

Wisconsin Towns Association

Town Road School 2026

Chula Vista Resort and Conference Center - Wisconsin Dells, WI
Monday April 27 - Wednesday April 29, 2026

Agenda

MONDAY, APRIL 27, 2026

5:00 - 6:00pm **REGISTRATION** (you must be registered to attend - thank you)

6:00 - 10:00pm **NETWORKING ROUNDABOUT**

Location: Follow Signs

This is a can't miss evening of networking opportunities with fellow local officials, road workers, and private sector transportation service providers. Join us in one of four hospitality rooms sponsored by Cedar, Sherwin Industries, Scott Construction & Contech complete with free heavy hors d'oeuvres and refreshments.

TUESDAY, APRIL 28, 2026

6:30 - 8:00am **BREAKFAST - COMPLIMENTARY BUFFET**

Location: Conference Rooms A through I

Freshly cut fruit, muffins and breakfast breads, orange & apple juices, freshly brewed regular and decaffeinated coffee, and hot teas. Eggs, smoked bacon, sausage patties and breakfast potatoes. Sponsored by: **Paladin Project Management Group, LLC**

8:00am **VENDOR EXHIBITS & REGISTRATION OPEN**

9:00 - 9:15am **WELCOME AND OPENING REMARKS**

Location: Grand Ballroom

Mike Koles, Wisconsin Towns Association, Executive Director

9:15 - 9:45am **SECRETARY'S UPDATE ON WISDOT (PDH'S 0.5)**

Location: Grand Ballroom

An overview of major projects in 2026 and ongoing efforts to improve safety - including targeted training on work zone safety and work zone safety pilots - specifically in rural areas.

Kristina Boardman, WisDOT Secretary

TUESDAY, APRIL 28, 2026 (continued)

9:45 - 10:30am 6 – 20 FOOT SMALL BRIDGE INVENTORY & INSPECTION PROGRAM UPDATE (PDH's 0.75)

Location: Grand Ballroom

The inventory and inspection phases of the small bridge program is complete. The focus now is on what this all means and what is going to get funded.

Josh Dietsche, WisDOT Director Bureau of Structures
Merrill Mechler-Hickson, WisDOT Local Roads Programs & Finance Section Chief
Debby Jackson, Transportation Development Association

10:30 – 11:15am NETWORKING INTERSECTION

Location: Conference Rooms A through I

Take a break and visit the Town Transportation Service Providers in the Vendor Exhibit Area.

Sponsored by:

11:15am – 12:00pm **OPTION A 2025-26 LEGISLATIVE SESSION REVIEW: BUDGET AND POLICY OUTCOMES (PDH'S 0.75)**

Location: Grand Ballroom

The 2025-26 Wisconsin legislative session has come to a close. What happened? What didn't happen? What might happen in the future?

Joe Ruth, Wisconsin Towns Association, Governmental Affairs Director

11:15am – 12:00pm **OPTION B "6 – 20' Structure Solutions" (PDH's 0.75)**

Location: Upper Grand Ballroom

This session will feature solutions and opportunities for your small bridge projects now that the inventory and inspections are completed.

Keith Johnson and Eric Strum, Bridge Consultants, Contech Solutions

12:00 – 1:30pm LUNCH AND VENDOR VISITS

Location: Conference Rooms A through I

Visit with vendors after enjoying sauteed chicken breast, lightly dusted with Italian herbs and topped with Parmesan and marinara. Served over fettuccine.

Sponsored by: H.G. Meigs, Inc., and Ayres Associates

1:30 – 2:15pm **OPTION A FROM PASER TO YOUR CAPITAL IMPROVEMENT PLAN (PDH's 0.75)**

Location: Grand Ballroom

You just completed your 2025 PASER rating update, and the urgency for new road projects has become apparent. Fortunately, new opportunities for grant funding may await. Now is the perfect time to complete a 5-year Capital Improvement Plan (CIP). The PASER ratings are a numeric snapshot in time of the condition of your road infrastructure. But pavement ratings are just one piece of the puzzle. This session will provide an overview of how to integrate PASER ratings along with other asset management data/tools such as the 6-20 structure assessments to create a CIP to better prepare your Town for future funding opportunities.

TUESDAY, APRIL 28, 2026 (continued)

1:30 – 2:15pm **OPTION B GRANTS: HOW TO SEARCH FOR, WRITE, AND ADMINISTER (PDH's 0.75)**

Location: Upper Grand Ballroom

This session provides a practical, step-by-step introduction to the full grants lifecycle. Participants will learn how to craft a compelling Grant Story, identify and evaluate funding opportunities, and use Artificial Intelligence tools to streamline grant searches and support the development of strong, competitive applications. The session will also highlight essential strategies for effective grant administration.

Daniel Foth, UW-Madison/Extension Local Government Center

2:30 – 3:15pm **OPTION A Awarded a TRI, TRID or TRIS Project, What are the next steps?(PDH's 0.75)**

Location: Grand Ballroom

From SMA to advertisement to reimbursement and everything in between.

Dan Fedderly and Mark Servi, Paladin Project Management Group LLC

2:30 – 3:15pm **OPTION B LIQUID APPLICATIONS (PDH's 0.75)**

Location: Upper Grand Ballroom

Options for Prewet, Anti-icing, Salt Brine, and Additives. The differences between deicing and anti-icing, the differences between prewetting and anti-icing (and direct spray deicing). Discussion about basic application equipment and truck mounted tank information.

Jack Fieweger, Force America

3:15 – 5:00pm **TRANSPORTATION SERVICE PROVIDERS RECEPTION**

Location: Conference Rooms A through I

Welcome and introduction to local government transportation service providers complete with hors d'oeuvres and refreshments.

Sponsored by: Ayres Associates

5:00 – 6:00pm **WTA TRANSPORTATION SERVICE PROVIDERS AUCTION**

Location: Grand Ballroom

Have a ball and support the WTA Scholarship Fund through your engagement in this live auction. Participation can of course be through bidding, but we also encourage local governments to donate items for the auction.

Dave Bell Auctions, LLC, and Cedar Corporation

ADJOURN - DINNER ON YOUR OWN

6:00 – 10:00pm **NETWORKING ROUNDABOUT**

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WEDNESDAY, APRIL 29, 2026

6:30 – 7:45am **BREAKFAST - COMPLIMENTARY BUFFET**

Location: Conference Rooms A through I

Freshly cut fruit, muffins and breakfast breads, orange & apple juices, freshly brewed regular and decaffeinated coffee and hot teas. Eggs, smoked bacon, sausage patties and breakfast potatoes.

Sponsored by: Paladin Project Management Group, LLC

7:45 – 8:30am **OPTION A PAVEMENT PRESERVATION (PDH's 0.75)**

Location: Grand Ballroom

Extending the life cycle of your town road with preservation and penetrating emulsions.

Dan Swietz, Bitumix Solutions

7:45 – 8:30am **OPTION B BRUSH CONTROL: WHY YOU SHOULD BE CONCERNED AND WHAT YOU CAN DO (PDH's 0.75)**

Location: Upper Grand Ballroom

Brush control costs a lot of time, energy, and money. Learn about effective methods for general brush control, including spray and mechanical.

Lee Shambeau, 4 Control and Rick Schulte, Nutrien

8:30 – 9:00am **NETWORKING INTERSECTION**

Location: Conference Rooms A through I

Take a break and visit the Town Transportation Service Providers in the Vendor Exhibit Area.

Sponsored by:

9:00 – 9:15am **FAST RIDE WITH USDA RURAL DEVELOPMENT (PDH's 0.25)**

Location: Grand Ballroom

A glimpse into USDA Rural Development programs and a gateway for you to learn more.

Andrew Iverson, US Department of Agriculture State Director for WI.

9:15 - 9:45am **ASPHALT: UNVEILING THE TERMINOLOGY OF HOT MIX ASPHALT (PDH's 0.5)**

Location: Grand Ballroom

This presentation offers an exploration into the world of Hot Mix Asphalt (HMA), focusing on its fundamental components and industry-specific terminology. Attendees will gain a clear understanding of the essential elements making up HMA, including aggregates, asphalt cement, and air voids, as well as familiarize themselves with key terms such as mixture types, gradations, and binder grades. Whether you are new to the field or looking to refresh your knowledge, this session provides foundational knowledge needed to navigate the intricacies of asphalt paving.

Deb Schwerman, Executive Director WI Asphalt Pavement Association

WEDNESDAY, APRIL 29, 2026 (continued)

9:45 – 10:15am **Pavement Preservation-The Innovation of Crackfilling (PDH's 0.5)**

Location: Grand Ballroom

The time, how and when to crackfill using the latest technology.

Jim Lippert, Sherwin Industries

10:15 – 10:45am **WISLR-ANNUAL CERTIFICATION AND PAVEMENT RATINGS (PDH's 0.5)**

Location: Grand Ballroom

The inside information how each Town should file their annual certification and ratings.

Theresa MacFarlane, WisDOT

Statewide Local Roads Coordinator

10:45 - 11:00am **BREAK** (Please remember to check out of your hotel room.)

Sponsored by:

11:00am – 1:00pm **WISDOT CERTIFIED FLAGGER TRAINING AND WORK ZONE SAFETY TRAINING (101) (PDH'S 2.0)**

Location: Grand Ballroom

Obtain your two-year required flagger certification and take the first step into work zone safety 101. This 101 introduction is a pre-requisite for a separate 201 workshop that will be held in several locations throughout the state at a later date.

Gary Kennedy, DOT Certified Flagging Instructor

DJ Fedderly P.E.;P.L.S. Paladin Program Management Group LLC

1:00pm **ADJOURN – LUNCH ON YOUR OWN**

Be sure to visit one of the four hospitality rooms sponsored by:

