



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 Ballroom	<b>Driver Trainer/Safety Manager Roundtable</b> <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 Upper Dells	<b>Mechanics Roundtable</b> <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 Ballroom	<b>Welcome Reception – Appetizers/Cocktails</b> <b>Golf Awards Presented * Cash Prize drawings (2)</b>
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;"><b>KEYNOTE</b></p> <p style="text-align: center;"><b>“Don’t Keep Score”</b></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><b>Ben Leibl</b> <b>Kwik Trip</b></p> </div> </div>

9:45 – 10:45	<b>General Sessions</b> <b>WI DOT DMV, State Patrol, FMCSA Updates</b> <i>Motor Carrier Unit, WI State Patrol Travis Zaremba, WI FMCSA</i>	<b>Maintenance Session</b>  TBD
9:45 – 11:45	<b>Reasonable Suspicion Training</b> <i>Mark Magsam, remedyNOW</i>	
10:50 - 11:50 am	TBD	<b>Maintenance Session</b>  <b>Electronic Stability Control Training</b> <i>Ed Gresky, Bendix</i>
12:15 – 4:00 pm Rooms	<b>Exhibits</b>	<b>Cash drawings</b>
12:15 – 1:45 pm	<b>Lunch in Expo Hall</b>	
2:00 – 4:00 pm	<b>Ice Cream Social &amp; Open Bar in Expo Hall</b>	
4:00 – 5:00 pm	<b>Networking Roundtables in Expo Hall</b>	
4:00 - 5:00	<b>WSBA Board Of Directors Meeting</b>	
	<b>Dinner on your own</b>	
8:30 – ?	<b>Hospitality Room</b> Presidential Suite	

### Wednesday, June 24

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

<p><b>9:30 – 10:30 am</b></p>	<p align="center"><b><u>General Sessions</u></b> Room <b>“Recovery Friendly Workplace”</b> <i>Second chance policies Mark Magsam, remedyNOW or Jo McGuire, NDASA</i></p>	<p align="center"><b><u>Maintenance Sessions</u></b> Room <b>TBD</b></p>
<p><b>10:45 – 11:45 am</b></p>	<p align="center"><b>AI Technology in Student Transportation</b> <i>Samsara Advanced safety, telematics, navigation, and ridership insights for Student Transportations</i></p>	<p align="center"><b>School Bus Market Engines</b> <i>Matthew Weinzatl, Cummins</i></p>
<p><b>12:00 – 1:00 pm</b></p>	<p align="center"><b>Lunch</b> <b>Outstanding Drivers &amp; Mechanics Awards</b> <b>Scholarship Award</b></p>	
<p><b>1:15 – 2:30 pm</b> <b>2:40 – 3:45</b></p>	<p align="center"><b><u>General Sessions</u></b> <b>Award Winning Safety Program Presentations Contest</b> <b>Train the Trainer</b> <b>CDL Testing Preparation * Manual highlights * Sample quiz questions *</b> <b>Challenging road maneuvers * Emergency situations</b> <i>Edgar Rosado, WI DOT DMV, CDL 3rd Party Lead Auditor</i></p>	
	<p align="center"><b>Break until Evening Activity</b></p>	
<p><b>5:00 pm</b> <b>6:00 – 9:00 pm</b></p>	<p align="center"><b>Evening Activity (separate fee)</b> <b>Depart Marriott</b> <b>Madison Mallards Game (Includes Food &amp; Drinks) in the Duck Blind</b> <b>Additional Fee: \$30 (soda) or \$40 (beer)</b></p>	
	<p align="center"><b>Hospitality in Presidential Suite</b></p>	
<p align="center"><b>CONVENTION CONCLUDES ~ SEE YOU NEXT YEAR!</b></p>		