



2026
Tentative
Agenda

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

Monday, June 22

10:00am – 4:00pm	Bus Exhibitors setup inside Convention Center (WI/MI/Superior)
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 (Conf Center)
2:00 – 4:00 pm	Driver Trainer/Safety Manager Roundtable (Geneva/Mendota) <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 (Green Bay/MKE) <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 (E-H) Golf Awards * Cash Prize drawings (2)
8:30 – 10:00 pm	Hospitality Suites (Corner & Presidential)

Tuesday, June 23

7:00 am – 11:30 am	Booth Exhibitors Setup in Convention Center
7:00 am – 4:00 pm	Registration
7:30 – 8:30 am	Breakfast (Geneva/Mendota) Welcome from WSBA President
8:45 – 9:30 am	KEYNOTE “Don’t Keep Score” <i>Doing things for others without expecting anything in return while having Purpose and Compassion in the workplace.</i>  Ben Leibl Kwik Trip

9:45 – 10:45	General Session (E-H) “WI DOT DMV, State Patrol, FMCSA Updates” <i>Motor Carrier Unit, WI State Patrol</i> <i>Travis Zaremba, WI FMCSA</i>	Maintenance Session (GB/MKE/Lax) “Maintenance Interchange” with Wisconsin Bus Dealers <i>Bring your questions for Wisconsin’s Bus Dealers in a one-on-one opportunity to gain technical knowledge and insights including Preventative Maintenance.</i>
9:45 – 11:45	Reasonable Suspicion Training (D) <i>Mark Magsam, remedyNOW</i>	
10:50 - 11:50 am	General Session “Crucial Conversations” <i>Steve Torrez, Fontana Schools</i>	Maintenance Session “Electronic Stability Control Training” <i>Ed Gresky, Bendix</i>
12:15 – 4:00 pm	Exhibits	Cash drawings
12:15 – 1:45 pm	Lunch in Expo Hall	
2:00 – 4:00 pm	Ice Cream Social & Cash Bar in Expo Hall	
4:00 – 5:00 pm	Networking Roundtables in Expo Hall	
4:00 - 5:00	WSBA Board Of Directors Meeting	
	Dinner on your own	
8:30 – ?	Hospitality Suites (Corner & Presidential)	

Wednesday, June 24

7:30 – 12:00 pm	Registration	
8:00 – 9:00 am	Breakfast (Geneva/Mendota)	
8:30 am	WSBA Annual Business Meeting *Cash drawing for members* (3)	
9:30 – 10:30 am	<u>General Sessions</u> (Geneva/Mendota) “Recovery Friendly Workplace and Updates on CBD & THC” <i>Jo McGuire, NDASA</i>	<u>Maintenance Sessions</u> (GB/MKE/Lax) “Lubrication Testing Analysis” <i>Brad Gulbrandson, E.H. Wolf & Sons</i>

10:45 – 11:45 am	“The Connected Fleet Advantage in Student Transportation” <i>Samsara</i> <i>Advanced safety, telematics, navigation, and ridership insights for Student Transportations</i>	“School Bus Market Engines” <i>Matthew Weinzatl, Cummins</i> <i>Learn the latest updates affecting the school bus market</i>
12:00 – 1:00 pm	Lunch (Wisconsin) Outstanding Drivers & Mechanics Awards Scholarship Award	
1:15 – 1:45 pm 2:00 – 3:00	<u>General Sessions</u> (Geneva/Mendota) Award Winning Safety Program Contest <i>(People’s Choice)</i> “Train the Trainer” CDL Testing Preparation * Manual highlights * Sample quiz questions * Challenging road maneuvers * Insights from test results <i>WI DOT DMV, CDL Unit</i>	
4:30 pm 6:00 – 9:00 pm	Break until Evening Activity	
	Evening Activity (separate fee) Depart Marriott Madison Mallards Game (Includes Food & Drinks) in the Duck Blind Additional Fee: \$30 (soda) or \$40 (beer)	
	Hospitality in Presidential Suite	
CONVENTION CONCLUDES ~ SEE YOU NEXT YEAR!		