

# 2025 IPTA Summer Conference & Trade Show

**July 14-16th 2025**  
**Des Moines, IA**



**BusRight**



**Iowa Renewable  
Fuels Association**



**PREMIER  
WIRELESS**

# Welcome and Conference Guidelines

The IPTA Board of Directors sincerely thanks all attendees for participating in this year's Annual Conference! To ensure an enjoyable and educational experience for everyone, we kindly ask for your cooperation with the following guidelines:

## Cell Phones

Please silence your cell phones during all program sessions. Our speakers and fellow attendees have invested significant time and resources to be here, and we ask that you be respectful of their efforts.

## Name Badges

Please wear your name badge at all times. This helps others identify you and confirms your registration for the conference. Name badges are required for access to the Trade Show on Tuesday and for all meals.

## Trade Show

Please respect our exhibitors by refraining from entering the exhibit area before the 9:00 a.m. start time. Exhibitors need time to prepare their displays. Don't forget to thank them for their participation in this year's Trade Show!

## Introduce Yourself

If you are a returning attendee, please introduce yourself to first-time participants and help make them feel welcome.

## Alcohol Policy

Attendees are prohibited from bringing alcohol into any meeting or conference rooms, including during evening events. The only exceptions are your private guest rooms and designated hospitality rooms. Violations jeopardize the Holiday Inn's liquor license for its public and meeting spaces.

## Let's Make It Great!

This is your conference! The IPTA and our program partners are committed to making this event as informative and enjoyable as possible. If you have any questions, please don't hesitate to reach out to an IPTA Board Member.

## **Important! IPTA Board Elections – Monday, July 14**

Voting for IPTA Board candidates will take place on Monday, July 14, during breaks and lunch. The voting booth will be located in the foyer outside the ballroom and will remain open until 5:00 p.m. All voting will close promptly at 5:00 p.m.

### **Voter Eligibility**

To cast a vote, you must be a current IPTA member. A current membership list will be available at the voting booth for verification. Each member district is entitled to one ballot.

The IPTA Board of Directors encourages all eligible members to show their support by casting your vote on Monday, July 14!



*IPTA GOLD SPONSOR PARTERS*



# President of the Iowa Pupil Transportation Association Welcome



I am honored to welcome you to this year's IPTA School Transportation Conference and Trade Show. This event represents a cornerstone of our mission—to support Iowa's school transportation professionals through education, collaboration, innovation, and shared commitment to student safety.

Our association has a proud history of serving school administrators, transportation supervisors, mechanics, and school bus drivers throughout Iowa. From professional development to policy advocacy, the IPTA has remained steadfast in its focus on ensuring safe and efficient transportation for Iowa's students. The work we do has a direct impact on the lives of thousands of children each day, and that responsibility inspires us to continuously improve and grow.

As your President, I remain committed to fostering a culture of innovation and collaboration within our membership. I encourage all of you to provide feedback on our current programs and services so we can better align with your needs and adapt to the evolving challenges of school transportation. Whether it's through leveraging new technologies, exploring industry trends, or strengthening partnerships, the IPTA is here to support you in delivering safe and effective student transportation across the state.

We are excited to be under the leadership of David Johnson, who stepped into the role of Executive Director in 2024. David brings valuable experience and a fresh perspective to our organization. Together with our dedicated twelve-member Board of Directors—each representing school districts from across Iowa—David is helping to guide the IPTA into a new era of growth, accessibility, and engagement. To learn more about our Board, please visit [ww.4ipta.org](http://ww.4ipta.org) and click on "About Us."

We continue to provide impactful programs including our Quarterly Newsletter, which keeps members informed of industry updates, state and national regulations, and upcoming events. Our Regional Meetings are an excellent opportunity for members to engage with peers in their area, share solutions, and strengthen our statewide network.

The Annual Conference and Trade Show is a highlight of the year—bringing us all together to exchange best practices, discover new tools and technologies, and hear from leading voices in pupil transportation. It's also a great opportunity to celebrate the hard work being done in every corner of Iowa to ensure students get to school safely and on time. I encourage you to take full advantage of all the sessions, exhibits, and networking opportunities offered throughout this three-day event.

We're also proud to offer our New Director Training Workshop, which helps newly appointed transportation leaders navigate the complexities of their roles with confidence and support. And by making the IPTA website mobile-friendly, we are ensuring that members can access important information anytime, anywhere—from smartphones, tablets, or desktops.

Looking ahead, we know that challenges such as driver shortages, regulatory changes, and evolving student needs will continue to shape our work. By staying connected, embracing innovation, and maintaining open lines of communication, we will meet those challenges together—and emerge stronger.

This association exists because of you—our dedicated members—and your commitment to the safety and success of Iowa's students. Thank you for being part of the IPTA. I look forward to what we will achieve together in the year ahead and beyond.

Here's to a productive, informative, and inspiring conference!

*Carlos Guerra*

Carlos Guerra  
Board President  
Iowa Pupil Transportation Association



# HERE TO SERVE YOU

*Hoglund Bus Company is a division of North Central International LLC, with 22 locations across Minnesota, South Dakota, North Dakota, & Iowa.*

*We specialize in buses for various sectors, including school districts, commercial transport, and transit services. With more access to parts & service than ever before, we are here to serve all your busing needs.*



## SALES & LEASING OPTIONS

- School & Commercial Buses
- New/Used Inventory
- Custom-Built Options
- Flexible Financing
- Nationwide Delivery

## FIRST-RATE SERVICE

- Lift Maintenance
- Detailing & Washes
- Preventative Maintenance
- Mobile Service Available
- DOT Inspections  
(27a, 27b)

## EXTENSIVE PARTS INVENTORY

- High-Quality Parts for all Makes & Models
- 208+ Brands to Choose from
- Monthly Parts Specials  
(Parts specials are valid at the entire NCI dealership network)

## MARSHALLTOWN, IA

823 S 19TH AVE,  
MARSHALLTOWN, IA 50158  
641-753-7669



◆ INTERNATIONAL

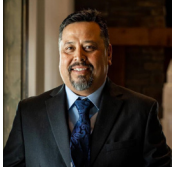


[WWW.HOGLUNDBUS.COM](http://WWW.HOGLUNDBUS.COM)





# Board of Directors



Carlos Guerra  
Board President  
Norwalk CSD

Woody Harden  
Board Vice President  
Washington CSD



Mark Branch  
North Fayette Valley  
CSD

Nathan Beal  
Board Recorder  
Storm Lake CSD



Mary Jo Hetrick  
Bondurant-Farrar  
CSD

Bobbie Finley  
Financial Officer  
Interstat 35 CSD



Betty Golay  
Des Moines Christian  
CSD

Leo Reigelsberger  
Humboldt CSD



Tony Bos  
Sergeant Bluff -Luton  
CSD

Ben Messer  
Winterset CSD



Dan Walston  
Bedford CSD

Teresa Hartley  
Mid Praise CSD



*Thank You*

Thank you for joining us at this year's IPTA Conference. We know how hard you work every day to keep students safe and transportation running smoothly across Iowa — and we're grateful you've taken the time to be here. This conference is not only a chance to learn, but also to connect, share ideas, and grow together as a community. We encourage you to take full advantage of the sessions, conversations, and connections ahead. We're proud to support you in this important work.

~ IPTA Board of Directors

# 2025 IPTA Board Candidates

Candidates will be introduced during Monday mornings Opening session  
show your support for these candidates by voting!



Carlos Guerra III is the current President of the Iowa Pupil Transportation Association and Director of Transportation for Norwalk Community School District. With over 17 years of experience in school transportation, Carlos is a respected leader dedicated to advancing safe and efficient student transportation throughout Iowa.

He has served Norwalk for the past 12 years, following a decade at Red Oak Community School District. Outside of work, Carlos enjoys spending time with his family, fishing, and bird hunting alongside his dog, Oakley.

As IPTA Board President, Carlos is committed to strengthening the statewide network of transportation professionals and supporting the vital work happening in every Iowa school district.



Dan Walston has served as the Buildings and Grounds Director overseeing the Transportation Department at the Bedford Community School District for the past 25 years. Located in southwest Iowa, the Bedford community is an important region Dan proudly represents. He joined the IPTA Board to ensure that area has a strong and active voice.

In addition to his work in student transportation, Dan has been a dedicated member of his local Fair Board for over 20 years. He has also contributed his expertise at the state level, working with the Iowa Department of Education as a trainer for the S.T.O.P. program.

Dan has served on the IPTA board since 2021



I'm Mark Branch, a transportation director for the North Fayette Valley school district. I have 23+ years of experience as a transportation director. I have a strong background in mechanics. I grew up in my dad's mechanic/body shop which he started in 1964. I learned all about the mechanical and body repair in my dad's shop. I drove over the road in my early 20's. I started concentrating on heavy truck diesel repair and that experience took me to a Freightliner dealership. I started as a mechanic, foreman, and then a service manager. During my time at Freightliner, I acquired my ASE heavy truck certifications along with several diesel engine rebuild certifications and management training. I left Freightliner and reopened my dad's shop for several years. This is where I worked on the "big yellow buses" and was introduced to school transportation. I

decided to take a position with a small school district as a transportation director in 2002. I was my own mechanic and most of the time secretary as well. I was there for 12 years until moving to Iowa.

It has been a wonderful journey throughout the years. I have learned a lot through my years. Something I have learned is there is always something new in transportation. It's ever changing and I love sharing the knowledge and my experience.



My name is Cory Schmadeke, and I'm running for the IPTA board because I believe in being part of an organization that truly understands the challenges we face in school transportation—while also recognizing the dedication, pride, and hard work we bring to safely transporting Iowa's students every day.

I currently serve as the Transportation Director for Denison and Schleswig Schools in West Central Iowa. I've held this role for the past six years, and have been involved in student transportation since 1996, driving both as a substitute and full-time bus driver.

In addition to my transportation work, I teach EMT and Medical Terminology classes to high school students and have been a certified Paramedic since 2000.

I bring board experience as well, having served on Denison's Planning and Zoning Board, the board of Our Savior Open Arms Preschool, and as Board President of a nonprofit organization serving individuals with disabilities.

I would be honored to earn your vote and the opportunity to serve and represent you on the IPTA Board.



# Executive Director Welcome to the 2025 IPTA Annual Conference & Trade Show!



It is my absolute pleasure to welcome you to the 2025 Iowa Pupil Transportation Association Annual Conference and Trade Show here in Des Moines!

This year's event is especially meaningful to me as it marks my first year serving as Executive Director of the IPTA. After spending many years as a transportation director and serving on the IPTA Board of Directors, I've seen firsthand the strength and heart of Iowa's transportation community. Stepping into this new role has been both an honor and an exciting new chapter—and I'm truly grateful for the opportunity to support such a dedicated group of professionals.

Each of you plays a vital role in making sure students across Iowa get to and from school safely every day. Whether you're behind the wheel, maintaining buses, training staff, coordinating routes, managing operations, or supporting transportation at the district or state level—you are essential to the success of our education system. This conference is our chance to recognize that work, invest in one another, and continue moving the industry forward.

Over the next few days, you'll find a wide range of opportunities to learn, connect, and grow. We've lined up expert speakers, relevant training sessions, hands-on workshops, and a robust trade show filled with new products, services, and innovations that can help your operation thrive.

If this is your first time attending an IPTA conference, welcome—we're so glad you're here. I encourage you to jump in with both feet: ask questions, meet new people, and take full advantage of everything this event has to offer. This is a chance to be surrounded by people who understand your day-to-day challenges and share your passion for safe, efficient student transportation.

I want to express my sincere thanks to the many people who make this event possible—our generous sponsors, dedicated exhibitors, expert presenters, and the IPTA Board of Directors. Your continued partnership and commitment to our mission mean so much, and this event would not be possible without you.

Finally, to all of our attendees—thank you for being here. Your presence reflects your commitment to professional growth, your dedication to the students you serve, and your belief in the value of community. I look forward to connecting with many of you over the next few days and continuing to build a stronger, more unified future for school transportation in Iowa.

Enjoy the conference, and thank you for everything you do.

With appreciation,

A handwritten signature in black ink, appearing to read 'DJ Johnson', with a stylized flourish at the end.

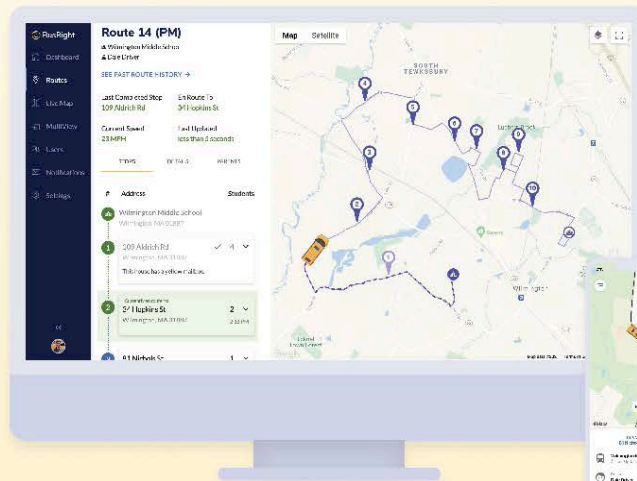
David Johnson  
Executive Director  
Iowa Pupil Transportation Association



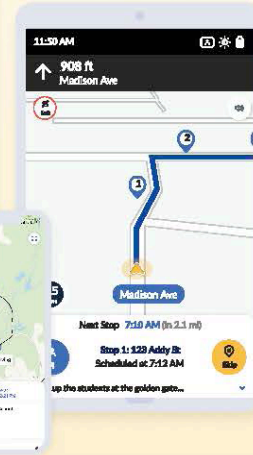


The **modern, all-in-one** school transportation solution for a safer & more efficient operation

#### Admin Web Portal



#### Driver App



#### Parent App

#### Routing

#### Student & GPS Tracking

#### Driver Support & Navigation

#### Parent App



Easily manage your routing table with intuitive drag-and-drop tools, and gain clear visibility into Planned vs. Actual routes



Track vehicle health and mileage using pre- and post-maintenance forms and navigate drivers safely with visual and audio turn-by-turn directions



Pinpoint drivers' exact progression & speed along routes and monitor student attendance in real-time as they tap ID cards into & out of the bus



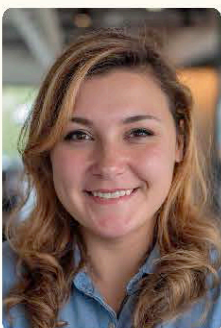
Decrease parent phone calls & automate communication and Send parent messages configurable to specific routes, schools or district-wide



#### Pre/Post Trip Inspection Forms



#### Student Tracking



### Meet Lauren McGarry, Your BusRight Partner in Iowa!

With extensive knowledge of Iowa school transportation, Lauren is your go-to Account Executive at BusRight.

She's here to listen, share insights, and help you see how BusRight can make a difference in your district. Whether you're exploring new tools or facing specific challenges, Lauren's ready to support you every step of the way.

Find her at the IPTA Trade Show or contact her at [lauren@busright.com](mailto:lauren@busright.com).



## New Director Workshop — A New Format for 2025

We're excited to welcome new transportation directors to this year's IPTA & Iowa Department of Education New Director Workshop — now with a brand-new format based on your feedback!

Instead of a single information-heavy session, the workshop has been restructured into three focused sessions spread throughout the conference. This approach gives new directors time to absorb, reflect, and ask questions — all while building stronger connections with mentors and fellow attendees.

### 2025 Workshop Schedule:

Session 1: Monday, 10:30 AM – 12:00 PM

Session 2: Tuesday, 8:30 AM – 9:45 AM

Session 3: Wednesday, 12:30 PM – 1:30 PM



Each new director has been paired with an experienced IPTA board member who will serve as a mentor and support system throughout the conference. Don't hesitate to reach out to your mentor — they're here to help guide you and answer questions big or small.

Seasoned directors are also invited to join these sessions for a refresher or to lend their insight. Your experience makes these conversations even more valuable.

Welcome to the IPTA community — we're glad you're here, and we're excited to support your journey in school transportation leadership.

A huge thank you to the Iowa Department of Education's transportation team for their continued partnership, guidance, and participation in this workshop. Their dedication to supporting Iowa's school transportation professionals is unmatched, and we are grateful for their leadership in helping shape the next generation of directors.



Tom Simpson



Joe Funk



Chris Errthum



Codie Kellen



A fully automated mobility platform.

*IPTA Bronze  
Sponsors*

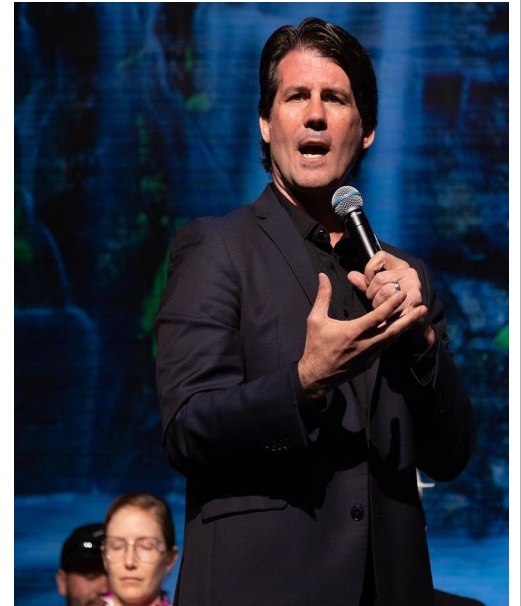
# Opening Day Keynote Speaker

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.

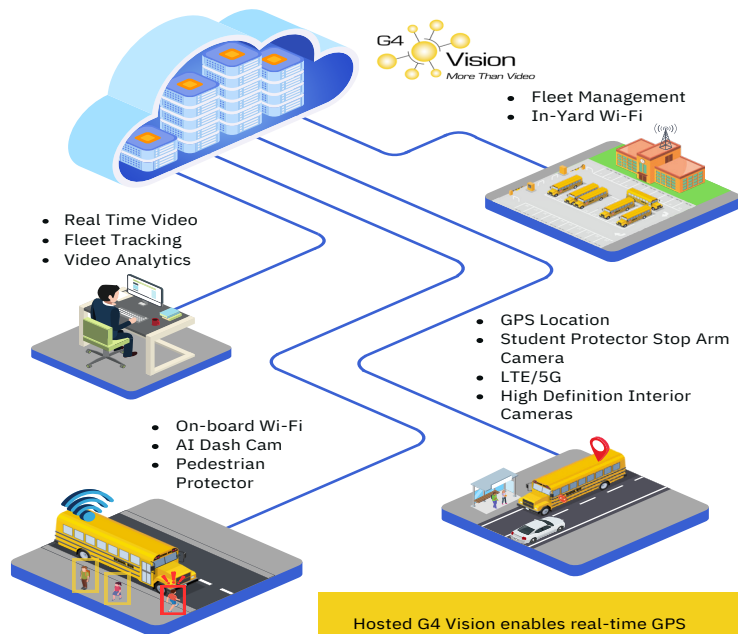
As a hypnotist and former 5 time Canadian amateur wresling champion, Wayne knows the mindset that is essential to be successful in your life and at work.

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!



## GATEKEEPER HOSTED VIDEO & DATA SOLUTIONS



Hosted G4 Vision enables real-time GPS tracking, video analytics, alerts on video camera tampering, behavioral analysis of passengers and drivers, driver emergency alerts, ticket processing of stop-arm violations, and more.

Contact your Gatekeeper representative for more information.

[www.gatekeeper-systems.com](http://www.gatekeeper-systems.com) • [sales@gatekeeper-systems.com](mailto:sales@gatekeeper-systems.com) • 1 888 666 4833

## TRANSPORTANT

All-In-One K-12 Transportation Platform

<p>Picking up Justin Emerson Turn left in 0.2 miles</p>	<p>Incident Reported: 8:43 a.m.</p> <p>WATCH FOOTAGE</p>	<p>Sansa Duncan Boarded Correct Stop</p> <p>Liam Carter Wrong Stop</p> <p>Emma Rodriguez Boarded, Not Exited Check Bus</p>	<p>Stop-arm violation</p> <p>DOWNLOAD FOOTAGE</p>	<p>Your child's bus 567 is approaching</p>
---	--	--	---	--

## TRANSPORTANT

Smart Bus, Safe Kids

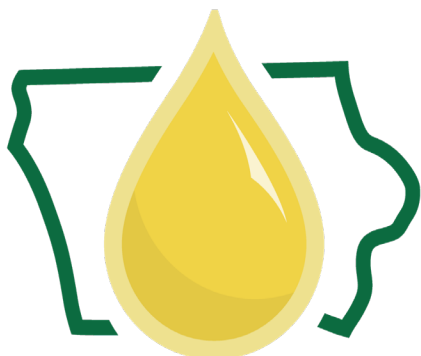


# Protect Children's Health!



**Biodiesel burns cleaner than petroleum diesel and reduces smog, making the air cleaner for children to breathe.**

**Contact Iowa Renewable Fuels Association  
at 515-252-6249 to learn more!**



**Iowa Renewable  
Fuels Association**



# 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 Bqrbecue 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!

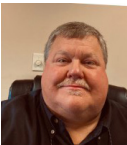




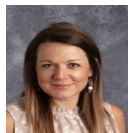
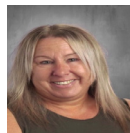
# MONDAY 7/14



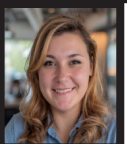
Rod Larson, Public Resource Officer for the Iowa State Patrol. He graduated from the Department of Safety's 33rd Basic Academy in 2007. He has been serving District 1 in Des Moines for 18 years. He has served as the Public Resource Officer for the past 7 years.



Brian Lyon is a seasoned equipment industry veteran with a background rooted in mining, trucking, and farming in North Florida. After earning a Forestry degree, he entered heavy equipment sales, spending 25 years with Deere and Caterpillar, where he won national sales contests, helped develop new machines, and managed multiple locations. Recognizing major gaps in the fire suppression industry, Brian set out to innovate. Passionate about safety and progress, he developed FireGator with a mission to provide the most advanced and reliable fire suppression systems for the school bus industry.



Mary Beth Fast, IASBO Executive Director; Tim Bloom, Director of Finance for Newton CSD; Monica Pritchard, Transportation Director, Newton CSD; Sarah Enfield, CFO, Waukee CSD; and Kirk Johnson, COO, Waukee CSD



Lauren McGarry, based in upstate New York, brings leadership and a customer-first mindset to BusRight. She shares insights at events like NYAPT and IPTA, connecting with school districts and transportation leaders. With her support, BusRight helps districts recruit and retain drivers, optimize routes with real-time tracking, and improve parent communication through automated updates. Her practical, approachable style makes her a valuable partner in streamlining school transportation at every level.



John Benish, Jr. is President and COO of Cook-Illinois Corporation with over 25 years of experience in school transportation. A Purdue graduate with a Master's in Management from St. Xavier University, he leads the second generation of the Benish family in overseeing operations and customer service. John has championed green initiatives, including converting the fleet to biodiesel, introducing Illinois' first hybrid school bus, and creating the Clean Air Bus—a mobile educational tool for students. He is a licensed school bus driver and remains hands-on, occasionally driving routes. John serves on several industry boards, including NSTA, ISTA, IAPT, and IASBO, and is a trustee at St. Xavier University.



Dale Anderson, Jester Insurance Services, began his commercial property/casualty insurance career in the mid-90s as a claims processor fielding accident calls for a truck insurance company. For the past 20+ years, Dale has worn many hats in underwriting, marketing and sales with a primary focus on property and casualty insurance for schools, cities and counties in Iowa. Dale's current role at Jester Insurance is as managing agent of an insurance program for member districts of the Iowa Association of School Boards.

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 - Room 397**

10:30 am - Rod Larson, Iowa Highway Patrol

11:00 am - Hoglund - **IC Product Updates**

11:30 am Fire Gator - **The Future of Fire Suppression**

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

12:15 pm - Bus Right Lunch and Learn - **A Panel Interview with BusRight**

1:15 pm - School Business Officials Assoc- Pannel Discussion on **Building Strong Relationships between the Business Office and Transportation Department**

1:45 pm - FMCSA - Drug & Alcohol Testing

2:30 pm - Break (Sponsored by Routr)

2:45 pm - Dale Anderson Jester Insurance **Insurance and Risk Management Considerations**

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

4:00 pm- Iowa Renewable Fuel- John Benish - **Of Course we use BioDiesel in Our School**

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

# Thank You to our Sponsors and Sustaining Mememebers

## *IPTA Diamond Sponsors*



## *IPTA Gold Sponsors*



## *IPTA Silver Sponsors*



## *IPTA Bronze Sponsors*



## *IPTA Sustaining Members*





# Tuesday 7/15



Bret E. Brooks is the Chief Operating Officer for the international training and consulting firm Gray Ram Tactical, LLC. He is the author of several books and numerous academic journal and magazine articles. He is a recognized keynote speaker and routinely presents for state, national, and international conferences. Bret has served more than 25 years in the military and has more than 26 years of total law enforcement experience. He is the course creator for numerous proprietary training programs used around the world and regularly works with various government agencies. He can be reached directly at [bretbrooks@grayramtacticaltraining.com](mailto:bretbrooks@grayramtacticaltraining.com).

7:00 am - Breakfast

(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 - Room 397**

Trade Show

9:00- Noon

(Sponsored By: TransAct Communications)

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

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 Sessions

1:00 pm- Mechanics Break Out at Norwalk  
CSD

Technology Break Out Sessions

2:40 PM – 5:00 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 )

**IPTA Trade Show**  
**9:00 am to Noon**  
**July 15th**

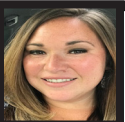
Be sure to visit every booth and Thank  
the vendors for their support



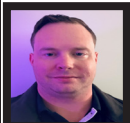
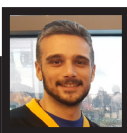
Join Lea, From Premier Wireless in Ball Room North for  
her break out session



Breakout session with BusRight in Ballroom Central:  
Optimizing Transportation with BusRight. Led by Lauren  
McGarry, this session will explore how districts can stream-  
line operations, improve communication, and make smarter  
transportation decisions using modern tools and technology.



Breakout session with Tyler Technologies in Ballroom South:  
Trends Driving K-12 Transportation. Student transportation



is evolving, with greater emphasis on operational  
visibility, seamless stakeholder communication,  
and doing more with less. In this session, we'll  
explore key trends shaping the K-12 transportation  
industry with Emily, Lou, and Josh.



Breakout Session with Transportant in Des Moines Room  
Transportant is transforming school bus safety with innova-  
tive technology that connects students, parents, and school  
officials in real-time. Their system features live video/audio,  
GPS tracking, student Wi-Fi, navigation tablets, ridership  
tracking, and a parent app—creating a transparent and secure transpor-  
tation experience. Join National Sales Executive Paul Gandrud to learn  
how this comprehensive approach improves safety, accountability, and  
peace of mind for all involved.



Doug Yager/ Hoglund Bus Co. are back for another in-depth mechanic  
breakout session titled Hoglund University Training topics to include:

OCC On command Connection you and your Fleet how it can help you  
New updates to the next generation bus making improvements  
How HERO software can help you.



# 17 MIDWEST LOCATIONS ACROSS NEBRASKA, KANSAS, IOWA, & MINNESOTA



PARTS | SALES | SERVICE | RENTALS

## NEBRASKA

OMAHA 800.777.2440  
14124 Cornhusker Rd.  
LINCOLN 800.208.2444  
5712 Arbor Rd.  
NORFOLK 888.805.2636  
2601 S 13th St.  
COLUMBUS 866.751.1175  
2357 E 26th Ave.  
YORK 866.514.4518  
418 S Lincoln Ave.

## IOWA

COUNCIL BLUFFS 877.366.6440  
1308 11th Ave.  
DES MOINES 800.397.2002  
901 Adairville Blvd.  
CLEAR LAKE 844.357.7446  
2913 Wilson Creek Ct.  
WATERLOO 800.582.5789  
101 West Dr.

## KANSAS

SALINA 800.865.2204  
1552 N 9th St.  
WICHITA 800.373.6055  
705 S West St.  
LIBERAL 800.657.6077  
1150 US-54  
DODGE CITY 800.950.4155  
1102 Minnesota Rd.

## MINNESOTA

FAIRMONT 800.807.3349  
1150 Ferguson Dr.  
FARIBAULT 866.334.1653  
3101 Hagley Ave.  
MANKATO 800.625.4118  
2200 Adams St.  
MARSHALL 866.496.6035  
1501 US-59



tcctrucks.com



Authorized Warranty  
Certified Technicians.



School bus routing will always be at the core of your transportation operations, but your job today involves so much more. From fleet maintenance to activity trips, from vehicle tracking to parent communication, Tyler's Student Transportation solutions can help you do it all.



Scan to  
learn more!





# 30K+

REASONS TO  
CHOOSE  
AUTO-JET



Along with being the **#1 choice for school bus exhaust systems**, Auto-jet is also a leading supplier of DPFs, radiators, fuel tanks and more. More than 30,000 parts are in stock for fast shipping.

[auto-jet.com](http://auto-jet.com) | 800-247-5391

**Auto-jet**+

## EZ-er Student Transportation Management with

# ezrouting™

BY TRANSACT

Reduce back-to-school stress by upgrading your transportation system in just 30 days.

Stop by our booth to learn more.

**Transact**



\*Part Lookup Experts \* Thousands Of Parts In Stock \*  
\* Fast Nationwide Shipping \*

800-328-2448



888-315-2575

440-571-7961



763-265-6049

[MidwestBusParts.com](http://MidwestBusParts.com)



[QualityBT.com](http://QualityBT.com)

New OEM and aftermarket  
school bus parts



Used parts for both buses  
and medium-duty trucks

# 2025 IPTA TRADE SHOW

## Tuesday July 15th in The Iowa Hall

Booth	Vendor
1	FireGator
2	Interstate Power Systems
3	Spheros North America, Inc.
4	Iowa Renewable Fuels Association
5	GROWMARK, Inc.
6	Master's Transportation
7	Truck Center Companies
8	Iowa Propane Gas Association
9	School Bus Sales Co.
10	Smartrend Manufacturing
11	O'Reilly Auto Parts
12	Premier Wireless Business Technology Solutions, INC
13	Midwest Bus Parts
14	Quality Bus Parts
15	Bitimec International Inc.
16	Transportant
17	Pro-Vision
18	Cummins
19	DPF Alternatives Iowa
20	TransAct Communications
21	AUTO-JET MUFFLER CORP.
22	Tyler Technologies
23	NORTHLAND CDL TRAINING
24	247Security Inc.
25	Ascendance Truck Centers
26	UScellular
27	Gatekeeper Systems
28	Noregon Systems
29	Safety Vision
30	BusRight

Booth	Vendor
31	Hoglund Bus Company
32	Midwest Lift Works
33	Electronic Engineering
34	OnSport North America
35	REI
36	Purple Wave Auction
37	Q'Straint/Sure-Lok
38	Rout'r Inc.
39	Rosco Vision
40	Arnold Motor Supply
41	American Bus
42	Syntech Systems
43	CIS Auctions LLC
44	American Radiator
45	American Radiator
46	Poseidon LLC
47	AngelTrax
48	BraunAbility
49	Ericcson Enterprise Wireless Solutions
50	IMI

*The Iowa Pupil Transportation Association Board of Directors would like to thank each of the vendors listed here for their generous support of this year's Trade Show.*

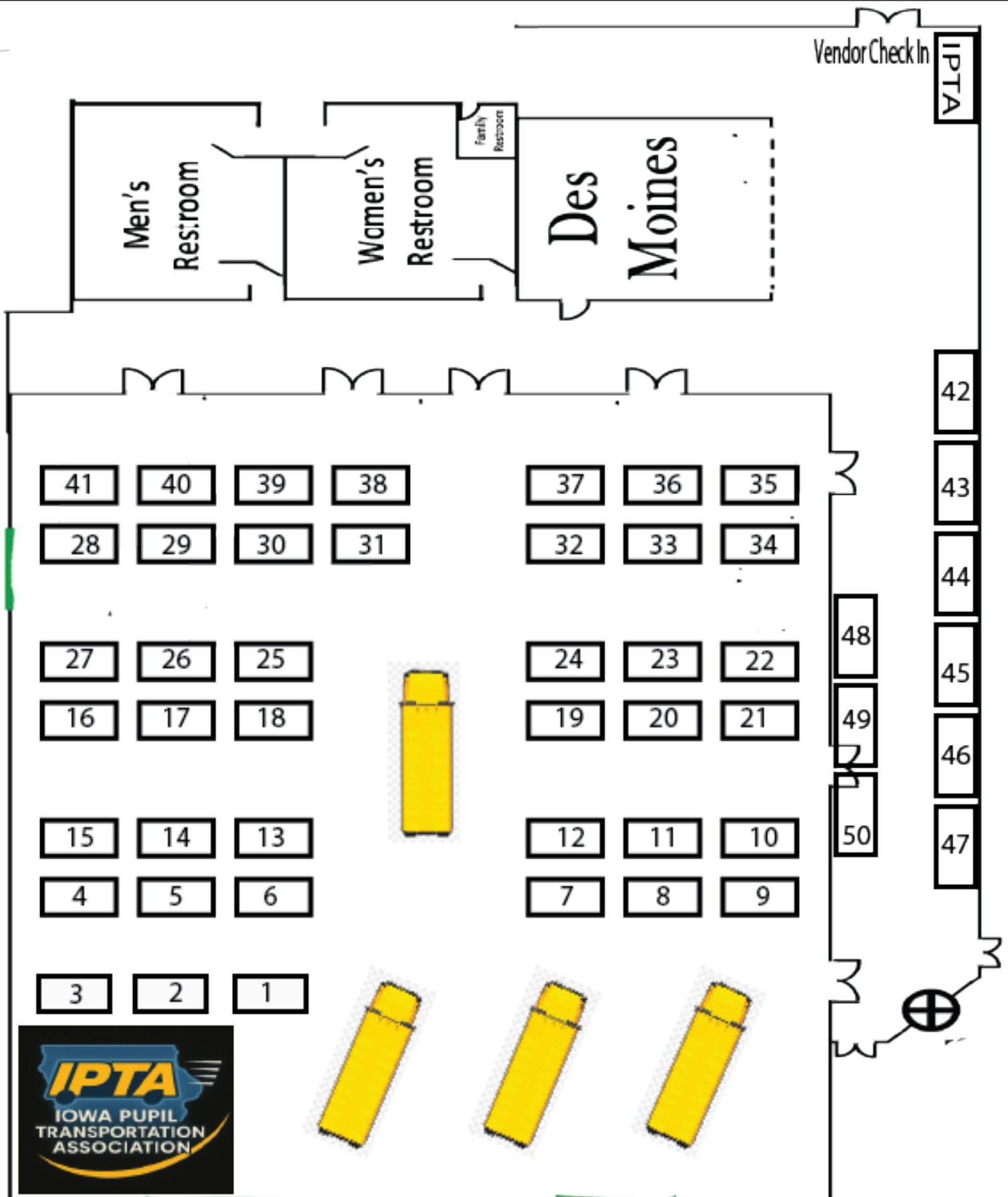
*Your participation helps make this event possible and demonstrates your continued commitment to safe, reliable student transportation across Iowa. We encourage attendees to connect with these outstanding partners, learn more about what they offer, and explore new ways to strengthen student transportation in their districts. Be sure to thank them for their support and dedication to our industry!*





# 2025 IPTA TRADE SHOW

## Tuesday July 15th in The Iowa Hall



# CONNECTED. PROTECTED. EMPOWERED.

*Technology that drives safety and student success.*

**PREMIER**   
WIRELESS



Premier Wireless is proud to support school transportation leaders across Iowa.

We provide innovative technology solution to keep your students connected, your staff protected, and your fleet running smart.

From bus Wi-Fi to emergency communications, our solutions help schools create safer, more connected learning environments – on and off the road.

*“Student safety and digital equity start the moment they step on the bus.”*

—Premier Wireless

 Visit us at the IPTA Trade Show  [www.premierwireless.com](http://www.premierwireless.com)

**Let's connect. Because every mile matters.**



# Wednesday 7/16



Lea Bogle, CEO of Premier Wireless celebrating her 25th year in business. Today Bogle serves on the board of the Dalton Dehart Photographic Foundation, has previously served on several other Boards with other non-profits and now volunteers at the Montrose Center in Houston. Bogle has 2 daughters and lives in Sugar Land



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.



Rosalyn Vann-Jackson brings over two decades of experience in student services and school transportation leadership. After beginning her career in Human Resources, she transitioned to Tulsa Public Schools, where she led special needs coordination and transportation services for nearly ten years.

Since 2016, she has served Broken Arrow Public Schools in multiple leadership roles and is currently the Executive Director of

Enrollment & Support Services. Rosalyn is deeply involved in the industry—she's a former president of the Oklahoma Association of Pupil Transportation, a long-time contributor to the National Congress on School Transportation, and Region 4 Director for the National Association of Pupil Transportation.

She's earned numerous honors, including OAPT's "Administrator of the Year" (twice!) and national recognition as a "Rising Super Star" in school transportation. A dynamic speaker, she's presented on leadership, student management, routing, finance, and more at both state and national levels.

Rosalyn holds an MBA in Leadership from Oral Roberts University and is currently pursuing her Doctorate in Strategic Leadership.

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 Radiator)

10:00 am - Dana Rosen- **Creative  
Solutions for Special Needs  
Request**

10:00 am - Rosalyn Vann Jackson  
- **Driving for Success: Student  
Management for Driver Retention  
and Student Safety**

11:00 am - Break

11:15am - Dana Rosen - **Special  
Needs Transportation**

12:15 am-- Closing Remarks - IPTA

12:30 pm - Sandwich Box Lunch  
(Lobby)

12:45 pm - New Directors Workshop  
Wrap Up Session- Room 397



Follow us on  
**facebook**

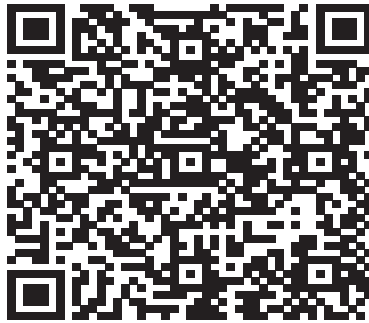


# Conference Evaluations

The Iowa Pupil Transportation Association sincerely thanks you for attending the Annual Conference and Trade Show. This event is your conference, and your input plays a vital role in shaping its future.

We truly appreciate your comments, suggestions, and feedback on this year's experience — and your ideas for next year's event. Your insight helps us improve the conference and ensure it continues to meet the evolving needs of transportation professionals across Iowa.

Please take a few moments to complete the conference evaluation survey using the QR code below.



One survey covers all three days of the event.

Your feedback guides us as we plan professional development opportunities for the upcoming school year.

*Thank you again for being part of this important event!*

## New IPTA Email Addresses

Have you noticed that your IPTA newsletter is coming from a new email address? We're excited to announce that we've created new email addresses with the domain @4IPTA.org. Over the next year, we'll be transitioning to these new addresses.

Here are the two new email addresses:

1. [info@4IPTA.org](mailto:info@4IPTA.org)

This email will primarily be used for sending out mass communications, including the newsletter, conference reminders, regional meeting updates, and auto-generated invoices.

2. [David@4IPTA.org](mailto:David@4IPTA.org)

This email is for direct communication with me. While both inboxes will be monitored, I kindly ask that you send any personal messages or inquiries to [David@4IPTA.org](mailto:David@4IPTA.org).

### Good News!!!

Don't worry about missing anything—current IPTA email addresses will continue to be monitored for the next year. Any emails sent to the old addresses will be automatically forwarded to the new inboxes.

### Action Required:

Please take a moment to update your address books with these new email addresses to ensure you continue to receive important IPTA updates and communications without any interruptions.





# **SAVE THE DATE!**

# **IOWA PUPIL TRANSPORTATION ASSOCIATION**

**ANNUAL CONFERENCE**

# **JULY 13–15, 2026**



**Join us for another great year of learning, networking,  
and advancing school transportation safety!**



