



2026
Tentative
Agenda

WSBA Annual Convention
June 22-24
MARRIOTT, MIDDLETON, WI

Monday, June 22

All day	Bus Exhibitors setup inside Convention Center
10:30 am	Golf Registration at The Meadows of Six mile Creek (Waunakee)
11:00 am	Golf Outing Lunch
12:00 – 4:00 pm	Golf Outing (12:00pm shotgun) Must be done by 4:30
12:00 – 6:30 pm	Convention Registration at Marriott
2:00 – 4:00 pm	Driver Trainer/Safety Manager Roundtable <i>Peer to peer learning is essential. Take this opportunity to connect with fellow professionals to discuss topics you have questions with. Bring ideas of a hot topic, a new idea you are thinking about, or even something you tried and failed, but want to tweak for the future.</i>
2:00 – 4:00 pm	Mechanics Roundtable <i>Peer to peer learning is essential. Take this opportunity to connect with fellow professionals to discuss topics you have questions with. Bring ideas of a hot topic, a new idea you are thinking about, or even something you tried and failed, but want to tweak for the future.</i>
4:30 – 6:30 pm	Welcome Reception – Appetizers/Cocktails Golf Awards * Cash Prize drawings (2)
8:30 – 10:00 pm	Hospitality Suites

Tuesday, June 23

7:00 – 11:30 am	Booth Exhibitors Setup in Convention Center
7:00 am – 4:00 pm	Registration
7:30 – 8:30 am	Breakfast Welcome from WSBA President
8:45 – 9:30 am	<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p style="text-align: center;">KEYNOTE</p> <p style="text-align: center;">“Don’t Keep Score”</p> <p><i>Doing things for others without expecting anything in return while having Purpose and Compassion in the workplace.</i></p> </div> <div style="width: 35%; text-align: center;">  <p>Ben Leibl Kwik Trip</p> </div> </div>

9:45 – 10:45	<p align="center">General Session</p> <p align="center">WI DOT DMV, State Patrol, FMCSA Updates</p> <p align="center"><i>Motor Carrier Unit, WI State Patrol Travis Zaremba, WI FMCSA</i></p>	<p align="center">Maintenance Session</p> <p align="center">Maintenance Interchange with Wisconsin Bus Dealers</p> <p align="center"><i>Bring your questions for Wisconsin's Bus Dealers in a one-on-one opportunity to gain technical knowledge.</i></p>
9:45 – 11:45	<p align="center">Reasonable Suspicion Training</p> <p align="center"><i>Mark Magsam, remedyNOW</i></p>	
10:50 - 11:50 am	<p align="center">General Session</p> <p align="center">Crucial Conversations</p> <p align="center"><i>Steve Torrez, Fontana Schools</i></p>	<p align="center">Maintenance Session</p> <p align="center">Electronic Stability Control Training</p> <p align="center"><i>Ed Gresky, Bendix</i></p>
12:15 – 4:00 pm	Exhibits	Cash drawings
12:15 – 1:45 pm	<p align="center">Lunch in Expo Hall</p>	
2:00 – 4:00 pm	<p align="center">Ice Cream Social & Open Bar in Expo Hall</p>	
4:00 – 5:00 pm	<p align="center">Networking Roundtables in Expo Hall</p>	
4:00 - 5:00	<p align="center">WSBA Board Of Directors Meeting</p>	
	<p align="center">Dinner on your own</p>	
8:30 – ?	<p align="center">Hospitality Room Presidential Suite</p>	

Wednesday, June 24

7:30 – 12:00 pm	Registration
8:00 – 9:00 am	Breakfast
8:30 am	<p>WSBA Annual Business Meeting</p> <p>*Cash drawing for members* (3)</p>

9:30 – 10:30 am	<p align="center"><u>General Sessions</u></p> <p align="center">“Recovery Friendly Workplace and Updates on CBD & THC” <i>Jo McGuire, NDASA</i></p>	<p align="center"><u>Maintenance Sessions</u></p> <p align="center">“Lubrication Testing Analysis” <i>Brad Gulbrandson, E.H. Wolf & Sons</i></p>
10:45 – 11:45 am	<p align="center">The Connected Fleet Advantage in Student Transportation <i>Samsara</i> <i>Advanced safety, telematics, navigation, and ridership insights for Student Transportations</i></p>	<p align="center">School Bus Market Engines <i>Matthew Weinzatl, Cummins</i> <i>Learn the latest updates affecting the school bus market</i></p>
12:00 – 1:00 pm	<p align="center">Lunch Outstanding Drivers & Mechanics Awards Scholarship Award</p>	
1:15 – 2:30 pm 2:30 – 3:45	<p align="center"><u>General Sessions</u></p> <p align="center">Award Winning Safety Program Presentations Contest</p> <p align="center">Train the Trainer CDL Testing Preparation * Manual highlights * Sample quiz questions * Challenging road maneuvers <i>WI DOT DMV, CDL Unit</i></p>	
4:30 pm 6:00 – 9:00 pm	<p align="center">Break until Evening Activity</p> <p align="center">Evening Activity (separate fee)</p> <p>Depart Marriott Madison Mallards Game (Includes Food & Drinks) in the Duck Blind Additional Fee: \$30 (soda) or \$40 (beer)</p>	
	<p align="center">Hospitality in Presidential Suite</p>	
<p align="center">CONVENTION CONCLUDES ~ SEE YOU NEXT YEAR!</p>		