

2025 IPTA Summer Conference & Trade Show

July 14-16th 2025
Des Moines, IA



BusRight



**Iowa Renewable
Fuels Association**



**PREMIER
WIRELESS**

A Message from IPTA President Carlos Gurerra

Dear IPTA Members and Transportation Professionals,

It's my pleasure to invite you to the 61st Annual Iowa Pupil Transportation Association Conference and Trade Show this July! Each year, this event brings together transportation leaders, drivers, mechanics, and industry partners from across Iowa for an outstanding few days of learning, networking, and professional development.

This year, I especially want to extend a warm welcome to new transportation directors. If you're just getting started in your role, I strongly encourage you to attend the New Directors Workshop, hosted by the Iowa Department of Education's Transportation Team. It's a fantastic opportunity to gain foundational knowledge, ask questions, and connect with others who are navigating similar challenges. This session is designed specifically with you in mind—and it's one you won't want to miss.

Whether you're new to the field or a long-time IPTA member, this conference offers something for everyone—from impactful keynote speakers and hands-on training sessions to a robust trade show featuring the latest products and services in pupil transportation.

On behalf of the IPTA Board of Directors, thank you for the important work you do every day to ensure Iowa's students travel safely. We look forward to seeing you in July!

Carlos Guerra
President
Iowa Pupil Transportation Association

A Message from the Executive Director

Hello Iowa Transportation Leaders,

If you've been waiting for the right time to connect, learn, and recharge—this is it. The 61st Annual IPTA Conference and Trade Show is coming this July, and we want you to be there.

This event is built for transportation professionals like you—directors, drivers, mechanics, and support staff—who are committed to safe, efficient student transportation in Iowa. From practical training and industry updates to networking with others who truly understand your day-to-day challenges, the value you'll gain is real and immediate.

Are you a new transportation director? Make it a priority to attend the New Directors Workshop, hosted by the Iowa Department of Education's Transportation Team. It's a targeted session designed to give you the foundation, confidence, and connections you need to start strong.

Whether this will be your first time or your fifteenth, I can promise you'll walk away with tools, insights, and relationships that will make a difference in your role.

I encourage you to register, bring your team if you can, and invest in this opportunity. We're looking forward to welcoming you.

David Johnson
Executive Director
Iowa Pupil Transportation Association

Now Is the Time to Get Registered for the 2025 IPTA Annual Conference & Trade Show!

It's that time of year again — registration is officially OPEN for the 2025 Iowa Pupil Transportation Association Annual Conference and Trade Show! Mark your calendars for July 14–16, 2025, and join us in Des Moines for the most anticipated school transportation event in Iowa.

This conference is designed for transportation professionals across all levels — from directors and supervisors to mechanics, trainers, and industry partners. Whether you're a long-time IPTA member or attending for the first time, this event brings together the resources, tools, and networking opportunities to help you lead and grow in your role.

Why Attend?

The IPTA Annual Conference & Trade Show is more than just a meeting — it's a statewide gathering of peers who are all working toward the same goal: safe, efficient, and forward-thinking student transportation. By attending, you'll have the chance to:

Hear from top experts in the field, including representatives from the Iowa Department of Education, Iowa State Patrol, and key industry leaders.

Learn about new technologies, fleet management tools, and legislative updates impacting school transportation in Iowa.

Engage in panel discussions and presentations that address real-world challenges — from driver shortages and fleet replacement planning to budgeting, maintenance strategies, and safety best practices.

Connect with colleagues from across Iowa to share ideas, troubleshoot challenges, and build lasting professional relationships.

Explore the largest transportation trade show in Iowa, where vendors showcase the latest in buses, software, GPS and routing solutions, camera systems, maintenance equipment, and more.

What's New This Year?

Each year, we work hard to keep our programming fresh, relevant, and responsive to the needs of Iowa's school transportation professionals. The 2025 agenda will continue to evolve in the coming weeks, but here's a sneak peek at what's being planned:

Wayne Lee, a dynamic speaker, will open the conference on Monday morning with an inspiring session on the Peak Performance Mindset. He will help attendees identify ways to unlock their potential, stay motivated, and build a mindset that supports both personal and professional success.

Dana Rosen, nationally recognized for her expertise in special needs transportation, will lead a highly anticipated session that dives deep into the unique challenges and best practices for transporting students with disabilities. Whether you're new to special needs transportation or a seasoned professional, Dana's insights will provide practical strategies and thought-provoking ideas.

Updates from state agencies on compliance, inspection, and policy changes

A growing list of industry sponsors and exhibitors, offering opportunities to explore partnerships and see innovations up close

And of course, the always-popular networking social — a chance to unwind and connect with friends new and old

Plan Ahead — Register Now!

Registering early not only secures your spot but helps IPTA continue to plan a high-quality event for all attendees. As we saw in 2024, interest continues to grow, and we expect another strong turnout this year.

Visit www.4ipta.org to register today!

Whether you're coming to learn, shop, ask questions, or simply reenergize with colleagues who “get it,” the 2025 IPTA Annual Conference & Trade Show is the place to be this July. We're proud to host an event that brings value to every attendee, and we can't wait to see you there.

Let's continue moving Iowa's school transportation industry forward — together.

MONDAY 7/14

7:00 am - Registrations, Early Bird Coffee (Lobby)

8:15 am - Welcome and Announcements (Central South Ballroom)

8:30 am - Meet the IPTA Board Candidates

8:45 am – Wayne Lee, Keynote: The Peak Performance Mindset

10:15 am - Break (Sponsored By: First Light Safety Products)

10:15 am - New Directors Workshop Session 1

10:30 am - Rod Larson, Iowa Highway Patrol -

11:00 am – Hoglund - IC Product Updates

11:30 am Fire Gator – Fire Suppression

12:00 am – Opening Day Lunch (North Ballroom)
(Sponsored By Bus Right)

12:15 pm - Bus Right Lunch and Learn

1:15 pm – School Business Officials Assoc- Pannel Discussion on School Finance and Transportation

1:45 pm – FMCSA – Drug & Alcohol Testing

2:30 pm – Break (Sponsored by Routr)

2:45 pm – Dale Anderson EMC Insurance -Insurance and Risk Management Considerations

3:15 pm. – Iowa Dept. of Education- Annual Update

4:00 pm- Iowa Renewable Fuels Assoc.

5:30 pm - Evening Banquet & Entertainment
(Sponsored By Hoglund Bus Company)



Wayne Lee is a Hall of Fame speaker, an award winning entertainer and a peak performance expert who has worked with over 6,000 organizations all over the globe for the past 25 years.

As a hypnotist and former 5 time Canadian amateur wresling champion, Wayne knows the mindset that is essential to be successful in your life and at work. Wayne will show you how to overcome the subconscious barriers that keep you stuck and disengaged. With a shift in your mindset and emotional state, higher levels of energy, creativity, and intelligence are unleashed leading you to new levels of performance and results.

Be prepared to have your minds blown!

IPTA Diamond Sponsor Partners



Exciting Changes for the 2025 IPTA & Iowa Department of Education New Director Workshop — We Heard YOU!

We've listened to your feedback, and we're making an important change to the 2025 IPTA Annual Conference that will make a big difference for new directors in our field. We understand that the traditional New Director Workshop was often overwhelming — so much information packed into a single day, and by the end of Wednesday afternoon, many new directors felt lost and unsure of where to turn for support.

We're changing that for 2025!

This year, we're breaking the workshop up into three focused, 90-minute sessions spread over the three days of the conference. This approach will allow new directors to absorb the content gradually, ask questions, and immediately apply what they've learned each day.

But that's not all — we're taking it a step further!

Introducing the New Director Mentorship Program

We know that starting a new role can be daunting, and the challenges don't stop when the workshop ends. So, in 2025, we're going to pair each new director with an experienced IPTA board member. This personal mentor will be someone they can turn to with questions, share challenges, and lean on throughout the conference. It's a way for us to ensure that new directors don't leave the conference feeling isolated or unsure — they'll have a trusted resource right by their side!

This professional development opportunity isn't just for new directors, though. We're also inviting seasoned directors to join these sessions for a refresher. Whether you're in your first year or your fifteenth, there's always something valuable to learn, and these sessions will provide new insights and foster meaningful conversations about the evolving landscape of pupil transportation.

Why Schools Should Send Their New Directors:

Structured, manageable learning: No more information overload! Your new director will leave each session feeling confident and ready to apply what they've learned.

Ongoing support: By pairing new directors with an experienced mentor, we ensure that they don't feel alone — they'll have guidance and support throughout the conference.

Networking and community: These sessions create a strong sense of community among new directors, giving them the opportunity to connect with others who are in the same boat.

A fresh perspective: For seasoned directors, this is a great way to stay on top of best practices and gain new strategies for the year ahead.

If your district is welcoming a new director this year or next, this is the perfect opportunity for them to get connected, gain valuable insights, and feel supported as they take on this important role.

Don't Miss Out – Register Today!

Now is the time to get your new director registered for the 2025 IPTA Annual Conference and Trade Show. With the updated New Director Workshop format and the added mentorship program, it's the best way for them to hit the ground running and make a smooth transition into their role.

Don't let your new director miss out on this valuable professional development opportunity. Be sure to sign up and encourage any new or soon-to-be directors in your district to attend!

Visit www.4ipta.org to register **TODAY!!**

Let's continue to strengthen Iowa's school transportation system — together!





Exhaust Systems » Mufflers
Air Intake Tubes » Coolant Tubes & More

IPTA GOLD SPONSOR PARTNERS

Mechanics/Tech's Break Out Session

Tuesday July 15th
@ 1:00 P.M



Hosted By Hoglund Bus Company



Trade Show

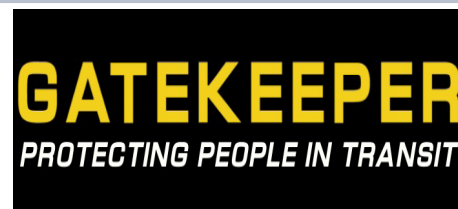
Tuesday, July 15th

9:00 - Noon

Vendors attending this years trade show as of 5/1

247Security Inc.
AMERICAN BUS
American Radiator
AngelTrax
Arnold Motor Supply
Ascendance Truck Centers
Auto-Jet Muffler
BusRight
CIS Auctions LLC
Cummins
DPF Alternatives Iowa
FireGator
Gatekeeper Systems
GROWMARK, Inc.
Hoglund Bus Company
Interstate Power Systems
Iowa Propane Gas Association
Iowa Renewable Fuels Association
Master's Transportation
Midwest Bus Parts
Midwest Lift Works

Noregon Systems
Northland CDL Training
O'Reilly Auto Parts
OnSpot North America
First Light Safety
Pro-Vision
Purple Wave Auction
Q'Straint/Sure-Lok
REI
Rosco Vision
Routr Inc.
Safety Vision
School Bus Sales Co.
Smartrend Manufacturing
Spheros North America, Inc.
Syntech Systems
TransAct Communications
Transportant
Truck Center Companies
Tyler Technologies
UScellular



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Tuesday 7/15

7:00 am - Breakfast (Central South Ballroom Large Group Sessions)
(Sponsored By Iowa Renewable Fuels Association & Midwest Bus Parts)

8:00 am - IPTA Annual Board Meeting (Reorganizational meeting at 9am)

8:30 am - Truck Center Companies - Thomas Product Update

9:00 am-10:00 am New Directors Workshop Session 2

Trade Show 9:00- Noon (Sponsored By: TransAct Communications)

11:45 pm - Trade Show Vendor/Attendee (Main Ballroom)

Lunch

Awards and Presentations to start at 12:00

(Sponsored By: Auto-Jet School Bus Parts & Premier Wireless)

1:00 pm – Brett Brooks - How to Care Less Without Being Careless.
Break Out Session

1:00 pm- Mechanics Break Out at Norkwalk CSD

Technology Break Out Sessions

2:40 PM – 4:55 PM Four rotating 30-minute sessions with:

- Tyler Technologies
- BusRight
- Premier Wireless
- Transportant

5:30 pm – Family BBQ & Entertainment

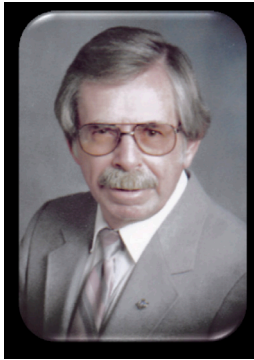
(Sponsored By Truck Center Companies & Tyler Technologies)



Bret is the creator of many awareness courses for school teachers, administrators, and bus drivers. He has also created numerous military and law enforcement training courses. Bret has earned a Minor in Military Science, a Bachelor of Science Degree in Criminal Justice, and a Master of Arts Degree in National Security Studies, with a concentration in Terrorism. He has been published in many magazines and academic journals to include: US NORTHCOM, Foreign Policy Journal, School Bus Fleet, American School and University, The Counter Terrorist Magazine, and The Police Journal. He is also a contributing writer to SWAT Digest. Bret also teaches college homeland security and terrorism classes at a military college.

2025 IPTA Awards

Nominations Due June 10th, 2025



Tom Horn “Memorial” Award

Is presented annually to an Iowa Pupil Transportation Association member serving in the capacity of school transportation director, supervisor or administrator and who, in the eyes of his or her peers, has exhibited exemplary leadership skills and service to Iowa’s pupil transportation program, school district and community.

Longevity Service Award

The Longevity Service Award is intended to recognize a retiring school bus driver that has performed extraordinary years of service and exemplary dedication to the community and students on behalf of their school district.

Heroism Award

The Heroism Award is intended to recognize appropriate acts of heroism demonstrated in the school transportation industry. Those eligible for nomination include any person who is either directly or indirectly involved with saving a life or lives.

Nomination Forms can be downloaded at www.4IPTA.org

Holly Hoglund- Klein Iowa Woman in Transportation” Award

Is intended to recognize an Iowa woman in transportation that demonstrates outstanding performance in the school transportation industry. Those eligible for nomination include any woman that is a member of the IPTA and is involved in daily activities of a student transportation operation



The Iowa Pupil Transportation Association is now accepting nominations for the 2025 IPTA Awards, which recognize individuals who demonstrate exceptional dedication to student safety and service in the field of pupil transportation, Heroism, and Longevity. This is your opportunity to honor those who go above and beyond in their roles—whether they’re a bus driver, mechanic, or director. Information regarding the awards can be found at www.4ipta.org

Why Nominate?

The IPTA Awards celebrate the hard work and contributions of individuals who ensure that students get to and from school safely every day. By nominating a deserving colleague, you help highlight their commitment and inspire others in the profession to strive for excellence.

How to Nominate

To submit a nomination, visit the IPTA website and fill form, and return it to 2015IPTA@gmail.com

Celebrate Their Contributions

Award recipients will be honored at the 2025 IPTA Annual Conference in July 2025. This is a fantastic opportunity to show appreciation for those who play a crucial role in the success of pupil transportation.

Nominate Today!

Don’t wait—take a moment to nominate a deserving colleague and ensure they get the recognition they deserve. Nominations close June 10th, 2025 , so visit the IPTA website today to submit your nominations!

Wednesday 7/16

7:00 am - Early Bird Coffee (Lobby)

7:30 am - Blue Bird Product Updates School Bus Sales

8:00 am - Lea Boggle, Premier Wireless:

8:30 am – Break (American Muffler)

8:45 am - Rosalyn Vann Jackson – Driving for Success: Student Management for Driver Retention and Student Safety:
“Driving for Success

9:45 am - Dana Rosen- Creative Solutions for Difficult Special Needs Transportation Requests

11:15am – Break

11:30 am – Dana Rosen – Special Needs Transportation

12:30 am-- Closing Remarks – IPTA

12:30 pm - Sandwich Box Lunch (Lobby)

12:30 pm – New Directors Workshop Wrap Up Session

If your district transports special needs students you do not want to miss this one! !



Dana Rosen is the Assistant Director of Transportation specializing in Student Safety and Campus Support at Cypress-Fairbanks ISD. She has been blessed with over 20 years in education. Pulling knowledge from her diverse experiences as a high school teacher and coach, bus driver, special education teacher, behavior specialist, and classroom management consultant. Dana advocates for cutting through the noise to identify practical, common-sense solutions that address the root causes of issues. Using humorous, true grit storytelling based on years of experience in education she engages audiences with advice grounded in empathy and understanding. Her presentation aims to be transparent, honest, and relatable for an entertaining and impactful experience.



IPTA
Bronze Sponsor Partners





Nightly Entertainment

Monday Evening Banquet & Entertainment Sponsored by Hoglund Bus Company

After inspiring us during the morning keynote, Wayne Lee is back Monday evening—this time to entertain! Join us for a high-energy, laugh-filled hypnosis show that blends comedy, audience participation, and jaw-dropping mind tricks.

Wayne's performance is the perfect way to kick back, relax, and connect with fellow attendees in a fun, unforgettable setting. Whether you volunteer to go on stage or just watch the magic happen, you're guaranteed a good time.

Let loose, laugh loud, and enjoy the show—you've earned it!



Tuesday Night at the Family Barbecue Sponsored by Truck Center Companies and Tyler Technologies

Join us Tuesday night for an epic evening of tossing bags, big laughs, and friendly fun for everyone!

Whether you're here to compete or just kick back and enjoy the vibes, this is one event you won't want to miss.

Game on!



2025 Conference Registration Fees

IPTA Members

\$350.00 - 3 Day Registration

\$300.00 - 2 Day Registration

\$150.00- 1 Day Registration

Non IPTA Members

\$410.00 - 3 Day Registration

\$340.00 - 2 Day Registration

\$200.00- 1 Day Registration

We are looking forward to seeing you this summer!
REGISTER TODAY

Don't Forget to Make Your Hotel Reservations



The IPTA has secured a block of specially priced hotel rooms at a rate of \$105.00 per night, plus 12% tax.
This discounted rate is available until June 22, after which the standard nightly rate will apply.
Reserve your room today to take advantage of the savings!



WWW.4IPTA.ORG

