

## Friday September 15, 2023

- 6:00 pm – 7:30 pm      **Registration**
- 7:00 pm                      **Roadeo Securement Training**  
*Lisa Nippolt, Q'Straint/Sure-Lok*  
Pizza & Soda Compliments of Q'Straint/Sure-Lok

## Saturday September 16, 2023

- 6:00 am                      **Continental Breakfast on your own**
- 7:00 am                      **Roadeo Participants & Judges Registration**
- 7:30 am                      **Roadeo Judges Meeting**
- 8:00 am                      **Drivers Written Test**
- 8:00 am                      **Judges Walk-Through**
- 9:00 am                      **Drivers Walk-Through**
- 10:00 am – 3:00 pm      **Roadeo Circuit Competition – Box Lunch Provided at 12:00 pm**
- 5:00 pm – 6:00 pm      **Social – Cash Bar**
- 6:00 pm – Midnight      **DTA Awards Banquet**  
*Dance, 7:30 – 11:30 pm*

## Sunday September 17, 2023

- 8:00 am - 9:00 am      **Continental Breakfast on your own**
- 9:15 am – 10:45 am      **“Driver Training” – Mike Bismeyer**  
*“A Boy, A Bus and a story - How a Passion for Kindness was born”*  
The impact of kindness in the workplace, and its relationship to the service we provide. A discussion on workplace culture, and empowering our workforce and everyday heroes.
- 11:00 am                      **Lunch on your own – Free time**
- 4:00 pm – 8:00 pm      **Conference Registration**
- 4:00 pm – 6:00 pm      **NDDOT State Breakout Meeting**

# Monday September 18, 2023

6:00 am – 8:00 am

**Breakfast on your own**  
*Continental breakfast available*

7:30 am – 9:30 am

**Registration**

8:00 am – 8:15 am

**“DTA Welcome”**  
*Jacque Senger, DTA Executive Director*  
*Tom Ross, Mayor, City of Minot*

8:30 am – 9:45 am

**“The Why & How of Digital Marketing”**  
*Collette Thomas, Western ND Digital Executive, Hibu*

This Digital Marketing presentation is for people who want to enhance their digital marketing knowledge and learn practical skills to impact their brands. Led by leading digital experts, the presentation walks you through navigating the digital landscape.

Companies continue to shift their focus to digital approaches such as search engines and social media. These technologies take into account the journey of the customer and how they make their purchase decisions. It is important for marketers to have an understanding of digital marketing strategies and familiarize themselves with the key technologies underlying them. This presentation offers a panoramic view of digital marketing and provides insights into key strategies using Internet-based platforms. In addition, it will focus on content that resonates with consumers that helps businesses differentiate themselves in competitive markets. The presentation will empower you with tools and resources to help you manage your business and stay ahead in the constantly evolving digital space.

09:45 am – 10:00 am

**Break**

10:00 am – 11:30 am

**“First Observer Plus Training”**  
*Douglas Deskin, Transportation Security Inspector, TSA*

TSA’s **First Observer Plus™** is a security awareness training program designed to promote surface transportation security within the United States. Its mission is to increase security awareness of frontline transportation professionals by providing training to recognize suspicious activity that may be related to terrorism, to assess what they see, and methods for reporting their observations. Its message is simple: “Observe, Assess, and Report suspicious activities.”

11:30 am – 12:45 pm

**Lunch**

- 12:45 pm – 2:00 pm      **“A Boy, A Bus and a story - How a Passion for Kindness was born”**  
*Mike Bismeyer*  
The impact of kindness in the workplace, and its relationship to the service we provide. A discussion on workplace culture, and empowering our workforce and everyday heroes.
- 2:00 pm – 2:15 pm      **Break**
- 2:15 pm – 2:45 pm      **“Federal Transit Administration Update”**  
*Cindy Terwilliger, FTA Region 8 Regional Administrator*  
Don’t miss the opportunity to hear an update on the Bipartisan Infrastructure Law, which created the largest federal investment in public transit’s history. Topics include DOT Priorities of Safety, Modernization, Climate and Equity and how the Federal Transit Administration is working with urban and rural transit operators and State DOTs in North Dakota and South Dakota in support of FTA’s mission of “Improving America’s Communities through Public Transportation”.
- 2:45 pm – 3:45 pm      **“CTAA Legislative, Resource, and Training Update”**  
*Scott Bogren, CTAA Executive Director*
- 3:45 pm – 4:45 pm      **“General Membership Meeting”**
- 5:00 pm                      **“FTA/SDDOT/NDDOT Meeting”**

## **Tuesday, September 19, 2023**

- 6:00 am – 8:00 am      **Breakfast on your own**  
*Continental breakfast available*
- 8:00 am – 9:45 am      **“Procurement Training”**  
*Greg Harnett, RLS and Associates*  
This session will cover the fundamental rules for conducting FTA-funded procurements. Specifically, we will examine the requirements associated with each threshold of procurement (i.e., micro-purchase, small purchase, formal purchase), non-competitive procurements, joint and “piggyback” procurements, rolling stock procurement and disposition, and procurement of design and construction services. Further, we will discuss the causes of common procurement findings arising from FTA audits, as well as what agencies can do to achieve compliance in these areas.
- 9:45 am - 10:00 am      **Break**
- 10:00 am – 11:30 am      **“Procurement Training part 2”**

11:30 am – 4:00 pm

**“Trade Show and Lunch”**

*Lunch will be served during the Trade Show*

5:00 pm – Whenever!!!!

**“Dakota Transit Association See Ya Next Year Party”**

*You won't want to miss this new event this year! We are planning a special event to finish of the conference and send everybody home with a smile until we can meet again next year! More details to come on this as the day gets closer.*