I am honored to be serving as the 2017 ITE Wisconsin Section President. Since my time as a student member, ITE has been an important part of my professional development. Our Executive Board met at the beginning of the year and we talked about what ITE means to each of us. A common theme was relationships.

ITE has helped professionals at all levels in building relationships around a common goal of improving transportation mobility and safety. Our section leaders are busy planning events for our members to continue building on our history of providing professional development opportunities ranging from technical presentations to social gatherings. We hope you take some time out of your busy schedules to take advantage of these opportunities and actively participate in section activities!

I am privileged to have another great group of professionals on the Wisconsin Section Executive Board this year. For 2017, you will be served by the following board members:

- Yang Tao – Vice President
- Allan Pacada – Treasurer
- Kelly Greuel – Secretary
- Jeff Held – Director
- Erin Schoon – 2nd Year Affiliate
- Justin Schueler – 1st Year Affiliate
- Stephan Hoffmann – Past President
- John Bruggeman - Administrator

Thank you to Dawn Krahn and Ashley Vesperman for their past service on the ITE Executive Board! We also welcome Jeff Held and Justin Schueler as our new board members.

We started the year with a very successful section meeting on January 18th. The meeting was held in Madison and we had more than 60 people in attendance. Colleen Hoesly from WisDOT’s SW Region gave a great presentation on the I-39/90/94 Interstate Planning Study.

Please be sure to mark your calendars for these upcoming events:

- March 8th – UW Milwaukee/Marquette Student night
- April 12th – Traffic Engineering Workshop and Transportation Planning Forum
Please ask me or one of the Board members if you would like to get more involved with our Wisconsin Section. Thanks for your continued support!

Brian Porter
ITE Wisconsin Section President

Adaptive Signal Control for Verona Road Construction (and Beyond)

WisDOT’s Verona Road project located on the Madison Beltline in Dane County involved significant Intelligent Transportation Systems (ITS) improvements, including the implementation of Adaptive Signal Control (ASC). The ASC system has been active since 2014 and has proven beneficial to routes that have carried more traffic during Verona Road construction. The ASC system will aid travelers within the City of Madison (City) during the duration of WisDOT’s Verona Road reconstruction project and in other parts of the City, as the engineering staff are anticipating to expand the use of ASC at other locations in the City as funding becomes available. The project won the 2015 Wisconsin ITS Project of the Year.

The following describes innovative engineering and planning aspects of the project that were collaborated upon by WisDOT and the City in an effort to improve safety, economic impacts, customer satisfaction, environmental impact mitigation, and stakeholder involvement in the project area.

Engineering and Planning Innovation

Several new technologies are being used for the Verona Road project, including ASC, full matrix color dynamic message sign boards and Bluetooth detectors. Existing ITS elements including closed circuit television cameras (CCTV), microwave detection, and portable changeable message signs (PCMS) are also being expanded upon. This article focuses on the implementation of ASC along vital mitigation routes to the Verona Road corridor.

In conjunction with WisDOT and City staff, Strand was WisDOT’s project consultant that led the evaluation of ASC. The following descriptions highlight the key aspects of the evaluation, implementation, and performance of the Verona Road ASC system.
System Evaluation
Traffic data obtained during the ongoing Verona Road construction project confirmed the project team’s estimate of 20 to 30 percent of Verona Road traffic diverting to local roadways. In anticipation of this level of diversion during the design phase, WisDOT’s project team reviewed alternatives for efficiently conveying diverted traffic to minimize congestion along local roadways. As a result, WisDOT (in conjunction with Dane County and the cities of Fitchburg and Madison) deployed a new type of traffic signal system at 14 existing traffic signals along County PD/McKee Road and County D/Fish Hatchery Road. The traffic signals along these corridors include multiple owners: Madison, Fitchburg, Dane County, WisDOT, and the town of Madison. This ASC system monitors traffic at each traffic signal and makes real-time adjustments to signal timings corridor-wide to minimize delays caused by the varying diverted traffic.

The ASC market has been rapidly expanding over the past several years in part as a result of the Federal Highway Administration’s (FHWA) Every Day Counts initiative, which supports the deployment and research of innovative technologies to improve existing transportation systems. Beginning in the winter of 2012, Strand assisted WisDOT with the FHWA systems engineering effort to determine if, where, and when ASC was appropriate during Verona Road construction. The stakeholders involved in the development of the ASC Concept of Operations (ConOps) and other systems engineering documents included the WisDOT Southwest Region, WisDOT Bureau of Traffic Operations (BTO), WisDOT State Traffic Operations Center (STOC), cities of Madison and Fitchburg, Dane County, and Madison Metro Transit. The stakeholders helped determine roles and responsibilities related to the ASC system, as well as start-up and ongoing funding.

For the Verona Road project, 16 ASC technologies were screened in the summer of 2013. To select the ASC technology, the stakeholders identified needs for the corridors, goals, and objectives. This information helped develop the ConOps and a basis for ASC technology selection. The requirements used to select a technology included compatibility with current WisDOT and City infrastructure, ability to support a minimum of 27 signalized intersections, the ability to expand the system, and how well the technology met the ConOps goals and objectives. Centracs Adaptive technology was selected for implementation for the Verona Road project, with WisDOT funding the design and construction and the City taking the lead for day-to-day operations and maintenance of the ASC system.

System Performance
The Verona Road ASC system was activated on July 17, 2014. Econolite provided the initial setup of the system and the City provided details on detection, signal timing, phasing preferences, and other features. In mid-August 2014, the system was turned off on County PD to allow for reconstruction of the roadway. Construction was completed in mid-October 2014, and the ASC system has been operating on the County PD and Fish Hatchery Road corridors successfully since activation.

To evaluate the performance of the system quantitatively, traffic count data, intersection queues, travel times, and number of stops were collected before and after the activation of the ASC system.
• **Traffic Counts** – Intersection and roadway traffic counts indicate that during the Verona Road reconstruction, County PD has seen an increase of 7 to 13 percent of traffic in the peak directions during the morning and afternoon rush hours and an 18 to 36 percent increase in the opposite (nonpeak) direction of travel during the morning and afternoon rush hours.

• **Intersection Queuing** – Queues were analyzed using traffic images from two CCTVs deployed as part of the Verona Road project at two highly congested local intersections. Sample images from the two CCTVs are shown in the figures below.

In general, the ASC implementation reduced through movement and left-turn queues at the County PD and Fish Hatchery Road intersection during each time period analyzed. At the County PD and Seminole Highway intersection, lower volume turning movements showed improvement during the peak hours, while the higher volume movements varied during the peak hours because of oversaturated conditions. Delays at these intersections have generally been improved with ASC during Verona Road construction, particularly during the midday where through movement queues were reduced by 20 to 30 percent at each intersection.

• **Travel Times and Number of Stops** – The results of the travel times and number of stops comparison showed improvement from the before and after conditions. The AM and PM peak periods generally show a 10 to 15 percent reduction in travel times as well as a reduction in the number of stops in both directions along each route. The Midday peak period shows slightly higher improvements in travel times, approximately 15 to 20 percent reductions, and number of stops in both directions. The results of the travel time are shown in the figure below.
Environmental Impact Mitigation – The reduced vehicular delay observed with the ASC deployment will help reduce vehicle emissions during Verona Road reconstruction and beyond. The system has helped to improve the flow of traffic and reduce vehicular delay and, therefore, reduce vehicle emissions. Case studies have shown that systems with an approximate 20 percent reduction in vehicle delay see up to a 15 percent reduction in vehicle emissions for projects using the same type of ASC technology.

Safety Benefits – The safety benefits of ASC have been studied by the Illinois Center for Transportation and show a decrease in crashes at intersections with ASC, although the results of the study are not statistically significant based on the sample size. The deployment of ASC along highly traveled mitigation routes during Verona Road construction is anticipated to aid in decreasing crash rates at signalized intersections. These improvements have helped accommodate traffic diverting from the workzone and improving the safety of each intersection.

Ongoing System Benefits

In addition to the measured system benefits described previously, the ASC system has also proven valuable in regard to incident management and real-time monitoring. The following describes these aspects.

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1 FHWA-ICT-12-020: Safety Benefits of Implementing Adaptive Signal Control Technology Survey Results.
**Incident Management** – On October 21, 2014, a crash occurred on the westbound Beltline between the Verona Road/Midvale Boulevard and Whitney Way interchanges during the morning peak period. This incident is shown in the figure below.

The incident completely closed the westbound lanes of the Beltline at this location for approximately 1 hour and 15 minutes. During this time, there was an approximate 40 percent increase of traffic on the Fish Hatchery Road and County PD corridors counter-directional to the peak flow of traffic (i.e., traffic was diverted southbound to westbound, while the peak flow of travel during the morning is eastbound to northbound). The ASC system automatically adjusted splits to accommodate the additional traffic, allowing City staff to focus their efforts on manually adjusting splits on adjacent roadways that were not accommodated by an ASC system.

**Real-time monitoring** – The Centracs system has allowed City staff to monitor the traffic conditions along County PD and Fish Hatchery Road in real-time. The Centracs interface showing the signalized intersections with ASC implemented (and some without ASC) is shown in the following figure.
The Centracs system has been connected to other signalized intersections in the City to allow engineering staff to monitor traffic conditions in real time at critical locations.

**Conclusion**

Managing varying traffic demands during Verona Road construction is an important aspect of the Adaptive Signal System. Based on the before and after analysis, the Centracs ASC system is satisfying the goals and objectives identified by the stakeholders involved in the Systems Engineering process. In addition to the operational improvements observed from the data collected, the Centracs ASC system has proven useful to the City staff by allowing for quicker reaction times to diversion events as demonstrated by an incident involving a closure of the Beltline. This type of incident shows the practicality of the system not only during Verona Road construction but also how useful the system will be after construction.
Recent Meetings and Events

ITE Public Service Appreciation Luncheon – January 18, 2017

By Jeff Held

This year’s January Section meeting was our annual Public Service Appreciation Luncheon and was held at the Great Dane Eastside in Madison. Registration and peer networking began at 11:30 AM, with lunch served at Noon, followed by the Section meeting. As per tradition, the meeting began with an introduction of the 2017 Section Board of Directors and included recognition and appreciation for the years of service provided to the board by Dawn Krahn and Ashley Vesperman. Self-introductions followed. AECOM was recognized for their Platinum Sponsorship of the meeting.

Colleen Hoesly from the WisDOT Southwest Region Majors Studies team presented a summary of the I-39/90/94 Study currently underway from Madison to Portage in Dane and Colombia Counties. WisDOT initially studied 238 miles of I-94 from Milwaukee to Hudson in 2012. In the Fall of 2012, I-39/90/94 in Dane and Colombia Counties was enumerated for study by the Legislature’s Transportation Projects Commission. The study team completed the I-39/90/94 Traffic Impact Analysis (TIA) in 2014 which considered 14 potential new interchanges and 9 potential new crossings along I-39/90 and I-94. The TIA recommends no new access to the Interstate between the US 12/18 Beltline Interchange (the BIC) and US 151. 3 locations on I-39/90/94 north of US 151 and 2 locations on I-94 east of I-39/90 are recommended for additional analysis in later study stages.

The I-39/90/94 Study needs include: safety, traffic, aging pavement and bridges, and state and local economies. The Study is currently planned as a Tiered Environmental Impact Statement. The Tier 1 EIS will identify the preferred travel mode(s), the preferred transportation corridor(s), and a preferred alternative for replacing the aging Wisconsin River bridges south of Portage. The Tier 2 document(s) will include more detailed evaluation of environmental impacts and identify preferred alternatives for the remainder of the study corridor.

One of the unique aspects of the I-39/90/94 study corridor is the role it plays in accommodating both commuter traffic during the weekdays and regional travel during Friday and Sunday peak periods, particularly between the BIC and US 151. The study team collected specialized data to understand the commuter versus regional roles of the corridor. For example, a vehicle occupancy study found that 79 percent of southbound traffic on Sunday afternoons carries two or more occupants. Additionally, on Sundays the traffic composition includes 51 to 62 percent of vehicles with Wisconsin license plates, compared to 75 to 93 percent during weekday peaks.

The team is currently completing a corridor alternatives screening process. On-corridor concepts that will be carried forward for additional analysis include No Build Preserve and Maintain, a Reconstruct with No Capacity...
Expansion, and Reconstruct Existing Corridor with Capacity Expansion options. Off-corridor concepts that would construct an alternate freeway on a new alignment are also being evaluated against a traffic screen. Those off-corridor concepts that are found to remove 10 to 15 percent of on-alignment traffic volumes are being carried forward to an impacts screen. From there, the team will identify the preferred corridor to be evaluated forward during the Tier 2 EIS. At this time, 4 off-corridor alignments remain in consideration.

The Tier 1 EIS is scheduled for completion in 2018. The Tier 2 document for the Wisconsin River Bridges south of Portage is scheduled for completion between 2021 and 2023. Subsequent Tier 2 documents are expected to be completed in 2023 or later.

Thanks to Colleen for a very interesting and informative presentation!

Future City Competition – January 21, 2017
By Shana Brummond

The Wisconsin Regional Future City Competition was held on January 21st at the MSOE’s Kern Center and hosted a record-breaking 65 middle school teams from more than 30 Wisconsin schools. The Future City Competition is a national, project-based learning experience where sixth, seventh and eighth grade students imagine, research, design and build cities of the future emphasizing this year’s theme - Power of Public Spaces.

Teams created a virtual city using SimCity software, wrote a 1,500 word essay describing their city, built a model using recycled materials and finally gave a presentation to a panel of STEM professionals. The first place winner was “Jivana” from Forest Park Middles School (Franklin). The “Jivana” team will receive a trip to Washington D.C. to compete against the regional award recipients in the Future City National Finals from February 18-21. We wish them all the best as they represent Wisconsin!

The ITE Wisconsin Section sponsored the “Best Transportation System” award as part of the competition. Alicia Dougherty, Jeff Roemer, Jeremy Iwen, Phil Bielefeld, Shana Brummond and Tim Anheuser volunteered to judge the award. Judging was based on the team’s model and a presentation focusing on transportation. Many of the cities had innovative transportation systems that included advancements such as flying cars, hyper loops, maglev trains or solar roadways. The judges selected the “Sunset Bay” team from Forest Park Middle School (Franklin) for the “Best Transportation System” award! Sunset Bay had an impressive model and their presentation set the bar high. They were incredibly enthusiastic about their city’s transportation system and well prepared to address our questions. Congratulations to Sunset Bay!
Midwestern District Conference Update

2017 ITE Midwestern District Annual Conference
June 18 - June 20, 2017
The Concourse Hotel, Madison, WI

Save the date of June 18 through June 20 for the ITE Midwestern District Annual Conference in downtown Madison. This meeting will represent 11 states, providing an opportunity for attendees to network with a diverse group of transportation professionals and to experience a robust technical program focusing on the latest trends in transportation. Get the latest details at the conference website here: [www.mwite2017.com](http://www.mwite2017.com)

The Wisconsin Section will play host for this meeting and conference. The Section’s Local Arrangements Committee is finalizing the technical program and social events that will be a part of the 2017 meeting. Social activities are expected to include a welcome reception on Sunday, June 18th at the Madison Children’s Museum, a Betty Lou Cruise on Lake Monona or a Brewery Tour on Monday, June 19, the Amazing Madison Scavenger Hunt, as well as workshops and technical tours throughout the conference. There are plenty of volunteer opportunities available during the event. Please contact John Davis (DavisJ@AyresAssociates.com, (262) 522-4905) or Jess Billmeyer (Jess.Billmeyer@aecom.com, (608) 828-8157) if you are interested in helping out in some way. No experience is necessary!
Upcoming Awards

Ken Voigt Award
The Ken Voigt Young Members Award, sponsored by and funded by the ITE Wisconsin Section, recognizes achievement in transportation by younger transportation professionals who are members of ITE. The award is given annually to a deserving younger member who is making an impact in our industry. The award requires the winner to attend the ITE Annual meeting and submit a paper on their experience at the Annual Meeting for publication in the Section Newsletter.

Award
— Plaque presented at an ITE Section Meeting
— Recognition in an upcoming section newsletter and yearbook
— ITE Annual Meeting Registration and up to $1,000 travel expense reimbursement

Eligibility
Any Wisconsin Section ITE member who is 35 years old or younger on January 1st of the current year is eligible to apply for the award.

Submittal Procedure
The following documents must be included in each submission:
- Completed Application Form
- Two (2) testimonials from a current ITE member (200-word max./each)
- One (1) testimonial from a current or past supervisor (200-word max.)
- Three (3) examples of specific project experience including your role (150-word max./each)

Evaluation Criteria
- Overall quality of Working/Project Experience
- The role discussed on the specific project experience and impact on the success of the project
- Insight and opinions discussed in the various testimonials
- Passion and overall commitment to the advancement of the profession
- Examples of leadership skills
- Examples of applying innovative ideas
Past award winners
2012 — Erin Schoon
2013 — Joseph Ulatowski
2015 — Tristan Hickman
2016 — John Campbell

Questions regarding the Ken Voigt Young Members Annual Meeting Award may be directed to:
Rich Coakley
E-mail: richard.coakley@ch2m.com
Phone: 414.847.0423
# 2017 Wisconsin Section Budget

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Upcoming Events

March 8  
UW-Milwaukee / Marquette Student Night and Martin Bruening Award  
Marquette University

April 12  
Traffic Engineering Workshop / Transportation Planning Forum  
Country Springs Hotel, Pewaukee

April 12  
Lunch Meeting – TEW/TPF,  
Pewaukee, WI

May 10  
Fox Valley Dinner Section Meeting  
Appleton, WI

June 18-20  
ITE Midwestern District Annual Conference  
Madison, WI

June/July TBD  
Annual WI Section Social Event

July 12  
Annual joint meeting with ITS Wisconsin  
Milwaukee, WI

July 30-August 2  
CITE/ITE International Annual Meeting and Exhibit  
Toronto, Ontario, Canada

Do you have some information or great ideas to share? The ITE Newsletter is an excellent medium for reaching section members. If you would like something published in the upcoming newsletter, please contact the 2017 Wisconsin Section Member Director, Jeff Held at (608) 251-4843 or jeff.held@strand.com.
March 8, 2017 Section Meeting

ITE Wisconsin Section Dinner Meeting

Marquette University and UW Milwaukee Student Chapter Night and Martin Bruening Award  
Wednesday, March 8, 2017

Date:  

Time:  
5:30  Registration/Social  
6:00  Dinner  
6:30  Program

Place:  
Marquette University Alumni Memorial Union,  
Ballroom CD  
1442 W Wisconsin Ave, Milwaukee, WI

Topic:  
ITE Student Chapter Updates  
Martin Bruening Award Presentation

Speaker:  
Bucks Arena Traffic Impact Analysis  
Presented by Jason Kessler - HNTB

PDH:  
The Wisconsin Section is offering 0.5 PDH for this presentation.

Menu:  
Old Fashioned BBQ Buffet:  
BBQ Chicken, BBQ Beef Brisket, fruit salad,  
potato salad, pasta salad, baked beans,  
cornbread, chocolate chip cookies and lemonade

Cost:  
$20 for member professionals  
$10 for students  
$25 for non-member professionals

For directions and parking info, follow this link  
Marquette University visitor parking

*Note: Metered and non-metered street parking is also available.

Next Meeting:  
April 12, 2017 – Lunch Meeting at Traffic Engineering Workshop and Transportation Planning Forum (Pewaukee)
ITE WI Section Sponsors - THANK YOU!

Platinum Sponsors

Gold Sponsors

Silver Sponsors