, etc.

◆ **School Perceptions**

Booth 415
Slinger, WI
schoolperceptions.com

School Perceptions helps educational leaders prepare for referenda and measure parent, staff and student engagement. Our software, surveys and similar school comparisons make us the first choice of Wisconsin schools.

SDS Architects, Inc

Booth 511
Eau Claire, WI
sdsarch.com

A full-service architectural firm covering all aspects of education design, from facility studies and referendum assistance through architectural and interior design, bidding, construction and furniture procurement. Proudly serving Wisconsin schools since 1953.

SecureTech Systems, Inc.

Booth 307
Irving, TX
securetechwave.com

The WAVE Plus wireless emergency notification system instantly transmits detailed messages over the two-way radios carried by law enforcement officers as soon as an alarm is triggered.

★ **Security Health Plan of Wisconsin, Inc.**

Booth 603
Marshfield, WI
securityhealth.org

Security Health Plan of Wisconsin, Inc. insures employees of school districts, large and small businesses, individuals and families and administers self-funded employer health plans.

SFE - Southwest Foodservice Excellence

Booth 719
Scottsdale, AZ
sfellc.org

Putting child nutrition first.

SitelogIQ

Booth 600
St. Paul, MN
unescoCorp.com

SitelogIQ is invested in your future. When we assist you in revitalizing a facility, we do so with your educational and financial plans in mind.

◆ **Skyward, Inc.**

Booth 805
Stevens Point, WI
skyward.com

Delivering a better SIS and ERP experience for more than 2,000 school districts and municipalities.

★ **Sodexo**

School Fair (Booth 549)
Altamonte Springs, FL
Sodexousa.com

A provider of world-class food and facilities services. Focused on student well-being and achievement and enhancing every student's ability to learn and grow.

Solution Tree

Booth 1012
Bloomington, IN
solutiontree.com

Since 1998, Solution Tree has worked to transform education worldwide by empowering educators to raise student achievement. With more than 42,984 educators attending professional learning events and more than 4,260 professional development days in schools.

Somerville, Inc.

Booth 404
Green Bay, WI
somervilleinc.com

One of Wisconsin's largest employee-owned architecture, engineering and interior design firms, and best known for providing innovative, sustainable and value-added solutions to our clients.

Spancrete

Booth 614
Waukesha, WI
spancrete.com

Spancrete has built a legacy of designing precast structures, perfecting production processes, engineering Hollowcore systems and authoring the standards for research, design, production, installation and safety in the precast industry.

SPEC Athletic, Inc.

Booth 115
Plainfield, IL
specathletic.com

SPEC Athletic is a full-service synthetic sports surfacing company in the Midwest, specializing in sports flooring, weight rooms, locker rooms, turf and agility fields, and running tracks.

WEAtrust

Serving Teachers' Health Insurance Needs Since 1970

To learn more about WEA Trust:

► WEAtrust.com/info



WEA ADV 0020 1219

Stalker Sports Floors

Booth 104
New London, WI
stalkersportsfloors.com

Stalker Sports Floors offers athletic flooring products and services.

State Trust Fund Loan Program

Booth 632
Madison, WI
bcpl.wisconsin.gov
Providing financing for public purpose projects at competitive interest rates – with no fees.

◆ **Strang Patteson Renning Lewis & Lacy, s.c.**

Booth 1000
Green Bay, WI
strangpatteson.com
Our school law practice is a priority. Our attorneys include some of the leading school law practitioners in Wisconsin.

Student Assurance Services, Inc.

Booth 836
Stillwater, MN
sas-mn.com
We provide Wisconsin school districts with student accident insurance that covers students while attending school/participating in athletics. We also provide catastrophic coverage and athletic associations/camp risk insurance.

◆ **Studer Education**

Booth 440
Pensacola, FL
studereducation.com/
Studer Education offers strategic planning; leadership training and development; survey research, development and administration; coaching to support continuous cultural improvement and high-quality, sustainable execution of strategic plans.

Summit Commercial Fitness, Inc.

Booth 643
Monona, WI
summitcf.com
We have professionals to partner with you in your fitness project. We offer no-fee professional planning, consultation, and layout services from start to finish. We recommend high-quality fitness equipment and accessories.

Systems Furniture Installations

Booth 1029
Waunakee, WI
systemsinstall.com
Experts at school-related project management and logistics. Excellent customer service. Highly skilled, adaptable and quality-driven installers. Experienced team with vast knowledge of all furniture manufacturers and current trends.

T

Taher, Inc.

Booth 804
Minnetonka, MN
taher.com
Providing a fresh take on food service.

Tasha Schuh Inspirations

Booth 422
Ellsworth, WI
tashaschuh.com
Are you concerned about mental health support in your school? Tasha's PATH Curriculum will educate adolescents on mental health and suicide awareness, as well as the power of connectedness.

Teachers On Call, a Kelly Services Company

Booth 911
Bloomington, MN
teachersoncall.com
A substitute staffing service that partners with the Absence Management (Aesop) system to create an optimal staffing solution for your school. We recruit and place substitutes, streamlining the process for schools.

Technology Resource Advisors, Inc.

Booth 528 and Booth 531
Milwaukee, WI
trachromecare.com
TRA assists school districts with beginning and maintaining their 1:1 initiatives with Chrome-books, accidental warranty and accessories.

The Alliance

Booth 1004
Madison, WI
the-alliance.org
A cooperative of employers moving health care forward by controlling costs, improving quality and engaging individuals in their health.

★ **The Insurance Center**

Booth 815
Appleton, WI
ticinsurance.com
TIC, Inc. works closely with schools to ensure best results for their risk management needs. Our carrier partners are chosen for long-term results to reduce the cost of risk.

The Standard

Booth 214
Portland, OR
standard.com
With over 110 years of experience, The Standard is a leading provider of employee benefits for school districts. We are known for providing innovative and cost-effective solutions.

TIPS - The Interlocal Purchasing System

Booth 312
Pittsburg, TX
tips-usa.com
A national purchasing cooperative offering competitively solicited contracts to members, saving them both time and money. TIPS provides a proven, streamlined process that eliminates purchasing stress. "Purchasing Made Personal."

★ **Trane**

Sustainable Schools Pavilion
St. Paul, MN
Trane.com
A world leader in air conditioning systems, services and solutions. We help customers succeed by providing innovative solutions that optimize indoor environments through a broad portfolio of energy-efficient heating, ventilating and air conditioning systems, building, contracting and energy services, parts support and advanced controls for homes and commercial buildings.

◆ **Tricor Insurance, Inc.**

Booth 821
Madison, WI
tricolorinsurance.com
TRICOR Insurance provides risk management products and services specifically designed for Wisconsin public schools. We are experts in worker compensation, property, liability and benefits insurance for schools.

How Does Your Insurance Measure Up?

Cyber Protection
24/7 Injury Triage
Comprehensive Employee Benefits
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Wellness Programs

THE Insurance CENTER

CALL TODAY 800.362.8046

U

★ ♦ UnitedHealthcare

Booth 501
Milwaukee, WI
uhc.com

UnitedHealthcare's family of companies delivers innovative products/services to approximately 70 million Americans, which have led to changes to improve the way care is delivered and administered across the industry.

Upper 90 Energy

Booth 913
Madison, WI
upper90energy.com

Upper 90 Energy is an independent, Wisconsin-owned company, focused on bringing flexible, high-quality, low-cost energy efficiency retro-fit solutions to the marketplace. Our concentration is on finding the right outcome for our clients.

UW - Madison Applied Population Laboratory

Booth 620
Madison, WI
apl.wisc.edu

School demographers at the Applied Population Laboratory provide enrollment projections to address school districts' needs. Districts may customize a detailed demographic study to include projections for facilities or financial planning.

V

★ Vanguard Computers, Inc.

Booth 940
Brookfield, WI
vanguardinc.com

Our services include: equipment sales, long- and short-term technology rentals, factory-authorized service, asset tracking, logistics, technology road mapping and security.

Virco Manufacturing Corp.

Booth 1002
Torrance, CA
virco.com

Virco is America's leading manufacturer of furniture and equipment for K-12 educators.

Viterbo University

Booth 1006
La Crosse, WI
www4.viterbo.edu

Viterbo University provides graduate coursework for teachers and administrators, offering degree and licensure opportunities for educators throughout the state of Wisconsin.

♦ VJS Construction Services, Inc.

Booth 919
Pewaukee, WI
vjscs.com

VJS has provided construction services for over 72 years including master planning, stakeholder engagement, cost estimating, life-cycle cost analysis, construction management, construction administration, and general contracting.

Vogel Bros. Building Co.

Booth 943
Madison, WI
vogelbldg.com

A family-owned, 5th generation, construction manager, general contractor, construction services company known for honesty, innovation and our posture of service.



♦ von Briesen & Roper, S.C.

Booth 906
Milwaukee, WI
vonbriesen.com

We combine our industry-leading expertise with innovative technology and a creative approach to problem-solving to generate game-changing advantages for our clients.

W

Walgreens

Booth 1003
Wauwatosa, WI
walgreens.com

Walgreens has a proud history of innovation, starting in 1901 when Charles R. Walgreen Sr. first opened our doors with a pioneering focus on customer service.

WB Manufacturing

Booth 529
Thorp, WI
wibench.com

WB Manufacturing can design, build and deliver standard cabinets and lockers, modular case-work, mobile furniture and custom solutions for any environment, any market, anywhere, anytime. We can. Design. Build. Deliver.

WEA Academy

Booth 1110
Madison, WI
weaacademy.org

WEA Academy provides educators with professional development. Teacher-designed courses accelerate professional growth through online collaboration with instructor and colleagues. Courses emphasize practical application to the work of teachers and ESPs.

★ WEA Member Benefits

Booth 525
Madison, WI
weabenefits.com

WEA Member Benefits provides personal insurance, retirement/investment, and financial planning services to Wisconsin public school employees. We also provide financial education and employee benefit solutions to help districts recruit/retain staff.

★ WEA Trust

Booth 519
Madison, WI
weatrust.com

A non-profit Wisconsin-based insurer, we offer group health insurance and administrative services to public employers.

Wendel

Booth 724
Eau Claire, WI
wendelcompanies.com

An architecture, engineering, energy efficiency, and construction management firm, delivers customized solutions and turnkey projects in innovative ways. What sets us apart, is our delivery, responsiveness, insight, and transparency.

Wildcard Corp.

Booth 119
Stevens Point, WI
wildcardcorp.com

Wildcard specializes in cybersecurity, web application development, and IT solutions. We focus on security when conducting cybersecurity assessments, developing web applications, and providing IT solutions that diminish vulnerabilities.

★ Wisconsin Art Education Association

Booth 840
Mondovi, WI
wiarted.org

Our mission is to promote excellence in visual art and design education for all students and art educators.

Wisconsin Association of School Boards

Commons (Booth 439)
Madison, WI
wasb.org

The WASB is dedicated to supporting, promoting and advancing public education. Stop by the WASB Commons to learn about our programs and services.

Wisconsin Association of School Business Officials

Booth 901
Madison, WI
wasbo.com

To provide professional growth opportunities for members, work for adequate funding and to advocate for education opportunities for the children of Wisconsin.

Wisconsin Association of School District Administrators

Booth 900
Madison, WI
wasda.org
WASDA is the professional educational association for Wisconsin's public school superintendents.

Wisconsin Bus Sales - Blue Bird

Booth 1101
DeForest, WI
wisconsinbussales.com
Wisconsin Bus Sales, LLC provides new school bus sales for the Blue Bird and Micro Bird brands. Blue Bird is the leader in alternative fuel buses, the proven propane leader.

Wisconsin Construction Craft Laborers

Booth 211
DeForest, WI
wilaborers.org
The Wisconsin Laborers' District Council is an affiliation of five laborer local unions, representing nearly 9,000 construction craft laborers across the state.

Wisconsin Department of Public Instruction

Booth 1025
Madison, WI
dpi.wi.gov
The DPI is the state agency that advances public education and libraries in Wisconsin. Our goal is to ensure every child graduates ready for further education and the workplace. Led by State Superintendent Carolyn Stanford Taylor.

Wisconsin Department of Public Instruction - School Nutrition Team

Booth 1024
Madison, WI
dpi.wi.gov/school-nutrition
Provides nutrition and program guidance to districts and schools participating in USDA Child



Nutrition Programs. Staff collaborate with other state agencies, UW-Extension, regional and statewide child nutrition advocacy groups.

Wisconsin Health and Physical Education, Inc.

Booth 841
LaCrosse, WI
whpe.us
We provide top-notch professional development for your teachers. What's new? What needs to change? Stop by and ask an expert.

Wisconsin Interscholastic Athletic Association

Booth 701
Stevens Point, WI
wiaawi.org
Organize, develop, direct, and control an interscholastic athletic program which will promote the ideals of its membership and opportunities for member school participation.

Wisconsin Public Finance Professionals, LLC

Booth 607
Brookfield, WI
wipublicfinance.com
Municipal advisor and referendum services for Wisconsin school districts including facility and operational referendums; debt structuring; tax impacts; bond rating presentations; cash flow borrowings; capital and equipment borrowings; refinancings.

Wisconsin Resource Center for Charter Schools (CESA 9)

Booth 731
Tomahawk, WI
wrccs.org
Contact Sarah Hackett and Nick Pretasky at 715-453-1079.

Wisconsin Rural Schools Alliance

Booth 736
Plain, WI
wirsa.org
The Wisconsin Rural Schools Alliance (WiRSA) was formed to help rural school districts address the unique issues impacting rural schools as they seek to achieve high-quality education for students.

★ Wisconsin School Music Association

Booth 739
Waunakee, WI
wsmamusic.org
WSMA provides statewide music programming activities and services, offers leadership and support for school music programs, and advances music as an integral part of the school curriculum and community life.

Wisconsin School Public Relations Association

Booth 231
Madison, WI
wspra.org
We expand the capacity of our members to provide effective communication management for the purpose of strengthening educational opportunities for all students.

Wisconsin Virtual School (CESA 9)

Booth 206
Tomahawk, WI
wisconsinvirtualschool.org
Wisconsin Virtual School is the state-led supplemental online program operated out of CESA 9. More than 200 Wisconsin school districts utilize online and blended courses through WVS.

Z

Zimmerman Architectural Studios, Inc.

Booth 212
Milwaukee, WI
zastudios.com
Zimmerman Architectural Studios is a full-service educational facility planning and design solution. We have provided award-winning services to our friends, neighbors and school districts throughout Wisconsin since 1906.

zizzl a Benefits and Payroll Co.

Booth 510
Milwaukee, WI
zizzl.com
zizzl guarantees a better way to manage health insurance and employee benefits costs.

The right support services make all the difference

Nourishing meals, managed facilities, healthy learning environments and a commitment to diversity make a difference. When these support services come from the right partner, they improve students' quality of life, increase student learning, boost teacher retention and result in savings for your district.



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educationsales@sodexo.com



20-SCH-01340

Exhibitors By Category

◆ WASB Service Associate ★ 2020 Convention Sponsor (See page 37 for **ALPHABETICAL** listing of exhibitors)

Administrative Software and Integration Tools

4Schools
 ★ BoardDocs
 CESA 7
 Frontline Education
 Infinite Campus
 jmc
 OASYS, LLC
 Otus
 Red Apple Solutions
 ◆ Skyward, Inc.
 Wisconsin Department of Public Instruction
 zizzl a Benefits and Payroll Co.

Associations, Non-Profits, and Government Agencies

Associated General Contractors of Wisconsin
 CESA 5
 Dept of Financial Institutions, Office of
 Financial Literacy
 Equal Opportunity Schools
 ★ Focus on Energy
 Partner2Learn LLC
 ★ RENEW Wisconsin
 State Trust Fund Loan Program
 WEA Academy
 ★ Wisconsin Art Education Association
 Wisconsin Association of School Boards
 Wisconsin Association of School Business
 Officials
 Wisconsin Association of School District
 Administrators
 Wisconsin Department of Public Instruction
 Wisconsin Department of Public Instruction -
 School Nutrition Team
 Wisconsin Interscholastic Athletics Association
 Wisconsin Resource Center for Charter Schools
 (CESA 9)
 Wisconsin Rural Schools Alliance
 ★ Wisconsin School Music Association
 Wisconsin School Public Relations Association

Athletics: Equipment, Seating, Surfacing

AstroTurf
 B.R. Bleachers
 Balestrieri Environmental & Development, Inc.
 Baseman Floors, Inc.
 Carroll Seating Company

Demand and Precision Keeper Goals/Keeper
 Site Furnishing
 FisherTracks, Inc.
 Gerber Leisure Products
 Gopher
 GT Grandstands a Playcore Co.
 H2I Group, Inc
 J W Industries, Inc.
 Marshfield Book & Stationery
 Midwest Sport & Turf Systems - Synthetic Turf
 Nevco
 Northland Recreation LLC
 ProStar Surfaces
 Summit Commercial Fitness, Inc.

Audio, Video, Multimedia Equipment and Design

LightSPEED Technologies, Inc.

Awards and Recognition Programs

Wisconsin Health and Physical Education, Inc.

Business Services

#SocialSchool4EDU
 BPI Color
 CCAP Alert
 ★ Diamond Assets
 Dorreen Dembski Communication Services, LLC
 ESS
 Heartland Business Systems
 ◆ Key Benefit Concepts, LLC
 Microsoft Teals
 MidAmerica Administrative & Retirement
 Solutions
 REALiving
 Schilling Supply Company
 TIPS - The Interlocal Purchasing System
 Walgreens
 ★ WEA Member Benefits

Distance and Online Learning Services

Acellus - International Academy of Science
 BYU Independent Study
 JEDI Virtual School

Rural Virtual Academy
 WEA Academy
 Wisconsin Virtual School (CESA 9)

Educational Management and Consulting and/or Research

#SocialSchool4EDU
 CESA 10
 CESA 5
 ◆ EMC Insurance Companies
 Equal Opportunity Schools
 jmc
 McPherson & Jacobson LLC
 OASYS, LLC
 Pearson
 Rachel Wixey & Associates
 ◆ Studer Education
 Wisconsin Department of Public Instruction -
 School Nutrition Team

Enrichment Programs and Curricular Programs

Boundless Adventures
 Clear Touch
 Dream Flight USA
 Fork Farms LLC
 LAB Midwest, LLC
 Microsoft Teals
 Pearson
 Project Lead the Way
 Rural Virtual Academy
 Tasha Schuh Inspirations
 Viterbo University
 Wisconsin Resource Center for Charter Schools
 (CESA 9)
 ★ Wisconsin School Music Association
 Wisconsin Virtual School (CESA 9)

Facilities: Architecture, Design, Engineering

ATS&R Planners/Architects/Engineers
 Ayres
 ◆ Bray Architects
 County Materials Corporation
 Demco, Inc.
 ◆ Eppstein Uhen Architects, Inc
 FEH Design

FGM Architects Inc.
 Groth Design Group, Inc.
 ◆ Hoffman Planning, Design & Construction, Inc
 HSR Associates, Inc.
 ISG
 JSD Professional Services
 Kapur & Associates, Inc
 KFI Engineers
 Kraus-Anderson
 LHB, Inc.
 McKinstry
 MEP Associates, LLC
 Muermann Engineering - A Division of MSA
 ★ Nexus Solutions
 ★ Performance Services, Inc.
 ◆ Plunkett Raysich Architects, LLP
 Point of Beginning, Inc.
 ◆ R&R Insurance Services, Inc.
 ★ Rettler Corporation
 SDS Architects, Inc
 SitelogIQ
 Somerville, Inc.
 Spancrete
 Vogel Bros. Building Co.
 Wendel
 Zimmerman Architectural Studios, Inc.

■ **Facilities: Construction, Construction Management, and/or Consulting**

Apex Efficiency Solutions, SBC
 Associated General Contractors of Wisconsin
 Athletic Field Services, Inc.
 BPI Color
 C.D. Smith Construction, Inc.
 CESA 10
 ◆ CG Schmidt, Inc
 County Material Corporation
 Custof foam Corporation
 Gilbane Building Company
 Greenfire Management Services
 ◆ Hoffman Planning, Design & Construction, Inc
 Innovative Modular Solutions
 ISG
 ◆ J.H. Findorff & Son, Inc.
 ★ ◆ JP Cullen
 Keller, Inc.
 Kiefer U.S.A.
 Kraemer Brothers, LLC
 Kraus-Anderson
 Market & Johnson, Inc.
 McKinstry

◆ Miron Construction Co., Inc.
 ★ Nexus Solutions
 Nicholas & Associates, Inc.
 ★ Performance Services, Inc.
 Point of Beginning, Inc.
 ★ Rettler Corporation
 ◆ Scherrer Construction Company, Inc.
 ★ Sodexo
 SitelogIQ
 Spancrete
 Upper 90 Energy
 ◆ VJS Construction Services, Inc.
 Vogel Bros. Building Co.
 Wendel
 Wisconsin Construction Craft Laborers

■ **Facilities: Flooring and Wall Coverings**

Baseman Bros. Inc.
 Baseman Floors, Inc.
 ★ Emmons Business Interiors and Patcraft
 H2I Group, Inc
 Kiefer U.S.A.
 KRS, Inc.
 ProStar Surfaces
 Schmidt Custom Floors
 SDS Architects, Inc
 SPEC Athletic, Inc.
 Stalker Sports Floors

■ **Facilities: Furnishings and Shelving**

Alexander Furnishings Specialists, Inc.
 Carroll Seating Company
 Demand and Precision Keeper Goals/Keeper Site Furnishing
 Demco, Inc.
 ★ Emmons Business Interiors and Patcraft
 Frank Cooney
 Marshfield Book & Stationery
 PowerGistics
 SDS Architects, Inc
 Systems Furniture Installations
 Virco Manufacturing Corp.
 WB Manufacturing

■ **Facilities: Hardware, Doors, Windows, Lab Equipment**

Midwest Glass Tinters

■ **Facilities: Lighting**

Apex Efficiency Solutions, SBC

Bright Schools Project
 Faith Technologies
 KFI Engineers
 MEP Associates, LLC
 Musco Sports Lighting
 Somerville, Inc.
 Upper 90 Energy

■ **Facilities: Mechanical Systems, Energy Services**

Apex Efficiency Solutions, SBC
 Aramark K-12 Education
 ATS&R Planners/Architects/Engineers
 CESA 10
 Complete Control Inc.
 Eagle Point Solar
 ★ Focus on Energy
 ISG
 KFI Engineers
 Landmark Services Cooperative
 McKinstry
 MEP Associates, LLC
 North American Mechanical, Inc.
 ★ Performance Services, Inc.
 ★ RENEW Wisconsin
 Rusoh, Inc.
 ★ Sodexo
 Somerville, Inc.
 ★ Trane
 Upper 90 Energy
 Vogel Bros. Building Co.
 Wendel

■ **Facilities: Roofing**

Custof foam Corporation
 North Central Insulation

■ **Financial Services, Consulting and Accounting**

American Deposit Management Co.
 ★ ◆ Baird Public Finance
 Dept of Financial Institutions, Office of Financial Literacy
 Ehlers & Associates, Inc.
 MidAmerica Administrative & Retirement Solutions
 ★ PMA Financial Network, LLC.
 ★ WEA Member Benefits
 Wisconsin Public Finance Professionals, LLC

■ **Food Service Management, Equipment and Products**

Aramark K-12 Education

CESA Purchasing
Chartwells School Dining Services
Fork Farms LLC
jmc
K12 by Elior
★ Sodexo
SFE - Southwest Foodservice Excellence
Taher, Inc.

Higher Education

Concordia University Wisconsin
Partner2Learn LLC
UW-Madison Applied Population Laboratory
Viterbo University

Information Management Services and Consulting

Connecting Point
★ Diamond Assets
★ Forecast5 Analytics, Inc.
Technology Resource Advisors, Inc.
Wildcard Corp.

Insurance: Health, Dental, Vision, LTD, Life and Long-term Care

Ansany & Associates, LLC
◆ Associated Benefits and Risk Consulting
CM Regent Insurance Co.
◆ Community Insurance Corporation/
WCA Group Health Trust
Dean Health Plan
★ Delta Dental of Wisconsin
First Agency
First Stop Health
★ Go365 by Humana
Hays Companies of Wisconsin
◆ Key Benefit Concepts, LLC
Kunkel & Associates, Inc.
★ ◆ M3 Insurance
Marsh & McLennan Agency
◆ National Insurance Services
NBH Elite Health
Network Health
Prevea360 Health Plan
Quartz
Red Apple Solutions
★ Security Health Plan of Wisconsin, Inc.
The Alliance
★ The Insurance Center
The Standard
◆ Tricor Insurance, Inc.

★ ◆ UnitedHealthcare
Walgreens
★ WEA Trust
zizzl a Benefits and Payroll Co.

Insurance: Property and Casualty

Ansany & Associates, LLC
◆ Associated Benefits and Risk Consulting
CM Regent Insurance Co.
◆ EMC Insurance Companies
◆ Gallagher
Hays Companies of Wisconsin
★ Liberty Mutual Insurance
★ ◆ M3 Insurance
Marsh & McLennan Agency
◆ R&R Insurance Services, Inc.
★ The Insurance Center
★ WEA Member Benefits

Insurance: Third-Party Administration

◆ Community Insurance Corporation/
WCA Group Health Trust
Diversified Benefit Services, Inc.
First Agency, Inc.
◆ Gallagher
★ Go365 by Humana
Health Payment Systems, Inc.
MidAmerica Administrative & Retirement
Solutions
◆ National Insurance Services
★ Security Health Plan of Wisconsin, Inc.
Student Assurance Services, Inc.
★ The Insurance Center
◆ Tricor Insurance, Inc.
★ ◆ UnitedHealthcare

Insurance: Workers Compensation

Ansany & Associates, LLC
◆ Associated Benefits and Risk Consulting
CM Regent Insurance Co.
◆ EMC Insurance Companies
◆ Gallagher
★ Liberty Mutual Insurance
★ ◆ M3 Insurance
Marsh & McLennan Agency
◆ R&R Insurance Services, Inc.
RAS

Janitorial Services, Cleaning Supplies and Equipment

Aramark K-12 Education
CESA Purchasing
Chartwells School Dining Services

Dashir Management Services, Inc.
Hillyard
Perfection Property Restoration
Schilling Supply Company
Schmidt Custom Floors
★ Sodexo

Legal Services

Boardman & Clark, LLP, Attorneys at Law
Davis & Kuelthau, S.C.
Quarles & Brady LLP
◆ Strang Patteson Renning Lewis & Lacy, s.c.
◆ von Briesen & Roper, S.C.
Wisconsin Association of School Boards

Management, Consulting and/or Research

CenterPoint Energy Services
Critical Response Group, Inc.
Dorreen Dembski Communication Services, LLC
Everest Laboratories, Inc.
McPherson & Jacobson LLC
NEOLA, Inc.
◆ School Perceptions
UW-Madison Applied Population Laboratory

Market Place

Cella's Jewelry

Office and School Supplies and Equipment

BPI Color
CESA Purchasing
Demco, Inc.
First Technologies, Inc
Fork Farms LLC
Marshfield Book & Stationery
Rusoh, Inc.
Schilling Supply Company
★ Vanguard Computers, Inc.
Virco Manufacturing Corp.
WB Manufacturing

Photography, Yearbooks and ID Systems

★ Lifetouch

Playground and Sporting Equipment

★ BCI Burke Company, LLC
Commercial Recreation Specialists
Gerber Leisure Products
Gopher
Northland Recreation LLC
Summit Commercial Fitness, Inc.

Policy Services

Boardman & Clark, LLP, Attorneys at Law
Everest Laboratories, Inc.

NEOLA, Inc.

◆ Strang Patteson Renning Lewis & Lacy, s.c.
Wisconsin Association of School Boards

Professional Development

#SocialSchool4EDU

Associated General Contractors of Wisconsin
AVID

Boardman & Clark, LLP, Attorneys at Law
CESA 5

CESA 7

Frontline Education

LightSPEED Technologies, Inc.

Mathematics Institute of Wisconsin

McPherson & Jacobson LLC

Partner2Learn LLC

REALiving

Tasha Schuh Inspirations

Viterbo University

WEA Academy

Wisconsin Department of Public Instruction

Wisconsin Department of Public Instruction -
School Nutrition Team

Wisconsin Health and Physical Education, Inc.

Wisconsin Resource Center for Charter Schools
(CESA 9)

★ Wisconsin School Music Association

Wisconsin Virtual School (CESA 9)

Security and Alarm Systems Consulting and Design

CCAP Alert

Complete Control Inc.

Critical Response Group, Inc.

Midwest Glass Tinters

Reflex Protect

SecureTech Systems, Inc.

Signs and Scoreboards

Gerber Leisure Products

Nevco

Correct Digital Displays, Inc.

Strategic Planning, Management Consulting

CenterPoint Energy Services

Critical Response Group, Inc.

★ Diamond Assets

Ehlers & Associates, Inc.

FEH Design

◆ National Insurance Services

★ Nexus Solutions

◆ Studer Education

UW-Madison Applied Population Laboratory

Wisconsin Association of School Boards

Survey Services

★ Rettler Corporation

◆ School Perceptions

◆ Studer Education

Teaching Services

Clear Touch

ESS

First Educational Resources, LLC

Frontline Education

Microsoft Teals

Rachel Wixey & Associates

Rural Virtual Academy

Solution Tree

Tasha Schuh Inspirations

Teachers On Call a Kelly Services Company

Wisconsin Health and Physical Education, Inc.

Theater Supplies, Services and Productions

Mainstage Theatrical Supply, Inc.

Transportation Products and Services

CCAP Alert

◆ Dairyland Buses, Inc

Everest Laboratories, Inc.

Go Riteway Transportation Group

★ Lamers Bus Lines, Inc

Landmark Services Cooperative

Mid-State Truck Service, Inc.

Nelson's Bus Service, Inc.

Wisconsin Bus Sales - Blue Bird



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 Jessica Schwedersky, administrative assistant

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 Madison, WI 53704-3288, 608-249-8588

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2019-20 Awards

Congratulations to these exemplary students, educators, administrators and school board members!

SCHOOL BOARD SERVICE AWARDS

20 YEARS

Susan Raab, Auburndale
 Jerry Grosskopf, Bowler
 AnnMarie Anderson, Fall Creek
 Julie Hauser, Flambeau
 Jeff Anders, Lake Holcombe
 Lee Bleuel, Lomira
 Rick Welak, Lomira
 Gail Saari, Maple
 Richard Paisley, Melrose-Mindoro

Kevin Bauman, Norwalk-Ontario-Wilton
 Steven Zach, Oregon
 Sara McCutcheon, Port Washington-Saukville
 Barbara Braker, Randolph
 Mark Johnson, Seneca
 Marie Colbeth, Somerset
 Mark Bacon, Tri-County Area
 Diane Skewes, Union Grove UHS
 Sandie Anderson, Wild Rose

Kathleen Williams, Wild Rose
 Steve Olson, Winter
 Sandra Hett, Wisconsin Rapids

30 YEARS

Cedric Boettcher, Cadott Community
 Kenneth Bjork, Colfax
 Gabe Kolesari, Hamilton
 Ronald Leja, Oconto Falls

EDUCATOR AND STUDENT AWARDS

TEACHERS OF THE YEAR

Elementary School Teacher of the Year
Chelsea Miller, Sullivan Elementary and West Elementary Schools, Jefferson School District

Middle School Teacher of the Year
Erin McCarthy, Greendale Middle School, Greendale School District

High School Teacher of the Year
Chad Sperzel-Wuchterl, Ronald Wilson Reagan College Preparatory High School, Milwaukee Public Schools

Special Services Teacher of the Year
Bawaajigekwe Andrea Bouley, Ashland Middle and Lake Superior Elementary Schools, Ashland School District

PRINCIPALS OF THE YEAR

Elementary Principal of the Year
Michele Trawicki, Marcy Elementary School, Hamilton School District

Secondary Principal of the Year
Ty Breitlow, Chilton High School, Chilton School District (now the district administrator of the Randolph School District)

Associate Principal of the Year
Debra Paradowski, Arrowhead High School, Arrowhead Unified High School District

SUPERINTENDENT OF THE YEAR

Robert Mayfield, Kimberly Area School District

BUSINESS OFFICIAL OF THE YEAR

Jonathan Mitchell, St. Francis School District (now the business official at the Greendale School District)

WCASS OUTSTANDING DIR. OF THE YEAR

John Peterson, Hamilton School District

STUDENT ART AWARD

Sponsored by Liberty Mutual
Brianna Hintz, Nicolet High School, Nicolet Unified High School District



Thank you.

The Convention Advisory Committee

and the staffs of the sponsoring organizations extend a special thank you to the school board members, school administrators, school business officials, staff members, exhibitors and other participants for taking part in the 99th State Education Convention and Exhibit Show.

We also thank the staffs of the Wisconsin Center, VISIT Milwaukee, Valley Expo & Design, Chatman Design, the Hyatt Regency Milwaukee, the Hilton Milwaukee City Center and all of our participating Milwaukee hotels and other partners.

CONVENTION MOBILE APP

Get up-to-the-minute info such as the latest agenda, updates from organizers, maps, exhibitor info and more.

SEARCH "WI Education Convention" on the Apple App Store or the Google Play Store.

Look for the Convention schoolhouse logo.



Committee Meetings & Overview

COMMITTEE MEETING TIMES

All meetings take place in the Hilton Milwaukee City Center Hotel.

TUESDAY, JAN. 21

1 pm

WASDA Board of Directors — Walker, Hilton

8 pm

WASB Policy and Resolutions Committee Meeting — Walker, Hilton

WEDNESDAY, JAN. 22

8 am

CESA Board of Control Appreciation Breakfast — Wright AB, Hilton

WASDA Legislative Committee — Regency Ballroom, Hilton

WASDA K-8 Schools Committee — Empire Ballroom, Hilton

8 am

WASDA Small Schools Committee — Walker, Hilton

9:15 am

Fair Aid Coalition Annual Meeting/ Executive Board Meeting — Kilbourn, Hilton

Noon

WASDA Large District Caucus — Regency Ballroom, Hilton

THURSDAY, JAN. 23

7 am

WASDA Fellowship Meeting — Walker, Hilton

1:30 pm

WASBO Spring Conference Planning Committee — Wright A, Hilton



CONVENTION UPDATES

Get convention updates by following the WASB on Twitter: @wasbwi. Make sure to post your convention experiences on your Twitter account using the hashtag #2020EdCon.



CONVENTION AT-A-GLANCE

TUESDAY, JANUARY 21

- 8 am - 6 pm **REGISTRATION**
Wisconsin Center
- 1 - 5 pm **CONVENTION BOOKSTORE**
- 1:30 - 5 pm **PRE-CONVENTION WORKSHOPS** Hyatt Regency Milwaukee (Registration begins at 12:30 pm)
- 7 - 8 pm **PRE-DELEGATE ASSEMBLY DISCUSSION** Hilton Milwaukee City Center

WEDNESDAY, JANUARY 22

- 7 am - 5 pm **REGISTRATION**
- 8 - 9 am **BREAKOUT SESSIONS**
- 8 am - 5 pm **CONVENTION BOOKSTORE**
- 9 am - 4:30 pm **EXHIBIT HALL**
- 9 - 10 am **DEDICATED EXHIBIT HALL TIME, Morning Refreshments**
- 10 am - Noon **GENERAL SESSION**
Scott McLeod, keynote speaker
- Noon - 1:30 pm **LUNCH; DEDICATED EXHIBIT HALL TIME**
- 1:30 pm **DELEGATE ASSEMBLY**
Ballroom AB, Wisconsin Center
- 1:30 - 2:30 pm **BREAKOUT SESSIONS**
- 2:30 - 3:30 pm **DEDICATED EXHIBIT HALL TIME**
- 3:30 - 4:30 pm **BREAKOUT SESSIONS**
- 4:30 - 5:30 pm **Special Event**
NETWORKING RECEPTION Crystal Ballroom, Hilton Milwaukee City Center

THURSDAY, JANUARY 23

- 7 - 8:30 am **WASB BREAKFAST**
Crystal Ballroom, Hilton Milwaukee City Center, **Holly Hoffman**, speaker
- 8 am - 3 pm **REGISTRATION; CONVENTION BOOKSTORE**
- 8:45 - 9:45 am **BREAKOUT SESSIONS**
- 9 - 11:15 am **EDUCATION TOUR** Betty Brinn Children's Museum and Maker Space
- 9 am - 2 pm **EXHIBIT HALL**
- 9:45 - 10:45 am **DEDICATED EXHIBIT HALL TIME**
- 10:45 - 11:45 am **BREAKOUT SESSIONS**
- 11:45 am - 1:45 pm **LUNCH; DEDICATED EXHIBIT HALL TIME**
- Noon - 1:15 pm **WASDA LUNCHEON; WASBO LUNCHEON** Hilton Milwaukee City Center
- 1:45 - 2:45 pm **BREAKOUT SESSIONS**
- 3 - 5 pm **GENERAL SESSION**
Yong Zhao, keynote speaker

FRIDAY, JANUARY 24

- 8 - 9 am **BREAKOUT SESSIONS**
- 9:15 - 10:15 am **BREAKOUT SESSIONS**
- 10:30 am - noon **GENERAL SESSION**
Shane Feldman, keynote speaker

FINANCIAL WELLNESS BEGINS WITH YOUR DISTRICT AND *BENEFITS EVERYONE*

Let's Talk! Visit us at booth 525 and learn how WEA Member Benefits can help you build a cost-effective financial wellness program for your employees.



WEA Member Benefits has been helping Wisconsin public school employees and their families achieve their financial goals by providing personal insurance, retirement and investment, and financial planning programs that are designed specifically for the education community.

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