



AGENDA FEB. 6, 2026 | SALEM CONVENTION CENTER

7:30 A.M. | REGISTRATION AND BREAKFAST WILLAMETTE BALLROOM

8:15 A.M. | GENERAL SESSION WILLAMETTE BALLROOM

Welcome and Opening Remarks Learn From the Winners Panel/Q&A

LINCOLN COUNTY SCHOOL DISTRICT

Dr. Majalise Tolan, Superintendent
Voters passed a \$73.3 million bond in May 2025 to replace an expiring bond. As a renewal, the bond is estimated to maintain the current bond levy rate of 65 cents per \$1,000 of assessed property value. The district will also receive a \$6 million matching grant from the Oregon School Capital Improvement Match funds. Bond funds will be used to repair and update failing building systems in schools throughout the district, remodel Career and Technical Education spaces, create three new high school Performing Arts spaces, update turf and playgrounds across the district, and provide new safety, health and security upgrades.

TILLAMOOK SCHOOL DISTRICT

Jennifer Guarcello, interim superintendent
voters approved a \$25.5 million bond in May 2025 to replace an expiring bond. The district will also receive a \$6 million grant from Oregon School Capital Improvement Match funds. Bond funds will be used to address safety concerns, deferred maintenance, and capacity issues. Specific examples include constructing two new gyms, creating secure entryways in all buildings, restroom renovations, fire alarm repairs/upgrades, installation of new playground equipment, roofing repairs, door/security upgrades, construction of a new athletic facility, and replacing heating/ventilation units.

SHERIDAN SCHOOL DISTRICT

Dr. Dorie Vickery, superintendent
In May 2025, Sheridan voters approved a \$6 million bond for Sheridan Schools that also gave the district access to a \$6 million matching grant from Oregon School Capital Improvement Match funds. Funds from the bond and the matching grant will address three priorities: facility repairs and upgrades, safety and security enhancements, and updated learning and community spaces. Major projects include the creation of a vestibule at Sheridan High School and renovation of the science lab, along with a complete renovation of Faulconer-Chapman School's old gym.

9:30 A.M. | BREAK

9:45 A.M. | WORKSHOPS

Introduction to Bonds

My district wants to get general obligation bonds approved and sold, but where do I start? Navigating the planning and issuance process can be daunting if you have never worked on a ballot title or a bond sale or if it's been a while since your last bond. We will walk through all the steps and basic concepts so you can feel more comfortable as you navigate the approval and issuance process.

Lauren McMillan, Managing Director/Public Finance | Piper Sandler & Co.
Gulgun Ugur, Partner | Hawkins Delafield & Wood
Tami Larson, Director of Fiscal Services | Dallas School District
Croisan Creek A

Passing Bonds in Rural Communities:

What it Takes to Finish in the Winner's Circle

Passing a bond in a small rural community can be a challenge, but Morrow County and Molalla River school districts both were successful after frustrating defeats. Hear their best strategies and lessons learned. After losing a bond request in 2022, Morrow County School District went back to voters in May 2025 with a \$204.4 million bond request which won by just six votes. After five previous losses, the Molalla River School District passed a \$77.4 million bond in May 2024, the first to pass in 20 years.

Matt Combe, Superintendent | Morrow County School District
Tony Mann, Superintendent | Molalla River School District
Brandi Sweeney, Maintenance/Facilities Coordinator | Morrow County School District • Gabe Hansen, Business Manager & Maintenance/Facilities Director | Morrow County School District
Jeremy Wright, Owner | Wright Public Affairs • Andrea Watson, Communications Director | Molalla River School District
Croisan Creek B

Awesome Changes Ahead: Making OSCIM More Impactful

The Oregon School Capital Improvement Matching (OSCIM) program has been revamped to be better and more responsive to districts. In response to legislative directive, the OSCIM program funding formula has been updated to provide larger grants to more districts. This presentation will reintroduce the OSCIM program and let attendees know of changes that improve a district's ability to get a larger grant.

Michael Elliott, Managing Director of School Finance and Facilities | Oregon Department of Education • Leanna Heiman, OSCIM and TAP Program Administrator | Oregon Department of Education
Croisan Creek C

Designing for the Future: Navigating K-12 Innovation Amid Cost Pressures and Changing Community Needs

Today's school design is about more than just classrooms — it's about creating flexible, inclusive, and future-ready environments that support student success and community well-being. But realizing that vision is increasingly complex in a volatile construction market, where escalating costs and tight budgets are forcing school districts to make tough choices. In this session, architects, contractor, and a district owner will unpack the latest trends in K-12 facility design —from CTE spaces and wellness-centered learning environments to outdoor classrooms and sustainable systems. Together, the panel will share real-world strategies for advancing innovative design while navigating cost pressures, managing stakeholder expectations, and delivering lasting value through bonds and ballot measures.

Karina Ruiz, Principal | AIA | NOMA | LEED AP
Willamette Ballroom

11 A.M. | BREAK

11:15 A.M. | LUNCH AND PRESENTATION WILLAMETTE BALLROOM

Back to Basics: Steps to Building a Winning Bond Campaign

What does it really take to pass a school bond in today's environment? Too often, the focus jumps straight to tactics before the foundation for success is even in place. What should be your first step? What comes next? How much time do you need? And do you really need to do all of this to win? (Hint: YES.) This luncheon session walks through the proven phases of a winning bond campaign — from longrange planning and polling, to building broad coalitions, to crafting clear, effective messages that resonate with voters. And why skipping steps usually leads to sad election night parties. Whether you're preparing for your first attempt or regrouping after past challenges, you'll leave with practical insights and tools to strengthen your next campaign.

Jeremy Wright, Owner | Wright Public Affairs

12:30 P.M. | BREAK

12:45 P.M. | WORKSHOPS

Aligning Bond Planning with Community Capacity and Financial Reality

Many school districts are finding that their capital plans don't align with what their voters are willing or able to support. This workshop will help districts take a more practical and transparent approach to planning for bond-funded capital improvements. Participants will take away a step-by-step approach to aligning facility assessment data and long-range facility plans with what the community is willing to support, tools for creating up-to-date, realistic construction budgets based on today's market conditions, and practical methods to engage the community early and gather meaningful input that shapes the bond strategy.

Scott Rose, Senior Project Manager, Assessor & Planner | R&C Management Group • Adam Cormack, Principal Partner and Senior Program Manager | R&C Management Group • Cody Scherer, Client Development & Marketing Leader | R&C Management Group
Croisan Creek A

Using Polling to Inform Education Campaigns in the Digital Age: Mt. Hood Community College's Case Study

How did Mt. Hood Community College finally pass its first bond in over 50 years — after failing nearly a dozen times before? By turning data into strategy, and strategy into victory. Join pollster Ben Patinkin and strategist Jeremy Wright for an inside look at how polling insights transformed the campaign's biggest weakness into its winning message. You'll see how smartaudience segmentation drove laser-focused mail and digital campaigns, and how testing message frames in advance gave the campaign sharper, more persuasive communications. This is not just a war story — it's a playbook. Attendees will walk away with practical, proven strategies for aligning polling and outreach to maximize impact in future bond and levy campaigns.

Ben Patinkin, Partner/President | Patinkin Research Strategies
Jeremy Wright, Owner | Wright Public Affairs
Croisan Creek B

2 P.M. | BREAK

2:15 P.M. | WORKSHOPS

Navigating All-User Restrooms

Using the toilet is one of humanity's most basic, essential and private needs — an act that deeply influences our sense of dignity, health and self-worth. This session presents case studies that demonstrate the value of all-user restrooms, offering proven strategies for aligning school policies and universal design principles with the built environment while challenging traditional norms to promote equity, reduce harm and reflect evolving social values. Attendees will leave with replicable tools and lessons to inform future bond planning, whether retrofitting existing schools or building new.

Alyssa Leeviraphan, Principal | Mahlum Architects Inc.
Anthony Vandenberg, Executive Director of Project Management | Lake Oswego School District
Croisan Creek A

Mind the Gap: How Oregon's Property Tax System Can Be Used to Your Advantage with a Local Option Levy

Oregon's property tax system can be a challenge to understand and navigate, but understanding the fundamentals of the system is key to navigating the world of the local option levy. A local option levy can provide invaluable additional resources for ensuring student success but can be unpredictable and tricky to explain. Come learn about the fundamentals of the local option levy tool (and yes, this requires some basics on the post Measure 5 and 47/50 property tax system) and learn about what to pay attention to if you already have a levy that could impact collections or your ability to retain levy revenue locally.

David Williams, Director | Piper Sandler & Co.
Tyler Reed, Superintendent | Neah-Kah-Nie School District
Croisan Creek B

Which Procurement Process is Right For My District?

Oregon Department of Education, HMK Company and Wenaha Group are collaborating on this information-packed session discussing procurement for different sized capital projects and how to navigate these projects. Learn about best practices for using different procurement options (Invitation to Bid, Request for Proposals, Qualified Based Selection, Purchase Order) for different project types and budget amounts. Find out how to attract bidders, especially as small or medium sized districts in rural areas.

Sarah Kirkpatrick, Supporting America's Schools Infrastructure Grant Coordinator | Oregon Department of Education • Scott Rogers, Project Executive | Wenaha Group • David McKay, CEO | HMK Company
Croisan Creek C

Inside the Win: How Gervais Passed a School Bond After 30 Years and 8 Failed Attempts

This session will dive into the successful 2024 bond campaign by Gervais School District, which passed after eight previous failed attempts spanning 30 years. Presenters, including experts in education leadership and public relations, will share actionable strategies for overcoming common obstacles, including community hesitation, aging facilities and financial concerns. Attendees will gain insights on data-driven decision-making, crafting targeted messaging, and engaging diverse voter groups to secure support for vital school facility projects.

Kyle Laier, Owner | Assist Education Services • Carol Fenstermacher, Founder | Fenstermacher PR • Dandy Stevens, Superintendent | Gervais School District • Chloe Dreher, Willamette Education Service District | Communications Specialist
Willamette Ballroom

Campaign Finance, the Little Hatch Act and Safe Harbor Review

What are the key points to know about campaign finance? When does ORS 260.432 apply to communications about bond measures? How does liability protection work under the Safe Harbor Program? Get the answers to these questions and more about statutes, rules and procedures from Secretary of State Elections Division staff.

Bob Roberts, Investigations and Legal Specialist | Elections Division, Oregon Secretary of State
Amanda Carvel, Campaign Finance Compliance Lead | Oregon Secretary of State Elections Division
Croisan Creek C

Leading with Community: A Collaborative Approach to Passing School Bonds

When you view your community as co-authors and not just voters, your chances for bond success soar. In this presentation, we will share strategies for actively involving parents, local businesses, civic groups and students to create a shared vision for educational investment. Learn how this approach helped Oakland School District overcome a bond defeat to pass a \$4.5 million bond measure to replace a partially condemned gym with a new multi-use facility. Key strategies included maintaining transparency regarding needs and costs, tailoring messages to reflect local values, and empowering respected community voices to advocate for the bond.

John Stapleton, Managing partner | Pivot Architecture
Jeff Clark, Superintendent | Oakland School District
Willamette Ballroom

3:30 P.M. | ADJOURN