



Carlos Alban

Senior Vice President, Technical Programs and Partnerships Operating Officer, ITS America

Carlos has over 18 years of program management experience including technical guidance of projects focused on advancing the deployment of intelligent and connected transportation technologies, and managing client relationships at the federal level. Carlos is also responsible for managing most of ITS America's external relationships with key industry partners and has focused on supporting knowledge transfer efforts related to innovations in transportation and emerging technologies.

**31st ANNUAL ITS WISCONSIN
TRANSPORTATION CONFERENCE**

October 16, 2025
Waukesha County Technical College
Pewaukee, Wisconsin



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**31st Annual ITS Wisconsin Conference
Planning Committee**

- | | |
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| Ahmet Demirbilek | Sia Prosper |
| Adam Francour | Matt Regnier |
| Lee Gibbs | Jacey Reiman |
| Chris Hager | Jeff Sanberg |
| Justin Jablonski | Liz Schneider |
| David Jacob | Todd Szymkowski |
| Dave Karnes | Tyler Tkachuk |
| Angela Kehl | Joe Urban |
| Rebecca Klein | Michael Vanness |
| Brian Klipstein | Derrin Wolford |
| Maria Kurniati | |

Visit www.itswisconsin.org for upcoming
ITS Wisconsin events. If you are
interested in being a member of the planning
committee, contact Maria Kurniati at:
maria.kurniati@oneatlas.com

Please take a moment to answer a few
questions about the conference.
Thank you for your feedback.



**31st Annual ITS Wisconsin
Transportation Conference**

Navigating the Information Highway



**October 16, 2025
Waukesha County
Technical College**



CONFERENCE MORNING PROGRAM

7:30 a.m. REGISTRATION AND EXHIBIT AREAS OPEN / BREAKFAST

8:30 a.m. OPENING SESSION

Welcome: **Conference Chair, Chris Hager, PE**, Wisconsin DOT

Opening Remarks: **Anne Reshadi, PE, Director of Bureau of Traffic Operations**, Wisconsin DOT



1 PDH

WisDOT Leadership: **Secretary Kristina Boardman**, Wisconsin DOT

Keynote: **Carlos Alban, Senior Vice President Technical Programs and Strategic Partnerships** ITS America

9:30 a.m. SESSION 1:

Moderator: **Chris Hager**

TSMO Panel

Speakers:
Todd Szymkowski, Wisconsin DOT
Chris Hiebert, SEWRPC
Yang Tao, City of Madison



1 PDH

10:30 a.m. BREAK-EXHIBIT AREA OPEN

11:00 a.m. SESSION 2:

Moderator: **Matt Regnier**

Speaker 1: **Dave Karnes**, Wisconsin DOT
Enterprise Pooled Fund Study (PFS) ITS Simple Solutions



1 PDH

Speaker 2: **Chris Halverson & Owen Brown**, KL Engineering
Charge Up Dane County: EV Site Evaluation

12:00 p.m. LUNCH

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EXHIBITORS



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CONFERENCE AFTERNOON PROGRAM

12:45 p.m. ITS WISCONSIN AWARDS

Presenter:

ITS Wisconsin President - Sia Prosper

ITS Wisconsin Student Scholarship Award

GLTEI Student Scholarship Award

ITS Wisconsin Project of the Year Award

ITS Wisconsin Distinguished Services Award

1:00 p.m. EXHIBITOR INTRODUCTION

1:30 p.m. SESSION 3:

Moderator: **Maria Kurniati**

Speaker 1: **Steven Parker, PhD & Andi Bill**, University of Wisconsin
UW-Madison TOPS Lab Update



1 PDH

Speaker 2: **Joseph Brahm, PE**, Parsons
Dubuque Arterial Traffic Management

2:30 p.m. BREAK-EXHIBIT AREA OPEN

3:00 p.m. SESSION 4:

Moderator: **Lee Gibbs**

Speaker 1: **Ahnaf Morshed PhD**, AASHTO
AASHTO Update



1 PDH

Speaker 2: **Bob Murphy & Matt Lee**, AECOM
TMC and TIM Assessments

4:00 p.m. RAFFLE WINNERS ANNOUNCEMENT