

★ **OFFICIAL GUIDE 2026 CONVENTION** ★



Wisconsin State Education

Convention 2026

JANUARY 21-23, 2026 • BAIRD CENTER • MILWAUKEE • #EdCon2026

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Welcome to the State Education Convention!

We are the presidents of the Wisconsin Association of School Boards, the Wisconsin Association of School District Administrators and the Wisconsin Association of School Business Officials.

Welcome to the 105th annual Wisconsin State Education Convention! We're ready to spend the next three days sharing our passion for public education.

Collaborate. Innovate. Elevate. This year's theme reminds us that we're all in this together. Across Wisconsin, fantastic education leaders like you are making a difference every day. We've got many of them in the building this week, so let's work together, develop new partnerships, explore creative pathways and elevate the futures of the amazing students we serve.

Thank you for being here and for everything you do to support your students and communities throughout the year.



Andrew Maertz
WASB President
Reedsville



Patrick Rau
WASDA President
Peshtigo



Mike Koltes
WASBO President
CESA 5

KEYWORD INDEX

Association Staff, Board of Directors	60	Convention Advisory Committee	60	Hotels, Shuttle Schedule.	5
At-a-Glance Schedule	63	Delegate Assembly Activities	6, 10, 13	Meal Events	
Award Recipients	62	Education Tour	25	WASB Breakfast Program	17
Book Signings.	16, 17	Exhibit Hall Highlights	34	WASDA Luncheon	21
Bookstore Hours	35	Exhibitors, alphabetical.	39	WASBO Luncheon	21
Breakout Sessions		Exhibitors, by category	56	Mobile App	5
Wednesday	7	Floor Plans, Maps	36-38	Networking Reception	15
Thursday.	16	General Information.	4	Pre-Convention Workshops	6
Friday	28	General Sessions		Social Media, Convention Updates	4
Breakout Session Handouts	4	Wednesday	7	Student Showcase, Art and Music	33
Committee Meetings	63	Thursday.	16		
		Friday	28		



PRESENTING ORGANIZATIONS

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



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 breakout session materials? The Handout Print Center is not available at the Baird Center this year. To view or print handouts, visit WASB.org/convention to find copies of every presentation provided by the speakers. Click on the title of the breakout session you're looking for, scroll down to "Handout(s)" and click to open the file.

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.

Social Media

We want you to join the conversation! Post about your convention experiences using the hashtag **#EdCon2026**. Follow "@WASBIWI" on X/Twitter, "WISchoolBoards" on Facebook, and "TheWASB" on YouTube 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 Sustainable Schools Pavilion in the Exhibit Hall for a chance to win a complimentary registration to the 2027 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.

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

Shuttle Schedule

Complimentary shuttle service provided by Lamers Bus Lines will run every 45 minutes between the Baird Center and the designated convention hotels on Wednesday, Jan. 21, and Thursday, Jan. 22. Unless otherwise indicated, the shuttle pick-up and drop-off is at the ground floor doors of the Baird Center, located near the corner of N. Vel R. Phillips Ave. and Wells St. (between Ballrooms A/B and C/D). Shuttles will operate at the following times:



WEDNESDAY
7–9 a.m.
4:30–5 p.m.
5–6 p.m.*

THURSDAY
6:30–7:30 a.m.**
7:30–8:30 a.m.
5–6 p.m.

* 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 by Hilton Milwaukee Downtown

Hilton Garden Inn Milwaukee Downtown
Hyatt Place Milwaukee Downtown
Milwaukee Marriott Downtown
Saint Kate Arts Hotel



The convention in your pocket.

THE 2026 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 "WI Ed Conv" in Apple's App Store or Google Play Store or scan the code to the right.

Be sure to download the 2026 version of the app for this year's convention.

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



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TUESDAY, JANUARY 20, 2026

PRE-CONVENTION WORKSHOPS

1:30–5 p.m., Baird Center, Pre-registration required

★ **School Finance Puzzle**

201 D/E, Baird Center

Learn about the major components of the Wisconsin school finance system using a hands-on, interactive approach from 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 while learning how these components interrelate and impact board decision-making. Leave the workshop with increased confidence in discussing school finance concepts and fostering an environment of trust in your community for the benefit of students.

WASBO, Wisconsin DPI

★ **The Women of WAS-
A Deep Dive Into the 4 Cs**

202 D/E, Baird Center

Take this inspiring opportunity to connect with other women leaders from across the state to amplify your leadership through the four Cs: compassion, confidence, communication and connection. The workshop takes a deep dive into each of these themes using recent works from women authors. Join us and become part of a vibrant community where women's strength and voice are acknowledged and nurtured.

*Hartford J1: Tara Villalobos, superintendent.
Neenah: Mary Pfeiffer, former superintendent.
St. Francis: Deb Kerr, superintendent*

★ **Our Students, Our Future
Empowering Boards and
Superintendents With Governance**

202 A/B, Baird Center

If you became a superintendent or ran for the school board to focus on student learning and continuous improvement, this workshop is for you. Hear from four districts with governance models that ensure every board policy focuses on student learning, district leaders are held accountable to clear expectations, the board stays focused on district long-term health, and the district fosters trust in the community for the benefit of all students.

DeForest: Gail Lovick, board president; Rebecca Toetz, superintendent. Eau Claire: Lori Bica, board vice president; Michael Johnson, superintendent; Tim Nordin, board president. Sun Prairie: Bryn Horton, board member; Diana McFarland, board president; Brad Saron, superintendent. Verona: Jennifer Murphy, board president

★ **Beyond the Score
Equipping School Boards to Use
Data for Informed Decision-Making**

203 C/D, Baird Center

This hands-on workshop equips board members to interpret Wisconsin's school and district data using WISEdash Public and the State Report Cards. Participants will explore key indicators—achievement, growth, attendance and more — through live demos and guided activities. We'll also unpack DPI's new standard-setting process and changes to rating categories. By session's end, board members will better understand how report card data is determined, how to avoid common pitfalls, and how to use data to support informed governance, goal setting and advocacy.

CESA 3: Lisa Arneson, director of school improvement. CESA 6: Mary Ann Hudziak, co-director, learning and assessment. CESA 8: Stephanie Feldner, director of curriculum, instruction and assessment

Pre-Delegate Assembly DISCUSSION Tuesday, Jan. 20 | 7 p.m. Crystal Ballroom, Hilton

This discussion session gives delegates an opportunity to seek any needed clarifications, ask questions and offer emergency resolutions. **NO DEBATE WILL BE ALLOWED.** The WASB Policy and Resolutions Committee will meet immediately following the discussion.

WEDNESDAY, JANUARY 21, 2026

OPENING GENERAL SESSION

10 a.m.–Noon
Baird Center, Ballroom C/D

Presiding: **Patrick Rau**
WASDA president
Peshtigo School District



Patrick Rau

Iola-Scandinavia High School Band will open the State Education Convention with a special performance. Administrators and educators of the year will be recognized during the general session, along with the student art award winner.

State Superintendent Jill Underly and Milwaukee Public Schools Interim Superintendent Dr. Brenda Cassellius have been invited to address the opening general session.

KEYNOTE SPEAKER

Anne Marie Anderson

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The three-time Emmy Award-winning broadcaster, keynote speaker and author

walked through ESPN's doors fresh out of college, embarking on a career that led her into the boardrooms and locker rooms of some of the most successful franchises in sport. Utilizing the methods observed through behind-closed-doors coverage of high-performing coaches, athletes and executives, Anderson applied their penchant for taking bold, sometimes surprising, risks to her own personal and professional life. The knowledge and experience she has gained through making one surprising career move after another led her to becoming one of the most experienced female play-by-play announcers in the country. In "Cultivating Audacity," Anne Marie shares the system she developed to find the courage to confront her hesitation and break down barriers that stood between her and the life she wanted.

Following her keynote, Anne Marie Anderson will step outside the ballroom to hold a book signing, featuring copies of "Cultivating Audacity."



WEDNESDAY Breakout Sessions

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

8:00-9:00 A.M.

COMMUNITY ENGAGEMENT

● Empowered Communities, Kindergarten-Ready Kids

203 C/D How can communities boost school readiness without relying solely on school budgets? This session introduces Reading Engagement for Early Learners while exploring local partnerships and the REEL Toolkit. Whether just starting or expanding early literacy efforts, attendees will leave with ready-to-use tools and a roadmap to build

sustainable, community-driven literacy ecosystems.

CESA 3: Lisa Arneson, Tarasa Lown

● Empowering School Communities: Stakeholder-Driven Strategic Planning

101 A/B Discover how Manawa partnered with the WASB to re-imagine its future through a Stakeholder-Driven Strategic Planning Framework. This collaborative process produced a living, community-driven plan that guides real decisions and drives continuous improvement. Learn how Manawa identified shared priorities and set

strategic goals — and how this five-phase process can be adapted to help your district turn community voice into focused action.

Manawa: Ryan Peterson. WASB: Cheryl Gullicksrud, Cheryl Stinski, Patti Vickman

HUMAN RESOURCES

● Pay Your Staff, Not the Insurance Company

202 A/B Get an inside look at how several districts have controlled their health care spending while exploring how group purchasing is designed in

the best interest of the districts, not the vendors. Learn how this strategy revolves around improving population health, consumerism and overall experience for district staff.

Edgerton: Tad Wehner. Monticello: Al Brokopp. Waunakee: Brian Grabarski, Steve Summers. USI: Al Jaeger, Jacob Syndergaard

● Strategic Teacher Compensation: Aligning Pay with Priorities

102 C A key factor in attracting, motivating and retaining top talent is having a fair and transparent compensation strategy. Hear a strategic overview of teacher compensation, including the philosophies that guide pay structures and the options districts can consider. Presenters will share sample models they've used to attract and retain talent and key factors that are important when designing a compensation structure.

Elmbrook: Pam Casey. Fort Atkinson: Mandy Turnbull. Onalaska: Sonya Ganther

LEADERSHIP

● Building a Culture of Transparency Through Data

101 D/E Districts must go beyond collecting data — they must turn it into meaningful action. Hear how district leaders can build a culture of transparency by using data intentionally with boards, leadership teams and community stakeholders. Wisconsin superintendents will share strategies and discuss how data-driven conversations help provide context, clarify direction and build trust.

Colby: Patrick Galligan. New Glarus: Jennifer Thayer. ECRA Group: Adam Cibulka

● Keeping Schools Safe: School Safety Submission Requirements

201 D/E Did you know that Wisconsin Statute § 118.07 requires Wisconsin schools to make five submissions to the WI DOJ Office of School Safety by Jan. 1 of each year? This session will build your understanding of the requirements and the school board's

role in ensuring comprehensive school safety efforts are happening in our schools and submitted appropriately. Required, and recommended, elements of school safety blueprints, assessments, plans, trainings and drills will be discussed. In addition, presenters will answer your school safety best practice questions, and provide valuable insight into the current threat landscape and evidence-based solutions for developing comprehensive school safety measures.

Office of School Safety: Trish Kilpin; Patrick Baldwin

● Moving a Strategic Plan to Strategic Action

102 D/E Discover four essential keys to developing and implementing a strategic plan that not only gets accomplished but also achieves remarkable outcomes. Leave with practical tools to help engage communities, build accountability and transform strategic goals into meaningful actions.

Merton: Rebecca Imes, Ron Russ. Excel Leadership: Brian Kammers, JoAnn Sternke

● Staff-Led Mentorship for Retention and Growth

202 C Teacher retention and high-quality teaching in every classroom are great predictors of student success in any district. Building a school team that is collaborative, connected and supported is vital to onboarding new staff, but also to retaining veteran staff. By implementing a multi-year mentorship program, districts can

internally develop a sustainable program that achieves all your building-wide goals.

Fontana: Kara Bolly

SCHOOL FINANCE

● The Importance of a Highly Qualified Business Manager

102 A/B A highly qualified school business manager plays a critical role in building a fiscally sound, high-performing district. This session introduces board members to the F.I.S.C.L. framework developed by WASBO to define excellence in the profession. Learn how statewide standards and aligned professional learning support and retain business leaders in Wisconsin schools.

WASBO: Mike Barry, Danielle Bosanec

SCHOOL LAW

● Student Discipline: Legally Compliant Expulsions

103 A/B Expelling a student can be a difficult decision. This presentation will address state and federal laws relating to pupil expulsions and how to avoid common legal pitfalls, providing a roadmap for expulsion determinations and examining steps districts must take before, during and after an expulsion. In addition, the presentation will address alternatives to expulsions that boards may consider and recent legal developments.

WASB: Scott Mikesb

Convention/Delegate ORIENTATION

Wed., Jan. 22 | 8-9 a.m. Ballroom A/B, Baird Center

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

WASB: Chris Kulow, director of government relations



2026 WASB DELEGATE ASSEMBLY

Wed., Jan. 21 | 1:30 p.m. | Ballroom A/B, Baird Center

Vote on the policies that will guide the association's legislative agenda.

Delegates may pick up their credentials directly outside
of the Delegate Assembly hall beginning at 9 a.m.
on Wednesday, Jan. 21.

STUDENT ACHIEVEMENT

● Building a Data-Informed Student-Driven District

202 D/E Explore a case study in achieving academic excellence through building a data-informed, student-driven district. WISEdash Local's customized dashboards helped Watertown rethink its approach to data-driven decision making and bring meaningful data to stakeholders.

Watertown: Kris Meloy. WISEdash Local: Shelby Renoos

● Harnessing Data's Power for Teacher Planning and Student Learning Outcomes

103 C/D De Pere and Racine district leaders, as well as NextPath Education, will demonstrate how to accentuate data visualization of performance patterns within the multi-tiered systems of supports. Key takeaways include staff leveraging of the data warehouse, pattern identification, teacher training best practices, loose and tight team oversight, PLC frameworks and continuous improvement cycle templates.

De Pere: Josh Gauthier, Nick Joseph, Adam Kraemer, Christopher Thompson, Kathy Van Pay. Racine: Janell Decker, Danielle Dekker-Shircel, Soren Gajewski

TECHNOLOGY

● AI in the Classroom: Ethical Frontiers and Practical Implications

101 C Attend this session and walk away understanding key ethical issues surrounding the use of AI in education; analyzing real-world scenarios where AI impacts students and teaching practices; identifying potential risks and benefits of AI tools in the K-12 context; and applying an ethical decision-making framework to guide AI-related choices in schools.

Washington-Caldwell: Kevin McCormick. UW-Madison: Shamyia Karumbiah, Sarah Ripp, John Martin, John Surdyk. NEOLA: John Thomsen

12:30-1:20 P.M.

EXHIBIT HALL MINI SESSION

● The \$60K Question: Is In-House Payroll Costing Your District More Than It Should?

For a 50-employee Wisconsin district, outsourced payroll typically costs around \$5,400 annually, compared to \$63,000-plus for an in-house specialist. But the real question isn't just about salary savings; it's about what happens when your payroll person retires, how you keep up with changing

regulations, and whether your team has capacity to focus on students instead of check runs. Let's explore why Wisconsin schools are rethinking payroll and what the shift to outsourcing actually looks like. We'll cover real costs, institutional knowledge protection and what to expect if you make the change. Practical insight. No pitch.

Wipfli

1:30-2:30 P.M.

BOARD DEVELOPMENT

● From Vision to Impact: Reimagining Board Leadership for the Future

101 A/B Explore a re-imagined model of school governance — where alignment isn't just strategic, it's transformative. Discover how vision-driven leadership, board coherence and authentic community connection form a three-part engine for lasting student impact. This session introduces a governance framework designed to reduce fragmentation, increase transparency and empower all stakeholders to move forward together.

DeForest: Gail Lovick, Ann Stettbacher, Rebecca Toetz, Kathy Williams

● **Fast Track to Leadership: Elevating New Board Members From Day 1**

102 C Learn how to equip board members with an understanding of their legal responsibilities and the processes necessary for smooth transitions. A comprehensive onboarding program ensures that new board members are knowledgeable about district goals and achievements, informed on how the board conducts its work and ready to make impactful decisions for the success of our schools.

WASB: Dan Mallin, Patrick Mans, George Steffen

● **Strengthening Board Policies: A Hands-On Approach to Updates and Maintenance**

101 C Join St. Croix Central leaders as they share their journey in updating and maintaining board policies using the WASB Policy Resource Guide. In 2022, district leaders committed to align their policies with current practices. Discover how they used a hands-on approach to comprehensively review their policy book and develop a sustainable strategy for keeping policies current.

Saint Croix Central: Kalli Jordan, Lance Rongstad, Tim Widiker

COMMUNITY ENGAGEMENT

● **A Long-Term Plan for Operational and Facilities Efficiency**

201 D/E Facing aging facilities, declining enrollment and the goal to maximize taxpayer money, Menasha partnered with consultants to create a data-driven, community-informed long-range facilities plan. With two successful referenda, Menasha shows how smart planning, clear communication and sustainable design can deliver lasting value and student success.

Menasha: Brian Adesso. EUA: Kit Daily, Bob Morris. Miron Construction: Theresa Lehman, Megan Prestebak

● **A Year of Community: Increasing Engagement While Celebrating Our Supporters**

103 A/B Districts are searching for efficient and meaningful ways to engage stakeholders in their communities. Walworth Jt. School District #1 has developed a campaign that celebrates their existing support while increasing community engagement — and it can be replicated in any community. “A Year of Community” celebrates the unwavering support and shared commitment to nurture and uplift the next generation.

Walworth: Phill Klammm

● **Who's Telling Your Story? Real Strategies for Real Connection**

202 A/B Schools often turn to communication in times of need, but what if the real work starts long before the ask? This session explores how strategic storytelling can foster community pride, build trust through transparency and keep all residents connected to the district's mission. Learn how to create a year-round communication plan that showcases the impact of public education, strengthens relationships and ensures your story is heard

consistently and authentically.

CESA 6: Jillian Aykens. Hortonville: Todd Timm

FACILITIES

● **10 Critical Insights to Ensuring Successful Facility Projects**

203 C/D Revolutionize your school facility projects! The presentation details the 10 things you need to know before beginning any facility planning process — grounded in lessons learned from successful projects across Wisconsin. Attendees will walk away with a clear understanding of how to align facility goals with educational priorities, ensure fiscal responsibility, engage stakeholders and avoid costly missteps.

Green Bay: Cale Pulczynski. Marshfield: Ryan Christianson. Neenah: Mary Pfeiffer. Nexus Solutions: Kevin Hickman

LEADERSHIP

● **Listening as Leadership: Elevating Voices Through Superintendent Advisory Councils**

102 D/E Discover a replicable model

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of Superintendent Advisory Councils that has elevated authentic voice, trust and strategic alignment in Verona. By intentionally creating structured advisory councils for students, staff and families, superintendents can meaningfully engage diverse perspectives from their school communities, strengthening governance and public trust. Superintendent Advisory Councils move engagement from one-time input to ongoing collaboration that redefines leadership not as top-down decision-making, but as a practice of listening, learning and responding together. Attendees will leave with clear strategies for launching or refining their own advisory models.
Verona: Tremayne Clardy

SCHOOL FINANCE

● The State of School Finance

103 C/D Join us for a review of the key K-12 education provisions in the

2025-27 state budget; what they mean for public, charter and voucher schools; how the latest shifts in federal education policy might affect Wisconsin schools; and other developments.

WASBO: Anne Chapman

● What Is a Scholarship Granting Organization and How Might It Benefit Your District?

201 C Find out more about the new Scholarship Granting Organizations authorized by a recently enacted federal law and learn how your public school or school district can benefit from these scholarship opportunities for students. Find out first-hand how you can be part of the process of getting money for your school district through these scholarships from the head of a group involved in setting up a Wisconsin-based scholarship granting organization.

Metropolitan Milwaukee Association of Commerce: Dale Kooyenga

● Winning Hearts and Votes: A Playbook for Research-Based School Referendum Success

102 A/B Gain invaluable insights into Wisconsin's referendum landscape while learning research-backed strategies for successful rural operational referendums. Receive a comprehensive playbook featuring five critical success factors. Leave with actionable tools to assess referendum readiness, identify success factors from statewide trends, and implement evidence-based strategies that build community support.

*Ladysmith: Jason LeMay
UW-Madison School of Ed:
Chris Saldaña*

SCHOOL LAW

● Title IX and DEI in the Courts: Navigating Federal Court Interpretations

202 D/E This session delves into recent



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federal court decisions that have significantly impacted the interpretation and enforcement of Title IX.

Attendees will gain insights into how these developments influence policies and best practices for compliance.

Von Briesen & Roper: Mark Kapocius

TECHNOLOGY

● Building a District-Wide STEAM Program That Works

102 C This session shares Lodi's journey in building a K-12 STEAM program that's scalable and sustainable. After outlining the district-level vision and strategic planning, the presenters will describe how the technology department launched, implemented and evolves the STEAM experience. Leave with a clear understanding of how to begin or enhance a STEAM program.

Lodi: Vince Breunig, Matthew Horan, Tyler Potter

● More Than Buzz: Using AI to Achieve Real Change

101 D/E The real power of AI isn't in emailing, grading or paperwork — it's in the opportunity to rethink school as we know it. This session shares year two insights from LIFT-OFFS, a growing initiative of 16 rural Wisconsin districts using AI not as a tech add-on, but as a catalyst for transforming instruction, roles and student outcomes.

Eleva-Strum: Cory Kulig. Whitehall: Mike Beighley. CESA 4: Chelsea Adams, Abby Fernan, Jennifer Riggle, Christy Tainter, Britni Walz

3:30-4:30 P.M.

BOARD DEVELOPMENT

● Calling All New Board Members: Building Connections and Knowledge

202 D/E Engage in insightful discussions on building effective relation-

ships with fellow board members and deepen your understanding of your roles and responsibilities. Gain practical tips on proven listening and questioning strategies, with advice that experienced board members have found invaluable. Connect, learn best practices and enhance your board experience from day one!

WASB: Cheryl Gullicksrud, Randy Guttenberg, Ben Niehaus, Bruce Quinton, George Steffen, Cheryl Stinski, Kelly Thompson, Patti Vickman

COMMUNITY ENGAGEMENT

● 'But We Don't Teach Agriculture in Our District'

101 C Think your school doesn't teach agriculture? Think again! Agriculture connects to everything. Three Wisconsin educators will share practical strategies for using agriculture as a lens to enhance core subjects and inspire curiosity. Attendees will gain ready-to-use, cross-curricular ideas and discover how agriculture can enrich learning.

Fennimore: Emily Kamps. Milwaukee: Joshua Gonzalez. St. Mary School: Mary Cooper. Wisconsin Farm Bureau Federation: Elizabeth Schaefer

● Elevating Partnerships via CTE, YA, ACP and Learner Profiles

101 D/E Pulaski will share its multi-year journey expanding career and technical education through a dynamic CTE Advisory Committee, extensive business and community engagement, youth apprenticeship experiences, and development of a Future Ready Learner Profile. Hear directly from students, educators and industry partners while exploring how surveys, forums and focus groups have shaped programming. *CESA 7: Adam Strassburg. Pulaski: Jennifer Gracyalny, Shelby Kaisershot, Jenna Posbrig, Allie Space. WASBO: Danielle Bosanec. Skywrite Group: Erik Lambrecht*

FACILITIES

● Aftermath! Preparing and Managing a Severe Storm at Your School

102 C This fast-moving session will outline a severe hailstorm that damaged Evansville, Platteville and West Salem. Panelists will answer attendee questions, discuss what they have learned from this event and share insights on storm preparation, steps to take in the immediate aftermath, the claims management process, tips for working with contractors and more.

Evansville: Nathan Perry. Platteville: Demetri Andrews, Jim Boebel. TRICOR: John Gibson

HUMAN RESOURCES

● New Teacher Compensation Model: From Collaboration, Information and Process to Implementation

102 D/E Merton created a new teacher compensation model through a process of deep study, data reviews and collaboration with a Teacher Compensation Team. Explore the process that was used to create a new model that was driven by teachers within the district's parameters.

Merton: Ron Russ

LEADERSHIP

● Change-Ready, Resilient Schools

202 C School leaders need more than governance. You need resilient change capability. This hands-on session delivers practical tools and a proven, people-centered framework to build change readiness across schools, districts and boards while maintaining trust and student focus. Leave with an actionable roadmap to implement change without burnout, delivering measurable, durable results.

Wipfli: Amy Almond, Brian Gaumont

SCHOOL FINANCE

● Right-Sizing District Facilities for Declining Enrollment

103 C/D Many Wisconsin districts are making difficult decisions about closing buildings and right-sizing facilities. West Bend confronted this challenge while planning a major capital project to address outdated environments and aging infrastructure. Data-driven analysis guided consensus around necessary closures to ensure long-term sustainability. Learn how financial investment and transparent communication led to a successful referendum in fall 2024.

West Bend: Lenny Hanson, Jennifer Wimmer. EUA: Kit Dailey, Katie LaCourt. Findorff: Erika Freeman

● The Board's Role in Financial Oversight

203 C/D Do you know if your board is meeting the mark with financial

accountability? Does your board understand how they should be accountable regarding your district's budget and finances? Listen in as the WASB and WASBO share a set of Financial Monitoring Benchmarks to assess the expectations you should have in monitoring and assessing your district's policies, overall finances and current budget while strategically planning for future budgets.

WASB: Todd Gray, Roger Price. WASBO: Mike Barry

● The Price of Parallel Systems: How Policy Shapes Three K-12 Education Systems

102 A/B How does Wisconsin school finance policy treat voucher and independent charter schools? How does that relate to and affect resources for public schools? How does public support for three K-12 education systems affect Wisconsin's

overall budget? How have these systems changed over time? And what can Wisconsin learn from the growth of publicly funded private school options in other states?

WASBO: Anne Chapman

SCHOOL LAW

● Access to Public Records & Personnel Files

103 A/B 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.

WASB: Ben Richter





NETWORKING Reception

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

All attendees and exhibitors are welcome to relax and enjoy refreshments. To accommodate the reception, Lamers Bus Lines will provide transportation from the 6th Street entrance of the Hilton Milwaukee to designated hotels from 5-6 p.m.

Sponsored by



STUDENT ACHIEVEMENT

● Academic Accountability and Progress Monitoring

202 A/B Explore how data-driven decisions can drive academic improvements by focusing on key assessments, metrics and terminology. Learn how districts can set realistic academic goals based on student data and develop strategies

for continuous improvement. Turn data into actionable insights for achieving educational success.

WASB: Cheryl Gullicksrud, George Steffen, Kelly Thompson

● Empowering Student-Led Green Teams

101 A/B This session introduces the new Green Team Toolkit from FOCUS ON ENERGY®, designed to

support student-led energy-saving initiatives. Learn how Green Team Mini-Grants help fund student-driven sustainability projects across the state. Chippewa Falls will highlight its green team journey and the impact on high school culture.

Chippewa Falls. Focus on Energy: Heather Feigum. WCEE: Heather Phelps

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THURSDAY, JANUARY 22, 2026

SECOND GENERAL SESSION

3–5 p.m.

Baird Center, Ballroom C/D

Presiding: **Andrew Maertz**
WASB president
Reedsville School District



Andrew Maertz

The Delavan-Darien High School String Orchestra will kick off the second general session of the State Education Convention. Wisconsin school board members who have served 20, 30 or 50 years will be recognized for their service.

WASB President Andrew Maertz will reflect on his past year as president before handing the gavel to the 2026 president.

KEYNOTE SPEAKER

Mickey Smith Jr.

Sponsored by: UnitedHealthcare

Educator. Encourager. Those are just two of the words that describe Mickey Smith Jr., who will bring a saxophone to the Wisconsin State Education Convention stage to share his unique combination of message and music. In the course of his career, the eight-time Teacher of the Year and GRAMMY Music Educator Award recipient has grown multiple band programs in Louisiana, Texas and Florida by more than 500%, encompassing over half of their school populations. The Southwest Louisiana native believes in promoting education and the educators across the globe who make it possible. Mickey's classroom experience encourages students to do more than make music, but also to "discover their personal sound." He believes that modern-day teaching is a relationship-based approach. His mission is to engage, educate and empower every learner to excellence through music, so that every child feels loved, valued and wanted. Learn more about Mickey Smith Jr. by visiting mickeysmithjr.com.

Following his keynote, Mickey Smith Jr. will join attendees outside of Ballroom C/D for a meet and greet.



THURSDAY Breakout Sessions

Sponsored by:

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

8:45–9:45 A.M.

ADVOCACY

● WASB Legislative Update

103 A/B Learn about the 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.

WASB: *Chris Kulow, David Martin*

BOARD DEVELOPMENT

● Calling All Board Presidents and Aspiring Leaders

202 D/E School board presidents and aspiring leaders can improve by building a working group as we navigate our own challenges and opportunities in our respective districts. Join us for this opportunity to have an initial, collective conversation. Be inspired to return home and continue similar conversations with neighboring districts.

WASB: *Ben Niehaus, George Steffen*

● Maximizing Board Excellence: The Power of Continuous Improvement

201 A/B Discover how the WASB Annual Board Development Tool and its newly revised report can help your school board strengthen its effectiveness and elevate its governance practices. This research-based survey provides boards with clear, actionable insights into their performance, supported by an easy, step-by-step guide for analyzing results. In this session, WASB governance consultants will share how boards across Wisconsin are

using the tool to set focused goals, improve board operations and enhance their impact on student success. Hear practical examples, lessons learned and strategies you can bring back to your own district.

WASB: Kelly Thompson, Patti Vickman. School Perceptions: Rob DeMeuse

COMMUNITY ENGAGEMENT

● Improving Literacy Through School-Community Partnerships

201 C Only 31% of Wisconsin's fourth and eighth graders are proficient in reading, and Wisconsin has the widest racial reading gap in the nation. These outcomes are not indictments on intentions or educators; it's a call to action for schools and communities. Oshkosh believes Wisconsin's persistent literacy challenge is solvable. Explore how strong leadership and partnerships can confront literacy inequities and

accelerate reading growth.

Oshkosh: Sam Coleman, Bryan Davis, Anthony Miller, Molly Smiltneek

● Passing a Referendum in a Politically Divided Community

203 C/D In November 2024, West Allis-West Milwaukee achieved a significant victory in a politically divided community with a history of failed referendum efforts, passing two ballot questions by wide margins. This session will explore how district leaders built trust, aligned messaging to district priorities, and used a multi-pronged communication strategy to inform and mobilize voters.

West Allis-West Milwaukee: Carolyn Hahn, Aaron Norris, Tarrynce Robinson

● Using Social Media to Build Trust and Advance Strategic Goals

102 D/E Struggling to build community trust, improve culture or engage families? You're not alone. Leaders

from Rhinelander and Osceola will share how they've transformed social media into a strategic tool to build support, elevate voices and progress toward district goals. One district passed a referendum. One didn't. Both have powerful lessons to share on how social media helps lay a foundation of connection, transparency and trust.

Osceola: Rebecca Styles. Rhinelander: Eric Burke. #SocialSchool4EDU: Andrea Gribble

FACILITIES

● Learning Places Matter: The Third Educator in the Room

101 D/E Today's school leaders face a unique opportunity to design learning environments that empower students, support staff and strengthen communities. Explore cutting-edge research on learning design and its impact on student outcomes, staff well-being and community engagement. Gain

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WASB THURSDAY BREAKFAST PROGRAM

■ WASB BREAKFAST KEYNOTE Dave Weber

■ **Thursday, Jan. 22, 7–8:30 a.m. Crystal Ballroom, Hilton Milwaukee City Center**

Dave Weber is an internationally recognized speaker, humorist, author and trainer in helping people make progress on purpose. He's also a former school board member who brings a fun, upbeat style to timeless keynotes that cover a range of topics.

Since 1987, Weber has spoken across the country. Speaking an average of 165 times a year, to 30,000 participants annually, his high energy and entertaining style have made him a crowd favorite.

Weber's presentation, "I am Sick & Tired of Being Sick & Tired," shares research-based, cutting-edge information on the top-25 warning signs of people experiencing unhealthy levels of stress. He'll also go over cures and coping mechanisms to help you prevent stress from getting to unhealthy levels. Finally, he'll tie it to school district relationships and the work accomplished at the board table, highlighting how these principles also positively impact personal lives.

Dave Weber will remain in the Crystal Ballroom to hold a book signing, featuring copies of "Leadership Redefined: The 12X's of Success for TODAY'S Leader" and "Sticks and Stones Exposed: The Power of Our Words."



practical insights into creating inspiring learning spaces that will create a legacy for all.

Sauk Prairie: Jeff Wright. St. Francis: Deb Kerr. Waunakee: Monica Kelsey-Brown. PRA: Melissa Thompson

HUMAN RESOURCES

● **Energizing Engagement: Strategies to Inspire and Retain School Staff**

201 D/E Keeping high-quality staff engaged, motivated and committed is more crucial than ever. This session explores practical, research-based strategies to foster employee engagement and build a positive work culture. This session provides the tools to turn intention into action, creating an environment where every staff member feels valued and engaged.

CESA 1: Sandy Stefczak. Greendale: Julie Grotophorst

LEADERSHIP

● **Same Storm, Different Boats: The Importance of Coaching School Principals**

202 C As district leaders face the

challenge of inducting new principals, they must develop a customized approach to address the individuality of their new hires. Learn strategies to design a Principal Coaching system that builds trust, strengthens the coach/principal relationship, and creates a sustainable pipeline for leadership development within your district or region.

CESA 4: Jed Kees. CESA 6: Jeff Carron

● **The 30,000-Foot View: 4 Leadership Questions to Focus on What Matters**

102 A/B Explore how to pursue excellence with greater intention and impact. This session equips district leaders to serve their people, streamline processes and measure what matters — clearly and effectively. Gain insights into focus, systems frameworks, key processes and mission alignment. Walk away ready to work smarter and drive lasting improvement in your district.

Milwaukee: Jenelle Zito. Pewaukee: Larry Dux. Excel Leader: JoAnn Sternke

SCHOOL FINANCE

● **Finance 101: What Board Members Need to Know (8:45-10:45 a.m.)**

103 C/D Boards are asked to learn new jargon while making million-dollar decisions that impact children, buildings and local taxpayers' money. Therefore, public trust is critically affected when "surprise" information suddenly appears. This session will elaborate on the Financial Monitoring Benchmarks, review essential finance topics, and provide insight on how boards can be accountable to external stakeholders.

WASB: Todd Gray, Roger Price.

WASBO: Mike Barry

SCHOOL LAW

● **NIL and Student-Athletes: Impacts of the WIAA Rule and More**

102 C In April 2025, the WIAA approved a new rule allowing student-athletes to earn compensation from certain name, image and likeness opportunities. Student-athletes and school officials have been facing many questions related to this rule. This session will review the details, discuss the impact and highlight

THURSDAY LUNCHEON PROGRAMS



Dr. Tremayne Clardy

WASDA Luncheon

Thursday, Jan. 22, Noon – 1:15 p.m.
Crystal Ballroom, Hilton Milwaukee City Center

Hosted by the Wisconsin Association of School District Administrators, featuring the 2025 Superintendent of the Year, Dr. Tremayne Clardy of Verona Area School District. *This is a ticketed event.*



Topher Adams

WASBO Luncheon

Thursday, Jan. 22, Noon – 1:15 p.m.
Empire Ballroom, Hilton Milwaukee City Center

Join the Wisconsin Association of School Business Officials at its annual luncheon, honoring the Wisconsin school business managers of the year — Topher Adams of the Grafton School District. *This is a ticketed event.*

other legal updates.

Beloit: Dan Gratz. Boardman & Clark: Rick Versteegen

STUDENT ACHIEVEMENT

● **Leveraging Staff Members as Instructional Coaches**

101 C Learn how to leverage rockstar staff members as instructional coaches to improve school culture, effectively use data to maximize student growth, and bridge communication between teaching staff and administration. Topics include budgeting, integrating coaching time into the schedule and the roles of instructional coaches.

Riverdale: Kelly Schaefer, Lynn Tarrell, Cheri Wilkinson

● **Student Success Starts With Board Strategy**

101 A/B Attendees will understand WI administrative rule PI 8.01(2)(e) requirements for developing and maintaining a board-approved comprehensive K-12 guidance and counseling plan that integrates within

larger school systems. Through utilizing district data sources, participants will learn how to identify gaps in programs and services to inform policy work and resource allocation to meet strategic goals.

Elk Mound: Cindy Bourget, Chris Hahn. DPI: Andréa Donegan. WSCA: Stacy Eslick

TECHNOLOGY

● **Why Every District Needs a Technology Leader at the Cabinet Level**

202 A/B This fireside chat, hosted by the Wisconsin Education Technology Leaders, offers an insightful dialogue centered on how visionary leadership in educational technology can illuminate new pathways to student success, enhance operational efficiency and cultivate a future-ready learning environment. As education increasingly relies on digital tools, data systems and cybersecurity, having a strategic technology voice at the leadership table is essential.

Columbus: Mike Ziegler. Elmbrook:

Dan Scott. Green Bay: Amy Jaeckel. Oconto Falls: Brigit Kyle

9:55-10:45 A.M.**EXHIBIT HALL MINI SESSION**

● **The Strategic Self-Funding: The Path to a High-Performance Health Plan**

Several school districts throughout Wisconsin have implemented high-performance health plans to ensure staff receives high-quality care while controlling health care costs. These districts are implementing cutting-edge plan designs, accessing “best-in-class” plan partners, and using advanced contracting strategies to succeed in the health care marketplace. During this presentation, you will hear from several districts describe what they have accomplished for both their districts and their employees by offering high-value healthcare solutions.

HPS/PayMedix

10:45-11:45 A.M.

ADVOCACY

● **Share Your Story! The Why, What and How of Hosting a Legislative Day**

103 A/B Stoughton annually hosts elected officials to showcase the district and community while advocating for public education. A Legislative Day provided a platform for representatives to engage directly with students, educators and administrators. Events like this allow for authentic conversations and give students a direct voice in shaping their educational future. Leave with a framework to develop or enhance a Legislative Day in your district.
Stoughton: Dan Keyser, Lisa Pugh. State Senator Melissa Ratcliff

● **Stronger Together: Addressing Mental Health Needs Through Community Connections**

202 D/E Rural schools often lack the resources needed to provide appropriate and adequate support to all learners. With the help of creative funding and an outside community partnership, all Montello students are eligible to receive therapy-based inter-

ventions from a licensed therapist.

Montello: Barb Beyer, Elizabeth Calnin, Yedda Olson

COMMUNITY ENGAGEMENT

● **Developing a Community-Advised SRO Program**

101 A/B La Crosse reimaged its SRO program through a community-advised process. This session will highlight how the district balances student safety with community trust by using law enforcement data, supports and an active advisory committee. Presenters will offer a roadmap for developing responsive, student-centered SRO programs.
La Crosse: Aaron Engel, Curt Teff

● **Referendum Approval Through Community Engagement**

201 C Learn how Belleville passed an operational referendum using a community-based approach that started with electors and students writing the referendum question and then designing the community engagement plan.
Belleville: Kyle Loshaw, Kelsey Schmit, Jim Schmitt, Katie Woehrle

● **Rooted in Referendum Results**

101 C With referenda on the rise, it's vital for clarity to cut through noise and produce results that invest in your school community. Presenters, who have combined to pass 11 referenda over the past 13 years, will share lessons learned and innovative ideas. Regardless of when your referendum takes place, your referendum communication plan starts right now. Tailor a campaign that fits your needs and provides the best chance for success.
Frederic: Kyle Luedtke. Mineral Point: Joelle Doye. Waterford: Luke Francois

● **Sustaining Momentum: Community-Led Planning for Rural Resilience**

101 D/E Thriving rural communities are built when schools and local stakeholders work hand in hand to create and sustain a shared vision of hope and opportunity. Presenters will share how Gilman partnered with UW-Extension's Design Wisconsin to catalyze long-term, community-led planning efforts. Using tools like community surveys, one-on-one conversations, focus groups and forums, the process uncovered



2026 EDUCATION TOUR

Hayes Bilingual School

THURSDAY, JAN. 22 | \$10 pre-registration required

Discover the heart of **Hayes Bilingual School**, where more than 600 Milwaukee Public Schools students thrive as bilingual learners and innovative scholars. Tour the campus and see how the focus on biliteracy and cutting-edge STEAM education prepares students for success.

Attendees will experience viewing the Fab Lab engineering laboratories and STEAM Project Showcase, and learn from teachers and current Hayes parents about how their school impacts students and the community.

SHUTTLE PICK-UP/DROP-OFF is at the ground floor doors of the Baird Center on the corner of W. Wells Street and N. Vel R. Phillips Avenue (between Ballrooms A/B and C/D).

- **8:45 a.m.** Begin boarding the shuttle
- **9 a.m.** Shuttle departs from the Baird Center
- **9:15 - 11:15 a.m.** Tour of Hayes Bilingual School
- **11:30 a.m.** Shuttle departs
- **11:45 a.m.** Arrive at the Baird Center

a common vision and mobilized local energy toward implementation.
Gilman: Walter Leipart

FACILITIES

● **Breaking the Language Barrier**

102 C Do you sometimes find yourself lost or confused when the conversation turns toward school facility projects? Does it seem that your design and construction firm is speaking a completely different language? If yes, you're not alone. Join the session as panelists "break the language barrier" and explain what many of those challenging construction terms and processes mean.

New Holstein: Dan Nett. Peshtigo: Susan Kaphingst. Shawano: Kurt Krizan. Hoffman Planning, Designing & Construction: Jody Andres, Matt McGregor

● **Building Safe Havens: Improved School Security in Rural Communities**

102 A/B Hear strategies and solutions to improve the safety and security of schools in rural communities. The objective is to develop a comprehen-

sive security framework that effectively aligns with the community's needs and available resources.
Clinton/WSSCA: Brandon Loomer

● **Creative Funding, Early Planning & Smart Partnerships: A Real-World Approach to School Facility Success**

201 D/E This session will explore how school districts can unlock funding opportunities and successfully plan facility improvements — even with limited upfront design work and tight budgets. Drawing on a real-world case study, presenters will walk attendees through the art of defeasance and other creative financing strategies, methods for freeing up levy space, and ways to generate accurate early budgets that meet district needs with minimal initial design.

Menomonee Falls: Caitlin Windler. EUA: Teresa Wadzinski. VJS Construction Services: Chris Coggins

HUMAN RESOURCES

● **The New Era of Pharmacy Benefits**

202 A/B Discover the current dynamics, trends and cost concerns

under the pharmacy benefit while considering different innovations in management. The presenters will discuss the pharmacy landscape, key trends for 2026, specialty drugs, GLP-1s, New PBM contracting methodologies and more.

M3 Insurance: Bec Kurzynske, Connie Perry

SCHOOL LAW

● **New Developments in School Law**

203 C/D WASB staff counsel will review significant developments in school law over the last year — covering new laws, administrative rules and important court decisions.

WASB: Bob Butler

STUDENT ACHIEVEMENT

● **Against the Odds: 'How One Rural School Ranks Among the Best'**

102 D/E What does it take for a small, rural district to rise to the top in state and national rankings? Sevastopol invites educators, policymakers and community leaders to explore how the district's intentional practices, strong community partnerships and relentless focus on improvement have created a culture of excellence. This is more than a success story — it's a blueprint for sustainable achievement.

Sevastopol: Aaron Hiltz, Randi Ryskoski, Sue Todey

● **Tackling the Attendance Crisis: Governance, Legal Duties and Best Practices**

201 A/B Chronic student absenteeism is on the rise across Wisconsin and the nation, creating significant challenges for academic success and long-term student outcomes. In this interactive session, board members will explore attendance issues and the kinds of data that can inform the status of attendance in their district. We'll examine your governance role in addressing attendance concerns, with an emphasis on how the essen-

tial elements of effective board leadership align with improving student engagement. The workshop will reference some of the legal parameters surrounding compulsory attendance laws and share promising strategies being implemented by Wisconsin school districts to boost attendance rates. Join us to better understand your board's role in shaping policy, overseeing progress and supporting student success through improved attendance.

WASB: Randy Guttenberg,
Cheryl Stinski

TECHNOLOGY

● Take Action: 5 Things You Can Do to Safeguard Against Cyber Threats

202 C Learn how the escalating sophistication and frequency of cyber threats pose significant risks to our educational institutions. These threats extend beyond mere IT disruptions, impacting student learning, safety, data privacy and the overall trust within our communities.

Elmbrook: Mark Hansen, Dan Scott

1:45-2:45 P.M.

ADVOCACY

● Building Community Support for Tax Levy Transparency

101A/B The Green Bay Area Public School District and community members successfully obtained approval from the city council to add language to the property tax bill highlighting the amount the district levies for vouchers. This session will share the steps taken by the Board of Education, efforts to engage the community about the need for increased transparency, strategies for building allies and key lessons learned along the way.

Green Bay: Lori Blakeslee, Laura McCoy. *Champions 4 Green Bay Public Schools*: Denise Gaumer-Hutchison

COMMUNITY ENGAGEMENT

● Beyond School Walls: Building Thriving Community Learning Ecosystems

101 D/E Imagine a dynamic learning landscape where every community becomes a classroom and learning happens seamlessly between homes, vibrant “learning hubs” and real-world field sites. Dive into the transformative journey of shifting from traditional district models to powerful, community-based learning ecosystems. Through compelling storytelling and a deep exploration of a learner's authentic journey, you'll discover the “why” behind this revolutionary approach.

Norris: Amber Ehrmann, Johnna Noll

● One Vision, Many Voices: Concerts as Community Catalyst

201 D/E What happens when music education moves beyond the stage and becomes a centerpiece of academic excellence, advocacy and community connection? Explore how one district reimaged the traditional music performance and built an immersive experience that drew in families, civic leaders, alumni and local organiza-

tions. Discover how creative standards-based curriculum, student voice and the arts can build lasting community support for public education.

South Milwaukee: Deidre Roemer, Aimee Swanson

● Real Talk: Parent Focus Group Listening Sessions

102 A/B Structured as community circle-style sessions, Real Talk centers the voices of parents and caregivers to share insights, concerns and ideas that directly inform district policies and practices. The goal is to increase involvement and access, enhance academic success, increase students' sense of belonging and build a more supportive and responsive school community.

Stevens Point: Sam Dinga

● The Mauston Story: Third Time's A Charm

202 D/E Following two unsuccessful operational referendums, the Mauston board adopted a resolution to consider the dissolution of the district, and an independent auditor warned that the remaining fund balance would be depleted within two years. Hear the compelling story of how a



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district and community came together to achieve a victory in passing an operational referendum. Attendees will gain insight into how a dedicated group of community advocates led to a dramatically different outcome.

Mauston: Joel Heesch

FACILITIES

● Beyond the Blueprint: Agile Facility Planning

202 A/B Explore a multi-phase facility planning journey, from initial study through referenda and community engagement to the start of construction. Learn how the presenters navigated challenges while maintaining transparency and trust. This case study offers valuable insights into the importance of thorough facility studies, stakeholder communication and the ability to adapt to evolving external factors.

Monroe: Joe Monroe, Ron Olson. CG Schmidt: Dan Chovanec, Sarah Dunn. PRA: Steven Kieckhafer

HUMAN RESOURCES

● Strategic Succession Planning: Building Sustainable Leadership for the Future

203 C/D This session provides school board members and district leaders with strategies for successful succession planning. Participants will explore how to proactively identify and prepare future leaders to ensure seamless transitions and organizational stability. Through deliberate planning and leadership development, districts can build a strong leadership pipeline — reducing the risks of urgent, unplanned changes and sustaining district success over time. This panel discussion will feature four superintendents who

were part of successful succession planning processes.

Crivitz: Kelly Robinson. DeForest: Rebecca Toetz. WASB: Randy Guttenberg, Pat Mans, Bruce Quinton

LEADERSHIP

● Tools for Transformation: Aligning, Engaging and Achieving District Goals

101 C Join three superintendents from diverse districts as they share the powerful yet practical tools that helped them transform vision into reality. Walk away with ready-to-use strategies that will help you lead more productive meetings, align your teams with purpose, and drive districtwide progress with confidence and clarity. *CESA 6: Ted Neitzke. Fond du Lac: Matt Mineau. Kaukauna: Mike Slowinski. Oshkosh: Bryan Davis*

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SCHOOL FINANCE

● A Monthly Financial Scorecard for Your District

103 C/D CESA 5's monthly board reports tie to the financial monitoring standards created by WASBO and WASB. This session will share the tools they've created, including an easy-to-understand budget vs. actual monthly comparison report and a monthly cash monitoring report. The presenters will show their monthly checklist of key performance indicators that districts can use to ensure the business office is on track to be successful.

CESA 5: Mike Koltes, Derek Sliter

● Federal Education Funding Update

103 A/B Presenters will explain how federal funds get from Washington, D.C. to Wisconsin districts, describe

how allocation amounts from the two largest federal sources — IDEA and Title I, Part A — are determined, and share how federal funding can be used to support local needs. The speakers will also provide information regarding the federal education funds that would typically be available on July 1, 2026.

DPI: Shelly Babler

● Mastering the Art of School Finance Storytelling

102 D/E Communicating the complexities of school finance and budgets to the public is crucial for building trust and securing support. Explore the importance of crafting and sharing your district's financial story in ways that resonate with diverse stakeholders. Empower your district with communication tools

that turn data into a compelling narrative, ensuring transparency and fostering stronger connections with your community.

*Racine/WSPRA: Emily DeBaker.
WSPRA: Debbie Brewster*

STUDENT ACHIEVEMENT

● Get Kids Ready: A Q&A With the Dept. of Children and Families

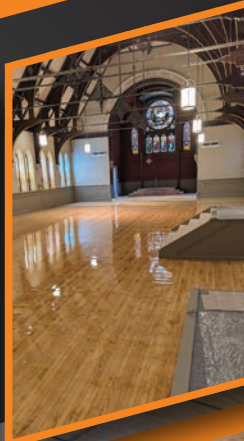
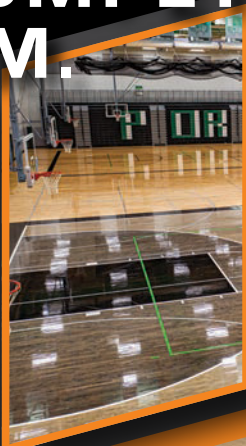
201 A/B Join Wisconsin Department of Children and Families Secretary Jeff Pertl and agency leaders for a Q&A discussion around the new Get Kids Ready child care program for 4-year-olds.

DCF: Jeff Pertl

● Opening Doors: Connecting Students & Employers

202 C Students are often unaware of

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- FROM FSC HARDWOOD TO FLOOR SCORE CERTIFIED
- FROM TENNIS SHOE READY TO SPIKE READY

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career options in their communities. Opening Doors is a scalable process that connects students, businesses and community leaders to bridge this gap. Learn how a research-based, customizable student interest survey, a simple business input tool, and an automated matching system can boost student engagement, support conversations about the future, address workforce needs and ease counselor workload.

CESA 1: Sue Doyle. Marinette: Sarah Anderson. Nicolet: Greg Kabara. Peshtigo: Patrick Rau. School Perceptions: Rob DeMeuse

TECHNOLOGY

● Automate to Elevate: Creating a Blueprint for AI Integration

102 C As AI continues to transform education, districts must take a

system-wide approach to implementation. This session will showcase how a blueprint for AI integration can help ensure tools are leveraged effectively across all areas of a district. Join this exploration into systems and tools that will automate operations to elevate learning.

New Berlin: Kelli Kwiatkowski. Palmyra-Eagle: Ryan Krohn. Waterford: Tony Spence. WASBO: Danielle Bosanec

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FRIDAY, JANUARY 23, 2026

CLOSING GENERAL SESSION

10:30 a.m.–Noon

Baird Center, Ballroom C/D

Presiding: **Mike Koltes**
WASBO President, CESA 5



Mike Koltes



Gov. Tony Evers

The **Green Bay Preble High School Jazz Band** will open the final general session of the State Education Convention. For the first time ever, there will also be a second performance, as the **Stoughton High School Norwegian Dancers** will treat the audience to a special performance.

Gov. Tony Evers has been invited to address the general session.

KEYNOTE SPEAKER

Aaron Sadoff

A Gulf War veteran and a graduate of UW-Madison and Marian University, Sadoff has a passion for

developing, leading and sustaining a community and culture of happiness. Serving 25 years in education, including as the superintendent of North Fond du Lac School District, Sadoff was honored to be the 2019 Wisconsin Superintendent of the Year. He is a past executive director of the Fond du Lac Area Foundation and now serves as the 18th president of Marian University.

Sadoff is a passionate advocate for positive thinking — distilling a lifetime of experience into his book, “MindCraft: The Art of Positive Thinking Right Now.” Sadoff will invite the audience to “craft their minds” much like a builder shapes a structure: with purpose, imagination and attention to detail.

Visit the WASB Bookstore in the Exhibit Hall to find copies of “MindCraft: The Art of Positive Thinking Right Now.”



Sponsored by



FRIDAY Breakout Sessions

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

8:00–9:00 A.M.

ADVOCACY

● School Administrators Alliance 2026 Legislative Update

103 C/D Now that the 2025-27 state budget is finalized, School Administrators Alliance Executive Director Dee Pettack breaks down the key takeaways and priorities. Get an insider’s perspective on how the new budget will impact your district and what the SAA will focus on this year.

*School Administrators Alliance:
Dee Pettack*

HUMAN RESOURCES

● Leadership in Focus: The New WASB Superintendent Evaluation Framework

102 C Discover the updated WASB Superintendent Evaluation Framework, redesigned with boards in mind. The 2025 version features an intuitive online platform, simplified criteria, greater consistency, superintendent input opportunities and structured goal-setting tools. Learn how this streamlined process strengthens board governance, supports superintendent continuous improvement and elevates leadership

— all while keeping the focus on student success.

*WASB: Kelly Thompson,
Patti Vickman*

SCHOOL FINANCE

● Fuel for Learning: The Critical Role of School Lunches

101 A/B Explore the connection between nutrition and student success. This session examines how your school lunch program can fuel both learning and your district’s financial success.

*Menasha: Brian Adesso. Chartwells
K12: Haley Chavez*

SCHOOL LAW

● **Transgender Student Rights: Where Are We Now?**

101 D/E Attendees will be guided through the current legal landscape of the law, including a discussion of executive orders, Department of Education guidance, and existing and emerging case law applicable to Title IX procedures, student rights, athletics and beyond. Attendees will leave with an understanding of the status of transgender student rights, as well as practical guidance to assist in charting the course for their district.

Atolles Law: Chrissy Hamiel, Kylie Owens

STUDENT ACHIEVEMENT

● **If Walls Could Talk, What Would Your Students Say About Belonging?**

101 C Discover how one district elevated student voice and uncovered powerful insights through belonging and engagement walks. This innovative approach helped staff look beyond traditional data points and hear why some students feel disconnected. Learn how the walkthroughs led to actionable data used by continuous improvement teams to inform meaningful changes in school improvement plans.

CESA 6: Laurice Snyder, Kim Walters. Waunakee: Tiffany Loken

● **Math That Moves the Needle for Student Outcomes**

102 A/B Swallow was rated the No. 1 achieving district in the state, as quantified by the State Report Card. District leaders attribute a substantial portion of their success to their K-8 math program. John Marzion, one of Swallow's math teachers, developed tools and strategies that leverage learning systems to identify students, intervene and redirect them toward success.

Swallow: John Marzion

● **X's and O's With the WIAA**

102 D/E This panel discussion explores the process and purpose of how the WIAA works with member schools to assist and serve their needs — and the needs of their student-athletes. WIAA staff and committee members will describe how the association serves its members, clear up misconceptions about the association and answer any member questions.

WIAA: Stephanie Hauser

TECHNOLOGY

● **The Kids Are Ahead of Us: Responsible Engagement With AI Tools**

103 A/B Drawing on focus group research from Wisconsin high school

students, participants in this session will learn about students' perceptions of AI tools, cheating and academic integrity. Explore the gap between students' perceptions of how they are using AI tools and how their teachers think they are using them, what they want to learn about AI, and more.

WASBO: Danielle Bosanec. Tony Frontier Intentional Teaching & Learning: Tony Frontier

9:15-10:15 A.M.

COMMUNITY ENGAGEMENT

● **Launching Success: Funding and Operating On-Site Daycare**

102 C Discover how Spencer is addressing workforce challenges and supporting families through on-site childcare. Learn how Spencer leveraged community partnerships, creative funding strategies and thoughtful planning to build and operate these centers. Attendees will gain practical insights into budgeting, staffing, licensing and aligning early childhood care with district goals. Ideal for districts exploring on-site childcare solutions.

Spencer: Jordan Buss, Michael Endreas, Jason Gorst



SCHOOL FINANCE

● **Debt 101: Understanding the Basics of Borrowing and Repayment**

102 D/E Gain a clear understanding of how debt works — from issuing bonds to managing repayment. This session explores recent referendum trends, key borrowing concepts and practical strategies for debt management. Join us to gain the knowledge and tools needed to navigate the complexities of debt with confidence.
Baird: Debby Brunett, Jordan Masnica

● **Instructional Trends & Budget Bends: What's Coming Next**

101 D/E Stay informed about the latest developments in curriculum, instruction and student support. Learn about key instructional trends and required legislation impacting teaching and learning — and the financial implications that may occur because of them.

*Sun Prairie: Stephanie Leonard,
WASBO: Danielle Bosanec*

STUDENT ACHIEVEMENT

● **Belonging in Action: How Student Voice Transformed Our Schools**

103 C/D What happens when students are trusted to lead school culture work? Platteville students and educators will describe how their efforts have shifted student engagement, staff mindset and academic outcomes. Participants will experience a Real Talk scenario firsthand, hear directly from student leaders during a live Q&A, and leave with practical strategies for their own schools.

Platteville: Emily Zachary, student leaders

● **It ALL Matters: Students With Disabilities' Academic Growth**

101 A/B Hear how Campbellsport reimaged interviews, new teacher support, a student-driven service model and the team approach to best support students with disabilities in showing improvement in

growth data. Attendees will be exposed to out-of-the-box strategies to improve the growth data of their students with disabilities, special educator retention and attraction, and student behavior data so that they can use them in their own school community.

Campbellsport: Sally Kellman

● **Personal Financial Literacy & Wisconsin Act 60**

101 C Is your district on track with Act 60 and the implementation of a half-credit, stand-alone Personal Financial Literacy course for students graduating in 2028 and beyond? Do your PFL educators have the resources they need? Are your teachers supported in PFL professional development? If you weren't able to answer "yes" to all three questions, this session is for you! Get your questions answered and pack your toolbox full of free PFL resources.

*Loyal: Chris Lindner; Tom Odeen;
Jess Zarnke*

● **Turning Mandates Into Momentum: Act 20 Without the Teacher Burnout**

102 A/B Beloit Turner responded to Act 20 as an opportunity to grow,

applying their continuous improvement mindset to create a universal report card. This tool aligns with Redefining Ready! metrics, supports the district's MTSS framework and includes every child. This session will share how teachers, leaders and interventionists engaged in the design process to inform a meaningful, sustainable solution that centers on overall student readiness.

*Beloit Turner: Christopher Koeppen,
Dennis McCarthy, Mike Sindahl*

TECHNOLOGY

● **Smarter Systems: Leveraging AI for Teacher Evaluation and Curriculum Renewal**

103 A/B Discover how AI can streamline and strengthen two core pillars of educational improvement: teacher evaluation and curriculum refinement. Walk away with concrete strategies and tools that can help your district move from data overload to insight-driven action, ultimately supporting more effective teaching and learning.

*Pewaukee: Mike Cady, Colin Jacobs,
Anthony Pizzo, Tammy Yundt*



Puberty, Sex Education, & Substance Use Prevention Programs

Delivered in *Live Virtual* and *Online Interactive* formats

Visit our booth!
#623

Contact Us:
info@candorhealthed.org
www.candorhealthed.org



February 19, 2026 | 8 a.m. — 3 p.m. | The Osthoff Resort, Elkhart Lake

— 2026 WASB/WSAA —

SCHOOL LAW CONFERENCE

8 a.m. REGISTRATION and Continental Breakfast

8:30 a.m. Sessions

- **How to Deal With the Records Requester Who Wants Everything — and the Kitchen Sink!**
James Carroll, Buelow Vetter Buikema Olson & Vliet, LLC;
Ryan Heiden, von Briesen & Roper, s.c.
- **Roles and Responsibilities of School Board Members**
Ben Richter, WASB

9:30 a.m. BREAK

9:40 a.m. Sessions

- **Arrest and Conviction Record Discrimination: How to Protect Yourself**
Dean Dietrich, Weld Riley, s.c.
- **Understanding the Teacher Nonrenewal Process**
Kara Conley, WASB

10:40 a.m. BREAK

10:50 a.m. Sessions

- **Navigating Complaint Investigations**
Alana Leffler and Laura Pederson, Renning Lewis & Lacy
- **Interactions With Law Enforcement**
Bob Butler, WASB

11:50 a.m. LUNCH

12:50 p.m. Sessions

- **The Latest Advances in Technology for Schools and Action Items for Your District**
Chrissy Hamiel and Kylie Owens, Attolles Law, s.c.
- **Public Participation at School Board Meetings**
Scott Mikesh, WASB

1:50 p.m. BREAK

2 p.m. Plenary Discussion

- **'Freedom of Speech?' Understanding the First Amendment's Application to Student and Employee Speech**
Brian Goodman, Boardman Clark

3 p.m. ADJOURN

Register Online at WASB.org

Click the "Training & Events" tab, follow a link to the event page and click "Register."

Conference registration: \$209

Registration includes: Breakfast, lunch and digital access to materials.

Refund deadline: Thursday, Feb. 12, at 5 p.m.
There will be no refunds for cancellations after Feb. 12.
To cancel, call toll-free 833-320-5333.

Location

The Osthoff Resort
101 Osthoff Ave., Elkhart Lake, WI 53020

Room rates start at \$154

Room reservations: 1-800-876-3399 or
osthoff.com/resort-accommodations

Cut-off date for hotel rooms: Jan. 26, 2026

When making a reservation, ask for the Wisconsin Association of School Boards group to get the special group rate.



Scan to
reserve a room



RANKED #26 BY ENR MIDWEST TOP CONTRACTORS



KRAUS-ANDERSON®

Building a Brighter Future for Tomorrow

www.krausanderson.com

≡ Celebrating the Arts

Wisconsin student artists and performers shine throughout the convention.

Four talented student groups are scheduled to perform during the general sessions, and award-winning art is on display in the student art gallery on the second floor of the Baird Center.

STUDENT MUSIC PERFORMANCES

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



WEDNESDAY | Jan. 21, 10–10:15 a.m. | Ballroom C/D
Iola-Scandinavia High School Band



THURSDAY | Jan. 22, 3–3:15 p.m. | Ballroom C/D
Delavan-Darien High School String Orchestra



FRIDAY | Jan. 23, 10:30–10:40 a.m. | Ballroom A/B
Green Bay Preble High School Jazz Band



FRIDAY | Jan. 23, 10:40–10:50 a.m. | Ballroom A/B
Stoughton High School Norwegian Dancers

STUDENT ART CONTEST



Each year, the WASB Student Art Contest recognizes outstanding student artists across Wisconsin. This year's winning artwork (above) is by **Ruby VanZee**, a student in the La Crosse School District. Ruby will be recognized during the General Session on Wednesday, Jan. 21. 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

Sponsored by:  **Performance Services**

STUDENT CONVENTION VIDEO TEAM



Students from the School District of Milton will be filming sessions, keynotes, exhibitors and more at the 2026 State Education Convention. After the convention, the students will edit their footage to produce a highlight video showcasing the key moments and overall experience.

Exhibit Hall Highlights

WEDNESDAY JAN. 21: 9:00 a.m. – 4:30 p.m. Dedicated time: 9:00-10:00 a.m. | 12:00-1:30 p.m. | 2:30-3:30 p.m.

THURSDAY JAN. 22: 9:00 a.m. – 2:00 p.m. Dedicated time: 9:45-10:45 a.m. | 11:45 a.m.–1:45 p.m.



• WASB COMMONS BOOTH 439

The WASB encourages members to stop by the WASB Commons, relax, connect with staff members and learn about the numerous services and products designed to help you lead your school district. Additionally, help us fill out our graffiti wall by completing this prompt: “I believe in public education because...” Join WASB legal, member services, consulting and policy staff members during these Dedicated Exhibit Hall times:

- Wednesday, Jan. 21, 2:30-3:30 p.m.
- Thursday, Jan. 22, 10-11 a.m.
- Thursday, Jan. 22, 12:30-1:30 p.m.

• Sustainable Schools 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 Sustainable Schools Pavilion to meet community partners and providers who can help your district develop a roadmap to clean energy. The Sustainable Schools Pavilion is coordinated by the Couillard Solar Foundation and partners.

• Dream Flight USA Bus BOOTH 147

Giving students space — and STEM — to learn! Visit the unique STEM Shuttle in booth 147 and see how it motivates students in upper elementary and middle schools to learn. Students are challenged by the hands-on workstations aboard the shuttle.

• Kiel eSchool Zen Space BOOTH 137

Visit the Digitarium dome with Between the Lakes Virtual Academy & Kiel eSchool. Relax and enjoy the night sky, the Milky Way and the Aurora Borealis in an immersive virtual experience. Programs run 5-15 minutes — stay for one or experience them all!

• 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.

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 on WASB.org/convention or the mobile app to find full descriptions of Exhibit Hall Mini Sessions, which include:

Wednesday, Jan. 21, 12:30-1:20 p.m.

- The \$60K Question: Is In-House Payroll Costing Your District More Than It Should?
Wipfli

Thursday, Jan. 22, 9:55-10:45 a.m.

- The Strategic Self-Funding: The Path to a High-Performance Health Plan
HPS/PayMedix

EXHIBIT HALL BREAKFAST WED., JAN. 21, 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:





● School Fair

The School Fair in the Exhibit Hall features interactive exhibits by school leaders, teachers and students from around the state. The fair, which is open during Exhibit Hall hours, includes:

■ Taking Robotics to the Next Level (Jan. 21 only)

The West Allis Central High School Robotics Team will demonstrate their latest robot designs while discussing collaboration strategies, problem-solving approaches, competitive robotics and STEM principles.

West Allis-West Milwaukee School District

■ Empowered to Lead: How Student Voice Is Reshaping School Culture

Through visual displays, student-created materials and live conversations with student leaders, attendees will see how student-led efforts have led to lasting change in school climate, peer relationships and community connection.

Platteville School District

■ Community Partnerships to Support Professional Skills

Learn how Racine Unified and its chamber of commerce built a 6–12 professional skills system, with rubrics, resources and outcomes like certificates and transcript seals that districts can replicate.

Racine Unified School District

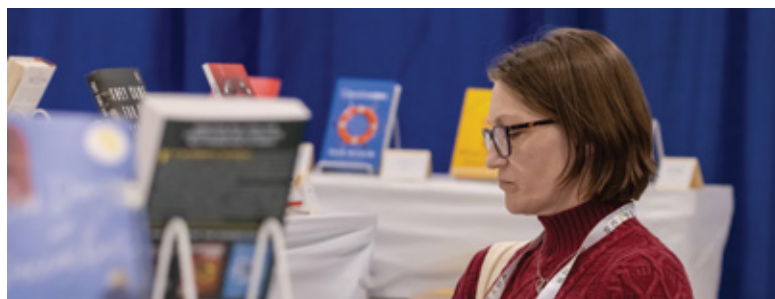
■ A Podcast for the Times (Jan. 22 only)

Hear Hoover Elementary third-grade students discuss and record a live episode of their class podcast, which features student-led discussions on school culture, current events, personal interests and more

West Allis-West Milwaukee School District

● 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.



VISIT THE BOOKSTORE

Take time to peruse our large selection of books focused on leadership and school district management. We also feature popular fiction and books written by our keynote speakers. Whether you're looking for insightful strategies, practical advice or a little light reading, our collection has something for every educator and administrator. New this year: Dan Nerad, a former superintendent and WASB consultant who passed away in 2023, has donated his vast collection of professional development books for convention registrants to take free of charge.

Near the cafeteria and WASB Commons in the Exhibit Hall.

Wednesday, Jan. 21, 9 a.m. – 4:30 p.m.

Thursday, Jan. 22, 9 a.m. – 2 p.m.

● 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. Grab some food 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 Wednesday, Jan. 21 and Thursday, Jan. 22.
- Network Health (**Booth 615**) for coffee on Wednesday, Jan. 21 and Thursday, Jan. 22.
- Nexus Solutions (**Booth 501**) for coffee on Wednesday, Jan. 21 and Thursday, Jan. 22.
- VJS Construction Services, Inc. (**Booth 919**) on Wednesday, Jan. 21 and Thursday, Jan. 22.

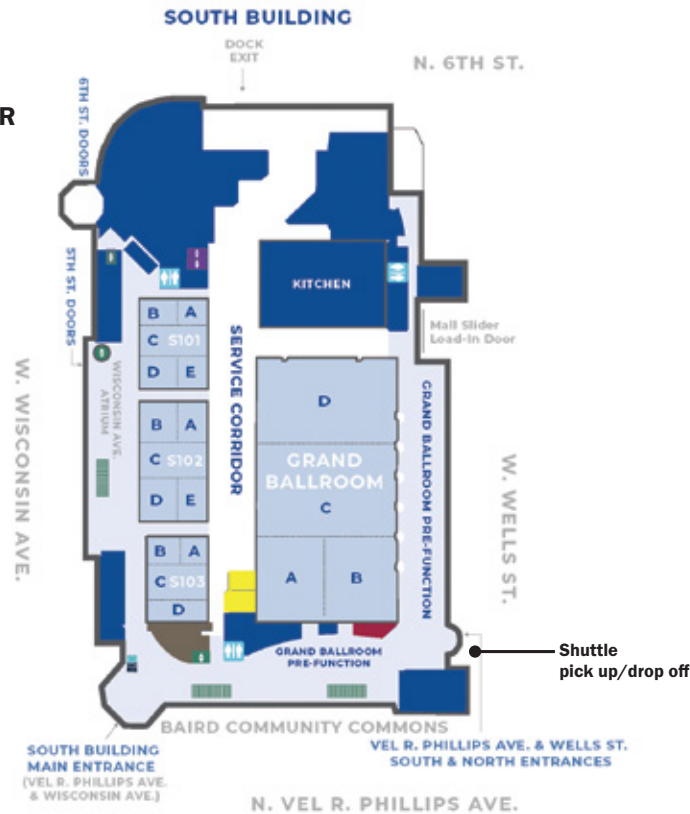
● Visit Cahill Studios of Photography at Booth 937 to get your photo taken!

Get a complimentary professional photo taken for your district or take a fun group photo with your colleagues.



FLOOR PLAN Baird Center

1ST FLOOR



2ND FLOOR

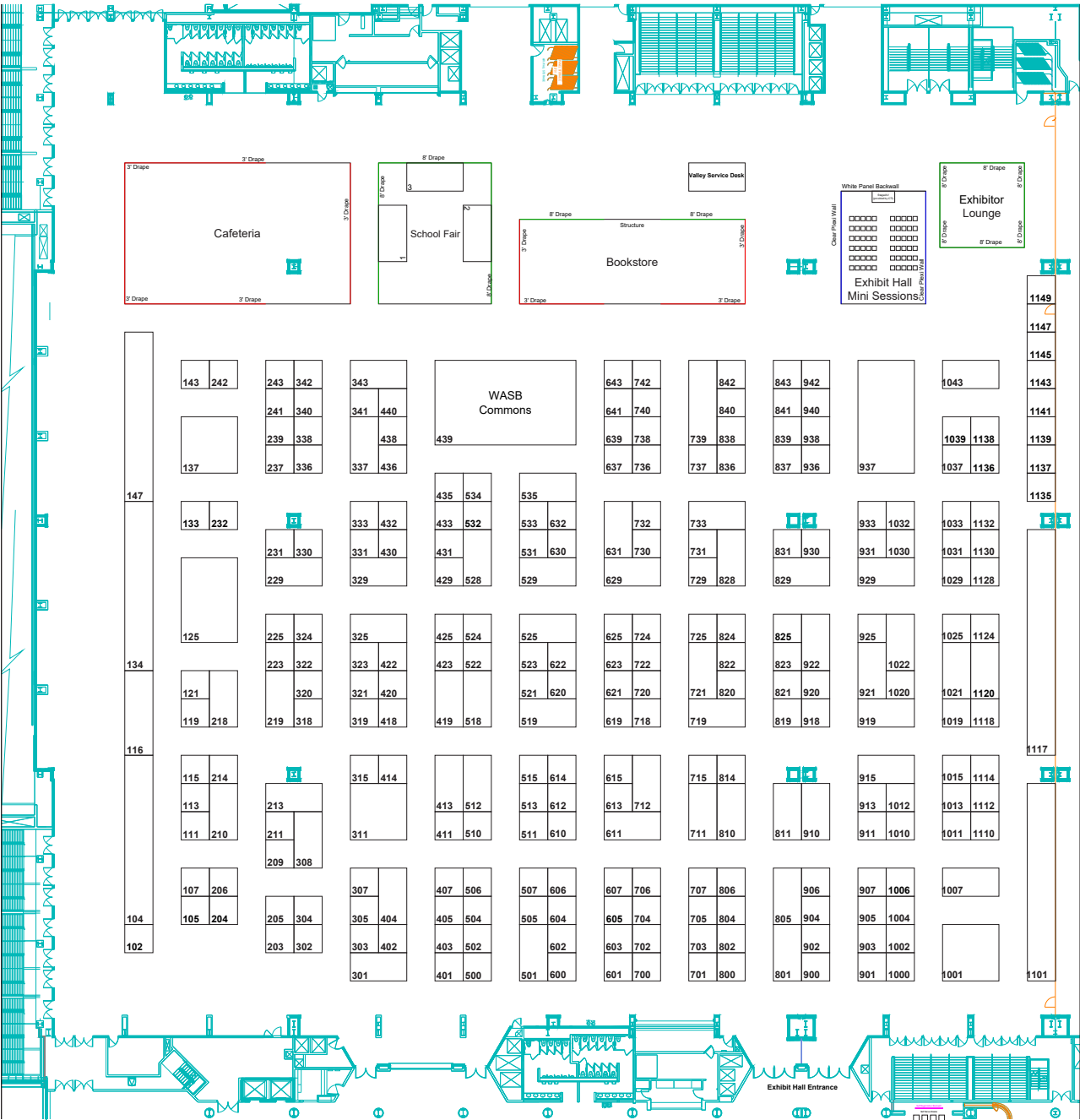


FLOOR PLAN Hilton Milwaukee City Center



MAP of Exhibit Hall

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





Exhibitors Alphabetical Listing

★ 2026 Convention Sponsor ♦ WASB Service Associate ▲ WASB Endorsed Insurance Agency

See page 56 for **CATEGORY** listing of exhibitors

#SocialSchool4EDU

Booth 302
New Auburn, WI
socialschool4edu.com

#SocialSchool4EDU provides full social media management and runs a vibrant online community that provides ongoing professional development for school social media champions.

3M

Booth 341
West Chicago, IL
3m.com/3M/en_US/building-window-solutions-us/resources/window-film-for-schools
3M™ Building Window Film for Schools

3M is proud to be a trusted partner of thousands of schools across the country, providing a wide range of school window film solutions.

7 Mindsets

Booth 1031
Roswell, GA
7mindsets.com
Founded in 2009, 7 Mindsets provides transformative, mindset-based empowerment and mental health learning solutions for schools, districts, and organizations nationwide. The company offers multi-tiered curricula, professional development, and data measurement tools that empower growth and drive measurable impact.

A

A&J Commercial

Booth 116
Valders, WI
aandjmobility.com

We sell ADA-compliant and wheelchair accessible minivans, paratransits, and buses. Our dedicated commercial account manager will help you find the right vehicle for your business needs.

Academic Approach

Booth 1136
Chicago, IL
schoolprograms.academicapproach.com
Academic Approach is an award-winning education company focused on Teaching Beyond the Test™ through data-driven instruction.

Whether it's a practice test for students or professional development for teachers to analyze results, Academic Approach develops high-impact, customized education programs that not only raise tests scores but also grow vital college and career readiness skills.

Advanced Technologies Consultants

Booth 210
Plymouth, MI
atctrain.com

We are the nation's leading distributor of technical training curriculum, equipment and furniture. We offer a comprehensive solution of products including: Alternative Energy, Automation/CNC, eLearning, Electricity/Electronics, Electric

Power/Controls, Fluid Power, Lab Furniture, HVAC, Industrial Maintenance, Process Control, Mechatronics, STEM and 3D Printing and Scanning.

Agile Ideas Leadership

Booth 113
Houston, MN
agileideasleadership.com

Agile Ideas Leadership partners with schools to design and facilitate critical improvements, enabling educators and leaders to collaboratively solve challenges, and unlock the collective potential of their communities.

Agilex Business Solutions

Booth 336
Appleton, WI
agilexsolutions.com

Agilex Business Solutions provides an ePayables solution perfect for every school district. The single-use, exact dollar amount match virtual credit cards reduce fraudulent transactions, provide unlimited monthly cash rebates, all while streamlining your accounting. Our no cost or commitment solution is an excellent opportunity to expand a school's financial resources.

Allied Facility Partners

Booth 605
Algonquin, IL
allied-fp.com

We are a constructions management company specializing in construction management and guaranteed energy savings contracts.

Amergis Educational Staffing

Booth 1006
Wauwatosa, WI
amergiseducation.com

Amergis Educational Staffing connects schools with qualified educators and support staff, delivering tailored staffing solutions that empower student success and strengthen educational communities nationwide.

Ampersand Public Advisors, LLC

Booth 621
Waukesha, WI
trustampersand.com

Ampersand Public Advisors, LLC is a full-service, Wisconsin-based firm that specializes in the management of referendum bond proceeds and the liquidity needs of districts throughout the state.

Amplify Graphics & Branding

Booth 1039
West Allis, WI
amplifycan.com

Amplify Graphics and Branding creates high-impact environmental graphics, signage, and visual experiences for sports, corporate, and education spaces—combining world-class print technology, creative innovation, and outstanding service with absolute integrity nationwide.

Anatomage

Booth 1007
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.

Anchor Solutions

Booth 1033
Menomonee Falls, WI
anchorsolutions.com

Anchor Solutions is a full-service logistics, warehousing, installation, and relocation company based in Menomonee Falls, Wisconsin.

We offer both nationwide and local services, including FF&E (furniture, fixtures & equipment) installation, warehousing and storage, commercial and residential moving, and furniture installation.

Anovia Health

Booth 1110
Appleton, WI
anoviahealth.com

Anovia Health Direct Primary Clinics in North East & Central Wisconsin. We are creating access to quality care by driving down costs.

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.

ARAMARK K-12 Education

Booth 1043
Philadelphia, PA
aramark.com

Aramark Student Nutrition chefs and dietitians serve nutritious meals that students love. We partner with over 370 districts, powering the potential of thousands of students, with healthy, tasty food.

Ascendance Truck Centers

Booth 1117
Marshfield, WI
ascendancetrucks.com

Ascendance Truck Centers is a second-generation family owned and operated full-service dealership. Ascendance Truck Centers offers a wide selection of new and used medium and heavy-duty commercial trucks as well as school and commercial buses.

AstroTurf Great Lakes

Booth 700
Novi, MI
astroturf.com

Exclusive AstroTurf Distributor in MI, WI, MN, & IL. With over 30 years of synthetic field experience, our focus is on Safety, Performance, Consistency and Durability.

Athletic Field Services, Inc.

Booth 702
Genesee Depot, WI
afstrack.com

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

ATS&R Planners/Architects/Engineers

Booth 505
Golden Valley, MN
atsr.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.

Attolles Law, s.c.

Booth 433
Milwaukee, WI
attolles.com

For decades, Attolles attorneys have provided steadfast legal counsel to school districts, addressing both routine and complex matters with unwavering dedication to fostering opportunity amid every challenge our clients face.

Audio Enhancement

Booth 121
West Jordan, UT
audioenhancement.com

Audio Enhancement was founded in 1978 on the idea that “learning begins with hearing.” As pioneers of classroom audio technology, Audio Enhancement brings clarity and success to students and teachers.

Aurora Health Care

Booth 242
Milwaukee, WI
aurorahealthcare.org

Offering unique and cost-effective solutions for employers including virtual primary and urgent care, as well as executive health. Ranked by US & World Report as best hospital. Aurora Health Care has the largest and most preferred primary care network in the region. Let us help your employees stay working and well.

Aviben

Booth 904
Fitchburg, WI
aviben.com

Aviben.com Aviben administers 403(b), 457(b), 401(a), HRA, HSA, FSA, and commuter plans with expertise and exceptional service. Aviben is a national leader in K-12 benefits and a Skyward Certified Partner.

AVID

Booth 942
San Diego, CA
avid.org

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

Avi-on Labs, Inc

Booth 430
Park City, UT
avi-on.com

Since 2013, Avi-on's Bluetooth® Lighting Controls has led the lighting industry with enterprise grade solutions that are easy to install, easy to use, and cost-effective. Avi-on's no gateway architecture, mobile phone, and remote setup bring a new level of simplicity to lighting control installation. Avi-on's latest line of fixture controllers, wall stations, and sensors bring network lighting controls to a new cost point, and the enterprise-grade security and API supports the needs of the most demanding enterprise customers. With tens of thousands of installations and hundreds of thousands of devices in the field, Avi-on is the proven solution for networked lighting controls.

B**Badger Mats**

Booth 819
Fitchburg, 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/wisconsinbs

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 619
Elkhorn, WI
balestrierigroup.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 your resolve your environmental liabilities.

BARR Center

Booth 438
St. Louis Park, MN
barrcenter.org

The BARR Model allows school staff to build on students' strengths and provide students with the academic and non-academic resources they need to thrive.



Baseman Bros. Inc.

Booth 211

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/Lee Recreation**

Booth 1001

Fond du Lac, WI
bciburke.com

(Platinum Level Sponsor) 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.

Board of Commissioners of Public Lands

Booth 502

Madison, WI
bcpl.wisconsin.gov

BCPL manages the State Trust Fund Loan Program, which provides a simple and transparent path for municipalities and school districts to borrow funds for local projects. 100% of interest earned by BCPL is distributed to provide the sole state aid for public school library media and resources. No fees!

BoardBook

Booth 1037

Austin, TX
boardbook.org

BoardBook Premier is an all-in-one web-based meeting preparation software that helps meeting managers organize materials, communicate with attendees, conduct meetings, and document the results.

BoardDocs (Diligent)

Booth 1118

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.

◆ **Bray Associates Architects, Inc.**

Booth 218

Sheboygan, WI
brayarch.com

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 319

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 Buikema Olson & Vliet, LLC

Booth 1000

Waukesha, WI
buelowvetter.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.

C

◆ **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!

Candor Health Education

Booth 623

Hinsdale, IL
candorhealthed.org

The mission of Candor Health Education is to positively impact the physical, social, and emotional health of youth. Our health educators provide science-based information that is age-appropriate and engaging to help 4th-9th graders make informed decisions and stay healthy.

Capital Electric Wire & Cable

Booth 1029

New Berlin, WI
capital-electric.com

Regional distributors with 40+ years of experience. We focus on being Fast ~ Easy ~ Smart to help you make good decisions when it comes to building a strong, resilient, high performing network.

Captivate Media + Consulting

Booth 305

Eden Prairie, MN
captivatemedi.us

Captivate Media partners with schools to grow their band with video, animation and design. They bring clarity and intention to complex school messages through the lens of storytelling.

CCAP Alert

Booth 905

Slinger, WI
ccapalert.com

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

Centivo

Booth 930
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 1

Booth 804
Pewaukee, WI
cesa1.k12.wi.us

CESA 1 is a provider of high-quality, cost-effective services for Southeastern Wisconsin districts. We offer more than 100 services that help education providers meet the diverse needs of their students.

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 11

Booth 940
Turtle Lake, WI
cesa11.k12.wi.us

CESA 11 empowers schools through innovative leadership, instructional, business, and technology services. We partner with districts to Serve, Educate & Lead - enhancing student learning and organizational effectiveness.

CESA 2

Booth 718
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 918
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 325
Tomahawk, WI
wrccs.org
Sarah Hackett CESA 9 Statewide Programs 715-453-1079 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.

◆ CG Schmidt, Inc

Booth 407
Milwaukee, WI
cgschmidt.com

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

Champions® Before- and After-School Programs

Booth 1020
Lake Oswego, OR
discoverchampions.com

As a leading provider of out-of-school-time learning and education programs, Champions offers school-age kids fun activities in a challenging environment; giving parents peace of mind, and administrators a true community partner in delivering high-quality education.

Chartwells School Dining Services

Booth 1022
Charlotte, NC
chartwellssk12.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!

★ ◆ 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
Energy Management Specialists serving Wisconsin businesses since 1989. A full-service contractor specializing in Building Automation, Energy & Environmental Control, Mechanical

Service/Installation, and Fire & Security Service/Installation.

Complex Security Solutions, Inc.

Booth 111
New Berlin, WI
complexsecuritysolutions.com

Complex provides innovative security, electrical, cabling, and fire solutions for public and private sectors, specializing in education, commercial, and industrial projects.

Correct Digital Displays Inc.

Booth 337
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.

Corridor Smart Evacuation

Booth 1128
Dubuque, IA
corridorsafety.com

Live tracking and monitoring of building occupants during emergency situations - Detailed navigation during situations like fire, weather, medical and active shooter emergencies.

Cottingham & Butler Total Rewards Consulting

Booth 938
Madison, WI
cottinghambutler.com

Cottingham & Butler's mission is to partner with clients to protect their most valuable assets and build an exceptional company of passionate insurance professionals.

Creative Learning Systems

Booth 614
Longmont, CO
smartlablearning.com

SmartLab delivers turnkey, career-centered K-12 STEM programs that equip today's students for tomorrow's challenges. Every hands-on PBL solution integrates grade-appropriate STEM applications across eight industry pathways. SmartLab programs include dedicated classroom setups or flexible systems designed for mobility, along with standards-aligned curriculum, teacher training, and ongoing technical and curricular support.

Curriculum Associates

Booth 643
North Billerica, MA
curriculumassociates.com

Founded in 1969, we design research-based print and online instructional materials, screens and assessments, and data management tools. The company's products and outstanding customer service provide teachers and administrators with the resources necessary for teaching diverse student populations and fostering learning for all students.

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.

CONNECTION REDEFINES PLAY

The next generation of play is here. It's inspired. It's innovative. It will test your fitness, your agility and your speed. It's for people of all ages and abilities. It's MOVMT® Centro and you won't want to miss it.



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D

Dairyland Buses, Inc.

Booth 625
Waukesha, WI
centralstaterazzo.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.

Dant Clayton Corporation

Booth 1132
Louisville, KY
dantclayton.com

Dant Clayton offers comprehensive stadia solutions from initial concepts to manufacturing expertise and construction. We provide a consultative, turn key approach to grandstands, bleachers and press boxes.

Dashir Management Services, Inc.

Booth 704
WI Dells, WI
dashirmanagement.com

Complete Facility Management, including custodial, maintenance and grounds.

Data Wrangler by CLOCworks, Inc.

Booth 925
Madison, WI
datawrangler.clocworks.com

Learn how school districts are boosting their general funds using Energy Data.

★ Delta Dental of Wisconsin

Booth 828
Stevens Point, WI
deltadentalwi.com

Delta Dental of WI makes dental and vision insurance hassle-free with a dedicated account manager and combined benefits administration. Visit us at booth 828!

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.

Destinations Career Academy of Wisconsin

Booth 1002
McFarland, WI
widca.k12.com

Destinations Career Academy of Wisconsin is an innovative, tuition-free online public school for grades 9-12 that combines core academics with industry-relevant, career-focused electives – giving students a jump-start on their college and career goals.

Detezo

Booth 1004
Park City, UT
detezo.com

Detezo is a free app that uses QR codes to enforce phone-free schools.

Diamond Assets

Booth 738
Milton, WI
diamond-assets.com

As you prepare to present your next school year's technology plan, consider Diamond Assets as your partner in building better budgets. Whether it's navigating one-to-one technology upgrades, or preparing for a post-Emergency Connectivity Fund (ECF) world, Diamond Assets can advise, advocate for, and ensure you'll get a return on your current technology to purchase upgrades for the future.

DistrictIQ

Booth 321
Elm Grove, WI
districtiq.com

DistrictIQ helps Wisconsin school board members turn public data into strategic insights with AI-powered dashboards, policy tracking, financial tools, and intuitive visuals.

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.

DMM Productions

Booth 936
River Falls, WI
dmmproductions.com

DMM Productions partners with schools and universities to create result-driven videos that drive recruitment, boost reputation, and build community trust.

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 work stations on board the shuttle.

DSGW Architects

Booth 1013
Duluth, MN
dsgw.com

DSGW Architects works with educational systems designing schools that retain their unique identities while enriching the neighborhoods around them. Feasibility studies, assessments, referendum support, planning, new construction, additions, and renovations.

Duet Resource Group

Booth 102
Milwaukee, WI
duetresourcegroup.com

Duet Resource Group, established in 1968, is a leading furniture integrator for K-12 clients throughout Wisconsin, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and the Upper Peninsula of Michigan.

E

eAchieve 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
Arlington Heights, 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 840
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.

Elevate97

Booth 513
Green Bay, WI
elevate97.com

ELEVATE97 prides itself on being a turnkey provider of interior + exterior storytelling, graphics and signage services for our partners. We create environments and displays that communicate, helping you make lasting impressions. Our design team works with you, your architect and your team to bring your brand or story to life. Taking great care to ensure the design is right for your space, and that fabrication and installation are flawless. Authentic, relevant, and compatible, we ensure every design solution works to deliver a seamless brand experience.

Elior School Dining

Booth 703
Canonsburg, PA
elior-schools.com

At Elior School Dining, 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. Elior School Dining 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.

◆ **EMC Insurance Companies**

Booth 343
Brookfield, WI
emcins.com

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

Emplify Health

Booth 725
Green Bay, WI
emplifyhealth.org

Bellin Health is an integrated health care delivery system based in Green Bay, Wisconsin providing the following solutions to schools: • Primary Care/Telehealth • Sports Medicine • Healthcare Career Academy • Mental Health

Energy Performance Lighting

Booth 209
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!

Engberg Anderson

Booth 239
Milwaukee, WI
engberganderson.com

Engberg Anderson is an architecture, planning, and interior design firm with a long history of delivering innovative, adaptive, and high-

functioning learning environments and complex projects to strengthen communities nationwide.

◆ **Eppstein 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.

Eriksson Engineering Associates, Ltd.

Booth 822
Milwaukee, WI
eea-ltd.com

EEA navigates complex civil engineering, traffic and parking, and landscape architecture projects. Our staff provides insightful expertise throughout projects and work to enhance quality and offer savings with innovative solutions.

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 522
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.

◆ **Excel Leadership, LLC**

Booth 425
Waukesha, WI
excelleader.org

Excel Leadership facilitates development of strategic plans for school districts, workshops to improve board and administration relationships, tools and processes for more effective board governance, and mentoring of district leadership.

F

FEH Design

Booth 1025
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.

FieldTurf – Beynon Sports – Tarkett Sports

Booth 213
Calhoun, GA
tarkettsportsindoor.com

We are a world leader in athletic surfacing, 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, we offer the ultimate surface experience. FieldTurf is the inventor and world leader of infilled artificial turf.

First Student, Inc.

Booth 237
Cincinnati, OH
firststudentinc.com

North America's largest K-12 transportation provider, First Student delivers safe, reliable, tech-forward bus, van, alternative, electric, and charter services for 1,600+ districts.

Health plans, simplified

Since 1957

Your business runs on trust. So should your health plan. For more than 65 years, Midwest businesses have trusted HealthPartners to simplify health benefits. Today, in Northeast Wisconsin, that commitment means working with businesses rooted in your community, alongside local providers and brokers. Together, we create reliable partnerships and health plans that keep costs predictable. Because every dollar matters, our plans stretch your investment while supporting employee health. With straightforward, local support, we make benefits easier to use. That's how you'll see more savings and better health outcomes.



HealthPartners

Call **920-328-1672** or
visit **healthpartners.com/plans**

First Technologies, Inc

Booth 241
Brookfield, WI
firstteched.com

We provide 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.

FORTÉ

Booth 740
Brookfield, WI
ourforte.com

FORTÉ delivers next-generation visual collaboration solutions built with a people-first approach. Our goal is to move beyond where

AV integrators have traditionally lived—focusing more on outcomes and moving our clients' businesses forward.

Forward Space

Booth 720
Milwaukee, WI
forwardspace.com

We are a commercial furniture dealership driven by the thought of creating optimal wellbeing for our clients.

◆ Foster & Foster Consulting Actuaries, Inc.

Booth 800
Wales, WI
foster-foster.com

Foster & Foster Consulting Actuaries, Inc. is a professional employee benefits and actuarial consulting firm providing services to public and private employers throughout the State of WI.

FranklinCovey Education

Booth 205
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 600
Wayne, 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.

Fulcrum Education Solutions

Booth 204
Milwaukee, WI
fulcrumeducationsolutions.com

Fulcrum Education Solutions builds leadership capacity through customized coaching and consulting that drives sustainable improvement in schools.

G**Georg Fischer - Building Flow**

Booth 1124
Apple Valley, MN
uponor.com/en-us

Uponor / Georg Fischer Family is a global leader in polymer piping systems and solutions.

Givebacks

Booth 823
Raleigh, NC
givebacks.com

Givebacks gives school districts the tools to lead with confidence bringing clarity to fundraising, streamlining payments, boosting compliance, and minimizing risk. Supporting over 14,000 schools and nonprofits across the U.S., our platform connects with more than

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Discover the *Baird Difference*

5 million engaged parents to create safer, more transparent school communities.

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.

Groth Design Group, Inc.

Booth 737
Cedarburg, WI
gdg-architects.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.

Group Health Cooperative South Central Wisconsin

Booth 841
Madison, WI
ghcscw.com

Representing Group Health Cooperative of South Central Wisconsin, a nonprofit healthcare organization committed to improving community well-being through education, collaboration, and innovative, patient-centered care initiatives.

GT Grandstands, Inc.

Booth 320
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 528
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
Arlington Heights, 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.

HealthPartners

Booth 521
Green Bay, WI
healthpartners.com/insurance/robin

Your health is important, and so is getting top-quality health care. Robin brings trusted local care and health insurance coverage together with affordable, highly rated plans throughout northeastern Wisconsin.

Healthy School Meals for All-WI/School Nutrition Association of WI

Booth 931
Menomonie, WI
healthyschoolmealsforallwi.org

Come visit the Healthy Meals for All-WI and SNA-WI booth to learn why offering meals free of charge to all students will help your district and community.

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.

Helm Service (HVAC, Plumbing, Electrical & Controls)

Booth 243
Muskego, WI
helmgroupp.com

Full-service contractor providing expertise in HVAC, plumbing, electrical, and building automation/controls. Preventative maintenance, renovations, additions, and new builds.

◆ 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.

Horace Mann Companies

Booth 1030
Springfield, IL
horacemann.com

Horace Mann offers auto, home, and life insurance as well as retirement strategies and financial wellness education for educators and their families.

★ HPS/PayMedix

Booth 510
Milwaukee, WI
hps.md

HPS/PayMedix 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
LaCrosse, 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 730
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.

I

Immel Construction

Booth 1011
Green Bay, WI
immelconstruction.com

Immel Construction is a 100% employee-owned, full-service construction firm offering Construction Management, General Contracting, Design/Build, and Preconstruction services for our clients across the Midwest since 1961.

inBYLT

Booth 620
Minneapolis, MN
inbylt.com

inBYLT delivers adaptable, high performance school facilities through strategic planning, expert construction management, and energy efficient solutions, reducing costs, enhancing functionality and building lasting infrastructure that supports educational missions now and in the future.

Infinite Campus

Booth 611
Blaine, MN
infinitecampus.com

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

Innovative Office Solutions

Booth 531
Burnsville, MN
innovativeos.com

Innovative enhances educational environments by providing comprehensive school supplies, furniture, technology and facilities solutions, ensuring that students and teachers have the tools and spaces needed for effective learning and teaching.

Intertek - PSI

Booth 843
Waukesha, WI
intertek.com/building/psi

Geotechnical Engineering, Special Inspections, Construction Testing, Environmental Consulting.

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

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.

jmc

Booth 707
Lake City, MN
jmcinc.com

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

Johnson Controls, Inc.

Booth 1145
Cedarburg, WI
johnsoncontrols.com

Johnson Controls provides the building systems, equipment, technology integration and know-how to create and maintain safe & secure, quality learning environments.

♦ **JP Cullen**

Booth 712
Janesville, WI
jpcullen.com

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

JSD Professional Services

Booth 637
Verona, WI
jsdinc.com

Experience in land surveying & mapping, master planning & site development, civil & transportation engineering, landscape architecture, athletic field & running track design, storm water & natural resource management, and construction administration.

K

Kapur & Associates, Inc.

Booth 630
Milwaukee, WI
kapurinc.com

Kapur & Associates is an employee-owned engineering firm with 400+ professionals, offering diverse services across six states for over 40 years.

Kelly Education

Booth 911
Bloomington, MN
kellyeducation.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.

Kiel eSchool/Between the Lakes Virtual Academy

Booth 137
Kiel, WI
betweenthelakesacademy.org

Established in 2002, Between the Lakes Virtual Academy & Kiel eSchool are online learning programs available to all students grades 4K-

12 statewide and in partnership with school districts statewide.

KLPD Global

Booth 330
Mequon, WI
klpdglobal.com

KLPD Global works with delivery partners on our customers' journey to achieving a Net Zero Emissions state. We do this by managing their energy consumption and balancing it with power delivery.

KOMPAN Inc.

Booth 107
Austin, TX
kompan.com/en/us

KOMPAN designs and builds innovative, durable playgrounds and outdoor fitness spaces that inspires communities to play, stay active, and develop physically, socially, and cognitively through world-class, research-backed design.

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.

L

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.

★ **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.

Larson Engineering, Inc.

Booth 303
Appleton, WI
larsonengr.com

We are a trusted partner in each step of the design process. Larson's structural, civil, process industrial, environmental, health & safety, oil & gas, mechanical, electrical and curtain wall engineers each have their own specialty. Our conscientious engineers guide clients toward the best solution for their unique needs.

LeafFilter Gutter Protection

Booth 340
Hudson, OH
leaffilter.com

With hundreds of thousands of satisfied customers, LeafFilter is the largest gutter protection company in the nation. **LHB, Inc.** Booth 534
Duluth, MN
lhbcorp.com

We collaborate with school districts to design dynamic learning environments that inspire and engage both students and staff. From group learning spaces to CTE labs, our PreK-12 education team is dedicated to making a difference in children's lives. We create facilities where everyone feels safe and valued. Our professionals focus on designing spaces that are not only healthy and energy-efficient, but also welcoming and supportive. Sustainability is at the core of our designs, making sure that our facilities meet the highest standards for environmental stewardship. By prioritizing these elements, we contribute to creating positive and enriching teaching and learning environments in schools, fostering both academic success and personal growth for all students and staff. Discover how LHB's expertise in educational design can transform your school district into a hub of innovation and excellence.

Liberty Mutual Insurance

Booth 632
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.

M

♦ ▲ **M3 Insurance**

Booth 414
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 532
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.

Marian University

Booth 119
Fond du Lac, WI
marianuniversity.edu

Marian University is a Catholic institution dedicated to academic excellence, leadership development, and service, empowering students to transform lives through faith, learning, and compassionate action.

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 1130
Minneapolis, MN
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.

MartinRiley architects-engineers

Booth 322
Fort Wayne, IN
martin-riley.com

MartinRiley is a full-service architecture and engineering firm that prides ourselves on being dynamic, forward thinking, and dedicated to delivering cutting edge solutions for our clients.

MasteryPrep

Booth 206
Baton Rouge, LA
masteryprep.com

MasteryPrep partners with over 2,500 schools and school districts to provide meaningful, measurable academic support that boosts standardized assessment scores without teaching to the test. Each year, MasteryPrep helps over 500,000 low-income and first-generation students improve their scores on high-stakes standardized tests like the ACT®, SAT®, and End-of-Course assessments all at no cost to the students or their families. MasteryPrep is licensed by ACT®, Inc. to use official test questions in its material and serves as the Council for Opportunity in Education's preferred provider of ACT and SAT preparation resources.

McKinstry

Booth 403
Madison, WI
mckinstry.com

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

Midwest Educational Furnishings, Inc.

Booth 1015
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 Sales and Marketing

Booth 423
Hartland, WI
mwsmrep.com

Midwest Sales and Marketing is a trusted manufacturers' representative for leading plumbing and heating brands in Wisconsin. We proudly represent Toto, Uponor, Caleffi, Josam, Delta Faucet, Hansgrohe, Burnham, Walraven, and more

Midwest Sport & Turf Systems - Synthetic Turf

Booth 806
Madison, 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.

Modern Learners

Booth 929
Potosi, WI
modernlearners.com

Modern Learners partners with schools and organizations to drive transformative change, fostering equity, learner agency, and innovation through strategic consulting, professional learning, and vibrant community engagement.

MSA Professional Services, Inc.

Booth 435
Baraboo, WI
msa.ps.com

MSA is a 100% employee-owned, multidisciplinary consultation firm helping clients throughout the U.S. solve today's complex, multi-faceted infrastructure challenges and create better places to live, work, and play.

Musco Sports Lighting

Booth 523
Waupaca, WI
musco.com

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

N

◆ **National Insurance Services**

Booth 801
Brookfield, WI
nisbenefits.com

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

National Inventors Hall of Fame

Booth 836
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 104
Whitewater, WI
nelsonsbusservice.com

Full-service dealer for Thomas Buses; Nelsons

also offers a complete line of parts and service for all makes and models of buses.

Neola, Inc.

Booth 825
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 615
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.

NEXT Electric LLC

Booth 1135
New Berlin, WI
nextelectricllc.com

In today's challenging economic times, many organizations are experiencing reduced profitability. Often, the response in this situation is to cut operating expenses, which usually results in jobs lost and a lack of staffing. At NEXT Electric, we have experienced team members that can assess your operating budget and develop a plan to optimize operating costs.

★ **Nexus Solutions**

Booth 501
Madison, WI
nexussolutions.com

Nexus Solutions provides a client-centric, single-source approach to developing facilities solutions for K-12 education clients.

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.

O

OPN Architects

Booth 214
Cedar Rapids, IA
opnarchitects.com

OPN Architects provides planning and design for schools, colleges and universities. We understand the education landscape is constantly changing and we develop research-based designs for next generation learning environments.

OSMS - Orthopedic & Sports Medicine Specialists

Booth 225
Green Bay, WI
osmsgb.com

We work with school districts to lower their healthcare costs while increasing the quality of care for their employees in orthopedics, sports medicine, rheumatology, and pain management.

Otus

Booth 602
Chicago, IL
otus.com

Otus is an all-in-one platform for educators to gather, visualize, and act on student data to ensure every child is on a trajectory to achieve their true potential. Otus was created and built for teachers, by teachers. It saves educators time through the streamlined integration of assessment, performance tracking, and third-party data, while its gradebook and dashboard reports make it easy for teachers, administrators, and families to understand each student's growth.

P

★ **Pay It Forward Wisconsin**

Booth 1114
Milwaukee, WI
payitforwardwi.org

Pay It Forward Wisconsin enables donors to pledge federal tax-credit donations to K-12 schools, funding scholarships that support students' academic, extracurricular or tuition needs, especially in poverty-affected communities across Wisconsin.

PBBS Equipment Corporation

Booth 342
Menomonee Falls, WI
pbbs.com

From comprehensive boiler room design to equipment commissioning, operational training, planned maintenance, rental equipment, and emergency repair, we are your boiler plant partner from start to finish.

PensionPortal.com

Booth 515
Salem, OR
pensionportal.com

PensionPortal.com was created to help public sector employers educate employees on the valuable pension benefits already available to them. PensionPortal.com is designed to provide an integrated benefit analysis, showing public employees how their pension plan, Social Security benefits (if relevant), savings, and any other potential assets work together to fund their retirement.

★ ♦ **Performance Services, Inc.**

Booth 308
Brookfield, WI
performanceservices.com

For over a decade, Performance Services has been a trusted partner to Wisconsin public schools, delivering not just facilities, but environments where students and teachers can thrive. From pre-referendum planning to masterful design and construction, we offer a comprehensive approach that ensures high-quality outcomes. Our projects are known for being on time, on budget, and built to last—while controlling costs and accelerating project completion. Partner with us to bring your vision to life efficiently and effectively, ensuring the best future for your school community.

Playworks Wisconsin

Booth 1147
Milwaukee, WI
playworks.org/wisconsin

Playworks Wisconsin is the leading non-profit leveraging the power of play to bring out the best in every school.

♦ **Plunkett Raysich Architects, LLP**

Booth 719
Milwaukee, WI
prarch.com

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, graphics, and construction administration services. PRA Education also now offers unique educational consulting: Let's talk about your most pressing issues!

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.

Professional Insurance Agents of Wisconsin, Inc.

Booth 820
Madison, WI
piaaw.org

PIA of Wisconsin is showing support for the Risk & Insurance Education Alliances CISR High School Program. Learn how your students can earn a nationally recognized insurance industry designation!

ProStar Surfaces

Booth 304
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.

PTMA Financial Solutions

Booth 903
Milwaukee, WI
ptma.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.

Q

Quality Controls Service and Solutions, Inc

Booth 422
Fond du Lac, WI
qcservicesfdl.com

QCS provides Building Automation System (BAS) solutions and mechanical services. We are proud to be the leading Authorized Reliable Controls dealer in Wisconsin. Our reputation for delivering high-quality work, upholding the highest standards of integrity, and ensuring superior customer satisfaction has been the cornerstone of our success.

Quarles & Brady LLP

Booth 715
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 824
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.

R**◆ R&R Insurance Services, Inc.**

Booth 722
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 432
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.

◆ 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
rettler.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.

Right At School

Booth 1010
Evanston, IL
rightatschool.com

A place to learn, play, and grow. On-site and hassle-free after school programs, at no cost to your district!

River Valley Architects

Booth 511
Eau Claire, WI
rivervalleyarchitects.com

A full-service architectural firm covering all aspects of education design, from facility studies & referendum assistance through architectural & interior design, bidding,

construction & furniture procurement. Proudly serving WI schools since 1953.

Rural Virtual Academy

Booth 519
Medford, WI
ruralvirtual.org

Rural Virtual Academy is an organization providing online school and other district services to a consortium of Wisconsin school districts.

S**Samuels Group**

Booth 143
Wausau, WI
samuelsgroup.net

Samuels Group provides comprehensive construction management, referendum services, and furniture solutions specializing in estimating, space planning, interior design, furnishings & accessories, installation, and more to create inspiring educational environments.

◆ Scherrer Construction Company, Inc.

Booth 814
Burlington, WI
scherrerconstruction.com

We 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.



YOUR HARDWORKING TEAM DESERVES EASY-TO-USE BENEFITS.

Show employees how much they matter to your company by offering them dental and vision insurance. Our customer service helps make it easy for people to use their coverage — and our stable rates ensure you can continue to offer competitive benefits year-after-year.

FOR THE REASONS YOU SMILE, GET DELTA DENTAL.

Scan the code or visit
deltadentalwi.com to
learn more.



Schmidt Custom Floors

Booth 612
Waukesha, WI
schmidt flooring.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.

Schneider Electric

Booth 1032
Chicago, IL
se.com/us/en

At Schneider Electric, we're enabling communities and schools to create best-in-class infrastructure that delivers a healthy, safe and sustainable future for all. We deliver impact through infrastructure, sustainability, and funding.

◆ School Perceptions

Booth 413
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.

School Specialty

Booth 921
Greenville, WI
schoolspecialty.com

At School Specialty, our business is transforming more than classrooms. We believe that all students can flourish in an environment where they are engaged and inspired to learn and grow.

SchoolData Solutions

Booth 105
Novi, MI
munetrix.com

Make data-informed decisions for your district, backed by the powerful combination of Munetrix financial tools and SchoolData academic dashboards. With actionable insights about all your systems at your fingertips, you can improve communication and foster public transparency while you support students at risk and drive gains in student achievement.

SchoolStatus

Booth 333
Ridgeland, MS
schoolstatus.com

We give educators the clarity and tools they need to get students to class and keep them moving ahead. Through our integrated suite of data-driven products, we help districts spot attendance patterns early, reach families in ways that work for them, and support teacher growth with meaningful feedback. Our solutions include automated attendance interventions, multi-channel family communications in 130+ languages, educator development and coaching, streamlined digital workflows, and engaging school websites. Serving over 22 million students across thousands of districts in all 50 states, SchoolStatus helps teachers and staff see what matters, act with speed, and stay focused on students.

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.

Self Fund Health

Booth 1143
Madison, WI
selffundhealth.com

We are a self-funded health plan to help employers in the Midwest save money on healthcare and offer rich benefits to their staff.

SFE, LLC

Booth 631
Scottsdale, AZ
sfelc.org
Putting Child Nutrition First

Sico America, Inc.

Booth 338
Minneapolis, MN
sicoinc.com/en/america

Through our mobile Folding Furniture, we specialize in helping people make more effective and efficient use of the space in the buildings where they work, learn, live and play.

SitelogIQ

Booth 307
Madison, WI
sitelogic.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

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.

SMART Local 18

Booth 1021
Waukesha, WI
smwlu18.org
HVAC - Service - Indoor Air Quality Experts - HVAC - Installation - Apprenticeships - In Construction

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.

SOUK

Booth 232
Notting Hill, London
shoutoutuk.org/clicksmart

SOUK offers Click Smart, Think Smart: A free Train-the-Trainer program for Wisconsin educators to foster Digital Citizenship, media and political literacy, and community participation, empowering schools with a comprehensive digital learning plan.

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.

Sportsbeams Lighting, Inc.

Booth 1137
Taylor, TX
sportsbeams.com

Sportsbeams designs and supplies high-powered LED sports lighting, combining decades of expertise with industry-leading RGB-AW technology to deliver unforgettable venue experiences.

SPRINTURF

Booth 731
Daniel Island, SC
sprinturf.com

Since 1998, Sprinturf is a national synthetic turf company with fiber and turf manufacturing facilities in AL and GA. Sprinturf is the only fully integrated turf company owned and operated in the United States.

Stalker Sports Floors

Booth 219
New London, WI
stalkersportsfloors.com
Stalker Sports Floors offers athletic flooring products and services.

Student Assurance Services, Inc.

Booth 837
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

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

Sustainable Schools

Booth 125
Deerfield, WI
couillardsolarfoundation.org/solar-school-pavilion

The Couillard Solar Foundation in collaboration with partners is putting on the 'Sustainable Schools' booth with resources about sustainability and solar on schools

Systems Furniture Installations

Booth 533
Waunakee, WI
systemsinstall.com

Experts at school-related project management and logistics. Excellent customer service. Highly skilled, adaptable, and quality driven installers. Experience team with vast knowledge of all furniture manufacturers and current trends.

T

TADI (Traffic Analysis & Design Inc.)

Booth 315
Brookfield, WI
tadi-us.com

TADI provides UHT plans, drop-off/pick-up analysis, school signing and marking reviews, and Safe Routes to School plans – delivering safer travel solutions for schools and students.

Taher, Inc.

Booth 229
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.

Terrazzo & Marble Supply Companies

Booth 133
Wheeling, IL
tmsupply.com

Terrazzo & Marble has been a trusted source for stone, terrazzo, and resinous materials for 80 years, delivering exceptional quality, expert service, and timeless products bringing design to life.

◆ **The Insurance Center**

Booth 915
Onalaska, WI
ticinsurance.com

We work closely with schools to ensure best results for their risk management needs. Our carrier partners are chosen for long-term results to reduce the cost of risk.

The Wisconsin Association of IB World Schools

Booth 1141
Oconomowoc, WI
ibwisconsin.org

Non-Profit entity that provides a forum school collaboration and share best practice among members. We also provide a resource for schools considering IB.

Toepfer Security

Booth 405
Waukesha, WI
toepfersecurity.com

Whether you need access control, video surveillance, or a state-of-the-art alarm system, our top priority is ensuring the safety and security of your people and property.

◆ ▲ **Tricor Insurance, Inc.**

Booth 821
Madison, WI
tricolorinsurance.com

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

Tri-State Wealth Advisors

Booth 115
Wauwatosa, WI
prudential.com

We make lives better by solving the financial challenges of our changing world.

U

U.S. BENCOR/MidAmerica

Booth 802
Lakeland, FL
mymidamerica.com

Saving millions in payroll taxes each year for the public sector. Helping Wisconsin schools administer retirement and health plans for more than three decades.

★ ◆ **UnitedHealthcare**

Booth 606
Milwaukee, WI
uhc.com

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

Upper 90

Booth 323
Sun Prairie, 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.

V

Veregy

Booth 613
Appleton, WI
veregy.com

Veregy 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.

Verkada

Booth 1138
San Mateo, CA
verkada.com

A leader in cloud physical security, Verkada is transforming how organizations protect their people and places with an integrated, AI-powered platform.

Viking Communications, Inc.

Booth 331
West Allis, WI
vikingcomm.us

Viking Communications offers advanced and affordable wireless and two-way radio systems, enhancing team efficiency and organizational safety and security. Custom design and integration of wireless communications systems is our specialty.

★ ◆ **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 504
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.

W

Wayfinder

Booth 1112
Berkeley, CA
withwayfinder.com

Wayfinder is the complete PreK-12 platform for purpose-driven learning - combining research-backed curriculum, MTSS supports, and real-time insights to help every student thrive in school and beyond.

WB Manufacturing

Booth 529
Thorpe, 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 203
Berkeley, IL
whitsons.com

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

★ Wipfli

Booth 604
Milwaukee, WI
wipfli.com

Wipfli is a top 20 advisory firm with a strong CPA foundation serving 59,000 clients across today's most complex industries.

Wisconsin Art Education Association

Booth 1139
Mondovi, WI
wiaried.org

The Wisconsin Art Education Association's mission is to promote excellence in visual art & design education for all students and art educators.

Wisconsin Association for Equity in Funding

Booth 506
New Lisbon, 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

The 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
waspa.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 Department of Public Instruction

Booth 1120
Madison, WI
dpi.wi.gov

The Department of Public Instruction will have experts present to discuss nutrition programming, educator licensing, school finance, and other topics relevant to schools.

Wisconsin DOJ - Office of School Safety

Booth 440
Madison, WI
doj.state.wi.us/office-school-safety/
office-school-safetyCompany

OSS engages, educates, and supports all school safety stakeholders in providing safe learning environments for students, school staff, and communities.

Wisconsin Educational Technology Leaders

Booth 705
Brookfield, WI
wetlcosn.org

WETL is the Wisconsin chapter of the Consortium for School Networking (CoSN). We provide resources and support to aid member districts in their goals to improve student outcomes through technology in the classroom.

Wisconsin Interscholastic Athletics Association

Booth 701
Stevens Point, WI
wiaawi.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 PTA

Booth 933
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 729
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
La Crosse, WI
wirsra.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 839
Waunakee, WI
wmeamusic.org

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

Wisconsin School Public Relations Association

Booth 231
Madison, WI
wspra.org

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.

Wold Architects and Engineers

Booth 913
Minneapolis, MN
woldae.com

From facility assessments to long-range planning, collaborative designs, and engaged user input, Wold delivers a design experience that uniquely meets our clients' needs, while building relationships that become long-term partnerships.

WPS-A Health Solutions Company

Booth 223
Madison, WI
wpshealthsolutions.com

Building on its rich history of innovation and compassion, WPS continues its relentless pursuit of delivering new and better solutions for senior citizens, employee groups, and all they serve.

Z**Zimmerman Architectural Studios, Inc.**

Booth 411
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.

We focus on health plans so you can focus on education.

Network Health has been a partner to Wisconsin schools for more than 40 years.



Educators shape Wisconsin's future. Our role is to support the people who support our schools with smarter plan options, hands-on enrollment help and fast, local service.

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Just like you.**



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networkhealth.com

EXHIBITORS By Category

NOTE: This is a complete listing of exhibitors as of press time. Find an updated list at WASB.org/convention, in the 2026 State Education Convention Guide or on the convention's mobile app.

See page 39 for **ALPHABETICAL** listing of exhibitors, including booth numbers

★ 2026 Convention Sponsor ♦ WASB Service Associate ▲ WASB Endorsed Insurance Agency

Administrative Software and Integration Tools

Aviben
BoardBook
BoardDocs (Diligent)
CESA 7
Data Wrangler by CLOCworks, Inc.
DistrictIQ
Frontline Education
Givebacks
Infinite Campus
jmc
Otus
SchoolData Solutions
SchoolStatus
♦ Skyward, Inc.
Wisconsin Department of Public Instruction
WISEdash Local

Associations, Non-Profits, and Government Agencies

Board of Commissioners of Public Lands
CESA 1
CESA 11
CESA 2
CESA 5
CESA 6
CESA 9 Statewide Programs
Focus on Energy
★ Pay It Forward Wisconsin
Professional Insurance Agents of Wisconsin, Inc.
Sustainable Schools
The Wisconsin Association of IB World Schools
WEA Academy
Wisconsin Art Education Association
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 Department of Public Instruction
Wisconsin DOJ - Office of School Safety
Wisconsin Interscholastic Athletics Association

Wisconsin PTA
Wisconsin Public Education Network
Wisconsin Rural Schools Alliance
Wisconsin School Music Association
Wisconsin School Public Relations Association

Athletics: Equipment, Seating, Surfacing

AstroTurf Great Lakes
Brock USA
Dant Clayton Corporation
Fisher Tracks, Inc.
GT Grandstands, Inc.
H2I Group, Inc.
J W Industries, LLC
Mammoth Sports Construction
Marshfield Book & Stationery
Midwest Sport & Turf Systems - Synthetic Turf
Musco Sports Lighting
ProStar Surfaces
Southern Bleacher Company
Sportsbeams Lighting, Inc.
SPRINTURF
Summit Commercial Fitness, Inc.

Audio, Video, Multimedia Equipment and Design

Amplify Graphics & Branding
Capital Electric Wire & Cable
DMM Productions
FORTÉ
Mainstage Theatrical Supply, Inc.
Musco Sports Lighting
Sportsbeams Lighting, Inc.

Business Services

#SocialSchool4EDU
Agilex Business Solutions
Amperand Public Advisors, LLC
★ ♦ Baird Public Finance
BoardBook
CCAP Alert
CESA 2
ESS

♦ Foster & Foster Consulting Actuaries, Inc.
Healthy School Meals for All-WI/ School Nutrition Association of WI
Heartland Business Systems
Immel Construction
PensionPortal.com
U.S. BENCOR/MidAmerica
★ ♦ WEA Member Benefits

Communications, Telecommunications, Technology

BoardBook
Capital Electric Wire & Cable
Captivate Media + Consulting
Complex Security Solutions, Inc.
Detezo
Diamond Assets
DMM Productions
FORTÉ
♦ JP Cullen
NEXT Electric LLC
SchoolStatus
Sustainable Schools
Viking Communications, Inc.
Wisconsin Educational Technology Leaders - WETL

Distance and Online Learning Services

Candor Health Education
CESA 9 Statewide Programs
Destinations Career Academy of Wisconsin
eAchieve Academy - Wisconsin
Kiel eSchool/ Between the Lakes Virtual Academy
Marian University
Rural Virtual Academy
WEA Academy

Educational Management and Consulting and/or Research

#SocialSchool4EDU
Academic Approach
Agile Ideas Leadership
Amergis Educational Staffing
Audio Enhancement

★◆ Baird Public Finance
 BARR Center
 Captivate Media + Consulting
 CESA 1
 CESA 10
 CESA 11
 CESA 5
 CESA 6
 CESA 8
 Champions® Before- and After-School Programs
 Creative Learning Systems
 DistrictIQ
 ECRA Group, Inc.
 Edustaff
 ◆ EMC Insurance Companies
 ESS
 FranklinCovey Education
 Hazard, Young, Attea & Associates
 jmc
 ◆ Plunkett Raysich Architects, LLP
 ★ Wipfli LLP
 Wisconsin Association for Equity in Funding

Enrichment Programs and Curricular Programs

Academic Approach
 CESA 9 Statewide Programs
 Creative Learning Systems
 Curriculum Associates
 Destinations Career Academy of Wisconsin
 Dream Flight USA
 eAchieve Academy - Wisconsin
 FranklinCovey Education
 Kiel eSchool/Between the Lakes Virtual Academy
 LAB Midwest, LLC
 MasteryPrep
 Modern Learners
 National Inventors Hall of Fame
 Playworks Wisconsin
 Professional Insurance Agents of Wisconsin, Inc.
 Right At School
 Rural Virtual Academy
 SOUK
 Sustainable Schools
 Wayfinder
 Wisconsin PTA
 Wisconsin School Music Association

Facilities: Architecture, Design, Engineering

3M
 ATS&R Planners/Architects/Engineers
 ◆ Bray Associates Architects, Inc.
 Corridor Smart Evacuation
 Demco, Inc.
 DSGW Architects
 Engberg Anderson
 ◆ Eppstein Uhen Architects, Inc.
 Eriksson Engineering Associates, Ltd.

Excel Engineering, Inc.
 FEH Design
 Forward Space
 Georg Fischer - Building Flow
 Groth Design Group, Inc.
 ◆ Hoffman Planning, Design & Construction, Inc.
 HSR Associates, Inc.
 inBYLT
 ISG
 JSD Professional Services
 Kapur & Associates, Inc.
 Larson Engineering, Inc.
 LHB, Inc.
 MartinRiley architects-engineers
 McKinstry
 MSA Professional Services, Inc.
 ★ Nexus Solutions
 OPN Architects, Inc.
 ★◆ Performance Services, Inc.
 ◆ Plunkett Raysich Architects, LLP
 Point of Beginning, Inc.
 Ramaker & Associates, Inc.
 ★ Rettler Corporation
 River Valley Architects
 SitelogIQ
 Somerville Architects & Engineers
 Southern Bleacher Company
 TADI (Traffic Analysis & Design Inc.)
 Terrazzo & Marble Supply Companies
 Veregy
 Vogel Bros. Building Co.
 Wendel
 Wold Architects and Engineers
 Zimmerman Architectural Studios, Inc.

Facilities: Construction, Construction Management, and/or Consulting

3M
 Allied Facility Partners
 Athletic Field Services, Inc.
 Balestrieri Environmental & Development, Inc.
 ◆ C.D. Smith Construction, Inc.
 CESA 10
 ◆ CG Schmidt, Inc
 Custofoam Corporation
 Helm Service (HVAC, Plumbing, Electrical & Controls)
 ◆ Hoffman Planning, Design & Construction, Inc.
 HSR Associates, Inc.
 Huffman Keel Partners
 inBYLT
 Intertek - PSI
 ISG
 ★◆ J.H. Findorff & Son, Inc.
 Johnson Controls, Inc.
 ◆ JP Cullen
 JSD Professional Services
 Kapur & Associates, Inc.
 Kraemer Brothers, LLC
 ★ Kraus-Anderson
 Larson Engineering, Inc.

Market & Johnson, Inc.
 MartinRiley architects-engineers
 McKinstry
 ◆ Miron Construction Co., Inc.
 NEXT Electric LLC
 ★ Nexus Solutions
 ★◆ Performance Services, Inc.
 Point of Beginning, Inc.
 ★ Rettler Corporation
 Samuels Group
 ◆ Scherrer Construction Company, Inc.
 Schmidt Custom Floors
 Schneider Electric
 SitelogIQ
 SMART Local 18
 Southern Bleacher Company
 Terrazzo & Marble Supply Companies
 Upper 90
 Veregy
 ★◆ VJS Construction Services, Inc.
 Vogel Bros. Building Co.
 Wendel

Facilities: Flooring and Wall Coverings

Amplify Graphics & Branding
 Badger Mats
 Baseman Bros. Inc.
 Elevate97
 FieldTurf – Beynon Sports – Tarkett Sports
 ProStar Surfaces
 River Valley Architects
 Schmidt Custom Floors
 Stalker Sports Floors
 Summit Commercial Fitness, Inc.
 Terrazzo & Marble Supply Companies

Facilities: Furnishings and Shelving

Advanced Technologies Consultants
 Anchor Solutions
 Demco, Inc.
 Duet Resource Group
 Engberg Anderson
 Forward Space
 Marshfield Book & Stationery
 Midwest Educational Furnishings, Inc.
 River Valley Architects
 Samuels Group
 Sico America, Inc.
 Systems Furniture Installations
 WB Manufacturing
 Wold Architects and Engineers

Facilities: Hardware, Doors, Windows, Lab Equipment

H2I Group, Inc.
 Innovative Office Solutions
 SMART Local 18

Facilities: Lighting

Avi-on Labs, Inc
 Energy Performance Lighting
 Helm Service (HVAC, Plumbing, Electrical & Controls)
 Johnson Controls, Inc.
 Mainstage Theatrical Supply, Inc.
 Musco Sports Lighting
 NEXT Electric LLC
 Quality Controls Service and Solutions, Inc
 Schneider Electric
 Somerville Architects & Engineers
 Upper 90

Facilities: Mechanical Systems, Energy Services

Advanced Technologies Consultants
 ARAMARK K-12 Education
 ATS&R Planners/Architects/Engineers
 Complete Control Inc.
 Data Wrangler by CLOCworks, Inc.
 Excel Engineering, Inc.
 Focus on Energy
 Georg Fischer - Building Flow
 Helm Service (HVAC, Plumbing, Electrical & Controls)
 inBYLT
 ISG
 Johnson Controls, Inc.
 KLPD Global
 Larson Engineering, Inc.
 LHB, Inc.
 MartinRiley architects-engineers
 McKinstry
 Midwest Sales and Marketing
 North American Mechanical, Inc.
 PBBS Equipment Corporation
 ★◆ Performance Services, Inc.
 Quality Controls Service and Solutions, Inc
 Schneider Electric
 SitelogIQ
 SMART Local 18
 Somerville Architects & Engineers
 Upper 90
 Veregy
 Vogel Bros. Building Co.
 Wendel
 ★ Wipfli LLP
 Wold Architects and Engineers

Facilities: Roofing

Custofoam Corporation
 LeafFilter Gutter Protection

Financial Services, Consulting and Accounting

Ampersand Public Advisors, LLC
 ★◆ Baird Public Finance
 Board of Commissioners of Public Lands

Frontline Education
 ★ HPS/PayMedix
 PTMA Financial Solutions
 Tri-State Wealth Advisors
 U.S. BENCOR/MidAmerica
 ★◆ WEA Member Benefits
 ★ Wipfli LLP
 Wisconsin Public Finance Professionals, LLC

Food Service Management, Equipment and Products

ARAMARK K-12 Education
 CESA Purchasing
 Chartwells School Dining Services
 Data Wrangler by CLOCworks, Inc.
 Elior School Dining
 Healthy School Meals for All-WI/
 School Nutrition Association of WI
 jmc
 SFE, LLC
 Taher, Inc.
 Whitsons Culinary Group

Fundraising Programs and Services

Givebacks

Health Services

Anovia Health
 Aurora Health Care
 Detezo
 Emplify Health
 Group Health Cooperative South Central Wisconsin
 OSMS - Orthopedic & Sports Medicine Specialists
 Prairie States Enterprise, Inc.

Higher Education

Anatomage
 Marian University
 Midwest Educational Furnishings, Inc.

Information Management Services and Consulting

Diamond Assets
 Frontline Education
 Wisconsin Educational Technology Leaders - WETL
 WISEdash Local

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

Ansary & Associates, LLC
 CESA 7
 ★◆ Community Insurance Corporation/
 WCA Group Health Trust
 Cottingham & Butler Total Rewards Consulting
 ★ Delta Dental of Wisconsin
 ◆ Foster & Foster Consulting Actuaries, Inc.

Group Health Cooperative South Central Wisconsin
 HealthPartners
 ★ HPS/PayMedix
 ◆▲ M3 Insurance
 Marsh & McLennan Agency
 ◆ National Insurance Services
 ★ Network Health
 Prairie States Enterprise, Inc.
 ★ Quartz
 ◆ R&R Insurance Services, Inc.
 Security Health Plan of Wisconsin, Inc.
 Self Fund Health
 The Insurance Center
 ◆▲ Tricor Insurance, Inc.
 Tri-State Wealth Advisors
 ★◆ UnitedHealthcare
 ◆▲ USI Insurance Services

Insurance: Property and Casualty

Ansary & Associates, LLC
 ★◆ Community Insurance Corporation/
 WCA Group Health Trust
 Cottingham & Butler Total Rewards Consulting
 ◆ EMC Insurance Companies
 Horace Mann Companies
 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

Aviben
 Centivo
 Diversified Benefit Services, Inc.
 ◆ National Insurance Services
 Prairie States Enterprise, Inc.
 Security Health Plan of Wisconsin, Inc.
 Student Assurance Services, Inc.
 The Insurance Center
 ◆▲ Tricor Insurance, Inc.
 U.S. BENCOR/MidAmerica
 ★◆ UnitedHealthcare
 WPS-A Health Solutions Company

Insurance: Workers Compensation

Ansary & Associates, LLC
 ★◆ Community Insurance Corporation/
 WCA Group Health Trust
 ◆ EMC Insurance Companies
 Liberty Mutual Insurance
 ◆▲ M3 Insurance
 Marsh & McLennan Agency
 ◆ R&R Insurance Services, Inc.
 ◆▲ USI Insurance Services

Janitorial Services, Cleaning Supplies and Equipment

ARAMARK K-12 Education
CESA Purchasing
Chartwells School Dining Services
Dashir Management Services, Inc.
Innovative Office Solutions
Schmidt Custom Floors

Legal Services

Attolles Law, s.c.
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

Aviben
Captivate Media + Consulting
Cottingham & Butler Total Rewards Consulting
DistrictIQ
Fulcrum Education Solutions
Huffman Keel Partners
Neola, Inc.
♦ School Perceptions

Office and School Supplies and Equipment

Advanced Technologies Consultants
Anchor Solutions
Board of Commissioners of Public Lands
CESA Purchasing
Demco, Inc.
First Technologies, Inc.
Innovative Office Solutions
Marshfield Book & Stationery
Midwest Educational Furnishings, Inc.
School Specialty

Photography, Yearbooks and ID Systems

★ Cahill Studios of Photography
DMM Productions

Playground and Sporting Equipment

★ BCI Burke/Lee Recreation
Brock USA
KOMPAN Inc.
School Specialty
SPRINTURF
Summit Commercial Fitness, Inc.

Policy Services

Boardman & Clark, LLP, Attorneys at Law
Neola, Inc.
♦ Renning, Lewis & Lacy, s.c.
Wisconsin Association of School Boards (Commons)

Professional Development

#SocialSchool4EDU
Academic Approach
Agile Ideas Leadership
Amergis Educational Staffing
AVID
BARR Center
Boardman & Clark, LLP, Attorneys at Law
CESA 1
CESA 10
CESA 11
CESA 2
CESA 5
CESA 6
CESA 7
CESA 8
CESA 9 Statewide Programs
Curriculum Associates
FranklinCovey Education
Fulcrum Education Solutions
Hazard, Young, Attea & Associates
Marian University
Plunkett Raysich Architects, LLP
Rural Virtual Academy
School Specialty
SOUK
WEA Academy
Wisconsin Association of School Personnel Administrators
Wisconsin Department of Public Instruction
Wisconsin Educational Technology Leaders - WETL
Wisconsin School Music Association

Security and Alarm Systems Consulting and Design

3M
Audio Enhancement
Capital Electric Wire & Cable
CCAP Alert
Complete Control Inc.
Complex Security Solutions, Inc.
Corridor Smart Evacuation
Excel Engineering, Inc.
FORTÉ
Toepfer Security
Verkada
Viking Communications, Inc.

Signs and Scoreboards

Amplify Graphics & Branding
Correct Digital Displays Inc.

Elevate97
H2I Group, Inc.

Strategic Planning, Management Consulting

Agile Ideas Leadership
Allied Facility Partners
Diamond Assets
♦ Excel Leadership, LLC
Fulcrum Education Solutions
Hazard, Young, Attea & Associates
HSR Associates, Inc.
Huffman Keel Partners
KLPD Global
♦ National Insurance Services
★ Nexus Solutions

Survey Services

Energy Performance Lighting
Hazard, Young, Attea & Associates
Ramaker & Associates, Inc.
★ Rettler Corporation
♦ School Perceptions

Teaching Services

Amergis Educational Staffing
Anatomage
BARR Center
Candor Health Education
CESA 8
Champions® Before- and After-School Programs
Destinations Career Academy of Wisconsin
eAchieve Academy - Wisconsin
ESS
Kelly Education
Kiel eSchool/Between the Lakes Virtual Academy
MasteryPrep
SchoolStatus

Theater Supplies, Services and Productions

Mainstage Theatrical Supply, Inc.
Sportsbeams Lighting, Inc.

Transportation Products and Services

Ascendence Truck Centers
CCAP Alert
Dairyland Buses, Inc.
First Student, Inc.
GO Riteway Transportation Group
★ Lamers Bus Lines, Inc.
Nelson's Bus Service, Inc.
Viking Communications, Inc.
Wisconsin Bus Sales - Blue Bird

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Sarah Thiel, Iola-Scandinavia
Erin Wheeler, Middleton-Cross Plains

ASSOCIATION STAFF & CONTACT INFORMATION

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122 W. Washington Avenue, Suite 400
Madison, WI 53703-2761
608-257-2622 or 833-320-5333

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Delta Smith, technology services specialist
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and administrative services

► **WASDA** Wisconsin Association of School
District Administrators

4797 Hayes Road, Suite 201
Madison, WI 53704-3288, 608-242-1090

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Barb Sramek, director of professional development
and member services
Jessica Schwedersky, 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

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DyShaunn Simmons, office assistant

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2025-26 Awards

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

SCHOOL BOARD SERVICE AWARDS

20 YEARS

James Bays, Adams-Friendship Area
Jeff Buntrock, Lake Geneva-Genoa City UHS
James Cesar, Tri-County Area
Steven Hoppman, Southwestern Wisconsin
Cary Joholski, Westby Area
Mark Kunde, Winneconne Community
Gary Larsen, Peshtigo
Terry Lemkuil, Oostburg
Becky Levzow, Pardeeville Area
Heather Ludzack, Drummond Area
Laura Magee, Wittenberg-Birnhamwood

Kevin Murray, Janesville
Linda Peterson, Ithaca
Barb Reisner, Chetek-Weyerhaeuser Area
Sheila Ruchti, Fennimore Community
Gary Schumacher, Freedom Area
Pamela Sierzchulski, Greenfield
Eileen Sikora, Cornell
Tracy Smithback-Travis, Cambridge
David Visser, Elcho
Gary Woolever, Reedsburg
Mike Zimmerman, Lac du Flambeau #1

30 YEARS

Lyle Briggs, Cornell
Dave Callewaert, Yorkville J2
Gary Feltz, Slinger
Robert VanDenElzen, Hortonville Area
Donald Walter, Norway J7
John Westphal, Mayville
Pam Woodard, Whitefish Bay

50 YEARS

Marilyn Franklin, Nicolet UHS

EDUCATOR AWARDS

EDUCATORS OF THE YEAR

Mark Acherman Darlington Elementary-Middle School, Darlington
Joel Coyne Sun Prairie East High School, Sun Prairie Area
Megan Dixon Glenwood Elementary School, Greenfield
Toni Fink Milwaukee Spanish Immersion School, Milwaukee
Lisa Van Hefty O.H. Schultz Elementary School, Mishicot

DISTRICT ADMINISTRATOR OF THE YEAR

Dr. Tremayne Clardy Verona Area

BUSINESS MANAGER OF THE YEAR

Topher Adams Grafton

OUTSTANDING SPECIAL SERVICES ADMINISTRATOR

Matthew Kaemmerer Oshkosh Area

EARLY CAREER SPECIAL SERVICES ADMINISTRATOR

Michele Armentrout Waterloo

PRINCIPALS OF THE YEAR

Elementary School Principal of the Year
Samuel Karns Todd Elementary School, Beloit
Middle School Principal of the Year
Luke Spielman Park View Middle School, Mukwonago Area
High School Principal of the Year
Dr. Brian Cox Verona Area High School, Verona Area
Elementary School Associate Principal of the Year
Liz Streubel Wilson Elementary School, Mequon-Thiensville
Middle School Associate Principal of the Year
Ben Tashner Holmen Middle School, Holmen
High School Associate Principal of the Year
Amanda Jamerson Shorewood High School, Shorewood

STUDENT ART AWARD



Ruby VanZee, La Crosse
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 2026 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 20-22, 2027 | Milwaukee

Committee Meeting Times

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

TUESDAY | JANUARY 20

1 p.m.

WASDA Board of Directors — Walker, Hilton

8 p.m.

WASB Policy and Resolutions Committee Meeting — Walker, Hilton

WEDNESDAY | JANUARY 21

8 a.m.

WASDA Small Schools Committee — Walker, Hilton
WASDA Legislative Committee — Regency Ballroom, Hilton
WASDA K-8 Schools Committee — Empire Ballroom, Hilton

8:30 a.m.

CESA Board of Control Appreciation Breakfast — Wright AB, Hilton

9:15 a.m.

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

Noon

WASDA Large District Caucus — Regency Ballroom, Hilton

THURSDAY | JANUARY 22

7 a.m.

WASDA Fellowship Meeting — Walker, Hilton

1:30 p.m.

WASBO Spring Conference Planning Committee — Wright A, Hilton



AT-A-GLANCE...

Convention schedule quick reference.

TUESDAY | JANUARY 20

- 11 a.m. - 6 p.m. **REGISTRATION**
- 1:30 - 5 p.m. **PRE-CONVENTION WORKSHOPS**
- 7 - 8 p.m. **PRE-DELEGATE ASSEMBLY DISCUSSION**
Crystal Ballroom, Hilton Milwaukee City Center

WEDNESDAY | JANUARY 21

- 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**
- 9 a.m. - 4:30 p.m. **EXHIBIT HALL**
- 9 - 10 a.m. **DEDICATED EXHIBIT HALL TIME**
EXHIBIT HALL BREAKFAST, morning refreshments sponsored by BCI Burke, Network Health, Quartz and Findorff.
- 10 a.m. - Noon **GENERAL SESSION** (Sponsored by Kraus-Anderson)
Anne Marie Anderson, keynote speaker; **Iola-Scandinavia High School Band**, student performance; **AWARD PRESENTATIONS**: Educators and administrators of the year; Wisconsin Student Art Award
- Noon - 1:30 p.m. **LUNCH; DEDICATED EXHIBIT HALL TIME**
- 1:30 p.m. **DELEGATE ASSEMBLY**
- 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** (Sponsored by Community Insurance Corporation) Crystal Ballroom, Hilton Milwaukee City Center

THURSDAY | JANUARY 22

- 7 - 8:30 a.m. **WASB BREAKFAST**
Crystal Ballroom, Hilton Milwaukee City Center; **Dave Weber**, 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. - 11:45 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. **LUNCH; 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** (Sponsored by UnitedHealthcare)
Mickey Smith Jr., keynote speaker; **Delavan-Darien High School String Orchestra**, student performance; **SCHOOL BOARD SERVICE AWARDS**

FRIDAY | JANUARY 23

- 8 - 9 a.m. **BREAKOUT SESSIONS**
- 9:15 - 10:15 a.m. **BREAKOUT SESSIONS**
- 10:30 a.m. - 12 p.m. **GENERAL SESSION** (Sponsored by Pay It Forward, Inc.) **Aaron Sadoff**, keynote speaker; Gov. Tony Evers (invited), speaker; **Green Bay Preble High School Jazz Band** and **Stoughton High School Norwegian Dancers**, student performances

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