Thank you, sponsors!

The State Education Convention gratefully acknowledges these sponsors and applauds the commitment to education exhibited by their generous support.
Welcome to the 103rd State Education Convention!

We are 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).

This convention is a valuable opportunity to engage with experts and peers from diverse backgrounds and perspectives.

Moreover, education leaders learn best from each other, and it is those connections that bring many of us to Milwaukee. Please take advantage of this time by forging those links during our many opportunities for networking.

This year’s theme is “New Horizons for Education.” It is intended to evoke the need for education leaders to explore new opportunities for 21st-century learning. We are here for the same reason you are: To envision and then bring about a better future for our young people.

Thank you for being here. Your attendance is evidence of your dedication to improving education for all students.
**2024 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.

**Charging Station:**
Stop by the WASB Commons in the Exhibit Hall to meet, relax and charge your devices.

**Coat Check:**
Provided on the ground floor of the Baird Center on Wednesday, 7 a.m.-5:30 p.m.; Thursday, 7 a.m.-5:30 p.m.; and Friday, 7 a.m.-12:30 p.m.

**Convention Bookstore:**
Located in the Exhibit Hall, the convention bookstore stocks a wide range of educational leadership books as well as books written by our keynote speakers. It is open Wednesday, 9 a.m.-4:30 p.m. and Thursday, 9 a.m.-2 p.m. The bookstore is not open on Friday.

**Convention Photos:**
WASB members can view and download photos taken at the convention at no cost. Check your inbox after the convention for a link to the photo galleries.

**Exhibit Hall Hours:**
Wednesday, 9 a.m.-4:30 p.m. and Thursday, 9 a.m.-2 p.m. (The Exhibit Hall is not open on Friday.)

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

**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.

**Recorded Sessions:**
Eight breakout sessions and two keynotes will be recorded. To access the recordings, sign up for the recorded sessions (a registration add-on) at the registration area.

**Social Media:**
We want you to join the conversation! Post about your convention experiences using the hashtag #EdCon2024. Follow @WASBWI on Twitter/X and Wisconsin Association of School Boards (WASB) on Facebook for live updates throughout the convention.

**WASB Fall Regional Meeting Convention Giveaway Cards:**
If you brought your convention card that was distributed at a WASB Fall Regional Meeting, drop it off at the Solar Schools Pavilion in the Exhibit Hall for a chance to win a complimentary registration to the 2025 State Education Convention.

**WASB 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.

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**PLEASE NOTE:** All general sessions and breakout sessions will be held in the Baird Center on Wednesday, Thursday and Friday.

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You have questions, the app has answers.

**THE 2024 CONVENTION MOBILE APP** includes frequently asked questions, exhibitor information and an agenda that points you to a map of each session’s location. You can also find presenter handouts and rate each session.

Search for “2024 WI State Education Conv” in Apple’s App Store or Google Play Store or scan the code to the right. Be sure to download the new app for this year’s convention.

If you want the latest updates and reminders, allow the app to accept push notifications.
Shuttle Schedule

Shuttle service is 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 Baird Center near the corner of N. Vel R. Phillips Ave. and Wells St. (between Ballrooms A/B and C/D). Shuttles will run at the following times:

<table>
<thead>
<tr>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
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<td>7–9 a.m.</td>
<td>6:30–7:30 a.m.*</td>
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<td>4:30–5 p.m.</td>
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<td>5–6 p.m.*</td>
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* 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
- Hilton Garden Inn Milwaukee Downtown
- Saint Kate Arts Hotel

HOW THE FUTURE LOOKS

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**School Finance Puzzle**  
**202 C, Baird Center**

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.

*Wisconsin Association of School Business Officials  
Wisconsin Department of Public Instruction*

**Navigating Challenging Discussions to Engage Your Community**  
**203 C/D, Baird Center**

School boards frequently face high-stakes issues that require substantial discussions in the face of opposing views and strong emotions.

Many of these discussions play an important role in building the relationships with stakeholders that board members need to accomplish the important work of the board. Navigating these kinds of discussions effectively requires an ongoing two-way communication with the district’s stakeholders. In order to do that, board members need to develop important communication skills and engagement processes that invite feedback and are open to diverse perspectives in our changing societal times. Learn the skills and processes that will help you set the stage for effective dialogue through best practices in community engagement and, ultimately, the outcomes that your board achieves.

*Wisconsin Association of School Boards*

**The WASB Essential Elements of Governance**  
**202 D/E, Baird Center**

The work of school board members encompasses a breadth of responsibility for student achievement, school finance, communication and stakeholder engagement.

School boards provide quality leadership when they carry out best practices that promote positive outcomes for all the children our schools serve. Drawing on research and the experience of other state associations, the WASB designed the Essential Elements of Governance as one comprehensive framework to support boards in leading for the success of all students. Join a team of experienced WASB consultants as they showcase the five distinct yet harmonious elements of board governance critical to student learning. Attendees will leave with specific ideas to fulfill their commitment and grow their confidence as educational leaders.

*Wisconsin Association of School Boards*

**Teamwork Unleashed: Creating Impactful Work-Based Learning Programs**  
**202 A/B, Baird Center**

Presenters will explore innovative and collaborative strategies for engaging both the business community and your educational staff.

With hands-on exercises, you’ll learn to conduct a comprehensive analysis of your current programs. Real students will tell their stories about work-based learning and how it is preparing them for future success, which will help participants gain valuable insights into what works. Learn how to foster partnerships that drive program excellence within a rural, suburban and urban setting. You’ll leave with actionable steps to propel your work-based learning programs forward, unlocking their full potential in your local community.

*Honeycomb Consulting*

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**PRE-DELEGATE ASSEMBLY DISCUSSION**  
**Tuesday, Jan. 16  |  7 p.m. Crystal Ballroom, Hilton**

A pre-Delegate Assembly discussion will be held at 7 p.m. on Tuesday, Jan. 16 in the Crystal Ballroom of the Hilton Milwaukee City Center. This is the opportunity for delegates to ask questions and offer emergency resolutions. No debate will be allowed. The WASB Policy and Resolutions Committee will meet immediately following the discussion.
Sean Covey is a bestselling author, executive and speaker who applies a consistent set of principles to help education leaders succeed at their goal of helping all students achieve.

Even as the world changes and new challenges arise, Sean has found that leaders play four roles critical to success. They must inspire trust, create a vision, execute strategy and coach potential.

Sean will explain to attendees how learning and implementing these four roles can transform one’s leadership ability and unleash the gifts of those around them. You have urgent and vital goals for your district. Don’t miss this opportunity to learn from Sean and make them a reality.

Sean will sign copies of his book outside Ballroom C/D from 12:15–12:45 p.m.

The 103rd State Education Convention will open with a performance by the Milwaukee School of Languages String Orchestra of Milwaukee Public Schools.

During the general session, administrators and educators of the year will be recognized along with the student art award winner.

State Superintendent Jill Underly will address the opening general session.

Be the Bridge: Why Communication Is Essential

102 A/B, BAIRD CENTER Mineral Point Unified School District and Waterford School District are smaller schools that prioritize full-time communications professionals. Join this session to learn the benefits this position can bring your district, suggestions to build support and the results that will make your district not want to live without it. Communication efforts are often sporadic and put on the back burner due to the already full plates of staff. A unified voice telling your district’s story provides a vital bridge of trust and transparency between the schools and stakeholders. Whether or not their districts have designated communicators, attendees will learn how to improve their community connection.

Mineral Point: Mitch Wainwright, Superintendent; Joelle Doye, Communications Director; Waterford UHS: Kate Brown, Director of Marketing and Communications; Luke Francois, District Administrator; Waterford Graded: Tony Spence, District Administrator
also dive into the decision-making process required to answer the above questions and keep the district safe.

National Weather Service: Tim Halbach, Warning Coordination Meteorologist

LEADERSHIP

- Succession Planning and the WASB Superintendent Search Process

101 D/E, BAIRD CENTER Superintendent leadership is directly related to student success. Regardless of their size, districts tend to hire a district administrator as a reaction to a resignation or retirement rather than follow a superintendent succession plan. In addition, most boards are unfamiliar with the process of finding and selecting a new superintendent. In this session, the presenters will explain the importance of succession planning as well as explain the steps of the superintendent search process.

Wisconsin Association of School Boards: Cheryl Gullicksrud; Fran Finco, Consultants

- The ‘Women of WAS’ - B, -BO and -DA

203 C/D, BAIRD CENTER The “Women of WAS” session is dedicated to ensuring women’s voices, leadership and perspectives are brought to the center, recognized and celebrated. Attendees will learn from women leaders who have made a significant impact in their respective fields and inspired others to lead unapologetically. The Women of WAS will provide insights on how to support aspiring female leaders, and equip attendees with practical strategies to foster an inclusive environment within their organizations. Join us to be part of a vibrant community where women’s strengths are acknowledged and nurtured.

Oshkosh: Barbara Herzog, Board Vice President; Baird: Debby Brunett, School Business Specialist; Saint Francis: Deborah Kerr, Superintendent; Neenah: Mary Pfeiffer, District Administrator; Hartford Jt. #1: Tara Villalobos, District Administrator

SCHOOL FINANCE

- Declining Enrollment: The Impact on Schools and How the State and Districts Can Respond

101 A/B, BAIRD CENTER An aging population, decreasing births and the effects of the pandemic have meant a decline in school enrollment. First, presenters will examine the impact of demographic trends and the pandemic on student enrollment. The presentation will conclude with a look at the consequences of declining enrollment on school finances with rural school districts being particularly affected. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.

WASBO: Anne Chapman, Research Director; Sarah Kemp, Researcher

- Shifting From Contracted Bus Service to District-Owned

202 D/E, BAIRD CENTER Beginning in September 2022, New Holstein switched from a contracted school bus service to purchasing ten school buses, leasing four more, and providing its own busing of students. Hear from a former business manager who helped make the change. The operational and financial challenges, risks and rewards and lessons learned during this major transition will be addressed.

Howards Grove: David Ziegelbauer, Business Manager

SCHOOL LAW

- Prayers by Coaches and Guns on T-Shirts: Tackling First Amendment Issues

103 C/D, BAIRD CENTER This presentation will take a practical approach to solving legally complex situations involving the First Amendment. This session will be driven by a series of hypotheticals designed to foster an active discussion among attendees. The goal of the presentation is to go beyond the legally compliant answer and figure out how to implement...
practices and solve the problems created by First Amendment issues.

Boardman & Clark LLP: Brian Goodman, Attorney

**STUDENT ACHIEVEMENT**

- **Creating a Culture of Wellness**
  **102 D/E, BAIRD CENTER**
  Students’ physical and mental health is influenced by all aspects of their lives — inside and outside of their school. This session will raise awareness of the reality and impact of student mental health. Districts that intentionally incorporate inclusive social-emotional learning, mental health and wellness activities have the potential to create a comprehensive culture of school wellness. Participants will hear students’ thoughts about mental health and view initiatives intended to improve students’ physical, mental and social-emotional health. Attendees will leave with strategies and solutions for making systematic changes and creating a healthier school environment.

  Osbosh: Kaelee Heideman, Teacher of the Year; D.C. Everest: Pamela Gresser, Teacher of the Year; Indian Community School: Erin McCarthy, Teacher of the Year

- **A Systems Approach for Comprehensive School Improvement Planning**
  **103 A/B, BAIRD CENTER**
  Is your district looking for a realistic systems approach to district and school improvement planning? This session will spotlight a comprehensive and balanced approach to school improvement planning in pursuit of district strategic plan goals in both academic and social emotional areas. District leaders from the School District of Fort Atkinson collaborated with CESA 6’s Eric Larsen to develop a data-driven, practical approach to setting annual goals, identifying district prioritized strategies, and engaging data teams in leadership and staff commitments in support of reaching goals for student achievement and growth.

  Fort Atkinson: Amy Oakley, Director of Instruction; Candice Sayre, Academic Advancement Coordinator; Lisa Hollenberger, Director of Special Education and Pupil Services; Robert Abbott, Superintendent; CESA 6: Eric Larsen, Director of Learning and Assessment

- **Hot Topics in Special Education and Student Services**
  **101 C, BAIRD CENTER**
  Special education is complex, but navigating the educational and legal expectations for students with disabilities doesn’t have to be overwhelming. School board members are regularly asked to make decisions about funding programs, hiring staff and student discipline. A panel of student services leaders representing small- and medium-sized districts from across the state will share insights about hot topics in special education,

With your support, we can end unfair revenue limits in 2025!

**JOIN US** at our Open Forum/Annual Meeting on Wednesday, Jan. 17, at 5:30pm in the Walker Room, 4th floor, Hilton to learn more.

**WISCONSIN SCHOOL REVENUE LIMITS PER STUDENT**

**WE WENT FROM THIS...**

**2022-2023**

- $10,000 and under
- $1,000 – $10,500
- $10,500 – $11,000
- $11,000 – $11,500
- $11,500 – $12,000
- $12,000 and over

**TO THIS!**

**2024-2025**

- $11,325 and under
- $11,326 – $12,500
- $12,501 – $14,000
- $14,001 and over

**Our guest speakers:**

- Erik Kass & Matt Silkey of PMA: “Giving credit where credit is due? Tax Credits, Levies, and Mill Rates”
- Dale Knapp of Wi Counties Association: “Referendums in Low Revenue Districts”
including some educational and legal considerations to bear in mind when asked to make these decisions. Wisconsin Council of Administrators of Special Services: President-Elect: Erikke Nystrom-Grothaus (CESA 3); Gail Anderson, Executive Director; Jen Ledin, Region 12 (Mellin); Jerry Nicholson, Past President (De Pere); Kelly Kapitz, Professional Learning Co-Chair (Marathon County Special Education District); Tammy Cooley, Region 3 (Potosi); Tiffany Loken, Research and Special Projects Chair (Waunakee); Wendy Simonis, Region 9 (Tomahawk); Lisa Misco, President (CESA 9)

9:10-9:50 A.M.

EXHIBIT HALL MINI-SESSION

- Who Speaks for Your Brand?
  EXHIBIT HALL, BAIRD CENTER Maintaining your district’s brand requires the strength of your team. You can’t be your district’s only spokesperson; you need brand ambassadors, people who wear your colors, live your values, and get others excited about your schools. We will share new research from SchoolCEO and explore who’s acting as your brand ambassadors and why that matters.  
  Apptegy: Marie Kressin, School CEO Writer

1:30-2:30 P.M.

COMMUNITY ENGAGEMENT

- Meet the 2024 Wisconsin Teachers of the Year
  103 C/D, BAIRD CENTER This enriching panel discussion features the five 2024 Wisconsin Teachers of the Year. Join these educators as they share their expertise and insights on the educational landscape. This interactive session includes dedicated time for audience questions, allowing participants to engage directly with panelists and deepen their understanding. Whether you’re a new or experienced education leader looking for inspiration, this panel discussion promises to provide a wealth of information and inspiration.  
  DPI: Erin Forrest, Teacher of the Year Coordinator; 2024 Teachers of the Year: Brian Collins (Unity); Claudia Heller de Messer (Milwaukee); Katelyn Winkel-Simmerman (Cedar Grove-Belgium); Rachel Kumerfian (Wauwatosa); Saghar Homayounpour (New Berlin)

The WASB Superintendent Evaluation Framework: A Unique Process for Continuous Improvement

102 C, BAIRD CENTER Evaluating your superintendent should provide opportunities to strengthen the pivotal board/superintendent partnership and improve the overall leadership in the district. The WASB Superintendent Evaluation Framework can help your board create a collaborative development process to support the continuous growth of your superintendent. It’s unique because it assists in evaluating a successful transition for first-year superintendents, as well as providing a standards-based process for those beyond the first year. The newly updated version is more user friendly and provides more assistance in the summary of evaluation responses. Wisconsin Association of School Boards: Cheryl Stinski, Patti Vickman, Consultants

Sharing Doesn’t End at Kindergarten

101 A/B, BAIRD CENTER In northeast Wisconsin, four rural school districts have partnered to provide opportunities for students that each district wouldn’t have been able to support on their own. By sharing resources and partnering with businesses and postsecondary education systems, the districts have created career pathway opportunities available to any area student. Attendees of this session will learn how the districts developed their partnership, and how they work together to capitalize on opportunities that benefit stu-
Developing Leaders at Every Level

**Symposium‘24**

Discover ways to elevate education in your classrooms, districts, and schools!

Join educators and leaders for the most influential and inspiring event series in North America.

**At a Leader in Me Symposium you will:**
- Acquire practical skills, innovative strategies, and actionable knowledge that can be applied in their respective education role.
- Hear from students how Leader in Me schools are achieving success
- Uncover the connection between leadership, culture, and academics
- Share innovative ideas and network with other educators
- School Leadership Days

**Register Now**
https://symposium.fcevents.com/website/60017/

Stop by booth 207 and scan the QR code to learn more about how FranklinCovey Education is impacting over 6,000 school communities around the world, and get a FREE BOOK!

Your Wisconsin Partner,
**Kimberly Ondriska**
Kimberly.Ondriska@frankincovey.com
dents in all four districts. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.
Algoma: Jesse Brinkmann, Superintendent; Luxemburg-Casco: Jo-Ellen Fairbanks, Superintendent; Denmark: Luke Goral, District Administrator; Kewaunee: Scott Fritz, Superintendent

- District WIGS: Using 4DX to Execute Your Wildly Important Goals

101 C, BAIRD CENTER How many goals do you have this year? How many have you achieved? Join Wisconsin administrators and partners from FranklinCovey Education to learn more about how WIGS can help narrow your focus to achieving what matters most.
Racine: Jody Bloyer, Chief of Schools; Zach Jacobsmeier, Principal; Franklin-Covey: Michael Swenson, Consultant

- The State of School Finance in Wisconsin: 2024 Edition

202 D/E, BAIRD CENTER Anne Chapman, WASBO’s research director, will assess the current state of Wisconsin school finance, including a review of the 2023-25 state budget for public education and a look ahead at emerging issues for the next state biennial budget.
WASBO: Anne Chapman, Research Director

- Access to Public Records and Personnel Files

103 A/B, BAIRD CENTER 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. Time permitting, this session will briefly cover the basics of Wisconsin’s records retention law.
Wisconsin Association of School Boards: Ben Richter, Staff Counselor

- Toward a More Student-Centered Approach to School Safety

101 D/E, BAIRD CENTER We’ve invested in school security upgrades, staff training and better coordination with law enforcement, all of which are important safety precautions. Now it’s time to invest directly in our students and help them create safer schools themselves. Our student-centered approach leverages what schools do best — we teach. Drawing on years of behavioral research, we show students how to respond in small groups to high stakes situations like accidents, natural disasters, and even deadly school violence. We help students become more confident that they can take action to help themselves and each other in a crisis.
Heroic Improv: Mary Tyszkievicz, Founder

- Amplifying Student Voice: Creating Belonging in the Classroom

202 C, BAIRD CENTER Join our dynamic student panel presentation that centers on the critical theme of “Creating Belonging in Classrooms and Schools.” Students from the Stevens Point Area Public School District will be sharing their valuable insights as they share experiences and strategies throughout their academic careers that foster a sense of belonging within our educational community. This presentation is an opportunity for our school leaders to gain fresh perspectives, engage in meaningful dialogue, and learn directly from our students how to create learning environments where every individual feels valued, honored and included.
Stevens Point: Gigi Stahl, Equity, Diversity and Inclusion Specialist; Sam Dinga, Director of Equity, Diversity and Inclusion; Students: Jose Saldana, Kimora Zaragoza-Reyes, Reghan Robinson, Rose Vue, Stardajah Cooper, Vanesa Guizar Meneces

2024 WASB DELEGATE ASSEMBLY

Wed., Jan. 17 | 1:30 p.m. | Ballroom A/B, Baird Center

Vote on the policies that will guide the association’s legislative agenda on Wednesday, Jan. 17 at 1:30 p.m. in Ballroom A/B of the Baird Center. Decisions reached by the Delegate Assembly will help set the statewide education agenda.
Delegates may pick up their credentials directly outside of the Delegate Assembly hall beginning at 9 a.m. on Wednesday, Jan. 17.
1:30-4:30 P.M.

SCHOOL FINANCE

- Understanding Equalized Values and Apportionment

102 A/B, Baird Center
What happens after the school board sets the tax levy? How is the levy apportioned among the various municipalities within the school district? Beyond that step, how does the municipality apportion their share of the levy among their property owners? This three-hour presentation invites you to follow along on the journey from school district tax levy to individual property tax bill.

DPI: Jennifer Buros, Assistant Director of the School Financial Services; Mark Elworthy, School Financial Services Team Director; Wisconsin Department of Revenue: Gary Martell, Supervisor, Milwaukee District Equalization Office; Lynn

- Referendum Workshop: Unlocking Secrets to Success

203 C/D, Baird Center
Is a facilities or operational referendum in your future? A successful referendum requires thoughtful preplanning. This interactive workshop will provide school districts an opportunity to review referendum basics and to hear about unique challenges that other school districts have faced during the referendum process. The objective is to help school districts identify their district-specific challenges and collaborate with others to develop solid referendum strategies well before election day.

Panel with representatives from Baird Public Finance, Plunkett Raysich Architects, LLP, School Perceptions, Quarles & Brady and the districts of Howards Grove, Green Bay and Athens

2:40-3:20 P.M.

EXHIBIT HALL-MINI SESSION

- Planning Strategically for Operating and Facilities Referenda

EXHIBIT HALL, BAIRD CENTER
Are you planning for future capital facilities or operating referenda, potentially at the same time? Do you want tips and ideas from a district that successfully and strategically completed both? During this engaging session, Nicolet Union School District will share their experience with recent capital facilities and operating referendums, provide
attendees with practical tools and tips to help guide them through the process, and share lessons learned along the way. Learn how to thoughtfully plan for the short and long term, consider strategic messaging, increase community involvement, enhance educational opportunities, and increase your district’s competitiveness.

J.H. Findorff & Son, Inc.: Christin Mlsna, Vice President of Education Market; Nicolet UHS: Greg Kabara, District Administrator; Jeff Priewe, Business Manager; EUA: Kit Dailey, Engagement Specialist

3:30-4:30 P.M.

COMMUNITY ENGAGEMENT

- Connecting Rural Students to College and Career Planning
  101 A/B, BAIRD CENTER
  The School District of Rhinelander created the Inspire Rhinelander program to connect students with employers. Rhinelander’s team of counselors, teachers, a student and local employers will share how the Inspire platform connects students to careers, and how the connections begin in elementary school and grow through their school years. By high school, the program’s local partners provide pathways for students to set up job shadows, learn from employers, work at co-ops and apprentice. Learn how career readiness starts at an early age and how Rhinelander’s program can translate throughout the state. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.
  Rhinelander: Eric Burke, Superintendent; Ryan Ourada, Director of Instruction; Shane Dornfeld, Principal; Kyle Raleigh, Principal; Lexi Allen, College and Career Counselor; Judy Conlin, School Board Member; Rhinelander Partners in Education: Amy Vanney, President; Leah Van Zile, Secretary; INSPIRE Sheboygan County: Candice Boutelle, Executive Director

- Wisconsin’s Public Opinion on Education Issues
  103 C/D, BAIRD CENTER
  The Marquette Law School Poll has surveyed Wisconsin residents since 2012. Public opinion may seem divided on everything, but are there education policy issues where people agree? And how have views changed over time? Join Charles Franklin, professor of law and public policy and director of the Marquette Law School Poll, and Alan Borsuk, senior fellow in law and public policy at Marquette Law School, for a conversation about the most recent poll data and trends in the public’s views on the most pressing issues in education.
  Marquette Law School: Alan Borsuk, Senior Fellow in Law and Public Policy, Charles Franklin, Professor of Law and Public Policy and Director of the Marquette Law School Poll; Hilary DeBlois, Program Manager, Lubar Center for Public Policy Research and Civic Education

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WEDNESDAY
Facilities

- **Success! A Blueprint for Improving Facilities in Half the Time.**
  101 C, BAIRD CENTER As the delivery of education is transforming, it’s time to plan and fund flexible, safe and innovative facility solutions built upon long-term, fiscally responsible strategic facility plans. Participants will learn about a proven process to expedite planning, engage with their board and community, and secure the necessary funding for facility improvements. This session will explore the unique tactics that allowed Yorkville Joint #2 School District in Union Grove to rapidly improve its facilities, turn low cost into high value, and encourage stakeholder enthusiasm.

  Nexus Solutions: Kevin Hickman, Senior Client Executive; Yorkville Joint #2: Mark Rollefson, District Administrator

Human Resources

- **Compensation 2024: Recruiting, Rewarding and Retaining the Best Employees**
  101 D/E, BAIRD CENTER School district employees work hard, they value benefits and they change employers more than any time in the past. How can school districts buck this trend and keep their employees invested? This session will explore eight specific compensation and benefit programs every school should consider to attract, engage and retain the best employees. Attendees will learn how to adopt each of these approaches while exploring student loan assistance programs, lifestyle spending accounts, state and federal compliance issues, tax concerns and more.

  Buelow Vetter Buikema Olson & Vliet, LLC: Jim Carroll, Attorney; Matthew Planary, Shareholder

Leadership

- **Statements of Purpose: Examining Your Mission, Vision and Goals**
  102 C, BAIRD CENTER Does your district mission statement describe your district’s purpose and pave the way for student success? Do you have board goals that focus on student success which inform your administrators and teachers of your expectations for student learning? This interactive session will describe how to examine your district’s mission, vision and planning documents to ensure they are setting the foundation for success. Bring or have access to your mission and vision statements and your district goals so you can work through your local documents.

  Wisconsin Association of School Boards: Fran Finco, Pat Mans, Consultants

- **Inclusion Advocacy: Gotta Start Somewhere**
  103 A/B, BAIRD CENTER This presentation will provide an overview of Platteville School District’s K-12 inclusion advocates, which were created in conjunction with the CESA 6 Center 4All. Attendees will hear from the students themselves and learn about the development of Platteville’s “You Belong” commitments and their impact on the district’s school community. The interactive session will highlight the initiatives and activities the district has implemented to promote student advocacy, celebrate cultural events, encourage allyship, foster partnerships with community stakeholders, and create an increased sense of belonging for students, staff and families.

  Platteville: Samantha Charles, Emily Zachary, Jessica Steckling, Inclusion Advocates; CESA 6: Laurice Snyder, Diversity, Equity, Inclusion and Belonging Consultant; Kim Walters, Director, Center 4All

Student Achievement

- **The Benefits of Youth Apprenticeships and Internships**
  102 D/E, BAIRD CENTER Since 2017, there has been more than $1.5 billion worth of facility projects passed through district referendums. While great news for Wisconsin’s construction industry and school districts, it’s an even better opportunity for students. Many have shown an interest in the design and construction profession, but have struggled to gain experience or knowledge beyond their technical education classes. Explore the possibilities available to students — either on their own or when their district partners with an architectural firm and construction manager — and learn how districts can give students a head start.


Networking Reception

Wed., Jan. 17 | 4:30–5:30 p.m. Crystal Ballroom | Hilton Milwaukee City Center

Relax with your colleagues and exhibitors and enjoy refreshments at the Networking Reception. All attendees and exhibitors are welcome to attend.

Lamers Bus Lines will provide transportation to designated hotels from the Hilton Milwaukee City Center Hotel on Wednesday, Jan. 17 from 5 to 6 p.m. 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.
John Quiñones will tell a moving story of how the values instilled by his family — and a quality public education — provided him with the opportunity to rise from a childhood in poverty to the heights of broadcast television.

Over his more than 30 years at ABC News, John earned the anchor desk spot on “20/20” and “Primetime” and won seven national Emmy awards. Attendees will walk away inspired and uplifted after listening to John, an engaging speaker known for connecting with audiences.

His life story is a testament to the power of believing in oneself, never giving up and always, always doing the right thing.

John will visit with attendees from 5:15-5:45 p.m. outside Ballroom C/D.

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**SECOND GENERAL SESSION**

3-5 p.m.  
Baird Center, Ballroom C/D

**Presiding:** Rosanne Hahn  
WASB president  
Burlington Area School District

**Rosanne Hahn**  
The Middleton High School Chamber Wind Ensemble will kick off the second general session of the 103rd State Education Convention. Wisconsin school board members who have served 20, 30, 40 or even 50 years will be recognized for their service.

WASB President Rosanne Hahn will reflect on her past year as president before handing the gavel to the 2024 president.

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**THURSDAY Breakout Sessions**

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

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**8:45-9:45 A.M.**

**COMMUNITY ENGAGEMENT**

- **DRIVEN to Lead: Students Leading Students in School and Community Improvement**

  **202 C, BAIRD CENTER**  
  DRIVEN is a student leadership program committed to improving the school and community through freshmen transitioning, character education and community outreach. DRIVEN teaches leadership and engagement by having a group of students lead freshmen in the school and community. DRIVEN participants donated more than 3,000 community service hours in 2022, surpassing $22,000 in goods and services provided to the community. Learn how the program evolved, the principles of DRIVEN, effective student training practices and the power of students leading students.

  **Burlington:** Matt Nie, Ben Hendricks, Allison Hammerstad, DRIVEN Leadership Advisors

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**FACILITIES**

- **The Journey to Sustainability**  

  **102 C, BAIRD CENTER**  
  The Middleton-Cross Plains Area School District Board adopted a resolution in 2021 mandating 100% of district operations energy needs with renewable energy by 2035. The district took initial actions and partnered with McKinstry, an industry leader in decarbonization and facility solutions, to go through a process involving educational workshops, data gathering, greenhouse gas emission accounting principles, stakeholder engagement and funding considerations to inform long-range planning. Representatives of the district and McKinstry will share their experiences to inform others considering long-range decarbonization, energy efficiency, facility planning and/or pursuit of federal infrastructure funding.
More than ever, organizations and their employees are facing increased stress from constant change, competition and disruption. But stroke survivor Kelsey Tainsh will remind attendees that their worst day is better than the best day for billions around the world. Armed with her quirky sense of humor, engaging stories and relevant message, Kelsey helps organizations and their people gain the perspective needed to overcome any challenge in their life and work. Audiences walk away with a resilient new mindset and a fresh appreciation for the gift of work, accomplishment and the relationships we all share.

This is a ticketed event.

**WASB Thursday Breakfast Program**

**WASB Breakfast Keynote** Kelsey Tainsh, motivational speaker

*Thursday, Jan. 18, 7-8:30 a.m. Crystal Ballroom, Hilton Milwaukee City Center*

McKinstry: Scott Johnson, Regional Director, Technical Services; Eric Runez, Midwest K12 Project Manager; Middleton-Cross Plains: Jerrud Rossing, Assistant Superintendent of Operations; Dana Monogue, District Administrator

### Human Resources

- **Staff Quitting? How to Improve Your School Climate.**
  
  203 C/D, BAIRD CENTER Are you spending a lot of time, money and energy filling vacancies? You’re not alone. More Wisconsin teachers leave in the first five years of their career than the national average. Making matters worse, enrollment in training programs remains lower than it was 15 years ago. Vacancies are hard to fill, budgets are tight and turnover is expensive. The challenges aren’t new, but the scope is. This session will help attendees understand what working conditions — beyond pay — will build a healthy culture to attract and retain your best and brightest staff.

  Kettle Moraine: Steve Plum, Superintendent; School Perceptions: Daren Sievers, Project Manager; Rob DeMeuse, Research Director

- **Navigating the HR Tech Maze: Make Informed Technology Decisions, Streamline Efficiencies and Boost Employee Engagement**

  101 D/E, BAIRD CENTER This session will introduce attendees to the vast, ever-changing landscape of technology tools developed to bring efficiencies to HR, benefits administrators and employee populations. These technology tools can transform business processes and increase employee engagement, saving districts time and money, but the process to achieve those successes is often described as daunting. This session will explore approaches to the selection process, funding, implementation and how identifying the right technology partner matters most.

  Bentek: Julie Fink, President

### Leadership

- **Leadership Lessons From Diverse Industries for Superintendents**

  101 C, BAIRD CENTER In an ever-evolving educational landscape, the school superintendent and governing board may find themselves challenged from many directions. These include talent acquisition/retention, adapting to change, employee engagement, budget constraints, communication, the isolation of leadership, and the delicate balance between work and life. This panel assembles a diverse group of leaders from various industries like corporate, healthcare, higher education, K-12, and science and technology. By engaging in dialogue, sharing experiences, and learning from leaders who have successfully navigated parallel challenges, attendees will be equipped with fresh perspectives and strategies to enhance their leadership skills.

  Panel Moderator: J.H. Findorff & Son, Inc.: Christin Mlsna, Vice President of Education Market

- **Effective Policy Development: Tips Toward a Better Local Process**

  102 D/E, BAIRD CENTER Developing and updating policy is a challenge for every school district. No single model is right for everyone, and the work is rarely easy. This session will identify the advantages and disadvantages of different approaches to policy development with a focus on process, structure and content. 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. Learn if your district might benefit from a policy “weed and feed,” the policy approval “express lane,” or the “60/40 approach.”

  Wisconsin Association of School Boards: Dan Mallin, Legal & Policy Services Counsel

### School Finance

- **Funding Opportunities for School Energy Improvements**

  102 A/B, BAIRD CENTER Take your district’s sustainability goals to the next level by applying for grants for
Title IX coordinators and investigators when conducting school district Title IX investigations. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions. Buelow Vetter Buikema Olson & Vliet, LLC: Alana Leffler, Attorney; Emily Turzinski, Attorney

- Challenges to Curriculum in the Classroom and Instructional Materials in the Library

103 A/B, BAIRD CENTER School districts have experienced increased parental and community interest in the details of the district's curriculum, including the content of specific textbooks, library resources and other instructional materials. Expressions of stakeholder interest might be focused on a school's academic standards, on the instructional methods, on questions about curricular rigor and adaptability, or on differing perceptions relating to ideologies, belief systems and cultural perspectives. This session will cover the legal and policy items for a school board and its administrators to consider if a challenge to curriculum or instructional materials is brought against a district.

Wisconsin Association of School Boards: Bob Butler, Associate Executive Director and Staff Counsel; Kara Conley, Legal Intern

- The Myths of Controlling Medical Costs and Time to Manage Risks

EXHIBIT HALL, BAIRD CENTER School districts have tried many approaches to controlling medical costs, including onsite clinics, high deductible health plans, wellness programs, price transparency, biometric screenings and offering early retirement programs to teachers, to name a few. Even with these strategies, health care costs continue to rise. Join Network Health to learn why these approaches have not stopped the rising medical costs despite the efforts to moderate medical expense increases. You’ll learn how to manage risks instead of adding additional programs and control usage through primary care incentives and opportunities for staff to have better coverage than the school district benefit programs. Managing risk is more results-oriented than trying to manage medical costs and Network Health can show you how.

Network Health: Al Wearing, Vice President of Commercial Sales
COMMUNITY ENGAGEMENT

● Community Education: Engage Your Community While Building Support
101 D/E, BAIRD CENTER Lifelong learning is just one of many reasons to offer a community education program. Research shows that “community edders” are more likely to be supportive of a district, are better informed about their school and are stronger supporters of referendum proposals. Community ed does not have to fit into a “one-size-fits-all” model. River Falls representatives will share how their program was conceived, how it was implemented, how the community is benefitting and how the model can be scaled to fit any district.
River Falls: Alan Tuchtenhagen, Board Clerk; Jennifer Ames, Director of Community Education and Communications

● A Decade of Social Media Storytelling
102 A/B, BAIRD CENTER With only 300 students, a population of 340 and no local newspaper, it’s almost unthinkable that the New Auburn School District can tell its story to more than 5,000 people each week. How do they reach so many? By celebrating students and staff on Facebook, Twitter and Instagram. Go back in time to 2014 and hear how it all started with a pilot program to consistently share photos and videos from the classroom on social media. The presenters will break down exactly how attendees can use the system — now used around the world — at their school.
New Auburn: James Reif, Superintendent; Waterloo: Brian Henning, Superintendent; #SocialSchool4EDU: Andrea Gribble, Social Media Storyteller and Founder

● School Social Work Collaboration With Local County Human Services
202 C, BAIRD CENTER In 2017, Gale-Ettrick-Trempealeau School District developed an innovative model of sharing a social worker with the Trempealeau County Human Services Department. This model has expanded to three more rural school districts in Trempealeau County, as well as to the La Crosse School District. The school districts cover a portion of the cost of a social worker while the county leverages federal funds to cover the other portion to serve district students with physical, developmental or emotional disabilities. The corresponding synergies between the schools and the county systems better serve the students’ needs, improves working relationships and expands community resources.
Gale-Ettrick-Trempealeau: Shelby Mach, School Social Worker; Trempealeau County: Deb Suchla, Human Services Director

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FACILITIES

⦁ Everything You Never Wanted to Know About Surviving Ransomware

101 C, BAIRD CENTER Cybersecurity is everyone’s lift. According to national studies, school districts are the number one target for the bad actors who threaten our districts in the virtual world. This session will provide a step-by-step facilitated panel discussion with state leaders and school districts who have lived the nightmare of a cyber incident. Gain a clear understanding of what the impact of a cyber incident is to a school district and leave with the top five questions board members should be asking their district.

DPI: Tim Greve, Chief Information Security Officer; Janesville: Robert Smiley, Chief Information Officer; Skyward: Mike Bianco, Vice President of Information Security; Wisconsin Educational Communications Board: Edward Snow, Director of Network Services; Wisconsin Emergency Management: Eric Franco, Cybersecurity Preparedness Coordinator

LEADERSHIP

⦁ Operational and Financial Accountability

102 D/E, BAIRD CENTER Your district collects information about running your schools that helps you make better decisions. Assuring those data are available and used in short- and long-term planning is an essential function of district governance and leadership. Attendees will leave with a greater understanding of the budget process, including how to collaborate with administrators to approve the budget, ensure that programs to meet your goals are funded and set compensation that attracts and retains quality staff members.

Wisconsin Association of School Boards: Ben Niehaus, Director of Member Services; Roger Price, Consultant

⦁ Student Achievement and Progress Monitoring

102 C, BAIRD CENTER Are you monitoring progress for all students from a board perspective? Ensuring that the board’s time is consistently focused on progress monitoring to gauge improvement and effective allocation of time and resources is critical to high levels of student achievement for all children. Attendees will learn about effective board and superintendent leadership practices which use progress monitoring as a tool to focus on student outcomes and measure

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improvement. Types of data to be considered in progress monitoring work will be shared.

Wisconsin Association of School Boards: George Steffen, Cheryl Gullicksrud, Consultants

Empowering With AI: Enhancing Teaching and Learning  
101 A/B, BAIRD CENTER Learn how artificial intelligence, or AI, can transform the education sector by empowering educators to enhance teaching and learning, improve student engagement and achievement, and streamline administrative tasks. This session will explore AI technologies and their applications in education, showcase AI-powered tools to personalize learning, and highlight the benefits of using AI in the classroom. Discover how AI can identify areas where students need additional support, automate routine tasks such as grading and lesson planning, and provide real-time feedback to educators. Join us to see how AI can revolutionize education. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.

Pewaukee: Danielle Bosanec, Chief Academic Officer; New Berlin: Kellie Sanders, Chief Academic Officer; Kelli Kwiatkowski, Director of Teaching and Learning

Basic Financial Oversight of the School District  
202 D/E, BAIRD CENTER One of the primary responsibilities of a school board member is to provide financial oversight. This session will identify habits of successful board members that demonstrate financial control, beginning with a fundamental understanding of the budget and asking timely questions.

Pewaukee: John Gaban, Assistant Superintendent/CFO; Nekoosa: Lynn Knight, Business Manager

New Developments in School Law  
203 C/D, BAIRD CENTER WASB staff counsel will review significant developments in school law over the last year — covering new laws, administrative rules and important court decisions. They will cover matters related to the pandemic, civil rights, constitutional law and more.

Wisconsin Association of School Boards: Bob Butler, Associate Executive Director and Staff Counsel; Jennifer Diaz, Staff Counsel

Introducing the NEW Wisconsin Career Readiness Standards  
103 A/B, BAIRD CENTER What does it look like for students to graduate as career-ready citizens? As the Wisconsin Department of Public Instruction revised its Career and Technical Education Standards last year, the Wisconsin Common Career Technical Standards were updated and renamed the Wisconsin Career Readiness Standards. Attendees will leave this session with an idea of how these standards were developed, why it’s essential to integrate them...
across all curricular areas, and how districts can leverage them to increase student achievement.

DPI: Karin Smith, Academic and Career Planning and Dual Enrollment Consultant; Random Lake: Michael Trimberger, Superintendent

1:10-1:50 P.M.

EXHIBIT HALL MINI-SESSION

⦁ A Community Focused Approach to Securing Your Schools

EXHIBIT HALL, BAIRD CENTER Securing schools is a crucial aspect of ensuring the safety and well-being of students, teachers and staff members. Adopting a community-focused approach can enhance school security by engaging various stakeholders and encouraging collaboration. Attendees will learn from the panelist how they found success engaging with local law enforcement, empowering students and staff to take an active role in their own safety and security and enhancing physical security measures within their schools.

JP Cullen

1:45-2:45 P.M.

COMMUNITY ENGAGEMENT

⦁ Celebrating Educator Impact

102 A/B, BAIRD CENTER The Elmbrook Schools partners with its Education Foundation to take educator recognition to another level. From Thank You Thursdays to Engaged in Excellence and Most Influential Educator Awards, the school district has found a way to engage students, families and staff in the recognition process throughout the entire second semester. Participants in this session will learn about how recognition is solicited, considered and presented, and they will leave with an understanding of how this recognition strategy impacts Elmbrook’s ability to attract and retain top workforce talent.

Elmbrook: Mark Hansen, Superintendent

⦁ Taking Redefining Ready From the Boardroom to the Living Room

203 C/D, BAIRD CENTER The School District of Beloit Turner has developed an innovative communication model that promotes the district’s vision and relevant progress on key performance indicators to all stakeholders. This communication model is unique as it leans upon proven target marketing strategies with clear branding across platforms to share our vision and actionable steps for stakeholders. The district’s vision and mission are aligned with the Redefining Ready! movement and their indicators for college, career, and life readiness. We have developed robust communication systems that allow families to engage in their child’s college, career, and life ready journey.

Beloit Turner: Christopher Koeppen, Principal; Dennis McCarthy, Superintendent

LEADERSHIP

⦁ New Superintendents: What to Know About Wisconsin’s Leadership Transitions and WASDA’s Induction and Executive Coaching Opportunities

202 C, BAIRD CENTER How do new superintendents know how to tackle tough issues facing the district? What works best to develop trusting, professional relationships with the board and school community? How do new superintendents know the tasks that need to be accomplished and the reports that should be pro-
vided to the board each month? The Wisconsin Association of School District Administrators supports the induction of new superintendents through New Superintendents Academy experiences, including in-person workshops, virtual academy sessions and executive coaching. Opportunities are formally provided for first year as well as early career superintendents. Participants learn about executive coaching support available to superintendents, statistics regarding Wisconsin’s superintendent transitions and an overview of the Academy program, including must-have, just-in time content and evaluation results.

WASDA: Jon Bales, Executive Director; WASDA/KCMG Int’l LLC: Kathleen Cooke, First Year Superintendents Academy Facilitator; Michael Gallagher, Consultant

● The Freedom To Explore: Outdoor Education Breaks Down Walls to Learning

103 A/B, BAIRD CENTER Outdoor education is more than teaching students how to identify plants and animals. It is a method of teaching that integrates the local environment into the teaching of all subject areas, as well as a way to teach to the whole child. The positive academic, social and health benefits of outdoor education continue to be researched and documented. The Superior School District has seen the benefits firsthand. Presenters will explain the role that school boards and administration can play to support the development of an innovative outdoor education program that will improve the learning and overall mental health of both students and staff.

Superior: Lori Danz, School Forest Coordinator; Amy Starzecki, District Administrator; Crystal Hintzman, Director of Curriculum and Instruction

● Strengthening Your Board’s Effectiveness Through Continuous Improvement

101 C, BAIRD CENTER The WASB Annual Board Development Tool is a complimentary survey that can be taken by each member of a school board. Its goal is to help boards evaluate their progress on research-backed skills, work and practices that make a school board effective. You will learn what the tool is and be provided with a step-by-step guide to taking it and evaluating your results. A panel discussion will feature two different school districts who will share why and how their school boards have used the tool and established goals to strengthen the effectiveness of their governance.
School Perceptions: Rob DeMeuse, Research Director; Oshkosh: Bryan Davis, Superintendent; Barbara Herzog, Board Vice President; Wisconsin Association of School Boards: Patti Vickman, Consultant; Green-dale: Kathleen Wied-Vincent, Board President; Kimberly Amidzich, Superintendent

⦁ Calling All New School Board Members

203 A/B, BAIRD CENTER Are you in your first term as a school board member? Join us to network on topics that often confront newer board members. An experienced board member on the WASB Board of Directors and a WASB consultant will help guide the discussion. We’ll also provide a brief introduction to WASB member services and resources that may help newer school board members. Connect, collaborate and cultivate new relationships in this opportunity to network with school board members like you.

Wisconsin Association of School Boards: Ben Niehaus, Director of Member Services; Cheryl Gullicksruud, Cheryl Stinski, George Steffen, Consultants

Wisconsin Association of School Boards: Roger Price, Consultant; Wisconsin Association of School Business Officials: Mike Barry, Executive Director

⦁ Operational Referendum Planning: Preparing to Ask for More Support

202 D/E, BAIRD CENTER Operational referendums have become a critical part of many school district’s budget planning. This session will focus on how to determine your district’s future operation funding needs, understanding the types of referendum questions and steps to prepare for an operational referendum. It will also discuss how to discuss your district’s needs with a backdrop of a state budget that provides increased public education funding.

Baird: Mike Clark, Director; Todd Hajewski, Vice President, School Business Specialist; Mary Blaha, School Business Specialist

The School District Budget Cycle

102 D/E, BAIRD CENTER The school district budget is one of the primary management tools for school administrators and boards. It translates the district’s strategic initiatives into programs and services that support student learning. Referencing the WASB/WASBO Budget Cycle Handbook (available in the convention bookstore), this presentation will discuss revenue sources and limits, budget plans and development, reconciliation and approval, budget management and reporting. Board members in attendance will have an opportunity to share their best practices.

Wisconsin Association of School Boards: Roger Price, Consultant; Wisconsin Association of School Business Officials: Mike Barry, Executive Director

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Effective public participation and school board meetings

**101 A/B, BAIRD CENTER**

Effectively managing public comment time during school board meetings can present a difficult balancing act for school boards. While providing regular opportunities for community members to offer input is important, school boards also need to carefully manage meeting time, encourage constructive discourse and maintain control if speakers become aggressive. This session will identify the relevant legal and policy considerations school boards can use to guide decisions during meetings or refine their current approach to public participation. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.

*Wisconsin Association of School Boards: Scott Mikesh, Legal and Policy Services Counsel*

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**2024 EDUCATION TOUR**

**Milwaukee Parkside School for the Arts Tour**

Thursday, Jan. 18  $5 pre-registration required

Learn how an arts-integrated elementary school partners with numerous Milwaukee-area institutions to provide wonderful arts-related experiences for students.

*SHUTTLE PICK-UP/DROP-OFF* is at the ground floor doors of the Baird Center on Wells Street (near the corner between Ballrooms A/B and C/D).

- 9 a.m. Board shuttle
- 9:15 a.m. Depart from the Baird Center
- 9:45 - 11 a.m. Milwaukee Parkside School for the Arts Tour
- 11:30 a.m. Return to Baird Center

*Sponsored by: Astia Health*

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**School Administrators Alliance 2024 Legislative Update**

**102 C, BAIRD CENTER**

School funding is a political process, and School Administrators Alliance Executive Director Dee Pettack will discuss how the political priorities of the governor and the Legislature could impact students, schools and communities statewide. We will recap the recent state budget, discuss the current legislative agenda for public education, and preview the emerging issues for the next state budget.

*School Administrators Alliance: Dee Pettack, Executive Director*
STUDENT ACHIEVEMENT

⦁ Shifting Literacy Practices: Big Results in a Small District

101 D/E, BAIRD CENTER This session will share the Montello School District’s K-8 experiences through an adaptive shift in literacy practices. A longtime preference for balanced literacy or the whole language approach left gaps in skill, learning and knowledge in elementary, middle and high school students. Recognizing a need for change, the district overhauled its literacy programming to be more aligned with the science of reading, early foundational literacy skills and knowledge or content-based curriculum. This session will enlighten others who are on a similar journey or considering making the shift.

Montello: Elizabeth Calnin, Superintendent; Brittany O’Toole, Reading Specialist; Jennifer Larson, Teacher; Yedda Olson, Principal

⦁ Vaping: Clearing the Haze with Best Practice Solutions

103 C/D, BAIRD CENTER Vaping is a major problem in schools. New products designed to skirt old policies have left schools overwhelmed in the face of a growing epidemic of addicted youth. Bringing together tobacco prevention and control experts, we clear the haze by sharing best practice solutions to support schools, staff, and students to end the vaping epidemic. Focusing on treatment and prevention, we provide real-world examples of how schools can rethink policies and procedures around vaping. We’ll answer common questions and link schools to resources they can use today.

Partnership for a Tobacco-Free Wisconsin: Kayleigh Day, Senior Manager for Advocacy and Public Policy; American Lung Association: Kim Larson, Manager of Health Promotions; Community Action for Healthy Living: Emma Kane, Executive Director

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Keynote Speaker

Maya Payne Smart
Author and literacy expert

Maya Payne Smart is an author who is all about helping kids learn to read. She’ll dive into how reading skills develop, why so many kids struggle and what the research says we should do about it.

Maya, who serves as affiliated faculty in Educational Policy and Leadership in the College of Education at Marquette University, will put the statistics and dire news headlines into context.

She’ll demystify the buzzwords around the latest reading science and highlight specific ways education leaders can deliver on the promise of a high-quality education.

Join the conversation.

Maya will sign copies of her book from 12:15-12:45 p.m. outside Ballroom A/B.

FRIDAY Breakout Sessions

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

8-9 A.M.

Human Resources

- Engage With Transparency: How Feedback Increases Employee Retention

101 C, Baird Center

This session will delve into the transformative potential for district leaders to cultivate a structured, transparent feedback and engagement process. Learn how transparent communication empowers every district employee, fosters their professional growth and aligns their endeavors with the overarching goals of the school district. By nurturing a culture of continuous improvement and prioritizing employee development, districts can strive to propel organizational success and establish an environment that fosters employee retention.

Rice Lake: Marsha Scherz, Director of Instruction and Learning; CESA 6: Stacey Bramstedt, Growth & Development Center Director; Amy Bindas, Wendy Dzurick, CESA 6 Growth and Development Consultants; Brown Deer: Monica Kelsey-Brown, Superintendent; Janesville: Mark Holzman, District Administrator; Marinette: Hannah Kuehnl, Human Resources and Communications Director

School Law

- WASB Legislative Update

103 C/D, Baird Center

Learn about the most recent two-year state budget and legislation affecting public K-12 schools that may be enacted in the upcoming legislative session. Receive tips on how to respond effectively as advocates for your district, schools and students.

Wisconsin Association of School Boards: Chris Kulow, Government Relations Director; David Martin, Government Relations Specialist

Leadership

- Onboarding New School Board Members

102 C, Baird Center

New board members bring a wealth of experience, ideas and passion to your leadership team. A well-defined onboarding plan will provide new members with the knowledge, training and support that they need to be successful members of
your leadership team. Participants will understand how a comprehensive onboarding process differs from an orientation; learn about teambuilding strategies; and determine best practices to welcome and integrate new members into their leadership team. Wisconsin Association of School Boards: Daniel Mallin, Legal & Policy Services Counsel; George Steffen, Pat Mans, Search and Governance Consultants

● School Library Hot Topics

**102 D/E, BAIRD CENTER** School libraries have been a hot topic, from operational adjustments to policy changes to book challenges. Join us for an informational, timely and relevant presentation and discussion about best practices your school library can adopt to address these internal and external topics. How can districts ensure their libraries have access to quality resources? What makes a library feel welcoming? And how can libraries update their policies surrounding book challenges? The presenters will answer these questions and more by sharing experiences, recommending practices, and offering relevant resources.

CESA 5: Heather Fish, Director of School Improvement Services; Sharon Egan, Library Media Specialist

● Building Background Knowledge in Your Youngest Learners

**101 A/B, BAIRD CENTER** This session will explore the significance of developing background knowledge in young children. The Pewaukee School District has developed strategic action steps to create an engaging and supportive learning environment. These steps include providing unique opportunities for children to explore and learn through play, integrating literacy, math, science and social studies into every aspect of the play-based curriculum, and utilizing assessment data to guide instruction, resulting in unprecedented academic growth.

Join us to discover how the strategic cultivation of background knowledge can effectively prevent the emergence of achievement gaps among our youngest learners. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.

Pewaukee: Danielle Bosanec, Chief Academic Officer; Mike Cady, District Administrator; Robin Wilson, Director of Learning and Academic Coaching

● Student Representatives on the School Board

**103 A/B, BAIRD CENTER** Missing the student voice at your school board meetings? Hear how the Dodgeville School District created student representatives, and how their role remains positive and beneficial for the student and the board. Attendees are encouraged to ask questions to the panel, which includes former and current student representatives discussing their experiences and perspectives.

Dodgeville: Michael Humke, School Board President; Ryan Bohnsack, Principal; Kelsey Hardy, Stephany Marten, Joelle Doye, Former Student Representatives

● How Can We Help With Student and Staff Mental Health?

**102 A/B, BAIRD CENTER** Students and staff are struggling with their mental health. How can school districts help? A Comprehensive School...
Mental Health Program allows districts and schools to dive into data that relates to mental health, assess the school and community resources in place, and create a systemic strategic plan to meet the needs of students and staff. Explore how Gibraltar School District and CESA 7 worked with a mental health team made up of K-12 staff, administrators, paraprofessionals, parents, school board members and community members to implement data-driven programming to support mental health programs and services.

CESA 7: Marci Waldron-Kuhn, Pupil Services Specialist; Gibraltar: Kari Baumann, School Board Member; Brett Stousland, Superintendent; Anna Knapp, Special Education Instructor

9:15-10:15 A.M.

HUMAN RESOURCES

● Grow Your Own: Strengthening the Teacher Pipeline in Rural Schools

101 A/B, BAIRD CENTER This session summarizes findings from a yearlong research project investigating strategies rural Wisconsin districts use to address staffing challenges. Rural districts are implementing state and national initiatives, such as Educators Rising, as well as locally developed “grow your own” programs. The presenters will summarize the results of two surveys — of rural superintendents and Educators Rising site coordinators — and site visits to five rural districts. Attendees will also hear an innovative example of four rural districts that partnered as a consortium to develop, hire and retain high school students and recent graduates interested in careers as educators. This session will be recorded as part of the Recorded Sessions program. Visit WASB.org/convention to learn more about accessing recorded sessions.

Wisconsin Evaluation Collaborative, UW-Madison: Bradley Carl, Founding Co-Director, Wisconsin Educators Rising: Leah Luke, Coordinator; Wisconsin Heights: Elizabeth Dostal, Principal; Wisconsin Rural Schools Alliance: Jeff Eide, Executive Director

LEADERSHIP

● Leadership Around Continuous Improvement

101 C, BAIRD CENTER This session aims to equip participants with the necessary skills and strategies to be effective leaders in the area of continuous improvement. It will focus on the use of coherence progressions, which will enable participants to understand the different areas of coherence and how using mastering language can be a focus throughout the continuous improvement process. This session will also emphasize the importance of strategic action as part of the continuous improvement process and how strong professional learning communities validate their action plans and monitor progress. Participants will learn how enhancing systematic use of data can enhance continuous improvement efforts at any level.

Waukesha: Jim Sebert, Superintendent; Jennifer Gennerman, Deputy Superintendent

STUDENT ACHIEVEMENT

● How Mentoring Improves Teacher Retention and Student Achievement

103 C/D, BAIRD CENTER Between 40-50% of teachers leave the classroom within their first five years. A highly trained mentor can make a critical difference for new teachers, but not every mentor training program yields high-impact data like the national New Teacher Center Mentor program. This session will leave attendees with background information on this CESA 2 program and the critical impact it has on educators and students. Seasoned program leaders, mentors and mentees will share how this program has impacted their educator retention rate, teacher efficacy, student achievement and instructional practice.

Janesville: Allison DeGraaf, Director of Learning and Innovation; Belleville: Nate Perry, District Administrator; CESA 2: Beth Clarke, Senior Director of Digital Leadership and Learning/
New Teacher Mentoring: Lynee Tourdot, Director of the New Teacher Center Mentor Program

- Don’t Let Students Face Trauma Alone

102 D/E, BAIRD CENTER  More than two-thirds of children report at least one trauma event by age 16. Trauma events can include stresses of poverty, racism, death, jail or substance misuse. Many students struggle through their silence, disengagement or depression. How do caring educators create communities of belonging, self-awareness and resilience? Attendees will participate in team-building activities and data analysis exercises while learning about research with Milwaukee-area students that showed how resilience through self-awareness can positively impact behavior.

Saint Francis: Deborah Kerr, Superintendent; Stryv365: Brandon Currie, Chief Executive Officer; Paula Schevers-Lumelsky, Director of Education; Tim Wofford, Program Operations Director

- Interscholastic Debate: Balancing Perspectives and Boosting Achievement

102 A/B, BAIRD CENTER  Wisconsin has a rich history in interscholastic debate, yet has dwindled to only a few dozen middle and high schools. States such as Florida have invested resources in bringing debate to more schools. Internationally, countries such as China added debate to inspire creative thinking and enhance STEM education, while American universities place an admissions premium on students who engage in this high-level thinking activity. This session will feature nationally recognized Wisconsin coaches and students who will describe their own experiences, as well as how more Wisconsin schools can add this activity that has become far more accessible.

Wisconsin Interscholastic Speech & Dramatic Arts Association: Adam Jacobi, Executive Director; Neenah: Andrea Peterson-Longmore, Speech and Debate Coach

COMMUNITY ENGAGEMENT

- The Power of Community Conversation: Building Trust, Collaboration and Positive Change

101 D/E, BAIRD CENTER  Community conversations drive public education forward. Chippewa Falls Area Unified School District representatives will discuss the ways community conversations encourage participation and engagement, facilitate collaboration among diverse stakeholders, increase transparency and accountability, and identify areas for improvement. With real-life experience, the presenters will provide a concrete example of the benefits of a community conversation about public education, highlighting how it can be used to better understand recent accomplishments, identify issues and trends, provide input on priorities and strengthen collaboration among school and community members.

Chippewa Falls: Chad Trowbridge, Business Manager; Jeff Holmes, Superintendent; Sherry Jasper, Board Clerk; Steve Olson, Board Member; Howick & Associates: Drew Howick; Founder & CEO; Studer Education: Melissa Matarazzo, Leader Coach

SCHOOL FINANCE

- Pay Your Staff, Not Your Insurance Company

102 C, BAIRD CENTER  Learn how several districts that are smaller in size have not only controlled and reduced their health care spending, but also how they are reinvesting those dollars directly toward compensation and additional benefits to staff. Attendees will see examples of tools that have helped lower health care costs, creative strategies for reinvestment, and how better benefits lead to improved staff retention and workplace culture.

USI Insurance: Al Jaeger, Senior Vice President, Benefits Consultant; Jacob Syndergaard, Employee Benefits Consultant; New Glarus: Jennifer Thayer, Superintendent; Monticello: Al Brokopp, Superintendent; Edgerton: Tad Wehner, Director of Finance and Personnel

Extend Your Learning With Recorded Sessions

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 school board member or district staff member can access the recordings by signing up for the Recorded Sessions program.

Convention attendees can add it to their convention registration and double the number of sessions they can attend. Convention attendees can sign up for a discounted rate.

If you’re not already signed up, stop by registration on the third 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 2024. The cost is $60 for convention registrants and $100 for non-registrants.
Remember when customer service was a priority?
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Don’t wait, call Network Health today 866-462-2028.

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network health

We’ve Got a Plan for You
Celebrating the Arts

The work of student musicians and artists around Wisconsin is on display. Three talented student music groups are scheduled to perform, and award-winning art is on display in the student art gallery on the second floor of the Baird Center.

**STUDENT MUSIC PERFORMANCES**

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

**WEDNESDAY** | Jan. 17, 10-10:15 a.m. | Ballroom C/D
The Milwaukee School of Languages String Orchestra

**THURSDAY** | Jan. 18, 3-3:15 p.m. | Ballroom C/D
Middleton High School Chamber Wind Ensemble

**FRIDAY** | Jan. 19, 10:30-10:45 a.m. | Ballroom A/B
De Pere High School Varsity Choir

**STUDENT ART CONTEST**

Each year, the WASB Student Art Contest recognizes outstanding student artists across Wisconsin. This year’s winning artwork (above) is Jaia Underwood, a student in the Nicolet Union High School District. Jaia will be recognized during the General Session on Wednesday, Jan. 17. Make sure to take time to view the student art gallery on the second floor of the Baird Center. The contest is organized in cooperation with the Wisconsin Art Education Association.

**STUDENT CONVENTION VIDEO TEAM**

Students from Elkhorn 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 2024 State Education Convention.

Sponsored by: Performance Services
Exhibit Hall Highlights

**WEDNESDAY JAN. 17: 9 a.m.-4:30 p.m.**  
**THURSDAY JAN. 18: 9 a.m.-2 p.m.**

- **Dedicated time:**  
  9-10 a.m. | 12-1:30 p.m. | 2:30-3:30 p.m.  
  9:45-10:45 a.m. | 11:45 a.m.-1:45 p.m.

**EXHIBIT HALL BREAKFAST**  
**WED., JAN. 17:** 9-10 a.m.

A light complimentary breakfast is available to all convention attendees in the Exhibit Hall. Breakfast is served to welcome everyone to the convention.

Sponsored by:

- **Kiel eSchool Portable Planetarium BOOTH 137**
  With the ability to search and project the skies anywhere on earth and from our telescopes in space, students can explore new worlds. Kiel eSchool wants students to feel there are no limits to their learning and that, even on Earth, they can touch the stars.

- **Special Offering: Exhibit Hall Mini Sessions**
  Join us in the Exhibit Hall for mini sessions on the latest trends and innovations in education. Learn from experts, network with peers and discover new solutions to your challenges. Don’t miss this opportunity to enhance your leadership skills and serve your students.

  Find the mini session presentation area toward the rear of the Exhibit Hall on the right-hand side (when facing toward the back of the hall).

  Check the convention agenda to find full descriptions of Exhibit Hall Mini Sessions.

- **The Myths of Controlling Medical Costs and Time to Manage Risks.** School districts have tried many approaches to controlling medical costs. Join Network Health to learn why these approaches have not stopped the rising medical costs. You’ll learn how to manage risks instead of adding additional programs and control usage through primary care incentives and opportunities for staff to have better coverage than the school district benefit programs.

  **Thursday, Jan. 18:** 9:55-10:35 a.m.

- **Special Exhibit: Solar Schools Pavilion BOOTH 125**
  Clean energy is possible for all Wisconsin schools. Improving building energy efficiency and planning for renewable energy will stabilize a district’s utility expenses and may have an excellent return on investment.

  Visit the Solar Schools Pavilion to meet community partners and providers who can help your district develop a roadmap to clean energy.

  Be sure your agenda includes Solar Schools Pavilion during dedicated exhibit hall times when school teams (installers, funders, district staff) will be available to share their school’s stories about going solar. It might be snowing outside, but we promise to make the sun shine here!

  Check the convention agenda for each day to learn more about Solar Schools Pavilion session offerings.

  The Solar Schools Pavilion is coordinated by the Couillard Solar Foundation and partners.

Be sure to catch our other mini sessions:

**Wednesday, Jan. 17:**
  - Who Speaks for Your Brand? — 9:10 a.m.
  - Planning Strategically for Operating and Facilities Referenda — 2:40 p.m.

**Thursday, Jan. 18:**
  - A Community Focused Approach to Securing Your Schools — 1:10 p.m.
Wisconsin FIRST Robotics Competition

Wednesday, Jan. 17:
- Creating a Solar Roadmap for Your School 9-10 a.m.
- How the Couillard Solar Foundation Can Help You Create an Outdoor Classroom for Your School 1-1:30 p.m.
- Students as Catalysts for Environmental Innovation: Yes, You CAN Afford Solar! 2:30-3:30 p.m.

Thursday, Jan. 18:
- Solar Energy at Northland Pines School District 2006 to 2023: Empowering Students While Saving Money 9:45-10:45 a.m.

SCHOOL FAIR: Interactive Exhibits
The School Fair in the Exhibit Hall features interactive exhibits by school leaders, teachers and students from around the state:
- Evansville High School Green Team — Not a Cost, a Savings!
  Hear how the student-led High School Green Team at Evansville went from three members and no funding to installing a 15-kilowatt solar system in just three years. Evansville Community School District
- Equity Through Deeper Learning Student Showcase
  Students will demonstrate how they’ve applied the principles they’ve learned to address issues of equity, inclusion and social justice. Ask students about how they created food trucks, student businesses, arcade games and mini-film festivals. West Allis-West Milwaukee School District
- The Wisconsin FIRST Robotics Competition Experience
  The Oak Creek High School robotics team partners with the Milwaukee Robotics Academy and Wisconsin FIRST to show Exhibit Hall attendees what a full-size robotics competition looks like. Oak Creek-Franklin and Milwaukee School Districts
- Build Moto and Knights Racing
  Take a look at the motorcycle that Oak Creek High School students built to compete with other Milwaukee-area high schools and ask the young builders how they did it. Oak Creek-Franklin Joint School District
- Fostering Empowerment, Mentorship and Belonging: The Platteville Diverse Student Alliance Group
  See how creating a diverse student alliance group has led to substantial and lasting change in this school, district and community. Learn more about their five main areas of focus: community partnerships, advocacy, mentorship, allyship and cultural event celebrations. Platteville School District
- Dream Flight USA Bus BOOTH 147
  Combining space, STEM and hands-on workstations, this unique learning opportunity is designed to motivate students. The STEM Shuttle is an interactive learning opportunity developed for grades 4-8.

Browse the Bookstore
Take time to peruse our large selection of books focused on leadership and school district management. We also feature books by our keynote speakers. Near the cafeteria and WASB Commons in the Exhibit Hall.

Wednesday, Jan. 17: 9 a.m.-4:30 p.m.
Thursday, Jan. 18: 9 a.m.-2 p.m.
ASK A SCHOOL COMMUNICATIONS PRO
Drop by Booth 231 during designated exhibit hall times to chat with a school public relations professional! Feel free to ask your questions about referendum, crisis communication, social media and more.

CHARGING STATION
Stop by the WASB Commons Exhibit Hall to meet, relax and charge your devices.

REFRESHMENTS
The Exhibit Hall features a cafeteria with a full menu of lunch and snack items. On Wednesday, Smokin’ Jack’s Taqueria will offer nachos, quesadillas and other fare. Grab a lunch or a snack without having to leave the action in the Baird Center. The Baird Center is cashless, so be sure to bring a card if you’re planning on eating in the Exhibit Hall or from concessions.

COFFEE STATIONS
Thirsty? Stop by:
- BCI Burke (Booth 1001) for coffee on Thursday, Jan. 18
- Network Health (Booth 113) for coffee on Wednesday, Jan. 17 and Thursday, Jan. 18
- Nexus Solutions (Booth 501) for coffee on Wednesday, Jan. 17 and Thursday, Jan. 18.

VJS (Booth 919) for coffee on Wednesday, Jan. 17 and Thursday, Jan. 18

WASB COMMONS
The WASB Commons, located in the center-rear of the Exhibit Hall near the bookstore, is where you can come to relax on soft seating and learn about what the WASB is doing for you.

Join WASB staff, experienced consultants and fellow school board members on our Board of Directors at these Dedicated Exhibit Hall times:
- Wednesday, Jan. 17 —2:30-3:30 p.m.
- Thursday, Jan. 18 — 9:45-11 a.m.
- Thursday, Jan. 18 —12:30-1:45 p.m.

Learn about your association, including how the WASB’s offerings — including the Online Learning Platform, Policy Resource Guide and Superintendent Evaluation Framework — can improve your board governance.

Thanks to Midwest Educational Furnishings, Inc. (Booth 1007) for providing comfortable seating and furnishing.

Visit the Cahill/VIP Photo Booth at Booth 937 to get your photo taken! Get a complimentary professional photo taken for your district or take a fun group photo with your colleagues.
There for what matters™

Visit uhc.com
FLOOR PLAN  Baird Center

1ST FLOOR

2ND FLOOR

Shuttle pick up/drop off
You can find an exhibitor by referencing their booth number listed on the following pages.
Exhibitors

Alphabetical Listing

♦ WASB Service Associate ★ 2024 Convention Sponsor (See page 56 for CATEGORY listing of exhibitors)

#SocialSchool4EDU
Booth 304
Woodbury, MN
socialschool4edu.com
#SocialSchool4EDU provides full social media management and runs a vibrant online community that provides ongoing professional development for school social media champions.

Allume Architects, LLC
Booth 438
Elm Grove, WI
allumearchitects.com
Allume Architects has extensive experience designing academic facilities and support spaces. We provide turn-key design solutions to our educational clients including architecture, interior design, furniture selection and project management services.

Ameresco Inc.
Booth 1021
Minneapolis, MN
ameresco.com
Ameresco’s comprehensive services can navigate customers through asset management studies, the development, engineering and financing of HVAC, mechanical, electrical, and general facility refresh projects. Ameresco can tap into energy cost savings as a capital creation strategy to generate project funding.

Amplify
Booth 111
Brooklyn, NY
amplify.com
Amplify’s ELA, math, and science programs engage students in rigorous learning and inspire them to think deeply, creatively, and for themselves. Amplify’s assessment products turn data into practical instructional support.

Anatomage
Booth 1004
Santa Clara, CA
anatomage.com
Anatomage, Inc. transforms standard anatomy learning through an ecosystem of 3D anatomy hardware and software by allowing users to visualize anatomy at the highest level of accuracy.

Ansay & Associates, LLC
Booth 706
Port Washington, WI
ansay.com
Premier independent insurance agency serving WI and the Midwest, providing integrated insurance, risk management and benefit solutions to businesses, families and individuals, non-profit organizations, and governmental entities.

Apptegy
Booth 730
Little Rock, AR
apptegy.com
Make it easy to reach parents, students, staff, and your community with Thrillshare. You can communicate better and influence how people feel about your schools.

ARAMARK K-12 Education
Booth 822
Philadelphia, PA
aramark.com
Aramark Student Nutrition chefs and dieticians serve nutritious meals that students love. We partner with over 370 districts, powering the potential of thousands of students, with healthy, tasty food.

Associated Benefits Connection
Booth 613
Green Bay, WI
associatedbank.com/benefitsconnection
Established in 2003, our team has grown to be one of the top administrators in the US. Today we service 1,300+ employers handling HSA, HRA, FSA, LSA, and COBRA administration.
For more than 73 years, ATS&R has provided Golden Valley, MN Booth 505 since 1982. New surfaces, resurfacing and Athletic track surfacing in the upper Midwest than any competing company, which is an asset that cannot be overstated.


ATS&R Planners/Architects/Engineers Booth 505 Golden Valley, MN ats.com For more than 73 years, ATS&R has provided planning, architecture, engineering, site development, interior design, technology & field administration services to school districts throughout Wisconsin.

Awareness to Action — A Program of Children’s Wisconsin Booth 440 Milwaukee, WI a2wisconsin.org Awareness to Action is a program of Children’s Wisconsin centered on empowering adults to create and maintain safe environments for youth by understanding and preventing child sexual abuse. This program is made possible by the Child Abuse and Neglect Prevention Board.

Badger Mats Booth 1117 Mineral Point, WI badgermats.com We are a Wisconsin-based, family-owned company, and we specialize in custom-made floor matting. We are based out of Mineral Point, WI and have been conducting business for almost 70 years. Our specialty for schools is customizing over-sized plain or logo’d mats for the entrances and gymnasiums. We are not a rental company. We build these mats to the inch for your district to own.

Baird Public Finance Booth 401 Milwaukee, WI rwbaird.com/wisconsinsb Baird brings a broad platform of advisory, underwriting, bond placement and consulting services to our clients’ unique needs and is ranked among the top public finance firms both regionally and nationwide.

Balestrieri Environmental & Development, Inc. Booth 1013 Elkhorn, WI balestrieriegroup.com Balestrieri Environmental has been providing turn-key environmental and building renovation and demolition services for school districts since 1992. We look forward to helping you resolve your environmental liabilities.

Baseman Bros. Inc. Booth 213 Johnson Creek, WI basemanbros.com Since 1926, schools have trusted Baseman Bros. with their sports flooring needs. We proudly install Robbin’s wood and synthetic flooring, refinishing, recoating, repairing, gamelines, logo painting, and maintenance.


BCI Burke Company, LLC Booth 1001 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.

Bellin Health Booth 725 Green Bay, WI bellin.org Bellin Health is an integrated health care delivery system based in Green Bay, Wisconsin providing the following services to schools: • Primary CareTelehealth • Sports Medicine • Healthcare Career Academy • Mental Health

Bentek Booth 343 Palm Beach Gardens, FL mybentek.com Bentek is a complete employee benefits platform designed to handle even the most complex benefits needs. Our client-inspired technology is backed by a team of benefits experts who not only provide unlimited client service, but also share best practices for making processes more efficient for school boards and their employees.

Board of Commissioners of Public Lands Booth 502 Madison, WI bclp.wisconsin.gov BCPL provides loans to municipalities and school districts for public purpose projects. Every penny of loan interest earned is distributed to benefit public school libraries.

BoardDocs Booth 804 Washington, DC diligent.com Diligent is the leader in cloud-based governance solutions that improve council meeting efficiency and transparency for thousands of communities. Now experience the next innovation from the people behind BoardDocs.

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.

Boland Recreation, Inc. Booth 623 Marshalltown, IA bolandrecreation.com Providers of Miracle Recreation playground equipment, safety surfaces, site amenities, shade structures, fitness equipment and basketball equipment. We offer FREE design and consultation services

Bray Associates Architects, Inc. Booth 218 Milwaukee, WI brayarch.com Bray Architects is a trusted and innovative leader in educational and civic design. We guide our clients through their full journey, from planning and community engagement to architecture and interior design.

Brock USA Booth 510 West Chicago, IL brockusa.com Brock is considered the “safety package” for artificial turf, manufacturing two components—a shock pad under the turf and a 100% organic infill under the turf.

Buelow Vetter Buiinema Olson & Vliet, LLC Booth 804 Waukesha, WI bueelowvetter.com Buelow Vetter’s outstanding School Law Team has supported school districts statewide for more than 50 years. We serve as general counsel for K-12 public school districts, numerous private schools, and higher education institutions.

ByDesign Booth 121 Reading, MA bydesign.io ByDesign is a productivity and community-building platform that helps students get organized, plan their lives, and engage with their classmates.

C.D. Smith Construction, Inc. Booth 810 Fond du Lac, WI cdsmith.com C.D. Smith has over 87 years of diverse experience planning and building state-of-the-art educational facilities.

Cahill Studios of Photography Booth 937 Amery, WI cahillphotostudio.com Cahill Studios Photography is a Wisconsin owned family business specializing in School and Sports photography for 45 years. Please visit us in booth 937 for your complimentary group and/or individual photo during convention!
Capital Data Inc.
Booth 322
Brookfield, WI
capital-data.com
Capital Data has served its customers for over 30 years. We provide innovative IT solutions for infrastructure, cloud, security, and digital transformation. Trusted partnerships are our legacy. Reshape your business with our unique digital transformation process. Our Solution Architects take an innovative and holistic approach to each design, ensuring you have the customized solutions you need, not an off-the-shelf formula.

Capturing Kids’ Hearts
Booth 425
College Station, TX
ckh.org
CKH is the premier source of professional development for educators nationwide. Through in-person trainings and expert coaching CKH equips teachers, coaches, administrators, and district leaders to implement transformational processes.

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.

Centivo
Booth 1033
Buffalo, NY
centivo.com
Centivo is an innovative health plan for self-funded employers on a mission to bring affordable, high-quality healthcare to the millions of workers who struggle to pay their medical bills.

CESA 10
Booth 907
Chippewa Falls, WI
cesa10.k12.wi.us
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 2
Booth 331
Whitewater, WI
cesa2.org
CESA 2 strives to improve student learning by expanding the capacity of school districts. We partner with districts to provide professional development and other services.

CESA 5
Booth 842
Portage, WI
cesa5.org
CESA 5 (Portage) is a cooperative educational service agency providing specialized staffing, professional development, and other educational services to school districts.

CESA 6
Booth 739
Oshkosh, WI
cesa6.org
We help districts overcome their biggest challenges, so they can improve student learning. Turn to CESA 6 for professional development, technology, operations, instruction and special education, leadership, communications and more!

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 8
Booth 621
Gillett, WI
cesa8.org
CESA 8, an intermediate service agency, provides programs, services, and resources to Northeast Wisconsin school districts. CESA 8 is committed to helping school districts meet the educational needs of students.

CESA 9 Statewide Programs
Booth 515
Tomahawk, WI
wrccs.org
Sarah Hackett and Nick Pretasky
CESA 9 Statewide Programs
715-453-1078
wrccs.org

CESA Purchasing
Booth 721
Whitewater, WI
cesapurchasing.org
CESA Purchasing, 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.
Another. Students become readers, writers, and thinkers. A profitable organization committed to ensuring that all.

Dining experience! Wells engages all of their senses for a great dining experience!

Chartwells School Dining Services
Booth 219
Mendota Heights, MN
chartwells12.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!

Collaborative Classroom
Booth 740
Alameda, CA
collaborativeclassroom.org
Collaborative Classroom is a mission-driven, non-profit organization committed to ensuring that all students become readers, writers, and thinkers who learn from, care for, and respect one another.

Community Insurance Corporation/WCA Group Health Trust
Booth 811
Brookfield, WI
communityinsurancecorporation.com
Community Insurance Corporation/WCA Group Health Trust offers competitive liability, workers comp, and health plans to WI schools. We’ve added a STOPit app to help keep your school safe! Our commitment and expertise with WI schools is unrivaled!

Complete Control Inc.
Booth 641
WI Rapids, WI
complete-control.com

Correct Digital Displays Inc.
Booth 929
Sandwich, 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.

Custofoam Corporation
Booth 329
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.

Dairyland Buses, Inc
Booth 625
Waukesha, WI
centralstatetesttazzoro.org
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
WI Dells, WI
dashirmanagement.com
Complete Facility Management, including custodial, maintenance and grounds.

Dean Health Plan
Booth 832
Madison, WI
deancare.com
About Dean Health Plan by Medica Dean Health Plan by Medica is a full-service health insurance company serving 500,000 members in Wisconsin, Missouri, Illinois, and Oklahoma. Products include HMO, Smart Value Choice Plans, and freedom-of-choice insurance plans for commercial and individual customers, Medicare and Medicaid programs, and third-party administrator services (ASO). For more information on Dean Health Plan, visit deancare.com/shop-groupplans.

Delta Dental of Wisconsin
Booth 828
Stevens Point, WI
deltadentalwi.com
We make dental and vision benefits easy through exceptional service, having the most network dentists to choose from and affordable coverage. Discover the benefits we can offer your school at deltadentalwi.com.

Demco, Inc.
Booth 535
Madison, WI
demco.com
The ever-changing nature of education is both exciting and challenging. Our aim is to always be there to provide you with trusted solutions to meet your school’s needs — whatever they may be and however they may evolve.

Dept of Financial Institutions, Office of Financial Literacy
Booth 820
Madison, WI
529.wi.gov
Stop by to find information on Edvest 529 - the state of Wisconsin's direct-sold college savings plan - and discuss how to partner with the state of Wisconsin's College Savings Program to help your students and families develop a higher education savings strategy that meets their needs. Visit our websites: dfi.wi.gov (Educational Services) and edvest.com.

Destination Career Academy of Wisconsin
Booth 1002
McFarland, WI
wicda.k12.com
Destinations Career Academy of Wisconsin is an innovative online school that combines traditional academics with career technical education, giving students in grades 9–12 a head-start on their college and career goals.

Diamond Assets
Booth 1121
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 601
Hartland, WI
dbsbenefits.com
Diversified Benefit Services, Inc. (DBS) is a Third-Party Administrator (TPA) dedicated to excellence in the design and administration of FSAs, HRAs, HSAs, and COBRA.

DLR Group
Booth 424
Minneapolis, MN
dlrgroup.com
DLR Group provides architectural, engineering, planning, and interior design services. Our K-12 educational environments empower learners through a forward-looking, research-informed, design focus that delivers transformational opportunity and fulfillment for all.

DocuNav Solutions
Booth 1022
Frisco, TX
docunav.com
DocuNav Solutions is a North Texas based provider of laserfiche ECM software, primarily servicing K-12 education, municipal government, private business, and non-profit organizations.

Dorreen Dembski Communication Services, LLC
Booth 506
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
dreamflightusa.com
Giving students space, & STEM, to learn! In its 16th 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 workstations on board the shuttle.
Integrates into existing digital security cameras

Non-invasive A.I. gun detection

Actionable intelligence for first responders

Proactive Protection from Gun Violence and Mass Shootings

A.I.-powered, human-verified gun detection software that works with existing video surveillance cameras.

ZeroEyes for Every Environment

- Education
- Commercial
- Government
- Healthcare
- Entertainment

Department of Homeland Security SAFETY Act Designation

Founded, owned, and operated by Navy SEALs veterans

Patented technology is verified by humans to ensure no false alerts

Serving businesses, schools, and government facilities in most states

ZeroEyes.com

Bryan St. Bernard
bryan@zeroeyes.com
Achieve Academy — Wisconsin
Booth 742
Waukesha, WI
eAchieve.com
Established in 2004, eAchieve Academy offers online learning to students throughout Wisconsin. We offer a comprehensive elementary school program, and a wide variety of secondary classes and electives, including AP and AVID. We also have a special education program, full counseling staff, and alternative education pathways.

ECRA Group, Inc.
Booth 418
Schaumburg, IL
ecragroup.com
ECRA Group is a premier research and analytics consulting firm that helps educational leaders improve student outcomes by adopting more evidence-based practices. ECRA Group is a premier research and analytics consulting firm that helps educational leaders improve student outcomes by adopting more evidence-based practices. We focus on helping school districts embed evidence-based practices via predictive models that empower school leaders with the information needed to ensure a more equitable environment where all students succeed. ECRA Group has partnered with over 1,000 school systems nationally and works in partnership with many state and national professional organizations such as the American Association of School Administrators (AASA).

Edustaff
Booth 836
Grand Rapids, MI
edustaff.org
Edustaff is a third-party staffing organization providing substitute teachers and other employees to more than 600 districts across the U.S. Edustaff is one of the largest educational substitute staffing providers in the nation.

Ehlers & Associates, Inc.
Booth 806
Waukesha, WI
ehlers-inc.com
Since 1955, Ehlers helps clients build strong communities by delivering independent advice across all areas of public finance. We work with schools and local governments placing our clients’ needs and best interests at the center of everything we do.

EMC Insurance Companies
Booth 337
Brookfield, WI
emcins.com
A Midwest-based, property-casualty insurance company, specializing in schools.

EmpowerU
Booth 1030
Excelsior, MN
empoweru.education
EmpowerU’s highly personalized, data-driven Tier 1 and Tier2 solutions equip students with the skills they need to be resilient, self-directed learners and reach their goals.

Energy Performance Lighting
Booth 211
Cottage Grove, WI
energyperformancelighting.com
Lighting for people NOT buildings. If you get lighting right for human productivity, energy savings of 60-70% are just a fantastic side benefit!

Engineered Security Solutions
Booth 223
New Berlin, WI
engineeredsecurity.net
We believe in building long term relationships with our customers by addressing individual security needs, providing our clients with the latest technology, best solutions and outstanding customer service.

Epstein Uhen Architects, Inc.
Booth 419
Milwaukee, WI
eua.com
We believe great architecture + engineering is about elevating people’s potential. When we create a school that people love to be in, instructors are inspired and students stay engaged.

ESS
Booth 1019
Portland, MI
ESS.com
ESS is the leading personnel and management solution for districts. Join over 900 districts nationwide who are maximizing resources and elevating student achievement with ESS. Rob Miller Director of Business Development RMiller@ess.com 330.988.3864

Excel Engineering, Inc.
Booth 105
Fond du Lac, WI
excelengineer.com
Excel is an education facility planning firm with in-house architecture, engineering, and community engagement experts to seamlessly guide districts through facility studies, master planning, referendum support and project implementation.

FEH Design
Booth 1029
Dubuque, IA
fehdesign.com
FEH Design is 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 824
Milwaukee, WI
FieldTurf/Tarkett Sports
Booth 215
Calhoun, GA
tarkettsporindoors.com
Tarkett Sports is a world leader in athletic surfaces, offering a comprehensive portfolio of sports flooring solutions through its brands: FieldTurf, Beynon Sports, Renner Sports, and Tarkett Sports Indoor. With a wide range of products, including artificial, hybrid and residential turf, running tracks, tennis courts and indoor athletic surfaces, the Tarkett Sports family offers the ultimate surface experience. FieldTurf is the inventor and world leader of infilled artificial turf.

First Agency
Booth 422
Kalamazoo, MI
firstagency.com
First Agency has provided 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 Student, Inc.
Booth 1023
Cincinnati, OH
firststudentinc.com
First Student is the leading school transportation provider operating 44,500 vehicles in 41 U.S. states and 8 Canadian provinces for over 5.5 million student journeys per day.

First Technologies, Inc.
Booth 528
Brookfield, WI
firsttech.com
First Technologies provides products for STEM Education/Industry 4.0/Fab Labs including 3D Printers & Scanners, Laser Engravers, CNC Hardware/Software, Automotive & Automation Trainers and Robotics.

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 sandpit covers.

Focus on Energy
Booth 829
Chippewa Falls, WI:focusonenergy.com
Focus on Energy, Wisconsin’s statewide program, promotes energy efficiency and renewable energy. We provide expertise, educational opportunities, and financial incentives to help schools implement energy savings and renewable projects.

FranklinCovey Education
Booth 207
Salt Lake City, UT: leaderinme.org
For nearly three decades, FranklinCovey Education has been a trusted provider of educational leadership development, school systems change management, and career and life readiness solutions. We are proud to support leaders at every level, from the classroom to the boardroom. Our district and school solution, Leader in Me, is serving over 7,000 schools globally and has expanded resources into before, after, summer school and early childhood learning. Stop by booth 207 to learn more!

Frontline Education
Booth 905
Malvern, PA
frontlineed.com
School administration software and services purpose-built for K-12 to support the growth of people and to optimize the management of processes.

G

Gallagher
Booth 700
Brookfield, WI
gallagher.com
Gallagher delivers insurance brokerage & proactive risk management solutions via our Public Sector & School Practice niche tools & resources to effectively minimize your Total Cost of Risk so your team may confidently focus on education objectives.

Gerber Leisure Products
Booth 307
Mount Hope, WI
gerberleisure.com
We offer a full range of the highest quality commercial park & playground products & services needed to complete your unique project. From our free planning & design services to installation & maintenance, we have your project needs covered.

GO Riteway Transportation Group
Booth 507
Oak Creek, WI
goriteway.com
GO Riteway Transportation Group provides comprehensive school transportation services throughout the state of Wisconsin. Started in 1957, we are a Wisconsin-based company in its third generation of family ownership.

Graphic House, Inc.
Booth 521
Wausau, WI
graphichouseinc.com
Graphic House, Inc. can handle every step of the process, from the design and fabrication to the installation of your custom school sign. With 40+ years of experience producing signs for educational institutions nationwide, no school signage project is too complex for our in-house team.

Groth Design Group, Inc.
Booth 737
Cedarburg, WI
gdarchitects.com
GROTH Design Group promotes 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.
Booth 321
Plant City, FL
gtgrandstands.com
GT Grandstands, Inc., designs and manufactures premium-quality bleachers, press boxes, permanent grandstands and portable angle-frame bleachers. We also perform existing structure and ADA renovations built to exceed your needs.

H

H2I Group, Inc.
Booth 115
Minneapolis, MN
h2igroup.com
H2I Group provides design, sales, and service of: laboratory equipment, classroom & science casework, athletic flooring & equipment, storage solutions, lockers, furniture, seating, service, and technology education equipment & curriculum.

Hazard, Young, Attea & Associates
Booth 420
Schaumburg, IL
hyasearch.com
Hazard, Young, Attea and Associates (HYA) is a network of independent education consultants across the nation. HYA has provided support for education leaders to employ school executives, address issues related to student performance, and support aspects of school district operations.

Heartland Business Systems
Booth 524
Little Chute, WI
hbs.net
HBS has been providing IT solutions and services for schools and districts for over 25 years in WI.

Hellas Construction
Booth 513
Cedar Park, TX
hellesaconstruction.com
Hellas Construction builds sports complexes, fields, and stadiums. We control every stage of construction from top to bottom to ensure the best quality.

Heim Service
Booth 124
Muskego, WI
helmgroup.com
Full-service contractor providing expertise in HVAC, plumbing, electrical, and building automation/controls. Preventative maintenance, renovations, additions, and new builds.

HENKA LLC
Booth 206
Las Vegas, NV
hidow.com
HENKA LLC is an organization focusing on providing healthcare solutions to facilities and individuals.

Hero Cards Benefit Corp.
Booth 643
Brookfield, WI
herocards.us
The Hero Cards Grateful Nation Project connects students to TRUE Heroes who gave “the last full measure of devotion” for our freedom.

Hoeft Builders Inc.
Booth 1010
Altoona, WI
hoeftbuilders.com
Hoeft Builders Inc. is a full-service construction management/general contractor in the Chippewa Valley that’s been in business for 40 years. We strive to provide the highest level of construction services for each project. Our growing business success can be attributed to our integrity, trustworthiness, and reliability in multiple markets. We build strong client relationships by focusing on clear & concise information, understanding our client’s goals, and exceeding their expectations.

♦ Hoffman Planning, Design & Construction, Inc.
Booth 301
Appleton, WI
hoffman.net
Hoffman is an integrated Total Project Management firm serving districts throughout Wisconsin. We provide clients with a single source of responsibility from the earliest planning and referendum stages through design and completion of construction.

Hooper Corporation
Booth 522
DeForest, WI
hoopercorp.com
Hooper’s areas of expertise include fabrication and installation of complex plumbing, process piping, fire protection, and HVAC systems as well as the construction of substations and high-voltage transmission and distribution lines.

HPSPayMedix
Booth 630
Milwaukee, WI
hps.md
HPSPayMedix is a privately held company with a competitive PPO network in the state of Wisconsin. HPS is the parent company to PayMedix, an EOB consolidation tool and patient financing solution that serves providers and enrolled members.

HSR Associates, Inc.
Booth 732
La Crosse, WI
hsrassociates.com
HSR Associates is a leading architectural, engineering, and interior design firm, specializing in educational design, construction, pre-referendum and community engagement services.

Huffman Keel Partners
Booth 533
Madison, WI
huffmankeel.com
Huffman Keel is your trusted Owner’s Representative for K-12 Projects. With 24 years of experience and a team of industry professionals, we’ll manage your referendum project from RFP creation, site selection, design, construction and through occupancy. Most importantly, we manage the costs of your project. Our portfolio is compiled of over 85 projects in Wisconsin, 20 K-12 School Districts including Verona Area School District, Neenah Joint School District, Monroe School District and many others.

Infinite Campus
Booth 611
Blaine, MN
infinitemed.ucareers.com
Infinite Campus is a 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 922
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 W Industries, LLC
Booth 518
Green Bay, WI
jwindustriesinc.com
Wisconsin-based manufacturer and installer of outdoor spectator seating systems including stadiums, bleachers, press boxes, enclosure systems and associated athletic equipment.

♦ J.H. Findorff & Son, Inc.
Booth 629
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.
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.

**jmc**
Booth 707
Lake City, MN
jmcinc.com

JP Cullen has over $1 billion of K12 construction experience, providing services through master planning, pre-referendum, and building tough jobs, from small remodels to $100 million multi-phase expansions.

**JP Cullen**
Booth 619
Janesville, WI
jpcullen.com

K12 by Elior has more than 50 years of experience developing programs and menus to meet each client’s unique needs. Collectively, we partner with our clients to ensure happy students, staff and guests. K-12 by Elior offers a broad spectrum of pre-project planning, preconstruction, construction and post-occupancy expertise. Regardless of the project delivery method, our focus is on providing the best value for the budget.

**K12 by Elior**
Booth 703
Charlotte, NC
aviands.com

At K12 by Elior, we provide high-quality food and fresh menu offerings that meet the diverse and ever-changing needs of your school’s population to ensure happy students, staff and guests. K-12 by Elior has more than 50 years of experience developing programs and menus to meet each client’s unique needs. Collectively, we partner with more than 2000 schools and over 500 districts and charter school organizations where we serve more than 150 million meals per year.

**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 WI.

**Kiel eSchool/Between the Lakes Virtual Academy**
Booth 137
Kiel, WI

Kiel eSchool/BTLVA is a 4K-12 public charter school dedicated to the flexibility to teach students at home, online, or in a blended format, with a standards-based, personalized teaching approach. From its beginnings in 2003, Kiel Virtual Schools have partnered with districts to teach students wherever they are— in the classroom, at home, in the state and worldwide with certified teachers and staff ready to join them.

**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

Kraus-Anderson offers a broad spectrum of pre-project planning, preconstruction, construction and post-occupancy expertise. Regardless of the project delivery method, our focus is on providing the best value for the budget.

**LAB Midwest, LLC**
Booth 831
Mequon, WI
labmidwest.com

LAB Midwest is the state’s largest provider of curriculum, hands-on training equipment and eLearning for STEM and Career & Technical Education programs. With our solutions, your students will gain skills & certifications for high-demand careers.

**LacCourte Oreilles Ojibwe University**
Booth 325
Hayward, WI
lco.edu

The LacCourte Oreilles Ojibwe University’s mission is to provide Anishinabe communities and surrounding communities with post-secondary and continuing education while advancing the language, culture, & history of the Ojibwe.

**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.

**LHB, Inc.**
Booth 534
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 423
Chicago, IL
libertymutual.com

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

**Literacy Task Force of Wisconsin**
Booth 229
Somerset, WI
literacytaskforce.org

WI Reads is a nonprofit dedicated to increasing awareness, understanding, and implementation of the Science of Reading and evidence-based learning practices. Don’t miss our Book Giveaway and Professional Learning Raffle!

**LAB Midwest, LLC**
Booth 831
Mequon, WI
labmidwest.com

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Madison, WI
krausanderson.com

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Hayward, WI
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**M3 Insurance**
Booth 442
Madison, WI
m3ins.com

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

**Mainstage Theatrical Supply, Inc.**
Booth 433
Milwaukee, WI
mainstage.com

Sales and service of theatrical and stage equipment, including stage curtains, stage lighting and dimming systems along with LED lamps and fixtures for auditoriums. Mainstage also offers inspections and consultation services.

**Marco Technologies**
Booth 930
St Cloud, MN
marconet.com

Marco is one of the largest technology providers in the country with over 21,500 clients nationwide. We specialize in business IT services, copier/printer solutions and managed and cloud services. Our technology experts break down complex solutions into simple terms to position your business for success.

**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 940
Eau Claire, WI
marshmma.com

Marsh & McLennan Agency helps employers eliminate risk & lower costs using insurance & 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 furniture & equipment. We feature many types of classroom furniture that promote 21st century learning. Stop by Booth 311 to see an array of items from desks, chairs, lockers to cafeteria tables.
Maxim Staffing
Booth 1025
Wauwatosa, WI
maximstaffing.com
As a nationwide provider of educational staffing services, our teams are committed to developing creative solutions to fit your medical and teaching staffing needs.

McKinstry
Booth 403
Madison, WI
mckinstry.com
McKinstry Consulting | Construction | Energy | Facility Services For the Life of Your Building

McPherson & Jacobson LLC
Booth 411
Omaha, NE
mcjace.com
McPherson & Jacobson L.L.C. has been conducting national superintendent searches for Boards of Education since 1991. Our nationwide team of consultants have been involved in over 1,000 searches for districts ranging from 10 to over 300,000 students.

Meteor Education
Booth 531
Gainesville, FL
meteoreducation.com
Meteor Education is the leading provider for the design, delivery, and implementation of modern learning environments for K-12 schools, operating at the intersection of learning environments and learning experiences.

Mid-State Truck Service, Inc.
Booth 1127
Marshfield, WI
midstatetruck.com
Mid-State Truck Service is a second-generation family owned and operated full-service dealership. Mid-State Truck Service offers a wide selection of new and used medium and heavy-duty commercial trucks as well as school and commercial buses.

Midwest Educational Furnishings, Inc.
Booth 1007
Kildeer, IL
mwfurnishings.com
MEF, Inc. supplies school furnishings for the K-12 education market. We are a turnkey company providing design solutions, quality school furnishings, and professional installation. We service our clients from project conception through installation.

Midwest Sport & Turf Systems — Synthetic Turf
Booth 802
Menomonie 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 & repair.

Miron Construction Co., Inc.
Booth 512
Neenah, WI
miron-construction.com
Miron Construction has more than 20 years of experience providing referendum assistance for 74 successful referenda totaling over $1.5 billion in new and improved facilities for Wisconsin’s students, staff, and communities.

MSA
Booth 435
Madison, WI
msa.ps.com
MSA has served K-12 schools across the state for over 30 years. Our professional engineers provide electrical, low voltage, plumbing, HVAC, fire sprinkler and site civil services to create safe, comfortable and energy-efficient spaces. Whether you’re embarking on an upgrade, expansion or building new, we can help.

Muscot Sports Lighting
Booth 523
Waupeca, WI
muscot.com
Muscot has shaped the history of sports lighting since 1976. The company’s TPC for LED™ technology delivers unmatched light control, efficiency, and reliability. Contact Muscot at lighting@muscot.com or 800.825.6030.

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 & other one-time retiree incentive payouts, as well as, on-site and near-site clinics.

National Inventors Hall of Fame
Booth 1011
N Canton, OH
invent.org
NIHF develops high quality STEM programming to districts nationwide that is inspired by world changing inventors to introduce children to the invention process early on and encourage them to continue developing a passion for innovation.

Nelson’s Bus Service, Inc.
Booth 823
Stow, OH
nelsonsbus.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 113
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.

Nexus Solutions
Booth 501
Madison, WI
nexusolutions.com
Nexus Solutions provides a client-centric, single-source approach to developing facilities solutions for K-12 education clients.

Nielson Communications, Inc (NCI)
Booth 107
Green Bay, WI
nielsoncom.com
NCI helps schools with two-way radio technology. Direct-to-police automated alarms. Fleet management for school bus systems.

Nook Wellness Pods
Booth 1000
Winder Lake, IL
nookpodusa.com
Nook is a multi-purpose mobile pod, that enhances whatever you’re doing - from working to dreaming and everything in between. Our innovative design helps improve focus and wellbeing while maximizing space.

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.

Otus
Booth 602
Chicago, IL
otus.com
The Otus Student Performance Platform combines an LMS, an Assessment Platform, a Data Warehouse, and a collection of Classroom Management tools on one platform. When classroom tools and learning data are centralized, students can be supported like never before.

Palmer Hamilton
Booth 819
Elkhorn, WI
palmerhamilton.com
Palmer Hamilton is able to navigate projects with school districts because of our in-depth knowledge and a well-rounded approach focused on school-specific ease of business based on years of experience.

Partnership for a Tobacco-Free Wisconsin
Booth 938
Brookfield, WI
tobaccofreewisconsin.org
The Partnership for a Tobacco-Free Wisconsin is the statewide commercial tobacco prevention coalition. We are comprised of partners throughout WI whose work is impacted by commercial tobacco.

Performance Services, Inc.
Booth 310
Waukesha, WI
performanceservices.com
Performance Services provides complete referendum services including pre-planning, design, and construction for Wisconsin K-12 schools. Our team of education specialists help deliver energy-efficient buildings with optimal learning environments.
Since 1935, we’ve focused on helping schools evolve the social, emotional, and technical issues of learning spaces. At PRA, we provide clients with architecture, interior design and construction administration services.

**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, Wisconsin.

**Prairie States Enterprise, Inc.**
Booth 1012
Sheboygan, WI
prairieontheweb.com

Prairie States delivers innovative, self-funded health benefits that fit your school's goals. Through flexible plan design, personalized service, and clinical expertise, we bend the trend of rising healthcare costs.

**ProStar Surfaces**
Booth 306
Milwaukee, WI
prostar-surfaces.com

Since 1979, Prostar Surfaces 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.

**QuadMed**
Booth 430
Sussex, WI
quadmedical.com

QuadMed partners with school districts and employers to bring primary care, occupational health, and wellness solutions directly to the workplace, helping to reduce healthcare costs through a results-driven, whole-person approach.

**Quarles & Brady LLP**
Booth 712
Milwaukee, WI
quarles.com

The Quarles 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 80 years.

**Quartz**
Booth 720
Fitchburg, 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.

**Quest Food Management Services**
Booth 925
Lombard, IL
questfms.com

Serving educational communities with the utmost dedication, our programs excel in delivering fresh, high-quality meals to the community. We proudly stand as the most committed industry partners with a 99% retention rate.

**R&R Insurance Services, Inc.**
Booth 718
Waukesha, WI
myknowledgebroker.com

R&R Insurance Services provides the following insurance coverage for your district: Property & Casualty, Employee Benefits, Personal Lines (Home & Auto discounts), and retirement plans.

**Ramaker & Associates, Inc.**
Booth 940
Sauk City, WI
ramaker.com

Ramaker is a full-service Aquatic Design & Engineering firm that partners with Wisconsin school districts to create exciting new aquatic facilities or rehabilitate existing ones.

**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 1119  
Chippewa Falls, WI  
realiving.com  
REALiving is an Employee Assistance Program provider. All of our services focused on helping you be your BEST.

**Renaissance Learning**  
Booth 840  
Wisconsin Rapids, WI  
renaisance.com  
Renaissance’s K-12 ecosystem gives teachers and administrators a clear view of their students every step of the way through assessment, instruction and data solutions.

- **Renning, Lewis & Lacy, s.c.**  
  Booth 500  
  Green Bay, WI  
  law-rl.com  
  At Renning, Lewis & Lacy, s.c., our school law practice is a priority. Our attorneys include some of the leading school law practitioners in Wisconsin.

- **Rettler Corporation**  
  Booth 324  
  Stevens Point, WI  
  retter.com  
  With over 30 years of experience, Rettler Corporation is a multi-disciplinary firm specializing in site design and development. Our services include landscape architecture, civil engineering, construction management and land surveying.

- **RF Technologies**  
  Booth 1125  
  Brookfield, WI  
  rft.com  
  Our Alyssa’s Law compliant HELP ALERT Mobile Panic Button Solution is the only off-network, battery-powered, real-time, locating system, Panic Button Solution is the only off-network, battery-powered, real-time, locating system, Panic Button Solution is the only off-network, battery-powered, real-time, locating system, Panic Button Solution is the only off-network, battery-powered, real-time, locating system.

- **River Valley Architects**  
  Booth 511  
  Eau Claire, WI  
  rivervalleyarchitects.com  
  A full-service architectural firm covering all aspects of education design, from facility studies & referenda assistance through architectural & interior design, bidding, construction & furniture procurement. Proudly serving WI schools since 1953.

- **rSchoolToday**  
  Booth 312  
  Winona, MN  
  dwebsite.com  
  rSchoolToday offers software solutions designed to make operations efficient for all departments within the school and district. Beyond schools, rSchoolToday also serves City Parks & Recreation, City Government, and Youth and Adult Sports organizations.

- **Rural Virtual Academy**  
  Booth 519  
  Medford, WI  
  ruralvirtual.org  
  RVA is a large consortium of school districts providing a diverse set of services and virtual education options for partner districts.

- **Safe Haven Defense**  
  Booth 913  
  Phoenix, AZ  
  safeschoolglass.com  
  Our proprietary window security laminates go on your existing glass, making ordinary windows bullet, blast, and burglary resistant. We install after school hours, in days, with no interruptions to learning.

- **Scherrer Construction Company, Inc.**  
  Booth 814  
  Burlington, WI  
  scherrerconstruction.com  
  We are a general contractor/construction manager specializing in K-12 construction. For over 90 years, we have been improving learning environments through customized building solutions for schools based on performance, value, and integrity.

- **Schmidt Custom Floors**  
  Booth 612  
  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.

- **Scholarus Learning**  
  Booth 1037  
  Livonia, MI  
  scholarus.com  
  At Scholarus Learning, we offer educators an industry-leading range of products and services in the areas of professional services, survey and diagnostic tools, and custom content and publishing services.

- **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.

- **Schu Marketing**  
  Booth 320  
  Brooklyn Park, MN  
  schumarketing.com  
  Schu Marketing has been representing quality architectural products for 30 years.

- **Security Health Plan of Wisconsin, Inc.**  
  Booth 603  
  Marshfield, WI  
  securityhealth.org  
  Security Health Plan helps you attract and retain loyal employees with benefits-rich health care coverage. We ensure school districts, large/small businesses, individuals/families, and administer self-funded and level-funded employer plans.

- **SeeMeTeach LLC**  
  Booth 1020  
  Green Bay, WI  
  seemeteach.com  
  Teacher observation software tool and resource for developing world-class teachers.

- **SFE, LLC**  
  Booth 631  
  Scottsdale, AZ  
  sfeinc.org  
  Putting Child Nutrition First

- **SiteLogiQ**  
  Booth 600  
  St. Paul, MN  
  sitelogiq.com  
  We are a Program Management firm that is dedicated to delivering comprehensive facility solutions and creating healthy and comfortable indoor environments.

- **Skyward, Inc.**  
  Booth 805  
  Stevens Point, WI  
  skyward.com  
  At Skyward, we develop and support two primary product lines: a student information system (SIS) and a finance and human resources management system (ERP). Our cutting-edge, user-friendly solutions are always backed by steadfast support.

- **SmartLab**  
  Booth 119  
  Longmont, CO  
  smarttablelearning.com  
  SmartLabs are integrated STEM learning environments where everything from the furniture to the SmartLab Learning curriculum and LearningHub software works together to support students during their hands-on, minds-on learning journey.

- **Solar Schools Pavilion**  
  Booth 125  
  Deerfield, WI  
  Clean energy for all Wisconsin schools. Renewable energy stabilizes a district’s utility costs and has an excellent return on investment. Visit the Solar Schools Pavilion to meet experts who can help your district develop a roadmap to clean energy.

- **Somerville Architects & Engineers**  
  Booth 404  
  Green Bay, WI  
  somervilleinc.com  
  Somerville is one of Wisconsin’s largest employee-owned architecture, engineering and interior design firms. We are best known for providing innovative, sustainable and value-added solutions to our clients.

- **Southern Bleacher Company**  
  Booth 429  
  Graham, TX  
  southernbleacher.com  
  Southern Bleacher is the nation’s largest stadium manufacturer. Since 1946, we have built a multitude of facilities for motor speedways, collegiate and high school playing fields, rodeo arenas and private entertainment venues.

- **Spectrum Industries/WIHSEA**  
  Booth 210  
  Chippewa Falls, WI  
  spectrumfurniture.com  
  Spectrum Industries is a WI-based manufacturer of Instructional, Audio-Visual, Esports, VR and Charging Furniture. Spectrum also supports and promotes the Wisconsin High School Esports Association. Visit us to learn about the benefits and opportunities created by WIHSEA.
Stalker Sports Floors
Booth 921
New London, WI
stalkersportsfloors.com
Stalker Sports Floors offers athletic flooring products and services.

Student Assurance Services, Inc.
Booth 729
Stillwater, MN
sas-mn.com
Student Assurance Services provides WI 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.

Summit Commercial Fitness, Inc.
Booth 610
Monona, WI
summitcf.com
Summit Commercial Fitness has 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, flooring, and accessories. Contact us for new and pre-owned equipment, as well as service and preventive maintenance. We’ve been partnering with schools since 2005. Local sales, Local products, Local service.

Taher, Inc.
Booth 530
Minnetonka, MN
taher.com
Taher, Inc. is a contract food service management company providing K-12 school lunch management, dining for campus, senior, business and catering, vending and office coffee services to clients in our growing nationwide footprint.

Teachers On Call a Kelly Services Company
Booth 911
Bloomington, MN
teachersoncall.com
Teachers On Call is 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.

The Alliance
Booth 1039
Madison, WI
the-alliance.org
The Alliance serves as the voice for self-funded employers who want more control over their healthcare costs. Using Smarter Networks and sophisticated data mining and analysis, they provide transparent, creative approaches to network and benefit plan design to unlock savings where others can’t – or won’t. They remain a trusted, objective partner for employers and their brokers who seek improved access to high-quality healthcare by contracting with a network of healthcare providers and doctors.

The Boldt Company
Booth 1024
Appleton, WI
boldt.com
Boldt is a national construction leader providing construction management and general contracting services in a range of industries.

The Insurance Center
Booth 915
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.

TIPS — The Interlocal Purchasing System
Booth 936
Pittsburgh, PA
tips-usa.com
TIPS is a leading national purchasing cooperative offering members access to competitively priced purchasing contracts leveraging the purchasing power of 10,000+ member agencies. “Purchasing Made Personal”

Tough Tek Metals®
Booth 212
Lansing, IA
toughtekmetals.com
Tough Tek Metals® manufactures high quality products that shield adults and children from harm or injury. We specialize in security screens that will protect windows and doors at your schools.

Transportant
Booth 918
Lenexa, KS
transportant.com
Does your school safety plan include your school buses? Ours Does! Transportant provides-Live video-Second by Second GPS- Tablet w Turn by Turn Directions-Ridership Tracking w Parent App - WiFi. Access all video & info from computer/Mobile Device.

Tricor Insurance, Inc.
Booth 821
Madison, WI
tricorinsurance.com
TRICOR Insurance provides risk management products and services specifically designed for Wisconsin Public Schools. We are experts in worker compensation, property, liability, and employee benefits insurance for WI schools.

Upper 90 Energy
Appleton, WI
upper90energy.com
Upper 90 is an independent, Wisconsin-owned company, focused on bringing flexible, high-quality, facility upgrades including minor renovations and efficiency solutions. We also offer engineering, commissioning, and sustainability consulting services.

USI Insurance Services
Booth 402
Brookfield, WI
usi.com
USI Insurance Services, helps clients focus on the growth of their business by providing strategic benefits consulting, business insurance and risk management, retirement plans, and HR solutions.

UW-Madison Applied Population Laboratory
Booth 632
Madison, WI
apl.wisc.edu
School demographers at the Applied Population Laboratory provide enrollment projections to address a school district’s needs. Districts may customize a detailed demographic study to include projections for facilities or financial planning.

Vergei
Booth 1106
Appleton, WI
vergei.com
Vergei provides Wisconsin schools turnkey engineering and construction management services. Our team focuses on designing and implementing well-engineered decarbonization solutions that reduce operating costs while improving health and life safety.

Virco Manufacturing Corp.
Booth 504
Jackson, WI
virco.com
Virco is America’s leading manufacturer of furniture and equipment for K-12 educators.

VJS Construction Services, Inc.
Booth 919
Pewaukee, WI
vjscs.com
VJS has provided construction services for over 73 years including master planning, stakeholder engagement, cost estimating, life-cycle cost analysis, construction management, construction administration, and general contracting.
Vogel Bros. Building Co.
Booth 225
Madison, WI
vogelbldg.com

Vogel Bros. Building Co. is 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

von Briesen's School Law Section is uniquely qualified to provide the solution to all of a school district’s legal needs. For more than fifty years, we have delivered client-driven results to school districts throughout Wisconsin.

WB Manufacturing
Booth 529
Thorp, WI
wibench.com

WB Mfg. designs and builds flexible, innovative, and durable furniture for various spaces, including classrooms, STEAM, CTE, media centers, offices, lockers, and more. Our products range from desks, tables, workstations, storage, and more.

WEA Academy
Booth 622
Madison, WI
weaacademy.org

WEA Academy provides educators with professional development. Teacher designed courses accelerate professional growth through online collaboration with instructor & 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.

Wendel
Booth 724
Eau Claire, WI
wendelcompanies.com

Wendel, 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.

Whitsons Culinary Group
Booth 205
Berkeley, IL
whitsons.com

Whitsons Culinary Group provides a premier full onsite contract food service management, as well as vended meals to school districts.

Window Enhancements LLC
Booth 241
Rothschild, WI
windowenhancementsllc.com

Certified installer of 3M brand window and decorative films, specializing in safety/security films for all Wisconsin schools, as well as heat reducing, and privacy films.

Wisconsin Association for Equity in Funding
Booth 405
Antigo, WI
waef.net

AEF is a group of school districts advocating for financial equity in the state system of school financing. For almost 3 decades, the state budget has created winners and losers. We are committed to fairness by raising all districts.

Wisconsin Association of School Boards (Commons)
Booth 439
Madison, WI
wasb.org
Wisconsin Association of School Boards (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 Association of School Personnel Administrators
Booth 436
Cottage Grove, WI
waspap.org
WASPA specifically targets and represents school HR professionals in Wisconsin. However, if your district does not have a targeted HR professional, superintendents, principals, payroll and benefit specialists or HR managers would benefit from WASPA membership.

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 Challenge Academy
Booth 239
Fort McCoy, WI
challengeacademy.org
The Academy will help you discover the character within you and enrich you both mentally and physically—all while you earn your HSED. You’ll develop the life skills you need to succeed and become a responsible citizen as your negative habits are replaced with positive alternatives.

Wisconsin Civic Learning Coalition
Booth 237
Ashland, WI
civicswi.org
The Wisconsin Civic Learning Coalition brings together stakeholders from across the state to strengthen nonpartisan civics and government education in schools.

Wisconsin Construction Craft Laborers
Booth 1015
DeForest, WI
wiLABC.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 1041
Madison, WI
dpi.wi.gov
Members of the Licensing, Educator Advancement and Development (LEAD) team and Title I ESSER Support Team will be to answer your teacher licensing/development and federal grant funding/reporting questions.

Wisconsin Health and Physical Education, Inc.
Booth 843
La Crosse, WI
whpe.us
The professional association of Wisconsin Health and Physical Education (WHPE) is committed to our mission of providing quality professional development and advocacy focusing on the needs of our members and profession.

Wisconsin Interscholastic Athletics Association
Booth 701
Stevens Point, WI
wiaaw.org
The WIAA is a voluntary, unincorporated, and nonprofit organization which consists of a diversified membership of public and nonpublic high school and middle schools. The WIAA, among other things, acts as a partner in the total education process.

Wisconsin Interscholastic Speech & Dramatic Arts Assoc. (WISDAA)
Booth 620
La Crosse, WI
wisdaa.org
Wisconsin Interscholastic Speech & Dramatic Arts Association (WISDAA) coordinates interscholastic contests, programming, and professional development in middle and high school speech, debate, one-act theatre, and film. wisdaa.org

Wisconsin PTA
Booth 931
Milwaukee, WI
wisconsinpta.org
The Wisconsin PTA promotes and supports opportunities for families to effectively participate in their children’s lives by engaging parents in a new era of education and child welfare.

Wisconsin Public Education Network
Booth 738
Sun Prairie, WI
wisconsinnetwork.org
We are an informal, non-partisan alliance of parents, educators, board members, administrators, schools districts, and groups all over the state who are committed to ensuring that the public schools that are the hearts of our communities have the resources they need to ensure every child at every school has equal opportunity to learn and succeed in the classroom and beyond.

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 Rural Schools Alliance
Booth 736
Taylor, WI
wrsa.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 938
Waunakee, WI
wsma.com
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
The Wisconsin School Public Relations Association expands the capacity of our members to provide effective communication management for the purpose of strengthening educational opportunities for all students.

WISEdash Local
Booth 639
Ashland, WI
WISEdashLocal.org
WISEdash Local is a Wisconsin school district consortium creating a single location for school and student data from your student information system and statewide/local assessments, integrated onto daily updated dashboards.

Wolf Architects and Engineers
Booth 319
St Paul, MN
wolfae.com
From facility assessments to long-range planning, collaborative designs, and engaged user input, Wolf delivers a design experience that uniquely meets our clients’ needs, while building relationships that become long-term partnerships.

ZeroEyes
Booth 1123
Conshohocken, PA
zeroeyes.com
ZeroEyes delivers a proactive gun detection solution that integrates into existing digital security cameras to stop mass shootings and gun-related violence by reducing response times.

Zimmerman Architectural Studios, Inc.
Booth 305
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.
# Exhibitors By Category

Note: This is our complete list of exhibitors as of press time. Visit WASB.org/convention for an updated list or reference the 2024 State Education Convention Guide or app.

- WASB Service Associate
- 2024 Convention Sponsor

## Administrative Software and Integration Tools
- Associated Benefits Connection
- BoardDocs
- ByDesign
- CESA 7
- DocuNav Solutions
- Frontline Education
- Infinite Campus
- Jmc
- Otus
- rSchoolToday
- Skyward, Inc.
- Wisconsin Department of Public Instruction
- WISEdash Local

## Associations, Non-Profits, and Government Agencies
- Awareness to Action - A Program of Children’s Wisconsin
- Board of Commissioners of Public Lands
- CESA 2
- CESA 5
- CESA 6
- CESA 9 Statewide Programs
- Dept of Financial Institutions, Office of Financial Literacy
- Focus on Energy
- Literacy Task Force of Wisconsin
- Solar Schools Pavilion
- WEA Academy
- Wisconsin Association for Equity in Funding
- Wisconsin Association of School Boards (Commons)
- Wisconsin Association of School Business Officials
- Wisconsin Association of School District Administrators
- Wisconsin Association of School Personnel Administrators
- Wisconsin Civic Learning Coalition
- Wisconsin Department of Public Instruction
- Wisconsin Health and Physical Education, Inc.
- Wisconsin Interscholastic Athletics Association
- Wisconsin Interscholastic Speech & Dramatic Arts Assoc. (WISDAA)
- Wisconsin PTA
- Wisconsin Public Education Network
- Wisconsin Rural Schools Alliance
- Wisconsin School Music Association
- Wisconsin School Public Relations Association

## Athletics: Equipment, Seating, Surfacing
- AstroTurf
- Baseman Floors, Inc.
- Boland Recreation, Inc.
- Brock USA
- Carroll Seating Company
- Fisher Tracks, Inc.
- Gerber Leisure Products
- GT Grandstands, Inc.
- H2I Group, Inc.
- J W Industries, LLC
- Marshfield Book & Stationery
- Midwest Sport & Turf Systems - Synthetic Turf
- Musco Sports Lighting
- ProStar Surfaces
- Southern Bleacher Company
- Summit Commercial Fitness, Inc.

## Audio, Video, Multimedia Equipment and Design
- Mainstage Theatrical Supply, Inc.
- Marco Technologies
- Musco Sports Lighting
- Transportant

## Awards and Recognition Programs
- Associated Benefits Connection
- Wisconsin Health and Physical Education, Inc.
Business Services

#SocialSchool4EDU
Apptegy
★ ❥ Baird Public Finance
CESA 2
Diamond Assets
Dorreen Dembski Communication Services, LLC
ESS
Heartland Business Systems
◆ Key Benefit Concepts, LLC
Marco Technologies
REALxing
Schu Marketing
The Alliance
TIPS - The Intergovernmental Purchasing System
U.S. BENEFITS/MidAmerica
★ WEA Member Benefits
★ ZeroEyes

Communications, Telecommunications, Technology

Capital Data Inc.
JP Cullen

Distance and Online Learning Services

Destination Career Academy of Wisconsin
eAchieve Academy - Wisconsin
Kiel eSchool / Between the Lakes Virtual Academy
Rural Virtual Academy
WEA Academy

Educational Management and Consulting and/or Research

#SocialSchool4EDU
★ ❥ Baird Public Finance
Capturing Kids’ Hearts
CESA 5
CESA 6
CESA 8
DocuNav Solutions
ECRA Group, Inc.
Edustaff
◆ EMC Insurance Companies
★ FranklinCovey Education
Hazard, Young, Attea & Associates
jmc
LacCourte Oreilles Ojibwe University
Literacy Task Force of Wisconsin
McPherson & Jacobson LLC
Meteor Education
Scholarus Learning
Wisconsin Association for Equity in Funding

Enrichment Programs and Curricular Programs

Amplify
CESA 9 Statewide Programs
Champions® Before- And After-School Programs
Collaborative Classroom
Dream Flight USA
eAchieve Academy - Wisconsin
EmpowerU
★ FranklinCovey Education
Hero Cards Benefit Corp.
Kiel eSchool / Between the Lakes Virtual Academy
LAB Midwest, LLC
Literacy Task Force of Wisconsin
National Inventors Hall of Fame
Palmer Hamilton
Rural Virtual Academy
Scholarus Learning
SmartLab
Solar Schools Pavilion
United States Marine Corps
Wisconsin Challenge Academy
Wisconsin Civic Learning Coalition
Wisconsin Interscholastic Speech & Dramatic Arts Assoc. (WISDAA)
Wisconsin PTA
Wisconsin School Music Association

Facilities: Architecture, Design, Engineering

Allume Architects, LLC
Ameresco Inc.
ATS&R Planners / Architects / Engineers
ATS&R Planners / Architects / Engineers
◆ Bray Associates Architects, Inc.
Demco, Inc.
DLR Group
◆ Epstein Uhen Architects, Inc.
Excel Engineering, Inc.
FEH Design
FGM Architects Inc.
Groth Design Group, Inc.
Hellas Construction
Hoffman Planning, Design & Construction, Inc.
HSR Associates, Inc.
ISG
JSD Professional Services
LHB, Inc.
McKinstry
MSA
★ Nexus Solutions
★ Performance Services, Inc.
◆ Plunkett Raysich Architects, LLP
Point of Beginning, Inc.
★ Rettler Corporation
◆ Scherrer Construction Company, Inc.
Schmidt Custom Floors
StielogQ
Southern Bleacher Company
★ The Boldt Company
Upper 90 Energy
Vergey
★ VIS Construction Services, Inc.
Vogel Bros. Building Co.
Wendel
Wisconsin Construction Craft Laborers

Facilities: Flooring and Wall Coverings

Badger Mats
Baseman Bros. Inc.
Baseman Floors, Inc.
FieldTurf / Tarkett Sports
Graphic House, Inc
ProStar Surfaces
River Valley Architects
Schmidt Custom Floors
Stalker Sports Floors
Summit Commercial Fitness, Inc.

Facilities: Furnishings and Shelving

Carroll Seating Company
Demco, Inc.
Marshfield Book & Stationery
Meteor Education
Midwest Educational Furnishings, Inc.
Nook Wellness Pods
Palmer Hamilton

Athletic Field Services, Inc.
Balesteri Environmental & Development, Inc.
◆ C.D. Smith Construction, Inc.
CESA 10
◆ C G Schmidt, Inc
Custofoam Corporation
Greenfire Management Services
Hellas Construction
Helm Service
HDEFF BUILDERS INC.
Hoffman Planning, Design & Construction, Inc.
Hooper Corporation
HSR Associates, Inc.
Huffman Keel Partners
ISG
◆ J.H. Findorff & Son, Inc.
◆ JP Cullen
JSD Professional Services
JWC Building Specialties Inc.
Kraemer Brothers, LLC
★ Kraus-Anderson
Market & Johnson, Inc.
McKinstry
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<th>River Valley Architects</th>
<th>Spectrum Industries/WIHEA</th>
<th>Virco Manufacturing Corp.</th>
<th>WB Manufacturing</th>
<th>Wold Architects and Engineers</th>
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**Facilities: Hardware, Doors, Windows, Lab Equipment**
- CESA 10
- Graphic House, Inc
- H2I Group, Inc.
- Palmer Hamilton
- Safe Haven Defense
- Tough Tek Metals®
- Window Enhancements LLC

**Facilities: Lighting**
- Energy Performance Lighting
- Hellas Construction
- Helm Service
- Mainstage Theatrical Supply, Inc.
- Musco Sports Lighting
- Somerville Architects & Engineers
- Upper 90 Energy

**Facilities: Mechanical Systems, Energy Services**
- ARAMARK K-12 Education
- CESA 10
- Complete Control Inc.
- Excel Engineering, Inc.
- Focus on Energy
- Helm Service
- Hooper Corporation
- ISG
- McKinstry
- North American Mechanical, Inc.
- Schu Marketing
- SiteLogIQ
- Solar Schools Pavilion
- Somerville Architects & Engineers
- TIPS - The Interlocal Purchasing System
- Upper 90 Energy
- Veregy
- Vogel Bros. Building Co.
- Wendel
- Window Enhancements LLC
- Wold Architects and Engineers

**Facilities: Roofing**
- Custofoam Corporation

**Financial Services, Consulting and Accounting**
- Baird Public Finance
- Dept of Financial Institutions, Office of Financial Literacy
- Ehlers & Associates, Inc.
- Frontline Education
- HPS/PayMedix
- PMA Financial Network, LLC
- U.S. BENCOR/MidAmerica
- ★ WEA Member Benefits
- Wisconsin Public Finance Professionals, LLC

**Food Service Management, Equipment and Products**
- ARAMARK K-12 Education
- CESA Purchasing
- Chartwells School Dining Services
- jmc
- K1-12 by Eler
- Quest Food Management Services
- SFE, LLC
- Taher, Inc.
- Whitsons Culinary Group
- ★ WEA Member Benefits

**Health Services**
- ★ Astia Health
- BeLine Health
- EmpowerU
- Maxim Staffing
- Prairie States Enterprise, Inc.
- QuadMed
- The Alliance
- ★ WEA Member Benefits

**Higher Education**
- Anatomage
- Dept of Financial Institutions, Office of Financial Literacy
- LacCourte Oreilles Ojibwe University
- Midwest Educational Furnishings, Inc.
- UW - Madison Applied Population Laboratory

**Information Management Services and Consulting**
- Capital Data Inc.
- Diamond Assets
- Frontline Education
- Marco Technologies
- WISEdash Local

**Insurance: Health, Dental, Vision, LTD, Life and Long-term Care**
- Ansay & Associates, LLC
- CESA 7
- Community Insurance Corporation/WCA Group Health Trust
- Dean Health Plan
- Delta Dental of Wisconsin
- First Agency
- HPS/PayMedix
- Key Benefit Concepts, LLC
- ★ M3 Insurance
- Marsh & McLennan Agency
- National Insurance Services
- Network Health
- Prairie States Enterprise, Inc.
- ★ WEA Member Benefits

**Insurance: Property and Casualty**
- Ansay & Associates, LLC
- Community Insurance Corporation/WCA Group Health Trust
- EMC Insurance Companies
- Gallagher
- Liberty Mutual Insurance
- ★ M3 Insurance
- Marsh & McLennan Agency
- ★ R&R Insurance Services, Inc.
- The Insurance Center
- Tricor Insurance, Inc.
- ★ USI Insurance Services
- ★ WEA Member Benefits

**Insurance: Third-Party Administration**
- Associated Benefits Connection
- ★ Bentek
- Centivo
- Diversified Benefit Services, Inc.
- First Agency
- Gallagher
- National Insurance Services
- Prairie States Enterprise, Inc.
- Security Health Plan of Wisconsin, Inc.
- Student Assurance Services, Inc.
- The Insurance Center
- Tricor Insurance, Inc.
- ★ USI Insurance Services

**Insurance: Workers Compensation**
- Ansay & Associates, LLC
- Community Insurance Corporation/WCA Group Health Trust
- EMC Insurance Companies
- Gallagher
- Liberty Mutual Insurance
- ★ M3 Insurance
- Marsh & McLennan Agency
- ★ R&R Insurance Services, Inc.
- RAS
- ★ USI Insurance Services

**Janitorial Services, Cleaning Supplies and Equipment**
- ARAMARK K-12 Education
- CESA Purchasing
- Chartwells School Dining Services
- Dashir Management Services, Inc.
- Schmidt Custom Floors
Legal Services
- Boardman & Clark, LLP, Attorneys at Law
- Buelow Vetter Buikema Olson & Vliet, LLC
- Quarles & Brady LLP
- Renning, Lewis & Lacy, s.c.
- von Briesen & Roper, S.C.
- Wisconsin Association of School Boards (Commons)

Management, Consulting and/or Research
- Dorreen Dembski Communication Services, LLC
- Huffman Keel Partners
- McPherson & Jacobson LLC
- Neola, Inc.
- REALiving
- School Perceptions
- UW - Madison Applied Population Laboratory

Market Place
- HENKA LLC

Office and School Supplies and Equipment
- CESA Purchasing
- Demco, Inc.
- First Technologies, Inc
- Marshfield Book & Stationery
- Meteor Education
- Midwest Educational Furnishings, Inc.
- SmartLab
- TIPS - The Interlocal Purchasing System
- Vinco Manufacturing Corp.

Photography, Yearbooks and ID Systems
- Cahill Studios of Photography

Playground and Sporting Equipment
- BCI Burke Company, LLC
- Boland Recreation, Inc.
- Brock USA
- Gerber Leisure Products
- Summit Commercial Fitness, Inc.

Policy Services
- Awareness to Action - A Program of Children’s Wisconsin
- Boardman & Clark, LLP, Attorneys at Law
- Neola, Inc.
- Partnership for a Tobacco-Free Wisconsin
- Renning, Lewis & Lacy, s.c.
- Wisconsin Association of School Boards (Commons)

Professional Development
- #SocialSchool4EDU
- Boardman & Clark, LLP, Attorneys at Law
- Capturing Kids’ Hearts
- CESA 2
- CESA 5

Security and Alarm Systems Consulting and Design
- Ameresco Inc.
- Complete Control Inc.
- Engineered Security Solutions
- Excel Engineering, Inc.
- Nelson Communications, Inc (NCI)
- RF Technologies
- Safe Haven Defense
- Window Enhancements LLC
- ZeroEyes

Signs and Scoreboards
- Correct Digital Displays Inc.
- Gerber Leisure Products
- Graphic House, Inc
- H2I Group, Inc.

Strategic Planning, Management Consulting
- Ameresco Inc.
- Capturing Kids’ Hearts
- Diamond Assets

Transportation Products and Services
- Dairyland Buses, Inc
- First Student, Inc.
- GO Riteway Transportation Group
- Lamers Bus Lines, Inc
- Mid-State Truck Service, Inc.
- Nelson’s Bus Service, Inc.
- Transportant
- Wisconsin Bus Sales - Blue Bird

Survey Services
- Hazard, Young, Attea & Associates
- Ramaker & Associates, Inc.
- Retter Corporation
- Scholarus Learning
- School Perceptions

Teaching Services
- Anatomage
- CESA 8
- Collaborative Classroom
- eAchieve Academy - Wisconsin
- ESS
- Kiel eSchool / Between the Lakes Virtual Academy
- LacCourte Orielles Ojibwe University
- Maxim Staffing
- Renaissance Learning
- Rural Virtual Academy
- Teachers On Call a Kelly Services Company
- United States Marine Corps

Theater Supplies, Services and Productions
- Mainstage Theatrical Supply, Inc.
ASSOCIATION INFO

2024 CONVENTION ADVISORY COMMITTEE

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Dan Rossmiller, executive director
Rosanne Hahn, Burlington
Sue Todey, Sevastopol
Sandie Anderson, Wild Rose
Mike Humke, Dodgeville
Barbara Herzog, Oshkosh
Amy Qualmann, conference and events manager
Sierra Linton, communications and marketing specialist

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Dan Tjernagel, Sturgeon Bay
Andrea Sheridan, Athens
Randy Refslund, Argyle
Michele Butler, Gale-Ettrick-Trempealeau
Allen Brokopp, Monticello
Jeff Walters, Hartford Union
Jonathan Schmidt, Riverdale
Leslie Bergstrom, Oregon

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Phil Frei, past president, Sun Prairie
Sarah Viera, president-elect, Mequon-Thiensville
Brian Adesso, treasurer, Menasha
Demetri Andrews, Platteville
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Rebecca Hansen, Kimberly
Jeremiah Johnson, Muskego-Norway
Joe Ledvina, La Crosse
Troy Miller, LHB, Inc.

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Lynette Coy, River Falls
Rebecca Hansen, Kimberly
Jeremiah Johnson, Muskego-Norway
Joe Ledvina, La Crosse
Troy Miller, LHB, Inc.

ASSOCIATION STAFF & CONTACT INFORMATION

▶ WASB
Wisconsin Association of School Boards
122 W. Washington Avenue, Suite 400
Madison, WI 53703-2761
608-257-2622 or 877-705-4422

Dan Rossmiller, executive director
Roxy Barforth, production room assistant, Winneconne
Robert Butler, associate executive director and staff counsel
Jenn Diaz, staff counsel
Barry Forbes, associate executive director and staff counsel
Ingrid Frank, executive assistant
Cheryl Gullicksrud, search and governance consultant
Teresa Kimball, policy and member services assistant
Joe Koenig, director of finance and administrative services
Christopher Kulow, government relations director
Dan Linehan, director of communications
Sierra Linton, communications and marketing specialist
Dan Mallin, legal and policy services counsel

Pat Mans, search and governance consultant
David Martin, government relations specialist
Mark McCarthy, director of information technology
Scott Mikesch, legal and policy services counsel
Ben Niehaus, director of member services
Paula Osburn, office manager, Winneconne
Amy Qualmann, conference and events manager
Ben Richter, staff counsel
Delta Smith, technology services specialist
George Steffen, search and governance consultant
Cheryl Stinski, governance consultant
Sally Sweitzer, paralegal, search services coordinator
Kelly Thompson, search and governance consultant
Patti Vickman, search and governance consultant
Jessica Woodburn, accountant

▶ WASDA
Wisconsin Association of School District Administrators
4797 Hayes Road, Suite 201
Madison, WI 53704-3288, 608-242-1090

Jon Bales, executive director
Nancy Lund, executive assistant
Barbara Sramek, director of professional development and member services
Jessica Schwedsky, administrative assistant
Kathleen Cooke, First Year Superintendents Academy Facilitator

▶ WASBO
Wisconsin Association of School Business Officials
4797 Hayes Road, Suite 202
Madison, WI 53704-3288, 608-249-8588

Mike Barry, executive director
Jeanne Deimund, associate executive director
Tina Hafeman, special projects coordinator
Kristin Hauser, membership coordinator
Ryan Silvola, marketing and communications coordinator
Kaitlyn Peters, professional development and member services coordinator
Candie Steffen, accountant
Anne Chapman, research director
Sue Schnorr, mentorship coordinator
Jill Bodwin, mentorship coordinator
DyShaunn Simmons, office assistant

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2023-24 Awards

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

SCHOOL BOARD SERVICE AWARDS

20 YEARS
Cheryl Baysinger, Westosha Central High
Barbara Braker, Randolph
Mark Cassellius, Onalaska
Brian Derber, North Lakeland
dan deYoung, Cambria-Friesland
Daniel Dutscheck, Necedah Area
Kaye Eggert, Appleton Area
darrell fenske, Markesan
Jason Figi, Black Hawk
Bob Green, Middleton-Cross Plains Area
Kenneth Harter, Oconto Falls
Mary Heyer, Walworth J1
Michael Horak, Necedah Area
Brian Horn, Brillton

James Knutson, Tri-County Area
William Kuehn, Markesan
Mike Kwaterski, Three Lakes
Debbie Larson, Franklin
andy lyke, Ripon Area
Elizabeth Manion, Waupaca
david Miller, Menominee Indian
dennis Pfingsten, Juda
Patricia Qualman, Algoma
William Tesmer, Colby
doug Waterman, Royall
Stephen Hock, North Fond du Lac
daniel Kudert, Linn J4
herman maier, Fennimore Community
darrell Pierson, Prentice
Roy Ruesegger, Pecatonica Area
sue Schultz, North Lake
tim Silvertson, Elk Mound Area
Gary Smith, Lakeland UHS

40 YEARS
Cliff Gerbers, Gillett
Keith Jacobson, North Cape

50 YEARS
Robert Langham, Birchwood

TEACHERS OF THE YEAR
Saghar Homayounpour New Berlin West Middle/High School, School District of New Berlin
Claudia Heller de Messer Milwaukee Parkside School for the Arts, Milwaukee Public Schools
Rachel Kunferman McKinley Elementary School, Wauwatosa School District
Katelyn Simmerman Cedar Grove-Belgium Middle School, Cedar Grove-Belgium School District

Brian Collins Unity High School, Unity School District

PRINCIPALS OF THE YEAR
Elementary Principal of the Year
Nikki Harcus Westside Elementary School, Sun Prairie

Secondary Principal of the Year
Andrew Farley Brookfield East High School, Elmbrook

Associate Principal of the Year
Jeffrey Taege Butler Middle School, Waukesha

SUPERINTENDENT OF THE YEAR
Mark Hansen Elmbrook

BUSINESS MANAGER OF THE YEAR
John Stellmacher Kettle Moraine
Tim Prunty Antigo Unified (ret.)

NEW BUSINESS MANAGER OF THE YEAR
Jeff Genovese Yorkville Joint #2

EDUCATOR AWARDS

20 YEARS
Cheryl Baysinger, Westosha Central High
Barbara Braker, Randolph
Mark Cassellius, Onalaska
Brian Derber, North Lakeland
dan deYoung, Cambria-Friesland
Daniel Dutscheck, Necedah Area
Kaye Eggert, Appleton Area
darrell fenske, Markesan
Jason Figi, Black Hawk
Bob Green, Middleton-Cross Plains Area
Kenneth Harter, Oconto Falls
Mary Heyer, Walworth J1
Michael Horak, Necedah Area
Brian Horn, Brillton

James Knutson, Tri-County Area
William Kuehn, Markesan
Mike Kwaterski, Three Lakes
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doug Waterman, Royall
Stephen Hock, North Fond du Lac
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John Stellmacher Kettle Moraine
Tim Prunty Antigo Unified (ret.)

NEW BUSINESS MANAGER OF THE YEAR
Jeff Genovese Yorkville Joint #2

STUDENT ART AWARD
Jaia Underwood, Nicolet Union High School District
Coordinated in cooperation with the Wisconsin Art Education Association and sponsored by Performance Services.

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 103rd State Education Convention and Exhibit Show.

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

SEE YOU NEXT YEAR! JANUARY 22-24, 2025 | Milwaukee
### Committee Meeting Times

_All meetings take place in the Hilton Milwaukee City Center Hotel._

#### TUESDAY | JANUARY 16
- 1 p.m.
  WASDA Board of Directors — Walker, Hilton
- 8 p.m.
  WASB Policy and Resolutions Committee Meeting — Walker, Hilton

#### WEDNESDAY | JANUARY 17
- 8 a.m.
  WASDA Small Schools Committee — Walker, Hilton
- 8:30 a.m.
  CESA Board of Control Appreciation Breakfast — Wright AB, Hilton
  WASDA Legislative Committee — Regency Ballroom, Hilton
  WASDA K-8 Schools Committee — Empire Ballroom, Hilton
- 9:15 a.m.
  Fair Aid Coalition Annual Meeting/Executive Board Meeting — Kilbourn, Hilton
- Noon
  WASDA Large District Caucus — Regency Ballroom, Hilton
- 5:30 p.m.
  Equity in Funding AEF Annual Membership Meeting - Walker, Hilton

#### THURSDAY | JANUARY 18
- 7 a.m.
  WASDA Fellowship Meeting — Walker, Hilton
- 1:30 p.m.
  WASBO Spring Conference Planning Committee — Wright C, Hilton

### AT-A-GLANCE...
_Congress schedule quick reference._

#### TUESDAY | JANUARY 16
- 11 a.m.-6 p.m. **REGISTRATION**
- 1:30-5 p.m. **PRE-CONVENTION WORKSHOPS**
- 7-8 p.m. **PRE-DELEGATE ASSEMBLY DISCUSSION** Hilton Milwaukee City Center

#### WEDNESDAY | JANUARY 17
- 7 a.m.-5 p.m. **REGISTRATION**
- 8-9 a.m. **BREAKOUT SESSIONS** Including **CONVENTION/DELEGATE ORIENTATION**
- 9 a.m.-4:30 p.m. **BOOKSTORE/EXHIBIT HALL**
- 9-10 a.m. **DEDICATED EXHIBIT HALL TIME/EXHIBIT HALL BREAKFAST**
- 10 a.m.-Noon **GENERAL SESSION SEAN COVEY**, keynote speaker
  Noon-1:30 p.m. **LUNCH; DEDICATED EXHIBIT HALL TIME**
- 1:30 p.m. **DELEGATE ASSEMBLY**
  Ballroom A/B, Baird Center
- 1:30-2:30 p.m. **BREAKOUT SESSIONS**
- 2:30-3:30 p.m. **DEDICATED EXHIBIT HALL TIME**
- 3:30-4:30 p.m. **BREAKOUT SESSIONS**
- 4:30-5:30 p.m. **NETWORKING RECEPTION**
  Crystal Ballroom, Hilton Milwaukee City Center

#### THURSDAY | JANUARY 18
- 7:30 a.m. **WASB BREAKFAST**
  Hilton Milwaukee City Center
  **KELSEY TAINSH**, keynote speaker
- 8 a.m.-3 p.m. **REGISTRATION**
- 8:45-9:45 a.m. **BREAKOUT SESSIONS**
- 9 a.m.-2 p.m. **BOOKSTORE**
- 9 a.m.-2 p.m. **EXHIBIT HALL**
- 9 a.m.-11:30 a.m. **EDUCATION TOUR** (times subject to change)
- 9:45-10:45 a.m. **DEDICATED EXHIBIT HALL TIME**
- 10:45-11:45 a.m. **BREAKOUT SESSIONS**
- 11:45 a.m.-1:45 p.m. **DEDICATED EXHIBIT HALL TIME**
- Noon-1:15 p.m. WASDA and WASBO **LUNCHEONS** Hilton Milwaukee City Center
- 1:45-2:45 p.m. **BREAKOUT SESSIONS**
- 3-5 p.m. **GENERAL SESSION JOHN QUINONES**, keynote speaker

#### FRIDAY | JANUARY 19
- 8-9 a.m. **BREAKOUT SESSIONS**
- 9:15-10:15 a.m. **BREAKOUT SESSIONS**
- 10:30 a.m.-12 p.m. **GENERAL SESSION MAYA PAYNE SMART**, keynote speaker
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