

**SPECIAL SECTION: OFFICIAL CONVENTION GUIDE**

*The Wisconsin Association of School Boards, the Wisconsin Association of School District Administrators  
and the Wisconsin Association of School Business Officials proudly present ...*



# **CONTINUING OUR JOURNEY**

**100th Wisconsin State Education Convention | January 20-22, 2021 | VIRTUAL**

[WASB.org/convention](http://WASB.org/convention)

Better Buildings.

Better Learning.®



**When it comes to K-12 facility improvements, we've done our homework.**

Nexus Solutions understands the impact school buildings have on student achievement and can provide public school districts with a comprehensive solution for planning, designing and building better facilities.

Our team of experts has brought meaningful solutions to public sector clients for over 25 years. And, we offer a single source approach for helping you develop and manage your facility improvements from start to finish.

**Let us help you solve your facilities problem:**

Steve Schonert @ 262.422.1284 | Jeff Mangan @ 608.515.2632 | Mike David @ 414.212.8362

**NEXUS**  
SOLUTIONS®

*NexusSolutions.com*

# CONTINUING OUR JOURNEY

Welcome to the  
**100th**

**State Education Convention!**



Bill Yingst, Sr.,  
**WASB President**  
Durand-Arkansaw  
School District



Paul Schley,  
**WASDA President**  
Cornell School District



John Stellmacher,  
**WASBO President**  
Kettle Moraine  
School District

As the presidents of the Wisconsin Association of School Boards, the Wisconsin Association of School District Administrators and the Wisconsin Association of School Business Officials, we proudly welcome you to the 100th annual State Education Convention as we “Continue Our Journey.”

For a century, Wisconsin’s education leaders have gathered to learn from and inspire each other. This convention, while virtual, will continue the tradition. This past year has put schools on a journey unlike any other in recent memory. And while we’re forging a new path each day, our destination has not changed. Join us as we commit anew to making public education the best that it can be.

Visit [WASB.org/convention](http://WASB.org/convention) for more information on the convention and link to the live virtual platform, available Jan. 20-22, 2021. □

*There will be more!* Visit the convention website at [WASB.org/convention](http://WASB.org/convention) for the full agenda. More workshops and sessions are still being planned.

## ATTENTION CONVENTION ATTENDEES:

If you are planning to attend the convention live on Jan. 20-22, we strongly advise using the most updated version of **Chrome** as your browser.

Contact your district or the WASB for assistance.



## Meet & Network WITH OTHER ATTENDEES

Throughout the virtual convention platform, use the chat box to post questions and provide feedback.

**Connect one-on-one with other attendees:** Click on “People” in the sidebar menu. Connect with other attendees to have a private chat or set up a time to meet.

**Participate in roundtable sessions:** Click on “Workshop” in the sidebar menu. Turn on your microphone and camera to fully engage with other participants.

**Join rooms dedicated to a particular issue or topic:** Click on “Lounge” in the sidebar menu. Add posts, attend live forums and add your own images and videos to the discussion. The WASB will be hosting a lounge — stop by and say hello!

**Network with new people:** Click on “Networking” in the sidebar menu. In these five-minute, one-on-one video calls, meet new people, find out what they’ve gained from the convention, learn about their plans for the spring semester, and share your own experiences.

**Visit the exhibitors:** Learn about the company, check out their products and materials, watch a short video, request a meeting and if an exhibitor is present, chat one-on-one.

**Need help?** Visit the Info Desk or the WASB Lounge, or contact the WASB at 608-257-2622 or [info@wasb.org](mailto:info@wasb.org).

JANUARY 20, 2021



**General Session** 8:30 am – 10 am

Emcee: **PAUL SCHLEY**, WASDA President, Cornell School District

■ District Administrator of the Year Recognition

WEDNESDAY KEYNOTE SPEAKER



■ **Donald Driver**

**Donald Driver overcame poverty and homelessness to become a Super Bowl champion**, Green Bay Packers all-time leading receiver, Green Bay Packers Hall of Famer, New York Times bestselling author,

“Dancing with the Stars” champion and award-winning humanitarian.

Donald is the Green Bay Packers all-time leader in receptions and receiving yards and is the only player in franchise history to record seven 1,000-yard receiving seasons.

A top performer his entire career, he was a four-time Pro Bowl selection. In 2013, Donald asked the Packers organization to retire the only way he knew how, by celebrating with the fans. He held his official retirement celebration in

the Lambeau Field Atrium in front of thousands of fans who lined up in below-zero temperatures to thank him for 14 amazing seasons of playing for the green and gold.

Donald’s on-field success and charismatic personality earned him an invitation onto “Dancing with the Stars,” with 35 million viewers tuning in every week. With millions of fans behind Donald and his partner Peta Murgatroyd, the duo clinched the competition.

Known for his incredible fitness during his playing career, Donald has become a renowned health and wellness expert. He released the chart-topping book, “The 3D Body Revolution.” He has also appeared on “Good Morning America” to offer healthy living tips. Additionally, Donald owns and operates three Driven ELITE Fitness and Health centers in Texas.



10:15–10:45 am Roundtable Workshops • Classroom of the Future Tour • Speed Networking Sessions  
Visit the convention website for details.

WEDNESDAY Breakout Sessions

**PLEASE NOTE:** Sessions may be updated. Check for updates at [WASB.org/convention](http://WASB.org/convention).

11 am–12 pm

● **Air Quality in Schools: Improving HVAC Systems to Reduce the Spread of COVID-19**

HVAC systems play a significant role in reducing the spread of the aerosol transmission of COVID-19. Being proactive is vital for school districts to confidently respond to public health and community questions regarding the air quality of the learning environment. Join our team of experts as we talk about the “why and how” to conduct a comprehensive facilities assessment with indoor

air quality as a top consideration. We will guide you through a step-by-step planning process to help your school district and community better understand the current state of your facilities and how well the infrastructure supports indoor air quality and your educational goals.

*Glendale-River Hills and Menomonee Falls School Districts*

● **Challenges in Providing Special Education Services During COVID-19**

The provision of special education services is challenging under normal circumstances, let alone during a

pandemic when school districts face daunting circumstances. A panel of small, rural school districts will discuss what has gone well and what hasn’t during their recent school closures and re-openings. They’ll discuss the challenges of providing a range of special education services, including daily living skills and related services in virtual settings, addressing parental concerns and complaints, and meeting the requirements of free appropriate public education (FAPE).

*Cedar Grove-Belgium, Chilton, Plymouth, Sevastopol, Southern*

Door County and Valders Area School Districts, Brown County CDEB and CESA 7

● **What We Learned in 2020: Managing Unforeseen Risk**

It's time to take stock of our efforts from the past year. What worked? What didn't? How are we adjusting to the challenges of the current school year and best positioning ourselves for the future? Join this spirited discussion to learn from the past as well as look toward the future of risk management through the lens of a pandemic. We'll discuss the challenges of managing a remote workforce while maintaining employee trust and facilitating good communication. We'll also provide a roadmap for developing shared accountability between staff, leadership and district partners with a special focus on providing benefits that meet the needs of all employees without busting the budget.

*Edgerton and Waterford UHS School Districts and USI Insurance*

● **Embedding Local Context into Strategic Planning**

Connecting the experience of students in the classroom with their everyday experiences in the community provides the opportunity and space for higher possibilities of academic success. Participants will learn a systematic approach to understanding how historical trauma continues to carve the educational experiences of students in the present, the importance of culture and its impact in student performance, and a unique approach to strategic planning that places community cultural artifacts as integral to the educational experience of students.

*Lac du Flambeau School District and Studer Education*

● **School Finance 101 — Basics for Every Board Member**

New board members are asked to learn new jargon while making million-dollar decisions that impact school children, buildings and infrastructure, and the local taxpayers'

money. Get a handle on essential school finance jargon and concepts for a better understanding so you can talk finances with your constituents and feel more confident in your board decisions.

*Wisconsin Association of School Boards*

● **Social and Political Discourse in Schools**

2020 was an unexpectedly eventful year for school districts. The COVID-19 pandemic and the surging Black Lives Matter movement along with a turbulent 2020 presidential election cycle involving a myriad of social issues collided to create the perfect storm of First Amendment concerns. Schools were forced to grapple with employee and student issues that implicated their ability to balance individual free speech rights with the need to provide an effective and high-quality learning and working environment. This session explores and explains — in plain



Imagine Innovative Financing Solutions Built to Last

When securing your district's future, you need solutions that are built to last. That's why we bring a deep bench of experienced finance professionals to work for you.

Imagine a full-service financing team working with your district. Imagine the power of you and Baird.

800-792-2473, x3827  
rwbaird.com/publicfinance  
bairdsbs.com

©2020 Robert W. Baird & Co. Incorporated. Member SIPC. MC-541101.



**2021 WASB Delegate Assembly** | Wednesday, January 20, 1:30 pm

**Delegates will vote on the policies that will guide the association's legislative agenda** on Wednesday, Jan. 20 at 1:30 pm in an online meeting.

Each school board should be certain that its delegate (and alternate) understands the board's positions on the resolutions and is prepared to vote accordingly. Decisions reached by the Delegate Assembly help set the statewide education agenda.

The Delegate Assembly will be recorded and broadcast live via YouTube or another platform for non-delegates to watch. Please ensure that the WASB has the name of your delegate. Convention registration is not required to participate in the Delegate Assembly.

*Delegates: Watch for emails with the online meeting links and instructions for the Pre-Delegate Assembly Discussion and the Delegate Assembly. Only one member per board will be admitted into the Delegate Assembly. □*

terms — the applicable legal analyses, methods to proactively anticipate and address issues, and solutions to achieve the desired balance of education and individual freedoms.  
*von Briesen & Roper, S.C.*

● **Successfully Govern Your District — Together**

Board members are continually challenged to address the ever-changing educational landscape. In this session, participants will learn about best-practice ideas for district governance based on the board and superintendent having a collaborative mindset, a moral imperative in their commitment to the stakeholders and a shared purpose based on sound principles and practices.

They'll also learn how purposeful board actions can lead to a positive organizational culture that ensures high levels of learning for all, keeps students and staff safe, and is fiscally responsible to the taxpayers. This session is based on the book, "The Governance Core," by Davis Campbell and Michael Fullan.

*Wisconsin Association of School Boards*

**LUNCH & LEARN SESSIONS  
12:15–1:15 pm**

● **The 7th Day: Leadership Lessons from Earth and Sky**

What do two educators, a Major League Baseball manager, the first

female fighter jet pilot, a National Football League president and CEO, a comedian and an author all have in common? Leadership lessons that connect us and guide us in navigating uncharted times. Seven individuals, seven stories, all linked with the common bond of compassion, humor, courage and vision. Join us to learn how you can find courage, practice gratitude and accomplish big things in tiny increments of time.  
*CESA 7*

● **Managing Stress to Improve Leadership Performance**

Board members find themselves in stressful situations when actions of the board are subject to extensive public oversight and criticism from a variety of stakeholders. A small amount of stress can be good for a person and can motivate you to perform well. However, too much stress can take a toll on both mind and body. This session will explore the common causes of stress and suggest ways to manage it better — before it manages you. You will learn ways to find calm during challenging moments and learn how to prepare for stressful situations that

**10:15–10:45 am WEDNESDAY & THURSDAY**

**VIRTUAL TOUR Step Into the Classroom of the Future Tour**

In this fun, interactive online tour, step into a classroom of the future. With leading experts as your guide, learn how the latest in architectural design, construction, furniture, furnishings and lighting will impact tomorrow's learning. They'll also show you how schools and classrooms will adapt to become active participants in the fight against future pandemics by using improved air quality and disinfection techniques. — *CG Schmidt, Forward Space, Upper 90 Energy and Plunkett Raysich Architects*

may arise in the future by recognizing how stress affects you.

*Wisconsin Association of School Boards*

● **Set for Success: Strategies for New Member Orientation in a Virtual World**

New member orientation is a crucial step at any time, but it takes on even more significance during remote or hybrid meetings. How we bring on our new board members establishes how the board can function. Join us as we discuss strategies for establishing your norms and creating a positive governance culture through new member orientation in a virtual world.

*BoardDocs*

● **VIRTUAL TOUR America's Black Holocaust Museum Tour**

America's Black Holocaust Museum in Milwaukee is a historical and memorial museum that describes and commemorates the Black Holocaust from pre-captivity in Africa to the present day. Founded by a lynching survivor, the mission of the museum is to build public awareness of the harmful legacies of slavery and Jim Crow in America and promote racial repair, reconciliation and healing. Join this special virtual tour for a look at how the museum's 3,200+ online pages can be an important resource for your schools.

*America's Black Holocaust Museum*

**1:30–2:30 pm**

● **All Things Title IX: Legal Compliance and Practical Perspectives**

Federal Title IX law protects people in education programs or activities that receive federal financial assistance from discrimination based on sex. Sexual harassment, equality in athletics and gender identity are all impacted by Title IX compliance. The presenters will provide a basic legal primer as well as provide practical advice for addressing challenging issues under Title IX. Attendees will leave with a clear understanding of the law and what's

**2:30–3 pm Speed Networking Session**

needed to navigate its complexities in the school environment.

*Middleton-Cross Plains Area School District and Boardman & Clark, LLC*

● **Are You Prepared to Ensure High Levels of Success for EVERY Learner?**

The increasing pace of change, advancing technology and artificial intelligence, changing workplace needs, and “2030 thinking” require ALL students to learn at high levels and be able to reinvent themselves. Some districts have figured it out — they are realizing results, ensuring equitable achievement opportunities and closing achievement gaps. What do they know and do, differently? What can we learn from them? This session will examine data and research regarding achievement gaps and the economic impact of learning loss; review best practices learned in “turn-around” districts; and promote urgency to ensure EVERY student achieves high levels of academic and personal success.

*KCMG Int'l LLC*

● **COVID-19: Where Are We Now?**

This session will provide a review of the current epidemiology of COVID-19 throughout the state of Wisconsin. It will include possible scenarios of how vaccine distribution might occur in the coming months and other current information that may affect school district decisions for the remainder of the 2020-21 school year and for the 2021-22 school year.

*Department of Public Instruction*

● **Creating a Long-Range Master Plan You Can Use**

Learn how the Cedarburg School District developed its long-range master plan to identify teaching and learning needs to achieve the district's vision to be a premier school district in the country, now and in the future. The planning process included a multi-faceted approach to

assess the conditions of all the buildings and educational programming to ensure the facilities aligned with current and future curricula. As the youngest students will graduate into the job market of the 2030s and beyond, it was imperative to listen to all stakeholders to understand their perspectives and thoughts on the evolution of teaching and learning.

*Cedarburg School District, CG Schmidt and Groth Design Group*

● **Integrating Health and Well-Being**

With health and well-being, it's all connected. We can show you how to connect more dots to take full advantage of the services, resources and value-adds of your vendors, provider systems and other partners that touch health and well-being. We will share a process for bringing together stakeholders to better understand what everyone brings to the table, how services integrate and how to leverage relationships and partnerships to improve the overall well-being of your staff while reducing costs.

*Pulaski Community School District and M3 Insurance*

● **Operational Referenda: Best Practices and Lessons Learned**

The Kettle Moraine School District faced an unsustainable future after voters rejected a 2019 operating referendum. The district implemented a new strategy to increase transparency and trust in the community, which resulted in a successful April 2020 recurring operational referendum. Presenters will also discuss statewide referendum trends, approaches districts are using to secure new funding or renew existing funding, and the role of school board members in advocating for district referenda.

*Baird Public Finance and Kettle Moraine School District*

JANUARY 21, 2021



**General Session** 8:30 am – 10 am

Emcee: **BILL YINGST, SR.**, WASB President, Durand-Arkansaw School District

- 20-, 30- and 40-Year Board Member Recognition
- State Superintendent Carolyn Stanford Taylor Address

THURSDAY KEYNOTE SPEAKER



■ **Anna Maria Chávez** NSBA EXECUTIVE DIRECTOR

**Anna Maria Chávez is the executive director and chief executive officer of the National School Boards Association.**

While growing up in Eloy, Arizona, Chavez developed the leadership skills that propelled her into a career of public service. Her desire to transform the world through servant leadership led her to Yale University, then to pursue a juris doctorate at the University of Arizona. She held numerous posts in President Bill Clinton's administration and later returned to Arizona to serve then-governor Janet Napolitano.

Chávez's success led to her appointment as CEO of Girl Scouts of the USA, where she served from 2011-2016 as the first woman of color to lead the 104-year-old group. In 2016,

she was named one of the World's 50 Greatest Leaders by Fortune magazine, cited for her vision and creativity in working to revitalize the Girl Scout brand for a new century, and was named number 22 by Fast Company in its annual list of the most creative people in business. Prior to joining the NSBA, she was executive vice president and chief growth officer for the National Council on Aging.

As one of the world's top experts on women's leadership, youth development and aging issues, Chávez achieved that recognition by drawing on her 25 years of public service and nonprofit leadership. She brings a wealth of experience from previous legal, public policy, nonprofit management and brand management positions in Arizona, Texas, Washington, D.C., and New York City.

10:15–10:45 am Roundtable Workshops • Classroom of the Future Tour • Speed Networking Sessions  
Visit the convention website for details.

THURSDAY Breakout Sessions

**PLEASE NOTE:** Sessions may be updated. Check for updates at [WASB.org/convention](http://WASB.org/convention).

11 am–12 pm

● **Elevating Achievement for All: A Focus on Equity**

The needs of our children call for a more intentional focus on equity. Evermore, we will need to provide personalized resources if all of our students are to reach common goals. This session will help participants better understand educational equity,

areas to focus on to do this work well and how to frame this issue for community understanding.

*Wisconsin Association of School Boards*

● **A Deep Dive into Wisconsin School Finance, Part 1**

Take a deep and detailed dive into Wisconsin's school finance system. The speakers in this special, two-part series will describe how the revenue limit sets

the total dollars that can be raised through state equalization aids and local property taxes for each district. They'll also step through the calculation of state equalization aids based on the variables and factors that drive the formula: each district's spending, property tax base and number of students. Attendees will improve their understanding of how the overall district budget works and the concepts of fund accounting while gaining confidence in their advocacy on school funding for their districts.

10:15–10:45 am **Classroom of the Future Virtual Tour** see page 6

Department of Public Instruction,  
Baird Public Finance, CESA 1 and  
Stevens Point Area School District

● **From Crisis to Calm: How to Communicate Effectively During a Pandemic**

Join this session to learn and reinforce solid communication practices, how these practices reinforce stakeholder relationships, and what is working well for communication in schools during COVID-19. A panel of Wisconsin School Public Relations Association board members will share best practices to maintain consistency and show empathy and vulnerability while continuing to share your school's positive stories because even in a time of crisis, you can still find the good!

*Edgerton, Hudson, Mineral Point Unified, Racine Unified and Stevens Point Area School Districts*

● **Improving Employee Health and Productivity**

School districts face unique challenges when it comes to employee health and wellness. They not only need their teachers to be in the classrooms to build student-teacher relationships, they also want staff healthy and well so all can contribute to the district's mission. Join this session for a discussion on occupational health and learn how a customized health plan can improve employee health and productivity.

*D.C. Everest School District, Marshfield Clinic and Security Health Plan of Wisconsin, Inc.*

● **Intentionally Aligning Strategic Goals to Actions**

District leaders should be intentional about aligning a district's strategic plan to goals and actions implemented by students and staff. Facilitators will discuss the interactive process of connecting the three-year

strategic plan with stakeholder actions. Professional learning strategies will be shared to demonstrate how to intentionally engage stakeholders in actions and goal setting.

*New Berlin School District*

● **Moving the Governance/Superintendent Team from Good to Great**

The 2020-21 school year will continue to be one of the more challenging years board members have had in a long time. It is imperative that your board be at the "top of their game" to effectively lead your district. In response to the current situations, we would re-emphasize the importance of boards being ALIGNED (Focus, Align, Commit), including how they do their work. It is important that this alignment be in place before these situations arise to increase the likelihood of an effective and proper response. Participants will learn the practical strategies and actions

Serving 250+ Wisconsin School Districts and counting...

**SPECIALIZED SERVICE SUPPORT FOR SCHOOLS**

- Student & Staff Mental + Physical Health
- Talent Attraction + Retention
- School Safety + Active Shooter Trainings
- M3EduCaptive + Cooperatives
- Vendor Summits

Let M3 help maximize your students' success while triggering lower workers' compensation and health insurance premiums for your district. We offer proven solutions for keeping both staff and students well.

By working together to implement efficient and cost-effective risk management strategies, we can come closer to the critical achievement goals in schools throughout Wisconsin.

**CONTACT US TODAY TO LEARN MORE**  
800.272.2443  
[www.m3ins.com](http://www.m3ins.com)

**SPECIAL EVENT: 15-MINUTE YOGA BREAK**

**Wed., Jan. 20 and Thurs., Jan 21 | 10:15-10:30 am**

**Take a break with a quick yoga session**, sponsored by CG Schmidt.

Join MKE Yoga Social as they guide you through a 15-minute stretching session designed to get your body moving, your mind calm and your focus sharp.

Invest in these 15 minutes and your body and mind will thank you!

that will support your efforts to develop your boards' effective and productive alignment in their operations.

*Wisconsin Association of School District Administrators and Howick Associates*

● **School Safety: Protecting Our Most Valuable Assets**

Join presenters to hear about the reunification lessons learned from two Wisconsin school districts, which experienced shootings in December 2019. They'll also provide updates on Department of Justice Office of School Safety state initiatives and requirements as well as updates on the changes COVID-19 brings to school security.

*Department of Justice Office of School Safety*

● **WASB School Law Update**

This session will update attendees on recent developments in school law, such as legal issues surrounding education and employment during the COVID-19 pandemic, the accommodation of transgender students in athletics and facilities, social media issues and other recent developments in school and employment law.

*Wisconsin Association of School Boards*

**LUNCH & LEARN SESSIONS  
12:15-1:15 pm**

● **Act 31: American Indian Studies in Wisconsin**

Understand the legal requirements regarding American Indian studies in Wisconsin. Act 31 requires public school districts and pre-service teacher programs to provide instruction on the history, culture and tribal sovereignty of Wisconsin's American Indian

nations and tribal communities. In this session, resources and materials about the nations' histories, treaty rights, sovereignty and cultures will be shared. Participants will gain the knowledge and information needed to integrate the components of American Indian Studies into lesson plans, pedagogical practices, material selections and district curriculum.

*Department of Public Instruction*

● **The Alley Smarts of School and District Leadership**

School leadership and governance in American schools is at a crossroads. We need great leaders for our schools and districts to flourish, but fewer candidates are entering the profession. This interactive presentation will touch on building a positive culture, leadership processes, inspiring candidates and growing your own leaders while giving insight into governance from the principalship, superintendency and board levels. The importance of relationships, understanding roles, delegating leadership, communication and community relations will also be discussed.

*National Louis University*

● **Up a Creek Without a Paddle**

The unrest and chaos that has developed in the nation, state and local districts this year has created a high level of stress for nearly everyone. This presentation will review the impact of continued distress on a person's life. It will also review resources and tips to better control the mental and physical impact of stress in your life. If you feel like you are up a creek without a paddle, this session is for you.

*Wisconsin Council of Administrators of Special Services*

● **VIRTUAL TOUR EAA Museum Tour**

With a collection of more than 200 historic airplanes along with world-class galleries and displays, the EAA Aviation Museum in Oshkosh combines the passion of aviation's past with the promise of its exciting future. Come along for a virtual tour of the museum and a special, behind-the-scenes look at the new Frank Borman Exhibit, which honors Borman's U.S. Air Force career, and his Gemini 7 and Apollo 8 missions. The exhibit includes one of the largest collections of space-flown items in the region. Learn how the museum can help launch the adventurous spirit in your students.

*EAA Aviation Museum*

**1:30-2:30 pm**

● **A Deep Dive into Wisconsin School Finance, Part 2**

Take a deep and detailed dive into Wisconsin's school finance system. In the second of a two-part series, learn the importance of maintaining a strong fund balance and cash reserve as well as best practices for board policy in this area. Attendees will improve their understanding of how the overall district budget works and the concepts of fund accounting while gaining confidence in their advocacy on school funding for their districts.

*Department of Public Instruction, Baird Public Finance, CESA 1 and Stevens Point Area School District*

● **SAA Legislative Update**

The 2021-22 legislative session is now underway and there is always something going on in the State Capitol that directly impacts school board members and administrators. In this session, the presenter will recap the November election results and assess the potential impact on PK-12 education in Wisconsin. He will also discuss the SAA's legislative priorities and explore other major issues likely to be in play this session.

*School Administrators Alliance*

**Editor's note:** The WASB Legislative Update session typically offered at the State Education Convention will be provided as a part of the monthly WASB Legal and Legislative Video Updates.

● **Onboarding New Board Members**

What kind of board member orientation are you providing newly elected school board members? This session will give you an overview of best practice methods to ensure high-quality board member participation. Attendees will learn about pre-election orientation ideas and necessary post-election orientation topics. Participants will leave with suggestions for on-going, year-long options to help new board members become great board members.

*Wisconsin Association of School Boards*

● **Promoting Student Voice**

With today's students experiencing higher levels of anxiety and depression due to COVID-19, students are feeling

even more disconnected from their schools than before the pandemic. Building a safer school doesn't involve brick and mortar — it involves collaborating with students to build a culture that is connected and positive. This session will provide insight on how to invest in students and listen effectively, learn diligently and lead collaboratively with your students.

*Kewaskum School District and Wisconsin Association of School Councils*

● **School Board Linkages: Expanding Your Vision**

This session will explain the process, goals and outcomes achieved by "linking" with civic organizations, local businesses, student groups, institutions of higher education, senior citizens, local government officials and legislators. The team will discuss

questions used at each linkage and how that data is applied to the ongoing communication and overall success of the Howard-Suamico School District. #TogetherisBetter  
*Howard-Suamico School District*

● **Superintendent Evaluations: A Continuous Improvement Conversation**

The school board's process to evaluate its superintendent should be viewed as a continuous improvement conversation. In this session, learn how shared goals can provide a source of growth in the evaluation process. Experienced WASB consultants will discuss static measures to include on checklists, narrative feedback and the potential effects of the COVID-19 pandemic on evaluations.

*Wisconsin Association of School Boards*

2:30-3 PM **Speed Networking Session**



**DENTAL + VISION  
INSURANCE**

**Two great plans.  
One name you trust.**

Do you know we offer dental **and** vision insurance? Offer both to your team, and enjoy a dedicated account manager and combined benefits administration. Learn more today by visiting our virtual booth.



DeltaVision®

JANUARY 22, 2021



## General Session 11 am – 12 pm

Emcee: **JOHN STELLMACHER**, WASBO President, Kettle Moraine School District

- Business Manager of the Year Recognition
- Teachers of the Year Recognition, Principals of the Year Recognition

### FRIDAY KEYNOTE SPEAKER



## ■ Governor Tony Evers (Invited)

**Tony Evers is the 46th governor of Wisconsin.** Prior to his election, he served as the Wisconsin State Superintendent of Public Instruction for a decade. With over three

decades of public education experience, Evers has dedicated his life to fighting for Wisconsin’s kids and serving the people of Wisconsin.

Born and raised in Plymouth, Wisconsin, Evers graduated from Plymouth High School and earned his bachelor’s, master’s and doctoral degrees in educational administration

from the University of Wisconsin-Madison. He began his career as a teacher and media coordinator in the Tomah School District.

He became superintendent of the Oakfield School District in 1984 and the Verona Area School District in 1988. From 1992 to 2001, Evers was the administrator of Cooperative Education Service Agency (CESA) 6, in Oshkosh. In 2001, Evers was named deputy superintendent of public instruction, a position he held until being elected superintendent of public instruction in 2009.

## FRIDAY Breakout Sessions

**PLEASE NOTE:** Sessions may be updated. Check for updates at [WASB.org/convention](http://WASB.org/convention).

### 8:30–9:30 am

#### ● Don’t Stop Believin’ — Loneliness in Leadership

Relationship building is at the center of our work as school leaders. But, oftentimes, we are so focused on building relationships with stakeholders that we neglect building relationships for ourselves and the people we serve. Never has there been a more important time to stay connected than during a global pandemic. This session will examine reasons leaders feel lonely, how it can impact your professional and personal life, and what to do about it. Attend this session with an open mind and heart and leave with a renewed sense of connection.

*Howard-Suamico and Mineral Point Unified School Districts*

#### ● Engaging Stakeholders Near and Far

As a small, rural school district with approximately 1,150 total students in southwestern Wisconsin, River Valley has utilized a district YouTube channel to engage stakeholders near and far. “River Valley TV” was created to livestream athletic events, music concerts, board meetings, staff interviews and other school-related activities. With the help of local business sponsors, the communication platform engages people near and far. Attendees will learn how any district, large or small, can create its own channel.

*River Valley School District*

#### ● Hiring Staff: Your ‘Spring Operations’ Playbook

Spring will be here soon. As districts

look at the supply and demand for administrators, teachers, substitutes, coaches and support staff, this session will review the key items districts want to consider during the hiring process. Those items will include contracts, the consumer price index, letters of assurance, letters of assignment, nonrenewal deadlines and considerations, and more. Join this session to review a “playbook” for your spring hiring season!

*Boardman & Clark, LLC and Merrill Area School District*

#### ● Striving to Thrive, Not Just Survive

Like most schools across the country last spring, the Pewaukee School District flipped its learning environment and instruction in a matter of

days. Using data-driven decisions from the onset, students and staff quickly shifted from survival mode to thriving mode. Learn how the use of surveys, standards-based grading practices, personalized learning, graduate profiles and authentic use of technology uniquely separated our experience from others. Be poised to handle future leadership, instructional and operational challenges with key tips, processes and strategies!

*Pewaukee School District*

● **The New Normal: Virtual Education in a Pandemic**

Virtual education is changing. After providing a brief update on legal considerations, the presenters will discuss best practices in general and special education settings, including practices related to issues such as technology device shortages and equitable access for all students. They'll address pupil confidentiality concerns, protecting student confidentiality using different tools, and practical tips for navigating staff, student and parent concerns.

*DavisKuelthau*

**9:45–10:45 am**

● **Digital Front Door: Improve Your Group Health Plan**

Many employers desire a health plan benefit that maximizes their cost savings while offering their employees the right healthcare and experience. Unfortunately, healthcare is complex and often confusing, leaving employees to figure out the best path of care for themselves. This potentially leads to less effective care and higher costs. Learn about an emerging concept called the Digital Front Door that aims to solve this challenge.

*Appleton Area School District and WEA Trust*

● **Educational Equity 101: Assuring Success for All**

In this workshop, participants will

explore how an “equal” education may be an insufficient goal. Rather, public schools can be more effective working toward a view of “equity” which recognizes that some children may need more resources and support in order to become college- and career-ready graduates. Participants will learn where they can focus their efforts to improve equity in their school districts, and leave with tools to engage their communities in this difficult but vitally important work.

*National School Boards Association*

● **Learning for Success — With or Without a Pandemic!**

Blended learning or “digital learning days” should be integrated into a school’s daily practice, and not just a reaction to a pandemic. Although there are aspects of blended teaching and learning that are fundamental and necessary with in-person, all-digital and blended learning, the ability to seamlessly switch between these environments doesn’t occur naturally. It takes the right tools, planning and support to seamlessly blend these components together and provide outstanding results for students and staff.

*Neenah Joint School District*

● **Managing Transition: Superintendent Search**

One of the most significant responsibilities of a school board is hiring a new superintendent to lead their district. In this session, the presenters will share the WASB search framework and steps to conduct a successful search and leadership transition. School board members will learn how consultants will guide board members through the technical and legal aspects of a quality search process and the importance of staff and community engagement.

*Wisconsin Association of School Boards*

● **Proven Tactics to Increase Community Engagement**

Successfully engaging your community, elected officials, business part-

ners, employees, parents and students is vital to a district’s long-term success and developing support for your educational priorities. This session will highlight 25 proven engagement strategies deployed in the School District of Elmbrook to effectively engage education partners and present a positive and consistent message to the community.

*Elmbrook School District*

● **Sustainability Through Net-Zero Strategies: How to Begin and Dream Big**

The Oregon School District has a long-standing commitment to sustainability that continues to evolve, including designing and building what is planned to be the first net-zero school in the state. The panel will share tips on starting sustainable efforts that won’t break the bank; the importance of engaging and harnessing your students’ passion for sustainable energy use; and the value of bringing forward-thinking approaches to facility planning and design.

*Bray Architects, HGA, J.H. Findorff & Son Inc., Oregon School District and PMA Financial Network*

● **Transforming the Future for Our Learners, Today**

Artificial intelligence, the “gig” economy, changing social contracts, and even the coronavirus are transforming where work happens, how it is done, who does it and how it is compensated. This session will feature surprising research and compelling predictions about the work today’s learners will create and do. It will dig into what we have learned from a semester of “emergency learning” and how that can inform our preparation of learners for the world of work tomorrow.

*CESA 1 Institute for Personalized Learning*

## PRE-RECORDED SESSIONS

**There's more!** With so much going on in the live virtual convention hub — networking, meeting exhibitors, participating in tours, and much more — we had more breakout sessions than were feasible to present live. So, thanks to our gracious presenters, we have a series of sessions that were pre-recorded for the 2021 State Education Convention.

Registered attendees can watch these sessions at any time beginning January 20, 2021.

● **Access to Public Records and Personnel Files**

School districts are frequently subject to public records requests, and districts face significant liability if they do not respond in a timely and accurate manner. This session will cover the basics of Wisconsin's public records law with a special emphasis on responding to requests for information contained in employee personnel files, including records that are being maintained in response to an investigation into alleged employee misconduct. This session will briefly cover the basics of Wisconsin's Records Retention law as well.

*Wisconsin Association of School Boards*

● **You Want to Measure What Matters: So What Data Should You Be Gathering?**

School board members and administrators know they need data to drive their decision-making processes. But knowing where to go to get this information in an easily digestible format and from a credible, reputable source can quickly become overwhelming. School Perceptions recognizes this. To help you, we created a suite of short, research-based surveys that will help your district gather, organize and use the data you need to make strategic decisions. We will introduce the package through the lens of the employee exit survey, which is included.

*School Perceptions*

● **Changes to the WI Accountability Report Card**

Changes are expected to the state accountability reports cards in 2021. Learn about the visual design changes, new data and other changes that are in the works. The report cards will have a cleaner look with less tables and more graphs and charts. The Closing Gaps priority area will move away from student group comparison trends over time to a more robust analysis of the achievement, growth, absenteeism and graduation of a single target group comprised of students in the bottom quartile of performance based on the previous year's test results. College and career readiness and arts data will be added, providing a more expanded view of courses and participation in high schools and districts. The DPI is also working on longer term changes to make report cards available in a dashboard environment, in which viewers will be able to interact with the data and "drill down" into further details.

*CESA 6 and Department of Public Instruction*

● **Crowdfunding in K-12 Education**

Have you ever wondered what crowdfunding is and which websites public school leaders should trust? Unlike traditional crowdfunding platforms, the nonprofit charity DonorsChoose fulfills funded classroom projects and never sends cash to teachers, providing end-to-end safeguards and accountability for district leaders while sup-

porting both teachers and students. The organization has generated \$1 billion in classroom resources from over four million citizen donors including over \$15 million for Wisconsin public school projects. Join this session to learn about crowdfunding best practices and how Wisconsin districts leverage the free platform.

*DonorsChoose*

● **Design an Equitable Portfolio of Charter Schools**

Charter schools can be the solution to a need in a community, especially in serving educationally disadvantaged students. Learn how to involve community and other key stakeholders in the process of designing and implementing a successful and equitable portfolio of charter schools. Presenters will address creating forums for accountability conversations, measuring charter schools and aligning the authorizing and district vision to the performance frameworks.

*CESA 9 WI Resource Center for Charter Schools*

● **Digitally Creative Educators with a 20/20**

Change starts with a lot of questions. How do we shift culture? How do we help support teachers with Edtech tools? How can we support our high flyer teachers to make an impact on student achievement? This is exactly how our DCE 20/20 teacher cohort started. DCE 20/20 is a program

*Continued...*

# VISIT OUR VIRTUAL BOOTH!



# PROTECTING SCHOOLS SINCE 1974

Your classrooms deserve the security of solid coverage and local expertise. You can *Count on EMC®* to provide the resources you need to keep your schools safe.

**Make the smart choice—choose EMC.**



**EMC Milwaukee Branch**  
262-717-3900  
milwaukee@emcins.com  
[www.emcins.com](http://www.emcins.com)



INDEPENDENT  
INSURANCE AGENTS



**SafeSchools**  
Training

designed to help form a community of teachers who are committed to creating engaging learning opportunities for their students, continuing to grow in their profession, and extending their reach within their school buildings and beyond. They receive professional development and coaching that models best teaching practices in a 1:1 environment. The focus is to implement personalized content learning that is engaging, accessible and equitable for all students and provides prompt, rich feedback.

*D.C. Everest Area School District*

#### ● **Ensuring Legally Compliant Student Expulsions**

Student expulsions require school districts to follow numerous procedural guidelines. This presentation will cover state and federal laws relating to pupil expulsions and provide a detailed roadmap that districts can utilize when considering a pupil's expulsion. In addition, the presentation will focus on procedures for administrators and school boards that conduct their own expulsion hearings and common pitfalls that must be avoided when doing so. Finally, the presentation will review the critical components of the WASB Expulsion Overview Guide, including various sample notifications and hearing procedures.

*Wisconsin Association of School Boards*

#### ● **Evidence-Based Leadership Using Advanced Analytics**

The current accountability environment is exerting additional pressure on local school districts and their leaders to document the impact of programs and expenditures. Today's leaders must create an infrastructure where data can be efficiently collected and accurately analyzed to support evidence-based decisions and inform how resources should be allocated to improve student learning and ensure educational equity. The Mequon-Thiensville School Dis-

trict will discuss how they are using predictive analytics to support action research and gain better visibility into the whole child for every child.

*Mequon-Thiensville School District*

#### ● **Financial Wellness Starts with YOU**

When saving for the future, how prepared are your teachers and staff? Participation in workplace benefit plans is fundamental to employees' financial health and retirement readiness. Find out WHY your employees aren't saving and what you need to know to help them become financially healthy. Learn best practices when implementing workplace financial wellness programs, how to personalize them to your district's needs, future trends, and ways to encourage employee participation at no additional cost.

*WEA Member Benefits*

#### ● **Future Ready: Innovation Beyond COVID-19**

How might COVID-19 be a catalyst to implement innovative change? Discover digital learning and innovation resources for school leaders and board members to build a vision beyond COVID-19. Let's expand how we think about school calendars and instructional hours, how students are engaging in online and blended learning, and how we are awarding credit based on proficiency. This will support a research-based vision that student learning is equitable, personalized, applied and engaged to ensure all students are community-, college- and career-ready.

*Department of Public Instruction*

#### ● **How to Diversify Your Gifted and Talented Program**

Gifted and talented programs are often dominated by students from white, Asian and upper-income backgrounds. This session will outline how to use local norms, rather than national standards, to identify advanced stu-

dents. Multiple research studies have shown that using local norms can triple or even quadruple the number of Black and Hispanic students identified as gifted. Learn how to calculate the proportionalities in your schools, walk through tools for how to implement local norms, and receive a how-to guide and other resources.

*University of Wisconsin — Whitewater*

#### ● **Long-Term Budget Forecasting**

Long-term budget forecasting is critical to a district's financial success. Important assumptions used when forecasting are tied to the state's biennial budget, which identifies key figures such as revenue-limit increases and categorical aids. Using current biennial budget proposals, this session will highlight strategies to forecast multiple scenarios and plan for the impact on your district. Participants will receive sample communication visuals and talking points to help facilitate discussion with stakeholders.

*Baird Public Finance and Cedarburg School District*

#### ● **Making Purchases in Our 'Better Normal'**

Schools are bombarded daily with pitches for products and services to help them navigate the new "better normal." In this session, discuss how to stretch budgets, ask the right questions and maximize cooperative purchasing to conquer spending now and for whatever comes next in education.

*CESA Purchasing*

#### ● **Staying the Course for Continuous Improvement**

Continuous school improvement routines are critical to improve outcomes. Join us to learn about the four-year journey of one school district that chose to focus on improving instruction using strategic continuous improvement routines that supported teachers to learn and deliver high-

quality, evidence-based instructional practices. Presenters will provide an overview of routines they used and system coaching supports they received. They'll share their roles for supporting this work and the data that reflects their improvements in instructional practice and student achievement scores.

*CESA 2 and Wisconsin Heights School District*

### ● **Target-Based Learning and Grading**

Learn about the journey of the Neenah Joint School District as they redesigned learning and grading at the secondary level. The development of learning targets, a common proficiency scale and a focus on specific feedback using colors while minimizing the focus on earning points helped them implement an innovative and student-friendly curriculum, instruction and assessment system that helps students focus on learning.

*Neenah Joint School District*

### ● **The Changing Roles of Design and Construction Services**

School business professionals will learn the different ways that design and construction services are evolving to be delivered successfully. They will also learn the value and understand the perspectives that various team members can bring to their K-12 facility and its ongoing operation.

*Kraus-Anderson*

### ● **The Character Gap: Panel Discussion**

Join us as we engage in a vigorous panel discussion around the impact of character on the WHOLE school community. Listen to school community members share their journeys toward a thriving climate and culture as they implement the Eleven Principles Framework. This session will explain character education and the Eleven Principles; how character helps

to create a healthy, thriving community; what character looks like when embraced by school leadership and embodied in staff and teachers; and how character impacts hiring.

*Pewaukee School District*

### ● **The Considerations of Consolidation**

Is your district considering consolidation? Hear from Unified School District of Antigo personnel who recently consolidated six elementary schools into three, changed their middle school grade-level structure, and moved their eighth grade to the high school. Hear about the “must do’s” that helped streamline this significant undertaking and what they would like to have as “do overs.” The panel will address community engagement, budget considerations, equity, facilities, staffing, transportation and other implications in closing beloved country schools and making other changes.

*Antigo Unified School District*

### ● **Too Close for Comfort: Protecting Students from Staff Sexual Abuse**

Almost 10% of students are affected by educator sexual abuse during their K-12 school career. Classroom teachers, coaches, school counselors, bus drivers, custodians, playground supervisors and administrators have all been implicated. This session will focus on how to prevent and eliminate these instances. It will also help attendees identify, properly investigate and report any type of sexual misconduct that does occur.

*von Briesen & Roper, S.C. and Wisconsin County Mutual Insurance Corporation/Community Insurance Corporation*

### ● **Universal Design for Learning + Educational Spaces**

Universal Design for Learning offers an important framework for guiding educational practice and school facilities design. By affording students

multiple means of interaction and engagement, UDL aspires to eliminate barriers and make learning more accessible for all. Learn about the School District of Sheboygan Falls’ journey with the UDL framework, including how the district worked with architects to design a new middle school that supports the district’s goal of removing barriers and engaging all students.

*Sheboygan Falls and EUA*

### ● **Using Positive Deviance to Discover Bright Spots**

Every child deserves to be taught by our best teachers. However, despite every teacher’s best intentions, student performance varies. Learn how the School District of Menomonee Falls used embedded measures of key outcomes to discover positive deviants — those using uncommon and successful strategies, hidden in plain sight — and brought these strategies to scale. Through this application of the positive deviance improvement approach, literacy achievement in the classroom improved by 76% for students performing below grade level in the first year and by another 26% the second year.

*Menomonee Falls School District*

### ● **Utilizing Capital Asset Maintenance Plans**

Schools often invest in facility studies to support the need for major renovations or new construction. Unfortunately, after the work is done, the audit information quickly becomes outdated. Learn how capital asset maintenance plans remedy this problem by providing continuous renewal investment plans. The plans track, maintain and eliminate the disruptive backlog of deferred maintenance. They also anticipate future project needs and support special funding opportunities, such as budget surpluses, grants, exemptions and referendums.

*CESA 10*

# Visit Our **2021 Exhibitors** Jan. 20-22

◆ WASB Service Associates ★ 2021 Convention Sponsor

## A

### **American Deposit Management Co.** americandeposits.com

The American Deposit Management Co. is a financial resource servicing educators around the country. Whether it's cash deposits or payment solutions — find out how to leverage us to get the most out of your cash.

### **Ansay & Associates, LLC** ansay.com

Premier independent insurance agency serving Wisconsin and the Midwest, providing integrated insurance, risk management and benefit solutions to businesses, families and individuals, non-profit organizations, and governmental entities.

### **AstroTurf** astroturf.com

The AstroTurf team has more experience developing, making, selling and installing turf fields than any competing company, which is an asset that cannot be overstated.

### **Athletic Field Services, Inc.** afstrack.com

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

### **ATS&R Planners/Architects/Engineers** atrs.com

For more than 73 years, ATS&R has provided planning, architecture, engineering, site development, interior design, technology and field administration services to school districts throughout Wisconsin.

## B

### ◆ **Baird Public Finance** rwbaird.com/wisconsinsbs

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.

### **Baseman Bros. Inc.** 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.

### **Baseman Floors, Inc.** basemanfloors.com

Athletic hardwood flooring contractor and gym floor craftsmen for four generations

### ★ **BCI Burke Company, LLC** bciburke.com

At Burke, Play Moves us every day and drives us to create innovative, fun and quality commercial playground equipment. We believe play brings communities together and keeps kids and families active, healthy and happy.

### ★ **BoardDocs by Diligent** www.diligent.com

BoardDocs' next-generation, paperless services allow organizations to significantly improve the way they create and manage board packets, access information and conduct meetings.

### **Boardman & Clark, LLP, Attorneys at Law** 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.

### **Boland Recreation, Inc.** bolandrecreation.com/

Providers of Miracle Recreation playground equipment, safety surfaces, site amenities, shade structures, fitness equipment and basketball equipment. We offer FREE design and consultation services

### ◆ **Bray Architects** brayarch.com

Celebrating over 50 years as a leading provider of architectural and engineering services to Wisconsin's PreK-12 educational community.

## C

### **C.D. Smith Construction, Inc.** cdsmith.com

C.D. Smith has over 80 years of diverse experience building state-of-the-art educational facilities. 100% of our projects are on or below budget and 100% of our projects are on or ahead of schedule. We promise the same results for your project!

### **Carroll Seating Company** carrollseating.com

Creating Solutions, since 1952, in stadium and auditorium seating, locker room design and installation, customized casework and millwork for laboratory, classroom and medical facilities.

### **Cella's Jewelry**

Cella's Jewelry specializes in a variety of unique necklace and earring sets, bracelets and pearls from the Orient. Beautiful jewelry at affordable prices.

### **CESA 10** 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 Purchasing** cesapurchasing.org

CESA Purchasing, a statewide Wisconsin cooperative that works with local and national vendors to provide contracts to K-12 schools, libraries, technical colleges, universities, municipalities and other non-profit educational entities.

### ◆ **CG Schmidt, Inc** 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.

### **CM Regent Insurance Co.** cmregent.com

CM Regent Insurance Co. provides a broad range of insurance coverage and risk control services to meet the unique needs of your school district. We help you to prevent losses so that you can remain focused on education.

### ◆ **Community Insurance Corporation/WCA Group Health Trust**

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

## D

### **Davis|Kuelthau, s.c.** dkattorneys.com

As one of Wisconsin's largest and most experienced school law practices, Davis|Kuelthau's School and Higher Education Team has proudly served districts statewide for more than 45 years.

### **Dean Health Plan** deancare.com

Dean Health Plan is an insurance leader serving south central Wisconsin, committed to improving our members' health.

### **Delta Dental of Wisconsin** deltadentalwi.com

We make dental benefits easy through exceptional service, having the most network dentists to choose from and affordable coverage. Discover the benefits we can offer your school delatadentalwi.com.

### **Demand and Precision Keeper Goals/Keeper Site Furnishing** keepergoals.com info@keepergoals.com, 800-594-5126

### **Diamond Assets** diamond-assets.com

Diamond Assets is a trusted, zero-touch, trade-up service for Apple hardware. We pay schools for their used devices, providing funds to improve sustainability of their technology investments.

### **Dorreen Dembski Communication Services, LLC** ddcommunicationservices.com

School districts count on us for expert help with internal or external communication. Referendums, social media, and ongoing communication support — like an extra set of hands — we can help!

**E****Ehlers & Associates, Inc.**  
ehlers-inc.com

Since 1955, Ehlers helps clients build strong communities by delivering independent advice across all areas of public finance. We work with schools and local governments placing our clients' needs and best interests at the center of everything we do.

◆ **EMC Insurance Companies**  
emcins.com

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

◆ **Eppstein Uhen Architects, Inc.**  
eua.com

We believe great architecture is about elevating people's potential. When we create a school that people love to be in, instructors are inspired and students stay engaged.

**F****Fieldturf USA, Inc.**

tarkettsportsindoor.com

The knowledge and expertise accrued by Tarkett over nearly 130 years has made it one of the largest flooring manufacturers in the world. The Tarkett Sports approach to indoor sports flooring is to be a knowledge resource for all sports facility stakeholders and provide the right flooring solutions for the needs and values of our customers.

**Fisher Tracks, Inc.**

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 sand pit covers.

**Focus on Energy**

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.

**Forecast5 Analytics, Inc.**

forecast5analytics.com

Forecast5 is changing the way schools make strategic and financial decisions through utilization of data discovery and data analytics tools in a collaborative environment.

**G****Gerber Leisure Products**

gerberleisure.com/

We offer a full range of the highest quality commercial park and playground products and services needed to complete your unique project. From our free planning & design services to installation and maintenance, we have your project needs covered.

**Go Riteway Transportation Group**

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.

**H****H2I Group, Inc**

h2igroup.com

H2I Group provides design, sales, and service of laboratories, equipment, classrooms, science casework, athletic flooring, storage equipment, prefabricated construction, and technology education equipment and curriculum.

**Hillyard**

hillyard.com

Founded in 1907, Hillyard is a leading manufacturer and distributor of cleaning and hygiene solutions. Helping people deliver clean, safe and healthy facilities is our purpose, passion and focus.

◆ **Hoffman Planning, Design & Construction, Inc.**

hoffman.net

Integrated Total Project Management firm serving clients throughout the state and country. We provide clients with a single source of responsibility from the earliest planning stages through completion of construction.

**HSR Associates, Inc.**

hsrassociates.com

HSR Associates is a leading architectural, engineering and interior design firm, providing professional services for education and medical facilities, civic and government projects and various commercial enterprises.

**I****ISG**

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.H. Findorff & Son, Inc.**

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**

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.

**K****K. Singh & Associates, Inc.**

ksinghengineering.com

K. Singh & Associates, Inc. (KSingh) is a 33-year civil, environmental, geotechnical, structural engineering and construction management firm based in Wauwatosa, WI.

**Kraemer Brothers, LLC**

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**

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****LHB, Inc.**

lhbcorp.com

LHB is a multi-disciplinary engineering, architecture, and planning firm known for our design leadership and loyalty to our clients. We go beyond good intentions and focus on measurable performance.

★ **Liberty Mutual Insurance**

libertymutual.com

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

**LightSPEED Technologies, Inc.**

lightspeed-tek.com

Lightspeed's solutions focus on three distinct areas: Engage, Activate, and Collaborate. The Access product line engages, activates and collaborates the whole classroom by providing low-volume, highly intelligible sound throughout the classroom.

**M**★ ◆ **M3 Insurance**

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.**

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.

**McKinstry**

mckinstry.com

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

**McPherson & Jacobson LLC**

macnjake.com

McPherson & Jacobson L.L.C. has been conducting national superintendent searches for boards of education since 1991. Our nationwide team of consultants have been involved in over 815 searches for districts ranging from 10 to over 300,000 students.

**Mid-State Truck Service, Inc.**

midstatetruck.com

Mid-State Truck Service is an authorized dealer of IC School & Commercial Buses, as well as Diamond Coach and Collins Buses. We also offer mobility products for customers with special needs!

ENGAGE WITH EXHIBITORS AND  
**Win for Your District!**

Earn points by visiting exhibitor booths, learning about their products and services, and scheduling meetings with company representatives.

Watch the Leaderboard on the home page of the virtual convention hub to see who has earned the most points and will win prizes for their districts.

Visit the convention website at [WASB.org](http://WASB.org) to learn more.

**Midwest Sport & Turf Systems — Synthetic Turf**  
mwsts.com

MWSTS is committed to providing 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.

**Musco Sports Lighting**  
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.

**N**

**NEOLA, Inc.**  
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.

★ **Nexus Solutions**  
nexusolutions.com

Nexus Solutions is the trusted partner for serving PK-12 public schools facility planning needs.

**North American Mechanical, Inc.**  
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.

**North Central Insulation**  
northcentralinsulation.com

North Central Insulation is a spray foam roofing installer throughout Wisconsin.

**O**

**OrganicLife, LLC**  
sfellc.org

Putting Child Nutrition First

**P**

★ **Performance Services, Inc.**  
performanceservices.com

Performance Services provides complete referendum services to Wisconsin K-12

schools including pre-planning, design, and construction with a guaranteed learning environment.

◆ **Plunkett Raysich Architects, LLP**  
prarch.com

Plunkett Raysich Architects, LLP provides planning, architecture, interior design and construction administration for educational facility master plans, renovations, additions and new buildings. We focus on modern learning for your district!

**PMA Financial Network, LLC**  
pmanetwork.com

The PMA companies help communities thrive by providing comprehensive public funds management services including competitive investment options, cash flow analysis, bond proceeds management, debt issuance, financial and investment advisory services.

**Prevea360 Health Plan**  
prevea360.com

Prevea360 Health Plan is a coordinated care network serving northeastern Wisconsin, aiming to improve our member's health. Prevea360 Coordinated Care integrates all key elements of personalized health care into a single efficient system.

**ProStar Surfaces**  
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.

**R**

◆ **R&R Insurance Services, Inc.**  
myknowledgebroker.com

R&R Insurance Services provides the following insurance coverage for your district: property and casualty, employee benefits, personal lines (home & auto discounts), and retirement plans.

**RAS**  
rascompanies.com/

RAS is one of the largest writers of workers compensation in the Upper Midwest. Propelled by passionate, skilled professionals, we work closely together to deliver comprehensive solutions and mitigate risk.

**Rusoh, Inc.**  
rusoh.com

Rusoh, Inc. has revolutionized the fire extinguisher industry by introducing the world's only self-service, reloadable fire extinguisher. With the Rusoh Eliminator, individuals are empowered with the ability to maintain a safe and secure environment.

**S**

◆ **Scherrer Construction Company, Inc.**  
scherrerconstruction.com

We are a general contractor/construction manager since 1928 committed to building long-lasting relationships and customized building solutions for our clients based on performance, value and integrity.

**Schmidt Custom Floors**  
schmidtflooring.com

Athletic Flooring Surfaces including installation, repair and maintenance, hardwood, synthetic, gymnasiums, multi-sport, multi-purpose, tracks, aerobics and dance, weight rooms, stages, indoor turf, weight-lifting platforms, etc.

◆ **School Perceptions**  
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.

**Security Health Plan of Wisconsin, Inc.**  
securityhealth.org

Security Health Plan of Wisconsin, Inc. insures employees of school districts, large and small businesses, individuals and families and administers self-funded employer health plans.

**SitelogIQ**  
sitelogic.com

We are a program management firm that is dedicated to delivering comprehensive facility solutions and creating healthy and comfortable indoor environments.

**Somerville, Inc.**  
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.

**Spancrete**  
spancrete.com

Spancrete has built a legacy of designing precast structures, perfecting production processes, engineering Hollowcore systems and authoring the standards for research, design, production, installation and safety in the precast industry.

**Stalker Sports Floors**  
stalkersportsfloors.com

Stalker Sports Floors offers athletic flooring products and services.

◆ **Strang, Patteson, Renning, Lewis & Lacy, s.c.**  
strangpatteson.com

At Strang, Patteson, Renning, Lewis & Lacy, s.c., our school law practice is a priority. Our attorneys include some of the leading school law practitioners in Wisconsin.

◆ **Studer Education**

studereducation.com

Studer Education offers strategic planning; leadership training and development; survey research, development and administration; coaching to support continuous cultural improvement and high-quality, sustainable execution of strategic plans.

◆ **Summit Commercial Fitness, Inc.**

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 and accessories. Wisconsin-based products. A Wisconsin-based partner.

**T**

◆ **Teachers On Call a Kelly Services Company**

teachersoncall.com

Teachers On Call is a substitute staffing service that partners with the Absence Management (Aesop) system to create an optimal staffing solution for your school. We recruit and place substitutes, streamlining the process for schools.

◆ **The Insurance Center**

ticinsurance.com

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

◆ **Tricor Insurance, Inc.**

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 benefits insurance for schools.

**U**

★ ◆ **UnitedHealthcare**

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 Energy**

upper90energy.com

Upper 90 Energy is an independent, Wisconsin-owned company, focused on bringing flexible, high-quality, low-cost energy efficiency retro-fit solutions to the marketplace. Our concentration is on finding the right outcome for our clients.

◆ **USI Insurance Services**

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**

★ ◆ **VJS Construction Services, Inc.**

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.

◆ **von Briesen & Roper, s.c.**

vonbriesen.com

We combine our industry leading expertise with innovative technology and a creative approach to problem-solving to generate game-changing advantages for our clients.

**W**

◆ **WAVE Plus Instant Alert System**

thausnerandassociates.com

The WAVE Plus wireless emergency notification system instantly transmits detailed messages over the two-way radios carried by law enforcement officers as soon as an alarm is triggered.

◆ **WEA Academy**

weaacademy.org

WEA Academy provides educators with professional development. Teacher designed courses accelerate professional growth through online collaboration with instructor and colleagues. Courses emphasize practical application to the work of teachers and ESPs.

★ **WEA Member Benefits**

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.

★ **WEA Trust**

weatrust.com

WEA Trust, a non-profit Wisconsin-based insurer, offers group health insurance and administrative services to public employers.

◆ **Wendel**

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.

◆ **Wisconsin Public Finance Professionals, LLC**

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; and refinancing.

◆ **Wisconsin Resource Center for Charter Schools (CESA 9)**

wrcs.org

Contact Sarah Hackett and Nick Pretasky at 715-453-1079.

◆ **Wisconsin School Public Relations Association**

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. □

**FORECAST5**  
ANALYTICS

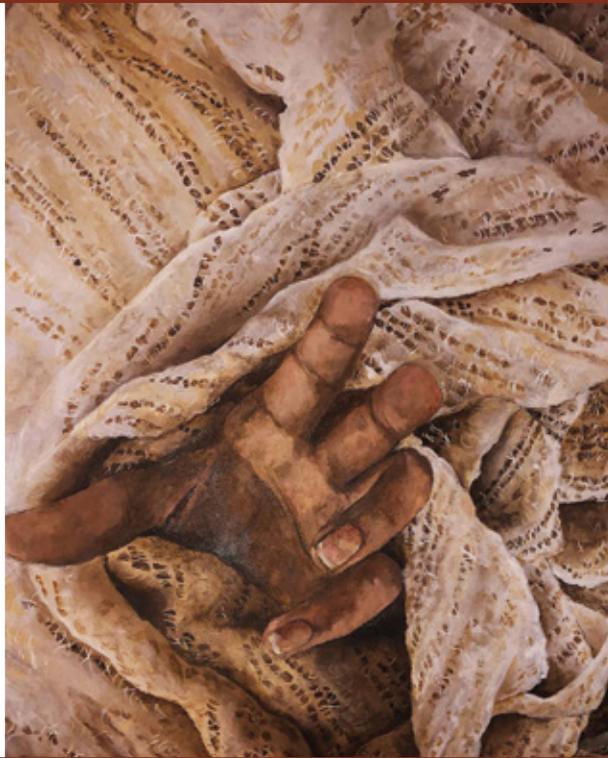
FORECAST5ANALYTICS.COM

**Making decisions more efficiently, effectively, and strategically**

Helping K–12 educational leaders leverage district, demographic and peer data to develop future-focused strategies with a suite of powerful data analytics tools. **Visit Forecast5 at Booth #905!**

**Learn more and contact:**  
**Jeff Carew** *Managing Director*  
630.955.7616 | [jcarew@forecast5analytics.com](mailto:jcarew@forecast5analytics.com)

©2020 Forecast5 Analytics. All Rights Reserved.



VISIT THE  
**Online Student Art Exhibit**

The Wisconsin Association of School Boards, in cooperation with the Wisconsin Art Education Association and Liberty Mutual Insurance, proudly announces the annual

**Wisconsin Art Exhibits and Awards.**

For the 2021 challenge, middle and high school students throughout Wisconsin were invited to create an original work of art that depicts what “Continuing Our Journey” means to them personally. Where is their journey taking them? Where do they want it to go? What is the impact of their journey on others?

Join us in celebrating these wonderful artists, including first-place winner **Anika Byrne of the Nicolet UHS District** (winning artwork above).



**At-a-Glance**  
**CONVENTION SCHEDULE**

**WEDNESDAY, JANUARY 20**

- 8:30 - 10 am  
**OPENING GENERAL SESSION**  
**Emcee:** WASDA President  
 District Administrator of the Year Recognition  
**Keynote:** Donald Driver
- 10:15 - 10:45 am  
**ROUNDTABLE WORKSHOPS**  
**CLASSROOM OF THE FUTURE TOUR**  
**SPEED NETWORKING SESSIONS**
- 11 am - 12 pm **BREAKOUT SESSIONS**
- 12:15 - 1:15 pm  
**LUNCH & LEARN SESSIONS**  
**BLACK HOLOCAUST MUSEUM TOUR**
- 1:30 - 2:30 pm **BREAKOUT SESSIONS**
- 1:30 - 4:30 pm  
**WASB DELEGATE ASSEMBLY**
- 2:30 - 3 pm  
**SPEED NETWORKING SESSIONS**

**THURSDAY, JANUARY 21**

- 8:30 - 10 am **GENERAL SESSION**  
**Emcee:** WASB President  
 WASB President and Incoming President Addresses  
 20-, 30- and 40-Year Board Member Recognition  
 State Superintendent Address  
**Keynote:** Anna Maria Chávez, NSBA Executive Director
- 10:15 - 10:45 am  
**ROUNDTABLE WORKSHOPS**  
**CLASSROOM OF THE FUTURE TOUR**  
**SPEED NETWORKING SESSIONS**
- 11 am - 12 pm **BREAKOUT SESSIONS**
- 12:15 - 1:15 pm  
**LUNCH & LEARN SESSIONS**  
**EAA MUSEUM TOUR**
- 1:30 - 2:30 pm **BREAKOUT SESSIONS**
- 2:30 - 3 pm  
**SPEED NETWORKING SESSIONS**

**FRIDAY, JANUARY 22**

- 8:30 - 9:30 am **BREAKOUT SESSIONS**
- 9:45 - 10:45 am **BREAKOUT SESSIONS**
- 11 am - 12 pm  
**CLOSING GENERAL SESSION**  
**Emcee:** WASBO President  
 Teachers of the Year Recognition  
 Principals of the Year Recognition  
 Business Manager of the Year Recognition  
**Keynote:** Governor Tony Evers (invited)

# THANK YOU SPONSORS!

## PLATINUM



**NEXUS**  
SOLUTIONS

## GOLD



UnitedHealthcare®



**M3** Education  
& Government  
INSURANCE



**BAIRD**  
Public Finance



WEA  
Member  
Benefits

## SILVER



Performance  
Services



WEA **trust**

## BRONZE



**Burke**  
PLAY THAT MOVES YOU.



**BoardDocs**  
Your Paperless Governance Solution



Liberty  
Mutual.



**TRICOR** INC.  
INSURANCE



**vjs**  
CONSTRUCTION SERVICES  
BUILDING WITH PURPOSE CHANGING LIVES

**THE STATE EDUCATION CONVENTION GRATEFULLY ACKNOWLEDGES THESE SPONSORS AND APPLAUDS THEIR COMMITMENT TO EDUCATION EXHIBITED BY THEIR GENEROUS SUPPORT.**

# FINANCIAL WELLNESS BEGINS WITH YOUR DISTRICT AND *BENEFITS EVERYONE*

WEA Member Benefits can help you create a financial wellness program for your employees at no cost to the district. We offer:

- ▶ Individual financial consultations
- ▶ Financial seminars and webinars
- ▶ Monthly emails
- ▶ Financial resources including videos, calculators, eBooks, and more
- ▶ Quarterly magazine



**Have questions? Let us help!**

Contact a Worksite Benefit Consultant to learn more  
**1-800-279-4030.**



WEA  
Member Benefits™

*WEA Member Benefits has been helping Wisconsin public school employees and their families achieve their financial goals by providing personal insurance, retirement and investment, and financial planning programs that are designed specifically for the education community.*

1-800-279-4030 | [weabenefits.com](http://weabenefits.com)