

TDA Annual Meeting

Thursday, November 13, 2025

MADISON MARRIOTT SOUTH
706 John Nolen Drive, Madison 53713



Pulling Together

It will take all of us, working together, to get a sustainable, long-term funding solution for Wisconsin transportation over the line.



*Please register
by Friday,
November 7.*

Join us at this year's TDA Annual Meeting to discover what your transportation team has been up to and gain critical insights into the plans and priorities shaping the effort ahead. Don't miss this opportunity to connect, collaborate, and help draw Wisconsin's transportation future forward.

Governor Evers Awarded 2025 TSA



Governor Evers has been invited to accept TDA's prestigious Transportation

Service Award in recognition of his outstanding leadership and commitment to advancing transportation infrastructure in Wisconsin.

Thank You to Our Sponsors



Transportation Development Association of Wisconsin 10 East Doty Street, Suite 201 | Madison, WI 53703

(608) 256-7044 | general@tdawisconsin.org | www.tdawisconsin.org

TDA Annual Meeting Agenda

Thursday, November 13 MADISON MARRIOTT SOUTH

9:30-10:00 AM REGISTRATION

10:00 AM **Welcome**



Jerry Deschane
TDA President
Executive Director,
League of Wisconsin Municipalities

10:15 AM **All Hands on the Rope: Where Are We Now? Where Are We Going?**



Debby Jackson
Executive Director,
TDA



Steve Baas
Executive Director,
Wisconsin Transportation
Builders Association

11:00 AM **Our Anchor: Developing and Delivering the Message**



Brian Fraley
Owner and President,
Edge Messaging

11:30 AM **Teamwork on the Line: The Grassroots**



Toni Herkert
Government Affairs Director,
League of Wisconsin
Municipalities



Mike Koles
Executive Director,
Wisconsin Towns
Association



Allison Bussler
Director of Public Works
Waukesha County

12:15 PM **Pass the Gavel & Transportation Service Award**



Robb Kahl
Incoming TDA President
Construction Business Group

12:30 PM **Networking Lunch**

LOCATION



Madison Marriott South

706 John Nolen Drive
Madison WI 53713

REGISTRATION

The registration fee is \$75 and includes the program and lunch. Please feel free to copy this form for multiple registrants. **The registration deadline is Friday, November 7, 2025.**

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Registration and payment can also be made online at
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