

The background of the entire page is a photograph of several yellow school buses parked in a row. The buses are viewed from a side-on perspective, showing their distinctive yellow paint, black trim, and large windows. The lighting is warm, suggesting a sunset or sunrise, with a golden glow over the scene. The buses are slightly out of focus in the background, creating a sense of depth.

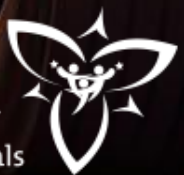
 **2024 STUDENT
TRANSPORTATION
CONFERENCE**

Information Package

**October 31 &
November 1, 2024**

**Sheraton Fallsvue,
Niagara Falls**

OASBO
Ontario Association of
School Business Officials





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“

A huge thank you to our 2024 conference sponsors! Together we can continue to drive the student transportation sector forward.

2024 Student Transportation Conference Committee

WELCOME *from the* 2024 COMMITTEE

Welcome to the 2024 OASBO Student Transportation Conference!

This year's jam-packed sessions include: the leadership mindset & what great leaders do, creating effective teams, contract management & negotiation, the art of imagination, privacy issues in school buses, alternatives to diesel power school buses, school bus driver recruitment, decarbonization of school bus fleet, mastering the art of public speaking and a panel discussion on school bus video surveillance.

Conferences aren't just about the value gained from workshops and speaker sessions, the annual OASBO Transportation Conference provides an opportunity for leaders within the Ontario student transportation industry to network, discuss current issues and share ideas. In response to delegate feedback, this year the conference agenda includes delegate hospitality events on both Wednesday and Thursday evenings. These are terrific informal events for delegates to connect with 'old' acquaintances and network with new ones to support our collective focus on continued industry progression. Don't miss out!

A huge thank you to our 2024 conference sponsors, tradeshow vendors, our speakers and you, our delegates. Together we can continue to drive the student transportation sector forward.

Sincerely,
your 2024 Conference Committee

Phil Kuckyt
Benoit Bourgault
Brian Hayman
Kent Orr



LAND ACKNOWLEDGEMENT

Niagara Region is situated on treaty land. This land is steeped in the rich history of the First Nations such as the Hatiwendaronk, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit First Nation.

There are many First Nations, Métis and Inuit peoples from across Turtle Island that live and work in Niagara today. The Regional Municipality of Niagara stands with all Indigenous peoples, past and present, in promoting the wise stewardship of the lands on which we live.

<https://niagararegion.ca/about/inclusive-communities/indigenous-engagement.aspx>

Pronunciation

- Hatiwendaronk: hat-ee-wen-DA-ronk
- Haudenosaunee: hoe-den-no-SHOW-nee
- Anishinaabe: ah-nish-uh-NAH-bay



CONFERENCE SPONSORS



Girardin Ontario stands out as a premier provider of school buses in the Ontario market. With over 60 years of partnership with Blue Bird and Micro Bird, we have established ourselves as leaders in alternative fuel solutions. Committed to safety and reliability, Girardin ensures that children receive dependable school transportation.

T: 877-794-7670 E: sales@girardin.com
<https://www.girardinbluebird.com/en/>



BusPlanner is the market leader for student transportation management software in Ontario. Based in Waterloo since 1983, they offer powerful, comprehensive solutions that serve over 95% of Ontario students.

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<https://busplanner.com/>



AlphaRoute

AlphaRoute's MIT-based technology helps operators to efficiently lower their route counts, to eliminate driver shortages, and to optimize bus routes and bell times. And their integrated suite of easy-to-use software is unlike anything the market has seen yet!

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CONFERENCE SPONSORS



Since the early 1900s, when the invention of the automobile made roads busier, **CAA** has been taking action to prevent children from being injured on their way to and from school. A steady increase in traffic in and around schools means the CAA School Safety Patrol program is more relevant than ever. For more on the program visit www.caaschoolsafetypatrol.com



SHARP *Bus Lines Limited*

A family focused business, **Sharp Bus Lines Limited's** mission is to provide the best school bus transportation service in Southern Ontario based on the three cornerstones upon which they were founded: trust, reliability and integrity.

T: 519-751-3434

<https://www.sharpbus.com/>



CMVTC's mission is to provide premium, cost-effective mobile video solutions while leading in HD mobile video technology across Canada. They offer a range of services designed to enhance School Bus Fleets safety and efficiency.

T: 855-926-7233

<https://mjgtechnologies.com/>



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School Bus Ontario (SBO) is a non-profit association providing advocacy, education and legislative consultation services to the owners of school bus fleets, school boards/transportation consortia and supplier/manufacturer/distributor companies across Ontario for over 60 years.

T: 416-695-9965

<https://schoolbusontario.ca>



Transporting students safely, staying on schedule and keeping parents in the loop is a tall order. **Zonar** understands the challenges and realizes what's on the line and will work with you as a partner to optimize your fleet, safeguard student riders and serve your community.

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Accessible Hotel Features

Property has elevators
Service Animals are Welcome
Valet parking for vehicles outfitted for drivers in wheelchairs
Van Accessible on-site parking

Accessible Areas with Accessible Routes from Public Entrance

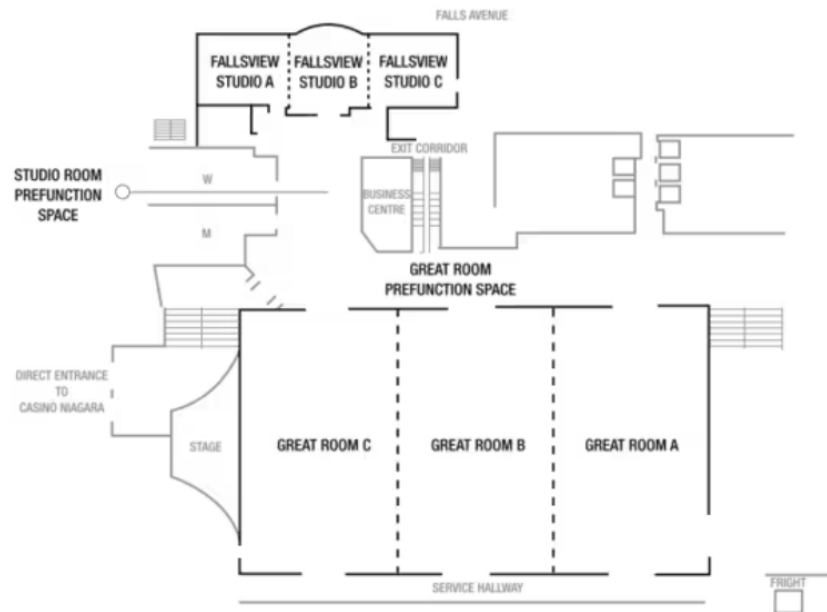
Entrance to Business Center is Accessible
Entrance to Fitness Center is Accessible
Main Entrance is Accessible
Meeting Spaces are Accessible
On-Site Restaurants are Accessible
Rooms & Suites Access via Interior Corridor

Guest Room Accessibility

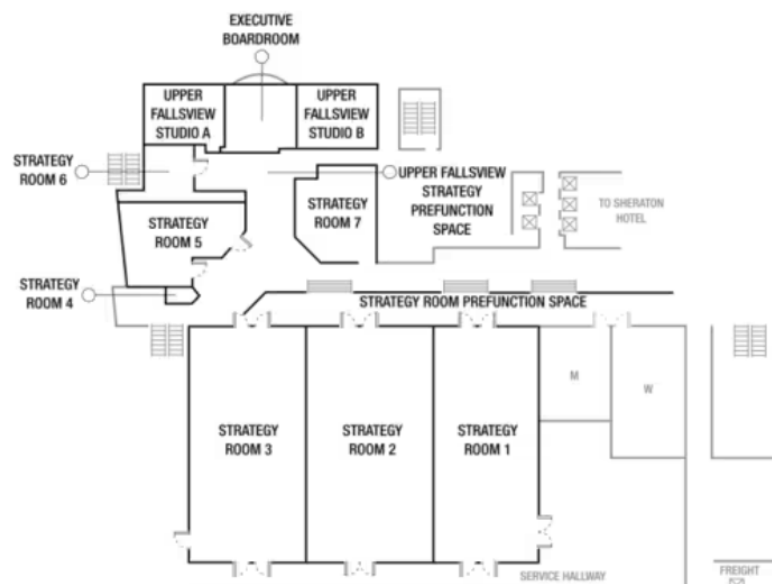
Accessible Vanities
Adjustable Height Hand-Held Shower Wand
Bathtub Grab Rails
Bathtub Seat
Closed Caption TV
Deadbolts on Guest Room and Suites Doors
Electronic Room Key
Guest Room and Suites Doors Self-Closing
Lever Handles on Guest Room Doors
Lowered Electrical Outlets
Mobility accessible rooms
Non-slip Grab Rails in the Bathroom
Roll-in Shower
Room Windows Open
Safety Chains and/or Latches on Guest Doors
Secondary Locks on Room Windows
Toilet Seat at Wheelchair Height
Transfer Showers in Guest Rooms
Viewports in Guest Room and Suites Doors

CONFERENCE FLOOR PLAN

3RD FLOOR



5TH FLOOR





VISION

PROPANE



Reliable Technology

Since 1993, Blue Bird has been committed to **alternative fuel safety and innovation**. Now in our 5th generation of propane-powered buses, we proudly boast a nationwide fleet of more than 20,000 Vision propane buses safely and efficiently serving schools and students.

Cleaner Fuel, Cleaner World

Propane buses are cleaner, emitting fewer greenhouse gases that affect our world and other toxic pollutants that impact those in the bus's immediate vicinity. The engine, with ROUSH CleanTech, emits 96% less toxic emissions at the tailpipe than diesel – truly near-zero emissions.

What does that mean? Cleaner service areas. Cleaner fueling operations. And cleaner air for all of us.

Measurable Savings

Vision buses have some of the lowest total cost of ownership of any bus available today. Propane fueling infrastructure is easily installed and affordable. Cleaner-burning, domestically produced fuel reduces overall operation and maintenance costs.

Many school districts report savings of up to \$3,500 a year and \$50,000 over the lifetime of a propane-powered Vision bus.

Transporting the World's Most Precious Cargo Since 1927

As with all Blue Bird buses, safety is our #1 concern.



Vision series buses pass rigorous safety tests, including the Colorado Rack and Kentucky Pole Tests.



Our buses come standard with electronic stability control and a rear backup camera, ensuring the safety of riders, pedestrians, and other vehicles.



Reinforced propane fuel tanks are mounted safely between frame rails, ensuring tank integrity in a crash.





Conference Registration

12:30pm-4:30pm
Great Room A

PRE- CONFERENCE AGENDA

Wednesday,
October 30

9:30am-10:00am *Break - sponsored by Firardin*

10:00am-11:45am Meetings

- OASBO Transportation Committee (Strategy Room 1)
- OASBO Leading Practices Committee (Strategy Room 2)
- School Bus Ontario Executive Meeting (Strategy Room 7)

11:45am-12:30pm *Lunch - sponsored by Bus Planner*

12:30pm-2:00pm Meetings

- OASBO Transportation Committee (Strategy Room 1)
- OASBO Leading Practices Committee (Strategy Room 2)
- School Bus Ontario Executive Meeting (Strategy Room 7)

2:00pm-2:15pm *Break - sponsored by Keel Cottrelle*

2:15pm-4:15pm Vendor Sessions

- BusPlanner Management Forum (Strategy Room 1)
- BusPlanner User Forum (Strategy Room 2)

NEW

Delegate Hospitality Suite!

8:30pm-11:30pm
Sheraton Fallsview
Presidential Suite #2273

Sponsored by

AlphaRoute

Conference Delegates

YOU ARE INVITED

**HOSPITALITY SUITE
MEET & GREET**

Delegates please join us,
for a casual meet & greet.
Complimentary snacks and
drinks provided.

8:30pm-11:30pm
Wednesday October 30th
Sheraton Fallsview
Presidential Suite #2273

**VIP
PASS**

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**HOSPITALITY SUITE
MEET & GREET**

8:30pm-11:30pm on October 30th
Sheraton Fallsview Presidential
Suite #2273

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**The 2024
Hospitality Suite
is proudly
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KEYNOTE/PLENARY SPEAKER *Bio*

Gary McGuey

FranklinCovey Senior Consultant

Gary McGuey began his career with Franklin Covey in 1998. Clients describe Gary as a dynamic, energetic speaker who brings the rare mix of knowledge, humor and wisdom to each client engagement. "Learn it, Live it, Give it!" is the message Gary conveys to his audiences, through a variety of hands-on, interactive sessions. With his expertise and his keen sense of humor, he quickly creates a climate of trust.

Gary has worked extensively in both the public and private sectors in the United States and Canada. Gary's clients represent a variety of organizations including several Fortune 500 businesses. Gary spent 6 months working as an Executive Coach at the White House during the Bush administration. Gary is passionate about helping organizations intentionally develop a principle-centered work environment that will help clients improve both their professional and personal lives. He is a highly sought-after keynote speaker on topics related to leadership, culture, trust, and mission/vision.

GET IN TOUCH

E : Gary.McGuey@FranklinCovey.com

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“

***Learn it, Live it,
and Give it***



CONFERENCE SPEAKERS *Bio's*



THERESA BAILEY
Founder/CEO Starfish
Synergies

Theresa Bailey is the Founder and CEO of Starfish Synergies Inc., a company dedicated to fostering authentic connections and building effective teams. As an expert facilitator with a graduate degree in community psychology, Theresa holds the exclusive North American license with Hasbro to conduct PlayDoh Power Solutions Corporate Training—a program she developed to bring creativity and innovation into corporate environments.

With over two decades of experience leading hundreds of workshops, community events, and conferences, Theresa has honed her ability to help people break down barriers quickly and strategically. Her interactive, research-based workshops are known for their engaging approach, leaving participants with actionable strategies to implement immediately.

This year, Theresa will be sharing her insights through the "Creating Effective Teams" workshop and exploring innovation in the "The Art of Imagination" workshop, offering participants a unique blend of practical strategies and creative thinking to transform their teams and work environments.

GET IN TOUCH

E: theresa.bailey@starfishsynergies.com

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We develop easy-to-use software tailored to your needs!

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Scenario Modeling
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GPS & Student Tracking
& MUCH MORE!**



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request a demo!*

*-or-
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for a demo
and receive a
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 AlphaRoute.com

 info@alpharoute.com

CONFERENCE SPEAKERS *Bio's*



STEPHEN CASE
CSCMP, CPM
**Manager Corporate
Services Agicorp**

Stephen Case is an accomplished Supply Chain Management leader involved in mentoring professionals throughout his career in the education sector. Starting his career as a Junior Buyer at Conestoga College, he quickly rose to Manager where he strategically modernized the department with a 'client based' approach to public procurement. Stephen also served as Manager of Procurement and Risk Services at Waterloo Region DSB, evaluating the board's procurement practices with a strategic, service-oriented focus.

Stephen completed his Management Studies at Conestoga College, has a Certified Supply Chain Management Professional designation from the Supply Chain Management Association, a Diploma in School Board Administration through University of Guelph OpenEd and OASBO and is a Certified Purchasing Manager through the Institute of Supply Management. He has acted as a Program Advisory Committee Member for the Supply Chain and Operations Management Diploma program at Conestoga College ITAL, served on the Program Advisory Committee for the OASBO and UofG OpenEd Certificate in Supply Chain Management and on the Ontario Educational Collaborative Marketplace Customer Council Committee.

GET IN TOUCH

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**OASBO ESA &
CrossSafe 360 PSA
Fall 2024 Video**

CONFERENCE SPEAKERS *Bio's*



JOHN WUNDERLICH
MBA, FIP, CIPM, CIPP
Chief Privacy Officer,
JLINC Labs

John Wunderlich is a data protection professional and expert witness, working and consulting on privacy, data protection, and security for over 20 years to public and private sector organizations in Canada, the U.S.A. and abroad. He teaches privacy and security courses at the University of Guelph, has authored or contributed to several books and is a frequent conference speaker and a sought-after privacy issues commentator in the print and broadcast media.

John is Chief Privacy Officer for JLINC Labs, a Bay Area start-up focused on privacy standards & regulations protocols and software for data governance and accountability. Prior to consulting he designed and implemented six sigma process improvement, security & privacy programs and was a senior policy advisor to the Information and Privacy Commissioner of Ontario.

Mr. Wunderlich serves and leads extensively in many privacy committee capacities including the IEEE P7002 Data Privacy Process Working Group, the Kantara Privacy Enhancing Mobile Credentials Work Group initiative, Standards Council of Canada ISO working group, CIO Strategy Council group and the Toronto SickKids Hospital Research Ethics Board.

GET IN TOUCH

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CONFERENCE SPEAKERS *Bio's*



CEDRIC SMITH
Director,
Transportation
Pollution Probe

Cedric is the Director, Transportation at Pollution Probe, a leading Canadian environmental non-profit. In this position, Cedric leads research and stakeholder engagement in areas including electric vehicles, rail and light- and heavy- duty vehicle decarbonization. Prior to his time at Pollution Probe, Cedric worked as a Program Manager at the Pembina Institute and in various positions at economic think tanks and in the public sector.

GET IN TOUCH

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**GILLIAN TODD-
MESSINGER**
VP Client Services
Extension Marketing

As VP Client Services at Extension, Gillian acts as the primary senior contact to clients, and provides strategic counsel to clients on an ongoing basis. Gillian brings over 25 years of cross category experience in holistic marketing and communication planning to Extension Marketing, having worked with leading global companies such as Quaker, Pepsi, Audi, and Motorola. Gillian's areas of expertise are in strategic marketing and communications planning, research analysis, client relationship management and campaign implementation.

GET INTOUCH

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SCHOOLBUSONTARIO



A not-for-profit association providing advocacy, education and legislative consultation services to its members which are school bus fleets and supplier/manufacturer members across Ontario for over 60 years.

 www.schoolbusontario.ca

 416-695-9965

 info@schoolbusontario.ca



CONFERENCE SPEAKERS *Bio's*



**MARIANNA
BURKA TAYLOR**

Marianna joined Toastmasters (Honeymoon City) in October 2018 to improve her public speaking abilities. Since then she has completed three paths and is working on her first DTM designation. She has served in many executive roles at the club level and has been Area Director twice. When Toastmasters International moved online due to the Covid-19 pandemic, she joined three more clubs and is a big advocate of online presentations.

GET IN TOUCH

W: <https://niagarafalls.toastmastersclubs.org/>



STEPHEN WHALEY
Alternative Fuels
Manager, Blue Bird
Corporation

Steve joined Blue Bird in January 2024 with twenty years of experience with alternative transportation energies for fleets nationwide. Most recently with the Propane Education & Research Council, a leading nonprofit that invests in the research and development of new propane-powered technologies. Before that he operated his own clean energy transportation consulting company, as well as business development in class 7 & 8 vehicle fleet markets for an OEM that produced CNG/LNG fueling systems. Steve served as Director of Business Development for Roush CleanTech and provided propane autogas research and business development for Blossman Propane. Steve holds a BS from VA Tech, and master's degree in industrial education from Clemson University.

GET IN TOUCH

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W: <https://www.blue-bird.com/school-buses/>

**Helping
communities make
school zones safer.**



When children travel to and from school each day, we know they will be safer thanks to **CAA School Safety Patrollers** on duty across Ontario.



For more on the program visit www.caaschoolsafetypatrol.com

CONFERENCE SPEAKERS *Bio's*



DEREK WHALEY
ROUSH
CleanTech Business
Development Team

Derek is a member of the ROUSH CleanTech Business & Development team as of August 2013. Prior, he was working for ROUSH partner Alliance Autogas in the southeast market setting up propane autogas refueling stations for propane powered vehicles. Derek brings knowledge from hands on experience helping fleets to make the switch from conventional fuels over to clean energy solutions. The principal focus of his work with ROUSH CleanTech is promoting domestic clean energy sources as a clean alternative motor fuel for on road engine platforms to public and private fleets across numerous vehicle platforms.

GET IN TOUCH

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ROBERT ALLEN
Director of Fleet
Solutions, EDPRO
Energy Group

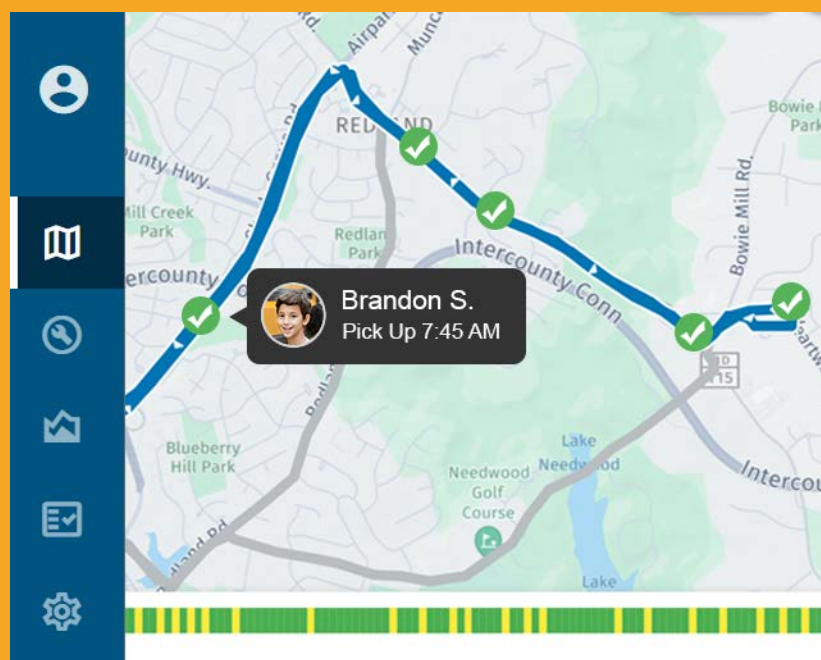
Robert is the Director of Fleet Solutions at EDPRO Energy Group. With an extensive technical background supporting both government and private sector fleets, he has played a pivotal role in developing Canada's largest network of private-use propane dispensers. Robert is an industry leader in developing comprehensive cost of ownership projections, life cycle economics, and regulatory governance specific to the Canadian transportation sector.

He will be presenting on the current state of propane as a fleet fuel in Ontario, sharing best practices for implementing and maintaining a successful propane fleet program.

GET INTOUCH

E: rallen@edproenergy.com

W: <https://edproenergy.com/fleet>



Operate more efficiently
with real-time data insights.



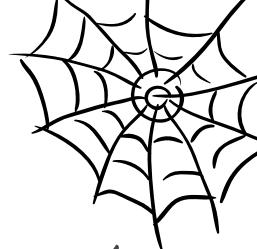


Conference Registration

8:30am-11:00am
Great Room A

DAY ONE AM AGENDA

Thursday,
October 31



8:00am-9:00am

Breakfast (Great Room C) - *sponsored by Sharp Bus Lines*

9:00am-10:15am

Plenary Session (Great Room C)

Gary McGuey - Leadership Mindset - *sponsored by Bus Planner*

We live in a time of unprecedented change. Leadership has never been so demanding or required so much. Not only must leaders take themselves and their business to a new level, but they need to help their people achieve new levels of success and attain sustainable and repeatable results. The good news is that leadership is a choice, not just a position. Leadership, at every level, can be learned and sustained with the right approach. Join FranklinCovey Senior Consultant Gary McGuey in this interactive Keynote as we explore how we shift our leadership mindset and lead in the current reality.

10:15am-10:30am

Morning break (Great Room C) - *sponsored by Zonar*

10:30am-11:45am

Breakout Sessions

Gary McGuey - Leadership Mindset (Upper Fallsview A)

This workshop continues on from the morning keynote session, focusing on the intentional development of a principle-centered work environment.

Theresa Bailey - Creating Effective Teams (Upper Fallsview B)

This workshop offers participants a unique blend of practical strategies and creative thinking to transform their teams and work environments

**Panel Discussion - Video Surveillance on School Buses
(Strategy Room 5)**

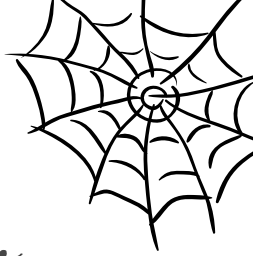
11:45am - 12:45pm

Lunch (Great Room C) - *sponsored by CMTVC*

DAY ONE

PM AGENDA

Thursday,
October 31



12:45pm-2:00pm Breakout Sessions

Stephen Case - Unleashing the Benefits of Vendor Management in Public Procurement (Upper Fallsview A)

Private Sector realized decades ago that, reputable vendors mitigate risk, support ways to control costs, encourage innovation, open supplier networks to alternative products and services, while maintaining supply. How can we in the public sector take advantage of these benefits while adhering to the Directive?

Theresa Bailey – The Art of Imagination (Upper Fallsview B)

This workshop offers participants a unique blend of practical strategies and creative thinking to transform their teams and work environments

John Wunderlich – Privacy Issues in School Bus Operations (Strategy Room 5)

Join us for this important session exploring the implications, elements and challenges of security in school bus operations. How do you balance the need for security for drivers and students while protecting their privacy?

Steve Whaley, Robert Allen, Derek Whaley - ALL the Alternatives to Diesel Powered Buses (Strategy Room 7)

A great deal of discussion is happening about electric powered buses, but are there other alternatives that provide emission reductions with near-zero options that are cost effective? This session will compare all four power sources; Diesel, Propane, Gasoline, and EV including range capabilities, vehicle costs, infrastructure costs, and the energy costs to operate these buses. This session will also address a total cost of ownership for each power source.

2:15pm-5:15pm *Tradeshow appetizers - sponsored by CAA*

Trade Show (Great Room A & B)

NEW

Hospitality Event!

**8:30pm-11:30pm
Niagara Distillery**



RAFFLE DRAWS



**Soft sided
North Face
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2024 TRADE SHOW

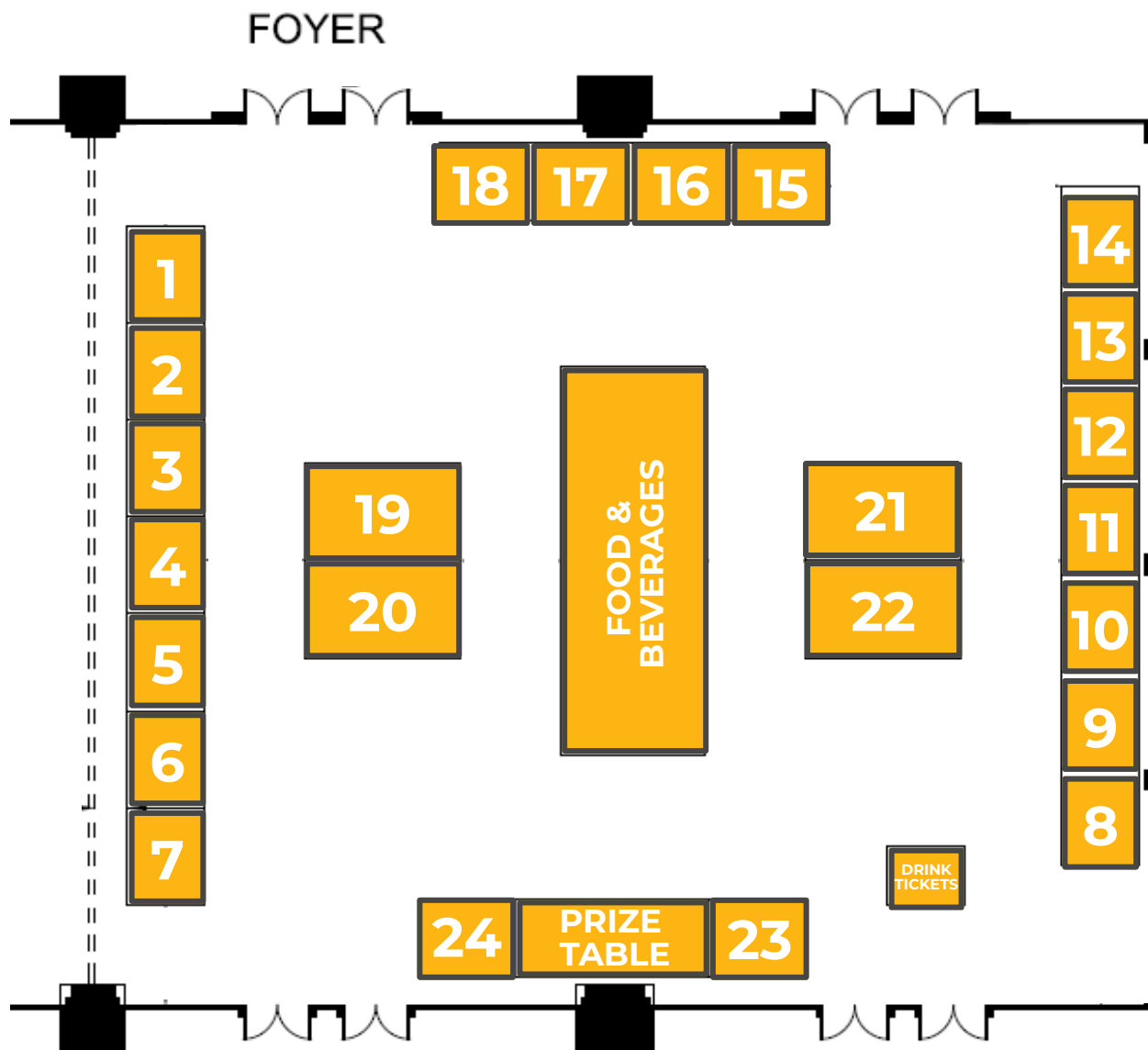
CONFERENCE DELEGATES MUST BE PRESENT TO WIN



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TRADE SHOW FLOORPLAN



- 1 Intertrain
- 2 Education Logistics
- 3 Q'Straint / Sure-Lok
- 4 Genuine Tracking Solutions
- 5 School Bus Safety Company
- 6 iSN Canada Automotive Tool & Equipment
- 7 mTransport
- 8 ez enRoute
- 9 Verra Mobility
- 10 Premier Bus Group
- 11 247 Security Inc
- 12 Brave Education

- 13 Leeds Transit
- 14 United Muffler Corporation
- 15 Gatekeeper
- 16 First Light Safety Products
- 17 PFC Brakes
- 18 CalAmp
- 19 Girardin Ontario
- 20 Alpha Route
- 21 BusPlanner
- 22 Zonar
- 23 Tyler Technologies
- 24 Answer Plus



Conference Delegates

YOU ARE INVITED

HOSPITALITY NIGHT

Complimentary snacks and drinks provided.

8:30pm-11:30pm
Thursday October 31st
Niagara Distillery

VIP

PASS

Proudly sponsored by



**HOSPITALITY
NIGHT**

8:30pm-11:30pm on October 31st
Niagara Distillery

Proudly sponsored by
Girardin Blue Bird

Click on this ticket to access the drinks/ticket menu



The 2024
Hospitality Night
is proudly
sponsored by



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- Customer Service and Community Relations*
- Business Communications
- Strategic Leadership and Employee Engagement
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of GUELPH

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DAY TWO AGENDA

*Friday,
November 1*

8:15am-9:15am

Breakfast (Great Room A) - *sponsored by School Bus Ontario*

9:30am-10:45am Breakout Sessions

Gillian Todd-Messinger – School Bus Driver Recruitment (Upper Fallsview A)

Gillian and the team at Extension Marketing have been working in some of the toughest markets in the province of Ontario when it comes to finding and retaining school bus drivers. The objective of this session is to get delegates thinking on what their strategy is for attracting qualified candidates to their organizations and how their efforts, when harmonized with their service partners can lead to positive outcomes for both organizations.

Cedric Smith - School Bus Electrification – Benefits, Obstacles and Potential Solutions (Strategy Room 7)

Approximately 20,000 diesel school buses operate in Ontario, travelling 1.8 million kilometres every school day. Air pollution from these diesel vehicles has been linked to chronic and acute health impacts. In this session, Cedric will cover the benefits of school bus electrification, the obstacles to electrification and potential solutions to said obstacles.

Marianna Burka - Mastering the Art of Public Speaking (Strategy Room 5)

The objectives of this session are for attendees to understand the importance of public speaking, learn effective speaking techniques, and gain confidence in addressing audiences.

