

**49th Annual  
School Transportation Conference  
& Trade Show**



**Iowa Pupil Transportation Association**

*Tentative Schedule*

**July 16 – 19, 2012**

**Airport Holiday Inn Conference Center**

***(1-800-248-4013 for Room Reservations)***

**6111 Fleur Drive, Des Moines, IA**

*Sponsored in cooperation with:*

Iowa Department of Education

&

Iowa Assn. of School Boards

# Your Keynote Speaker: Walt Stasinski, MEd, MPH

Academic All-American College Football Team



I work with people who want fresh perspectives and real world ways to help them do their best on a daily basis. My Programs are ideal for people who want make their jobs more fun, improve employee performance, build better relationships with customers, make their presentations stand out and experience real success.

After earning a Masters Degree in Education from Wayne State University and a Masters Degree in Public Health (MPH does not stand for miles per hour) from The University of Michigan, I began my real education, in the school of hard knocks. My early "speaking" career began as a teacher and football coach at Wayne State University. This is where I learned how to motivate and inspire. I also

found out that people learn more when they're having fun, so I use humor to get the message across to my audience. I have my personal reasons too. Let's face it; life is just a lot easier with a smile on your face and a hearty belly laugh.

I no longer see myself as a "speaker" but as a **servant** who needs to do what's best for the audience. To make an impact that help people make their lives better. This is all that matters, not the hype or the bells and whistles or the ego.

You may wonder what kind of speaking style I have. If Steve Martin and Dr. Phil could have a baby, **it would be me**. Now, don't let your imagination run wild. Audiences tell me that I am a cross between the two.

## *What others are saying about Walt:*

*"I received a lot of 'gold nuggets' to take with me...the rest of my life."*

*--Theresa Thomas, Florida Association of Pupil Transportation*

*"I had just come out of a really 'down' school year and was honestly considering a career change when your program really changed my attitude and outlook on my job....Keep up the awesome teachings. You are truly inspiring.*

*--Debbie Carter, Missouri Association of Pupil Transportation*

Walt graduated from the **school of hard knocks**. The solutions he offers are for the real-world. They are straightforward, common-sense ideas that will work in your life.

# Monday, July 16

7:15 - 8:30 Conference Registrations (*Ballroom Foyer*)

## ***JOINT SESSION FOR ALL ATTENDEES***

8:30 - 8:45 **Welcome & Announcements**

Dan Roberts, President-IPTA, Transportation Director, Davis County CSD  
Dave Kramer, IPTA Executive Director

8:45 - 9:15 **Meet the IPTA Board Candidates**

9:15 - 10:15 **Keynote: "The Power of Fun at Work"**

**Speaker: Walt Stasinski**, President - Potential Unlimited

All our lives we've been told that you have to be so serious to be successful. It's nothing but a myth! According to the business journal, Human Resources Focus, 96% of executives surveyed said people with a sense of humor do better at their jobs than those who have little or no sense of humor

10:15 - 10:30 **Break** (*Ballroom North*)

10:30 - 12:00 **Department of Education**

**Presenters:** Max Christensen, Executive Officer, Owen Freese & Verlan Vos, School Bus Inspectors and Mary Jo Clark, Clerk

12:00 - 1:00 **Conference Luncheon** – (*Courtyard*)

## ***AFTERNOON TECHNICIANS SESSION***

1:00 - 3:00 **IC On-Command Training** (*Iowa Room*)

**Presenter: Doug Yager**, Høglund Bus & Truck Co.

New features in On-Command (formerly ISIS) and Iknow articles pertaining to On-Command

3:00 - 3:15 **Break-** (*Ballroom North*)

3:15 - 4:45 **IC 2007 & 2010 dashes**

**Presenter: Doug Yager**, Høglund Bus & Truck Co.

Or

1:00 - 3:00 **Braun Lift Diagnosis & Repair**

**Presenter: TBD**, The Braun Corporation

Training includes: Lift basics and identification, electrical system and troubleshooting, hydraulic system and maintenance & lubrication.

3:00 - 3:15 **Break-** (*Ballroom North*)

3:15 - 4:45 **Braun Lift Diagnosis & Repair (continued)**

**Monday, July 16 (continued)**

## **AFTERNOON SUPERVISORS SESSION**

**1:00 - 2:30**      **“You Can Live Without Customers, But Not For Long”** *(Ballroom South)*  
**Presenter: Walt Stasinski, President - Potential Unlimited**

Nowadays, the world is extremely competitive and customers have more choices than ever. To develop customer loyalty, you have to distinguish yourself from your competition. This is a challenge because the bar for excellence is constantly being raised and customer expectations go higher and higher. What is the answer?

**2:30 - 3:15**      **“What to Ask if You Charter Trips”** *(Ballroom South)*  
**Presenter: John Grzywacz, Owner – CIT Signature Transportation**

If you are hiring a bus company for your group's travel, SAFETY should be a top priority. Don't risk your life or the lives of others by making an uninformed decision. Select a bus company that complies with Federal requirements enforced by the U.S. Department of Transportation's Federal Motor Carrier Safety Administration (FMCSA).

**3:15-3:30**      **Break-** *(Ballroom North)*

**3:30 - 4:45**      **“Employee Background Checks”** *(Ballroom South)*  
**Presenters: Terry Voy, IASB School Transportation Programs and Services Director**  
**Kristy M. Latta, Attorney at Law - Ahlers & Cooney, P.C.**  
**Ashley Azar, Client Relations - One Source The Background Check Company**

Employment background checks have become a vital component in today's hiring process. Knowing the facts of an applicant or employee's background is the best guide to his or her future performance. Learn what is required of your district and practices to be avoided.

## ***JOINT SESSION FOR ALL ATTENDEES***

**5:30 - 6:30**      **President's Reception -** *(Ballroom North)*

**6:30 - 7:30**      **Banquet -** *(Ballrooms Central & South)*  
**Sponsored by: Hogle Bus & Truck Co.**

**7:30 - 8:30**      **Entertainment -** *(Ballrooms Central & South)*  
**Sponsored by: Auto-Jet Muffler Corp.**

# Tuesday, July 17

## ***JOINT SESSION FOR ALL ATTENDEES***

- 7:15 - 8:00**      **Breakfast Buffet** (*Ballrooms North & Central*)
- 8:00 - 8:45**      **IPTA Annual Membership Meeting –**  
(*Ballrooms Central & South*)
- 9:00 - 12:30**    **Visit Iowa's Largest and Most Complete School  
Transportation Vehicles, Products & Services Trade  
Show** (*Courtyard & Outside Display Area*)
- 12:30 - 1:45**    **Exhibitor/Attendee Luncheon**  
(*Ballrooms North, Central & South*)
- 1:30 - 1:45**      **2010 Tom Horn Memorial Award  
Best of the Best Award  
Bus Driver Award**

## **AFTERNOON TECHNICIANS SESSION**

- 2:00 - 3:15**      **National Certification Brake Training**  
Presenter: TBD
- 3:15 - 3:30**      **Break**
- 3:30 - 4:30**      **Training continued**

## ***JOINT SESSION FOR ALL ATTENDEES***

- 5:30 - 6:30** **Attendee Reception**
- 6:30 - 8:30** **Country Bar-B-Que & Entertainment**  
*Sponsored by: Thomas Bus Sales of Iowa*

**Tuesday, July 17 (continued)**

## **AFTERNOON SUPERVISORS SESSION**

**2:00 - 4:30**

### **BootCamp for New Directors** (break at 3:15)

**Presenter:** Max Christensen, School Transportation, Iowa Department of Education  
This is a tremendous learning opportunity and one that you don't want to miss!  
This session is your best chance to actually be able to ask questions of the school bus inspectors and the state director. If you are new to this career be sure to join us for this information packed presentation!

**2:00 - 4:30**

### **Routing Software User Group Sessions** (break at 3:15)

Education Logistics Software  
Transfinder Software  
Tyler's VersaTrans

**OR**

**2:00 - 3:15**

### **Working with Your Administration & Board**

**Presenter:** Harry Heiligenthal, IASB Leadership Development Director (Invited)  
The need for teamwork isn't limited to your administration and board. The team is part of the larger school district including all departments and the community. Common goals, clearly defined roles and open communication are important. Let's get to work!

**3:15 - 3:30**

### **Break**

**3:30 - 4:30**

### **New Flammability Regulations for School Buses**

**Presenter:** Bruce Miles, Bluebird Corp. (invited)

**OR**

**3:30 - 4:30**

### **Responsible Use of Facebook & Twitter**

**Presenter:** TBD

## ***JOINT SESSION FOR ALL ATTENDEES***

**5:30 - 6:30 Attendee Reception**

**6:30 - 8:30 Country Bar-B-Que & Entertainment**

*Sponsored by: Thomas Bus Sales of Iowa*

# Wednesday, July 18

## **TECHNICIANS SESSION**

**7:30 - 8:00**      **Board Buses/Leave for Day-Session Sites**  
Maximum of 30 @ each site

**Bus #1**      **Going to SE Polk for I.C./International specific training**

8:00 - 12:00      Hands on diagnostics using ServiceMaxx software of V8 and DT engines

12:00 - 1:00      Lunch

1:00 - 2:00      Hooking up with Allison DOC software to read codes

2:00 - 3:00      New features of IC buses

3:00 - 4:00      Misc. Topics and Q&A

**Bus #2**      **Going to Thomas Bus Sales for Thomas specific training**

8:00 – 12:00      Multiplex and how it will be introduced into the Thomas HDX rear engine transit buses and the EFX front engine transit buses.

12:00 - 1:00      Lunch

1:00 – 2:30      Multiplex modules and the diagnostics involved in checking inputs and outputs.

2:30 - 4:00      Service Link. Learn to obtain Thomas Built Bus and Freightliner user id and passwords, and how to use the system for basic diagnostic work (including part number retrieval).

**4:00 - 4:30**      **Travel back to Conference Site**

# Wednesday, July 18

## **SUPERVISORS SESSION**

**8:00 – 8:45**

### **Rail Transportation Update**

**Presenter:** Phil Meraz, Office of Rail Transportation, Ames

**8:45 – 9:45**

### **New FMCSA Regulations for School Buses**

**Presenters:** Chief David Lorenzen, Office of Motor Vehicle Enforcement, Iowa DOT(invited)  
John Seefeld, Jester Insurance Services, EMC Insurance

**9:45 - 10:15**

### **Medicaid: Are You Missing a Funding Opportunity?**

**Presenter:** Lorelle Jones, Client Services Rep. IA Medicaid Education Disbursement Program  
Claimaid Corp., Des Moines

This session will bring everyone up to speed on how to access Medicaid reimbursement for providing transportation to students receiving Medicaid services. Even if you are not currently serving these students, you may be doing so in the future and your district is entitled to be reimbursed. Hear how that can happen.

**10:15 - 10:30**

### **Break**

**10:30 - 12:00**

### **Propane and Its Place in the School Bus Industry**

**Presenters:** TBD, Rousch Clean Tech  
TBD, Ferrellgas

In the central U.S. averages are \$3.83 per gallon right now on unleaded gasoline and \$4.05 per gallon of diesel. Propane is historically around 40% less expensive than unleaded gasoline, which equals about \$2.29 per gallon. There are schools right now using propane buses that are paying less than \$1.50 per gallon for their propane. The savings can be staggering, are they for you?

**12:00 - 1:00**

### **Conference Luncheon – (Courtyard)**

**1:00 - 1:30**

### **NASDPTS Update**

**Presenter:** Max Christensen, NASDPTS President-elect

**1:30 - 2:30**

### **Slip/Fall - Footwear and Floor Surface Correlation**

**Presenter:** Larry Readout, Senior Engineer, EMC Insurance

Slips and falls are the leading cause of workers' compensation claims and are the primary cause of lost days from work. According to the Consumer Product Safety Commission (CPSC), floors and flooring materials contribute directly to more than 2 million fall injuries each year. Can you prevent them?

**2:30 - 2:45**

### **Break**

**2:45 - 4:25**

### **Legal Issues**

**Presenters:** Mary Gannon, Attorney, Iowa Association of School Boards  
Carol Greta, Attorney, Department of Education



# **BUS DRIVERS DAY**

## **Thursday, July 19**

**7:15 - 8:00**      **Conference Registrations** (*Ballroom Foyer*)

### ***Joint Session for all Attendees***

**8:00 - 8:15**      **Welcome & Announcements**

Dan Roberts, President-IPTA, Transportation Director, Davis County CSD  
Dave Kramer, IPTA Executive Director

**8:15 - 9:30**      **Keynote: It's *NOT* Just Joking Around!**

**"Understanding School Bullying Through the Eyes of a Former Victim"**

**Speaker:** Jodee Blanco, Bullying Survivor Turned Activist/Expert

Jodee Blanco, author of the *New York Times* best-selling memoir *Please Stop Laughing at Me...* and the award-winning sequel *Please Stop Laughing at Us... One Survivor's Extraordinary Quest to Prevent School Bullying* will bring your audience inside the heart and mind of the bullied child, and see the world through their compelling point of view. Jodee's entire focus from start to finish will be to touch hearts, open minds, and most importantly, give hope.

**9:30 - 10:15**      **A Visit with the DE Bus Inspectors**

**Why Pre-trip Bus Inspections?**

**Why All Items Are Important?**

**Presenters:** Verlan Vos – East Side Inspector, Department of Education  
Owen Freese – West Side Inspector, Department of Education

**10:15 - 10:30**      **Break**

**10:30 - 11:45**      **Understanding Middle School Students**

**Presenter:** Warren Phillips, Ph.D. - Licensed Psychologist & Certified Health Service Provider in Psychology

Dr. Phillips has worked with children, teens, families and adults in cognitive-behavioral and systems therapy. He has expertise in psychological evaluations and psychotherapy with ADHD, learning disability, adjustment difficulties, behavior disorders, depression and anxiety disorders. His areas of specialty include working with children, adolescents, and adults who have attention-deficit disorder, learning disabilities, behavior problems, depression, anxiety, obsessive-compulsive disorder, and adjustment difficulties due to abuse, bereavement, or divorce.

**11:45 - Luncheon**

Jodee Blanco available for book signing  
IPTA Store open for attendees

# Driver's Day Keynote Speaker



Jodee Blanco has successfully intervened in numerous bullying related attempted suicides and acts of student retaliation. She is a respected crisis management consultant and expert witness in the areas of school violence and peer abuse, and is frequently called upon by the media as an expert interview.

Some of the outlets who have turned to her for commentary include *Newsweek*, USA Today (front page story), CNN, NBC, FOX, "The Joy Behar Show", "Anderson Cooper" and National Public Radio.

She is the go-to expert on bullying related breaking stories for HLN's "Prime News with Mike Galanos," "Issues with Jane

Velez Mitchell", "Nancy Grace," among many other of the nation's top news shows.

Blanco has bylined three articles for CNN.com (front page), was the focus of an in-depth front-page Q&A on Oprah.com, and her life story has been featured in *Parade*, *Teen Newsweek*, *USA TODAY*, *Teen Guideposts*, *Hispanic*, *The Chicago Tribune*, and hundreds of local daily papers worldwide.

## **Keynote: It's *NOT* Just Joking Around!**

**"Understanding School Bullying Through the Eyes of a Former Victim"**

# BUS DRIVERS DAY (continued)

## Thursday, July 19

### Track 1

**12:30 - 3:00**      **American Heart Association® First Aid Course**  
(Ambassador Room)      2.5 Hour Course - *Must be pre-registered*  
Class size limit of 18

### Track 2

**1:00 - 3:00**      **American Red Cross® Adult/Child CPR/AED Course**  
(Executive Room)      2.0 Hour Course - *Must be pre-registered*  
Class size limit of 18

### Track 3

**12:45 - 2:00**      **Jodee Blanco Follow-up Workshop**

**Presenter:** Jodee Blanco, Bullying Survivor Turned Activist/Expert  
The workshop includes: what you should *never* say to a bullied student and why; what you *should* say and do; the two types of bus drivers and how to determine which one you are and why this is important to know when dealing with a bullied child; the difference between authority and emotional credibility and how it can impact a students' willingness to trust in you.

**2:00 - 3:00**      **School Bus Emergencies – Are You Prepared?**

**Presenters:** Dan Schultz, Transportation Director - Southeast Polk CSD  
Joe Klootwyk, Transportation Director - Knoxville CSD  
It's not if your department will have a fire or accident.....it's when! Are you and your staff prepared to cope with all that happens at that time? Should you be planning now? Join this session and hear from those who have experienced an emergency in the past year.

**3:00 - 3:15**      **Break**

## *Joint Session for all Attendees*

**3:15 - 4:25**      **When Your Alarm Sounds .....  
De-escalation and Conflict Resolution**

**Presenter:** Barbara E. Rankin, Ph.D., Director of Behavioral Programming  
Associate Principal, Youth Homes of Mid America

Did you know that in most cases, you can prevent escalation of disruptive behavior with your own nonverbal behaviors? The ability to organize your thinking and calmly respond are effective de escalation techniques that can help you avoid a potential crisis. Learn how personal space, body language, and listening skills can help effectively de escalate the disruptive behavior of those in your care.



**4:25 - 4:30**      **Conference Wrap-up and Evaluations**

**[CLICK HERE to REGISTER](#)**