Innovative Leadership:
Preparing Students for Success

2024 Leadership Conference Program

Thursday, January 11, and Friday, January 12, 2024
Minneapolis Convention Center

Pre-Conference Events: January 9-10, 2024
(See Conference at a Glance on Page 15 for details.)
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- Infrastructure Investment and Jobs Act (IIJA)
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TABLE OF CONTENTS

6 | MSBA BOARD AND STAFF DIRECTORY
7 | STRAIGHT TALK, KIRK SCHNEIDAWIND, MSBA EXECUTIVE DIRECTOR
8 | PRE-CONFERENCE SESSIONS AND EVENING EARLY BIRD
9 | 12 WAYS TO GET THE MOST OUT OF THE CONFERENCE
10 | FEATURED SPEAKERS - HADI PARTOVI AND HANNAH WEISSMAN
11 | FEATURED SPEAKER - BEN RUDRUD
12 | CONFERENCE RESOURCES
13 | GENERAL INFORMATION
14 | DIRECTOR DISTRICT DISCUSSION/ELECTION INFO AND BOARD SKILLS SESSIONS
15 | CONFERENCE AT A GLANCE
16 | THURSDAY OPENING SESSION
17 | SCHOOL EXCELLENCE SHOWCASE
18 | RECOGNITION LUNCHEON
19 | 2024 LEADERSHIP CONFERENCE SPONSORS!
20 | ROUNDTABLE SESSIONS
21 | THURSDAY WORKSHOPS
28 | CONVENTION CENTER MAP
33 | FRIDAY WORKSHOPS
35 | FRIDAY CLOSING SESSION
38 | EXHIBIT MAP
39 | EXHIBITOR DIRECTORY
50 | VENDOR DIRECTORY
54 | ADVERTISERS

JANUARY 2024
2............ Coffee & Conversation Meeting (virtual)
3............ Board Chair Chat (virtual)
9............ Learning to Lead — School Board Basics: Phase I (Minneapolis)
10 ........ Leadership Foundations — School Finance and Management: Phase II (Minneapolis)
10 ........ Building a High-Performance School Board Team: Phase III (Minneapolis)
10 ........ Charter School Board Member Workshop (Minneapolis)
10 ........ Leadership Conference Early Bird Session: “Cyber Threat Awareness and Creative Strategies for Managing Risk” (Minneapolis)
11–12.... Leadership Conference (Minneapolis)
16 ........ Coffee & Conversation Meeting (virtual)

FEBRUARY 2024
1–29..... School Board Recognition Month
6............ Coffee & Conversation Meeting (virtual)
7............ Learning to Lead — School Board Basics: Phase I (virtual)
7............ Board Chair Chat (virtual)
8............ Building a High-Performance School Board Team: Phase III – Part A (virtual)
15 ........ Third Thursday Webinar Series: TBA
15 ........ Building a High-Performance School Board Team: Phase III – Part B (virtual)
16 ........ Friday Chat Room (virtual)
20 ........ Coffee & Conversation Meeting (virtual)
23 ........ Friday Chat Room (virtual)
28 ........ Officers’ Workshop – Part A (virtual)
29 ........ Officers’ Workshop – Part A (virtual)

MARCH 2024
1......... Friday Chat Room (virtual)
5......... Coffee & Conversation Meeting (virtual)
6......... Board Chair Chat (virtual)
6......... Officers’ Workshop – Part B (virtual)
7......... Officers’ Workshop – Part B (virtual)
8......... Friday Chat Room (virtual)
9......... Officers’ Workshop (Location TBA)
15 ........ Friday Chat Room (virtual)
18......... MSBA Day at the Capitol (St. Paul)
19......... Coffee & Conversation Meeting (virtual)
21......... Third Thursday Webinar Series: “Budget Setting”
22......... Friday Chat Room (virtual)
29......... Friday Chat Room (virtual)
MEMBERSHIP LETTER

Minnesota School Boards Association
1900 West Jefferson Avenue
St. Peter, Minnesota 56082

To the Membership:

I have checked the records of the Minnesota School Boards Association for the year beginning July 1, 2023. The membership of the Association consists of 327 Independent School Districts and four Intermediate Districts entitled to 2,190 ballots for the 2024 Leadership Conference.

The 2023 Leadership Conference consisted of 327 Independent School Districts and four Intermediate Districts entitled to 2,154 ballots.

I respectfully submit this report to the membership and certify that, to the best of my knowledge, the report is true and correct.

Kirk Schneidawind
MSBA Executive Director
Proper Onboarding is Essential to Building a Strong School Board Team

By Kirk Schneidawind, MSBA Executive Director

The 2023 election is already in our rearview mirror. Odd-year elections for our school boards are a smaller affair. By choice, a much smaller percentage of our school districts choose to hold their school board elections in an odd year in large part because a brighter light gets shown on these local elections. The local nonpartisan elections do not have to compete with state and federal level partisan elections – and in 2023, school board elections received a great deal of attention.

I do not recall a time during my tenure at MSBA when we received so many media requests to talk about school board elections. While the elections received a fair amount of attention from the inquisitive media, one question that was asked consistently – “What do school boards do?” – was surprising. After all, every school district in Minnesota is led by a school board consisting of six or seven community members. Our public must know what our school boards do, correct? After the third time of receiving the same question, I began to wonder whether people and voters understood the important role and responsibilities of their school boards.

As our newly elected school board members transition from the campaign trail to their responsibilities of governance, it is important to remember that they may not fully understand their new role as they ease into their seats in January. Thus, the importance of delivering a supportive onboarding program for the newly elected members is a fundamental and essential building block of a high-functioning school board.

For a school board to move forward, sometimes the board needs to slow down to ensure that the new members feel welcome, understand the board’s governance culture, and the district’s vision. While it may feel like all this needs to be completed by the time they take their seat in January, extend your board and administrative team some grace. Intentional and purposeful onboarding is essential before and after they are officially sworn in.

Play the long game as you consider the essential knowledge and skills that are necessary to become an effective board member. As you know from your own board experience, learning while on the job is part of development and growth. Often intended, but frequently missed in the onboarding process, is to ask questions about new board members’ interests, skills, and goals. In our haste to ensure new board members know everything about the operational and systemic complexities in our school district, we often forget that we have a new team member(s) who ran because they want to be part of the school board team that can make a difference in the lives of our public school students. A simple phone call or note from individual board members welcoming new members to the school board will also go a long way in developing these new relationships.

There are tremendous onboarding and team-building opportunities just around the corner. We look forward to welcoming our newest and veteran school board members at the 2024 MSBA Leadership Conference where there will be many learning and experiential opportunities for our school board members and superintendents.

Your MSBA staff also understands the value and importance of these first important steps for your new board members. The first three installments of MSBA’s Learning to Lead Workshop Series will be offered the two days preceding the conference to make it convenient and easy to enjoy the biggest and best educational conference in 2024.

We look forward to seeing all of you in January!

*Kirk Schneidawind is the MSBA Executive Director. You may contact Kirk about this column at kschneidawind@mnmsba.org.*
Learning to Lead — School Board Basics: Phase I Workshop
6 p.m. to 9 p.m. Tuesday, January 9, 2024
Synopsis: This workshop covers the role of the school board, the role of the superintendent, the leadership team relationship, and common scenarios facing new board members.
Registration fee: $125 for advanced registrants (walk-ins add $10)

Leadership Foundations — School Finance and Management: Phase II Workshop
9 a.m. to 4 p.m. Wednesday, January 10, 2024
Synopsis: Presented by MSBA staff and state experts, this workshop includes the training school boards are required to have by state law. The session covers core topics such as the budget, school finance, local levies, policies, significant laws affecting school boards, collective bargaining, and personnel issues.
Registration fee: $210 for advanced registrants (walk-ins add $20)

Building a High-Performance School Board Team: Phase III Workshop
9 a.m. to 4 p.m. Wednesday, January 10, 2024
Synopsis: This workshop focuses on the stages of board development, characteristics of a high-performing school board team, navigating board dynamics, small-group interactions with school board video scenarios, and an overview of the MSBA School Board Self-Evaluation tool.
Registration fee: $210 for advanced registrants (walk-ins add $20)

Charter School Board Member Workshop
9 a.m. to 4 p.m. Wednesday, January 10, 2024
Synopsis: Presented by MSBA staff, this workshop covers the three state-mandated areas for charter school board members: governance, employment, and finance. Charter school board members are required to start these workshops within six months of election to a charter school board and complete the workshops within one year.
Registration fee: $210 for MSBA Charter Associates and $270 for non-MSBA Charter Associates (walk-ins add $20)

Cyber Threat Awareness and Creative Strategies for Managing Risk
7 p.m. to 9 p.m. Wednesday, January 10, 2024
Presenter: Mark Lanterman, Chief Technology Officer of Computer Forensic Services
Synopsis: Ransomware. Spear phishing. The “insider” threat. Organizations and firms face a myriad of cyber threats that come with ample amounts of risk. From reputational damage to financial losses, the possible costs of a cyberattack or data breach can be challenging to quantify — and mitigate. Mark Lanterman, Chief Technology Officer of Computer Forensic Services, will discuss latest trends in our cyber landscape including topics such as the Dark Web, doxxing, ransomware, and the role of the human element in making or breaking a strong security culture. Mark will also provide practical suggestions for improving cybersecurity postures with proactive and reactive strategies.
Registration fee: $125 for advanced registrants (walk-ins add $10)
12 Ways to Get the Most Out of the Conference

Welcome! MSBA is your professional organization. We are confident you will leave this event with a wealth of information to help you with your role as a school board member or superintendent. Here are a few tips for getting the most from the conference.

1. **Look through your materials.** This MSBA Journal magazine includes the Leadership Conference program. The program includes event schedules and other important information.

2. **Review your email inbox.** Information and resources to make your Leadership Conference experience run as smooth as possible will be in your email registered with MSBA. We’ve partnered with TSLeads to provide a streamlined low-contact registration process.

3. **Your safety is key.** MSBA staff has worked closely with the conference partners (hotels, Minneapolis Convention Center, and Meet Minneapolis) to provide you with a welcoming and safe environment.

4. **Visiting Minneapolis.** The Meet Minneapolis kiosk located in the registration area will provide you with dining, shopping, and transportation options. They will help you figure out where you want to go and help you make an informed travel plan. As always, we encourage you to travel with a buddy.

5. **Health considerations.** Before you start your day, assess how you feel. If you’re not feeling well, please consider not attending the conference to assure you and your fellow attendees stay healthy.

6. **Be punctual.** We value your time. Unless something unavoidable occurs, our events begin and end on time. We do not have assigned or priority seating, so please plan to arrive at sessions early to get settled.

7. **Don’t be shy.** Introduce yourself to other school board members. You will find them to be valuable resources – both at the conference and in the future. Chances are, whatever challenges you are facing on your school board, one or more of your fellow MSBA members have been there before. Name badges provide information to help you get to know fellow conference attendees. The number and ribbon on the badge tell you which MSBA Director District attendees are from. You can find your coordinating ribbon at the table by registration.

8. **Introduce yourself to MSBA staff and the MSBA Board of Directors.** If the staff or your MSBA Board Director doesn’t find you first, please introduce yourself to them at the registration desk and other locations around the conference. They are wearing a gold state of Minnesota name badge and are there to help you. Please, don’t hesitate to ask for assistance.

9. **Check out and thank the vendors.** More than 200 vendors exhibit at the Leadership Conference, and their support is what enables you to attend the conference without a registration fee. Take some time to visit the vendors and explore what they have to offer.

10. **MSBA Leadership Conference App.** Through the conference app, you will find available session materials from presenters and you will be able to provide session feedback. MSBA appreciates your comments and will review all feedback given. See Page 12 to learn how to access the app.

11. **Take what you learn home.** MSBA encourages school board members attending the conference to report at your next board meeting what you learned at the conference to all of your fellow board members and key staff who couldn’t attend. Sharing what you learned will help your team grow.

12. **MSBA is YOUR organization.** Above all, know that MSBA is your organization. We are a diverse group of people with one goal in mind: providing the best possible education to our students. You will find your fellow school board members and MSBA staff ready to help you reach that goal.

Enjoy the conference, and please let any of the MSBA staff or your MSBA Board of Directors know if they can help you at the conference and after you return home.
Opening Keynote Speakers
Thursday, January 11, 2024

Hadi Partovi and Hannah Weissman
“Computer Science and AI: Opportunity and Creativity”

Hadi Partovi
With artificial intelligence (AI) and coding being such prevailing topics in the K-12 world, MSBA is bringing in one of the country’s top computer science minds.

Hadi Partovi – a technology entrepreneur and CEO of the education nonprofit Code.org – will deliver his keynote address, “Computer Science and AI: Opportunity and Creativity,” along with Code.org Directory of Policy Hannah Weissman during the Opening Session of the 2024 MSBA Leadership Conference on Thursday, January 11, at the Minneapolis Convention Center.

Born in Tehran, Iran, Partovi grew up during the Iran-Iraq war. His school did not offer computer science classes, so he taught himself to code at home on a Commodore 64. After immigrating to the United States, he spent his summers working as a software engineer to help pay his way through college.

Upon graduating from Harvard University with a master’s degree in computer science, Partovi pursued a career in technology starting at Microsoft where he rose into the executive ranks. He founded two startups: Tellme Networks (acquired by Microsoft) and iLike (acquired by Newsccorp). Hadi now invests and advises other technology startups.

In 2013, Partovi and his twin brother Ali launched the education nonprofit Code.org, which Partovi continues to lead full-time as CEO. Code.org has established computer science classes reaching 30% of U.S. students, created the most broadly used curriculum platform for K-12 computer science, and launched the global Hour of Code movement that has reached hundreds of millions of students spanning every country in the world. In an interview with MSBA in the November-December 2023 edition of the Journal magazine, Partovi discussed opportunities AI can provide education, the importance of computer science curriculum, and more. Visit https://bit.ly/3u9vgRr to access an interview with Partovi.

Presentation synopsis
With the rapid advances in technology, it’s imperative for schools to embrace computer science and artificial intelligence — not only to modernize education and curriculum for the needs of the future, but also to make school more creative and engaging for students. Hadi Partovi, the founder and CEO of Code.org, will talk about the global movement to include AI and computer science in K-12 curriculum.

Hannah Weissman
Hannah Weissman is the Director of Policy at Code.org, where she advocates for statewide policies that promote K-12 computer science. She is the principal author of the influential annual State of Computer Science report. A proud alumna of St. Paul Public Schools, Weissman’s passion for computer science was ignited in a high school that offered this critical subject.

Weissman played a pivotal role in the passage of the Computer Science Advancement Act in Minnesota during the 2023 legislative session. Working alongside a diverse coalition, she helped to shape this landmark legislation.

With her experience and dedication, Weissman brings invaluable insights into policy advocacy and the importance of equitable computer science education in K-12 schools.

Learn more about Hadi Partovi at https://code.org.
Closing Session Keynote Speaker
Friday, January 12, 2024

Ben Rudrud
“Positive Relationships and the Power of One”

The 2024 MSBA Leadership Conference will close strong with a keynote speaker who bills his presentations as: “It’s Not Just a Message, It’s an Experience.”

Ben Rudrud – a nationally recognized, award-winning keynote speaker who travels the country speaking to students, educators, colleges, and business professionals – will deliver his keynote address, “Positive Relationships and the Power of One,” during the Closing Session of the 2024 MSBA Leadership Conference on Friday, January 12, at the Minneapolis Convention Center.

Rudrud plans to deliver a powerful and uplifting keynote message. He will share with members how to help make their schools even more amazing by creating a “RIPL” effect through positive relationships and ensuring all students have the “Power of One.” RIPL stands for Relational, Impactful, Preventative, Leadership.

Rudrud tells personal stories filled with practical advice and humor using an animated delivery. He captivates audiences with his messages and leaves people inspired and uplifted with hope.

In an interview with MSBA in the November-December 2023 edition of the Journal magazine, Rudrud touches on the power of positive relationships, the concept of the Power of One, and offers advice to school board members to support success for all students. See an excerpt of the interview below. Visit https://bit.ly/3St1Rz5 to access the full interview.

MSBA: How does your message about the power of positive relationships translate to the school board table in a time when school boards are increasingly having trouble working together?

RUDRUD: My message is going to be all about inspiring each other to know that we are on the very best team. I want school board members to know how valuable they are. I want them to know that they are looked up to in the community. And even when times are tough, there are people that do support them, that are there for them, that are rooting for them. I’m going to sprinkle that in my full message. I am also going to share what I call the Power of One with these board members. Positive relationships make everything better, no matter if it’s a business, a school, anything.

MSBA: What advice do you have for school board leaders so they can focus on the work they need to get done to support success for all students?

RUDRUD: Stay the course. We have tough days in education, but we have far more better days. I’m going to talk about finishing the race, and that message applies to anything we do, but it’s about knowing how important you are and how much you are believed in. Some days it doesn’t feel like there are, but there are so many people on the same team. The team that always wins for the success of our students. My message is going to be centered around putting each other first, putting positive relationships first – so, everybody knows that it’s a school that values relationships above anything else, and it’s a priority. Every single student, every faculty member, every community member must know how important they are, how valuable they are, and how much they all matter, and that we’re all part of the same team.
Conference Resources

Grab your ribbon, tote bag, notebook, and program in the Registration Area

When you arrive to register and pick up your conference badge in the Registration Area (located on the Lower Level), please be sure to grab a ribbon (which identifies which MSBA Director District you are from), a conference tote bag (sponsored by InGenssa), a notebook (sponsored by ICS), a program, and more.

Coming soon:
Instructions for the 2024 Leadership Conference App!

Free Wi-Fi access for attendees

MSBA would like to thank PFM Asset Management for sponsoring Wi-Fi access this year for the conference.

To access the Wi-Fi:
1. Open the Wi-Fi settings on your device and select MSBA24.
2. Enter PFM2024MSBA when prompted for a password.

During our sessions, please be courteous and listen to our speakers. If you need to answer a text, call, or check email, please leave the area so others are not disturbed.
**General Information**

**Guests**
Except for the Recognition Luncheon on Thursday, no guests will be allowed to attend the 2024 Leadership Conference due to safety and security concerns. Everyone attending the conference must have a TSLeads-issued badge at all times. To purchase a luncheon ticket for a guest, please contact the MSBA office at registration@mnmsba.org no later than December 29.

**Registration**
MSBA is partnering with TSLeads for a streamlined registration process. You may pick up your badge and ribbons behind the escalators on the Lower Level (Red Level) area of the Minneapolis Convention Center outside of Hall A. Once you’ve retrieved your badge, please look for the sign indicating the Ribbon Table and pick up your correlating Director District ribbon(s). Early registration will be open from 4 p.m. to 7 p.m. Wednesday, January 10, at the Convention Center.

**Exhibit Hall**
Be sure to check out our Exhibit Hall and see more than 200 exhibitors who provide services to Minnesota school districts. MSBA is able to offer our Leadership Conference without a registration fee because these exhibitors along with our sponsors, help cover the cost of the conference. The exhibit of products and services available to school districts is open from 7:30 a.m. to 3:30 p.m. Thursday and 7:30 a.m. to 10:30 a.m. Friday. Allow ample time to visit this outstanding display and remember to thank our exhibitors for being with us. Also, the Exhibit Hall is where the Roundtable sessions and Relaxation Station will be located.

**Conference Sponsors**
MSBA would like to thank our conference sponsors for making this event possible. Our sponsors – along with our exhibitors – are the reason why MSBA can offer the Leadership Conference without a registration fee for its members. Please see Page 19 to view a list of our sponsors. Representatives from these organizations will wear teal ribbons during the conference — please let them know you appreciate their support.

**Badges**
Conference badges include your MSBA Director District number. For security reasons, please wear your badge throughout the conference. Golden Minnesota state badges identify MSBA staff and the MSBA Board of Directors.

**Minnesota School Board Directors of Color and Indigenous Fellowship (MNSBDCI)**
The MNSBDCI Fellowship will be presenting the Lighthouse and Marny Xiong Legacy Awards during the Recognition Luncheon on Thursday. Stop by the Fellowship’s booth on the Lower Level to learn more about their group.

**BOSA Administrator Continuing Education Units**
Continuing Education Units (CEUs) — from the Minnesota Board of School Administrators — will be available at the information table in the Registration Area. CEUs must be picked up before the Closing Session on Friday.

**Distribution of Materials**
No printed materials other than official reports of the Association shall be distributed during the conference without the prior approval of the MSBA Executive Director.

**Photography and Video Disclosure**
The 2024 MSBA Leadership Conference is held in a public space. MSBA gives notice that staff photographers will photograph, videotape, and audiotape portions of the event for use in MSBA social media, publications, advertisements, promotions, and other materials in written or electronic form. Thank you to Lifetouch for providing photography for the conference.

**Gift Law**
The Minnesota gift ban law prohibits local officials from receiving any gifts or prizes, including meals and beverages, from an interested person or company for personal use. A gift of a memento or trinket costing $5 or less is an exception and allowed. MSBA members attending the vendor exhibits or entering vendor drawings are individually responsible for making sure they are not in violation of either the law or any local school district gift policies.

**Prayer Room and Nursing Room**
MSBA has set aside a space for a prayer room and a second space for nursing mothers. Please see the convention center information desk located on the main level for room location and door code.

**Speaking to a Nonpartisan Crowd**
At MSBA, we do our best to inform attendees and speakers that public school boards are nonpartisan. MSBA selects speakers based on their message of leadership and student achievement. We strongly urge all presenters not to stray into politics or a sales pitch when presenting. We do not censor presentations, but we trust presenters will cooperate. If we are informed that a presentation strays from a topic and slides into politics or a sales pitch, and it is confirmed, that presenter will not be invited back. When it comes to the education of our students, the focus is on policy, not politics.

**Meet Minneapolis Kiosk**
Looking for a place to eat? Want to arrange transportation for your evening out? Meet Minneapolis will have a kiosk by registration from 7:30 a.m. to 4 p.m. Thursday in the Lower Level (Red Level) with city ambassadors to help you navigate the logistics of your extracurriculars while attending the conference.

**Food, Coffee, and Other Beverages**
If you would like food, coffee, or other beverages, they can be purchased at the Dunn Brothers on the Convention Center’s main floor or at the concession stands in the Exhibit Hall.
## MSBA Director District Discussion Schedule

MSBA Board Directors will host Director District Discussions at 1 p.m. Thursday on the Mezzanine Level (Green Level). Board members are encouraged to bring their questions and ideas to these meetings. Director District 3, Director District 5, Director District 6, Director District 9, Director District 12, and Director District 13 each have an opening on the MSBA Board of Directors – those Director Districts’ discussion meetings will include presentations from board members running for those positions, with elections to follow.

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<th>District</th>
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<td>Jeanna Lilleberg</td>
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<td>7 (South Metro)</td>
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<td>8 (Minneapolis and St. Paul)</td>
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<td>Ira Jourdain</td>
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<td>13 (Southwest Metro)</td>
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<td>Kristi Peterson</td>
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## Director District Election Procedures

The MSBA Board of Directors has established the following director district election procedures for the 2024 Leadership Conference:
1. Nominations for the position of Director shall take place during the Director District Discussions, which will be held on the first day of the conference (Thursday).
2. School board members only are eligible to nominate and/or second and vote.
3. In the event there is no more than one candidate for the Director position, the caucus chair shall be authorized to call for a motion to cast a unanimous ballot for that candidate.
4. If there are two or more candidates for the Director position, the procedures shall be in accordance with the Association Bylaws, Article IV, Section 3. Delegates from that Director District will cast ballots at the designated election area.
5. Newly elected Directors will be introduced during the Closing Session. Newly elected Directors assume their position at the conclusion of the conference.

## Board Skills Sessions

**LOWER LEVEL (RED LEVEL)**

**Board Chair Q & A**

*Minnesota School Boards Association*

School board chairs from across the state are invited to meet with MSBA Executive Director Kirk Schneidawind in this question-and-answer session. Let Kirk know what MSBA can do to support, promote, and strengthen the work of public school boards.

**Historic Education Funding from the Legislature, But Now What? Looking Ahead to the 2024 Legislature**

*Minnesota School Boards Association*

Join us as we set our eyes on issues that are on the political horizon. Even with the historic funding received in 2023, districts are grappling with the question: “How can school districts be facing budget challenges?” Year two of the biennium, means a shorter session focusing on policy. We will share our thoughts on what policies may need to have a legislative fix and why a supplemental budget request may be needed.

**Goals- and Standards-Based Superintendent Evaluation**

*Minnesota School Boards Association and Proctor Public Schools*

For school boards seeking to build a strong working relationship with their superintendent, one of the most powerful and underutilized tools at your disposal is an annual performance evaluation. This session will share tips on how an effective evaluation process can result in improved communication amongst your board team and forward movement for the district.

**MSBA’s New Policy on Library Books**

*Minnesota School Boards Association*

Review and discuss MSBA’s new model policy on library materials. We will examine issues that may arise and methods for resolving them.
## Conference at a Glance

### Tuesday, January 9
6 p.m. to 9 p.m.
Learning to Lead – School Board Basics: Phase I Workshop (Hyatt Regency Minneapolis)

### Wednesday, January 10
9 a.m. to 4 p.m.
Leadership Foundations – School Finance and Management: Phase II Workshop (Hyatt Regency Minneapolis)

9 a.m. to 4 p.m.
Building a High-Performance School Board Team: Phase III Workshop (Hyatt Regency Minneapolis)

9 a.m. to 4 p.m.
Charter School Board Member Workshop (Hyatt Regency Minneapolis)

4 p.m. to 7 p.m.
Early conference registration (Lower Level of Minneapolis Convention Center)

7 p.m. to 9 p.m.
Early Bird Session: “Cyber Threat Awareness and Creative Strategies for Managing Risk” presented by Mark Lanterman, Chief Technology Officer of Computer Forensic Services (Minneapolis Convention Center)

### Thursday, January 11

All sessions will be held at the Minneapolis Convention Center.

7:30 a.m.
Registration opens on Lower Level

7:30 a.m. to 3:30 p.m.
Exhibit Hall open

8 a.m. to 8:50 a.m.
Board Skills Sessions (featuring the “Board Chair Q & A with MSBA”)

9 a.m. to 11 a.m.
Opening Session – Main Auditorium (Level One)
- Roseau Jazz Band, under the direction of Chris Barnes
- Presentation of Colors by the Air Force Junior ROTC (AFJROTC) Color Guard, North Branch Area School District
- Keynote Speaker – Hadi Partovi: “Computer Science and AI: Opportunity and Creativity”

11 a.m. to 2:15 p.m.
School Excellence Showcase

11:30 a.m. to 12:45 p.m.
Recognition Luncheon (Ballroom on Level One)

1 p.m. to 1:30 p.m.
Director District Discussions for Districts 1-13
- Elections will be held in Director District 3, Director District 5, Director District 6, Director District 9, Director District 12, and Director District 13.

1:45 p.m. to 2:35 p.m.
Roundtable Sessions (Back of Exhibit Hall A)

2 p.m. to 5 p.m.
Polls open for Director District elections (if necessary)

2:45 p.m. to 3:45 p.m.
Workshops

4 p.m. to 5 p.m.
Workshops

### Friday, January 12

All sessions will be held at the Minneapolis Convention Center.

7:30 a.m.
Registration opens

7:30 a.m. to 10:30 a.m.
Exhibit Hall open

8 a.m. to 9:10 a.m.
Roundtable Sessions (Back of Exhibit Hall A)

8 a.m. to 10 a.m.
Polls open for Director District elections (if necessary)

9:15 a.m. to 10:15 a.m.
Workshops

10:15 a.m. to noon
Closing Session – Main Auditorium (Level One)
- Woodbury High School Choir, under the direction of Tony Streng
- MSBA Business Meeting
- Closing Keynote Speaker – Ben Rudrud: “Positive Relationships and the Power of One”

Noon
Adjourn

The opinions of the speakers are informational only and do not necessarily reflect the opinions of MSBA.

*Please visit our Exhibit Hall and thank our vendors.*
Thursday, January 11
Thursday Opening Session
9 a.m. to 11 a.m. – Main Auditorium (Level One)

Thank you for turning off your cellphone during the session!
Student Talent ..........Roseau Jazz Band, under the direction of Chris Barnes

Please give these students your full attention.
Welcome ..................Kirk Schneidawind, MSBA Executive Director
Remarks ......................................................Linda Leiding, MSBA President
Keynote Speakers .................. Hadi Partovi and Hannah Weissman:
“Computer Science and AI: Opportunity and Creativity”

Note: The opinions of the speakers are informational only.
They do not necessarily reflect the opinions of MSBA.

Thank you to Ehlers and Wold for sponsoring Hadi Partovi’s presentation.

After the Opening Session, please visit our Exhibit Hall and thank our vendors.

MSBA Director District Discussion Schedule
Discussions begin at 1 p.m. Thursday for all MSBA Director Districts. There are elections in Director District 3, Director District 5, Director District 6, Director District 9, Director District 12, and Director District 13. Director District Discussions will include any issues members want to discuss. See Page 14 for more information.

Roundtable Sessions
Back of Exhibit Hall A ............................................................................... 1:45 p.m.

Attend two special 20-minute roundtable sessions. Additional roundtable sessions will be offered at 8 a.m. on Friday morning.

Student Talent
Roseau Jazz Band, under the direction of Chris Barnes
School Excellence Showcase
Thursday 11 a.m. to 2:15 p.m., Exhibit Hall

Byron Middle School Design Studio
Byron School District
BMS Design Studio is a year-long program that aims to connect students with their community in a way they haven’t experienced before. Starting with foundational skills in the design process and content-specific technical work, students have unique goals set each quarter that begins with fundraising through the sales of custom, student-made products. Both the STEM classes and Industrial Tech class work together to build up to a culminating final project with the aim of transforming the community.

Lake Crystal Wellcome Memorial Academic Decathlon
Lake Crystal Wellcome Memorial School District
Academic Decathlon is a 10-event scholastic competition for teams of high school students consisting of three “honors,” three “scholastic,” and three “varsity” students based upon grade point average. The curriculum theme changes each year, and this year’s theme is “Technology and Humanity.” Students from LCWM have won 13 Minnesota state championships, participated in 16 national competitions, and earned many regional, state, and national individual medals.

Arcadia’s Opening Expedition: Civics, Community Leadership, and Building a Social Contract
Arcadia Charter School
Arcadia Charter School’s return from online pandemic learning led to the creation of a nine-day opening expedition, in which all students practiced in-person academic skills while reconnecting socially and learning about social contract theory and other civics content. Arcadia decided to make this an annual deep dive into civics content, focused on actively building civil society, and providing leadership training for the high school students, who now lead the creation of the school-wide social contract.

Monticello Middle School STEM Lab
Monticello School District
We will be talking about our STEM Lab that provides 18 different hands-on, career module opportunities for students. The curriculum used is through Paxton Patterson labs and is supplemented by our own created content. Students work in small groups to learn and experience fields such as: nursing, biomedical engineering, structural engineering, CAD, dentistry, and more.

Behavior Level System
Onamia School District
How do you improve student behavior? With consistency, high expectations, and easy data collection tools that cut down on arguments between students and staff. Watch students make great progress behaviorally and academically!

Academies of Shakopee: Real-World Learning in Action
Shakopee School District
Student members from the Academies of Shakopee, only one of two in the state, will showcase health science, engineering and manufacturing, culinary, and other project spotlights.

Explore, Experience, and Engage: Creating School Community and Culture
Alexandria School District
How do you flip the “status quo” of a middle school experience? This year, Discovery Middle School staff have created 10 new classes seeking to engage students in exciting ways. Join our students to learn how we leveraged new ideas, concepts, and community partnerships with exploration, hands-on experiences, and authentic engagement.

Taking Digital Media Curriculum to the Skies with Drones
Morris Area School District
Jenny Maras is an FAA certified drone pilot and high school business teacher who literally takes her digital media curriculum to the skies with drones. Students learn all aspects of drone operations, including systems, safety, industry uses, and of course, flying.

Pickleball Club
Anoka-Hennepin School District
Pickleball Club is an inclusive club where students of all skill levels can play pickleball!

Conscious Discipline, K-5: “The Most Effective Way to Change Student Behavior is to Change Adult Behavior”
Eastern Carver County School District
In a suburban metro K-5 school with 750 students (27% Students of Color, 25% qualify with an Application for Educational Benefits), the implementation of Conscious Discipline has cut behavior referrals by more than half. Conscious Discipline at Carver Elementary in Eastern Carver County Schools is rooted in clear and consistent rituals and routines as well as the teaching of expected behaviors. Safety, connection, and problem-solving are the three core components of Conscious Discipline.
Recognition Luncheon
11:30 a.m. to 12:45 p.m. Thursday, January 11
Ticket Required

New location! Ballroom on Level One (Blue Level)

Thank you to National Insurance Services for sponsoring the Recognition Luncheon.

Note: Tables have been reserved for recipients of the All-State School Board (including their guests), the Rising Star Award, the Minnesota Superintendent of the Year, and for the Minnesota School Board Directors of Color and Indigenous Fellowship.

Recognitions
Outgoing MSBA Board Members ...................................................................................................................Linda Leiding, MSBA President
MASA Minnesota Superintendent of the Year ................................................................................................Linda Leiding, MSBA President
Lighthouse and Xiong Awards ......Helen Bassett and Sharon E. Brooks, MN School Board Directors of Color and Indigenous Fellowship
Leadership Development Certificates ......................................................................................................Tim Riordan, MSBA Board Director
Directors’ Awards.......................................................................................................................................Jon Karger, MSBA Board Director
President’s Awards ...............................................................Katherine Sullivan, MSBA Associate Director of Board Development
Service Awards .................................................................................................................................Gail Gilman, MSBA Director of Strategic Planning and Board Leadership
Rising Star Award............................................................................................................................Kirk Schneidawind, MSBA Executive Director
All-State School Board.........................................................................................................................Katie Klanderud, MSBA Director of Board Development

Thank you to MSBA Board Directors Jim DeVries, Julie Domogalla, Jon Karger, Tim Riordan, and Michelle Yener for serving on the MSBA All-State School Board Committee.

Thank you to Sharon E. Brooks, Ruthie Dallas, Ben Phillip, and Charlotte Nitardy for serving on the Lighthouse and Xiong Award Committee.

Directors’ Awards and Leadership Development Certificates have been distributed to the recipients.
Thank you to our 2024 Leadership Conference Sponsors!

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  - Connecting Partner
- **Metro Sales**
  - Copier Services Provider
- **Lifetouch**
  - Photography Services Provider

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- **Sourcewell**
- **Aviben**
- **PFM Asset Management**
- **Marsh McLennan**
- **Aviben**
- **Capturing Kids’ Hearts**
- **Ameresco**
- **Bolton & Menk**
- **Capturing Kids’ Hearts**
- **Metro Sales**
- **Lifetouch**

**Additional Services:**
- **Metro Sales**
  - Copier Services Provider
- **Lifetouch**
  - Photography Services Provider
Thursday Roundtable Sessions
1:45 p.m. to 2:35 p.m. Thursday in the back of Exhibit Hall A
Thursday’s roundtable schedule provides informal presentations in two
20-minute sessions.

1. Increase Your Board Team’s Performance with MSBA’s
   School Board Self-Evaluation
   Minnesota School Boards Association

2. Ask MSBA – Top 10 Questions
   Minnesota School Boards Association

3. Enhancing Governance: The Duluth School Districts’
   Journey Towards Effective School Board Governance
   Duluth School District

4. District School Start Time Changes: A Model for
   Community/District Partnership
   Monticello School District

5. Leadership Development: A Time for Reflection and a
   Moment to Pause
   Eden Prairie School District

6. Cultivate Learning from STEM to Plate – Integrating
   Agriculture into all Classes
   Cleveland School District and Minnesota Agriculture in the Classroom

7. Empowering School Board Members: Understanding the
   Vital Role of School Counselors
   Stillwater Area School District and Minnesota School Counseling Association

8. Using SLEDS (State Longitudinal Education Data System)
   Reports to Benchmark Your District Outcomes
   Minnesota Office of Higher Education and Lakes Country Service Cooperative

9. School District Slip and Fall Prevention Success Stories
    and Best Practices
   Risk Administration Services, Inc.

10. A Transportation Electrification Plan
    Monticello School District and Xcel Energy

11. Referendum Campaign Stability and Excellence for
    Our Future
    Eden Prairie School District

Friday Roundtable Sessions
8 a.m. to 9:10 a.m. Friday in the back of Exhibit Hall A
Friday’s roundtable schedule provides informal presentations in three
20-minute sessions.

1. MSBA’s Strategic Planning Services and Process
   Minnesota School Boards Association

2. The Basics You Need to Know about Robert’s Rules
   Minnesota School Boards Association

3. What to Do When a School Board Member Resigns
   Minnesota School Boards Association

4. Superintendent Search: Tips for a Successful Search
   Minnesota School Boards Association

5. Building Usage by Outside Entities: Is it Covered?
   Minnesota School Boards Association

6. Growing a Farm2School Program: Farm to School at
   Mesabi East Schools
   Mesabi East School District

7. Disaster Recovery Table-Top Exercises
   Esko School District

8. Protect Yourself from Accidents this School Year with
   the Minnesota Secondary School Safety Guidelines for
   Laboratory and Shop Spaces
   Chisago Lakes School District, Minnesota Agricultural Education Leadership Council (MAELC), Minnesota Department of Education, and South Central College

9. Building a Brighter Future: Minnesota’s Solar for Schools
    Grant Program
   Moose Lake Community School, Clean Energy Resource Teams

10. Trauma – It’s Not What They Call You
    Perpich Center for Arts Education

11. Facility Planning for New District Administrators: How to
    Work with Board and Staff to Fund Priorities
    Nexus Solutions

12. Artificial Intelligence in Education – It’s Here to stay
    Proctor School District
Thursday Workshops – 2:45 p.m. to 3:45 p.m.

The opinions of the speakers are informational only. They do not necessarily reflect the opinions of MSBA.

LOWER LEVEL (RED LEVEL)

MSHSL Update: 2023-2024
L100AB
Minnesota State High School League (MSHSL)
MSHSL Staff will provide an update on the latest information related to the Minnesota State High School League including information on participation, finances, classification, Diversity, Equity, Inclusion, and Belonging (DEIB), education of coaches and officials, etc. Staff will also provide an opportunity for Q-and-A with the audience.

Five Hundred Twenty-Five Thousand, Six Hundred Topics. How Do You Plan for Board Meetings in a Year?
L100C
St. Anthony-New Brighton School District
In this hands-on presentation, the St. Anthony-New Brighton School District will discuss the process they go through in developing board meeting agenda topics within a year, including curating a templated calendar for easier preparation, as well as to ensure that the board is hearing representative district voices.

AI and ChatGPT: It's Here, Now What?
L100DE
Minnesota School Boards Association
Examine the educational opportunities and concerns surrounding these new technologies and possible policy implications. Uses of AI in the K-12 environment will be demonstrated.

Why Supporting LGBTQ+ Youth Matters – Student Support in Schools & Student Panel Discussion
L100F
Mankato Area School District
Hear how Mankato Area school counselors engage the LGBTQ+ communities through student lead support groups, inclusion initiatives, and why this matters at all schools. A student panel discussion will showcase how this group impacted their experience during middle school.

Hiring International Teachers To Fill Vacant Positions
L100G
Climax-Shelly School District, Red Lake School District, and Willmar School District
Many school districts are struggling to find applicants for their teaching vacancies. Utilizing the J1 Visa program to hire international teachers is an alternative option. Learn how several school districts have utilized this program to fill their open positions.

Students at the Board Table
L100H
Farmington Area School District, Minneapolis School District, and Shakopee School District
Student school board members will talk about how they serve their boards, what they’ve learned, and what they’ve contributed to their district. This panel session will be conversational in nature and open to attendee questions.

Board-Superintendent Relationship: Things That Trip Us Up
L100IJ
Minnesota School Boards Association and Minnesota Association of School Administrators
The foundation for a good board-superintendent relationship includes the superintendent's employment contract, job description, and performance evaluation. Too often, problems arise when board members and superintendents do not pay attention to these items. Learn what's tripping up boards and superintendents, and what steps can be taken to prevent the fall.

MEZZANINE LEVEL (GREEN LEVEL)

Supporting School Wellness Efforts through the Whole Child Model
M100B
St. James School District and Minnesota Department of Education
Participants will become familiar with the Whole School, Whole Community, Whole Child model. Learn what our young people are telling us, and receive tangible takeaways that impact day-to-day practices to ensure young people are safe, healthy, supported, engaged, and challenged.

Minnesota Farm to School: Connecting Cafeterias, Classrooms, and Communities
M100C
Prior Lake-Savage Area School District, Minnesota Department of Education, and Minnesota Department of Agriculture
Discover how participation in Minnesota Farm to School can strengthen your community and school district! Farm to School veterans including a superintendent, food service director, and farmer will share their experiences and strategies for starting and sustaining farm to school activities.

Effective Threat Assessments for Schools: A 5-Step Framework
M100D
Liberty Mutual Insurance
Discover how establishing a thoughtful threat assessment process provides an opportunity for school officials to respond with empathy and support to students facing mental health challenges and connect them with resources that will support their healing while keeping their entire school community safe.

Hot Topics in Bond Referendum Elections
M100E
Warren-Alvarado-Oslo School District and Ehlers
Property taxes, project budgets, interactions with operating dollars, election complexities, it’s all part of a school building bond referendum. Attendees will leave with an understanding of how to navigate timelines, key players, and an overall approach to moving toward a successful referendum.
If You Could Read My Mind – Top 10 Things Your Business Manager Wishes You Knew
M100F
Proctor School District and Arrowhead Regional Computing Consortium (ARCC)
It is no secret that school finance is complicated! In this session you will gain behind-the-scenes insights into the world of your school finance staff to understand their perspective, improve communication, and more effectively work together.

Capture the Flag: The Growing Battle Over Controversial Speech in Public Schools
M100G
Ratwik, Roszak & Maloney, P.A.
Public schools are increasingly becoming ensnared in litigation over the display of flags, banners, and decals pertaining to controversial topics. This presentation addresses applicable First Amendment principles as well as recent court decisions from around the country.

Recent Updates and Best Practices Related to Working with Law Enforcement Officials in the School Environment
M100H
Knutson, Flynn & Deans, P.A.
Legislative changes brought the role of school resource officers into the news this school year. We will discuss not only these recent legal developments, but also best practices for effective interactions with school resource officers or other local law enforcement when it comes to data management, investigation best practices, maintaining a safe learning environment, and more.

Trauma In Schools: Understanding ACE’s (Adverse Childhood Experiences) in Staff and Students and the Impact on Schools
M100I
White Bear Lake Area School District and BrightWorks
Participants will learn about the ACE’s (Adverse Childhood Experiences) study and the impact of trauma on the brain. We will explore what trauma can look like in schools and the importance of social emotional learning and trauma sensitive schools.

Our Reading Equity Journey
M100J
Roseville Area School District
Reading is the most solvable social justice issue of our time. In this session we will share ways we approached a systematic change to literacy instruction in Roseville Area School District that is aligned with the READ Act.

Recruitment and Retention of Minnesota Superintendents
M101A
Thief River Falls School District
Discover the results of a 2022 study of Minnesota superintendents focused on the factors that impact position acceptance and longevity in school districts. The study provides a view from the 150-plus respondents in the 331 public school districts across Minnesota.

The Power of the Three C’s: Collaboration, Community, and Connections
M101B
Paynesville Area School District, Paynesville Community Foundation, and Louis Industries
Partnerships with local businesses, the school board, and the Community Foundation led to cutting edge opportunities for our students to learn, innovate, and create with hands on learning and exploration while preparing them for post-secondary opportunities.
**Lower Level (Red Level)**

**MSHSL Update: 2023-2024**

L100AB

*Minnesota State High School League (MSHSL)*

MSHSL Staff will provide an update on the latest information related to the Minnesota State High School League including information on participation, finances, classification, Diversity, Equity, Inclusion, and Belonging (DEIB), education of coaches and officials, etc. Staff will also provide an opportunity for Q-and-A with the audience.

**Rome Wasn’t Built In a Day, and Neither is Trust**

L100C

*Eastern Carver County School District and Captivate Media + Consulting*

Changing hearts and minds about your school district is tough work, especially after getting national attention for hate-filled racial incidents and a fight breaking out during a school board meeting. In Eastern Carver County Schools, video storytelling has been a key component in taking control of the narrative and rebuilding broken trust. Learn what this multiyear plan looks like and some of the wins that have already taken place.

**“Seriously? Our Employee did WHAT?!?!?”**

L100DE

*Lac Qui Parle Valley School District and Pemberton Law*

This session focuses on the legal considerations surrounding employee discipline, whether the employee is an at-will employee, union staff, licensed educator, or bus driver. A checklist will be provided to use when considering disciplinary action.

**Referendum Communications: It Pays to Know (and Communicate Appropriately with) Your Audience**

L100F

*Willmar School District and DehlerPR*

Creating a winning referendum plan is more than just putting it on paper – it’s about knowing your audience through research and deep listening. Using examples from economically and ethnically diverse communities, presenters share the RPIE (Research, Planning, Implementation, and Evaluation) model to maximize your district’s reach.

**Straight Talk with Students**

L100G

*Minnesota Association of Secondary School Principals*

Students will be answering a variety of questions in a panel format. The questions will revolve around student perception and experience in the high school setting.

**Students at the Board Table: Board Member and Superintendent Perspectives**

L100H

*Columbia Heights School District, Farmington Area School District, and Shakopee School District*

Board members and superintendents from the districts will give their views of working with student leaders and how you can add a student board member to your board. This panel session will be conversational in nature and open to attendee questions.

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**Critical Choices in the Superintendent’s Contract: What Should be In and What Should be Out?**

L100J

*Minnesota School Boards Association and Ratwik, Rozak, Maloney P.A.*

MSBA’s model contract developed in partnership with MASA continues to be one of Minnesota School Boards Association’s most-requested documents both online and in-district. Learn how to utilize this model to design, negotiate, and solidify contractual obligations with the district’s superintendent.

**Mezzanine Level (Green Level)**

**Against All Odds: A Rural School Success Story**

M100A

*Rock Ridge School District*

How did ancient rival school districts, Eveleth-Gilbert and Virginia, decide to bury ancient grudges and cooperatively work together to build one new high school based on a career academy and two new elementary schools? Listen to one of the most incredible Minnesota school district improvement and cooperative success stories you’ve probably never heard about.

**Student Voice in Board Policy: Safe & Supportive Schools Committee**

M100B

*Richfield School District*

In Richfield School District, the board ensures that student voice is at the forefront of decisions about board policy. The Safe & Supportive Schools Committee was created to provide a venue for students and parents to suggest changes to policies the board reviews and updates throughout each school year.

**Don’t Make a Difficult Situation Worse! Appropriately Addressing Personnel Issues at the Board Level**

M100C

*Squires, Waldspurger & Mace, P.A.*

Learn tips and guidance on handling personnel issues at the school board level. Attorney John Edison will cover relevant legal considerations and how to avoid pitfalls and mistakes he has seen over the course of his career representing Minnesota school districts.

**Five Key Questions Districts Should be Asking About Math Standards Instruction and Assessment**

M100D

*Minneapolis School District and Minnesota Department of Education*

Do your math resources, structures, and practices support all leaders, educators, students, and family members? Come learn about five questions you can use to assess your districts math plan for Tier 1 core instruction and development.

**Protect Your Property Assets!**

M100E

*The Hanover Insurance Group*

This workshop will help school leaders better understand why the cost of protecting school buildings and contents have recently risen so much. How asset valuations, climate and storm volatility, and other exposure changes continue to impact those costs, and how school leaders and staff can potentially help reduce their school district’s total cost of risk by preventing or mitigating certain types of property losses using often readily available technologies and tactics.
Thursday Workshops – 4 p.m. to 5 p.m.

Partnering with PELSB and Updates
M100F
Mahtomedi School District, Northeast Metro Intermediate School District
916, Pequot Lakes School District, and Professional Educator Licensing and Standards Board (PELSB)

Come learn how the Minnesota Professional Educator Licensing and Standards Board (PELSB) is working to partner with districts on innovative solutions to the challenges districts are facing with licensure, the teacher shortage, and more. This is an interactive session, so come with questions.

Literacy, Dyslexia, and the READ Act: What Do They Mean for Your Students, Educators, and Bottom Line?
M100G
Delano School District and Decoding Dyslexia Minnesota

What is Dyslexia and how does it affect our classrooms? Attendees will experience dyslexia through simulations, and learn about laws affecting dyslexia, and literacy from members of Decoding Dyslexia Minnesota.

Developing a P-12 CTE Curriculum Framework Matrix
M100H
Belgrade-Broten-Elrosa School District

Learn about Belgrade-Broten-Elrosa Schools’ P-12 Curriculum Framework for Career and Technical Education using the 5 P’s (Printing, Production, Programming, Problem Solving, and People), including the P-8 Makerspace to build the skills younger students will eventually need as a CTE student at our secondary building.

Child Care Learning – Pod Model Pilot to Promote Staff Retention and Recruitment
M100I
Alexandria School District

Learn how opening a pod-model child care system within our school setting promoted staff retention and recruitment. We have learned a great deal through the process and would like to share our experience that might help others struggling with child care in their community.

Elevating Teacher Voices to Successfully Hire and Retain BIPOC Teachers
M100J
Roseville Area School District

Come learn how Roseville Area School District is elevating BIPOC teacher voices to help guide systemic changes in processes, culture, and climate that improve our ability to hire and retain an increasing number of BIPOC teachers. Hear the stories and learn about the missteps, successes, and plans to accelerate the increases.

Transportation Safety: A “Crash Course” in School District Auto and Bus Risk Exposures and Controls
M101A
Glatfelter Public Entities

Your staff and students rely on your district’s fleet and its management to safely travel throughout your community. Even a minor auto incident can have serious consequences. You can mitigate these risks by committing to responsible fleet management that protects your vehicles. During this session, the speaker will review common fleet exposures for school districts and best practices to help control these complex exposures.

Artificial Intelligence in Schools: Rise of the Machines?
M101B
Ratwik, Roszak & Maloney, P.A.

Artificial intelligence (AI) is a rapidly advancing industry with immediate and lasting impacts on schools and society in general. AI makes it possible for machines to learn from experience, adjust to new inputs, and perform human-like tasks. This presentation will evaluate potential opportunities and risks associated with the advancement of AI in the school setting.

Maximizing Benefits in a Future of Free School Meals
M101C
Prior Lake-Savage Area School District, St. Michael-Albertville School District, Tracy Area School District, and Minnesota School Nutrition Association

As students and the community have acclimated to receiving free school meals, nutrition programs continue to balance impacts on staffing needs, increased costs, communication with families, and the cafeteria experience. Learn how districts can amplify the positive and work together to manage the challenges to ensure continued success.
JENNIFER ANDERSON-TUTTLE, Assoc. AIA/LEED AP
Principal Director of Education | Public Sector
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Friday Workshops – 9:15 a.m. to 10:15 a.m.

The opinions of the speakers are informational only. They do not necessarily reflect the opinions of MSBA.

LOWER LEVEL (RED LEVEL)
Balancing the Playing Field: Navigating Parent Complaints and Non-renewal of Coaches in High School Athletics
L100AB
Ratwik, Roszak & Maloney, P.A.
From parent complaints related to playing time, to serious concerns regarding coaching performance, this presentation will address the sometimes contentious relationship between parents and coaches. Discussion will include practical steps to address problem parents, as well as the law related to the school board non-renewal of high school coaches and the Open Meeting Law considerations.

Ensuring All Voices are Heard Through Consistency, Connection, and Coherence
L100C
Osseo Area School District
Discover how Osseo Area Schools navigated and implemented coherence across the district through the use of consistency, connection, and ensuring all voices are valued and heard while searching for common ground.

Impact of Generational Differences on School Districts
L100DE
Minnesota School Boards Association
What challenges do school districts face related to different generations within the workforce and at the board table? The session will compare the values, strengths, and challenges of each generation related to different aspects of district operations.

Schools Power the Vote! Get Ready for the 2024 Elections!
L100F
League of Women Voters of Minnesota
Schools and school boards have more power than they exercise when it comes to educating their communities about school board races, referendums and levies, and voting in general. Learn how you can create a culture of civic engagement that supports good governance, and how your community League of Women Voters can support your school district and youth voters for the 2024 elections.

Career Education and Partnerships with Local Businesses
L100G
Owatonna School District and Wold Architecture and Engineering
Learn the “how” and the “why” behind Owatonna’s new high school that was designed around career exploration for students. The result is a building that is reflective of the values of the community and the district, with the goal of keeping Owatonna graduates in the community.

Stakeholder Engagement – The Key to Successful Goal Setting
L100H
Minnesota School Boards Association
A key to success in board goal setting is stakeholder engagement. Who are your stakeholders? Why should they be involved? How do you involve them? Why does this matter? Join us to learn how stakeholder engagement can lead to your board’s success.

Resource Sharing Models Between School Districts
L100IJ
Greenbush-Middle River School District, Princeton School District, Tri-County School District, and Minnesota School Boards Association
Resources for smaller school districts are increasingly difficult to find and afford. In this session, we will explore multiple contractual structures for sharing resources and the pros and cons of each structure.

MEZZANINE LEVEL (GREEN LEVEL)
Endazhi-Nitaawiging: “The Place Where It Grows”
M100A
Endazhi-Nitaawiging Charter School
Our intellectual framework is constructed based on our relationship with each other, the land, air, water, plants, and animals. Anishinaabeg (Indigenous People) did not separate themselves from the land; our Mother Earth’s connection is the umbilical cord to our existence. Indigenized education is the restoration of who we are to the places we call home.

How to Handle Book Challenges
M100B
Squires, Waldspurger, and Mace
Challenges from parents or community members to books in the school’s library and classrooms have become more common. This presentation will discuss the options and strategies for how best to consider and decide upon these types of challenges.

Construction Career Pathways for Minnesota Youth - Resources for School Districts
M100C
Houston School District, White Bear Lake School District, Construct Tomorrow, and Minnesota Building and Construction Trades Council
Learn about Minnesota’s registered apprenticeship programs and how they offer opportunities to enter the union construction industry at a high wage through on-the-job training and classroom instruction. The earn-while-you-learn model enables individuals to move to the top of the wage scale in three to five years without incurring debt.

Insuring the Past, the Present, and the Future: A Panel Discussion with the MSBA Insurance Trust’s Risk Protection Program Property-Casualty Insurers
M100D
Kylio Consulting, Marsh McLennan, and MSBAIT Insurers EMC, Glatfelter, Hanover, and Liberty Mutual
Attendees will be introduced to key insurance industry leaders representing the property-casualty insurers of the MSBA Insurance Trust’s Risk Protection Program. Through a moderated discussion, attendees will gain general knowledge regarding insurance and risk management issues, and specific insurance industry decision-making, cycles, and trends, and get better prepared to address the current challenges of one of the hardest insurance markets in more than a decade.
Leveraging your Diversity, Equity, and Inclusion Data to Drive Metrics that Matter!
M100E
Columbia Heights School District and North St. Paul-Maplewood-Oakdale School District
Come and hear how Superintendents of North Saint Paul and Columbia Heights have used their diversity, equity, and inclusion data to increase their staffs’ cultural competency, align with their districts goals, and improve the education for each of their students!

Moving Innovation in Education Forward in Minnesota
M100F
What are the barriers and encouragers to education innovation in Minnesota? Learn what we have discovered from our survey, stakeholder conversations, and interactions with students followed by a panel discussion with various perspectives and experiences. Bring your questions and thoughts on how to move innovation forward!

Transformational Leadership to Inspire Transformational Communities
M100G
Gibbon-Fairfax-Winthrop School District
From 2020 to 2023, the GFW School District transformed the community and its educational system. The district exited statutory operating debt while preserving its ESSR funds, added over 100 new programs, new curriculum for every department, expanded career pathways, integrated AI, VR, AR, and started to close achievement gaps. In response, the community changed an 81% no vote to a 67% yes vote for an $80,000,000 facility.

Connect Rather than Divide Conversations
M100H
Long Prairie-Grey Eagle School District
Gain an understanding of developing relationships, diagnosing communication issues, watching for warning signs in a conversation, how to maintain focus on important issues, strategies for creating a shared meaning in conversation, and how to move forward without confusion from a conversation.

We Have to Respond to What by When?
M100I
Pemberton Law Firm
This presentation will focus on practical guidance about the requirements of data practices and what can be done to help make compliance with the Minnesota Government Data practices act easier, more cost-effective, and less painful.

Intentional Board Development: From Vision to Specific Board Performance Measures
M100J
Shakopee School District
From intentional feedback loops and realigning communications, to Coffee with the Superintendent, a School Board-Community Engagement Committee, and multilingual community Thought Exchanges, this session will be focused on determining, adapting, and creating precise measurements that match the specific intent of a school board’s priorities.

Legislative Advocacy 101: How To Make Your Voice Matter
M101A
St. Michael-Albertville School District
Your voice MATTERS! Attend this session to learn about the legislative process, how to establish relationships and communicate with legislators, how to establish or ignite a legislative action team, and how to engage the community to harness their collective voices.

Accommodating Transgender Students: Legal Update and Best Practices
M101B
Ratwik, Roszak & Maloney, P.A.
This presentation focuses upon the continuing development of the law regarding accommodation of transgender students. Topics discussed include common areas of accommodation and best practices regarding the same.
Friday, January 12
Friday’s Closing Session
10:15 a.m. to noon – Main Auditorium (Level One)

Thank you for turning off your cellphone during the session!

Call to Order .......................................................... Linda Leiding, MSBA President
Student Talent ........................................................ Woodbury High School Choir,
under the direction of Tony Streng
Please give these students your full attention.

Business Session .......................... Kirk Schneidawind, MSBA Executive Director
• Director District Election Report

Keynote Speaker ............................... Ben Rudrud: “Positive Relationships
and the Power of One”

Note: The opinions of the speakers are informational only.
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Thanks to Ehlers and Wold for sponsoring Ben Rudrud’s appearance.
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Exhibit Map
Minnesota School Boards Association
January 11–12, 2024
Minneapolis Convention Center – Hall A

Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.


Legend:
- FH – Fire Hose Cabinet
- A.E. – Required Safety Zone (Min. 15’ Clearance)
- Inventory as of 11/02/2023
- Dimension
  - 10’x10’
  - 20’x50’
  - 50’x50’
  - 40’x70’
- Size
  - 100
  - 1,000
  - 2,500
  - 2,800
- Totals:
  - Qty
  - 233
  - 1
  - 4
  - 1
  - 239
- SqFt
  - 23,300
  - 1,000
  - 10,000
  - 2,800
  - 37,100
### Exhibitor Directory

#### Our Distinguished Group of 2024 Exhibitors

<table>
<thead>
<tr>
<th>Exhibitor Name</th>
<th>Address</th>
<th>City, State</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0 School Services</td>
<td>PO Box 150, Saint Peter, MN 56082</td>
<td>Saint Peter, MN 56082</td>
<td></td>
<td>Student Transportation</td>
</tr>
<tr>
<td>Acre</td>
<td>1691 Utica Ave S, Suite 325, St. Louis Park, MN 55416</td>
<td></td>
<td></td>
<td>Education Furniture and Design Services</td>
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<tr>
<td>Adolphson &amp; Peterson Construction</td>
<td>5500 Wayzata Blvd, Suite 600, Golden Valley, MN 55416</td>
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<td>General Contractor</td>
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<tr>
<td>AIM Electronics Inc/Daktronics</td>
<td>10250 Valley View Road, Suite 147, Eden Prairie, MN 55344</td>
<td></td>
<td></td>
<td>Sales and Service of Scoreboards, Video and Sound Systems</td>
</tr>
<tr>
<td>Alpaca</td>
<td>1104 N 12th St, Omaha, NE 68102</td>
<td></td>
<td></td>
<td>Systems to listen to your staff, deliver care packages, and community outreach</td>
</tr>
<tr>
<td>Ameresco</td>
<td>701 Xenia Ave S, Suite 240, Minneapolis, MN 55416</td>
<td></td>
<td></td>
<td>Energy Solutions, LTBM, Security, Facilities Master Planning</td>
</tr>
<tr>
<td>Anatomage, Inc.</td>
<td>3350 Thomas Rd, Suite 150, Santa Clara, CA 95054</td>
<td></td>
<td></td>
<td>Medical Technology</td>
</tr>
<tr>
<td>Apex Facility Solutions</td>
<td>3495 Northdale Blvd NW, Suite 230, Coon Rapids, MN 55434</td>
<td></td>
<td></td>
<td>Facility Planning, Construction Management, Engineering, and Energy Efficiency</td>
</tr>
<tr>
<td>Arvigo</td>
<td>150 2nd Street SW, Perham, MN 56573-1424</td>
<td></td>
<td></td>
<td>IP camera systems, access control systems, data wiring, fire systems</td>
</tr>
<tr>
<td>ATS&amp;R</td>
<td>8501 Golden Valley Road, Suite 300, Golden Valley, MN 55427</td>
<td></td>
<td></td>
<td>Educational Planners, Architects and Engineers</td>
</tr>
<tr>
<td>Audio Enhancement</td>
<td>9858 S Audio Dr, West Jordan, UT 84081</td>
<td></td>
<td></td>
<td>Research-driver audio solutions</td>
</tr>
<tr>
<td>Avelden</td>
<td>1995 E Rum River Drive S, Cambridge, MN 55508</td>
<td></td>
<td></td>
<td>Providing benefit plans to the public schools</td>
</tr>
<tr>
<td>Baird</td>
<td>7755 3rd Street North, Suite 400, Oakdale, MN 55128</td>
<td></td>
<td></td>
<td>Public Finance</td>
</tr>
<tr>
<td>Baker Tilly Municipal Advisors, LLP</td>
<td>225 South 6th St, Suite 2300, Minneapolis, MN 55402</td>
<td></td>
<td></td>
<td>Financial management, budgeting, bond issuance and capital planning needs</td>
</tr>
<tr>
<td>Blue Horizon Energy</td>
<td>121 Cheshire Lane, Suite 500, Minnetonka, MN 55305</td>
<td></td>
<td></td>
<td>Solar project developer, helping schools lower or eliminate electricity costs</td>
</tr>
<tr>
<td>BoardBook</td>
<td>12007 Research Blvd Austin, TX 78759</td>
<td></td>
<td></td>
<td>Web-based meeting preparation software</td>
</tr>
<tr>
<td>Bolton &amp; Menk, Inc.</td>
<td>1960 Premier Dr, Mankato, MN 56001</td>
<td></td>
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<td>Public Infrastructure Solutions</td>
</tr>
<tr>
<td>Bradford Stamm Construction</td>
<td>340 Highway 10 S, Saint Cloud, MN 56304</td>
<td></td>
<td></td>
<td>Facility Studies &amp; Assessments</td>
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<tr>
<td>Bright School Project</td>
<td>6020 Berne Circle, Eden, MN 55436</td>
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<td>LED Transformations</td>
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<tr>
<td>BrightWorks</td>
<td>2 Pine Tree Drive, Suite 101, Arden Hills, MN 55122</td>
<td></td>
<td></td>
<td>Education services</td>
</tr>
<tr>
<td>Captivate Media</td>
<td>8969 Kietzke Dr, Eden Prairie, MN 55347</td>
<td></td>
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<td>Communications</td>
</tr>
<tr>
<td>Capturing Kids’ Hearts</td>
<td>1199 Haywood Drive, College Station, TX 77845</td>
<td></td>
<td></td>
<td>Processes focused on emotional wellbeing, relationship-driven culture, and student connectedness</td>
</tr>
<tr>
<td>Chartwells School Dining Services</td>
<td>720 S Plaza Way, Mendota Heights, MN 55120</td>
<td></td>
<td></td>
<td>K-12 Food Service Management and Dining Services</td>
</tr>
<tr>
<td>CLA CliftonLarsonAllen LLP</td>
<td>2689 Commerce Drive Northwest Suite 201, Rochester, MN 55901</td>
<td></td>
<td></td>
<td>Accountants, wealth advisors, consultants offering digital, audit, tax, consulting, and outsourcing services</td>
</tr>
<tr>
<td>Conegrity Group, Inc.</td>
<td>101 First Street SE, Little Falls, MN 56354</td>
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<td>Construction Management Services</td>
</tr>
<tr>
<td>Cooperative Purchasing Connection</td>
<td>1001 E, Mount Faith Avenue, Fergus Falls, MN 56573</td>
<td></td>
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<td>Procurement Solutions</td>
</tr>
<tr>
<td>CultureChange</td>
<td>998 Overlook Rd, Mendota Heights, MN 55118</td>
<td></td>
<td></td>
<td>Mental health resources and services to schools. Includes standards-based curriculum, and screening tool/policy resources</td>
</tr>
<tr>
<td>Cunningham</td>
<td>201 SE Main Street, Suite 325, Minneapolis, MN 55414</td>
<td></td>
<td></td>
<td>Architecture, Interior Design, Landscape Architecture, and Urban Design</td>
</tr>
<tr>
<td>Dashir Management Services, Inc.</td>
<td>5001 Drew Avenue North, Brooklyn Center, MN 55429</td>
<td></td>
<td></td>
<td>Daylighting solutions</td>
</tr>
<tr>
<td>Design Tree Engineering, Inc.</td>
<td>120 17th Ave W, Alexandria, MN 56308</td>
<td></td>
<td></td>
<td>Mechanical, Electrical, Civil, Structural Engineering, and Land Surveying</td>
</tr>
<tr>
<td>DLR Group</td>
<td>520 Nicolle Mall, Suite 200, Minneapolis, MN 55402</td>
<td></td>
<td></td>
<td>Architecture, engineering, interiors, and planning specializing in K12 design</td>
</tr>
<tr>
<td>Donlar Construction</td>
<td>550 Shoreview Park Road, Shoreview, MN 55126</td>
<td></td>
<td></td>
<td>Owner’s Representative and Construction Management Services</td>
</tr>
</tbody>
</table>
Exhibitor Directory
Our Distinguished Group of 2024 Exhibitors

DSGW Architecture .............................................. 307
2 West First Street, Suite 201
Duluth, MN 55802
Architecture and Interior Design

EAPC Architects Engineers .................................... 628
530 Bielenberg Drive, Suite 115
St. Paul, MN 55125
Building design consulting services for K-12 educational facilities

EFS Advisors ......................................................... 333
1995 E Rum River Drive S
Cambridge, MN 55008
Personal attention and technical planning to assist with financial decisions

Ehlers .................................................................... 302, 304
3060 Centre Pointe Dr.
Roseville, MN 55113
Finance

Eide Bailly LLP .......................................................... 109
111 S. 2nd St., Ste. 300
Mankato, MN 56001
Business advisory and accounting firm

EMC Insurance ......................................................... 532, 534
11095 Viking Drive
Eden Prairie, MN 55344
Insurance - Property and Casualty

FieldTurf ................................................................. 703
175 North Industrial Blvd NE
Calhoun, GA 30701
Sports Surfacing

Beynon Sports ............................................................ 705
175 North Industrial Blvd NE
Calhoun, GA 30701
Sports Surfacing

Finnegan Playground Adventures .................. 121
1609 County Rd 42 #317
Burnsville, MN 55306
PIP safety surface, athletic equipment, benches and picnic tables with design install and team

First Technologies, Inc .................................. 436
17145 W Blujemynd, Suite J276
Brookfield, WI 53005
STEM Education, Printers & Scanners, and Laser Engravers

FLR Sanders, Inc .................................................. 622
3079 92nd Ave
Princeton, MN 55371
Installation, repair, and refinishing of gym and athletic sports flooring

Garland Company .................................................. 442
3800 East 91st Street
Cleveland, OH 44105
High-performance roofing and building envelope solutions

Glatfelter Public Entities ..................................... 536
PO Box 2726
York, PA 17405
Insurance and Risk Management

GLTArchitects ..................................................... 105
808 Courthouse Sq.
Saint Cloud, MN 56303-4774
Architectural and interior design firm based in providing services & design

H+U Construction .................................................. 308
5555 West 78th Street, Suite A
Minneapolis, MN 55439
Construction Management + Consulting

H2I Group .............................................................. 313, 315, 317, 319
430 Industrial Blvd
Minneapolis, MN 55314
STEM Equipment and Curriculum, Athletic Equipment, Science Labs, Athletic Flooring, Lockers and Auditorium Bleachers

Hadrian Inc ............................................................. 122
7420 Clover Avenue
Mentor, OH 44060
Supplier of quality toilet partition and locker products

Hallberg Engineering, Inc .................................. 112
1750 Commerce Ct
White Bear Lake, MN 55110
Engineering consulting firm specializing in Mechanical and Electrical Design, as well as Commissioning Services

Hiller Commercial Floors .................................. 602
2909 South Broadway
Rochester, MN 55904
Floor coverings and installation

Hoglund Bus Company ...................................... A
116 East Oakwood Drive
Monticello, MN 55362
School Bus Sales and Service

ICS Consulting ...................................................... 303
1331 Tyler Street NE, Suite 101
Minneapolis, MN 55413
Providing facility solutions to help plan, build, and operate your building

Ideal Energies ....................................................... 607
8318 Pillsbury Avenue South
Bloomington, MN 55420
Commercial Solar

IEA ........................................................................ 520
9201 West Broadway, Suite 600
Brooklyn Park, MN 55445
Health and safety solutions including Project Design and Management, Commissioning, and Health and Safety services

Infinite Campus ...................................................... 414
4321 109th Ave NE
Blaine, MN 55449
Student Information System

InGensa, Inc ......................................................... 314
18215 45th Ave N, Suite C
Plymouth, MN 55446
Facilities Program Management Services: Facilities Assessing, Referendum Planning, & Construction Management

Innovative Office Solutions .................................. 320, 322, 421, 423
151 Cliff Rd E
Burnsville, MN 55337
Education Solutions: Supplies, Furniture, Technology, Cleaning & Facilities, Flooring, and Custom Branding

INSPEC, Inc .......................................................... 102
3801 Duluth Street
Minneapolis, MN 55422
Independent engineering/architectural consulting firm focused on components of the building enclosure

Interium ................................................................. 522
9800 8th Ave. N.
Plymouth, MN 55441

ISG ................................................................. 507, 509
11152 Courthouse Blvd
Inver Grove Heights, MN 55077
School Bus Sales and Service

I-State Truck Centers ............................................. B
11152 Courthouse Blvd
Brooklyn Park, MN 55443
School Bus Sales and Service

JLG Architects ...................................................... 104, 106
710 South 2nd Street, 8th Floor
Minneapolis, MN 55401
Architects

jmc ................................................................. 305
106 W Center St #200
Lake City, MN 55041
Student Management Software Company
Exhibitor Directory

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Kennedy & Graven .............................................. 605
150 South Fifth Street, Suite 700
Minneapolis, MN 55402
Legal Services

KFI Engineers .................................................. 503
670 County Road B W
Saint Paul, MN 55113
Mechanical and electrical engineering and commissioning services to K-12 schools

Knutson Construction ....................................... 420
5985 Bandel Road NW
Rochester, MN 55901
Construction Services

Kraus-Anderson .............................................. 215, 217
501 South 8th Street
Minneapolis, MN 55404
Construction Management

LAB Midwest .................................................. 416
6140 W Executive Drive, Suite H
Mequon, WI 53092
eLearning, curriculum and training equipment for STEM and technical education

Larson Engineering, Inc. .................................. 342
3524 Labore Road
White Bear Lake, MN 55110
Civil and structural engineering services

LHB ................................................................. 412
21 West Superior St., Suite 500
Duluth, MN 55802
Architecture, engineering, and planning services

Liberty Mutual Insurance ................................. 526
1 N Franklin Street, Suite 1700
Chicago, IL 60606
Property and Casualty Insurance

Loucks .............................................................. 212
7200 Hemlock Ln N, Ste 300
Maple Grove, MN 55369
Civil Engineering, Land Surveying, and Landscape Architecture Services

Lunchtime Solutions ........................................ 543
391 W. Steamboat Dr.
North Sioux City, SD 57049
K-12 Food Service Management

Market & Johnson ............................................. 337
1950 Curve Crest Blvd
Stillwater, MN 55082
Construction Management/General Contractor

Marsh McLennan Agency ................................ 527, 529
6160 Golden Hills Drive
Minneapolis, MN 55416
Insurance & Risk Management

Meyer Borgman Johnson (MBJ) 
Structural Engineering ..................................... 117
510 Marquette Avenue South, Suite 900
Minneapolis, MN 55402
Structural design

Midwest Sport and Turf Systems ....................... 712
924 Upper Valley Dr
Blue Earth, MN 56013
Synthetic Turf Systems

Midwest Tennis & Track Co. .......................... 505
22 S Main Street
Denison, IA 51442
Sales, installation & repair of athletic track and court surfacing

Minitex .......................................................... 214
309 19th Ave. South, Room 60
Minneapolis, MN 55455
eLibrary and Ebooks

Minnesota Association of School Business Officials .................................. 406
1000 Westgate Drive, Suite 252
St. Paul, MN 55114
MASBO supports school district personnel who serve in school business administration, finance, accounting, human resources and operations

Minnesota Building and Construction Trades Council .................................. 426, 428
353 W. 7th Street, Suite 103
St. Paul, MN 55102
The Minnesota Building and Construction Trades Council serves as the advocate for unionized construction workers in Minnesota

Minnesota Coalition for Clean Transportation .................................. 821
PO Box 583013
Minneapolis, MN 55458-3013
Information on benefits of electric school buses in reducing air pollution to improve student health & funding opportunities for school districts

Minnesota Concrete & Masonry Contractors Association .................................. 604
1370 Northland Drive, Suite 150
Saint Paul, MN 55120
Nonprofit trade association

Minnesota Concrete Council ................................ 613
PO Box 116
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<thead>
<tr>
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<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ameresco</td>
<td>4</td>
</tr>
<tr>
<td>ATSR Planners/Architects/Engineers</td>
<td>32</td>
</tr>
<tr>
<td>Baird</td>
<td>47</td>
</tr>
<tr>
<td>Bolton &amp; Menk, Inc.</td>
<td>27</td>
</tr>
<tr>
<td>Bradbury Stamm Construction Winkelman</td>
<td>46</td>
</tr>
<tr>
<td>Captivate Media + Consulting</td>
<td>46</td>
</tr>
<tr>
<td>Cooperative Purchasing Connection</td>
<td>44</td>
</tr>
<tr>
<td>Cuningham</td>
<td>54</td>
</tr>
<tr>
<td>DSGW Architecture</td>
<td>29</td>
</tr>
<tr>
<td>Ehlers</td>
<td></td>
</tr>
<tr>
<td>EMC Insurance Companies</td>
<td>48</td>
</tr>
<tr>
<td>Hiller Commercial Floors</td>
<td>26</td>
</tr>
<tr>
<td>InGensa, Inc.</td>
<td>49</td>
</tr>
<tr>
<td>ISG</td>
<td>37</td>
</tr>
<tr>
<td>I-State Truck Centers</td>
<td>34</td>
</tr>
<tr>
<td>Kennedy &amp; Graven, Chartered</td>
<td></td>
</tr>
<tr>
<td>Knutson Construction</td>
<td>30</td>
</tr>
<tr>
<td>Knutson, Flynn &amp; Deans, PA.</td>
<td>27</td>
</tr>
<tr>
<td>LSE Architects, Inc.</td>
<td>54</td>
</tr>
<tr>
<td>Minnesota Propane Association</td>
<td>37</td>
</tr>
<tr>
<td>MLA Architects</td>
<td>48</td>
</tr>
<tr>
<td>MSBA Insurance Trust</td>
<td>36</td>
</tr>
<tr>
<td>National Insurance Services</td>
<td>30</td>
</tr>
<tr>
<td>Nexus Solutions</td>
<td>3</td>
</tr>
<tr>
<td>North Central Bus &amp; Equipment</td>
<td>54</td>
</tr>
<tr>
<td>OPN Architects</td>
<td>53</td>
</tr>
<tr>
<td>PFM Asset Management, LLC – MSDLAF+</td>
<td>24</td>
</tr>
<tr>
<td>Pemberton Law Firm</td>
<td></td>
</tr>
<tr>
<td>Ratwik, Roszk &amp; Maloney, P.A.</td>
<td>22</td>
</tr>
<tr>
<td>Squires, Waldspurger &amp; Mace, P.A.</td>
<td>45</td>
</tr>
<tr>
<td>Stahl Construction</td>
<td>45</td>
</tr>
<tr>
<td>Taher, Inc.</td>
<td>31</td>
</tr>
<tr>
<td>The Minnesota Service Cooperatives</td>
<td>44</td>
</tr>
<tr>
<td>Wendel</td>
<td>18</td>
</tr>
<tr>
<td>Widseth</td>
<td>47</td>
</tr>
<tr>
<td>Wold Architects &amp; Engineers</td>
<td>36</td>
</tr>
</tbody>
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