

**68th Annual Wisconsin Driver and Traffic Safety Education Association's
State Conference: April 11th & 12th, 2025**

Driven to Succeed: Empowering Educators for Safer Roads

Friday, April 11th

7:30 – 8:10 AM - Registration - coffee and light refreshments

8:10 – 8:30 AM - Welcome

8:30 – 9:30 AM - UW Organ & Tissue Donation – Tracie Cook

9:30 – 9:50 AM - Break ...visit exhibitors

9:50 – 10:40 AM - DOT/DMV - Alicia Buckingham, Christopher Fictum, Shaina Hanson, Leah Fix, and John Holloway: Grant program, driver skills test, online permit testing, driver training schools Q&A

10:40 - 10:50 AM - Break...visit exhibitors

10:50 – 11:40 AM - Michael Morgan - Developing Connections

11:40 AM – 12:55 PM - Lunch - Chop House...Awards – Recognition

1:00 – 1:50 PM - Safe System Approach - Andi Bill and Randy Wiessinger

1:50 - 2:00 PM - Break...visit exhibitors

2:00 – 2:45 PM - BOTS - Randy Wiessinger

2:45 - 2:55 PM - Break...visit exhibitors

2:55 - 3:35 PM - Bria Thalacker & Ashley Tracy - Children's Wisconsin: Empowering Safe Teen Driver

3:45 – 4:15 PM - Regional Meetings NE, SE, SW, NW

***Elections:* President-Elect (one year finishing the term), NE Delegate, SE Delegate, SW Delegate, Delegate-at-Large (one year finishing the term)**

5:00 - Pizza Social – Chula Vista's Riverview Room SOUTH: Pizza, Salad, Beverage... Music by Scott Kirby in the bar area off the main lobby restaurant

Saturday, April 12th

7:30 – 8:30 AM - WDTSEA Board of Directors Breakfast Meeting

7:30 - 8:30 AM - Breakfast for All Attendees – Chop House

8:45 – 9:30 AM - Ned Ferris - AAA National – Connecting Dots: Classroom & In-Car

9:30 – 9:45 AM - Break

9:45 – 10:30 AM - Ned Ferris - AAA National - Taming the Beast: Student and Instructor Anxiety

10:30 - 10:40 AM - Break

10:40 - 11:40 Roundtable Q&A Discussion

11:40 AM - Kevin Kirby, WDTSEA Business Manager Financial Report, Brian Pottinger – Election Results & Closing Remarks!

These organizations are the **Corporate Sponsor Level** donors to this year's conference. Their dedication to WDTSEA through their generous donation at the Corporate Sponsor Level is critical to helping keep costs down for the annual conference. WDTSEA thanks them for their continued dedication to the organization and its members!



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Speakers

Tracie Cook is the Community Outreach Coordinator with UW Organ and Tissue Donation out of Madison. She's been with the team for 17 years, now doing Community Outreach for the last 18 months. Her role is to INFORM people about the rarity and need for organ and tissue donation BEFORE end-of-life and dispel common myths people have about being an organ and tissue donor. Tracie is on the Donate Life Wisconsin committees for Teen Drivers and Donor Registry Partners, and today she's here to tell us about some of those efforts and how they fit with Driver's Education. She's also brought along a Donor Family Member, Dawn Lyons-Wood who will share her daughter's story, and questions are welcome throughout the presentation.

Michael Morgen with a career defined by unwavering commitment and a passion for community impact, Michael has seamlessly bridged the worlds of learning and safety. Michael has over 30 years of dedicated service in the public sector, serving as a Police Officer, Detective, K-12 School Counselor, School District Mental Wellness/Safety Coordinator and most recently as a School Safety Consultant at Wisconsin Department of Public Instruction. Michael is now on a new adventure to utilize the skills, knowledge, experiences, and education as a consultant in his own company. 4 TRUE Connections LLC., is where Michael will build upon his belief that Trust, Respect, Understanding, and Empathy are four cornerstones to healthy relationships. Learn how prioritizing the relationship with your students will have a lifelong impact on your students, community and you!

Christopher Fictum is currently the Supervisor for the Driver Training and Records unit. He has been with the DMV for 13 years. He started in the Appleton DMV Service center in March of 2012 then was promoted to Team Lead for the Manitowoc DMV in December 2014. April 2022, he transferred back to the Appleton DMV Service Center as a Team Lead and was then promoted to my current role as Supervisor in July of 2024. He and his wife currently live in the Appleton area with their 2 dogs, Ryli and Olive.

Shaina Hanson is the Driver Education Grant coordinator. She has held this position since April of 2024, she had the opportunity to help develop and implement the grant program that launched in September of 2024. Prior to that, she was a Motor Vehicle Program Specialist – Auditor/Secondary trainer for the Vehicles Department. She has spent 6 years in state services and enjoys what she does!

Alicia Buckingham is the driver training school coordinator. She began working with DMV in 2017 in the training and records unit and has never left! She was promoted to coordinator in 2021 and enjoys working with the schools and owners. Previously, she taught 5th grade and enjoys continuing to work with education in this capacity.

Andrea Bill is the Director of the Wisconsin Local Technical Assistance Program and Associate Director of the Traffic Operations and Safety Laboratory and Eastern Tribal Technical Assistance Program at the University of Wisconsin-Madison. With these roles, she has been bringing research to technology transfer through in person and virtual webinars throughout Wisconsin and the U.S. She focuses on safe system, human factors, traffic operations, work zone design, incident management, roadway lighting, engineering ethics, connected and automated vehicles, and traffic safety. She is a passionate advocate for making research tangible to practitioners and to foster implementation and widespread adoption. She is actively involved in the Transportation Research Board, Institute of Transportation Engineers, Association of Traffic Safety Information Professionals, and American Society of Engineering Education.

Randy Wiessinger retired from the Dane County Sheriff's Office in 2015 after 29 years in law enforcement. Wiessinger worked in all divisions of the Sheriff's Office and was a member of the Honor Guard for 25 years. At the time of his retirement, Wiessinger was assigned to the Traffic Enforcement Team, was the Team Leader for the Motor Unit, Team Leader for the Honor Guard, and the Chair of the Dane County Traffic Safety Commission. He also served several years as a volunteer member of the WI Law Enforcement Death Response Team, WI Concerns of Police Survivors Board, WI Law Enforcement Memorial Board, and the WI Honor Guard Association. Since 2015, Wiessinger has been a consultant, providing contracted services for WisDOT Bureau of Transportation Safety as a Law Enforcement Liaison.

Edwin W. "Ned" Ferris, III is in his 33rd year in the Driver Education and Traffic Safety profession. Since 1998, he has actively served as an instructor trainer and mentor. Ferris serves AAA, Inc. Driver Training Programs as a subject matter expert (SME), technical writer, and content developer as Curriculum Development Specialist. Ferris holds the Maryland Driver Education Program Instructor certification and regularly leads classes at Hagerstown Community College. He is a contributing author of How to Drive, 15th edition, the AAA novice driver training textbook, and is a 27-year member of ADTSEA.

Ashley Tracy serves as a Program Manager for the Safety Center at Children's Wisconsin. Ashley has been with Children's Wisconsin for three years and brings a strong background in public health and transportation safety. As a Program Manager, Ashley oversees the statewide Teen Driving Program and the Safe Kids Southeast Wisconsin coalition. She co-chairs the Teen Driving Safety workgroup in partnership with the DOT to improve teen driving safety across the state. She is committed to empowering teen drivers to make safe decisions while in the vehicle.

Bria Thalacker is a Program Coordinator for Children's Wisconsin's Teen Driving Program. Bria started her role at Children's Wisconsin in June and has a background in public health and injury prevention. As a Program Coordinator, Bria supports statewide teen driving initiatives such as distributing educational resources, leading safe teen driving campaigns, educating teens and parents, and sharing evidence-based programming to teen driving partners in Wisconsin. She collaborates with community partners and Wisconsin schools to expand the reach and impact of teen driver safety efforts. Bria is committed to fostering a culture of safety among young drivers, ensuring that teens have the tools and support to make smart, life-saving decisions behind the wheel. She finds it incredibly rewarding when teens share how the Teen Driving Program's initiatives have changed their perspective on safe driving. Bria loves to be active. In her free time, she likes to hike, rock climb, and travel to new places to experience different cultures and landscapes.

Exhibitors:

AAA Wisconsin

Donate Life Wisconsin

BOTS

CESA 2

Drivers Ed Solutions

Drive Trak

Solid Foundation Consulting

TrypScore

Wisconsin Motor Carrier

Children's Wisconsin