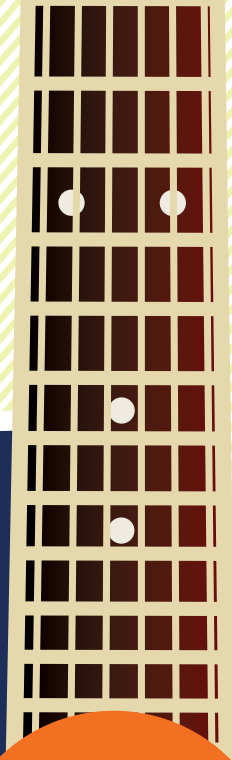


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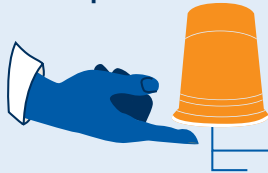


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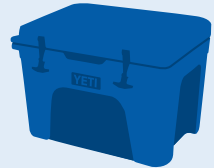
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Working with and through our state associations, NSBA advocates for excellence and equity in public education through school board leadership.

The 75<sup>th</sup> Annual Conference Program Book is Sponsored by Lifetouch.

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# THE KEY WORK<sup>OF</sup> SCHOOL BOARDS



Every high-achieving school board is intently focused on functioning in ways that improve student achievement. In today's high-stakes environment, the daily pressure on governance leaders is enormous. The National School Boards Association and our state association members have identified the core competencies of effective boards that impact student outcomes. **The Key Work of School Boards** examines how boards can guide their vision to fruition by exploring, questioning, assessing, and working with others to improve outcomes for today's students as well as America's next generation.

Within the Key Work framework, five Key Work action areas are examined in detail:

***Vision, Accountability, Policy, Community Leadership, and Relationships.***

1

## **Vision**

Effective school boards establish a clear vision with high expectations for quality teaching and learning that supports strong student outcomes. They establish clear and specific goals to move districts forward.

2

## **Accountability**

High academic standards, transparency, and accountability undergird a world-class education. True accountability depends on open decision making, community engagement and support, and receptivity to new ideas and constructive criticism.

3

## **Policy and Board Operations**

Policy is how a board sustainably exercises power to serve students. Through policy, school boards establish a set of cohesive guidelines able to transform vision into reality.

4

## **Community Leadership**

Governance through public advocacy and community engagement, school boards share their concerns and actions with the public. Community leadership that builds public support is vital to implement the board's vision.

5

## **Board/Superintendent Relationships**

Both the school board and the superintendent have essential leadership roles that are interconnected but unique. Effective school boards lead as a united team with the superintendent, each in their respective roles with strong collaboration and mutual trust.

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# Welcomes



## ★ Message from Anne M. Byrne

*NSBA President, 2014-15*

### ***Welcome to NSBA's 75<sup>th</sup> Annual Conference!***

On behalf of NSBA's Board of Directors I thank you for joining us here in Music City for what promises to be an exciting and enriching experience.

We have dozens of sessions, workshops, and inspiring speakers planned over the three days of the conference. There are also the very popular experiential learning visits. Be sure to visit the Exhibit Hall, where you can meet vendors and attend "study halls" for the latest on new ideas and products for your school district. Please also take advantage of this opportunity to network with your fellow school board members, school administrators, and superintendents from across the country.

As school leaders we must stay focused on ensuring the best public school education for our nation's children. This conference provides a great way for you to strengthen your leadership skills, learn new innovations, explore technologies to help foster achievement within your school districts, and much, much, more.

As president of NSBA I had the opportunity to visit with board members and executive directors throughout the country and am always inspired by the work of these dedicated, hard working individuals. And so, in addition to thanking you for joining us at our 75<sup>th</sup> Annual Conference, I want to take this opportunity to thank each of you for your hard work and service on behalf of public schools and America's greatest resource, our public school children.

Together we can lead children to excellence.

**Anne M. Byrne, *President***  
**National School Boards Association**



## ★ Message from Thomas J. Gentzel

*NSBA Executive Director*

### ***Welcome and thank you for joining us at our Annual Conference in Nashville, Tennessee!***

As NSBA begins its 75<sup>th</sup> year of service to our state associations and the nation's school boards, we are celebrating our past, and more importantly, looking to the future.

We have made great progress toward making NSBA the leading advocate for public education not just in the D.C. metro area, but in the country. There is always more to do, but we are on the right path and not just moving into the future, but strategically planning our future.

NSBA is committed to helping school boards gain the knowledge and skills needed to meet the challenges facing public education today. This conference offers hundreds of opportunities to learn about innovative approaches and methods to improve student achievement, and help ensure that your school district is prepared for the future.

Your participation at NSBA's 75<sup>th</sup> Annual Conference is a strong investment in your school district's success. NSBA appreciates your support and I thank you for your commitment to ensuring future success for your districts and our public schoolchildren.

**Thomas J. Gentzel**, *Executive Director*  
National School Boards Association

# Welcomes



Lodal

## ★ Message from Susan Lodal

*President of Tennessee School Boards Association*

### ***Welcome to Tennessee and the 75<sup>th</sup> Annual Conference and Exposition of NSBA!***

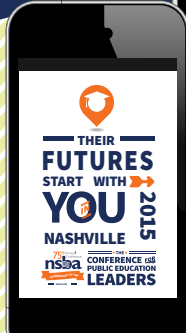
The Tennessee School Boards Association is proud and honored to serve as host state for NSBA's meeting of school board members and education representatives from throughout the country. As education leaders, we are confronted with the challenges of a rapidly evolving global market place and the impact of heightened standards. Boards must commit to delivering excellence in student achievement, strategic vision and advocacy and policy development. All of these ingredients are essential to ensure that public schools remain the cornerstone of our democracy.

NSBA's 75<sup>th</sup> Annual Conference promises to deliver amazing experiences, timely messages and effective strategies to support your efforts. You will benefit from numerous workshops, nationally known speakers and the opportunity to explore outstanding education related products and services in the convention exhibit hall. We are confident that this conference will provide you with opportunities to connect, engage and transform schools into powerful places where students and educators learn.

On behalf of the Tennessee School Boards Association and Tennessee's school board members, welcome to our state. We hope you enjoy your visit to Music City and experience first-hand the rich heritage, history and tradition that is uniquely Nashville!

**Susan Lodal, *President***  
Tennessee School Boards Association

From the  
Convention  
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Smartphone or  
Tablet Device



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has quick and easy ways to access the information you need  
while here with us in Nashville.

## Download the NSBA Mobile App!

The app allows you to create a schedule, review session descriptions and locations, access handouts, search for exhibitors, and more right from your laptop, tablet or mobile device. Scan the QR code above or visit <http://l.core-apps.com/nsbace2015> and download the app today!



### Get Updates from Conference Daily Online

For the latest in schedule changes, photos and all you need to know to make the most of your conference experience.

[www.nsba.org/newsroom/school-board-news](http://www.nsba.org/newsroom/school-board-news)



### Conference Handouts

Access them from your tablet or mobile device.

[ww5.aievolution.com/nsb1501/index.cfm?do=cnt.page&pg=1004](http://ww5.aievolution.com/nsb1501/index.cfm?do=cnt.page&pg=1004)



### Document Your Learning for Continuing Education Credits (CECs)

Stop by the CEC desk located in Lobby Level 3 of the Music City Center to find out how you can track your sessions attended during the conference.

[ww5.aievolution.com/nsb1501/index.cfm?do=cnt.page&pg=1016](http://ww5.aievolution.com/nsb1501/index.cfm?do=cnt.page&pg=1016)

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Booth #706

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## First Student, Inc.

Booth #1106

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Booth #800

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## U.S. Army

Booth #1501

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\*Journal of Instructional Psychology, Vol. 40, No. 1

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# GENERAL CONFERENCE SCHEDULE

## Friday, March 20 ..... 8:00 AM – 6:00 PM

Registration

### 9:00 AM – 12:00 PM

Pre-Conference, Half-day (morning) Workshops

### 9:00 AM – 4:30 PM

Pre-Conference, Full-day Workshop

### 1:30 PM – 4:30 PM

Pre-Conference, Half-day (afternoon) Workshops

---

## Saturday, March 21 ..... 7:00 AM – 5:00 PM

Registration

### 8:30 AM – 10:00 AM

#### GENERAL SESSION

*Speaker: Arianna Huffington*

### 10:30 AM – 11:45 AM

Educational Programming Sessions

### 10:30 AM – 4:00 PM

#### Exhibit Hall

(Exclusive hours are from 11:45 AM – 1:30 PM and 2:45 PM – 3:45 PM)

### 12:00 PM – 2:00 PM

Luncheons

### 1:30 PM – 2:45 PM

Educational Programming Sessions

### 3:45 PM – 5:00 PM

Educational Programming Sessions

### 5:00 PM – 6:30 PM

75<sup>th</sup> Anniversary Celebration Reception

---

## Sunday, March 22 ..... 7:00 AM – 8:15 AM

Special Event – Inspirational Session

*Speaker: Azure Antoinette*

### 7:00 AM – 4:30 PM

Registration

### 8:30 AM – 9:45 AM

Educational Programming Sessions

# GENERAL CONFERENCE SCHEDULE

**Sunday, March 22** ..... **10:00 AM – 11:30 AM**

**GENERAL SESSION**

*Speaker:* **David Pogue**

**11:30 AM – 4:00 PM**

**Exhibit Hall**

(Exclusive hours are from 11:30 AM – 1:30 PM and 2:45 PM – 3:45 PM)

**12:00 PM – 2:00 PM**

Luncheons

**1:30 PM – 2:45 PM**

Educational Programming Sessions

**3:45 PM – 5:00 PM**

Educational Programming Sessions

**5:15 PM – 5:45 PM**

Drum Circle

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**Monday, March 23** ..... **7:30 AM – 12:00 PM**

Registration

**8:00 AM – 9:00 AM**

**UN-GENERAL SESSION**

*Speakers:* **Sean McComb, Adora Svitak, and David Zach**

**9:30 AM – 10:15 AM**

Educational Programming Sessions

**10:30 AM – 11:00 AM**

Educational Programming Sessions

**11:30 AM – 1:00 PM**

**CLOSING GENERAL SESSION**

*Speaker:* **Montel Williams**

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## STUDY HALL SESSION SCHEDULE

**Saturday and Sunday** **11:45 AM – 12:15 PM**

**12:45 PM – 1:15 PM**

**2:45 PM – 3:15 PM**

**3:30 PM – 4:00 PM**

# SPEAKER HIGHLIGHTS

## GENERAL SESSION

Sessions held at the Music City Center

**Saturday, March 21, 8:30 AM - 10:00AM**

### ★ Arianna Huffington



Huffington

**Arianna Huffington** is the chair, president, and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist, and author of fourteen books.

In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2012, the site won a Pulitzer Prize for national reporting.

She has been named to TIME magazine's list of the world's 100 most influential people and the Forbes Most Powerful Women list. Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union. She serves on several boards, including HuffPost's partners in Spain, the newspaper EL PAÍS and its parent company PRISA; Onex; The Center for Public Integrity; and The Committee to Protect Journalists.

Her 14<sup>th</sup> book, *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder* was published by Crown in March 2014 and debuted at #1 on The New York Times Best Seller list.

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**Sunday, March 22, 10:00 AM - 11:30 AM**

### ★ David Pogue



Pogue

**David Pogue** is the founder of Yahoo Tech, having been groomed for the position by 13 years as the personal-technology columnist for the New York Times. He's also a monthly columnist for Scientific American and host of science shows on PBS's "NOVA." He's been a correspondent for "CBS Sunday Morning" since 2002.

With over 3 million books in print, David is one of the world's bestselling how-to authors. He wrote or co-wrote seven books in the "for Dummies" series (including Macs, Magic, Opera, and Classical Music); in 1999, he launched his own series of complete, funny computer books called the Missing Manual series, which now includes 120 titles.

David graduated summa cum laude from Yale in 1985, with distinction in Music, and he spent ten years conducting and arranging Broadway musicals in New York. He's won two Emmy awards, two Webby awards, a Loeb award for journalism, and an honorary doctorate in music. He's been profiled on "48 Hours" and "60 Minutes."

# SPEAKER HIGHLIGHTS

CONFERENCE

## GENERAL SESSION

Sessions held at the Music City Center

**Monday, March 23, 11:30 AM - 1:00 PM**

### ★ Montel Williams



Williams

**Montel Williams** earned his media celebrity status as a riveting Emmy Award® winning television personality. He is a decorated naval officer, inspirational speaker, author, wellness entrepreneur and health advocate.

Williams hosted The Montel Williams Show, a nationally syndicated talk show distributed by CBS Paramount Television, for 17 years, taping over 3,500 shows and interviewing more than 30,000 guests focusing on key social issues involving ordinary people coping with extraordinary circumstances. He received a Daytime Emmy® Award for Outstanding Talk Show Host; and later his show was nominated for Outstanding Talk Show two years in a row.

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## STUDY HALLS

These highly attended study hall sessions are back and expanded to include eight lounges and up to 32 sessions each day.

Pop in to these mini-sessions to find the latest information on breaking educational news and hot topics. You can even earn continuing education credits. Study halls are located around the perimeter of the exhibit hall.

**Check the mobile app for the most up-to-date information.**



### Study Hall Session Schedule for Saturday and Sunday

**11:45 AM – 12:15 PM**

**12:45 PM – 1:15 PM**

**2:45 PM – 3:15 PM**

**3:30 PM – 4:00 PM**

# SPEAKER HIGHLIGHTS

## UN-GENERAL SESSION SPEAKERS

Sessions held at the Music City Center

**Monday, March 23, 8:00 AM - 9:00 AM**

### Sean McComb—2014 Teacher of the Year



McComb

**Sean McComb** is a 9-12<sup>th</sup> grade English teacher at Patapsco High School & Center for the Arts in Baltimore, Maryland. He is currently completing his eighth year as an educator and has been at Patapsco since beginning his teaching career. “A strong teacher-student relationship facilitates the opportunity for deeper learning and more critical thinking,” says McComb. He firmly believes that public education is the foundation for opportunity and success for any child. In addition to his role as an English instructor, McComb helped develop, and continues to spearhead, Patapsco’s Advancement Via Individual Determination (AVID) program which boasted a 98%

college acceptance rate for its last two graduating classes. He was recognized by Baltimore County for his outstanding leadership of the AVID program.

### Adora Svitak



Svitak

Since the age of four, **Adora Svitak** has been exploring what she can do with the written word: everything from championing literacy and youth voice to working with the UN’s World Food Programme to raise awareness about world hunger. Hoping to instill her love of writing in others, she taught her first class at a local elementary school the year her first book, *Flying Fingers*, debuted; since then, she has spoken at hundreds of schools, classrooms and conferences around the world.

In 2010, she delivered the speech “What Adults Can Learn from Kids” at TED. The speech received over 3.3 million views on **TED.com** alone, and has been translated into over 40 different languages.

She is a 2011 recipient of the National Education Association Foundation’s Award for Outstanding Service to Public Education, an honor previously bestowed on luminaries ranging from Bill Clinton to Billie Jean King. This year, she served as a Youth Advisor to the USA Science and Engineering Festival in Washington, DC.

### David Zach



Zach

**David Zach** is one of the few professionally trained futurists on this planet, having earned a master’s degree in Studies of the Future from the University of Houston. Of course, this was way back in the 1980s, so it’s pretty much history by now. Since then, Dave has worked with over 1,500 associations, corporations and colleges offering insights on the personal and professional impact of strategic trends. In other words, he gives funny and thought-provoking keynote speeches on the future of technology, economics, business, education, demographics and society.

He reads a lot—and he reads a lot more about the past than he does about the future. He knows that change is vital but it’s also overrated and in this time of tumultuous change, it’s far more important that we find the things that don’t change and shouldn’t change. Tradition and change are really choices, and we are only prepared to choose wisely when we look far and wide for causes, implications and lasting value.

# SPEAKER HIGHLIGHTS

## MASTER CLASS SPEAKERS

Sessions held at the Music City Center

**Sunday, March 22, 7:00 AM Inspirational Session**

**Sunday, March 22, 1:30 PM – 2:45 PM**

### **Azure Antoinette**

**CEO, Commissioned Poet & Author, Millennial Advocate**



Antoinette

Called “the Maya Angelou of the Millennial generation,” **Azure Antoinette** is a poet, spoken word artist and millennial and arts education advocate whose performance poetry explores the ways social media is reshaping humanity. Antoinette is the founder and CEO of *The Alchemik Collective*, a creative talent incubator which houses *Alchemik Apparel*, a free-trade clothing line centered around positive messaging and the human ability to be both passionate and indecisive; *Alchemik Press*, an independent publishing house for poetry and narrative literary work; and *EGAMI Collective*, a visual art incubator curated to support urban photography, graffiti,

muralist and street art.

**Saturday, March 21, 10:30 AM – 11:45 AM**

### **Willard Daggett**

**Founder & Chairman, International Center for Leadership in Education**



Daggett

**Willard R. Daggett, Ed.D.**, Founder and Chairman of the International Center for Leadership in Education, is recognized worldwide for his proven ability to move pre-K-12 education systems towards more rigorous and relevant skills and knowledge for all students. He has assisted a number of states and hundreds of school districts with their school improvement initiatives. Dr. Daggett has also collaborated with education ministries in several countries and with the Council of Chief State School Officers, the Bill & Melinda Gates Foundation, the National Governors Association, and many other national organizations. He serves on several advisory boards, including the NASA Education Advisory Board (2008 to present) and the *USA Today* Education Advisory Board.

**Saturday, March 21, 3:45 PM - 5:00 PM**

### **Daniel A. Domenech**

**Executive Director, AASA, The School Superintendents Association**



Domenech

**Daniel A. Domenech** has served as Executive Director of the AASA, The School Superintendents Association, since July 2008. Domenech has more than 36 years of experience in public education, 27 of those years served as a school superintendent. In addition, Domenech has served on the U.S. Department of Education’s National Assessment Governing Board, the advisory board for the Department of Defense schools, the board of directors of the Association for the Advancement of International Education, the Board of Overseers for the Baldrige Award and the boards of the Institute for Educational Leadership, the National Board for Professional Teaching Standards, the Education Policy Institute, and chair for Communities in Schools of Virginia.

# SPEAKER HIGHLIGHTS

## MASTER CLASS SPEAKERS

Sessions held at the Music City Center

**Saturday, March 21, 3:45 PM - 5:00 PM**

### **Thomas J. Gentzel**

*Executive Director, National School Boards Association*



**Thomas J. Gentzel** is the Executive Director of the National School Boards Association (NSBA), which represents state associations of school boards and their more than 13,000 member school districts across the United States. Prior to NSBA, Mr. Gentzel was the executive director of the Pennsylvania School Boards Association. His career at PSBA started in 1980 as a lobbyist and, five years later, he took the helm of the organization's Office of Governmental and Member Relations—a position he held for more than 16 years. He became the organization's executive director in 2001 and directed a staff of more than 150 persons. PSBA's services include publications, conferences and seminars, as well as insurance programs, management and legal assistance, and advocacy services for local school officials.

**Saturday, March 21, 1:30 PM – 2:45 PM**

**Sunday, March 22, 8:30 AM – 9:45 AM**

### **Angela Maiers**

*Teacher, Author, Consultant*



Whether she is addressing an auditorium full of educators or sitting on the floor helping first graders find their way into the pages of a great book, **Angela Maiers'** message is the same. Literacy changes lives. As a teacher, educator, author and consultant, Angela has spent the past 22 working diligently to help learners of all ages succeed by recognizing their power as readers, writers, and global communicators.

Angela earned a Bachelor of Science in Education and a minor in Biology from the University of Iowa and completed her graduate and post-graduate work at Drake University in Des Moines, Iowa. As owner and lead consultant at Maiers Educational Services, she is passionate about literacy and using technology to discover creative ways to assist schools and organizations in meeting their learning and productivity goals. Angela lives in Clive, Iowa, with her husband and two teenage children.

**Sunday, March 22, 3:45 PM – 5:00 PM**



### **Douglas Reeves**

*Founder, Creative Leadership Solutions*

**Douglas Reeves** is the founder of Creative Leadership Solutions in Boston. The author of more than 30 books and 80 articles on leadership and organizational effectiveness, he was named the Brock International Laureate for his contributions to education. His latest book is *The Seven Virtues of Creativity* and he provides research for improving creativity among students, teachers, administrators, and board members.

# SPEAKER HIGHLIGHTS

## MASTER CLASS SPEAKERS

Sessions held at the Music City Center

**Saturday, March 21, 10:30 AM – 11:45 AM**

**Saturday, March 21, 1:30 PM – 2:45 PM**

### Jim Spellos

*President, Meeting U*



**Jim Spellos** is the President of Meeting U, a company specializing in helping people become more productive and comfortable with technology including social media and mobile apps. Jim is a recognized expert in the field of technology with over 20 years of experience, delivering over 150 seminars annually on how to become more productive and efficient using technology applications, including social media. He is a faculty member at New York University, has taught in the School of Professional and Continuing Studies since 1990, joined the undergraduate faculty in 2002, and won an award for teaching excellence in 2004.

**Saturday, March 21, 3:45 PM – 5:00 PM**

**Sunday, March 22, 8:30 AM – 9:45 AM**

### Salome Thomas-EL

*Inspirational Teacher*



“Every child needs someone to be crazy about them.” These are the words of **Salome Thomas-EL**, award-winning teacher, principal, and nationally recognized educator. They shape his lifelong commitment to answering the question, “How do we ensure that every child achieves their greatest potential?” This question lies at the heart of the national dialogue on education policy, the day in and day out work of school personnel, and the hopes of every parent. Central to this challenge is how we succeed with children who are facing the most serious barriers to success: poverty, violence, neglect, and low expectations. For over 20 years, Principal EL has taken on

this challenge with the absolute belief that every child can and will learn as long as adults in their world care enough to not give up. Starting as a teacher and chess coach at Vaux Middle School and through his years as principal at several traditional public and charter schools, Thomas-EL has transformed the attitudes and strategies of school staff, parents, and members of the community to help hundreds of troubled children not only graduate from high school but go on to earn higher degrees from major colleges and universities. He brings to the process a powerful combination of passion, caring, and leadership to craft a refreshing, commonsense roadmap to help kids achieve their dreams, no matter the odds.

# PROGRAMMING OPTIONS

## Focus Areas and Learning Opportunities

Align your conference sessions with the content that fosters growth and supports you, your staff, and your students. With sessions organized into focus areas, it's easy for your team to find the content that best benefits your district.



### Advocacy

Shape the debate. Learn about current national topics that are affecting education leaders and impacting local control and governance.



### Governance and Executive Leadership

Effective leadership skills are necessary to transform public education. Learn how to align resources to achieve district standards and priorities and understand education reform.



### Innovations in District Management

Learn how to deal with economic challenges, manage local bond initiatives, and deal with hot topics, such as common core standards and data-driven decisions.



### Master Class

Change leaders in education share how innovative approaches and unique leadership styles can improve student achievement.



### New School Board Member Workshops

Essential training to help new board members hone their leadership skills and give others a chance to refresh their knowledge while networking with colleagues from across the country.



### School Board/Superintendent Partnerships

Learn the different roles and responsibilities of the board and superintendents, and how to collaborate and develop long-term successful relationships inside and outside the system.



### Student Achievement and Accountability

Understand the factors which set conditions to optimize teaching and learning; narrow, or eliminate, the achievement gap; accountability; and continuous improvement within a system.



### Study Halls

Participate in an interactive 30-minute upload of the latest knowledge on hot topics, led by experts and their school district clients.



### Technology + Learning Solutions

Hands-on sessions, workshops, and site visits on how technology is transforming school districts with relevant knowledge for technology directors, administrators, and board members.

## Providing Students with the Best Start and Finish to the School Day



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# CONFERENCE HIGHLIGHTS

## TRACKING SESSION AND ATTENDANCE/CONTINUING EDUCATION CREDIT

★ **NEW THIS YEAR!** Attendance at all conference events at the Music City Center will be tracked via your conference badge. Please ensure your badge is scanned at each session. You can check your session attendance via the NSBA Mobile App or at the Continuing Education Credit Station on Lobby Level 3. You will be required to complete a session evaluation for each session. Please check with your respective state school boards association to determine if attendance at the NSBA Annual Conference meets their requirements for continuing education or training.

## NSBA DRUM CIRCLE

*Sponsored by NAMM Foundation, Booth #1006*

**Sunday, March 22, 5:15 PM - 5:45 PM  
Exhibit Hall Lobby, Third Level**

Back by popular demand! Join us for an interactive drum circle experience. Revive, renew, and realize your own creative potential through the power of music. Experience some basic facilitation techniques used for building camaraderie and support, reducing stress, and empowering student achievement. No experience necessary.

## EXHIBIT HALL HIGHLIGHTS

**2015 NSBA EXPOSITION aka CAMPUS EXPO!**

The 2015 NSBA Exhibit Hall is once again being turned into the Campus Expo, featuring over 275 companies, some of whom are brand new to the K-12 education market! This is your first chance to meet with organizations that represent the diversity of new solutions in education. You will undoubtedly be inspired and bring home the latest ideas for your district!

## ★ **NEW this year: Expanded Study Halls and the Discovery Classroom**

The Exhibit Hall will also feature popular favorites such as our expanded Green Zone and Music & Arts Main Street areas, as well as Cutting Edge AveNEW, the Technology Innovation Pavilion, and the NSBA Marketplace!

## ★ **NEW Exhibit Hours for 2015:**

Saturday, March 21 10:30 AM – 4:00 PM  
(NOTE THE NEW OPENING TIME!)  
Sunday, March 22 11:30 AM – 4:00 PM

## **Exclusive Exhibit Hours:**

Saturday, March 21 11:45 AM – 1:30 PM  
2:45 PM – 3:45 PM  
Sunday, March 22 11:30 AM – 1:30 PM  
2:45 PM – 3:45 PM

## ★ **NEW: Discovery Classroom at the NSBA Booth, Booth #922**

### **A Digital Class Walk Through**

Did you know that students between the ages of 8-18 years old spend over 7 hours a day engaged with digital media? Yet many feel like they have to power down when they enter their classrooms. Go beyond the textbook and experience what learning in a digital classroom looks, feels, and sounds like.

### **Technology Innovation Showcase, Booths 1048–1053**

Hear from the six companies honored in the 3rd Annual Technology Innovation Showcase at 10:30 AM, Saturday in Room 103BC to take home the latest ideas for your team! These emerging companies represent the diversity of new solutions in education and this is a “can’t miss” area in the exhibit hall.

Classcraft	1048
Educurious	1052
New Classrooms™ Innovation Partners	1050
NumberShire	1049
RobotsLAB	1053
TeacherMatch	1051

*As of January 7, 2015*

# CONFERENCE HIGHLIGHTS

## Green Zone, Booths 1032-1044

If you are looking to advance green initiatives in your district, improve student achievement, and engage your community, be sure to visit the expanded Green Zone, featuring exhibitors whose products and services are creating healthy school environments conducive to learning while saving energy, resources and money.

ABM	1032
Energy Tomorrow	1037
International Mulch Company	1036
NUDURA Integrated Building Technology	1038
Power Up, LLC	1039
Sherman Carter Barnhart Architects	1040
Siemens Industry, Inc./Building Technologies Division	1033
Sport Court	1041

*As of January 7, 2015*

## Music & Arts Main Street, Booths 1006-1018

Take a waltz down Aisle 1000 and learn about how you can strengthen your school's music and arts programs in a cost efficient manner. Be sure to stop by the Music Main Street Stage and take in a performance by one of our very talented student performing groups!

Drawp for School	1007
MainStage Theatrical Supply, Inc.	1016
NAMM Foundation	1006
Randall Peterson Designs, Inc.	1011
REMO, Inc.	1018
VH1 Save the Music Foundation	1009
WhisperRoom, Inc.	1014

*As of January 7, 2015*

## Cutting Edge AveNEW, Booths 1604-1611

Be the first in your district to meet the newest companies and see the latest and greatest products on the block! This special area is dedicated to start-up businesses who have never exhibited at a national trade show and want to debut their state-of-the-art products and services to you specifically!

Guard Safe	1610
KnowledgeWorks	1607
National Runaway Safeline	1606
Read to Them	1604

Slate & Tablets 1611

*As of January 7, 2015*

## The NSBA Marketplace, Back of Hall A

Returning this year...the NSBA Marketplace—a special area in the rear of the hall where exhibitors are allowed to sell their products and services to you right on the floor! You will be able to take the product with you at that moment. Please note that ONLY exhibitors located within the Marketplace are allowed to sell on the NSBA exhibit floor.

Ideal Jewelry	953
Navajo Jewelry and Crafts	850
The Pin Man—Appreciation Incentives	851

*As of January 7, 2015*

## The NSBA Exhibit Exam Challenge

The Exhibit Exam has gone digital! No more paper to lug around...the game is completely on our mobile app! Find out how much you know about our exhibitors. Tap on the Exhibit Exam icon on the app, visit the participating Exhibit Exam participants, get the answers to questions about their companies, and enter for a chance to win exciting prizes!

## Innovation Challenge

Design firm DLR Group will introduce its first Innovation Challenge in 2015, inviting student teams from various high schools to travel to Nashville to participate at the Innovation Challenge Space. Conference attendees will be able to watch this action-packed set of activities unfold in registration area on Level 2 next to the bookstore. The challenge will display project-based learning, collaborative teamwork, and various puzzles to challenge students to address real-world problems creatively. The process, results, and lessons learned will be captured with video and time-lapse photography and will be presented at a Conference Workshop on Sunday. Conference attendees can collaborate with students during three Study Hall sessions on Saturday.

During the Innovation Challenge, student participants will be competing against the other

*continued*

# CONFERENCE HIGHLIGHTS

## **Innovation Challenge** *continued*

teams to address four puzzles or problems that flex a range of critical thinking skills. Word problems will test reading comprehension and encourage students to be creative in their responses. Constructing simple systems out of standard materials will test student's spatial reasoning and technical ability to develop a solution to a problem within a time constraint. Overlaid on each event, students will use the latest collaborative video and audio technology to interface with external resources who will give clues to the students as they work through the various problems and puzzles.

By creating a flexible environment for students to work in, and leveraging collaborative technology, the Innovation Challenge puts 21<sup>st</sup> Century learning environments into action.

## **HIGH SCHOOL MUSICAL GROUPS**

*Sponsored by NAMM Foundation,  
Booth #1006*

These wonderful high school musical groups will be performing during the General Sessions.

### **Revolution Strings** **Abilene & Cooper High Schools – Abilene, TX** **Saturday, March 21**

Revolution Strings is directed by Darcy Radcliffe and David Keown and is a troupe of 15 violinists, 3 cellists, a violist, a bass player, and one drummer. Their performances highlight the talent and musicianship of the finest string players from the Abilene High and Cooper High School Orchestra programs. They combine jazz, Celtic, country and every style in between for an energetic and inspiring musical experience. In the past they have been on NPR's acclaimed show "From the Top", as well as special musical guests at several state and national conventions including the National Association of Secondary School Principals and the American String Teachers Association national conventions. At the invitation of the Chinese government, they toured China as part of the League of Astonishing Strings in June 2013.

### **Central High School Jazz Band** **Central High School – Baton Rouge, LA** **Sunday, March 22**

The Central High School Jazz Band, directed by Patrick Bordelon, consists of students in 9<sup>th</sup>–12<sup>th</sup> grade that are interested in learning the only true American art form, jazz. Throughout the years, they have had the pleasure of performing for three Louisiana Governors, three Louisiana State School Board Conventions, as well as many civic and memorial concerts. They perform selections that include classics from the swing era, pivotal works from the realm of small group jazz, as well as modern day hits. Central High School has offered a Jazz Band class for the last 40 years. They have continued to keep this style of music education at the forefront of their program.

### **Siegel High School Chamber Orchestra** **Siegel High School, Murfreesboro, TN** **Monday, March 23**

The Siegel High School Chamber Orchestra, directed by Brenda Gregory, is an auditioned choral ensemble made up of students from grades 9-12. The choir has traveled and performed extensively throughout the United States and Europe, including concerts in New York City, Paris, France, and London, England. The choir was selected to perform with Josh Groban in 2004 at his first appearance in Nashville, and in 2013 was chosen to perform Disney's "Tarzan" at the National Association of Music Education Conference at the Opryland Hotel. They are also known for their performances of musicals. They have performed such shows as "Phantom of the Opera", "Les Miserables", and "Cats". They were recently mentioned in Broadway World Nashville as one of the top ensembles in Tennessee in the performance of high school musicals.



# HIGH SCHOOL MUSICAL GROUPS CALL FOR ENTRIES!

Three high school musical groups are invited to perform at NSBA Annual Conference each year. General guidelines for selection are as follows:

- Performing groups must represent a public school or group of public schools and have school board approval to represent their school district. The school district must be a member in good standing of their state association.
- The total size of the group (including instrumentalist, singers, dancers, accompanist, etc.) may not exceed 30 people.
- General Session performance times are strictly held to 15 minutes.

*For more information, see the NSBA Annual Conference website at*

[www.nsba.org/conference](http://www.nsba.org/conference) or E-Mail Sandy Folks at [sfolks@nsba.org](mailto:sfolks@nsba.org)





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# GENERAL CONFERENCE INFORMATION

## Badges

Your badge is the only requirement for admission to most Conference activities—exhibits, general sessions, workshops, and master classes. Badges are required of all persons using the free shuttle buses.

## Conference Bookstore

### *Sponsored by School Improvement Network*

Browse NSBA books and popular titles from our conference speakers at the NSBA Bookstore located on Level 2 in the Registration Area.

## Conference Policy

Smoking is prohibited in the Music City Center, meeting rooms, and the Exhibit Hall, including sessions at all Conference and governance meetings under NSBA sponsorship.

The National School Boards Association endorses no individual or groups of individuals or any sentiment expressed by any speaker or other participant in its program, except by official action of its Delegate Assembly. Admission to conference programs and exhibits is limited to persons holding the official 2015 Conference badge.

Registration constitutes your consent that any pictures taken during NSBA sponsored events can be used for meeting and promotional purposes without remuneration.

## E-Mail Stations

### *Sponsored by Emerald Data Solutions, makers of BoardDocs*

Create your own conference schedule and check your e-mail at the E-Mail Stations located outside Exhibit Halls A/B on Level 3 of the Music City Center.

## Food Service

Continental breakfast and lunch foods are available for purchase in the Music City Center Friday through Monday beginning at 8:00 AM. Concessions will be available in the Exhibit Hall during exposition hours.

## Information/Help Desk

An Information/Help desk will be open and located on Level 2 in the Registration Area of the Convention Center during established registration hours.

## Lost and Found

All misplaced items turned into NSBA will be kept at the NSBA Information Help/Desk on Level 2 in the Registration Area of the Music City Center. Please check there for lost articles.

## Mobile App

### *Sponsored by Emerald Data Solutions, Makers of Board Docs*

Your one-stop shop for everything conference related! Create a schedule, review session descriptions and locations, look for speakers, access handouts, search for exhibitors, review the exhibit floor plan, and more—from your laptop, tablet or mobile device. Go to [m.core-apps.com/nsbace2015](http://m.core-apps.com/nsbace2015) and download the app TODAY!



## NSBA Acronyms

Some of NSBA's most commonly used acronyms are as follows:

- AIAN** National Caucus of American Indian/Alaska Native
- ASBJ** American School Board Journal
- COSA** Council of School Attorneys
- CPE** Center for Public Education
- CUBE** Council of Urban Boards of Education
- FRN** Federal Relations Network
- NBC** National Black Council
- NC** National Connection
- NHC** National Hispanic Council
- TLN** Technology Leadership Network

# GENERAL CONFERENCE INFORMATION

## Press Room

The Press Office will be in the Seating Lounge, Level 3 of the Music City Center Friday through Monday.

## Restaurant Information

A restaurant information booth will be located on the 3<sup>rd</sup> floor lobby level outside of the Exhibit Hall of the Music City Center for the convenience of NSBA registrants. Personnel will be on the spot to provide information and assist in making restaurant reservations. This service is provided courtesy of the Nashville Convention and Visitors Bureau and NSBA.

## Session Handouts

Workshop presenters are encouraged to upload electronic copies of session handouts to our website. You can access the handouts section on the website at [www.nsba.org/conference](http://www.nsba.org/conference) and go to the Online Planner. You may also access the handouts on the conference mobile app. Handouts will be available online for 60 days after the conference.

## Special Services

A FedEx Office, located on Level 2 of the Nashville Music City Center, will offer a variety of office services, including copying, faxing, packaging and Federal Express shipping.

## Transportation

Free shuttle buses are operated by NSBA between the Music City Center and NSBA Conference hotels. Schedules of operation are available at the information desk on Level 2 in the Registration Area of the Music City Center. The shuttle system operates on a limited schedule Friday and on a regular schedule Saturday through Monday.

### Shuttle Schedule:

Friday, March 20	7:30 AM to 6:30 PM
Saturday, March 21	6:30 AM to 7:00 PM
Sunday, March 22	6:30 AM to 6:15 PM
Monday, March 23	7:30 AM to 1:30 PM

## Social Networking



### Join the conversation

and be a part of the story—social networking comes to the Annual Conference!



Be sure to “Like” us on Facebook:  
[www.facebook.com/SchoolBoards](http://www.facebook.com/SchoolBoards)



Follow us on Twitter:  
[www.twitter.com/NSBAComm](http://www.twitter.com/NSBAComm)

Share your thoughts on site in Nashville with fellow attendees and your colleagues back home and use the special Annual Conference Twitter hashtag: **#NSBAConf**

# STATE MEETINGS AND FUNCTIONS

CONFERENCE

## DATES AND LOCATIONS

### Friday, March 20

- 7:00 PM New York, Rhode Island, Maine, New Jersey and Pennsylvania School Boards Associations Joint Reception  
Omni Nashville, Legends Ballroom A-C

### Saturday, March 21

- 7:00 AM Oklahoma State School Boards Association  
Omni Nashville, Cumberland 1-2
- 7:00 AM Texas Association of School Boards  
Omni Nashville, Broadway Ballroom A-D
- 7:00 AM Virginia School Boards Association  
Omni Nashville, Broadway Ballroom G-K
- 5:00 PM Central Region Joint Reception  
Omni Nashville, Legends Ballroom

### Sunday, March 22

- 7:00 AM Texas Association of School Boards  
Omni Nashville, Broadway Ballroom A-D

## National Affiliation of Superintendent Searchers



School districts across America need highly skilled chief executives. Working with and through your state association, the National Affiliation of Superintendent Searchers network provides access to a national pool of qualified candidates; enhancing your ability to select your district leader.

Visit our booth Saturday and Sunday –  
Exhibit Hall Concourse, Level 3 of Music City Center



# THE CLEAR SELECTION FOR 1080p PROJECTION

Optoma is the clear leader in DLP 1080p projector technology! Every school and every classroom environment can benefit from the crisp clarity of 1080p.




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## OPTOMA 1080p PROJECTORS:

MODEL	CATEGORY	LUMENS	UNIQUE FEATURES
EH503	<i>ProScene Interchangeable lens</i>	5200	Vertical and Horizontal Lens shift, 3 interchangeable lens options, Crestron RoomView
EH501	<i>ProScene Fixed Lens</i>	5000	Vertical lens shift, 1.5x zoom, Crestron RoomView
EH500	<i>High End, Large Room Data</i>	4700	10,000:1 Contrast ratio, Crestron RoomView
EH415	<i>High End, Large Room Data</i>	4200	Vertical lens shift, 1.5x zoom, 12,000:1 Contrast ratio, Crestron RoomView
EH300	<i>High End, Medium Data</i>	3800	15,000:1 Contrast ratio, 8-Watt SRS WOW HD, Crestron RoomView
DH1011	<i>Multimedia</i>	3500	Extended Connectivity
DH1009	<i>Multimedia</i>	3200	All digital
EH200ST	<i>Data, Short Throw</i>	3000	All digital, MHL enabled
HD91	<i>Premium Home Theater</i>	1000	LED, 500,000:1 Contrast Ratio, Pure Engine Image Processing, Vertical & Horizontal lens shift, ISFccc Certified
HD90	<i>Premium Home Theater</i>	1200	LED, 500,000:1 Contrast Ratio, Pure Engine Image Processing, Vertical & Horizontal lens shift, ISFccc Certified
HD50	<i>Premium Home Theater</i>	2200	Pure Engine image processing, Vertical lens shift, ISFccc certified
HD161X	<i>Home Theater</i>	2000	Pure Engine image processing, Vertical lens shift, All digital
HD25-LV	<i>Home Theater</i>	3200	Comprehensive I/O, 16-Watt SRS WOW HD
HD26	<i>Home Theater</i>	3200	MHL-enabled HDMI, All Digital
HD141X	<i>Home Entertainment</i>	3000	MHL-enabled HDMI, All Digital
GT1080	<i>Premium Gaming, Short Throw</i>	2800	Short Throw, MHL-enabled HDMI, all digital

Product availability varies. Please contact your Optoma Sales rep for more details. © 2014 Optoma Technology, Inc.

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# TECHNOLOGY AND LEARNING PROGRAMMING

## Technology Leadership Network (TLN) Hosted Programming

Open to all conference registrants; Additional fees as noted\*



## SCHEDULE AT-A-GLANCE

### THURSDAY, March 19

8:00 AM – 4:00 PM **Site Visit:** Technology Transformation and Leadership in Today's Army  
101st Airborne Division (Air Assault), Fort Campbell, KY\*

### FRIDAY, March 20

9:00 AM - 12:00 PM Education Content for the iPad\*

9:00 AM – 3:00 PM **Site Visit:** Music Makes Us®: Pearl-Cohn Entertainment Magnet High School  
& the Grand Ole Opry\*

1:30 PM – 4:30 PM Education Content for the iPad\*

1:30 PM – 4:30 PM Developing a Culture of Innovation in Your District that Leverages  
Crowdsourcing\*

### SATURDAY, March 21

10:30 AM – 11:45 AM NSBA Annual Technology Innovation Showcase

1:30 PM – 2:45 PM Reimagining Instruction—2015 TLN Site Visit Host: Mentor, Ohio

2:15 PM – 6:15 PM **Site Visit:** Rural School STEM Labs to Medical Simulations: How Vanderbilt  
University Transforms Learning\*

3:45 PM – 5:00 PM What is “Effective” School IT?

### SUNDAY, March 22

8:30 AM – 9:45 AM Top Tech Trends for 2015

12:00 PM – 2:00 PM TLN Luncheon, Digital Leadership: Changing Paradigms for Changing Times\*  
**Eric Sheninger**, Senior Fellow, International Center for Leadership  
in Education

1:30 PM – 2:45 PM Ten Things Everyone Should Know about Today's Students and  
Digital Learning

2:15 PM – 5:30 PM **Site Visit:** Experience The Hermitage—How the RACHEL Initiative Engages  
Students\*

3:45 PM – 5:00 PM 3D Printing in Education

### MONDAY, March 23

8:30 AM – 1:00 PM **Site Visit:** Driving Innovation: Nissan Plant Tour Showcases STEM in Action\*

8:45 AM – 3:30 PM **Site Visit:** Technology Innovation in Action: Rutherford County  
Public Schools\*

9:30 AM – 10:15 AM Taking the Digital Leap—Is Your District Ready?\*

See the detailed schedule of events for more program information.

# 2015 NSBA Education Technology Site Visits



Join us to see innovative strategies in action, as school districts highlight effective technology solutions. You'll have a chance to tour schools, ask questions, and see first-hand the energy and enthusiasm these new practices bring to the classroom. Return with new ideas and fresh perspectives on how technology can help transform your district.

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## **April 22 – 24, 2015**

Prince William County Public Schools, Manassas, VA

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## **April 26 – 28, 2015**

Mentor Public Schools, Mentor, OH

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## **April 29 – May 1, 2015**

Kent School District, Kent, WA

National School Boards Association



**For more information and to sign up today visit [www.nsba.org/](http://www.nsba.org/)**

## Technology Innovation Showcase

Hear from the six companies honored in the 3rd Annual Technology Innovation Showcase at 10:30 AM, Saturday in Room 103BC to take home the latest ideas for your team! These emerging companies represent the diversity of new solutions in education and this is a "can't miss" area in the exhibit hall.

CLASS CRAFT

educurious  
learning that connects

New Classrooms

*Innovation Partners for Learning*



Robots LAB  
*Teaching With Robots*

TEACHERMATCH  
BECAUSE TEACHERS MATTER MOST

# COUNCIL OF SCHOOL ATTORNEYS (COSA)

## 2015 School Law Seminar

March 19–21, 2015

Renaissance Nashville Hotel

National School Boards Association



## SCHEDULE AT-A-GLANCE

### THURSDAY, March 19

9:00 AM - 1:30 PM

NSBA Member State Association Counsel Luncheon Meeting

9:00 AM - 1:30 PM

In House Counsel Networking Luncheon and Discussion

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#### Early Bird Concurrent Sessions

2:00 PM - 4:00 PM

**Early Bird Session I:** Labor Relations

2:00 PM - 4:00 PM

**Early Bird Session II:** School Law Boot Camp

4:30 PM - 6:00 PM

Opening General Session

7:30 PM

Dine Around Nashville

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### FRIDAY, March 20

8:30 AM - 12:00 PM

General Session and Presentation of COSA Award

12:00 PM - 1:15 PM

Lunch on your own or join a box lunch discussion session: New to the Practice, or IDEA Reauthorization Working Group Recommendations

1:30 PM - 4:30 PM

**Concurrent Session I:** Governance and Employment Issues

1:30 PM - 4:30 PM

**Concurrent Session II:** Special Education and Students

4:45 PM - 6:00 PM

School Law Seminar Reception honoring COSA Award recipient Forrest Jack Lance and Chair-elect Justin Petrarca

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### SATURDAY, March 21

8:30 AM - 8:50 AM

COSA Business Meeting, Elections and News from COSA

9:00 AM - 12:00 PM

General Session

12:00 PM

Adjourn



## Making a Difference for Public Schools

Tap the expertise of our seasoned school attorneys  
at NSBA conference school law sessions.

March 20-22

- 9:00am **FRIDAY, MARCH 20 (PRE-CON)**  
**What Every School Board Member  
Should Know about School Law Issues Today**  
Key Issues on Religion and Employee Rights
- 10:30am **SATURDAY, MARCH 21**  
**Ten Best Practices to Avoid Liability**  
Reduce Your Legal Headaches
- 3:45pm **SUNDAY, MARCH 22**  
**Sexual Violence and Schools**  
Navigating Title IX in 2015

Check the  
schedule for  
more sessions  
with "use it  
now" legal  
information!



National School Boards Association

**cosa**  
Council of School Attorneys

### Serving School Board Attorneys Who Serve Public Education

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Protect your district — have your attorney join **COSA**.  
[www.nsb.org/services/council-school-attorneys-cosa/how-join](http://www.nsb.org/services/council-school-attorneys-cosa/how-join)

# COUNCIL OF URBAN BOARDS OF EDUCATION (CUBE)

**NSBA 75th ANNUAL CONFERENCE – CUBE PROGRAMMING**  
**March 21-22, 2015**  
**Nashville, TN**



## SCHEDULE AT-A-GLANCE

### SATURDAY, March 21

11:45 AM	Welcome
11:45 AM – 1:45 PM	Lunch & Keynote Presentation
2:30 PM – 4:00 PM	Keynote Presentation: Caucuses & CUBE Combined Programming
6:30 PM – 9:00 PM	CUBE Urban Night Out <i>(By Invitation only)</i>

### SUNDAY, March 22

7:45 AM – 9:45 AM	CUBE Annual Business Meeting and Breakfast
2:45 PM – 5:00 PM	Keynote Presentation

*See the detailed schedule of events for more program information.*

## IS YOUR DISTRICT LEADING THE WAY? **Call for Workshop Proposals for 2016!**

We are looking for proposals from school districts and other organizations for high-quality breakout sessions that focus on topics of critical interest to school board members from all across the country. Our conference attendees are seeking information and skills to help them govern and lead more effectively in the fast-moving world of K-12 education.

**Go to [www.nsba.org/conference](http://www.nsba.org/conference) for the proposal information.**

**Proposals can only be submitted online and will close on June 1, 2015.**

**NSBA's 76th Annual Conference will be held on April 9-11, 2016, in Boston, Massachusetts.**





# MARK YOUR CALENDAR

CUBE SUMMER ISSUES SEMINAR

SAVANNAH, GEORGIA

**Where do we go from here? Excellence, Equity and Unity**



**July 23-25, 2015**

Hyatt Regency Savannah

[www.nsba.org/cube](http://www.nsba.org/cube)

National School Boards Association

**cube**

Council of Urban Boards of Education

# PRE-CONFERENCE

## SCHEDULE AT-A-GLANCE

Unless otherwise noted, all events and sessions take place at the Nashville Music City Center.

### THURSDAY, March 19

8:00 AM – 4:00 AM

#### Site Visit

Technology Transformation and Leadership in Today's Army 101st Airborne Division (Air Assault), Fort Campbell, KY  
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4:00 PM – 5:30 PM

#### State Association Meeting

NSBA Policies and Resolutions Committee Hearing  
**Omni Nashville Hotel, Legends Ballroom FG**  
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### FRIDAY, March 20

8:30 AM – 4:00 PM

#### State Association Meeting

NSBA Delegate Assembly Business Meeting  
**Omni Nashville Hotel, Broadway Ballroom**  
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9:00 AM – 3:00 PM

#### Site Visit

Music Makes Us®: Pearl-Cohn Entertainment Magnet High School and the Grand Ole Opry  
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9:00 AM – 12:00 PM



**Pre-Conference No. 1:** Education Content for the iPad  
**Music City Center, Room 205C**  
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**Pre-Conference No. 2:** It's About the Journey AND the Destination: Set Achievable District Goals and Objectives, and Begin the Process of Action Planning  
**Music City Center, Room 207CD**  
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**Pre-Conference No. 3:** Managing Communications on School Security and Crisis in a World on Digital Steroids  
**Music City Center, Room 207AB**  
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**Pre-Conference No. 4:** Minding Your Ethics  
**Music City Center, Room 205B**  
Page: 54



**Pre-Conference No. 5:** On the Same Page: Putting College- and Career-Ready Standards into Practice through Labor-Management Collaboration  
**Music City Center, Room 201AB**  
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Governance and Executive Leadership



Innovations in District Management



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## FRIDAY, March 20

9:00 AM – 12:00 PM



**Pre-Conference No. 6:** What Every School Board Member Should Know About School Law Issues Today

**Music City Center, Room 208AB**

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9:00 AM – 4:30 PM



**Pre-Conference No. 14:** The Board's Role in Community Engagement

**Music City Center, Room 205A**

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1:30 PM – 4:30 PM



**Pre-Conference No. 7:** Developing a Culture of Innovation in Your District that Leverages Crowdsourcing

**Music City Center, Room 202B**

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**Pre-Conference No. 8:** Education Content for the iPad

**Music City Center, Room 205C**

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**Pre-Conference No. 9:** Get More Done and Achieve Higher Performance through Effective Planning and Board/Superintendent Evaluations

**Music City Center, Room 207CD**

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**Pre-Conference No. 10:** Leading Change to Make Students College and Career Ready

**Music City Center, Room 207AB**

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**Pre-Conference No. 11:** Leading with Purpose: Inspiring a Shared Vision

**Music City Center, Room 201AB**

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**Pre-Conference No. 12:** Social Media Primer—Everything You Need To Know About Today's Social Channels

**Music City Center, Room 202A**

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**Pre-Conference No. 13:** They Snooze, You Lose: 10 Shots to Caffeinate Board Meetings

**Music City Center, Room 205B**

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**New School Board Member Boot Camp**

Pre-Conference Workshop: Ethics, Board Meetings, and the Role of a School Board Member

**Music City Center, Room 208AB**

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New School Board Member Workshops



School Board/  
Superintendent Partnerships



Student Achievement  
and Accountability



Technology+  
Learning Solutions

# PRE-CONFERENCE SESSION DESCRIPTIONS

PRE-CONFERENCE

## THURSDAY, MARCH 19

8:00 AM - 4:00 PM

**SITE VISIT: Technology Transformation and Leadership in Today's Army 101st Airborne Division (Air Assault), Fort Campbell, KY**

*Sponsored by: U.S. Army*

*This ticketed event is open to all conference registrants, tickets must be purchased in advance.*

These ticketed events are open to all conference registrants. Tickets must be purchased in advance. Get an in-depth look at how technology has transformed the military in this visit to Ft. Campbell, home to the only Air Assault Division in the world, the 101st Airborne Division and two prestigious Special Operations Command units, the 5th Special Forces Group (Airborne) and the 160th Special Operations Aviation Regiment (Airborne). Hands-on experiences include firing weapons using laser technology at the Engagement Skills Trainer, an opportunity to rappel from the 34-foot air assault tower, have lunch at a military dining facility with 101st Soldiers, and receive a short briefing about the history of Fort Campbell at the Don F. Pratt Museum. This special day was planned for those who want to gain new insights into today's modern military and its effective leadership strategies. (Lunch and transportation included.) Please arrive by 7:45 AM. Bus departs promptly at 8:00 AM from the Omni Nashville Hotel, 5th Avenue.

4:00 PM - 5:30 PM

**State Association Meeting  
NSBA Policies and Resolutions Committee Hearing**

*Omni Nashville Hotel, Legends Ballroom FG*

Delegates, state association staff and conference attendees are invited to discuss proposals prior to the meeting of the Delegate Assembly on Friday, March 20.

## FRIDAY, MARCH 20

8:30 AM - 4:00 PM

**State Association Meeting  
NSBA Delegate Assembly Business Meeting**

*Omni Nashville Hotel, Broadway Ballroom*

The 150-member Delegate Assembly is the official policy-making body of the National School Boards Association (NSBA). It is charged with adopting resolutions and policy amendments, and electing NSBA officers and directors. Activities of the Assembly are open to any conference registrant who wishes to attend as an observer. Delegates and their state association executive directors will be randomly assigned to participate in one of five concurrent briefing sessions, each lasting approximately 1.5 hours. Regions will meet immediately following the recess of the Delegate Assembly in the locations indicated below:

Central: Broadway A

Northeast: Broadway B

Pacific: Broadway C

Southern: Broadway D

Western: Music Row 5



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# PRE-CONFERENCE SESSION DESCRIPTIONS

## FRIDAY, MARCH 20

9:00 AM - 3:00 PM

**SITE VISIT: Music Makes Us®: Pearl-Cohn Entertainment Magnet High School & the Grand Ole Opry**

*Sponsored by: Casio*

*This ticketed event is open to all conference registrants, tickets must be purchased in advance.*

The joint effort of the Metro Nashville Public Schools, local leaders, and the music industry, Music Makes Us® aspires to be a national model for high quality music education. Learn how you can replicate this initiative during a visit to Nashville's Pearl-Cohn Entertainment Magnet High School, the nation's only high school with a student-run record label partnering with Warner Music Nashville for distribution of recordings. Students are prepared for either college or a career in the entertainment industry in areas like TV and radio production, audio engineering, marketing communications, the recording industry, media publishing and image consulting. Conclude your day with a special backstage tour of the Grand Ole Opry. (Lunch, admission and transportation included.) Please arrive by 8:45 AM. Bus departs promptly at 9:00 AM from the Music City Center Shuttle Area in the Tunnel, 6th Avenue.

## Pre-Conference Workshops

*These ticketed events are open to all conference registrants, tickets must be purchased in advance.*

9:00 AM - 12:00 PM

**Pre-Conference No. 1: Education Content for the iPad**



**Music City Center, Room 205C**

Back by popular demand for the third year! iPad is changing the learning experience, making it more engaging, interactive, and completely mobile. Get an overview of amazing apps for teaching and learning, see interactive iBooks textbooks built with iBooks Author, and learn how iToons U gives educators powerful tools to develop and distribute courses featuring audio, video, books, and other content. Discover how iPad is changing the classroom and what you need to know to understand today's digital revolution. iPads will be used in the session with pre-loaded applications. Please do not bring your own iPad, they will be provided for use in session.

*Presenter: **Apple Representative***



New School Board  
Member Workshops



School Board/  
Superintendent Partnerships



Student Achievement  
and Accountability



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# PRE-CONFERENCE SESSION DESCRIPTIONS

## FRIDAY, MARCH 20

9:00 AM - 12:00 PM

### Pre-Conference No. 2: It's About the Journey AND the Destination: Set Achievable District Goals and Objectives, and Begin the Process of Action Planning



Music City Center, Room 207CD

Goal setting is one of the most important activities undertaken by school boards, but often one of the most difficult to “get moving”. You will learn through the study of a mock school district and then move through an assessment of its critical issues and opportunities and local climate and demographics. You will also learn to prioritize issues and funnel them into a group of broad goals and SMART objectives. We will end with the facilitator offering tips for action-planning and focused follow through.

Presenter: **Cheryl Ryan**, Deputy Director, Board Services, Ohio School Boards Association

9:00 AM - 12:00 PM

### Pre-Conference No. 3: Managing Communications on School Security and Crises in a World on Digital Steroids



Music City Center, Room 207AB

Bomb threats posted on Facebook and school shooting threats sent to your school via international proxy servers. A death threat scribbled on a restroom wall that triggers texting rumors and parental anxiety throughout your community. A hallway fight recorded on a student's cell phone that goes viral on YouTube. These are just a few of the emerging trends from a recent study of electronically-communicated school threats. Come learn how your schools can be proactive in communicating on safety issues. Learn what should be in your school crisis communication plans, what parents want to hear, and what reporters are thinking when they come to your schools for answers. All districts need to know how to manage the school security messaging and politics of school safety.

Presenter: **Kenneth Trump**, President, National School Safety and Security Services

9:00 AM - 12:00 PM

### Pre-Conference No. 4: Minding Your Ethics



Music City Center, Room 205B

Ethics is so much more than doing right or wrong in decision making or personal relationships. Understanding the impact of perception by another party is essential to being seen as an ethical leader. Technology brings new opportunities, but also new challenges as schools, districts, students, parents and taxpayers become engaged through social media. There's a way to share your values and views and at the same time mind your p's and q's! Explore how to go from personal to global as leave your “lasting leadership fingerprint” on the web.

Presenter: **Brad Hughes**, Director, Member Support and Communications Services, Kentucky School Boards Association



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Governance and Executive Leadership



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# PRE-CONFERENCE SESSION DESCRIPTIONS

## FRIDAY, MARCH 20

9:00 AM - 12:00 PM



### **Pre-Conference No. 5: On the Same Page: Putting College- and Career-Ready Standards into Practice through Labor-Management Collaboration**

**Music City Center, Room 201AB**

School districts across the country have committed to preparing all of their students to be college- and career-ready at graduation. These new standards are not only higher, they demand richer and deeper learning experiences for students. Making the shift effectively requires the combined efforts of all members of the school community. For the last four years, NSBA has partnered with six other leading national organizations representing teachers and school leadership to encourage labor-management collaboration at the district level for the purpose of implementing college- and career-ready standards. Learn how to use tools and resources developed under this partnership that are designed to facilitate effective collaboration. Tools include planning and implementation guides for making college- and career-readiness a reality for all students in our public schools.

*Presenters:* **Patte Barth**, *Director*, Center for Public Education, National School Boards Association; **Kathy Buzad**, American Federation of Teachers; **Elizabeth Dickinson**, American Federation of Teachers

9:00 AM - 12:00 PM



### **Pre-Conference No. 6: What Every School Board Member Should Know About School Law Issues Today**

**Music City Center, Room 208AB**

Recognized school law experts from the NSBA Council of School Attorneys will provide an informative introduction of key concepts, legal standards, and principles that school board members must understand before making decisions about two hot topics—religion in the schools and employee rights. Walk away with a better awareness of the questions you should be asking your school attorney before problems arise.

*Presenters:* **Deryl Wynn**, *Partner*, McAnany, Van Cleave and Phillips, P.A.; **Dean Pickett**, *Of Counsel*, Mangum, Wall, Stoops & Warden, PLLC



New School Board Member Workshops



School Board/  
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Student Achievement  
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# PRE-CONFERENCE SESSION DESCRIPTIONS

FRIDAY, MARCH 20

9:00 AM - 4:30 PM



## Pre-Conference No. 14: The Board's Role in Community Engagement

Music City Center, Room 205A

"The School Board engages in an ongoing two-way conversation with the entire community" (from IASB's Foundational Principles of Effective Governance). That sounds good, but what does it mean? What's the board's role in this work and how does the board begin? Why should a board want to engage its community? Join us in this interactive workshop to learn the answers to these questions.

*Presenters: Reatha Owen, Director, Field Services, Angela Peifer, Board Development Consultant, Illinois Association of School Boards*

1:30 PM - 4:30 PM

## Pre-Conference No. 7: Developing a Culture of Innovation in Your District that Leverages Crowdsourcing



Music City Center, Room 202B

Everyone talks about innovation, but has your district created a framework that nurtures it? The team from Minnetonka (MN) Public Schools offers strategies for positioning your district to surface the best ideas (think Shark Tank!) from your employees and quickly turn them into results. Their four-year effort to develop a system and a structure for innovation is a road map for turning an organization, as author Jim Collins says, from good to great. Crowdsourcing, a new approach to strategic planning, shows how the power of the many can be leveraged to accomplish feats that were once the responsibility of a specialized few. It's collaborative. It's social. It's fun! This lively session will provide you with new tools to help your district overcome resistance to change while increasing job satisfaction, employee morale, community support, and academic achievement.

*Presenter: Eric Schneider, Assistant Superintendent for Instruction, Minnetonka Public Schools*

1:30 PM - 4:30 PM



## Pre-Conference No. 8: Education Content for the iPad

Music City Center, Room 205C

Back by popular demand for the third year! iPad is changing the learning experience, making it more engaging, interactive, and completely mobile. Get an overview of amazing apps for teaching and learning, see interactive iBooks textbooks built with iBooks Author, and learn how iToons U gives educators powerful tools to develop and distribute courses featuring audio, video, books, and other content. Discover how iPad is changing the classroom and what you need to know to understand today's digital revolution. iPads will be used in the session with pre-loaded applications. Please do not bring your own iPad, they will be provided for use in session.

*Presenter: Apple Representative*



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# PRE-CONFERENCE SESSION DESCRIPTIONS

## FRIDAY, MARCH 20

1:30 PM - 4:30 PM



### Pre-Conference No. 9: Get More Done and Achieve Higher Performance through Effective Planning and Board/Superintendent Evaluations

Music City Center, Room 207CD

By focusing on school boards and superintendents building and sustaining a culture of excellence, you will learn about and discuss best practices in the areas of strategic planning, board goal setting, superintendent evaluation, board self-assessment, and leveraging technology. Opportunities will be provided to utilize scenarios and other table top activities as you interact and share with other colleagues attending the session.

*Presenters: Tony Arasi, Director of Board Development, Mark Willis, Assistant Executive Director, Georgia School Boards Association*

1:30 PM - 4:30 PM



### Pre-Conference No. 10: Leading Change to Make Students College- and Career-Ready

Music City Center, Room 207AB

What does it mean to be college- and career-ready? What changes are needed in what is taught, how we teach, and how we assess students to prepare them for success in the world beyond pre-K-12? Bill Daggett will answer these questions and will then show what those schools in the nation who are most successful at preparing their students to be college- and career-ready are doing differently than other schools. He will then guide you through an action planning session so you leave with specific plans to take back to your districts.

*Presenter: Willard Daggett, Founder and Chairman, International Center for Leadership in Education*

1:30 PM - 4:30 PM



### Pre-Conference No. 11: Leading with Purpose: Inspiring a Shared Vision

Music City Center, Room 201AB

Districts implementing great strategies to arrive at an unknown end point are like families packing for a vacation before they agree on the destination! When school leaders engage people in conversations about possibilities and potential, they create a culture of innovation and collaboration. That's what visioning is all about. In this session, you will learn a step-by-step process to inspire a shared vision and walk away with tools to motivate people from vision to action.

*Presenter: Kathy LaSota, Director School Board Services, Ohio School Boards Association*



New School Board Member Workshops



School Board/ Superintendent Partnerships



Student Achievement and Accountability



Technology+ Learning Solutions

# PRE-CONFERENCE SESSION DESCRIPTIONS

## FRIDAY, MARCH 20

1:30 PM - 4:30 PM

### Pre-Conference No. 12: Social Media Primer—Everything You Need To Know About Today’s Social Channels

Music City Center, Room 202A

If you’re like most board members, social media is a daunting collection of tools that seem to be designed for the younger generation to use. But the various social media tools available can significantly help you manage your time, information and communications in your role as a school board member. This hands-on workshop will help you setup accounts if you don’t have them as well as dig into the fundamentals of how to use these services and provide a deeper dive into some of the more sophisticated uses. After participating in this workshop, you will be able to: Establish and use accounts of at least the six major social media tools; Manage the flow of information from the various services to better filter and curate content; Identify how social media services will continue to grow using the latest technological developments. SESSION NOTE – You are welcome to bring your own device, but chromebooks will be provided to use during the session, compliments of Google Apps for Education. Please make sure that you are able to access your various social accounts by knowing your user names and passwords.

Presenter: **Jim Spellos**, *President*, Meeting U



PRE-CONFERENCE

1:30 PM - 4:30 PM

### Pre-Conference No. 13: They Snooze, You Lose: 10 Shots to Caffeinate Board Meetings

Music City Center, Room 205B

Have the speakers at your Board Meetings fallen into the PowerPoint trap, clicking through dorky clipart and reading somniferous bullet points to a dozing audience? In this engaging multimedia workshop, discover quick-and-easy fixes for the presentations you and your colleagues are giving tomorrow. Learn why traditional templates are a bad idea and why text belongs on the handout, not on the screen. Bring your cell phone or other handheld device (BYOD) and delight in new possibilities for audience involvement. Apply the tips you learn as you work in small groups to present a problem and guide the audience to embrace your proposed solution. Leave with the skills and strategies to become a model presenter, one who tells your story with grace and humor, reaches hearts and minds, and transforms as well as informs all those you touch with your magic and your truth.

Presenter: **Lynell Burmark**, *CEO*, educatebetter.org



Advocacy



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# PRE-CONFERENCE SESSION DESCRIPTIONS

FRIDAY, MARCH 20

1:30 PM - 4:30 PM



## NEW SCHOOL BOARD MEMBER BOOT CAMP:

Pre-Conference Workshop: Ethics, Board Meetings, and the Role of a School Board Member

Music City Center, Room 208AB

Ethical and appropriate behavior for school board members is expected. Yet problems arise during meetings that can interfere with important work getting accomplished. Interact with your colleagues in a mock school board meeting conducted by members of the NSBA Board Member Boot Camp Faculty to examine what works and what doesn't in your meetings.

*Presenters:* **Kathryn Blumsack**, Director of Board Development, Maryland Association of Boards of Education; **Kathy Winecoff**, Field Services Representative, New Jersey School Boards Association

PRE-CONFERENCE

2015  
**magna**  
awards

Now in its 21st year, the Magna Awards is sponsored by American School Board Journal, the National School Boards Association, and Sodexo, a proud sponsor of the awards since 1995.

**COME AND BE INSPIRED!**

Join us for the 2015 Best Practices for School Leaders Luncheon

**Saturday, March 21, 2015, 12 – 2:00 P.M.**  
**Legends Ballroom**  
**Omni Nashville Hotel**

**sodexo**  
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## Experience the Human Side of Digital Learning

We believe the teacher is the most important person in the learning equation. Flatten the bell curve by making it easy and realistic for teachers to deliver personalized content and implement formative assessment. Hear from a district leader on how they've implement e-mentoring, flipped learning, and student-centered assessment. Start experiencing the benefits of Digital Learning today no matter your existing infrastructure, budget restrictions, or the technical competency of your teachers.

**Saturday, March 21 • 10:30 a.m. - 11:45 a.m.**

**ATTEND THIS SESSION AT THE 2015 NSBA CONFERENCE**

Presented by Doug O'Brien, Director of Digital Learning and  
Mike Curtis, Enterprise Solutions Manager

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[education@techsmith.com](mailto:education@techsmith.com)

# ARMY ED SPACE

THE ANSWER TO A STRONGER FUTURE

[armyedspace.com](http://armyedspace.com)

Army Ed Space is a public resource designed to motivate, educate, train and develop America's youth to become the leaders of tomorrow through a variety of opportunities and higher education, career fields and military service.

For more information about Army Ed Space and other Army programs and opportunities visit #1501 or [armyedspace.com](http://armyedspace.com).



# National Connection

National Resources for School Board Leaders



National Connection, a partnership of state school boards associations and NSBA, provides nationally developed tools and resources for school boards. These resources help keep your school board on the leading edge for public education.

## National Connection benefits include:

- **The Federal Insider:** Get the real story on federal legislation and rules from NSBA's top legislative and legal.
- **NSBA's Center for Public Education Briefing Room:** Improve your decision-making with practical insights on education research.
- **Meet the Experts:** Innovative ideas shared by national experts who are shaping public education for tomorrow.
- **American School Board Journal and School Board News:** Stay in the know with NSBA's award-winning coverage of education trends and issues.
- **Public Engagement Toolkit:** A guide to strengthen public confidence and support in your local schools.
- **The School Board Leadership Resource Center:** Strengthen your board's leadership with "how we did it" stories and "best practices" from school systems across the nation.
- **Money Saving Resources:** Maximize your school district's resources with information on available grants, fundraising tips, and special discounts on NSBA products and services.

To learn more about National Connection  
visit: [www.nsba.org/getconnected](http://www.nsba.org/getconnected)



# SATURDAY, MARCH 21

## AT-A-GLANCE SCHEDULE

### SATURDAY, MARCH 21

Unless otherwise noted, all events and sessions take place at the Nashville Music City Center.

#### 8:30 AM – 10:00 AM

**Opening General Session** page 64  
Arianna Huffington  
Grand Ballroom ABCD

#### 10:30 AM – 4:00 PM

**Exhibit Hall AB**  
Exclusive Exhibit Hall Only:  
11:45 AM – 1:30 PM and 2:45 PM – 3:45 PM

#### 10:30 AM – 11:45 AM

**Educational Programming** page 64

#### 11:45 AM – 1:45 AM

**Meal Event** page 76  
CUBE Lunch & Keynote Presentation:  
Where Do We Go From Here?  
Excellence, Equity, and Unity  
209ABC

#### 12:00 PM – 2:00 PM

**Meal Events** page 77  
Best Practices for School Leaders Luncheon  
Omni Nashville Hotel, Legends Ballroom A–D  
  
National Caucus of American Indian/Alaska  
Native School Board Members Luncheon  
Omni Nashville Hotel, Broadway Ballroom H–K

#### 1:30 PM – 2:45 PM

**Educational Programming** page 78

#### 2:15 PM – 6:15 PM

**Site Visit** page 90  
Rural School STEM Labs to Medical  
Simulations: How Vanderbilt University  
Transforms Learning

#### 2:30 PM – 4:00 PM

**Caucuses & CUBE** page 90  
**Combined Programming**  
Early Literacy: The Importance of Every Child  
Reading on Grade Level by 3rd Grade  
Room 207CD

#### 3:45 PM – 5:00 PM

**Educational Programming** page 91

#### 5:00 PM – 6:30 PM

**75th Anniversary Celebration** page 103  
Music City Center

#### Study Hall Sessions

##### Perimeter of Exhibit Hall AB

11:45 AM – 12:15 PM    2:45 PM – 3:15 PM  
12:45 PM – 1:15 PM    3:30 PM – 4:00 PM

Download the NSBA Mobile App for full details.

# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

8:30 AM – 10:00 AM

### OPENING GENERAL SESSION



Huffington

**Arianna Huffington**  
*Speaker*

Music City Center  
Grand Ballroom ABCD

#### Pre-Curtain Event:

*Meet your NSBA Officers and Directors*



Byrne

#### Your Host this Morning:

**Anne M. Byrne**, President of the National School Boards Association and member Nanuet Union Free (NY) District



Pennington

#### A Word from Our Administrators:

**David K. Pennington**, President, AASA, The School Superintendents Association, and superintendent, Ponca City (OK) Public Schools



Gentzel

#### Executive Director's Report:

NSBA Executive Director **Thomas J. Gentzel** reports to the Conference

#### Musical Performance:

Revolution Strings, Abilene & Cooper High Schools, Abilene, TX, **Darcy Radcliffe**, *Orchestra Director*

#### The Major Address:

**Arianna Huffington**, *Chair/President/Editor-in-Chief*, Huffington Post Media Group

10:30 AM – 4:00 PM

### EXHIBIT HALL OPEN

10:30 AM – 11:45 AM

#### A Taste of Their Own Medicine: Getting Your School-Based Health Center Up and Running



Music City Center, Room 101E

School-based health centers provide physical and mental health services for all students where they need it. **District 219 Niles Township High School** (enr. 4,800) will open school-based health centers in the summer of 2015 at both their high school campuses. Partnering with a health care provider can refocus your school on its core competency while making powerful partnerships in the community. Come learn the most significant hurdles when investigating a school-based health clinic and strategies to quickly jump those hurdles.

*Presenters: Robert Silverman, President, Nanciann Gatta, Superintendent, John Heintz, Chief Legal Officer, Sheri Doniger, Carlton Evans, Board Member, Ruth Klint, Board Member, D219 Niles Township High School*

“To live the lives we truly want and deserve, and not just the lives we settle for, we need a Third Metric, a third measure of success that goes beyond the two metrics of money and power, and consists of four pillars: well-being, wisdom, wonder, and giving.”

Arianna Huffington

SATURDAY



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## SESSION DESCRIPTIONS

**10:30 AM – 11:45 AM**

### Addressing Today's Challenges within the Context of Emerging Trends



Music City Center, Davidson Ballroom A



Daggett

School boards and superintendents are often consumed by today's urgent challenges. In the nation's most rapidly improving schools, senior administrators and boards of education address these urgent issues within the context of emerging trends that will impact our schools and students in the immediate future. Dr. Bill Daggett will describe these emerging trends and how school boards and superintendents can be proactive now rather than reactive later to position our schools and prepare our students to successfully manage these emerging trends.

*Presenter: Willard Daggett, Founder and Chairman, International Center for Leadership in Education*

**10:30 AM – 11:45 AM**

### App-tastic: 60 Apps in 60 Minutes



Music City Center, Davidson Ballroom B



Spellos

Do you still have your computer? Or is your business becoming more productive and more mobile by using tablets instead? Whether you're using an iPad, Android or Windows device, without knowing the best productivity apps available, you're not using your time most efficiently. This fast-paced session will review and showcase 60 of the most useful apps for the business professional. Bring your tablet and smart phones and share your favorite apps with your peers. After attending this session, you will be able to: Identify 60 of the most useful productivity apps available;

Understand the tools available for each of the mobile platforms; Use their mobile devices more effectively for business and scholastic purposes.

*Presenter: Jim Spellos, President, Meeting U*

**10:30 AM – 11:45 AM**

### Articulating the Purpose and the Need for School Boards



Music City Center, Room 205BC

Can school board members clearly articulate why they alone should be allowed to govern over public schools? Public education has been under attack and reformers are demanding changes including changes in school governance. To ensure that the public remains in public schools by way of the school board, it is empirical that school boards clearly articulate why they alone should govern over public schools.

*Presenter: Patrick Rice, Director Field Services, Illinois Association of School Boards*



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### Communication & Engagement Strategy to Gain Support for Local Bond Initiatives



Music City Center, Room 104B

Understanding how to communicate your district's facility needs, the costs and tax impact of local bond initiatives requires a strategic communications plan that builds understanding and trust. Do you have the leadership experience to guide the communication process? Do you have an effective strategy for communicating with a group of diverse stakeholders? How do you implement the plan in the midst of all the other responsibilities? Learn how leadership, strategy and outreach were foundational components to the **Kettle Moraine School District's** (enr. 4,098) successful \$49.6 million facilities and technology referendum in April 2014.

*Presenters:* **Kit Dailey**, *Public Outreach Specialist*, Eppstein Uhen Architects; **Patricia Deklotz**, *Superintendent*, **Gary Vose**, *School Board President*, Kettle Moraine School District; **Christin Misna**, *Communications Specialist*, J.H. Findorff & Son Inc.

10:30 AM – 11:45 AM

### Continuous Improvement: From the Boardroom to the Classroom



Music City Center, Room 106B

Data, data, data. It's all about the data. After completing the Texas Association of School Boards Effectiveness Audit, board members were searching for a way for the board and district to become more efficient and effective and Continuous Improvement (CI) soon became a way of life in the **Hurst-Euless-Bedford ISD** (enr. 21,000). Teachers and students use CI in the classroom to ensure that students take responsibility for their personal learning and develop 21st century skills that will be valuable to them later in life.

*Presenters:* **Ellen Jones**, *Board President*, **Faye Beaulieu**, *Board Vice President*, **Steve Chapman**, *Superintendent*, Hurst-Euless-Bedford ISD

10:30 AM – 11:45 AM

### Data-Driven District Strategy—How Are You Doing?



Music City Center, Room 104C

Most districts are deep in the pursuit of data-driven decision making, but most don't have a way of assessing where they are or how they are progressing. This session will be a facilitated, interactive conversation using the Harvard Strategic Data Project's Strategic Use of Data Rubric. Through individual reflection and small and large group conversation, you will review aspects of data use across different areas of system-level operations. The rubric establishes a common language and provides a structured and systematic way to assess an organization's strengths and challenges.

*Presenter:* **Nicholas Morgan**, *Executive Director*, Harvard University, Strategic Data Project



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## SESSION DESCRIPTIONS

**10:30 AM – 11:45 AM**

### **Defining Healthy and Maximizing Performance in a Changing USDA Regulatory Environment**



**Music City Center, Room 211**

Review the landmark 2014 regulatory changes in USDA Child Nutrition Programs; examine effects of inflation, commodity market volatility, distribution challenges, and other market and social factors; and discuss potential school nutrition program changes for 2015. In this session, gain insights to better understand financial, nutritional, and menu planning implications of nutrition regulations; evaluate your current district program performance; and strategize on solutions to deliver fiscally-responsible and USDA-compliant meal programs that support healthy lifestyles and optimal learning environments for your students.

*Presenter:* **Linda Scurman**, Aramark K-12 Education

**10:30 AM – 11:45 AM**

### **Developing & Implementing a K-12 Digital Citizenship Curriculum: How a Plan-Do-Study-Act Approach Made It Successful!**



**Music City Center, Room 104D**

With increasing access to technology, how do you teach digital learners to be safe and responsible citizens? The **Pewaukee School District** (enr. 2,800) is committed to creating learning environments where students engage in collaborative, inquiry-based learning, facilitated by educators who are able to use technology to transform knowledge and skills into solutions, new information and products. Understand how our district has implemented a quality PDSA process focused on K-12 digital citizenship which includes family and community engagement.

*Presenters:* **Amy Pugh**, IT Director, **JoAnn Sternke**, Superintendent, **John Blask**, Board Treasurer, **Marty Van Hulle**, Principal, **Dacia Hopkins**, Board Member, Pewaukee School District

**10:30 AM – 11:45 AM**

### **Educators as Innovators: Infusing CS-STEM into Learning**



**Music City Center, Room 104E**

As the world becomes a media-rich and socially-dynamic Information Age, students lacking STEM and computing mastery will be unable to thrive professionally and civically in our connected world. To successfully infuse CS-STEM learning requires empowering our educators with skills and confidence to transform their classrooms into digital learning labs. Join a panel of administrators, board members and their partner, Globaloria, as they discuss their process of transformation and the role of Educators in blended-learning, 21st-century classrooms.

*Presenters:* **Amber Oliver**, VP, Partnerships and Operations, Globaloria; **Edith Pickens**, Director of Secondary Education, **Sheila Roby**, Math Project Coordinator, **Casey Wardynski**, Superintendent, Huntsville City Schools



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### Engaging Your Community in 21st Century Education

Music City Center, Room 202ABC

Superintendents and school boards who have been most successful in advancing 21st century education have rooted their work in a dialogue with their community. Several districts have sponsored such conversations around the key competencies of a 21st century student. Hear from superintendents and a school board member who have led such conversations with their community, what role school board members played, and learn what tools are at your disposal for adopting a vision and creating community consensus.

*Presenters:* **Ken Kay**, CEO, EdLeader21; **Karen Garza**, Superintendent, Fairfax County Public Schools; **Pam LeSesne**, Board Member, Everett School Board; **Gail Pletnick**, Superintendent, Dysart Unified School District



10:30 AM – 11:45 AM

### Gaining the Public Advocacy Advantage

Music City Center, Room 102AB

Whether launching a new initiative, negotiating a crisis, or delivering a speech before a live audience, knowing the essentials of media training can increase your comfort levels, whether talking with the media or responding to unexpected and challenging questions.

*Presenter:* **Brad Hughes**, Director/Member Support and Communications Services, Kentucky School Boards Association



10:30 AM – 11:45 AM

### Instructional Coaching for Change: The Impact of the Tennessee Academic Specialists (TAS) Program on Student Achievement

Music City Center, Room 204

The Tennessee Academic Specialist program is a statewide model of school improvement using instructional coaching to close achievement gaps among student subgroups. In this interactive session, Principal Ron Woodard and Tennessee school board members will present immediate and proven actions that school board members can use to create an instructional coaching model supporting standards-based curriculum, research-informed instructional practices, data-driven decision making, and school-wide cultures of success.

*Presenters:* **Kathy Strunk**, Senior Associate, Public Consulting Group, Education; **Ron Woodard**, Executive Principal, Metro Nashville Public Schools/Maplewood Comprehensive High School; **Jill Sperling**, Board Member, Metro Nashville Public Schools; **Megan Wooldridge**, Tennessee Academic Specialist



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## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### Just Start Something, A Guide to Support Change in Evolving Educational Environments



Music City Center, Room 108

Concerns surround the unknown. This is no longer your grandfather's school. However, within the halls of many schools, echoes of "What does a 21st Century School Community look like" are being heard. Today's pedagogy has forced conversations within school districts across the country to push the limits of the built environment creating a shift in culture. This interactive workshop will provide opportunities for the audience to "take away" valuable insight from a school facility personnel's perspective in the demonstration of Innovation and Change. With the understanding that we cannot completely start all facilities from the beginning, insight will provide the audience a set of tools to Just Start Something in their own work.

*Presenter: David Stubbs II, President, Cultural Shift*

10:30 AM – 11:45 AM

### NSBA's Annual Technology Innovation Showcase



Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

This fast-paced session will introduce new approaches to old problems from emerging companies identified by NSBA's Technology Leadership Network. Each company will have only five minutes to tell you what they are solving and give a snapshot of their solution. Audience insights and reactions are key to this interactive session designed for those who embrace innovation!

*Presenter: Ann Flynn, Director, Education Technology, National School Boards Association and 2015 Innovation Showcase representatives*

10:30 AM – 11:45 AM

### Parent Power: Making Connections that Work



Music City Center, Room 105B

Are you looking for meaningful ways to engage parents beyond PTA meetings? **Virginia Beach City Public Schools'** (enr. 68,647) Magna Award-winning Parent Connection is designed to remove barriers to engagement and help parents navigate the resources and information available to support students and families. Schools can't expect parents to be involved if the relationship is not reciprocal. Therefore, Parent Connection is truly a customer-focused initiative. Come learn easy-to-replicate outreaches to serve and engage parents.

*Presenters: Eileen Cox, Director, Communications and Community Engagement, Dan Edwards, School Board Chairman, Virginia Beach City Public Schools*



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### Police in Schools: How to Avoid the School-To-Prison Pipeline with Effective School-Based Policing Programs



Music City Center, Room 101AB

Parents expect school leaders to have strong partnerships with the police in a post-Sandy Hook world. But school-based policing programs lacking the proper design and management can lead to embedded practices that contribute to unintended outcomes including questionable suspensions, expulsions and arrests, i.e., the school-to-prison pipeline. Learn how to identify boundaries for police roles and actions, employ best practices for School Resource Officers (SROs) from selection to evaluation, strengthen student and police relationships, and identify alternatives to arrest while engaging your community as allies rather than enemies.

*Presenter: Kenneth Trump, President, National School Safety and Security Services*

10:30 AM – 11:45 AM

### Rockets in Their Pockets: Technology to Launch 1:1 Learning Initiatives



Music City Center, Room 103A

Are you considering 1:1 mobile technology initiatives in your district? Want to transform assessments into celebrations of achievement? Come to this engaging session and experience easy-to-replicate strategies for students using their favorite handhelds to demonstrate learning in more compelling and memorable ways. Discover free, engaging apps, and see exemplary classroom-based projects and assessments. Take away links to extraordinary programs and resources, plus a deeper understanding of the rationale for potential 1:1 initiatives.

*Presenters: Lynell Burmark, CEO, educatebetter.org; Warren Dale, Technology Facilitator, Los Angeles Unified School District*

10:30 AM – 11:45 AM

### School District Reviews—A Clear Focus on Achieving Better Results for Students



Music City Center, Room 106C

The **Toronto District School Board** (enr. 232,000) has developed a process by which every school and classroom is visited on a cyclical basis by an outside team of expert educators. A District Review Team chaired by an Assistant Superintendent analyzes the school's self-assessment, reviews the evidence collected by the school, conducts an on-site walk-through of the school, and provides feedback on the evidence of effective practice and the next steps for even greater success for students.

*Presenters: Shelley Laskin, Member/Trustee, Gerri Gershon, Member/Trustee, Toronto District School Board*



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## SESSION DESCRIPTIONS

**10:30 AM – 11:45 AM**

### **Student Achievement: Do Boards and Superintendents Even Matter?**



Music City Center, Room 205A

The common assumption is that actions of board members and superintendents have little if any effect on student achievement. However recent research shows that numerous board and superintendent actions do effect student achievement. This presentation will identify specific board and superintendent behaviors that positively impact student success and will explain how a collaborative effort can be developed to achieve these gains. Schools function best when board governance and superintendent leadership have separate but overlapping roles.

*Presenters: **Ivan Lorentzen**, Professor, Flathead Valley Community College; **Darlene Schottle**, Superintendent (retired), Kalispell Public Schools*

**10:30 AM – 11:45 AM**

### **Students Helping Students and Their Neighborhoods: School Food Recovery and Land Fill Reduction**



Music City Center, Room 110AB

More than 800 million people on the planet do not have enough food to eat. In the United States alone, over 40 percent of the food is wasted and thrown away. We need to solve this problem, while also teaching our children about how they can make a difference. Since 1997, over 200 schools nation-wide have started Rock and Wrap it Up! School Programs to empower the recovery food from schools. Using specially designed lesson plans and their Whole Earth Calculator, Syd Mandelbaum, founder of Rock and Wrap it Up!, will share how vast this problem is, and how you and the students in your district can make a difference in the fight against hunger. After attending this session, you will be able to: Identify how the Whole Earth Calculator curriculum can teach students about sustainability and food recovery; Start a School Program for food recovery in their district; Understand how the Bill Emerson Good Samaritan act allows schools and other organizations to donate food; Access the Hungerpedia vetted list of food recovery agencies.

*Presenter: **Syd Mandelbaum**, CEO, Rock and Wrap It Up!*



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### Students of the Future...TODAY!

Music City Center, Room 207AB

Everyone wants to know what the future looks like for our students and their studies. Come to find out how **Eminence Independent Schools** (enr. 750) is one of the first four Districts of Innovation in the U.S. and a model site for personalized Next Generation Learning. Hear from students as they talk about Web 2.0 Tools, Virtual Gaming, 3D Printing, Coding, Digital Citizenry, Social Media Philanthropy, and much more!

*Presenters:* **Buddy Berry**, *Superintendent*, **Brooke Berry**, 6th Grader, **Blaze Berry**, 2nd Grader, **Trevor Payton**, Senior, Eminence Independent Schools



10:30 AM – 11:45 AM

### Systemic Alignment of Rigorous Supervisor, Principal, and Teacher Evaluations

Music City Center, Room 105A

**Dallas Independent School District** (enr. 159,000) recently passed the most rigorous teacher pay-for-performance plan in the nation. This follows a two year implementation of a new principal evaluation and development of a principal supervisor evaluation. Teacher, principal and supervisor evaluations are central to transforming districts. Aligning these evaluation systems maximizes results. This session outlines the components of the three evaluation systems, each tied to achievement and performance metrics, and purposefully aligned to ensure strong calibration and implementation.

*Presenter:* **Mike Miles**, *Superintendent*, Dallas Independent School District



10:30 AM – 11:45 AM

### Ten Best Practices to Avoid Liability

Music City Center, Room 109

Board of education members are often faced with many types of issues in the education world and chances are at some point your board of education may be part of a lawsuit. This session will explore the common legal pitfalls boards of education face, the best ways to deal with them when they happen, and most importantly the best ways to avoid them.

*Presenters:* **Kelly Moyher**, *Senior Staff Attorney*, **Patrice McCarthy**, *Deputy Director and General Counsel*, **Robert Rader**, *Executive Director*, Connecticut Association of Boards of Education



SATURDAY



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## SESSION DESCRIPTIONS

**10:30 AM – 11:45 AM**

### Ten Questions Every School Board Member Should Ask



Music City Center, Davidson Ballroom C

The idea of a publicly financed education available to all is revolutionary. Perhaps more revolutionary, though, is the idea that an effort so central to our success as a nation should be governed by locally elected volunteers. This responsibility is awesome in scope and inspiring in its implications. Unfortunately, many school boards fail to fully realize the impact that they can—and should—have. If every school board member stopped to ask ten simple questions, we would be on our way to realizing the school board's true potential.

*Presenters:* **Ken Odom**, *Board Trustee*, Tomball Independent School District; **Richard Griffin**, Harris County Department of Education

**10:30 AM – 11:45 AM**

### The Human Side of Digital Learning



Music City Center, Room 107AB

We believe the teacher is the most important person in the learning equation. Flatten the bell curve by making it easy and realistic for teachers to deliver personalized content and implement formative assessment. Hear from a district leader where they've implemented e-mentoring, flipped learning, and student-centered assessment. Start experiencing the benefits of Digital Learning today no matter your existing infrastructure, budget restrictions or technical competency of your teachers.

*Presenters:* **Mike Curtis**, **Doug O'Brien**, *Director of Digital Learning*, TechSmith

**10:30 AM – 11:45 AM**

### The Many Benefits of eGovernance—Transparency and Efficiency at Its Best



Music City Center, Room 104A

We'll discuss the importance of the free flow of news and information in fostering better governance. Through real-world examples, the session will explore how contemporary eGovernance technology can dramatically increase transparency in district activities, while saving organizations time and money. You will also see first-hand how board management services have enabled thousands of governing bodies nationwide to leverage the power of "The Cloud" to become more effective. Come learn why open governance supported by readily-available technology is a Win-Win for all parties involved.

*Presenter:* **James Page**, *Director of Information Technology/Member Services*, New York State School Boards Association



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### The Uncommon Common Core—Where Do They Stand?

Music City Center, Room 101CD

*Hosted by NSBA's National Connection.*

In 2010, the nation's governors and state education chiefs announced the release of voluntary common core standards that aim to develop college- and career-ready high school graduates. Within a year, 45 states had signed on. But what began as an unprecedented national consensus soon devolved into controversy where it remains today. Join Patte Barth who will provide a national update on the status of common core and offer insights into their more contentious elements. Leave with some communication strategies to help you engage your community in a common core conversation based on fact, not fiction.

*Presenter: **Patte Barth**, Director, Center for Public Education, National School Boards Association*



10:30 AM – 11:45 AM

### Understanding International Comparisons

Music City Center, Room 207CD

International tests are a hot topic but loaded with inappropriate comparisons. We must understand the context in which national school systems operate. Here's what's left out, with whom we should be compared, and how two exemplary districts attack underlying dynamics. This panel looks at the comparative social and economic context and school performance in Canada, China, Finland, France, Germany, Italy, Japan, the U.S. and Great Britain. You'll learn a lot, be surprised at what you hear, and return home able to discuss these issues like a pro.

*Presenters: **Gary Marx**, President, Center for Public Outreach; **Mark Edwards**, Superintendent, Mooresville Graded School District; **Edri Geiger**, Director, Vancouver Public Schools; **Steven Webb**, Superintendent, Vancouver Public Schools*



SATURDAY



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Master Class

## SESSION DESCRIPTIONS

10:30 AM – 11:45 AM

### NEW SCHOOL BOARD MEMBER WORKSHOP:

#### Understanding the Key Work of School Boards—An Overview

Music City Center, Room 208AB

*Sponsored by: SINET*

The Key Work of School Boards framework has been updated and improved. Come learn how this framework provides school board members with tools and information for improving their leadership skills and raising student achievement. Learn about the key action areas for school leaders and how to apply them to your own district.

*Presenters: Kathryn Blumsack, Director of Board Development, Maryland Association of Boards of Education; Kanisha Williams-Jones, Director, Leadership Services, National School Boards Association*



10:30 AM – 11:45 AM

#### Unleashing the Power of Blended Learning for Effective 21st Century Interventions

Music City Center, Room 201AB

Join the discussion as Rutherford County Schools', Trey Duke, RTI and Instructional Technology Coordinator, demonstrates how students achieve academic success by combining Tennessee's RTI framework and technology-driven interventions. Learn how Tennessee's 5th largest district, 3rd largest ELL district, is using a sound, dynamic approach combining best practices and effective interventions to enhance instruction and provide real-time assessments to drive differentiated instruction ensuring success for all learners.

*Presenter: Lori Burns, Curriculum and Instructional Specialist, Imagine Learning*  
*Co-Presenter: Trey Duke, Coordinator of RTI and Instructional Technology, Rutherford County Schools*



10:30 AM – 11:45 AM

#### Using the AVID System to Increase College Readiness for All Students

Music City Center, Room 106A

This session will explore how AVID's system of acceleration and support not only prepares predominantly low-income students for college—but is more properly thought of as a catalyst for building a college-going culture that permeates entire schools and districts. Join us and learn about AVID's evidence-based strategies, honed over 35 years, and now implemented school wide throughout the U.S. and beyond. AVID's approach features a college-preparatory elective course, a rigorous curriculum, trained college tutors, and a site team.

*Presenters: Denise Rupert, Mid-Atlantic/Southern States Director, AVID Center; Jamie Lomax, AVID Center*



New School Board Member Workshops



School Board/ Superintendent Partnerships



Student Achievement and Accountability



Technology+ Learning Solutions

# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

### STUDY HALLS

Perimeter of Exhibit Hall AB

11:45 AM – 12:15 PM

12:45 PM – 1:15 PM

Download the NSBA Mobile App for full details.



11:45 AM – 1:45 PM

### CUBE



Dyson

#### Lunch & Keynote Presentation: Where Do We Go From Here? Excellence, Equity, and Unity

Music City Center, Room 209ABC

The Brown vs Board case served as a catalyst for the modern civil rights movement, inspiring education reform everywhere and forming the legal means of challenging segregation in all areas of society. As we pivot towards a post Brown Era, what do we need to do as a society to ensure that there are equitable learning opportunities for

ALL children regardless of their race and socioeconomic status? How do we make quality and equitable education everyone's problem? This session will highlight key steps needed to realize the full promise of Brown and to move toward more equitable schooling while protecting the constitutional rights of our most vulnerable children.

*This session is for CUBE registrants only—pre-registration and additional fee is required.*

Presenter: **Michael Eric Dyson**, Best-Selling Author/Scholar/Cultural Critic

SATURDAY



Advocacy



Governance and Executive Leadership



Innovations in District Management



Master Class

## SESSION DESCRIPTIONS

12:00 PM – 2:00 PM

### MEAL EVENTS

*These ticketed events are open to all conference registrants. Tickets must be purchased in advance.*



#### Best Practices for School Leaders Luncheon

Omni Nashville Hotel, Legends Ballroom A-D

Sponsored by Sodexo, the Magna Awards Luncheon celebrates the spirit of innovation and excellence in public education. Attend this special event and be inspired to take what you hear and learn back to your districts.

**Ron Clark**, known to many as “America’s Educator,” is the 2000 Disney American Teacher of the Year, a two-time New York Times Bestselling author, the subject of a television movie and the founder of The Ron Clark Academy. Ron will share the uncanny adventures he has had in the classroom and his experiences teaching in Harlem. He will deliver a message of hope, dedication and the never-say-never attitude required to achieve goals and dreams.

*Presenter: Ron Clark, Founder, Ron Clark Academy*

SATURDAY

12:00 PM – 2:00 PM



#### National Caucus of American Indian/Alaska Native School Board Members Luncheon

Omni Nashville Hotel, Broadway Ballroom H-K

Montana’s State Superintendent of Public Instruction, **Dr. Denise Juneau**, was the first American Indian woman elected to serve in a statewide elected position. Serving as a strong advocate, Dr. Juneau is committed to creating a public education system that prepares every child for lifelong learning, work, and citizenship.

*Presenter: Dr. Denise Juneau, Superintendent of Public Instruction, State of Montana*



New School Board Member Workshops



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Student Achievement and Accountability



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### NEW SCHOOL BOARD MEMBER BOOT CAMP:

#### Basic Parliamentary Procedures for NEW Board Members

Music City Center, Room 208AB

Lots can happen (and happen very quickly) during a school board meeting that will prevent you from obtaining your desired outcomes. A basic understanding of Robert's Rules of Order for your meetings is a critical tool for every new school board member.

Presenter: **Paul Krohne**, Executive Director, South Carolina School Boards Association



1:30 PM – 2:45 PM

### Behind Every Challenge Is a GREAT Opportunity!!

Music City Center, Room 103A

**Albion Community School** (enr. 580) and **Marshall Public Schools** (enr. 2,800) will take the participant on a journey of how our rival school districts formed a groundbreaking, first of its kind partnership in Michigan to meet the needs of their significantly disparate student populations. Hear how the Albion/Marshall Collaborative used visionary leadership of two Superintendents and Boards of Education brought a low performing, impoverished, minority district and a high performing, middle class, predominantly all white district together for the greater good of the children they serve, bringing hope to the community. Join the conversation!!

Presenters: **Beverly Knox-Pipes**, CEO/President, BKP Solutions; **Randy Davis**, Superintendent, Marshall Public Schools; **Jerri Lynn Williams-Harper**, Superintendent, Albion Community School



1:30 PM – 2:45 PM

### Beyond Blended Learning: Making the Transition to Personalized Learning

Music City Center, Room 211

Change isn't easy, but it is necessary and obtainable with the right tools and support. Join Anne Brown, the Vice President of Personalized Learning for School Improvement Network, as she profiles two public school districts that have implemented personalized learning programs in their school systems over the past three years. The session will cover how districts planned for personalized learning, how they implemented it, and it will detail their results which include 60% of students making 1½ – 2 years of gain in reading and math in one district and increasing graduation rates from 78% to 95% in the other.

Presenter: **Anne Brown**, Director of Personalized Learning, School Improvement Network



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Board Conflict and Performance

Music City Center, Room 106A

Conflict can inhibit our ability to make decisions that positively impact student achievement. Understand the roots of conflict and how board performance standards can help. Share your conflict story with your peers and get feedback.

*Presenter: **Darci D’Ercole**, Deputy Director of Leadership Development, New York State School Boards Association*



1:30 PM – 2:45 PM

### District Conditions for Scaling Innovation

Music City Center, Room 104A

Over the years, there has been much focus on the elements of innovative schools. While this focus has helped to shape student-centered practice in classrooms, it has done little to move innovation beyond the school level, creating many “pockets of excellence” but very few systems of excellence. This session will discuss the conditions for success that a K-12 school district should put in place to support the scaling of innovative learning environments.

*Presenters: **Katherine Prince**, Senior Director, Strategic Foresight; **Matt Williams**, Vice President, Policy and Advocacy, KnowledgeWorks*



SATURDAY

1:30 PM – 2:45 PM

### District Transformation: The Keys to Success

Music City Center, Room 101CD

*Hosted by NSBA’s National Connection.*



A Special Session with Dr. Jesse Register, Director **Metro Nashville Public Schools**. Dr. Register identifies the essential ingredients for successful transformation, with a focus on building vision, organizational culture and strategy through strong school board and superintendent collaboration. Register has served as a district superintendent for more than 26 years in four systems in North Carolina and Tennessee. He has led the merger of districts in both states, and most recently led the transformation of Metropolitan Nashville Public Schools, a diverse, urban school system of 85,000 students, from State restructuring status in 2009 to a system in good standing today.

*Presenter: **Jesse Register**, Superintendent, Metro Nashville Public Schools*



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Eliminating Bullying and Harassment: A Systemic Approach to Promoting a Safe and Respectful Learning Environment



Music City Center, Room 202ABC

Driven by our mission and core values, the **Anoka-Hennepin School District** (enr. 38,678) uses the following Guiding Principles to drive the work surrounding the elimination of Bullying and Harassment: Lead, Engage, Assess and Act, Data-Driven Continuous Improvement, and Safe and Inclusive Schools (LEADS). Professional development, student training, responsive adults, and community involvement continue to attribute to promoting a safe and respectful learning environment that is inclusive of all students.

*Presenters: Jennifer Cherry, Title IX Coordinator, Jinger Gustafson, Associate Superintendent, Tom Heidemann, Board Chair, Paul Cady, General Counsel, Anoka-Hennepin School District*

1:30 PM – 2:45 PM

### Engaging Stakeholders: Paperless Agendas Are a Win-Win Solution for Communities—and Your District!



Music City Center, Room 109

Thousands of school boards nationwide are engaging stakeholders by using board management solutions to reduce the harmful environmental impact of board meetings. This session will demonstrate how utilizing proven, low-cost technology can reduce carbon footprints, save districts tens-of-thousands of dollars annually and increase community access to board activities.

*Presenter: Ari Ioannides, President and BoardDocs Creator, Emerald Data Solutions, maker of BoardDocs*

SATURDAY



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Enhancing 21st Century Technology Skills with a 1:1 Tablet Initiative and Microsoft Office 365



Music City Center, Room 204

Today's world is rapidly changing with the use of technology in our lives. **Prince William County Public Schools** (enr. 86,000) has embraced the digital movement by creating 21st Century classrooms that engage and energize students through a 1:1 tablet initiative and cloud computing. In this session, you will learn to implement a 1:1 initiative and cloud computing as it relates to instruction, and understand the benefits of both to enhance student learning through the use of tools such as Microsoft Office 365.

*Presenters: **AJ Phillips**, Supervisor of Instructional Technology Services, **Steve George**, Director of Information Technology, **Keith Imon**, Associate Superintendent of Communications and Technology, **Steven Walts**, Superintendent, **Michael Otaigbe**, Board Member, Coles District, Prince William County Public Schools*

SATURDAY

1:30 PM – 2:45 PM

### Enhancing Student Achievement by Building Engagement, Hope, and Well-Being



Music City Center, Room 205A

Research shows a strong link between student engagement and achievement. The actions of school leaders, teachers, and staff are critical in establishing a positive school climate. The **Howard County Public School System** (enr. 51,681) partnered with Gallup to measure and improve levels of engagement among employees and students. You will learn how engagement levels influence student achievement, and will learn strategies for translating data into action that drives results.

*Presenters: **Renee Foose**, Superintendent, **Janet Siddiqui**, Board Chair, **Ann De Lacy**, Vice Chairman, Howard County Public School System; **Ellen Flynn Giles**, Howard County Department of Education*



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Equity: The First Consideration in Closing the Achievement Gap

Music City Center, Room 101AB

The **Roanoke City Public Schools** (enr. 13,267) Board adopted a comprehensive Equity Policy requiring an annual review of multiple aspects of district operations to ensure that all students have the best educational opportunities the district can afford. The policy scope ranges from highly qualified teachers to the expenditure of capital improvement funds. The Equity Committee meets regularly to review data. An Equity Scorecard was published. Based on the Scorecard, the Board asks vital questions that all districts particularly urban ones must seek to answer.

*Presenters: Rita Bishop, Superintendent, Mae G. Huff, Board Member, Jean Pollock, Director of Data and Analysis, Roanoke City Public Schools*



1:30 PM – 2:45 PM

### Getting to Excellence through the School Board/Superintendent Governance Team

Music City Center, Room 205BC

Given a common vision built from a clear articulation of collective values, how do school board/superintendent governance teams create a culture and systems that foster engaged, inspired, enthusiastic students and staff? This interactive session will explore actions, drivers, and inhibitors to district success.

*Presenter: Mary Broderick, Former School Board Member (past president of NSBA), East Lyme; John Reynolds, Former Superintendent of Schools, East Lyme*



1:30 PM – 2:45 PM

### Hot Technologies 2015: It's Augmented & Wearable...But Are You Secure?

Music City Center, Davidson Ballroom B



Spellos

How are you keeping up with the technological advancements that impact your job and career? With all of your new devices and services, are you doing a good job at keeping your digital life secure? Do you find that you're barely able to keep pace with the latest developments? This session reviews what's new and way cool in technology in this fast-paced look at what's here for us to use now and what's coming in the near future, including the latest information about augmented reality and wearable technologies.

After participating in this session, you will be able to: Identify the most critical tech tools of today and how you should be using it; Understand how to keep your digital presence and devices as secure as possible; Recognize new technologies that continue to change industry and schools.

*Presenter: Jim Spellos, President, Meeting U*



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### How Can You Be Data-Driven If You Don't Have a System to Review Key Data?



Music City Center, Room 104D

Do you know if you are achieving good results because you are lucky or because you are doing things right? Do you have performance you want to improve? If so, see how the Baldrige Award-winning Wisconsin's **Pewaukee School District** (enr. 2,850) uses data. You'll learn what data is key, how to display it so it tells a story, how to analyze it and what data is important for the Board of Education, employees, parents and citizens to see. Build a comprehensive system to be data-driven as a Board and school district.

*Presenters: JoAnn Sternke, Superintendent, James Huismann, Board President, Marty Van Hulle, Principal, Larry Dux, Board Member, Brian Kammers, Board Vice President, Pewaukee School District*

1:30 PM – 2:45 PM

### How to Use Social Media to Support Your School District's Vision, Mission, and Continuous Improvement Efforts



Music City Center, Room 107AB

Contemporary social media tools can be used to effectively communicate school district messages. Districts are becoming more-and-more aware of the positive impact social media can have on communications. Now, with more effective and efficient use of social media as a communication tool, the tools can serve as a catalyst for organizational change. **Ithaca City School District** (enr. 6,000) will showcase various social media tools, how they can be used to communicate messages, and advance organizational goals.

*Presenters: Luvelle Brown, Superintendent, Brad Grainger, Board Member, Ithaca City School District*

1:30 PM – 2:45 PM

### In the Know—Communicating with Staff, School Board and the Public



Music City Center, Room 110AB

The efforts that a school board and superintendent make to communicate with staff, parents and members of the community largely determine the support a school district has when moving forward with initiatives for improving the education of our students. The **Murray City School District** (enr. 6,500) uses methods to inform their stakeholders of the "happenings" in the District. Past communications efforts have focused on the Common Core, our state's Legislative session, etc. The Board's Communication Protocol will also be shared.

*Presenters: Steven Hirase, Superintendent, Marjorie Tuckett, Board Member, Mitzi Huff, Board Member, Murray City School District*



New School Board Member Workshops



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Interdisciplinary STEAM Academy High School: From Concept to Reality

Music City Center, Room 210

School districts across the country are looking to establish STEAM schools to better engage learners in future-focused learning contexts. Learn how Texas' **Plano Independent School District** (enr. 54,839), through a visioning process, entered into the arena of schools of choice. Push your understanding of what technology integration, interdisciplinary PBL, STEAM, and business and industry connection can be, and how these elements can truly transform teaching and learning.

*Presenters: Nancy Humphrey, Board President, David Stolle, Board Vice-President, Jim Wussow, Assistant Superintendent for Academic Services, Susan Modisette, Assistant Superintendent for Campus Services, Plano Independent School District*



1:30 PM – 2:45 PM

### Leadership Accountability through Strategic Planning

Music City Center, Room 105B

The objective when seeking stakeholder input allows the board and school leadership to consider and respond with district goals aligned to and reflective of the stakeholder's values for education. This session will provide specific details describing how a leadership team would initiate strategic planning, resources to support the initiative, and how superintendent evaluation and board self-assessment confirms that the plan is executed, monitored for progress, and continuous.

*Presenter: Marcia Herring, Director Board Development, Nebraska Association of School Boards*



1:30 PM – 2:45 PM

### Legal and Practical Issues Related to Transgender Students

Music City Center, Room 101E

Join two members of NSBA's Council of School Attorneys and an attorney from the American Civil Liberties Union for a candid and practical discussion of the legal rights of transgender students, districts' obligations regarding those students, and practical tips for working successfully with students, parents and communities on this evolving issue.

*Presenters: Karla Schultz, Walsh, Anderson, Gallegos, Green & Trevino; John Knight, Senior Staff Attorney at the LGBT and HIV Project, American Civil Liberties Union; Dylan Pauly, Attorney, Madison School District*



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Mattering IS the Agenda

Music City Center, Davidson Ballroom A



Maiers

When we think of people who made the biggest impact in our lives, it was not their expertise or accomplishments that provided us with direction, guidance and reassurance to accomplish our goals; it was their sincere belief in us. They let us know through their words and actions that we mattered. The “humans” in our lives want that same validation. In fact, every single person you will ever meet shares this common desire. They want to know they matter. Mattering is a universal human need, and it’s one you have the opportunity to satisfy. In this session, we will explore specific and actionable ways to answer “yes” to the following questions: • Do you see me? • Do you hear me? • Do you care about me? • Do I matter to you? • Let’s Talk! You Matter!

Presenter: **Angela Maiers**, Teacher/Author/Consultant



1:30 PM – 2:45 PM

### Measuring Principal Effectiveness—Evaluation System

Music City Center, Room 105A

Two years ago, **Dallas Independent School District** (enr. 159,000) reorganized its school leadership structure, adding supervisors over small groups of principals to coach and evaluate them using a new, rigorous system tied to performance metrics, student achievement, and improvements in instructional quality. Come learn the system, the various metrics used, and the changes and supports needed to implement the system and improve principal effectiveness. Results from two years of implementation will be shared, and rubrics and evaluation instruments will be provided.

Presenter: **Mike Miles**, Superintendent, Dallas Independent School District



1:30 PM – 2:45 PM

### Prepare for the Worst, Hope for the Best: Becoming Disaster Ready

Music City Center, Room 201AB

In May of 2013, multiple school sites in Oklahoma were damaged or destroyed by a series of deadly tornados that struck during the school day. Join the OSSBA legal staff through a discussion of lessons learned, legal issues and policies that school board members can use to be proactive with regard to natural and man-made disasters.

Presenters: **Julie Miller**, Deputy Executive Director & General Counsel, **Stephanie Mather**, Staff Attorney & Director of Legal Information, **Jessica Sherrill**, Staff Attorney & Director, **Rooney Virgin**, Staff Attorney & Legislative Advocacy, Oklahoma State School Boards Association



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Reimagining Instruction—2015 TLN Site Visit Host

Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

The world is changing at an ever-increasing rate and schools need to evolve to prepare their students. Get an inside look at the award winning K-12 blended learning program developed by the **Mentor Public Schools** and understand how each member of the team contributes to its success.

*Presenters: **Matt Miller**, Superintendent, **Mary Bryner**, Board President, **Tracey Dunn**, Teacher, **Chelsey Eminger**, Instructional Coach, **Megan Kinsey**, Principal, **Jeremy Shorr**, Director of Innovation & Educational Technology, Mentor Public Schools*



1:30 PM – 2:45 PM

### Research-Based Policies and Practices to Ensure that All Students Are Mathematically Ready for College and Careers

Music City Center, Room 104C

What are the most effective mathematics teaching practices to support all students' attainment of the conceptual understanding, procedural fluency, and problem-solving and reasoning called for in the Common Core State Standards and other college and career-ready standards? And what district and school-level policies and structures best support teachers' enactment of these practices and closing of achievement gaps? Learn the answers to these questions along with practical suggestions to increase the effectiveness of your mathematics program.

*Presenter: **Diane Briars**, President, National Council of Teachers of Mathematics*



1:30 PM – 2:45 PM

### The Serious Business of School Nutrition

Music City Center, Room 104E

Public schools are the largest chain of restaurants in communities today serving school breakfast and school lunch to more than 32 million students a day across the country. Come learn about the real business of school nutrition programs and how crucial participation, customer satisfaction, and financial stability are to sustaining these vital programs.

*Presenters: **Patti Montague**, Chief Executive Officer, **Julia Bauscher**, President, School Nutrition Association*



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Teaching at the Speed of Learning

Music City Center, Room 102AB

Come, bring your own device (BYOD) and join other forward-looking districts shifting from student sit-and-get to student-led education. Examine online tools and discover how integrating handheld technology complements your current programs, supports required curriculum and helps you meet Common Core Standards. Experience how motivation and assessment emerge organically from the process and products of project-based learning. Get links to resources, tutorials, and exemplary student collaborations to take back and share with your instructional leaders!

*Presenters:* **Lynell Burmark**, CEO, educatebetter.org; **Warren Dale**, Technology Facilitator, Los Angeles Unified School District



1:30 PM – 2:45 PM

### The Effect of Employee Behavior, Leadership, and Working Conditions on Student Achievement

Music City Center, Room 104B

Learn how leadership turned around **Montgomery County Schools** by establishing positive workplace norms among employees. Dramatic increases were achieved in student achievement, culture, working conditions, engagement and civility. Results support the theory that workplace behavior is the most critical element in school district turnaround. In this session, you will review data and survey instruments, understand the complexities of addressing employee behaviors in the public sector, and develop an appreciation of reasons that leaders often fail to take action.

*Presenter:* **Joshua Powell**, Superintendent, Montgomery County Schools



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### The Future of Boards of Education: Challenges and Opportunities



Music City Center, Davidson Ballroom C

State School Boards Association Executive Directors, spearheaded by the presenters, spent over a year examining what boards of the future will need to be and do to remain relevant and to strengthen their role in ensuring higher student achievement. They developed a paper that the NSBA Board of Directors has discussed. It also set up a Task Force to examine these issues. It is hoped that the paper will be used for further discussion in this area. In this interactive workshop, we will present some of the concerns and strengths that they found and ask your thoughts on these important issues.

*Presenters:* **Robert Rader**, *Executive Director*, Connecticut Association of Boards of Education; **Lisa Bartusek**, *Executive Director*, Iowa Association of School Boards; **Ken DeLay**, *Executive Director*, Colorado Association of School Boards; **Sally Howell**, *Executive Director*, Alabama Association of School Boards; **Rick Lewis**, *Executive Director*, Ohio School Boards Association; **Tammy Grissom**, *Executive Director*, Tennessee School Boards Association

1:30 PM – 2:45 PM

### The Latest in School Law



Music City Center, Room 108

There is a constant onslaught of new cases and laws that may have a significant effect on you as a board member, on your school board, and on your school district. Be prepared and avoid potentially costly litigation by learning about the latest happenings in school law in an informative, fast-paced, and fun format.

*Presenter:* **Stephen Bounds**, *Director of Legal & Policy Services*, Maryland Association of Boards of Education

SATURDAY



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### The Recession is Over—What Now?



Music City Center, Room 106B

As communities recover from the recession, Districts and Boards are finding the current economic climate ripe for conversations to address and possibly fund a backlog of facility needs related to aging buildings, capacity demands, and educational goals. This session will inform Board members of the steps that lead up to successful capital improvement campaigns, and will answer the question “What now?” Facility master planning will be covered, and two specific case studies from Oregon and California will be reviewed.

*Presenters:* **Brett Hobza**, DLR Group; **Andrea Larson**, Board Vice President, Fern Ridge School District; **Brett Mitchell**, Bond Program Manager, San Juan USD; **Scott Rose**, **Gary Gery**, Architect, DLR Group

1:30 PM – 2:45 PM

### What Do Successful Leaders of At-Risk Learners Do to Raise Academic Achievement



Music City Center, Room 106B

**CANCELLED**

Next to high achievement, poverty students in most school areas include

- Parent & Family Involvement
- School-Community Collaboration
- Prioritization

high achievement when focus on student achievement

*Presenter:* **Franklin Schargel**, Senior Managing Associate, School Success Network

1:30 PM – 2:45 PM

### Years of Action—A Strategic Plan for Every Student—Every School—Every Day



Music City Center, Room 106C

The **Toronto District School Board's** (enr. 232,000) mission is to enable all students to reach high levels of achievement and to acquire the knowledge, skills, and values they need to become responsible members of a democratic society. To accomplish this, we are committing ourselves to the Years of Action 2013–2017. During this time, we will direct our focus and align our resources to support every student, every school, every day of the year. Learn how.

*Presenters:* **Shelley Laskin**, Member/Trustee, **Gerri Gershon**, Member/Trustee, **Kathleen Garner**, Superintendent of Education, Toronto District School Board



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

2:15 PM – 6:15 PM

### SITE VISIT

#### Rural School STEM Labs to Medical Simulations: How Vanderbilt University Transforms Learning

*This ticketed event is open to all conference registrants. Tickets must be purchased in advance.*

Hear how rural Aspirnaut™ students around the nation can become scientists engaging in weekly hands-on, inquiry based STEM labs led by university faculty and students. Then get a first-hand look at the Vanderbilt University School of Medicine Center for Experiential Learning and Assessment, where healthcare professionals learn through simulation technologies. Known for its innovative curriculum, personal attention, and state-of-the-art facilities, the School of Medicine's biomedical research program is the fastest growing in the U.S. and incorporates a world of new technologies to prepare tomorrow's physicians, scientists and educators.

Please arrive by 2:00 PM. Bus departs promptly at 2:15 PM from the Music City Center in the Shuttle Area Tunnel, 6th Avenue.

2:30 PM – 4:00 PM

### CAUCUSES & CUBE COMBINED PROGRAMMING



Vonderlack-Navarro

#### Early Literacy: The Importance of Every Child Reading on Grade Level by 3rd Grade

Music City Center, Room 207CD



Research suggests that reading on grade level by the end of third grade can be the most important predictor of high school graduation and career success. Yet every year, more than 80 percent of low-income children miss this crucial milestone. This session will address the challenges many communities face in developing young readers and offer key strategies for making sure every child is reading and able to succeed in upper elementary school and beyond. This session is a joint endeavor of NSBA's Council of Urban Boards of Education (CUBE), National Black Council of School Board Members (NBC), National Hispanic Council of School Board Members (NHC), and National Caucus of American Indian/Alaska Native School Board Members (AIAN).

Presenter: **Rebecca Vonderlack-Navarro**, Research and Policy Associate, Latin Policy Forum



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## SESSION DESCRIPTIONS

3:30 PM – 5:00 PM

### STATE ASSOCIATION MEETING

National Affiliation of Superintendent Searchers  
(NASS) Meeting (Group Members Only)

Music City Center, Room 212

### STUDY HALLS

*Perimeter of Exhibit Hall AB*

2:45 PM – 3:15 PM

3:30 PM – 4:00 PM

*Download the NSBA Mobile App for full details.*



SATURDAY

3:45 PM – 5:00 PM

### Board Partnership with Charter Schools

Music City Center, Room 106C

Relations between public school boards and charter schools have been complicated over time. Are charter schools the enemy competing for public funds and public school students? Or are they a potential partner for public school boards charged with educating all of the children. See how the **Cleveland Municipal School District** (enr. 41,000) Board of Education partners with, shares public dollars with, and collaborates with high performing charter schools as a part of a citywide Transformation Plan.

*Presenters: Denise Link, Board Chair, Stephanie Morales, Board Member, Eric Gordon, Chief Executive Officer, Anne Bingham, Board Member, Ericka Abrams, Board Member, Cleveland Municipal School District*



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Creativity Education as a Tool to Address Gender Stereotypes and Inequality



Music City Center, Room 108

The Children's Arts Guild supports children in becoming emotionally intelligent, socially engaged, and productive citizens of the world through creativity—education programs that help them resist limiting expectations, especially those based on gender stereotypes, and build emotional competence, confidence, and social skills. Creativity education is instrumental in helping children become creative problem solvers, to develop self-regard, and to feel empowered to take action in the world. Come learn how this work can help the students in your district by encouraging children to embrace, value, and express their own experiences in discovering the joy and excitement of learning.

*Presenters:* **Alexander Kopelman**, *President & CEO*, **Mark LaRiviere**, *Chief Program Officer*, Children's Arts Guild

3:45 PM – 5:00 PM

### Developing a Strategic Plan to Move from Good to Great



Music City Center, Room 201AB

**Lincoln Public Schools** (enr. 38,000) will explore the importance of strategic planning, board and superintendent team development, and community engagement to bring about positive student results. You will depart with strategies to employ a similar process as leaders of your respective districts.

*Presenters:* **Stephen Joel**, *Superintendent*, **Kathy Danek**, *Board Vice President*, **Richard Meginnis**, *Board President*, Lincoln Public Schools

3:45 PM – 5:00 PM

### Education Around the World: Lessons Learned From China, Cuba, Finland, and India



Music City Center, Room 107AB

What can the education systems in China, Cuba, Finland, and India teach us about closing the achievement and poverty gap in America? Join Maryland's **Anne Arundel County School District** (enr. 78,000), Howard County School District and Prince George's County School District as they share their first-hand experience with the education systems in these four very different countries. You will benefit from a special focus on strategies and implications for America's schools.

*Presenters:* **Stacy Korbelak**, *President*, **Patricia Nalley**, *Board Member*, Anne Arundel County Board of Education; **Ann De Lacy**, *Vice Chairman*, Howard County Public School System; **Curtis Valentine**, *Board Member*, Prince George's County Public Schools



Advocacy



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## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Five Technology Issues You Need to Know: Protecting Your Board, Staff, and Students from the Top EdTech Legal Risks



Music City Center, Room 106B

A new educational technology issue hits the news almost every day. Keeping up with the changes can be overwhelming. In this session, you will learn about five of the “hottest” continually evolving EdTech issues: board member use of technology, student and staff cyberbullying, storing student data, record retention and production, and student and staff privacy concerns. The session will be interactive and technology rich, relying on real-world scenarios and allowing you to weigh in on how to best handle sticky situations.

*Presenters:* **Anne Miller**, *Board President*, Community Unit School District 300;

**Brian Crowley**, Franczek Radelet, **Jacqueline Wernz**, Franczek Radelet

3:45 PM – 5:00 PM

### Flipping the Resilience Switch



Music City Center, Room 104A

Resilience is something we’re all born with but most of us just haven’t learned how to breakthrough to what’s inside of us. Inspired by growing up with severe learning disabilities in an inner city, Christian came to a novel realization: resilience can be taught. Learn how anyone can “flip the resilience switch” by tapping into the four sources of resilience—street, relational, resource, and rock bottom.

*Presenter:* **Christian Moore**, LCSW, WhyTry

3:45 PM – 5:00 PM

### Freedom to Focus on Your Core Education Mission



Music City Center, Room 205A

With ever-increasing monetary demands, school boards are tasked with finding creative, pro-active ways to avoid cutting essential programs to meet budget constraints. Eliminating hidden, unnecessary costs in maintenance and operations costs is one effective method. How? By delegating those tasks—which also distract principals and administrators from focusing on their students—to experts. We will discuss how to partner with facility service experts to achieve needed budget savings, maintain control and receive superior service.

*Presenters:* **Russell Leboff**, *Regional Vice President*, GCA Education Services; **Anthony Hinds**, *Manager*, Financial Services & Procurement, Isle of Wight County School District

SATURDAY



New School Board  
Member Workshops



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### How to Deal with Negative People and Keep from Becoming Negative Yourself



Music City Center, Davidson Ballroom C

Negative people are tremendous energy drainers for children, other adults, and themselves. They can tear an organization or family apart and create problems for you if you do not handle them effectively. **Port Washington-Saukville School District** (enr. 2676) will show how to deal with negativism and increase your own positive approach toward other people in everyday challenges. Also, learn how to improve the overall atmosphere of your work and home environment and increase the positive energy in any organization.

*Presenters: Michael Weber, Superintendent, Carey Gremminger, Board Member, Port Washington-Saukville School District*

3:45 PM – 5:00 PM

### Inspiring Students to Aspire: Collaborating with Business and Industry to Provide a Career Exploration Experience for Students



Music City Center, Room 104E

Are your students exposed to career and workforce opportunities? In an effort to assist 8th grade students to plan and select high school courses to prepare them for post-secondary education and/or workforce opportunities, **Cypress-Fairbanks Independent School District** (enr. 112,000) partnered with Junior Achievement of Southeast Texas (JA) to offer 8th grade students a one-of-a-kind career exploration event. Through several modalities, this job awareness event enabled students to interact directly with business and industry representatives from the community.

*Presenters: Linda Macias, Associate Supt. for C & I and Accountability, Bob Covey, Board Member, Mark Henry, Superintendent, Cypress-Fairbanks Independent School District*

SATURDAY



Advocacy



Governance and  
Executive Leadership



Innovations in  
District Management



Master Class

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### K-12 Philanthropy and Education Foundations—the Perfect Partnership



Music City Center, Room 101E

The National School Foundation Association and Foundation Innovation both assist in developing education foundations to be impactful and sustainable support for school districts. Funding for K-12 public education dwindles across the nation and the revenue provided through an education foundation can help provide resources for programs that are underfunded or nonexistent. This session will focus on the “perfect” partnership between a school district and an education foundation by engaging the community and raising additional revenue.

*Presenters:* **Laurie Cromwell**, *Owner*, Foundation Innovation, LLC; **Nina Menis**, *Executive Director*, National School Foundation Association; **Krina Lee**, *Executive Director*, Salem-Keizer Education Foundation

3:45 PM – 5:00 PM

### Make to Learn, Learn to Make: Getting Back to the Basics of Kids as Designers, Builders, Engineers, Creators



Music City Center, Room 103A

The Maker Movement, which allows students to become designers and architects of products and knowledge, instead of just consumers, is evident across **Albemarle County Public Schools** (enr. 51,000) from elementary to high school, and from art to science class. This session will trace the history of the maker movement and discuss how to embed Making to improve educational experiences in their own divisions.

*Presenters:* **Chad Ratliff**, *Assistant Director of Instruction*, **Stephanie Passman**, *Teacher*, **Andy Johnson**, *Principal*, **Steve Koleszar**, *Board Member*, Albemarle County Public Schools



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Organizing Your District's Financial Future for Greatness: Strategies for Economically Challenged Districts



Music City Center, Room 104B

CANCELLED

So many of schools must develop creative transparency, ac

**School District** have led district

*Presenters: April CFO, Shelly Dav Certified School*

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SATURDAY

3:45 PM – 5:00 PM

### Rigorous Academics Is Not Enough to Close the Achievement Gap



Music City Center, Room 202ABC

Learn about **Roseville Area School District's** (enr. 7,437) 10 year journey to create alignment and accountability in delivering the equitable, respectful learning experience critical to every child's academic success. See how development of an Equity Vision and Scorecard drives the difficult conversations, mobilizes change, and monitors progress from the classroom to the boardroom. The importance and impact on achievement of becoming student centric and using cultural competence to differentiate professional development will be highlighted.

*Presenters: Kitty Gogins, Board Member, Peter Olson-Skog, Assistant Superintendent, Roseville Area School District*

3:45 PM – 5:00 PM

### Six-Spoke Wheel of Personalized Learning



Music City Center, Room 104C

Imagine if you can a school where students have no schedule or no teacher assigned to them. Imagine the freedom to learn in the way you learn best, with the teacher of your choice or none at all. Imagine not even being in a grade level. Imagine being allowed to take all the credits you want 24 hours a day 7 days a week. Imagine graduation from high school as a sophomore in college. Imagine learning at your pace. All this and more on student enterprises and careers to choose from. Come learn from nationally recognized **Taylor County Schools** (enr. 2,800) how to make that happen and more for your students.

*Presenters: Roger Cook, Superintendent, Charles Higdon, Director of District Wide Programs, Susan Kilby, District Assessment Coordinator, Diane Harris, Instructional Supervisor, Taylor County Schools*



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## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Student Data Privacy and Security in the Digital Age



Music City Center, Room 104B

The privacy of student data in school districts has become a lead concern of parents and policymakers. Media outlets are scrutinizing not only district data privacy policies—or the lack thereof—but also policies of large companies. Learn from **Township High School District** (enr. 12,100) on how to prepare your district and take away tips to protect student data in a fast-changing digital world.

*Presenters:* **Keith Bockwoldt**, *Director of Technology Services*, Township High School District; **Keith Krueger**, *CEO*, The Consortium for School Networking

3:45 PM – 5:00 PM

### Superintendent/School Board Relations



Music City Center, Davidson Ballroom B



Gentzel



Domenech

National School Boards Association Executive Director Thomas J. Gentzel and AASA, The School Superintendents Association, Executive Director Daniel A. Domenech will discuss how school boards and superintendents can work together as effective leadership teams, and how their two national organizations cooperate to shape an agenda that strengthens public education.

*Presenters:* **Thomas J. Gentzel**, *Executive Director*, National School Boards Association; **Daniel A. Domenech**, *Executive Director*, AASA, The School Superintendents Association

3:45 PM – 5:00 PM

### Teacher Leaders—Agents for Change



Music City Center, Room 105A

In its fifth cohort year, the **Auburn School District** (enr. 15,275) Teacher Leadership Academy (ATLA) is a model of distributed leadership supported by our school board, aligned to the strategic plan and is a partnership with “The Center for Strengthening the Teaching Profession.” We will focus on the teacher leadership frameworks, how to structure an academy, sample curriculum and data analysis showing our results.

*Presenters:* **Dennis “Kip” Herren**, *Superintendent*, **Anne Baunach**, *Board Member*, **Ray Vefik**, *Board Member*, **Rod Luke**, *Assistant Superintendent*, **Laurie Bishop**, *Board Member*, Auburn School District



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Ten Good Things About Public Education



Music City Center, Room 102AB

It's spring. It's Nashville. Let's take this moment to celebrate the under-reported successes of American public schools. Join Patte Barth, director of NSBA's Center for Public Education, for an update of her personal list of "10 Good Things About Public Education" first published in 2012. Barth will also forecast the good things yet to come—with data!

*Presenter: Patte Barth, Director, Center for Public Education, National School Boards Association*

3:45 PM – 5:00 PM

### NEW SCHOOL BOARD MEMBER BOOT CAMP:

#### The Basics of Financial Oversight



Music City Center, Room 208AB

Oversight of school district financial matters is an essential board responsibility, one that all board members must develop an appropriate level of understanding about. Increased public and regulatory scrutiny during difficult economic times demands that boards develop strategies that allow them to fulfill their oversight responsibility without micromanaging.

*Presenter: Kathy Winecoff, Field Services Representative, New Jersey School Boards Association*

3:45 PM – 5:00 PM

### The Cheaters, Liars and the Scandal—How to Survive Standardized Testing



Music City Center, Room 205BC

This presentation is focused on understanding the roles and responsibilities of the school board and the administration to develop policies and procedures geared towards preventing testing irregularities and managing the impact on the students, the district and the public when a testing irregularity occurs. School districts can be successful in managing through state assessments with collaboration between the school board and the administration to understand the culture in the district and implement measures to prevent testing irregularities.

*Presenters: Michele Handzel, School Attorney, Charles Dedrick, Lynne Wells, Capital Region BOCES; Lynne Lenhardt, President, New York State School Boards Association*



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## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### The Immortality of Influence

Music City Center, Davidson Ballroom A



Thomas-EL

Thomas-EL uses practical, real-world examples to present the universal methods he has so successfully used to help his students achieve their dreams. He famously began a chess club—the Mighty Bishops—to teach his students at an early age to think critically and to resolve conflict with their minds instead of their fists. Not only did his students win national championships and become local heroes among their peers, they also scored high on the SAT, which got them into colleges and universities. Thomas-EL found himself faced with kids who weighed more than he did, so he started a simple summer program where the students walked to museums and other cultural events around the city; those who exercised felt better about themselves and in turn became better students. Citing the importance of exposing his students to the world outside of their own sometimes troubled community, he tells of taking 15 of his African American kids to rural Vermont, where they interacted with white children their age and discovered how much they had in common. All of these students were later accepted to magnet high schools. Based on his book, *The Immortality of Influence*, this keynote speech is a refreshing, commonsense roadmap to helping kids achieve their dreams, not only for parents and educators but for everyone who knows that just one person really can make a difference.

Presenter: **Salome Thomas-EL**, *Inspirational Teacher*



SATURDAY

3:45 PM – 5:00 PM

### The Latest Hot Topics on Capitol Hill

Music City Center, Room 106A

Learn what is happening on Capitol Hill and its impact on public education, including steps you can take to get your voice heard.

Presenters: **Michael Zola**, *Assistant Executive Director*, **Kathleen Branch**, *Director, National Advocacy Services Programs*, **Lucy Gettman**, *Deputy Associate Executive Director*, **Deborah Rigsby**, *Director, Federal Legislation*, Office of Federal Advocacy & Public Policy, National School Boards Association



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### The State of American Indian/Alaska Native Education



Music City Center, Room 204

*Hosted by National Caucus of American Indian/Alaska Native School Board Members.*

The No Child Left Behind Act amends the Indian education programs as Title VII, Part A of the Elementary and Secondary Education Act. This landmark in education reform embodies four key principles: stronger accountability for results; greater flexibility in the use of federal funds; more choices for parents of children from disadvantaged backgrounds; and an emphasis on research-based instruction that works. Learn about the current and proposed Federal Policies and their impact on local educational agencies, Indian tribes and organizations, postsecondary institutions, and other entities in meeting the unique educational and culturally related academic needs of American Indians and Alaska Natives.

*Presenter: William Mendoza, Executive Director, The White House Initiative on American Indian Alaska Native Education, U.S. Department of Education*

SATURDAY

3:45 PM – 5:00 PM

### Understanding the Key Work of School Boards—An Overview



Music City Center, Room 101AB

*Sponsored by: SINET*

In today's high-stakes educational environment, the daily pressure on governance leaders is enormous. The more effective the board, the better a school district's students perform. NSBA's The Key Work of School Boards has been updated to present a workable framework that reflects "best governance practices" that are traceable to high performing boards and high performing school districts. Through the effort of state association partners and NSBA, the revised Key Work serves as a relevant and reliable governance guide with strategies and ideas that reflect board best practices. This session provides an overview of the revised key work and the five Key Work action areas that affirm how excellence at the board table leads to excellence in the classroom.

*Presenter: Kanisha Williams-Jones, Director, Leadership Services, National School Boards Association*



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## SESSION DESCRIPTIONS

3:45 PM - 5:00 PM

### Understanding Military Recruiting and its Value to Career Development and March2Success



Music City Center, Room 101CD

March2Success is an Army sponsored, free, online interactive tool designed to help students improve their scores in standardized tests such as ACT and SAT. Content areas include: English and Math, and the newly designed Science Hub with content focused on Science, Technology, Engineering and Math (STEM). March2Success is not just for students—Educators can create their accounts and use it as a tool to monitor students' progress. This course describes how military recruiters offer a wealth of information on career and technical training along with scholarships and tuition paid college opportunities. It gives educators tools to share with their students in guiding them toward exciting careers and STEM based academic training. This course outlines how educators can improve their professional skills and earn certification toward becoming knowledgeable in military career opportunities, available ROTC scholarships, Military Academy options and GI Bill benefits.

*Presenter:* U.S. Army Representative

SATURDAY

3:45 PM – 5:00 PM

### Using Personalized Learning and Online Assessments as a Lever of Change



Music City Center, Room 105B

Preparing for personalized learning and online assessments is a high priority for school districts and “Becoming Assessment Ready” is a complex and challenging task. **Metro Nashville Public Schools** (enr. 83,000) will share their experiences and recommendations for making the shift to personalized learning and online assessments to meet the diverse needs of each student while also breaking down departmental silos so often found in large urban systems. You will learn how to use personalized learning and online assessments as levers for change.

*Presenters:* **Kecia Ray**, Executive Director of Learning Technologies and Library Services, **Cheryl Mayes**, Board Chair, **John Williams**, Executive Director, Information Technology, Metro Nashville Public Schools; **Tom Ryan**, CEO, eLearn Institute



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# SATURDAY, MARCH 21

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Variables Impacting the School Environment and Opportunities to Enhance Student Achievement



Music City Center, Room 207AB

Poor environmental conditions in school buildings have raised concerns regarding the impact on teacher and student safety, health disparities that touch children's lives such as asthma, student attendance, as well as overall academic achievement. In this session, you will learn more about variables such as indoor air quality, noise, grounds maintenance and lighting and how they can impact student achievement and teacher satisfaction, as well as opportunities and solutions to minimize, or eliminate, these variables.

*Presenters:* **Richard Hill**, Senior Director, Strategic Marketing, **Roxanne Moore**, National Director of Wellness, **Joe Albright**, Vice President, Technical Services Education, Facilities, On-site Service Solutions, Sodexo School Services; **Richard Shaughnessy**, Research Associate, Chemical Engineering Dept., University of Tulsa

SATURDAY

3:45 PM – 5:00 PM

### What Is “Effective” School IT?



Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

Today's IT leader is critical in the delivery of quality instruction to students, unlike yesterday's "IT Guy" who ran the mainframe. Yet, many haven't embraced this new role, or been permitted to do so by their organizations. Stories of both effective and ineffective IT leadership will be shared based on the presenter's experience with Arizona's first one-to-one high school in 2005, the state's first BYOD initiative in 2009, and countless conversations with district IT leaders.

*Presenter:* **Matt Federoff**, Chief Information Officer, Vail School District



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## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### What's Up at the Workplace Water Cooler?: Employee Challenges to Evaluation, Firing Decisions, and Employee Bullying



Music City Center, Room 109

In this session, you will develop an understanding of recent trends in employee discipline and evaluation challenges, including, but not limited to, the emerging phenomenon of workplace bullying and cyber harassment claims. Presenters will discuss, among other topics, the types of challenges employees are making on evaluation systems and results, how employee bullying allegations fit into the legal framework for workplace harassment, and how schools can prepare themselves to defend against these allegations.

*Presenters: Amy Matthews, Attorney, Andrew Manna, Partner, Church Church Hittle & Antrim*

SATURDAY



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# THE KEY WORK OF SCHOOL BOARDS

## GUIDEBOOK

Excellence in the classroom starts  
with excellence in the boardroom.

Visit the NSBA conference bookstore and purchase your copy of the revised Key Work of School Boards Guidebook - available in hard copy or as a LumiBook e-reader from School Improvement Network.

[www.nsba.org](http://www.nsba.org)



# DLR GROUP INNOVATION CHALLENGE

## BE PART OF THE ACTION AT NSBA!

- **Participate in active learning alongside students**
- **Collaborate with students to solve problems**
- **See how the environment and access to expert resources impacts the learning experience**

DLR Group is excited to grant student teams from high schools across the country the opportunity to show their skills in our Innovation Challenge, an activity to display project-based learning, collaboration and teamwork.

The Innovation Challenge will take place in the lobby just outside the Exhibit Hall all day on Saturday, March 21. Stop by during one of three Study Hall sessions to join in the fun.



Lee High School, Baton Rouge, LA

## DLR GROUP WORKSHOPS

### **Saturday 1:30 – 2:45 pm** **The Recession is Over – What Now?**

Learn steps that lead to successful capital improvement campaigns and hear two case studies that explore facility master planning

### **Sunday 8:30 – 9:45 am** **Project-Based Learning in Action: Results from the DLR Group Innovation Challenge**

Hear students' takeaway from the Innovation Challenge activity and the experience of collaborating with NSBA attendees to solve problems





# CUBE and National Connection

Are you and your district members of the Council of Urban Boards of Education (CUBE), then CONGRATULATIONS! You and your district leadership team can access all the benefits and services offered by National Connection.

A partnership of state school boards associations and NSBA, National Connection provides developed tools and resources for school boards. These resources help keep your school board on the leading edge for public education.

**To learn more about  
National Connection  
programs and services,  
visit: [www.nsba.org/getconnected](http://www.nsba.org/getconnected)**



**To learn more about CUBE,  
visit [www.nsba.org/cube](http://www.nsba.org/cube)**



## AT-A-GLANCE SCHEDULE

### SUNDAY, MARCH 22

Unless otherwise noted, all events and sessions take place at the Nashville Music City Center.

#### 7:00 AM – 8:15 AM

**Special Event** page 108  
Sunday Morning Inspirational Session with  
Azure Antoinette  
*Davidson Ballroom A*

#### 7:45 AM – 9:45 AM

**Meal Event** page 108  
CUBE Annual Business Meeting and Breakfast  
*209ABC*

#### 8:00 AM – 9:30 AM

**Meal Event** page 108  
National Hispanic Council of School Board  
Members Breakfast  
*Omni Nashville Hotel, Legends Ballroom FG*

#### 8:30 AM – 9:45 AM

**Educational Programming** page 109

#### 10:00 AM – 11:30 AM

**Sunday Morning General Session** page 120  
David Pogue  
*Grand Ballroom ABCD*

#### 11:30 AM – 4:00 PM

**Exhibit Hall AB**  
Exclusive Exhibit Hall Only:  
11:30 AM – 1:30 PM and 2:45 PM – 3:45 PM

#### 12:00 PM – 2:00 PM

**Meal Events** page 121  
TLN Luncheon Digital Leadership:  
Changing Paradigms for Changing Times  
*202ABC*

National Black Council of School Board  
Members Luncheon  
*Omni Nashville Hotel, Broadway Ballroom West*

#### 1:30 PM – 2:45 PM

**Educational Programming** page 122

#### 2:15 PM – 5:30 PM

**Site Visit** page 133  
Experience The Hermitage – How the  
RACHEL Initiative Engages Students

#### 2:45 PM – 5:00 PM

**CUBE Keynote Presentation:** page 134  
Creating Equitable STEM Learning  
Opportunities for K-12 Girls  
*Room 209ABC*

#### 3:45 PM – 5:00 PM

**Educational Programming** page 134

#### 5:15 PM – 5:45 PM

**Drum Circle** page 144  
*Exhibit Hall Lobby, Third Level*

#### Study Hall Sessions

*Perimeter of Exhibit Hall AB*

11:45 AM – 12:15 PM 2:45 PM – 3:15 PM

12:45 PM – 1:15 PM 3:30 PM – 4:00 PM

*Download the NSBA Mobile App for full details.*

# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

7:00 AM – 8:15 AM

### SPECIAL EVENT

Sunday Morning Inspirational Session



Antoinette

**Azure Antoinette**  
Music City Center  
Davidson Ballroom A

Come start your day with motivation and enlightenment with Azure Antoinette. We all have ups and downs and are navigating through life that is changing constantly. Come to this session to be renewed and rejuvenated.

Presenter: **Azure Antoinette**, CEO/Commissioned Poet/Author/Millennial Advocate

7:45 AM – 9:45 AM

### CUBE

**CUBE Annual Business Meeting and Breakfast**

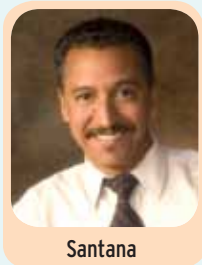
Music City Center, Room 209ABC

During this session, CUBE districts meet to consider nominations, elect new Steering Committee members, and discuss issues of concern to the membership. Only CUBE members are eligible to vote during the Steering Committee elections. Non-CUBE districts who are interested in learning more about the work of CUBE are encouraged to register and attend this meeting.

*This session is for CUBE registrants only—pre-registration and additional fee is required.*

8:00 AM – 9:30 AM

### MEAL EVENT



Santana

**National Hispanic Council of School Board Members Breakfast**  
Omni Nashville Hotel  
Legends Ballroom FG

A former gang member, now a Harvard University graduate, nationally recognized speaker **Richard Santana's** journey provides a powerful and graphic illustration of cultural relevance in schools.

*These ticketed events are open to all conference registrants. Tickets must be purchased in advance.*



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## SESSION DESCRIPTIONS

**8:30 AM – 9:45 AM**

### **A View from Inside the Beltway: NSBA's Legal Advocacy for Public Schools**



Music City Center, Room 106A

Join NSBA General Counsel Francisco Negron for this dynamic and exciting survey of some of the year's most interesting court cases involving public schools. Learn about NSBA's premier legal advocacy efforts as your voice in the U.S. Supreme Court and in appellate courts across the country. Come learn about NSBA's response to the growth of executive power and explore what federal agency overreach means for public schools.

*Presenter: **Francisco Negron**, General Counsel, National School Boards Association*

**8:30 AM – 9:45 AM**

### **Attention Adaptivity: How to Know If REAL Learning Is Taking Place!**



Music City Center, Room 201AB

Current research in neuroscience shows positive correlations between cognitive abilities (attention, memory, etc.) and improved student achievement. **Calcasieu Parish Public Schools** (enr. 34,000) will focus on the innovative concept of Attention Adaptivity, specifically the use of an individual's attention data to inform instruction and allow it to adapt to the individual learner with the goal of optimizing the student's attention, and to achieve academic success. In this session, you will learn how to help students understand their learning deficits and how to erase them.

*Presenters: **Sheryl Abshire**, Chief Technology Officer, Calcasieu Parish Public Schools; **Adam Hall**, CEO, Nervanix*

SUNDAY

**8:30 AM – 9:45 AM**

### **Becoming a Professional Governance Board: How to Create and Use a Board Member Handbook**



Music City Center, Room 106B

A user guide, an instruction manual, an orientation tool—regardless on how one characterizes it, a Board Member Handbook is an invaluable tool to assist a Board of Education in becoming and functioning as a professional governance board. Since its creation in 2011, the **Berlin Board of Education** (enr. 3,300) Member Handbook has developed a national following, featured in the American School Board Journal and requested by school boards from Alabama to Alaska. Come learn the value of a member handbook and how your board can create its own.

*Presenters: **Gary Brochu**, President, **David Erwin**, Superintendent of Schools, **Irene Matulis**, Board Secretary, Berlin Board of Education*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### **Beyond the Dotted Line: Saving Staff Time, District Funds, and the Environment with Digital Signatures!**



Music City Center, Room 202ABC

Many public schools have automated processes leading up to and following the actual signature, many still needlessly rely on pen and paper to execute signature based transactions. This slows business, delays results, and creates a negative customer experience. This session will cover how to replace the inefficiencies of manual, wet-ink signature, paper-based processes with the efficiencies and savings associated with keeping transactions 100 percent digital from start to finish!

*Presenters: Sharon Hayes, Director, Public Sector, DocuSign; Gary Appenfelder, Director, Purchasing, Metro Nashville Public Schools*

8:30 AM – 9:45 AM

### **Beyond the Test: An Inter-Disciplinary Curriculum Focused on Multiple Proofs of Student Learning**



Music City Center, Room 106C

A small team of teacher leaders from the Lawrence County School System has radically changed the academic culture at their rural Tennessee high school. The team designed and implemented a skills-based, inter-disciplinary curriculum that integrated the skills common to the CCSS and the NGSS and focused on multiple proofs of student learning. Come learn the methodology, successes, and failures.

*Presenter: Anthony Augustin, Teacher, Lawrence County School System*

8:30 AM – 9:45 AM

### **Building a Better Evaluation System: Using Student Achievement Measures to Evaluate Teachers**



Music City Center, Room 108

Nearly every state now evaluates teachers based in-part on how much they impact their students' achievement. NSBA's Center for Public Education senior policy analyst Jim Hull will provide an in-depth look at how states are now evaluating teachers. Hull will also describe how measures of student achievement along with other measures of teacher effectiveness can be used to evaluate teachers. Finally, Hull will discuss how results should be used at the school and district levels.

*Presenter: Jim Hull, Senior Policy Analyst, Center for Public Education, National School Boards Association*



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## SESSION DESCRIPTIONS

**8:30 AM – 9:45 AM**

### **Building School Autonomy through School Governance Councils**



Music City Center, Room 104E

Learn about **Fulton County Schools'** (enr. 94,000) governance model that promotes innovation and local school autonomy, established as part of the system's charter structure. The model's critical lever is the creation of school governance councils, encouraged to make their own decisions regarding how schools allocate their time, resources and money. Discover the district's method for allowing schools flexibility from state and district policies through an accountability system aligned to school strategic plans.

*Presenters: **Linda Schultz**, Board President, **Julia Bernath**, Board Member, **Linda McCain**, Board Member, **Katie Reeves**, Board Member, Fulton County Board of Education*

**8:30 AM – 9:45 AM**

### **Building Supportive Communities with Both the Haves and Have-Nots**



Music City Center, Room 204

In the U.S., more children are coming from poor households and resourced households have fewer school age children. If school boards are going to keep their school district economically viable, they will need to rethink their community and how they keep them involved, particularly since fewer adults in poverty vote. This session will identify an approach for a community to involve both resourced and under-resourced adults to have more community support. Board members will have a more cohesive community, greater parental involvement and support.

*Presenter: **Ruby Payne**, President, aha! Process, Inc.*

SUNDAY

**8:30 AM – 9:45 AM**

### **Building the Human Capacity for a Digital Leap**



Music City Center, Room 105B

Technology has transformed most sectors of our society, yet most school districts lack the necessary capacity to leverage technology powerfully. While there are many challenges to effective uses of technology for learning, the greatest is human. Explore how some districts are rethinking how they recruit, retain and build cabinet level district technology leadership through a new national aspirational certification for chief technology officers. Learn how your district can take the digital leap.

*Presenters: **Alice Owen**, Executive Director, Texas K-12 CTO Council, Consortium for School Networking; **Keith Bockwoldt**, CETL, Director of Technology Services, Township High School District 214; **Mark Edwards**, Superintendent, **Scott Smith**, CETL, Chief Technology Officer, Mooresville Graded School District*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### Developing Mindsets for Academic Success: Embedding Growth Mindset in the Culture and Curriculum



Music City Center, Room 104D

Achieving rigorous standards requires rigorous effort and perseverance. Research has shown that the beliefs of an academic mindset—that the academic work has value for me, that I can do it, that I can get better with effort, and that I belong to a community that cares about it—fuel the grit and resilience that, when coupled with domain specific knowledge, skills, and strategies, lead to academic success. In this session, you will understand this research and steps for implementing it among students, teachers, and the community.

*Presenter:* **David Dockterman**, Harvard Graduate School of Education/Scholastic Education

8:30 AM – 9:45 AM

### NEW SCHOOL BOARD MEMBER BOOT CAMP: Dynamic Community Leadership



Music City Center, Room 208AB

You might be thinking, 'I'm not a community leader', but community leadership comes in many different forms. By nature of your election or appointment to your local board of education, you are now considered a community leader. In this interactive workshop, we will identify what a leader is and discuss community leadership. You will learn various ways in which you can become a more effective community leader. Learn about becoming a leader, becoming a board leader, community leadership and engaging your community, cultivating leaders for your local community.

*Presenter:* **Mary Ann Friedman**, Consultant & Former Field Services Representative, New Jersey School Boards Association

8:30 AM – 9:45 AM

### Essentials for Building a District Educational Technology Department



Music City Center, Room 104C

An Educational Technology Department is essential for any technology roll out. This workshop will provide an overview of the Coachella Valley Unified School District 1:1 Mobile Learning Initiative and the process taken to create an Educational Technology Department that serves the needs of teachers and students to create a 21st Century Learning Environment. You'll leave this session with lessons learned, timelines, training practices, and important infrastructure and budgetary considerations when developing an Educational Technology Department.

*Presenters:* **Edward Simoneau**, Educational Technology Coordinator, K-12 Educational Technology, **Darryl Adams**, Superintendent, **Mauel Jarvis-Martinez**, Vice President, Coachella Valley Unified School District



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## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### Eureka! School Boards DO Influence Student Achievement and Statistics Prove It!



Music City Center, Room 101AB

Good governance matters, and the statistics prove it! When it comes to having a measurable influence on student achievement, school boards must carefully examine how they use information. **San Benito Consolidated Independent School District** (enr. 475) will show exactly what information to create and promote to ensure district success. Presenters provide a hands-on, boardroom model for using “perfect information” to influence conditions for student performance, as well as combat contentious boardroom personalities and politics that often confront difficult decision-making.

*Presenters: **Marc Puig**, Superintendent, San Benito CISD; **Paul Uranga**, Board President, Culberson County-Allamore ISD; **Marlene Zipperlen**, Board President, Rosebud-Lott ISD*

8:30 AM – 9:45 AM

### Fun with Nepotism! Pitfalls of District Employees Who Are Related



Music City Center, Room 101E

Many board members serve districts where “everyone knows everyone” or in districts that are among the community’s largest employers. In these cases or in cases of large or city districts, nepotism is a big concern. Community and staff perception weighs heavily on board members as they make decisions concerning staff related to other staff, or as they manage the “consequences” of these decisions. This session will use situational examples to spur discussion and help board members know how to make the best decisions regardless of “connection”.

*Presenter: **Cheryl Ryan**, Deputy Director, Board Services, Ohio School Boards Association*

8:30 AM – 9:45 AM

### Getting Social Media RIGHT



Music City Center, Davidson Ballroom A



Maiers

There is no individual or organization that wants to waste time, engage in unproductive actions, or test out 101 new platforms and apps. WE WANT TO GET IT RIGHT! At it’s most basic form, doing social media “the right way” means making social engagement rather than social media the foundation of your strategy and success. Using an easy to follow framework, this session will walk you through exactly what it takes to amplify your efforts in reaching out to people, starting conversations, showing your appreciation, growing your influence and serving your community in a way that is impactful for you both.

*Presenter: **Angela Maiers**, Teacher/Author/Consultant*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### I Choose to Stay

Music City Center, Davidson Ballroom B



Thomas-EL

Thomas-EL is the author of *I Choose to Stay: A Black Teacher Refuses to Desert the Inner City*—an intensely moving story of loyalty and courage and a deeply personal tribute to the great potential of inner-city kids. In 1997, as a teacher at Roberts Vaux Middle School in Philadelphia’s inner city, he was offered a promotion, not only because he had helped to improve scholastics, morale, and discipline at his school, but because he had taught children to play chess—and win local and national competitions. He turned down the promotion. He was committed to stay and be the role model those children

needed. Armed with a chess board and a profound belief in their potential, Thomas-EL’s faith and commitment has motivated hundreds of children in Philadelphia to attend magnet high schools and major colleges and universities. His story proves that teaching in the public schools can result in excellence and success for children most of society has abandoned. Reflecting on how it feels to see a young person he has mentored walk down the aisle toward a real future instead of to an early grave, Thomas-EL has said: “I’ve been to too many funerals; I need to go to more graduations.”

Presenter: **Salome Thomas-EL**, *Inspirational Teacher*

8:30 AM – 9:45 AM

### Interest Based Bargaining: Negotiating Contracts with Respect

Music City Center, Room 102AB



**Roseville Area School District** (enr. 623) has used the process of Interest-Based Bargaining successfully in their school district for over 20 years. As a result the district and local have avoided controversial and adversarial contract negotiations. Learn how interest-based bargaining can take away the sting and competition often felt at the negotiating table.

Presenters: **Erin Azer**, *Board Chair*, **Cindy Gustafson**, *HR Supervisor/ Chief Negotiator*, **John Thein**, *Superintendent*, **Peter Olson-Skog**, *Assistant Superintendent*, Roseville Area School District 623

SUNDAY



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## SESSION DESCRIPTIONS

**8:30 AM – 9:45 AM**

### **Leading Change in Challenging Times: An Interactive, Collaborative Workshop**



Music City Center, Room 110AB

Leading change always brings both challenges and opportunities. Organizational and procedural changes may be rooted in intrinsic or external motivations, or a combination of both. Research based practices for leading change will be presented. You will have the opportunity to share your own challenges and strategies for effectively leading change within a school district setting. Online digital tools for collaboration will be utilized. You are encouraged to bring your own wireless access digital devices.

*Presenters: **Ann McMullan**, Founder/Lead Consultant, Ann McMullan Educational Technology; **James Cain**, Superintendent, Klein ISD*

**8:30 AM – 9:45 AM**

### **Leap and the InterNet Will Follow—Board Management Systems for Remarkably Superior Governance**



Music City Center, Room 107AB

Through the introduction of next-generation electronic meetings, the dynamics of board and committee meetings, policies and other administrative functions can dramatically improve. This session explores the transition and evolution to eGovernance by demonstrating the benefits of moving from paper-based and PDF meeting structures to a contemporary electronic delivery system. We'll explore easy-to-use, state-of-the-art processes that paper and typical PDF agenda solutions cannot match. You'll learn how your board can go from "Good to GREAT" by implementing cloud-based solutions that save money, reduce time-of-staff and help your organization become more effective from day one.

*Presenters: **Eric Germann**, Board Member, Lincolnview Local Schools; **Robert Heard**, Board Member, Cleveland Municipal School District; **Terri Shaw**, Executive Assistant, Ohio School Boards Association*

**8:30 AM – 9:45 AM**

### **On the BRINC of Effective Resource Management**



Music City Center, Room 104A

In this session, you will learn how four separate school districts located 100 miles apart collaborated to bring blended and personalized learning opportunities to 30 percent of the state's high school population. The school districts, working together as a single, unified consortium using the acronym BRINC, were able to articulate objectives, develop capacity, and provide high-quality professional development to 40 different core academic high school teachers from 10 different high schools.

*Presenter: **Terri Villa**, Director of Instruction, New Castle County Vocational Technical School District*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### Perspectives on Responsible Student Data Practices and Policies in the K-12 Ecosystem



Music City Center, Room 211

School boards play a critical role in safeguarding student privacy while advancing the effective use of technology and information in education. Learn what board members need to know to effectively address the issues that lawmakers, policy advisers, advocacy groups and industry leaders are grappling with in this rapidly-evolving area of law and practice. Presenters will host a panel representing stakeholders in the K-12 information ecosystem discussing challenges and opportunities for building trust through responsible data practices.

*Presenters: Jules Polonetsky, Executive Director and Co-Chair, Future of Privacy Forum; Laurie Dechery, Associate General Counsel, Lifetouch, Inc.*

8:30 AM – 9:45 AM

### Planning for Safety, Designing for Resilience



Music City Center, Room 109

Ensuring the safety of students and teachers is a topic of universal concern for both school boards and members of the community in general. In the context of threats from gun violence and natural disasters, this presentation will address the key elements, considerations and strategies of security planning and resilient design. The presentation will also include lessons learned from well-documented cases of disaster recovery, and offer several resources for further research and guidance.

*Presenters: James Chatas, Senior Principal, Derk Jeffrey, Senior Principal, Stantec*

8:30 AM – 9:45 AM

### Planning to Succeed! Engaging the Board and Staff to Develop and Deploy Your Strategic Plan



Music City Center, Room 104B

**Metro Technology Centers** (enr. 20,000) will showcase methods to focus a diverse and multi-skilled workforce while pursuing short and long term organizational goals. See how to align Malcolm Baldrige Quality Principles with your organization's plan and efficiently engage and learn from internal and external partners by utilizing audience response system results, metrics and a real-time dashboard.

*Presenters: Cynthia Friedemann, Executive Officer, District Strategy & Development, Ron Perry, Board President, Elaine Stith, Superintendent/CEO, Metro Technology Centers*



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## SESSION DESCRIPTIONS

**8:30 AM – 9:45 AM**

### **Project-Based Learning in Action: Results from the DLR Group Innovation Challenge**



**Music City Center, Room 210**

Design firm DLR Group introduced its first Innovation Challenge at NSBA, inviting student teams from various high schools to travel to Nashville to participate. Conference attendees watched this action-packed activity unfold in the lobby yesterday outside the exhibit hall, witnessing project-based learning, collaboration, and real-world experience lessons. Hear the results and lessons learned from DLR Group professionals and student teams after completing the six-hour Innovation Challenge.

*Presenters: **Jim French**, Senior Principal, **Chris Gibbs**, Principal, DLR Group*

**8:30 AM – 9:45 AM**

### **Superintendent and the Board—Working Together to Create a Collaborative Environment for Success**



**Music City Center, Room 205A**

Throughout the last five years, the superintendent and the school board have engaged in professional development, team building, and governance training to create strong communications throughout the district. The skills have been used to focus on students and parents in Delaware's **Red Clay Consolidated School District** (enr. 18,400). These improvements have resulted in the development of a strong strategic plan focused on student achievement and parent involvement, communications throughout the district, and student achievement goals to lead the state.

*Presenter: **Mervin Daugherty**, Superintendent, Red Clay Consolidated School District*

**8:30 AM – 9:45 AM**

### **Superintendent Selection—Why You Need to Do It Right**



**Music City Center, Room 105A**

Discover the knowledge of a high quality, professional superintendent search process. You will leave possessing the ability to access what your particular district needs when you begin the search for a new superintendent.

*Presenters: **Thomas Leahy**, Chair of the National Affiliation of Superintendent Searchers, Illinois Association of School Boards; **Butch Felkner**, Texas Association of School Boards; **Susan Salter**, Alabama Association of School Boards*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### Taking the Public Out of Public Education: the Real-Life Impacts of School Closings and Privatization



Music City Center, Room 205BC

Nationwide, public schools that predominantly serve communities of color have been targeted by school closures, with students being re-enrolled in schools outside of their neighborhoods. This approach has kept public education separate and unequal—and, increasingly, not public at all. School closures not only hurt educational outcomes, they have far-reaching negative consequences for children of color and their communities. This panel will detail the impact of school closures on students, families, and communities, and offer alternatives.

*Presenters:* **Judith Browne Dianis**, Co-Director, Advancement Project; **Jitu Brown**, Journey for Justice; **Zakiyah Ansari**, Alliance for Quality Education; **Paris Brown**, Kenwood Oakland Community Organization

8:30 AM – 9:45 AM

### That's the Way We've Always Done It...Not Anymore! Process and Performance Management that Supports Continuous Improvement



Music City Center, Room 207AB

The **Williamsburg-James City County School District** (enr. 11,131) set a strategic course for continuous improvement in 2012. An integral component of the plan is an adherence to improving systems through performance and process management. Hear how participation in the North Star Project leads to improved systems, allows for greater efficiencies and a stronger focus on the core business of teaching and learning. Leave with ideas to begin your own journey toward continuous improvement, efficiencies and student success.

*Presenters:* **Steven Constantino**, Superintendent, **Olwen Herron**, Deputy Superintendent, Williamsburg-James City County School District

8:30 AM – 9:45 AM

### The Federal Insider



Music City Center, Room 101CD

*Hosted by NSBA's National Connection.*

The Federal Insider is full of “inside the beltway” information and implementation intel for school districts. Join the Federal Advocacy & Public Policy staff for a discussion of how what happens in Washington impacts school boards including child nutrition, teacher preparation and federal funding—and other emerging issues.

*Presenters:* **Lucy Gettman**, Deputy Associate Executive Director, **Kathleen Branch**, Director, National Advocacy Services Programs, **Deborah Rigsby**, Director, Federal Legislation, Office of Federal Advocacy & Public Policy, National School Boards Association



Advocacy



Governance and Executive Leadership



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## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### Thinking Outside the Desk: Six School Districts Collaborate to Launch Profession Based Learning



Music City Center, Room 207CD

Learn how seven school districts in the Kansas City, MO, area partnered with private industry to develop Northland CAPS, where urban, rural and suburban students are fully immersed with business partners working on real world projects while earning high school and college credit. Participate in a roundtable with Ford Motor Company, Cerner, North Kansas City Hospital, school board presidents, and superintendents, who will articulate their role in the program and how you can launch a similar program in your school district.

*Presenters: Donna Deeds, Regional Executive Director, Northland CAPS; Laura Evans, VP Talent Development, Cerner Corporation; Tony Reinhart, Government Relations VP, Ford Motor Company*

8:30 AM – 9:45 AM

### Top Tech Trends for 2015



Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

Join the Center for Digital Education and leaders from the top-ranked districts to compare the 2015 Digital District Survey findings with those in your own district in this highly interactive session.

*Presenter: Alan Cox, Senior Vice President, Center for Digital Education*

8:30 AM – 9:45 AM

### Transforming High-Poverty Schools through a Culture of Hope and the Power of We



Music City Center, Davidson Ballroom C

This session describes research on high-poverty/high-performing schools that are using a Culture of Hope to instill the social/emotional assets of optimism, belonging, pride, and purpose in students. A Culture of Hope provides students with a strong foundation for learning that leads to continued success through high school and beyond. In this session, you will use tools designed to measure school climate and gain specific strategies for building students' positive social/emotional assets through the four Seeds of Hope.

*Presenters: Emily Gibson, Instructional Coach, Independent Consultant; Robert Barr, Boise State University*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

8:30 AM – 9:45 AM

### WHAT IF...Leadership Was More Than a Buzzword?



Music City Center, Room 103A

This highly interactive media presentation will examine the frustrations, apprehensions and successes board members experience during their terms of office and in their leadership capacities. You will have the opportunity to examine various communication styles, engage in reacting to and critiquing video scenarios, examine how and why dysfunctional boards emerge, share your own personal experiences and learn how to head off some of the common pitfalls facing boards.

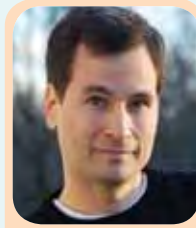
Presenter: **Rob Delane**, Deputy Executive Director, Ohio School Boards Association

“Technology, science, language, and humor. They do mix; very well, in fact.”

David Pogue

10:00 AM – 11:30 AM

## SECOND GENERAL SESSION



Pogue

**David Pogue**,  
Speaker

Music City Center  
Grand Ballroom ABCD

### Pre-Curtain Event:

*Meet your State Association Presidents*



Tuttle

### Your Host this Morning:

**John D. Tuttle**, *President Elect of the National School Boards Association and member, Kellyville (OK) Public Schools*

### Special Presentation of the Magna Awards

#### NSBA at your Service:

*President, Anne M. Byrne*, reports to the Conference



Byrne

### Musical Presentation:

Central High School Jazz Band, Baton Rouge, LA; **Patrick Bordelon**, *Director of Jazz Studies & Music Production*

### The Major Address:

**David Pogue**, *Founder of Yahoo Tech, Columnist for Scientific American and host of science shows on NOVA*

SUNDAY



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## SESSION DESCRIPTIONS

**11:30 AM – 4:00 PM**  
**EXHIBIT HALL OPEN**

### STUDY HALLS

*Perimeter of Exhibit Hall AB*



**11:45 AM – 12:15 PM**

**12:45 PM – 1:15 PM**

*Download the NSBA Mobile App for full details.*

## MEAL EVENTS

*These ticketed events are open to all conference registrants. Tickets must be purchased in advance.*

**12:00 PM – 2:00 PM**



Sheninger

### **Digital Leadership: Changing Paradigms for Changing Times Luncheon** Music City Center, Room 202ABC

*Sponsored by: TechSmith*

The educational landscape is changing as a result of continuous advances in technology and a changing learner. As a result educators must recognize this shift, anticipate needed changes, and lead by example in order to meet the diverse needs of key stakeholders in the 21st Century. Come learn how to harness the power of digital tools and social media accessible today to improve communications, enhance public relations, establish a brand presence, increase student engagement, transform learning spaces, discover opportunity, and grow professionally like never before.

**12:00 PM – 2:00 PM**

### **National Black Council of School Board Members Luncheon**

Omni Nashville Hotel, Broadway Ballroom West



Martin

*Sponsored by: U.S. Army*

Named as one of the 150 Most Influential African Americans in the United States, **Roland S. Martin** is a nationally award-winning and multifaceted journalist. As the host and managing editor of Washington Watch with Ronald Martin, that airs on the TV One Cable Network, he focuses on news and analysis of culture, entertainment, politics, and sports from an African American perspective.



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Achieving Academic Success in Minority Males: Guaranteed

Music City Center, Room 101AB

Explore ways to create a shift in behavioral management and reduce violence within the school by identifying and implementing motivational mentors. Learn the logistics and tenets of a motivational mentoring program, and formulate a plan for recruiting motivational mentors internally and externally. Design a strategy for engaging parents and community members in the educational process through the motivational mentoring program.

*Presenters:* **Richard Franklin III**, *President*, Youth Unlimited; **Leonard Moore**, *Vice President of Diversity and Professor of African American Studies*, University of Texas, African American Studies; **Patrick Patterson**, *Vice President*, University of Texas, Diversity Division



1:30 PM – 2:45 PM

### Active Shooter Drills in Schools: Building Partnerships, Increasing Safety

Music City Center, Room 104A

The **Central York School District** (enr. 5,800) Superintendent, Director of Communications and two School Board Members will share the execution, communication and post-exercise activities related to an active shooter drill at the school district's high school in real-time that included a relocation/reunification component for parents and students. The drill sparked months of planning, collaboration and communication with the community and involved more than 150 faculty and staff members, 1,700 students, and 60+ law enforcement officials at the local, state and federal level.

*Presenters:* **Michael Snell**, *Superintendent*, **Julie Randall Romig**, *Director of Communications*, **Michael Wagner**, *Board President*, **Eric Wolfgang**, *Board Member*, Central York School District



1:30 PM – 2:45 PM

### Creating a College Culture in an Urban Setting

Music City Center, Room 107AB

**Tacoma Public Schools** (enr. 28,000) has operationalized its vision of Every Student, Every Day by creating a College Going Culture. Learn how an urban setting district has aligned resources, beliefs and actions to dramatically change the outcomes for highly impacted students.

*Presenter:* **Carla Santorno**, *Superintendent*, Tacoma Public Schools



SUNDAY



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## SESSION DESCRIPTIONS

**1:30 PM – 2:45 PM**

### **Creating Next-Generation Leaders through Student Ambassadors**



Music City Center, Room 108

The **Russellville Independent Schools** (enr. 1,200) has student ambassadors, who hone next-generation leadership skills by serving as liaisons between the school district and community. The high school ambassadors will discuss how they promote mutually beneficial relationships between public education and the larger community in an effort to strengthen both. You will leave this meeting with a plan to bring a student ambassador program alive in your district.

*Presenter: **Brandon Blake**, Assistant Principal, Russellville Junior/Senior High School, Russellville Independent Schools*

**1:30 PM – 2:45 PM**

### **Creative Disruption—Developing a Collaborative “Differentiated Compensation” Strategy and Implementation Practice**



Music City Center, Room 201AB

“Creative disruption” is cultural trait critical for organizations of all types to be more mission effective. This is especially true for public education struggling to transform in an evolving digital world. The **Santa Fe Public Schools** (enr. 14,263) will show how the status quo for compensation strategy does not align with today’s needs, and union relationships make change difficult. Yet, collaboratively discussing increased compensation and equity can lead to a discovery that “differentiated compensation” can expand options to become more competitive and reward performance excellence.

*Presenters: **Carl Gruenler**, Deputy Superintendent for Business Operations, **Steven Carrillo**, School Board President, Santa Fe Public Schools*

SUNDAY

**1:30 PM – 2:45 PM**

### **Data Savvy vs. Data Dangerous: Meaningful Questions for Deeper Understanding**



Music City Center, Room 104C

**Hutchinson Public Schools-USD 308** (enr. 7,400), will show how to examine data in new and more meaningful ways. Whether analyzing student achievement, demographic, financial, or other data types, the participant will take away new tools for better decision making. Learn the dangers of data misconceptions and misapplications and how to avoid them. Leave this session with simple but effective strategies that support higher levels of achievement and accountability.

*Presenters: **Shellaine Kiblinger**, Superintendent, Hutchinson Public Schools-USD 308; **Jeanne Stroh**, Superintendent, Ottawa USD 290*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Defining Healthy and Maximizing Performance in a Changing USDA Regulatory Environment



Music City Center, Room 211

Review the landmark 2014 regulatory changes in USDA Child Nutrition Programs; examine effects of inflation, commodity market volatility, distribution challenges, and other market and social factors; and discuss potential school nutrition program changes for 2015. In this session, gain insights to better understand financial, nutritional, and menu planning implications of nutrition regulations; evaluate your current district program performance; and strategize on solutions to deliver fiscally-responsible and USDA-compliant meal programs that support healthy lifestyles and optimal learning environments for your students.

*Presenter:* **Linda Scurman**, Aramark K-12 Education

1:30 PM – 2:45 PM

### Early Prevention of Bullying and Psychological Disengagement: New Technology to Assure Success for All Students



Music City Center, Room 105A

**Meriden Public Schools** (enr. 8,900) developed an online, confidential school climate survey and associated software designed to identify students who are either being bullied or who are in the process of psychologically disengaging from school. If a student is in a social-emotional crisis, the system automatically communicates with counselors to provide real time interventions. The system's longitudinal database also provides insights to school counselors who provide individual or group counseling. This free system will be demonstrated.

*Presenters:* **Alvin Larson**, *Research and Evaluation Specialist*, **Mark Benigni**, *Superintendent*, **Mark Hughes**, *Board President*, **Heather Verdi**, *Assistant Principal*, Meriden Public Schools

SUNDAY



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Empowering Choice, Leveraging a Holistic Design Approach to Improve Student Achievement



Music City Center, Room 210

Great decisions are often data driven, but sometimes great decisions arise when a creative idea is simply intuitive. Empowering Choice was born from the desire to incorporate a multitude of learning and teaching strategies into one three-dimensional solution. This interactive workshop will demonstrate previously suppressed ideas of change, creating holistic solutions to educational environments that are providing examples of 100 percent engagement. Resulting solutions take into account the entire environment, not unlike educators desire to educate the whole child. The audience will take away insight from the utilization of simplicity in design of 21st Century environments and how it is impacting learning.

*Presenter: David Stubbs II, President, Cultural Shift*

1:30 PM – 2:45 PM

### Establishing Partnerships with Industry, Post Secondary, State Government and K-12 Education in Workforce Development through Career and Technical Education



Music City Center, Room 104D

Hear about the collaborative efforts of **South Dakota's Mitchell School District** (enr. 2,710) and **Mitchell Technical Institute** (enr. 1,224) school districts, technical institutes, industry and state government in enhancing workforce development and career and technical education in order to address the disparity between the high demand for highly skilled people and high school graduates.

*Presenter: Neil Putnam, Board Member, NSBA Board of Directors, Mitchell School District*

SUNDAY



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Get Your Community to Love Your Schools!

Music City Center, Room 104E

Whether you are a small, large, rural, suburban or urban school district, community connection and support is one of the essential qualities we all desire. **Mercer Area School District** (enr. 1,400) will explore how districts that are well connected to their communities have developed a positive public image, provided essential communication, established upbeat marketing, and engendered a broad level of community support through consistent collaboration with all stakeholders.

*Presenter: William Gathers, Superintendent, Jeanne Bacon, Board Member, Cedric Butchy, Board President, Mercer Area School District*



1:30 PM – 2:45 PM

### Hey Administrator! There's an App for That

Music City Center, Room 101E

Come, bring your own device (BYOD) and experience amazing apps for managing projects and collaborating with your board, staff, and educational community. Enjoy a world-wind tour of online calendars, email and conferencing apps, idea management, and more! Learn from the **Los Angeles Unified School District** (enr. 600,000) to expedite communications to constituents, post and search for events, and notify parents of student achievement. Review a list of great apps and see what they all have in common (a surprise destined to grip the heart and transform the pedagogy of every educator)!

*Presenter: Warren Dale, Technology Facilitator, Los Angeles Unified School District*



1:30 PM – 2:45 PM

### Improve Student Achievement by Building Noncognitive Skills

Music City Center, Room 106A

Mastering content knowledge is critical for student achievement, but research reveals a long list of factors beyond content knowledge and academic skills that have a direct impact on student performance. These “noncognitive” skills have a direct positive relationship to a student’s school performance as well as future academic outcomes. The American School Counselor Association’s Mindsets & Behaviors for Student Success: K-12 College- and Career-Readiness Standards for Every Student describe the noncognitive skills students need to achieve academic success, college and career readiness and social/emotional development. This session will show how school counselors and teachers can collaborate to improve student achievement by helping students build noncognitive skills in alignment with academic curriculum standards.

*Presenter: Eric Sparks, Assistant Director, American School Counselor Association*



Advocacy



Governance and Executive Leadership



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### INFORMANCE: A Hands-On Experience From Inside the Music Ensemble



Music City Center, Room 110AB

Come experience the skills, practice, concentration, imagination, and discipline involved in learning to play an instrument and participation in rigorous music education. The session will demonstrate how learning in and through the arts is essential for student success and is a vital element in implementing common core.

*Presenter: Merryl Glodberg, California State University, San Marcos*

1:30 PM – 2:45 PM

### INSPIRE—Individual Needs in Special Places to Increase Relevant Work Experiences



Music City Center, Room 106C

**Center Grove Community Schools** (enr. 7800) uses INSPIRE to support post-secondary outcomes for students with disabilities. Students with intellectual disabilities have a high rate of unemployment. INSPIRE provides opportunities for students 18–22 with intellectual disabilities to gain job skills needed in order to gain employment with companies willing and able to employ them. Based at Franklin College, students are supported by a job coach until they are able to independently complete the task. Students may audit classes, workout in the athletic facility and socialize in the union.

*Presenters: Jack Russell, Board Member, Jennifer Casselman, Special Education High School Teacher, Jack Parker, Assistant Director of Special Education and Curriculum, Kathy Stricker, Director of Special Education, Center Grove Community Schools*

1:30 PM – 2:45 PM

### Instructional Coaching Matters: A Plan to Support Teachers to be Their Personal and Professional Best



Music City Center, Room 207CD

The audience will better understand the research perspective on adult coaching and empowerment, specifically citing the work of Jim Knight and the Kansas Coaching Project studies that began in 1996. The audience will see, hear and understand a scalable model of how teacher coaching can work in ways that will improve student learning and teacher job satisfaction through teacher empowerment. We will share results of our own teacher research, which follows a research design aimed at finding what works from an empirical standpoint.

*Presenters: Ken Wallace, Superintendent, Barb Dill-Varga, Assistant Superintendent for Curriculum and Instruction, Maine Township High School District 207*



New School Board  
Member Workshops



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Leading the Change: Tools to Help School Boards Lead the Transformation of Low-Performing Schools



Music City Center, Room 102AB

National School Boards Association President Anne Byrne has called on school board members to “focus on leading children to excellence and turning around low-performing schools.” To help school board members lead this change, NSBA’s Center for Public Education worked alongside school board leaders from across the country to develop tools combining research-based practices and policies with the collective wisdom of school leaders who successfully oversaw school turnarounds in their districts. Come to this session to see a demonstration of these web-based, decision making tools.

*Presenters: Anne M. Byrne, President, Patte Barth, Director, Center for Public Education, National School Boards Association*

1:30 PM – 2:45 PM

### Leveraging the Power of Afterschool and Summer Learning for Student Success



Music City



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*Presenters*

of Charleston; **Joe Davis**, *Chief Executive Officer*, Florida Afterschool Network; **Michael Lannon**, *Former Superintendent*, St. Lucie County Public Schools

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SUNDAY

1:30 PM – 2:45 PM

### National Connection 101



Music City Center, Room 101CD

*Hosted by NSBA’s National Connection.*

National Connection, a partnership of state school boards associations and NSBA, provides nationally developed tools and resources for school boards. Join us for this session and learn how the National Connection resources can help keep your school board on the leading edge for public education.

*Presenters: Angela Peifer, Terry McCabe, Mark Bonjavanni, National Connection Consultants, National School Boards Association*



Advocacy



Governance and Executive Leadership



Innovations in District Management



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### New Visions of NSBA Advocacy: Legal, Legislative, & Public Advocacy



Music City Center, Davidson Ballroom A

Learn more about NSBA's vision of advocacy in the legislative, legal and public advocacy arenas and how local school board members can make an impact in their community, in the courts, in the media and on Capitol Hill.

*Presenters:* **Michael Zola**, Assistant Executive Director, Office of Federal Advocacy & Public Policy, **Lisa Bushey**, Assistant Executive Director, Public Advocacy & Communications, **Francisco Negron**, General Counsel, National School Boards Association

1:30 PM – 2:45 PM

### Seamless Pipelines That Work: Education to Employment



Music City Center, Room 104B

Young people today are three times as likely as their parents to be out of work. Yet many employers can't find people with the right entry-level skills to fill their jobs. How to close the gap? **Northland CAPS** (enr. 50,000) program is pioneering new approaches to successfully transition greater numbers of students from education into employment. Learn how to create seamless pipelines aligned with economic development and emerging market trends resulting in significant return on investment for key business partners and for students.

*Presenters:* **Donna Deeds**, Regional Executive Director, Northland CAPS; **Mark James**, President of the College, Metropolitan Community College; **John Jasinski**, President of the University, Northwest Missouri State University; **Mike Stranding**, CEO, Holland 1916

SUNDAY

1:30 PM – 2:45 PM

### Teach To Lead



Music City Center, Room 103A

With unprecedented change in educational standards and state assessment measures, teacher leadership is critical. Have you wondered how to establish and develop teacher leadership among the "farm team?" Learn about **Schaumburg Community Consolidated School District 54's** (enr. 13,720) components for developing and ensuring teacher leadership thrives including: collaboratively establishing a mission, vision, commitments and goals; strategically selecting and retaining staff; intentionally mentoring and coaching; and continuously reflecting on the school improvement process.

*Presenters:* **Andy DuRoss**, Superintendent, **Nick Myers**, Associate Superintendent, **Teresa Huber**, Board Member, Schaumburg Community Consolidated School District 54



New School Board  
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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Ten Things Everyone Should Know about Today's Students and Digital Learning



Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

Get ready to be surprised! Based upon the latest Speak Up Project findings from over 430,000 K-12 students nationwide, learn about how today's students really want to use mobile devices, social media and digital content to enhance learning—key data you need to inform your budgets, programs and policies.

*Presenter: Julie Evans, CEO, Project Tomorrow*

1:30 PM – 2:45 PM

### Ten Years of School Lethal Violence: Its History, Evolution and Implications of Social Media



Music City Center, Room 204

What has taken us to the point where students are trained to aggressively engage an armed intruder and considering the arming of staff? What are the direct implications of social media? This session will provide the historical background and factual data that has been gathered over the past ten years to approach these controversial subjects with objectivity and devoid of emotion. You will leave the session "armed" with data to go back to your districts and conduct rational and thought provoking discussion.

*Presenter: Richard Caster, Senior Consultant, Ohio School Boards Association*

1:30 PM – 2:45 PM

### The Board's Role in Continuous Improvement from the Classroom to the Boardroom



Music City Center, Davidson Ballroom C

The **Arlington Public School's** (enr. 23,316) Board is committed to continuous improvement that results in better achievement for our students and accomplishment of all of our Strategic Plan goals. In this session, participants will be introduced to the Arlington Improvement Model (AIM). AIM is a data-driven approach that helps to translate goals into results. We will describe and show examples of how the model works at the district, department, school, and classroom levels.

*Presenters: Patrick Murphy, Superintendent, Abby Raphael, Board Member, Arlington Public Schools*



Advocacy



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### NEW SCHOOL BOARD MEMBER BOOT CAMP:

#### The Board's Role in Governance Through Policy—An Essential Primer for New Board Members



Music City Center, Room 208AB

Board policy is an essential part of district operations. Understanding how the policy development process works and what board policy is—and isn't—is critical for board members. Come learn where policy needs stem from, how the process works, and learn through practical examples what is and isn't appropriate for board policy. You will leave prepared to govern through effective policy development and equipped with essential questions for better understanding your local policy process.

Presenter: **Kenna Haycox**, *Policy Consultant*, Ohio School Boards Association

1:30 PM – 2:45 PM

#### The Latest Hot Topics on Capitol Hill (repeated from Saturday)



Music City Center, Room 106B

Learn what is happening on Capitol Hill and its impact on public education, including steps you can take to get your voice heard.

Presenters: **Kathleen Branch**, *Director*, National Advocacy Services Programs, **Lucy Gettman**, *Deputy Associate Executive Director*, **Deborah Rigsby**, *Director*, Federal Legislation, Office of Federal Advocacy & Public Policy, National School Boards Association

SUNDAY

1:30 PM – 2:45 PM

#### The Power of One Year: The First 365 Days in Our Commitment to Creating 21st Century Learners



Music City Center, Room 207AB

In one year the **Boone County Schools District** (enr. 21,000) has made tremendous gains in building 21st century skills in our students. Experience our journey of community conversations, EdCamps, design thinking, passion projects, civic compassion, strategic planning, and innovative career pathways—and all the bumps along the way. It may have only been 365 days, but the work could make a lifetime of difference for our students.

Presenters: **Karen Cheser**, *Chief Academic Officer/Deputy Superintendent*, **Randy Poe**, *Superintendent*, **Karen Byrd**, *Board Chair*, **Bonnie Rickert**, *Board Vice Chair*, **Ed Massey**, *Board Member*, **Steve Templeton**, *Board Member*, **Maria Brown**, *Board Member*, Boone County School District



New School Board Member Workshops



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Student Achievement and Accountability



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### Top Ten Questions Every School Board Member Should Ask Before Implementing a One-to-One Program



Music City Center, Room 205BC

The difference between a successful one-to-one computing program and an embarrassing, wasteful failure lies in the questions that must be considered well before any technology for learning program is launched. In this session, we'll review strategies used in successful implementations and analyze lessons learned from missteps or oversights. This highly interactive session will focus on the leadership strategies needed to transform learning and teaching through technology by utilizing effective visioning, planning and evaluation.

Presenter: **Ann McMullan**, Founder/Lead Consultant, Ann McMullan Educational Technology

1:30 PM – 2:45 PM

### Unraveling Parliamentary Procedure



Music City Center, Room 205A

Have you got questions about how to properly use Parliamentary Procedures in your board meetings? In this interactive session, you will hear answers to some of the most common questions about running meetings using rules of order properly. Learn the difference between a motion to rescind and reconsider, the correct ways to end discussions, and why the motion to table is used improperly most of the time and three better motions to use instead among other interesting information. *NOTE: You should take the Saturday 1:30 – 2:45 PM workshop session, Parliamentary Procedures for New Board Members if you are not familiar with parliamentary procedures.*

Presenter: **David Koempel**, Senior Consultant, Leadership Team Services, Texas Association of School Boards

1:30 PM – 2:45 PM

### Year-Round School: Changing the Conditions to Eliminate Summer Regression



Music City Center, Room 109

It is estimated that by fifth grade a middle-income student is approximately 3 years ahead of a low-income peer. While students can learn at the same rate during the traditional nine months of school, regression over the summer occurs for many. Learn about the impact of year-round school from **North Kansas City School District** (enr. 19,131). Understand the rationale for additional days and use criteria to identify schools in your own district that might benefit. Avoid any pitfalls in communicating and implementing this progressive concept. End summer learning loss.

Presenters: **Daniel Clemens**, Assistant Superintendent for Administrative Services, **Rochel Daniels**, Director of Curriculum and Professional Development, **Paul Harrell**, Chief Financial Officer, **Terry Stone**, Board Member, North Kansas City School District



Advocacy



Governance and Executive Leadership



Innovations in District Management



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## SESSION DESCRIPTIONS

1:30 PM – 2:45 PM

### You Should Know This About Me



Music City Center, Davidson Ballroom B



Antoinette

You Should Know This About Me... (YSKTAM) is designed to engage audiences in the creative writing process. Participants of the YSKTAM prompt are encouraged to explore past the “go-to” generic statements we all reach for when asked to speak about ourselves and “free write” (writing for 10 minutes without editing) about the things that they feel are important so that they can experience the joy of creative writing about the subject they know best! Through interactive exercises and open conversation, Antoinette encourages her audiences to explore the power of words to enhance learning, public speaking and active listening skills.

Presenter: **Azure Antoinette**, CEO/Commissioned Poet/Author/Millennial Advocate

## STUDY HALLS

Perimeter of Exhibit Hall AB



2:45 AM – 3:15 PM

3:30 PM – 4:00 PM

Download the NSBA Mobile App for full details.

SUNDAY

## SITE VISIT

*These ticketed events are open to all conference registrants. Tickets must be purchased in advance.*

2:15 PM – 5:30 PM

### Experience The Hermitage—How the RACHEL Initiative Engages Students

Learn how The Hermitage’s Reinforcing American History through Electronic Learning (RACHEL) initiative can bring history to life through its award-winning videoconferencing program as you step back in time to learn about the rich life of Andrew Jackson, the 7th President of the United States. After a briefing to highlight how historical sites make learning relevant by identifying parallels to contemporary issues, you will have time to tour and explore the grounds of The Hermitage and enjoy a taste of Tennessee! (Admission, reception and transportation included.)

*Please arrive by 2:00 PM. Bus departs promptly at 2:15 PM from the Music City Center from the Shuttle Area Tunnel, 6th Avenue.*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

2:45 PM – 5:00 PM

### CUBE

**Keynote Presentation: Creating Equitable STEM Learning Opportunities for K-12 Girls**

Music City Center, Room 209ABC



Equity and access are critical factors in our nation's efforts to meet the demands of a growing and changing STEM workforce. Despite gains in some STEM fields, women continue to be underrepresented in many, including engineering, computer science, and physical science (National Science Board, 2012).

It continues to be necessary to engage and support girls in STEM activities, courses, and programs through the K-12 years to increase the likelihood that they will be able to pursue a STEM degree and career if they choose to do so. This session will highlight key points from research on gender equity and STEM and strategies for addressing barriers to girls and women pursuing STEM careers. It will also provide board members with insight on how to effectively utilize available resources and tools to bridge the gap between girls and STEM.

*This session is for CUBE registrants only—pre-registration and additional fee is required.*

*Presenters: **Kecia Ray**, Executive Director of Learning Technologies and Library Services, **Sharon Dixon Gentry**, Board President, Metro Nashville Public Schools; **Julie Evans**, CEO, Project Tomorrow*

SUNDAY

3:45 PM – 5:00 PM

### 3D Printing in Education

Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

See how 3D printers are utilized in K-12 educational settings and how they support new standards that prepare students for a dynamic future. Explore the brief history of the 3D printer revolution and discover free software tools that students can use to design their own artifacts.

*Presenters: **David Thornburg**, Director, **Norma Thornburg**, Director, Thornburg Center*



## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Adult Bullying: How to Recognize It and Deal with It Effectively



Music City Center, Davidson Ballroom C

Much attention has been given to student bullying. However, almost no attention has been given to adult bullying, which directly impacts on the educational success of students, interactions with parents, discussions at board meetings, and teacher-to-teacher communication. We assume that when an individual becomes an adult, bullying disappears. Unfortunately, adult bullying can be even more challenging for school leaders to deal with effectively. Join **Port-Washington-Saukville School District** (enr. 2,676) for this informative, practical application and upbeat discussion.

*Presenters:* **Michael Weber**, *Superintendent*, **Carey Gremminger**, *Board Member*, Port Washington-Saukville School District

3:45 PM – 5:00 PM

### Advocating for Increased Access to School Breakfast to Build Revenue and Improve Educational Outcomes for School Children in High-Poverty Schools



Music City Center, Room 105B

Making breakfast part of the school day through Breakfast in the Classroom or Grab and Go breakfast and offering it at no charge leads to increased school breakfast participation, an enhanced learning environment, and increased federal reimbursements for often tight school nutrition department budgets. Hear how school boards can take the lead in support of Universal Breakfast in the Classroom programs and learn how that leadership can translate into increased funding for school nutrition departments and improved educational outcomes for schoolchildren.

*Presenters:* **Jessie Hewins**, **Crystal Fitz Simons**, Food Research and Action Center; **Zoe Neuberger**, Center on Budget and Policy Priorities; **Will Pinkston**, *Board Member*, Metro Nashville Public Schools

SUNDAY



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Budget Structuring and Management of a 1:1 Student iPad Initiative



Music City Center, Room 105A

Learn about a creative approach to building structural budget support for a 1:1 student iPad initiative, and how to tackle the financial, logistical, technical and instructional management needs of such a roll out. **East Irondequoit Central School District** (enr. 3,000) will discuss self-insured iPad protection plan, iPad inventory and mobile device management, faculty proposal process, professional development, app selection process. Come learn about their approach to building structural budget support for their program, and how they managed many of the unexpected nuances. Be better prepared to assess the readiness of your own district for such an initiative.

*Presenters: Joseph Sutorius, Chief Information Officer, John Abbott, Deputy Superintendent, East Irondequoit Central School District*

3:45 PM – 5:00 PM

### Building Capacity to Effectively Engage Today's Parents and Communities



Music City Center, Room 205A

*Hosted by the National Black Council of School Board Members.*

If you find yourself wondering why school districts struggle to effectively engage parents in their children's education or involve more diverse members of the community in the decision-making processes of the district, you're not alone. For many school districts, getting the attention of parents and the community, even on important or serious district issues, can be challenging. This session will provide practical and effective ways school districts across the county are rethinking the way they engage and inform their communities to be more effective and intentional. Participants will learn about effective organizational models and successful initiatives from different school districts, and how to begin transforming your school district's engagement and communication efforts.

*Presenter: Alejandro Sanchez, Chief Strategic Communications and Engagement Officer, Palm Beach County Schools*

SUNDAY



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## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### CyberPatriot—The National Youth Cyber Education Program



Music City Center, Room 104E

CyberPatriot is the premier national youth cyber education program created to inspire high school and middle school students towards careers in cybersecurity or other science, technology, engineering and mathematics (STEM) disciplines critical to our nation's future. The briefings will cover the history of the program, how it is effective in attracting students to STEM fields and walk you through a competition image. It will also focus on how it has been successfully implemented in the Los Angeles Unified School District. An innovative nationwide approach to stimulating STEM interest in high school and middle school students through an exciting cyber defense competition which awards scholarships and internships.

*Presenter: Bernie Skoch, National Commissioner, CyberPatriot*

3:45 PM – 5:00 PM

### Data Dashboard: Visualizing Student Accountability



Music City Center, Room 103A

In an effort to move from aggregate data collection and manual processes for analyzing multiple data points, **North Kansas City Schools** (enr. 19,000) embarked on the development and implementation of a data dashboard. The data dashboard provides district leadership a timely, comprehensive view of student accountability measures as defined by the state of Missouri. The system allows for real-time integration of several different systems.

*Presenters: Amy St. John, Director Data Management, Paul Harrell, Chief Financial Officer, North Kansas City Schools*

3:45 PM – 5:00 PM

### Develop a Vision and Make It Work for You



Music City Center, Room 207AB

Learn how to develop and/or revise a vision statement for your district based on community engagement. Find out how **Adlai Stevenson High School District 125** (enr. 3,900) used their vision to create a more functional School Board/Administrative Team that developed aligned goals projects and initiatives that transformed an average high school into a nationally recognized school for student achievement and service. Learn how an elementary district created a vision and used it to advance school improvement and student achievement.

*Presenters: Merv Roberts, Board Member, Adlai Stevenson High School District 125; Joanne Osmond, Board Member, Lake Villa CUSD 41*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Fostering Health and Wellness: A Study on How School Officials Can Realize Cost Savings by Adopting Energy-Efficient Restroom Technology



Music City Center, Room 109

Restrooms are often overlooked but are an extensive cost center for many schools. This session will explore how adopting high efficiency fixtures and water-conserving technologies in restrooms help schools recover resources. You will also learn about the new USGBC Center For Green Schools Green Apple Program and walk away from the session with the ability to perform a customized cost-savings and environmental impact analysis.

Presenter: **Michael Savitt**, Field Sales Manager, Excel Dryer

3:45 PM – 5:00 PM

### Helping Youth to Build Life Skills & Resilience with the NRS Let's Talk: Runaway Prevention Curriculum



Music City Center, Room 104A

Annually, 1.6–2.8 million youth run away or are expelled from their homes. Youth who run away have an impact on their communities. Runaway prevention is everyone's concern and a delicate balance of awareness, communication, resources, stress management, and support. School officials and board members can affect a positive change on their community by being able to identify resources such as the National Runaway Safeline (NRS) and its Let's Talk: Runaway Prevention Curriculum and how they can assist their at-risk youth, schools, and families.

Presenter: **Brittany Mabry**, Training and Education Manager, National Runaway Safeline

3:45 PM – 5:00 PM

### How Developing a Strategic Plan through Collaboration Drives and Positively Changes a District's Culture



Music City Center, Room 106C

Maintaining the status-quo is not an option for a school board and new superintendent who desire to implement "sky's the limit expectations" regarding student performance; employee morale; community spirit; and staff, student and family relationships. Within two months in the **White Settlement ISD** (enr. 6,600), six schools received new principals and the organizational structure is changed dramatically. A strategic plan that partners the school board and leadership team is developed, and it becomes the driving force of the district and campus goals. Come learn from us!

Presenters: **Frank Molinar**, Superintendent, **Randy Armstrong**, Board Member, **John Bradley**, Board Member, **Danny Knowles**, Board Member, White Settlement ISD



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## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### How School Board and District Leaders Can Transform School Climate and Outcomes for LGBT Students: Practice Standards and Strategies



Music City Center, Room 207CD

Superintendents and school board members are essential to ensuring academic excellence for all students. Increasingly, student populations include those who are lesbian, gay, bisexual, or transgender (LGBT). This session will review strategies to develop safe, supportive learning environments for LGBT students. Receive a planning tool to inform efforts organized around 10 standards and examine ways to coordinate with larger district efforts to address issues related to student health, safety, and well-being.

*Presenter: Jeffrey Poirier, Principal Researcher, American Institutes for Research*

3:45 PM – 5:00 PM

### Innovative Solutions to Expand Students' Educational Capacity while Shelving Textbooks and Moving Forward to a Digital Platform to Increase Students' Achievement and Engagement



Music City Center, Room 102AB

Though high school graduates utilize technology for social networking, they often have little practical experience in using this knowledge in a technology-driven workforce or for college readiness. Connected Learning Consultants has first-hand experience in dealing with the theoretical as well as the practical aspects of moving schools to a digital platform. Our comprehensive staff development programs will guide educational teams to design a school-wide technology based instructional platform to engage and enhance student academic performance.

*Presenters: Robert Pappalardo, CEO, Carrie Shaw, Meara Verna, Connected Learning Consultants; Melissa Sadorf, Superintendent, Stanfield Elementary School District*

3:45 PM – 5:00 PM

### Inside the Cross-Hairs: Knowledge Alone Won't Be Enough During This Rapid Period of Change, Board Behavior Will Be the Key



Music City Center, Room 107AB

Board members will be able to see first-hand how their behaviors matter. The real truth will be presented as to why your system is like it is. Unfortunately, your system is a direct reflection of your behavior and leadership.

*Presenter: David Lee, Associate Professor, The University of Southern Mississippi*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Leading for Creativity: From the Classroom to the Boardroom

Music City Center, Davidson Ballroom A



With new research, Douglas Reeves provides a compelling case for what leaders must do—and what they must avoid—to nurture creativity from the classroom to the boardroom. “Nearly everyone claims to value creativity as an essential 21st Century skill,” Reeves contends. “But policies and practices in curriculum, assessment, and the evaluation of teachers and administrators often systematically undermine these intentions.” This practical and interactive session is designed for board members and superintendents.

Presenter: **Douglas Reeves**, Partner, Creative Leadership Solutions



3:45 PM – 5:00 PM

### Managing Food Allergies in Schools—What’s a Reasonable Accommodation?

Music City Center, Room 110AB

This session will feature a panel discussion, including Q&A, of experts from across disciplines—a school law expert, school board chair and parent of an allergic child, and school nutrition professional—moderated by registered dietitian. These experts will provide a frank discussion of what accommodations are most effective, as well as which meet or exceed the requirements of federal laws. You will leave the session with valuable information on how to make reasonable accommodations to meet the needs of food allergic students.

Presenters: **Sherry Coleman Collins**, National Peanut Board; **Gitta Grether-Sweeney**, Portland Public Schools; **Gary Huff**, Board President, Attalla School District; **Wesley Johnson**, Escamilla & Poneck



SUNDAY



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## SESSION DESCRIPTIONS

**3:45 PM – 5:00 PM**

### **Sexual Violence and Schools: Navigating Title IX in 2015**



Music City Center, Room 201AB

Title IX and schools' responses to sexual violence are among the hottest and most complex topics in education today. Through this interactive session, board members and administrators will understand how to respond to a student complaint of sexual assault in compliance with recent federal guidance and be able to draft policies and procedures that comply with Title IX and OCR standards. Everyone will receive a "Title IX Toolkit" to bring back to their schools.

*Presenters: Jennifer Smith, Partner, Franczek Radelet P.C., Amy Dickerson, Partner, Franczek Radelet P.C.*

**3:45 PM – 5:00 PM**

### **Show Me the Money!**



Music City Center, Room 101AB

What if your school system had all the money it needed right at its fingertips? Join us for this thought provoking, interactive session and learn how school board members working in collaboration with the superintendent can find money within your own budget, contracts and staffing/ purchasing systems. Learn how to re-purpose dollars and re-allocate staff to meet lofty student achievement goals. Be innovative! Be Competitive! Do more with less money, we will show you how.

*Presenter: Kristen Stringfellow, Superintendent, Raissa Mosher, Board Member, Maureen Cotter, Board Member, S. Scott Mueller, Board Member and NSBA Board of Directors, Michelle Brousseau, Board Member, South Kingstown School Department*

**3:45 PM – 5:00 PM**

### **NEW SCHOOL BOARD MEMBER BOOT CAMP:**

#### **Social Media in Education**



Music City Center, Room 208AB

The world of social media is constantly changing and presenting new challenges and opportunities for school districts. However, many districts have yet to embrace social media. During this session you will learn about the benefits, appropriate use, school board and staff training, and policy basics in the ever-changing landscape of social media. You will leave with social media resources to use in your district.

*Presenter: Alexis Cole, Coordinator of Marketing and Social Media, Mississippi School Boards Association*



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Superintendent Evaluation: A New Model for the 21st Century

Music City Center, Room 205BC

An effective superintendent evaluation process is the foundation of positive board/superintendent working relationship. Learn how the **Sublette County School District #1** (enr. 1,000) School Board and Superintendent used a shared leadership governance model and free Google Apps to create a 21st Century evaluation process. This model focuses on establishing specific roles and responsibilities for both the board and the superintendent, and using technology to provide monthly feedback to the board and the superintendent.

*Presenters: Jay Harnack, Superintendent, Mark Pape, Board Chairman, Sublette County School District #1*



3:45 PM – 5:00 PM

### The Chicken or the Egg? Addressing the Age-Old Question About the Relation Between Reading and Behavior

Music City Center, Room 106A

For students who struggle with reading and behavior, an intervention focusing on only one of these skills may be ineffective. Research suggests providing struggling learners with supports in both domains—particularly within a multi-tiered system of support—is more effective. Within that system, screening and fidelity data must be used to guide intervention decisions. This session will explain the interaction between reading and behavior, show the effectiveness of RTI and PBIS, as well as integrated behavioral support in reading intervention.

*Presenter: Allison Bruhn, Assistant Professor of Special Education, University of Iowa*



3:45 PM – 5:00 PM

### The Path Least Taken: A Look at High School Graduates Who Don't Go on to College

Music City Center, Room 108

Our high schools need to prepare all students for success after high school not just those who go on to college. However, little is known about those students who don't go on to college. How many don't go on to college? How successful are they after high school? How can high schools better prepare them for success? These are just some of the questions NSBA's Center for Public Education's Senior Policy Analyst Jim Hull will answer in this session.

*Presenter: Jim Hull, Senior Policy Analyst, Center for Public Education, National School Boards Association*



SUNDAY



Advocacy



Governance and Executive Leadership



Innovations in District Management



Master Class

## SESSION DESCRIPTIONS

**3:45 PM – 5:00 PM**

### The Path to Personalized Learning: One District's Approach



Music City Center, Room 106B

Hear how **Colonial School District** (enr. 10,000) is moving toward personalized learning across all schools. Through a comprehensive stakeholder group, they committed district resources and revamped their technology policies, curriculum, professional development, technology support, infrastructure, and devices to meet their vision and mission. We will focus on lessons learned over the past three years and you will be able to design a path towards transforming teaching and learning in your district.

*Presenters: **Ronald Pierce**, Board Member, **Lori Duerr**, **Thomas Gavin**, Curriculum Specialist—Instructional Technology, **Peter Leida**, Director of Schools, **Dusty Blakey**, Superintendent, Colonial School District*

**3:45 PM – 5:00 PM**

### The R-E-S-P-E-C-T Initiative: Teaching Respect for Others, Esteem for Self, Suicide Prevention Education, and Civility Training for All



Music City Center, Room 104D

Come learn about **Indian Creek School District #425** (enr. 765) a 2014 MAGNA Award-winning county-wide program that teaches all ages (K through adult) about appreciation for diversity, respect, and suicide and bullying prevention. This program has also recently added a sequel that focuses on dealing with adult bullying in the workplace and the role of resilience. You will leave with definite strategies to use for improving classroom and workplace climate, while increasing student achievement and adult productivity.

*Presenters: **Pamela Rockwood**, Superintendent, **Pamela Ottengheime**, Board Secretary, **Vaughn Boehne**, Board President, Indian Creek School District #425*

SUNDAY

**3:45 PM – 5:00 PM**

### Transforming Education through District Consolidation



Music City Center, Room 104B

Working with two struggling urban school districts, **Washtenaw Intermediate School District** (enr. 47,000) supported, encouraged, and led the efforts of district reinvention through a consolidation of **Ypsilanti Public Schools** (enr. 4,200) and the **Willow Run Community Schools** (enr. 1,500) resulting in the creation of a new unified district—Ypsilanti Community Schools. In this session, you will learn about the process leading to the consolidation, district redesign, and implementation successes and challenges during the first year as a new unified district.

*Presenters: **Scott Menzel**, Superintendent, **Gregory Peoples**, Board Member, Washtenaw Intermediate School District*



New School Board Member Workshops



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# SUNDAY, MARCH 22

## SESSION DESCRIPTIONS

3:45 PM – 5:00 PM

### Using Restorative Practices to Promote a Positive Culture and Supportive Climate in Schools



Music City Center, Room 204

*Hosted by the National Black Council of School Board Members.*

As districts move away from zero tolerance discipline policies and increase efforts to strengthen safe and supportive schools, address conflict, improve school climate, and build a positive school culture that students are connected to, many are looking to implement alternative, restorative approaches. Restorative practices can be used throughout the school district to create and maintain safe physical spaces, supportive school environments, academically and developmentally appropriate classrooms, and healthy relationships between students, peers, and staff. Learn what steps districts have taken to ensure equity and fairness in the cultivation of improved relationships through fair, respectful, effective approaches.

*Presenter: Dwanna Nicole, Policy Advocate, Advancement Project*

3:45 PM – 5:00 PM

### WATCH D.O.G.S. (Dads of Great Students)



Music City Center, Room 104C

WATCH D.O.G.S.® is an innovative program focusing on education and safety in schools by using the positive influence of fathers and father-figures to provide an unobtrusive fathering presence, and a positive and active role-model for students. Fathers, stepfathers, grandfathers and uncles are asked to spend at least one day volunteering.

*Presenter: Eric Snow, Executive Director, WATCH D.O.G.S. (Dads of Great Students)*

5:15 PM – 5:45 PM

### NSBA DRUM CIRCLE

Exhibit Hall Lobby, Third Level  
Music City Center

*Sponsored by: NAMM Foundation, Booth #1006*

Back by popular demand! Join us for an interactive drum circle experience. Revive, renew, and realize your own creative potential through the power of music. Experience some basic facilitation techniques used for building camaraderie and support, reducing stress, and empowering student achievement. No experience necessary.



Advocacy



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## SupportMusic

Brought to you by The **NAMM** Foundation

### JOIN. PARTICIPATE. ADVOCATE.

Music and the arts are vital to every child's education. The SupportMusic Coalition provides tools and resources to advance community support for music and arts education. Join today and connect with a national network of advocates.

**EXPLORE** Music and Arts Main Street, Booth #1006, and receive valuable advocacy information to help strengthen music education in your community.

**ENJOY** student performance groups during NSBA's general sessions and in the exhibit hall throughout the day.

**ATTEND** our session, "*INFORMANCE: A Hands-On Experience From Inside the Music Ensemble*," Sunday, March 22, 1:30 p.m.–2:45 p.m., and experience the skills, practice, concentration, imagination and discipline involved in learning to play an instrument and participating in rigorous music education.

**JOIN** us at the Drum Circle on Sunday, March 22, 5:15 p.m.–5:45 p.m., in the exhibit hall lobby. Everyone's welcome; no experience necessary!



"I was twelve when I learned my first three chords on guitar and wrote my first song. My life changed forever...music became the way I told my stories."

TAYLOR SWIFT, SINGER, SONGWRITER  
AND INSTRUMENTALIST

# MONDAY, MARCH 23

## AT-A-GLANCE SCHEDULE

### MONDAY, MARCH 23

Unless otherwise noted, all events and sessions take place at the Nashville Music City Center.

#### 8:00 AM – 9:00 AM

**Un-General Session** page: 147  
Sean McComb, Adora Svitak, and David Zach  
*Grand Ballroom ABCD*

#### 8:30 AM – 1:30 PM

**Site Visit** page: 148  
Driving Innovation: Nissan Plant Tour  
Showcases STEM in Action

#### 8:45 AM – 3:30 PM

**Site Visit** page: 148  
Technology Innovation in Action: Rutherford  
County Public Schools Site Visit

#### 9:30 AM – 10:15 AM

**Educational Programming** page: 149

#### 10:30 AM – 11:00 AM

**Educational Programming** page: 157

#### 11:30 AM – 1:00 PM

**Closing General Session** page: 163  
Montel Williams  
*Grand Ballroom ABCD*

## 2015 NSBA Education Technology Site Visits



Join us to see innovative strategies in action, as school districts highlight effective technology solutions. You'll have a chance to tour schools, ask questions, and see first-hand the energy and enthusiasm these new practices bring to the classroom. Return with new ideas and fresh perspectives on how technology can help transform your district.

#### April 22 – 24, 2015

Prince William County Public  
Schools, Manassas, VA

#### April 26 – 28, 2015

Mentor Public Schools, Mentor, OH

#### April 29 – May 1, 2015

Kent School District, Kent, WA



**For more information and to sign up today  
visit [www.nsba.org/](http://www.nsba.org/)**

## SESSION DESCRIPTIONS

8:00 AM – 9:00 AM

### UN-GENERAL SESSION

Music City Center, Grand Ballroom ABCD

**Your Host this Morning: David A. Pickler**

**Join us this morning for a different kind of General Session.**

This session is designed to be thought provoking, ground breaking, and mind blowing. These three speakers will share their innovative strategies for moving education forward for America's school children. Bring your passion to share with these insightful leaders.

At 9:30 AM, each of these speakers will be presenting a 45 minute workshop session in the Music City Center. They will be in the following rooms:

- **Sean McComb**—Davidson Ballroom C
- **Adora Svitak**—Davidson Ballroom B
- **David Zach**—Davidson Ballroom A



McComb

**Sean McComb** is the 2014 Teacher of The Year and a 9-12th grade English teacher at Patapsco High School & Center for the Arts in Baltimore, Maryland. He has helped, and continues to spearhead, Patapsco's Advancement Via Individual Determination (AVID) program which boasted a 98 percent college acceptance rate for its last two graduating classes.



Svitak

**Adora Svitak** has been exploring what she can do with the written word since the age of four: everything from championing literacy and the youth voice to working with the UN's World Food Program to raise awareness about world hunger.



Zach

**David Zach** is one of the few professionally trained futurists on this planet, having earned a master's degree in Studies of the Future from the University of Houston. David has worked with over 1,500 associations, corporations and colleges offering insights on the personal and professional impact of strategic trends.



New School Board  
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## SESSION DESCRIPTIONS

### SITE VISITS

*These ticketed events are open to all conference registrants. Tickets must be purchased in advance.*

#### 8:30 AM – 1:00 PM

##### **Driving Innovation: Nissan Plant Tour Showcases STEM in Action**

Get an insider's look at modern manufacturing during this behind the scenes tour at Nissan's Smyrna plant that employs over 7,000 people and produces more than 550,000 vehicles annually. Learn about the plant's partnership with the Metro Nashville Schools to provide students with the skills they need to be competitive in an industry that has been transformed by technology. (No one under age 10; lunch and transportation included.)

*Shirts with at least a 4" sleeve and closed-toe shoes required. No sandals or flip flops allowed. Please arrive by 8:15 AM. Bus departs promptly at 8:30 AM from the Music City Center Shuttle Area Tunnel, 6th Avenue.*

#### 8:45 AM – 3:30 PM

##### **Technology Innovation in Action: Rutherford County Public Schools Site Visit**

*Sponsored by: Schoolwires*

With 46 schools and over 40,000 students, Rutherford County is one of the largest and fastest growing districts in Tennessee. Experience how the integration of instructional technology continues to be a key component of daily instruction for all students at all grade levels. See how instructional technology tools and devices are being utilized to enhance blended learning environments, student and teacher collaboration, next generation assessments, and online learning. (Lunch and transportation included.)

*Please arrive by 8:30 AM. Bus departs promptly at 8:45 AM from the Music City Center Shuttle Area Tunnel, 6th Avenue.*



Advocacy



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## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### 10-9-8-7....Does Your Message Self-Destruct in 10 Seconds?: Create a “Sticky” Message to Let Your Community Know What Is REALLY Happening in Your District



Music City

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*Presenters: Theresa Shafer, Online Community Manager, Krista Clark, Director of Communications, New Tech Network*

9:30 AM – 10:15 AM

### A Student Vision for Education



Music City Center, Davidson Ballroom B



Svitak

Author and student Adora Svitak says that what education needs most right now isn't big data, tricked-out technology, or more assessments; rather, qualities that many of the youngest among us possess innately. “The world needs “childish” thinking: bold ideas, wild creativity, independence, and curiosity. Kids’ big dreams deserve high expectations,” she says, “starting with grownups’ willingness to learn from children as much as to teach.” Using personal anecdotes and examples of successful independent learners, Adora presents a compelling new vision for schools that look as though “someone who loved learning dreamt them up.”

*Presenter: Adora Svitak, Author/Student*

9:30 AM – 10:15 AM

### Accelerating Learning Through Integration of Technology, Academics, and Career Education to Prepare Every Student to be College and Career Ready



Music City Center, Room 205A

Learn about **Upper Cape Cod Regional Technical School’s** (enr. 703) approach to a 1:1 iPad program that supports a personalized approach to ensuring every student is college and career ready. See how technology is utilized in academic and technical (CTE) environments as well as using technology to integrate disciplines. Included will be the details from planning to implementation, pitfalls and recommendations for a smooth adoption including the School Board’s role in policy development and support.

*Presenters: Robert Dutch, Superintendent, Mary Crook, School Board Member, Upper Cape Cod Regional Technical School*

MONDAY



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# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### Advice for the Asking

Music City Center, Room 101CD

*Hosted by NSBA's National Connection.*

Board service is rewarding, but it's also difficult at times. Do you have a prickly board problem? Our panel of experienced school board members and trainers can help. Bring your own issues, and listen to the problems facing your colleagues. We'll discuss possible solutions together.

*Presenters: Mary Fertakis, Terry McCabe, Mark Bonjavanni, Angela Peifer; National Connection Consultants, National School Boards Association*

*Moderator: Kathleen Vail, Director, Editorial Services, National School Boards Association*



9:30 AM – 10:15 AM

### An Educator's Guide to the Future

Music City Center, Davidson Ballroom A



Zach

In this 45 minute follow-up session, let's talk about self-driving cars, miniature farming drones, diagnostic toilets, technology addictions, how STEM and STEAM might just be a lot of hot air, the rediscovery of a 1903 school book, the rise of Logistics and Design, the Maker Movement and how maybe, just maybe, all of this might be leading us towards a 21st century renaissance. Oh, and Pirates too. We have to talk about how Pirates find futures that work. This fast-paced and fun adventure should leave you laughing and thoughtful, curious and hopeful. At the end, you'll have lots to talk about with your fellow school board leaders and you might even make a call back home, "You should have heard this futurist we had today..."

*Presenter: David Zach, Futurists*

MONDAY

9:30 AM – 10:15 AM

### Community and Student Engagement: A Collaborative Approach to Accountability

Music City Center, Room 205BC

With a community-based accountability system already underway to identify areas of performance and excellence not measured in traditional assessment-based systems, **Plano Independent School District** (enr. 55,000) had a ready platform to address the requirements of Texas Legislative HB-5. At this session, the development process and the evaluation tools designed for each campus and the district to comply with legislation, identify community values, assess engagement, showcase excellence and focus on continuous improvement will be shared.

*Presenters: Nancy Humphrey, Board President, Missy Bender, Board Member, Jim Wussow, Assistant Superintendent for Academic Services, Plano Independent School District*



Advocacy



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## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### Early Learning Investments Increase Graduation Rates



Music City Center, Room 104A

The achievement gap starts early, the period when children's brains grow fastest. Many who enter kindergarten not ready to learn will fall further behind their peers. Research shows a strong connection between kindergarten readiness and third grade test scores which predict graduation rates. We know how to help close this achievement gap with good early childhood programs. The panel will discuss Pennsylvania's achievement in preparing children for success in kindergarten, third grade and beyond. Evidence of increased graduation rates and a resulting stronger workforce will be shared.

*Presenters:* **Nancy Fishman**, *ELIC Director & Board President*, PA Early Learning Investment Commission & Carlisle Area School District; **John Friend**, *President-elect PASA and CASD Superintendent*, Pennsylvania Association of School Administrators & Carlisle Area School District; **Kathy Swope**, *Pennsylvania School Boards Association & Lewisburg Area School District*

9:30 AM – 10:15 AM

### Empowering Educators to Transform Instruction with UDL and Best Practices



Music City Center, Room 201AB

We will analyze and discuss how educators are utilizing instructional resources such as instructional strategies, accommodations/modifications and suggestions for lesson plans to differentiate instruction and promote social and emotional learning. Using tools to co-plan with general ed teachers and collaborating with parents, educators are empowered to teach all students using the Universal Design for Learning framework and new standards.

*Presenters:* **Caitlin Peters**, *District Partnerships, Goalbook*; **Tara Rinehart**, *Director of Special Services*, Wayne Township School District

MONDAY



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# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### Energy Efficiency: The Untapped Fuel That Can Fund Your School District



Music City Center, Room 105B

Beginning with a governor's Vision for Energy Independence in 2008, early legislative energy statutes, a cadre of professional energy managers, and leveraging of utility providers, Kentucky has set forth a state-wide roadmap for converting waste of energy inefficiencies into district and classroom dollars. The panel participants will share their insights and metrics for bringing Kentucky from average to national prominence. The Kentucky School Boards Association's School Energy Managers Project was recognized as a 2014 EPA ENERGY STAR Partner.

*Presenters: Ron Willhite, Director School Energy Managers Project, Kentucky School Boards Association; Jay Wilson, Energy Manager, Warren County Public Schools*

9:30 AM – 10:15 AM

### Implementing a 1:1 Initiative with a Blended Learning Model



Music City Center, Room 103A

Starting a K-12 One-to-One mobile device program can be a huge task for a school district. In addition, a strong vision for how the classroom will look needs to be a part of the plan. We will look at techniques for creating a shared vision, building digital and blended learning opportunities for students as well as how the **Hilliard City Schools** (enr. 15,800) is creating its own digital textbooks and learning resources. In addition, we will discuss the role of blended learning in the future of education.

*Presenters: Rich Boettner, Chief Technology Officer, John Marschhausen, Superintendent, Andy Teater, Board President, Hilliard City Schools*

9:30 AM – 10:15 AM

### Leveraging eBOARD to Ensure Transparency, Alignment, and Accountability



Music City Center, Room 102AB

**Oconee County Schools** (enr. 6,800) works collaboratively with the Georgia School Board Association to ensure effective governance and continuous improvement. The district uses eBOARD to promote a culture of transparency and align the work of the board and system. Join us to learn how you can leverage eBOARD in the following areas: • Conduct a Governance Team Self-Assessment • Prepare for AdvancED/SACS accreditation • Go paperless for Board meetings • Access board policies and regulations • Monitor and report results of a strategic plan.

*Presenters: Jason Branch, Superintendent, Claire Miller, Chief Academic Officer, Tom Odom, Board Chair, Oconee County Schools*

MONDAY



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## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### Leveraging the Power of Social Media



Music City Center, Room 101AB

Social media has exploded as a communication and collaboration tool, revolutionizing how people perceive and relate to individuals and organizations. The pundits all say that schools should be present on social networks, but no one really takes the time to tell you how to be effective once you're there. **Humble Independent School District** (enr. 39,500) will share tips that boards can use. When running for office and after you are elected, you can use social media to build support while enhancing the public's understanding of school board service, the challenges your district faces, and the causes for celebration. Find out how you can leverage the power of social media in your district.

*Presenters: **Angela Conrad**, Board Member, **Jamie Mount**, Director, Public Information, Humble Independent School District*

9:30 AM – 10:15 AM

### Meeting of the Minds—All It Takes Is Planning!



Music City Center, Room 207AB

**Klein Independent School District** (enr. 48,200), a Texas high performing school district, uses long range technology planning and inter-departmental collaboration to meet current technology needs and shape the future. Leaders from the Instruction, Student Data Services, and Information Technology Departments will demonstrate how an action team approach can be used to lead technology project implementation to create future ready graduates.

*Presenters: **Susan Borg**, Associate Superintendent Instruction & Student Services, **Ronnie Anderson**, Board Member, **James Cain**, Superintendent, **Angie Anderson**, Executive Director of Instruction, **Stephanie Edgar**, Director of Campus Support, Klein Independent School District*

9:30 AM – 10:15 AM

### Music Matters! Research-Documented Positive Associations Between Music Education and Academic Achievement



Music City Center, Room 105A

Music Matters! What can a strong K-12 music program do to improve your students' academic achievement? Representatives from the **Montgomery County School** Music Department will present the positive impact that music education has had on students in their rural school district in Mt. Sterling, Kentucky, and present ways that you can implement or improve musical opportunities in your district.

*Presenters: **Ashley Tyree**, Director of Vocal Music, **Aaron Breeck**, Orchestra Director, Montgomery County Schools*



New School Board Member Workshops



School Board/ Superintendent Partnerships



Student Achievement and Accountability



Technology+ Learning Solutions

# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### National School Boards Action Center (NSBAC)



Music City Center, Room 106B

NSBAC, NSBA's c(4) political communications arm, has a plethora of grassroots tools and information you can use to increase your effectiveness as an advocate. Learn the pressing issues on Capitol Hill and how you can become involved in our campaigns as a local school board activist.

*Presenters:* **Michael Zola**, Assistant Executive Director, **Kathleen Branch**, Director, National Advocacy Services Programs, **Lucy Gettman**, Deputy Associate Executive Director, **Deborah Rigsby**, Director, Federal Legislation, Office of Federal Advocacy & Public Policy, National School Boards Association

9:30 AM – 10:15 AM

### Optimizing Education Technology while Protecting Student Data Privacy



Music City Center, Room 104B

Educators must understand how student data is collected and protected. We'll highlight tools that help schools determine whether a website, app, or other technology product could be used in compliance with FERPA and applicable state laws or local policies. Additionally, we'll:

- Discuss how to create a school culture that embraces technological opportunities
- Explore parent communication strategies
- Present a K-12 curriculum teaching students about their rights and responsibilities in the digital environment.

*Presenters:* **Nancy Gifford**, Senior Director of Law and Policy, **Alan Simpson**, Director of Policy and Communications, iKeepSafe

9:30 AM – 10:15 AM

### Stand Up 4 Public Schools: Taking a Stand



Music City Center, Room 101E

With over 33 state school boards associations taking a stand for public schools through their independent versions of the NSBA national campaign, "Stand Up 4 Public Schools," learn how you can expand community engagement by viewing "best practice" campaign highlights.

*Presenters:* **Lisa Bushey**, Assistant Executive Director, Public Advocacy & Communications, **Connor Toomy**, Manager, Multimedia Projects, **Charlotte Blane**, Manager, Communications & Publications, **David Garfalo**, Director, Marketing & Creative Services, National School Boards Association

MONDAY



Advocacy



Governance and Executive Leadership



Innovations in District Management



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## SESSION DESCRIPTIONS

**9:30 AM – 10:15 AM**

### **Strategic Plan Development and Monitoring for Large Urban Districts**



Music City Center, Room 104D

As districts strive to make the right choices for their students, school boards that govern these districts are turning to long-term strategic planning. The **Fulton County Schools** (enr. 94,000) Board of Education will discuss how they used strategic planning to develop a five year plan to increase graduation rates, college readiness and career readiness in the larger, urban school district surrounding Atlanta, Georgia. They will also share how they are continuing to use strategic planning principles to measure performance and outcomes along the way.

*Presenters: **Linda Schultz**, Board President, **Linda Bryant**, Board Member, Fulton County Board of Education*

**9:30 AM – 10:15 AM**

### **Superintendent Evaluations: A Positive Experience**



Music City Center, Room 104C

School boards across the country typically must evaluate their superintendents yearly. Often this is a contractual requirement. Board members are frequently unclear about the procedure and purpose of evaluations, and many are overwhelmed by this task. The evaluation process should, however, be a useful experience for all involved and result in better governance and leadership of the school district. In this session, experienced school attorneys will explain the evaluation process and discuss effective evaluation techniques.

*Presenters: **Kenneth Childs**, Attorney, **Allison Hanna**, Attorney, Childs & Halligan, PA*

**9:30 AM – 10:15 AM**

### **Taking the Digital Leap—Is Your District Ready?**



Music City Center, Room 103BC

*Hosted by NSBA's Technology Leadership Network.*

NSBA, AASA, and the Consortium for School Networking (CoSN) launched a joint initiative in October 2014 to place their collective support, encouragement, and resources behind districts as they work to advance digital learning opportunities for all students. Hear how this effort can benefit your district's leadership team.

*Presenter: **Alice Owen**, Executive Director, Texas K-12 CTO Council, Consortium for School Networking*



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# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

9:30 AM – 10:15 AM

### The Aspirations Gap: Making College Readiness a District-Wide Priority



Music City Center, Room 208AB

In schools all over the country young students aspire to attend college, but by the time graduation approaches, the number of those students who actually attend college drops. Learn what is happening in **Arlington County Public Schools** (enr. 21,892), **Denton Independent School District** (enr. 24,845) and **Mounds View Public Schools** (enr. 10,207) where college readiness is a priority and closing the aspirations gap is key. In a panel discussion, hear the metrics and practices used district-wide to reach success.

*Presenters: **Todd Bloom**, Chief Academic Officer, Hobsons; **Dan Hoverman**, Superintendent, Mounds View Public Schools; **Patrick Murphy**, Superintendent, Arlington Public Schools; **Jamie Wilson**, Superintendent, Denton Independent School District*

9:30 AM – 10:15 AM

### The Decisive Element: Defining Your Ability to Be the Difference



Music City Center, Davidson Ballroom C



McComb

Teaching is one of the world's most complex crafts. How do great teachers reach the reluctant, capitalize on student capacities, and maximize learning? In this session, Sean McComb, 2014 National Teacher of the Year, will explore a range of strategies from the cultivation of one's particular teaching persona, to developing structures for continuous professional growth, and lessons learned from the classroom. From strategies that can be applied in the classroom tomorrow, to driving questions that will ruminate in the minds for months, come to share in a rich discussion of the art of teaching centered on the questions that drives Sean's work: "How do I cultivate an educational experience worthy of my students?"

*Presenter: **Sean McComb**, 2014 National Teacher of the Year, English and AVID Teacher, Patapsco High School & Center for the Arts*

MONDAY



Advocacy



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## SESSION DESCRIPTIONS

**9:30 AM – 10:15 AM**

### **What Works Clearinghouse: Using Rigorous Research to Inform Education Decisions**



**Music City Center, Room 207CD**

The What Works Clearinghouse (WWC) provides educators and policymakers with a free synthesis of the scientific evidence on what works in education. In this session, you will learn how: • The WWC’s systematic review process identifies all rigorous research on an educational issue, and • The WWC can be used in your work to evaluate the effectiveness of curricula, programs, and policies. The presenter will highlight reports on relevant issues such as school organization and teacher effectiveness.

*Presenter: **Joshua Furgeson**, Senior Researcher, Mathematica Policy Research/What Works Clearinghouse*

**10:30 AM – 11:00 AM**

### **A Public Engagement View of National Connection**



**Music City Center, Room 101CD**

*Hosted by NSBA’s National Connection.*

Gain insight on the Public Engagement Toolkit and discover how local boards can tap into National Connection as their ‘Washington Office.’

*Moderator: **Lisa Bushey**, Assistant Executive Director, Public Advocacy & Communications, National School Boards Association*

**10:30 AM – 11:00 AM**

### **Distance Delivery—Providing Quality Instruction Over 22,000 Square Miles**



**Music City Center, Room 103A**

How do you provide quality instruction in a district that covers the same area as the State of West Virginia? The **Lower Kuskokwim School District** (enr. 4,200) is on the cutting edge of distance delivery for the State of Alaska. We will share how we integrate quality instruction at our 27 school sites, 22 of which are remote Alaskan villages, using 2-way video conferencing.

*Presenters: **Susan Murphy**, Board Member, **Clarence Daniel**, Board Member, **Daniel Walker**, Assistant Superintendent, **Jacob Jensen**, Superintendent, Lower Kuskokwim School District*



New School Board Member Workshops



School Board/ Superintendent Partnerships



Student Achievement and Accountability



Technology+ Learning Solutions

# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

10:30 AM – 11:00 AM

### Eliminate Adult Summer Slide: Utilizing a Summer Academy to Foster a Culture of Continual Growth



Music City Center, Room 104C

Discover **North Kansas City School District's** (enr. 19,131) Summer Academy, an adult learning experience designed to impact teachers, administrators, support staff, parents and ultimately, students. Understand how to maximize strengths within your organization, and partner with business, community, and neighboring schools to meet like needs. Avoid common missteps of adult learning. Develop a plan that deepens the knowledge-base of your identified priorities. Walk away with tools for follow-up and follow-through to ensure adult learning equates to student success.

*Presenters: **Rochel Daniels**, Director of Curriculum and Professional Development, **Joe Jacobs**, President, **Todd White**, Superintendent, North Kansas City School District*

10:30 AM – 11:00 AM

### Environmental Education Program at Camp Oo-tah-nee-noh-chee: "No Child Left Inside" Since 1951



Music City Center, Room 105A

Camp Oo-tah-nee-noh-chee (Cherokee for Camp Among Big Pines) has provided thousands of **Athens City Schools** (enr. 1,708) children with nature-centered, hands-on instruction and experiences since 1951. It is the only group camp in Tennessee completely devoted to the environmental education of public school children and is fully supported and sustained by the School Board. The camp shall be presented as a model to be emulated by other school systems eager to combat "nature deficit" in their children.

*Presenters: **Amy Sullins**, Board Member, **Larry Lane**, Director, Camp Oo-tah-nee-noh-chee, Athens City Schools*

10:30 AM – 11:00 AM

### High School Planning Strategies in a 21st Century Learning Environment



Music City Center, Room 205BC

At the end of this session, you will be able to understand the basic components of an Educational Village, 21st Century Learning Environment, and High School Organizational Strategies.

*Presenters: **Darrell Pearson**, Principal, PBK Architects, Inc.; **Bill Clayton**, Executive Director, Facilities & Support Services, Pflugerville Independent School District*

MONDAY



Advocacy



Governance and Executive Leadership



Innovations in District Management



Master Class

## SESSION DESCRIPTIONS

10:30 AM – 11:00 AM

### How to Legally Background Screen Vendors and Contractors

Music City Center, Room 104B

Vendors and contractors have access to schools. Do you know if they've gone through background screening, what has been checked, and if they would meet your standards? Learn the ins and outs of requiring and enforcing high quality background screening of contractors while maintaining legal compliance. This session will include how to implement best practices and will educate you on what to ask vendors and contractors when it comes to ensuring safer schools.

*Presenter: Nick Jasa, CEO, One Source, The Background Check Company*



10:30 AM – 11:00 AM

### Human Element—Humankind. Be Both

Music City Center, Room 204

**Fresno Unified School District** (enr. 73,000) will demonstrate the power of a student-led initiative which is leading to cultural change within the district. This session will discuss the formation and the implementation of the Human Element kindness campaign and more importantly provide examples of how this campaign is creating conditions for student engagement and long term success. Many of the campaign's elements are transferable to any local community. The campaign's slogan is: "Everyone you meet is fighting a battle you know nothing about. Be kind. Always."

*Presenters: Leslie Loewen, Campus Culture Manager, Valerie Davis, President, Janet Ryan, Board Member, Lori Gambero, Educator, Fresno Unified School District*



10:30 AM – 11:00 AM

### Is Your Project-Based Learning Up to the Gold Standard?

Music City Center, Room 205A

Many people say they do PBL, but how well? Are they getting the results they hoped for? Building on 15 years of work, a major research review of project- and problem-based learning, and with input from an expert panel of PBL practitioners, the Buck Institute for Education has formulated a gold standard for effective PBL. Learn about how to make sure projects engage students, teach key standards, and build 4 C's, competencies for careers and citizenship.

*Presenters: John Mergendoller, Executive Director, Rody Boonchouy, Director of Services, Buck Institute for Education*



New School Board  
Member Workshops



School Board/  
Superintendent Partnerships



Student Achievement  
and Accountability



Technology+  
Learning Solutions

# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

10:30 AM – 11:00 AM

### Keeping School Safety & Security Simple

Music City Center, Room 207AB

Virginia Tech, remembered to continue to stay for their students without impact.

**CANCELLED**

never be administrators ing the safety should focus on, our district now.

*Presenters: Curtis Lavarello, Executive Director, Sean Burke, President/Police Lieutenant, School Safety Advocacy Council*



10:30 AM – 11:00 AM

### OECD Test for Schools: Raising the Bar Through International Benchmarking

Music City Center, Room 104A

To succeed in today's globally competitive era, students must master rigorous academic content and develop key 21st century skills—like critical thinking and problem solving. The OECD Test for Schools (based on PISA) provides schools and districts with the information necessary to assess whether students are being taught to these higher global standards and to adjust school and district practices and policies to ensure students are prepared for the global marketplace.

*Presenters: Carolyn Trager Kliman, Program Director, America Achieves; Terri Breeden, Assistant Superintendent, Fairfax County Public Schools; Jack Dale, America Achieves; Jose Huerta, Principal, James A. Garfield Senior High School, Los Angeles Unified School District*



10:30 AM – 11:00 AM

### One-to-One Learning in the Cloud: Three Years of Experience

Music City Center, Room 201AB

The **Leyden High School District 212** (enr. 3,500) Board of Education recognized that when access to technology is paired with sound instruction, student learning will be transformed. Come share in the experience of Leyden High Schools in executing a 1:1 cloud-based technology initiative that resulted in Google Chromebooks being issued to all of its 3,500 students. See examples of the changes in teaching that have occurred, and more importantly, examples of student learning.

*Presenters: Mikkel Storaasli, Assistant Superintendent for Curriculum and Instruction, Jason Markey, Principal, East Leyden High School; Nick Polyak, Superintendent, Bryan Weinert, Technology Director, Leyden High School District 212*



MONDAY



Advocacy



Governance and Executive Leadership



Innovations in District Management



Master Class

## SESSION DESCRIPTIONS

**10:30 AM – 11:00 AM**

### **Paperless Governance and Legal Defensibility: How Going Digital Can Help Your Board Reduce Liability**



Music City Center, Room 101AB

In the current climate of media demands for up-to-the-minute information, sunshine law requirements, and board policy publication expectations, public school board use of web-based, paperless technology has been steadily increasing across the nation. In this session, school law attorney Erin D. Gilsbach will examine the legal benefits of this increasingly-popular paperless option, share stories of how it has been used successfully to create legally-defensible board practices, and discuss common legal pitfalls and how they can be avoided.

*Presenter: **Erin Gilsbach**, Director of Professional Education and Policy Development, King Spry Herman Freund & Faul*

**10:30 AM – 11:00 AM**

### **Problem-Based Learning with Community Partners**



Music City Center, Room 102AB

Penn High School in the **Penn-Harris-Madison School Corporation** (enr. 10,000) has used Problem-Based Learning to bring relevance to sometimes abstract high school curriculum. Community partners, including international businesses have partnered with Penn High School students and teachers to solve real world problems. This session will focus on a partnership with the Whirlpool Corporation. Establishing community partnerships, solving problems, the inquiry process, and presenting to an authentic audience will all be explored.

*Presenters: **Steven Hope**, Principal, **Kay Antonelli**, Assistant Superintendent, **Heather Short**, Assistant Superintendent, **Jerry Thacker**, Superintendent, Penn-Harris-Madison School Corporation*

**10:30 AM – 11:00 AM**

### **Successful Mail-in Bond Elections—Key Strategies, Major Take-Aways, and Things to Think About**



Music City Center, Room 105B

The **Lincoln Public Schools** (enr. 38,000) Board of Education voted to place a \$153 million bond issue on the ballot for a special election on February 11, 2014. The ballot initiative was successful by a 2:1 margin. In this session, you will learn about the lengthy public process to develop the bond question, how to structure a major grassroots communication effort to inform the voting base, and lessons learned along the way.

*Presenters: **Liz Standish**, Associate Superintendent for Business Affairs, **Lanny Boswell**, Board Member, **Don Mayhew**, Board Member, Lincoln Public Schools*

MONDAY



New School Board Member Workshops



School Board/  
Superintendent Partnerships



Student Achievement  
and Accountability



Technology+  
Learning Solutions

# MONDAY, MARCH 23

## SESSION DESCRIPTIONS

10:30 AM – 11:00 AM

### The Impact of Student Health on Academic Achievement: A Case Study from One of the Largest School Districts in the U.S.



Music City Center, Room 202ABC

A growing body of research supports what educators have long observed: healthy students are better learners. Come hear about the experiences of the large and diverse Austin ISD in selecting, implementing, and sustaining a coordinated health program and the positive results achieved in academic performance and attendance. A panel discussion will follow with a superintendent from a small, rural district and a university researcher sharing their expertise in working with schools to support student health.

*Presenters: Vincent Torres, Immediate Past President, Austin Independent School District Board of Trustees; Richard Abramson, Abramson Education Consulting; Steven Kelder, Professor of Epidemiology, University of Texas School of Public Health*

10:30 AM – 11:00 AM

### Using Your Food Service Program to Address Hunger and Obesity for School Aged Children



Music City Center, Room 208AB

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*Presenters*  
& CFO, **Shelby Davis Jones**, Superintendent, Dolton School District 119, **Jennifer Kumar Spitz**,  
Co-Founder, Food Patriots

*intendent*

MONDAY



Advocacy



Governance and Executive Leadership



Innovations in District Management



Master Class

## SESSION DESCRIPTIONS

11:30 AM – 1:00 PM

### CLOSING GENERAL SESSION

Music City Center, Grand Ballroom ABCD

Sponsored by: GCA Education Services



Williams

**Montel Williams**

“At-risk young people need the promise and potential of great public schools.”

Montel Williams

#### Your Host this Afternoon:



Beard

**Miranda A. Beard**, *Secretary-Treasurer, National School Boards Association and member, Laurel (MS) School District*

### SPECIAL PRESENTATION OF THE KENNEDY CENTER AWARD

#### Actions of your Delegate Assembly:

President **Anne M. Byrne**, who presided over the 2015 Delegate Assembly, reports on actions taken by NSBA’s principal legislative body and then introduces the newly elected officers and directors of NSBA.



Tuttle

#### Incoming President’s Remarks:

**John D. Tuttle** provides an overview of his priorities for the coming year.

#### Musical Performance:

The Siegel High School Chamber Orchestra, Siegel High School, Murfreesboro, TN;  
**Brenda Gregory**, *Orchestra Director*

#### The Major Address:

**Montel Williams**, *Emmy Award® winning personality/decorated naval officer/ inspiration speaker/author/wellness entrepreneur and health advocate*



New School Board Member Workshops



School Board/ Superintendent Partnerships



Student Achievement and Accountability



Technology+ Learning Solutions

Visit us at booth # 1000



**Shift+ BaseStation**  
Group table  
(Tech)



**Shift+ Transfer**  
Mobile storage module  
(Straight/60°)



**Shift+ ThumbPrint**  
Student table  
(Convex/Concave)



**Shift+ Fusion Flip**  
Group table



**Shift+ Interact**  
Teacher table



**Shift+ Landscape**  
Soft module



# Shift+

**The new shape of group dynamics.**

**SHIFT+** answers the diverse rhythm of today's classroom. At last, a system designed with the freedom to move. A system that turns on a dime. From passive to active. Individual to collaborative. Furniture that seamlessly shifts with different teaching and learning styles. An elegantly simple solution that responds by the minute.



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info@vs-charlotte.com  
704.378.6500

# NSBA EXPOSITION

New Exhibitors as of January 5, 2015

## NEW EXHIBITORS

### Say Hi To Our New Exhibitors!

While visiting the exhibit floor, be sure and stop by our brand new companies to the NSBA exhibit floor and tell them you look forward to seeing them again in future shows.

Company	Booth #	Company	Booth #
AVID Center.....	827	Hitech Assets, Inc.....	618
The Bilco Company.....	1238	Hobsons.....	510
Buck Institute for Education.....	834	iKeepSafe.....	1508
CareerSafe.....	637	Innovation Wireless.....	835
Classcraft.....	1048	iSchool Initiative.....	1552
ClearBackpacks.com.....	1422	KnowledgeWorks.....	1607
Colonial Life.....	952	National Educators to Stop Trafficking.....	936
Connected Learning Consultants.....	729	National Food Service Management Institute.....	506
Cope Associates, Inc. Architecture.....	525	National Network of Libraries of Medicine.....	517
CREC.....	1247	National Runaway Safeline.....	1606
Daikin.....	1441	NationalSchoolBoardLaw.com.....	941
Datum Storage Solutions.....	735	New Classroom Innovation Partners.....	1050
EdLeader21.....	838	NUDURA Integrated.....	1038
Education Facilities Clearing House.....	518	NumberShire.....	1049
Education Networks of America.....	1400	Otto Trading, Inc.....	641
Educurious.....	1052	popchips.....	1245
Enovative Technologies.....	1235	Power Up.....	1039
Eppstein Uhen Architects.....	939	Preferred Meal Systems, Inc.....	1317
ESSDACK.....	536	Randall Peterson.....	1011
Expanded Learning and Afterschool Project.....	507	Rave.....	1519
Food Research and Action Center/ Center on Budget and Policy Priorities.....	508	Read To Them.....	1604
Goalbook.....	519	Rising Books.....	727
Guard Safe/Intruder Defense Services.....	1610	RobotsLAB.....	1053
The Hawn Foundation.....	723	SBS Portals.....	1515
		Sexual Assault Center.....	934

(continued)

***Be prepared to discover new and exciting ideas and solutions that will change the way your district does business and saves money!***

**For the Safety of the Younger Set:** Young people are welcome, but we ask that children under 16 years of age be accompanied by an adult.

# NSBA EXPOSITION

## NEW EXHIBITORS

<b>Company</b>	<b>Booth #</b>
SIATech, Inc.....	1146
Sifu Ed, Inc. ....	1217
Slate & Tablets.....	1611
SpedTrack.....	1426
STOP!T.....	635
Synergy Enterprises, Inc./ REMS.....	509
TeacherMatch.....	1051
Tenzing Energy.....	944

<b>Company</b>	<b>Booth #</b>
Tetra Analytix.....	634
Watch D.O.G.S. ....	836
What Works Clearinghouse .....	938
WhisperRoom, Inc. ....	1014
WhyTry.....	826
WorldStrides.....	1134
zSpace .....	1500

# (BY BOOTH NUMBER) EXHIBITORS

## Booth # Exhibitor

500	Champions
501	Kohls/Chaps
505	Daktronics
506	National Food Service Management Institute
507	Expanded Learning and Afterschool Project
508	Food Research and Action Center/ Center on Budget and Policy Priorities
509	Readiness and Emergency Management for Schools Technical Assistance Center
510	Hobsons
511	American Institutes for Research
513	SSC Service Solutions
516	Transportation Sector Consultants
517	National Network of Libraries of Medicine
518	Education Facilities Clearinghouse
519	Goalbook
522	Blue Bird Corp.
523	Forbo Flooring
525	Cope Associates, Inc., Architecture
529	Office of Justice Programs
534	SRC Solutions, Inc.
536	ESSDACK
600	Chartwells School Dining Services
601	SafeStop
603	Student Transportation of America
606	Kelly Educational Staffing
607	Revolution Foods
608	Satellite Shelters, Inc.
610	Interlocal Purchasing System (TIPS)
611	Connections Learning by Pearson
614	Hitouch Business Services
616	One Source The Background Check Company
617	School Improvement Network
618	Hitech Assets, Inc.
622	Parlant Technology, Inc.

## Booth # Exhibitor

626	TYCO SimplexGrinnell
628	HSM Solutions
632	Source4Teachers/MissionOne
634	Tetra Analytix
635	STOP!T
637	CareerSafe
638	Hellas Construction
639	Penn Foster High School
641	Otto Trading, Inc.
700	BoardDocs
706	Aramark K-12 Education
707	Musco Sports Lighting, Inc.
711	Outdoor Aluminum, Inc.
714	FieldTurf & Tarkett Sports
715	PBK Architects
717	International Training Institute
718	Hard Candy Cases
719	The American Legion
722	Higher Ground
723	The Hawn Foundation
724	D.A.R.E. America
725	Stoneware, Inc.
726	Kajeet
727	Rising Books
728	National Peanut Board
729	Connected Learning Consultants
732	CyberPatriot
733	STEM Academy
734	aha! Process, Inc.
735	Datum Storage Solutions
800	GCA Education Services
806	Southern Bleacher Company
808	District Administration Magazine
810	NEOLA, Inc.
815	EDgear, LLC
816	Durham School Services
817	RTH Processing, Inc.
819	American Fidelity Assurance Co.

# EXHIBITORS (BY BOOTH NUMBER)

EXHIBITORS BY BOOTH NUMBER

## Booth # Exhibitor

- 822 Shaw Sports Turf
- 823 SchoolMessenger
- 825 TeacherMatch
- 826 WhyTry
- 827 AVID Center
- 828 National Joint Powers Alliance
- 829 Hands-On Equations
- 833 Classroom School Uniforms
- 834 Buck Institute for Education
- 835 Innovation Wireless
- 836 Watch D.O.G.S.
- 838 EdLeader21
- 840 A-Turf
- 845 Trapeze Software Group, Inc.
- 850 Navajo Jewelry and Crafts
- 851 The Pin Man—Appreciation Incentives
- 900 Sodexo
- 906 SFL+A Architects
- 907 French Toast Official School Wear
- 908 National School Public Relations Assn.
- 909 DLR Group
- 910 SUBWAY
- 914 LifeTrack Services, Inc.
- 916 From The Heart International Educational Services
- 917 Johnson Controls, Inc.
- 918 ATS&R Planners/Architects/Engineers
- 922 National School Boards Association
- 923 Ray and Associates, Inc.
- 925 OraSure Technology
- 927 IntraLogic Solutions
- 929 International Baccalaureate Organization
- 932 Hazard, Young, Attea & Associates, Ltd.
- 934 Sexual Assault Center
- 935 GuideK12
- 936 National Educators to Stop Trafficking
- 937 Scholastic Education

## Booth # Exhibitor

- 938 What Works Clearinghouse
- 939 Eppstein Uhen Architects | J.H. Findorff & Sons
- 940 School Tours of America
- 941 NationalSchoolBoardLaw.com
- 944 Tenzing Energy Solutions
- 945 USBAFlex
- 952 Colonial Life
- 953 Ideal Jewelry
- 1000 VS America, Inc.
- 1006 NAMM Foundation
- 1007 Drawp for School
- 1009 VH1 Save the Music Foundation
- 1011 Randall Peterson Designs, Inc.
- 1014 WhisperRoom, Inc.
- 1016 MainStage Theatrical Supply, Inc.
- 1018 REMO, Inc.
- 1032 ABM
- 1033 Siemens Industry, Inc./Building Technologies Division
- 1036 International Mulch Company
- 1037 Energy Tomorrow
- 1038 NUDURA Integrated Building Technology
- 1039 Power Up, LLC
- 1040 Sherman Carter Barnhart Architects
- 1041 Sport Court
- 1048 Classcraft
- 1049 NumberShire
- 1050 New Classroom Innovation Partners
- 1051 TeacherMatch
- 1052 Educurious
- 1053 RobotsLAB
- 1100 Jostens
- 1106 First Student, Inc.
- 1107 Zeager Brothers, Inc.
- 1109 SafeGuard
- 1111 Wight & Co.
- 1114 Renaissance Learning

# (BY BOOTH NUMBER) EXHIBITORS

## Booth # Exhibitor

1115	FPL FiberNet
1117	Praesidium, Inc.
1119	Perkins + Will
1122	KI
1132	Pride Surveys
1133	Imagine Learning, Inc.
1134	WorldStrides
1137	National Council of Teachers of Mathematics
1139	DocuSign
1144	ELKAY
1146	SIATech, Inc.
1200	EduPortal e-Convene/TransACT Communications, Inc.
1206	Heery International
1210	Verify Residence.com
1214	JC Penney/IZOD Schoolwear
1215	School Tech Supply
1216	BuyBoard
1217	Sifu Ed, Inc.
1218	Cannon Design
1219	VARtek Services, Inc.
1222	Navistar/IC Bus
1232	Federal Deposit Insurance Corp.
1233	Gumdropcases
1235	Enovative Technologies
1238	The Barracuda Intruder Defense System
1240	OpTerra Energy Services
1245	popchips
1247	CREC (Capitol Region Education Council)
1300	Fanning Howey
1301	Stantec
1306	McPherson & Jacobson, LLC
1307	National FFA Organization
1308	PCG Education
1310	International Society for Technology in Education
1311	Seon Design, Inc.

## Booth # Exhibitor

1314	Qualite Sports Lighting, LLC
1315	Decisioninsite
1317	Preferred Meals
1318	Education Logistics, Inc.
1319	Educational Informatics
1322	BEARACADE Door Control System
1324	Arthur J. Gallagher & Co.
1326	Travel Insurance Center
1328	Ayn Rand Institute
1345	Anchor Audio
1400	Education Networks of America
1401	Skyward, Inc.
1406	Little Caesars Pizza Kits
1407	MasteryPrep
1408	NGI Sports/River City Athletics, LLC
1409	Griffin Technology
1410	National Assessment of Educational Progress (NAEP)
1411	Excel Dryer Corporation
1414	Keystone Purchasing Network
1415	Interkal, LLC
1416	Globaloria
1417	Eddie Eagle
1418	Schoolwires, Inc.
1419	K-12 Tech Gear
1422	ClearBackpacks.com
1424	Selective Service System
1426	SpedTrack
1427	Test Rocker
1441	Daikin
1444	Walmart
1500	zSpace, Inc.
1501	U.S. Army
1502	ProCare Rx
1506	Standard for Success, LLC
1507	Otter Products
1508	Internet Keep Safe Coalition
1510	IDville

# EXHIBITORS (BY BOOTH NUMBER)

## Booth # Exhibitor

- 1511** The New York Times
- 1514** CATCH—Coordinated Approach to Child Health
- 1515** SBS Portals
- 1516** A-Lert Roof Systems
- 1517** National School Foundation Association
- 1519** Rave Mobile Safety

## Booth # Exhibitor

- 1523** Information Transport Solutions, Inc.
- 1552** iSchool Initiative
- 1601** Optoma
- 1604** Read To Them
- 1606** National Runaway Safeline
- 1607** KnowledgeWorks
- 1610** Guard Safe
- 1611** Slate & Tablets

# (ALPHABETICAL) EXHIBITORS

Exhibitor descriptions as of 01/05/15.

## ABM

1775 The Exchange SE Suite 600  
Atlanta, GA 30339  
Phone: 770-850-3531

[www.abm.com](http://www.abm.com)

We have extensive experience providing custodial and facility services to K-12 schools. Outsourcing to ABM can cost-effectively create safer, healthier, more comfortable and more sustainable environments for students, faculty and staff.

## aha! Process, Inc.

PO Box 727  
Highlands, TX 77562  
Phone: 800-424-9484

[www.ahaprocess.com](http://www.ahaprocess.com)

aha! believes in expanding people's horizons. We teach, we learn daily, we help overcome circumstances, we provide new choices, we celebrate, we contribute, and we are passionate about what we do. aha! Process offers a range of workshops and consulting for educators that meets both high expectations and raises achievement.

## A-Lert Roof Systems

810 N Main Street  
Erie, KS 66733  
Phone: 800-264-6074

[www.alertroofsystems.com](http://www.alertroofsystems.com)

A-Lert Roof Systems, a division of Centurion Industries, Inc., has been in business for over 30 years and is an industry leader in metal roofing. We design, engineer, manufacture, and install standing seam metal roofs and are GSA certified. We have extensive experience in both new and retrofit construction projects for government, military, schools, municipalities, and churches.

1032



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Sponsor

## American Fidelity Assurance Co

819

PO Box 25523  
2000 N Classen Boulevard  
Oklahoma City, OK 73106  
Phone: 800-654-8489

[www.afadvantage.com](http://www.afadvantage.com)

American Fidelity Assurance Company Employee Benefit Programs, IRS Section 125 Administration, Flexible Spending Account Administration and Health Care Reform Implementation Support

## American Institutes for Research

511

1000 Thomas Jefferson Street NW  
Washington, DC 20007  
Phone: 202-329-5440

[www.air.org](http://www.air.org)

American Institutes for Research is one of the world's largest behavioral and social science research and evaluation organizations. It provides evidence-based technical assistance to improve learning conditions and foster school and student success.

## The American Legion

719

PO Box 1055  
700 N Pennsylvania Street  
Indianapolis, IN 46206-1055  
Phone: 317-630-1212

[www.legion.org](http://www.legion.org)

The American Legion offers a robust selection of programs and opportunities for youth surrounding American traditions and values.

A

EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

A

EXHIBITORS

## Anchor Audio

5931 Darwin Court  
Carlsbad, CA 92008-7302  
Phone: 800-262-4671  
[www.anchoraudio.com](http://www.anchoraudio.com)

Established in 1975, Anchor Audio is the leading manufacturer of portable public address systems, portable sound systems, wired and wireless intercoms, and lectern systems. Our products are made right here in the USA.

## Aramark K-12 Education

1101 Market Street  
Philadelphia, PA 19107  
Phone: 215-238-3533  
[www.aramarkschools.com](http://www.aramarkschools.com)

Aramark K-12 Education provides a complete range of food, facility, uniform and other support services to more than 500 K-12 school districts across the U.S.

## Arthur J. Gallagher & Co.

Two Pierce Place  
Itasca, IL 60143  
Phone: 630-773-3800  
[www.ajg.com](http://www.ajg.com)

At Gallagher, we use a total rewards approach to tailor solutions that better manage risk overall, benefits, wellness, HR, compensation and retirement. Learn more about how we serve over 1800 public sector clients nationwide at [www.ajg.com](http://www.ajg.com).

1345

## ATS&R Planners/Architects/Engineers 918

8501 Golden Valley Road Suite 300  
Minneapolis, MN 55427  
Phone: 800-545-3731  
[www.atsr.com](http://www.atsr.com)

For more than 70 years, ATS&R has provided services to a national clientele in planning, architecture, engineering, site development, interior design, technology, and field administration. We're passionate about creating beautiful, functional, sustainable, and compelling building environments. Good architecture is about people. Whether learning or teaching, working or playing, moving in or just passing through; people make a building come alive.

706

Titanium Sponsor

## A-Turf

505 Aero Drive  
Cheektowaga, NY 14225  
Phone: 888-777-6910  
[www.aturf.com](http://www.aturf.com)

SA/A-Turf is the responsible choice for your sports and recreational surfacing needs. Experience superior quality that delivers the most consistent playability & unparalleled durability. We provide the industry's most comprehensive and longest warranty.

840

## AVID Center

9246 Lightwave Avenue Suite 200  
San Diego, CA 92123  
Phone: 404-963-4136  
[www.avid.org](http://www.avid.org)

AVID, Advancement Via Individual Determination, is a nonprofit organization dedicated to closing the achievement gap by preparing all students for college and other postsecondary opportunities.

827



# (ALPHABETICAL) EXHIBITORS

## Ayn Rand Institute

2121 Alton Parkway #250  
Irvine, CA 92606  
Phone: 949-222-6550 x259  
[www.aynrand.org](http://www.aynrand.org)

ARI provides schools with complete free classroom sets of Ayn Rand's novels to teachers to use in the classroom. We also sponsor an annual essay contest on the novels, which awards \$100,000 annually in scholarship money to students.

## The Barracuda Intruder Defense System

3400 Jim Granger Drive  
Zanesville, OH 43701  
Phone: 800-854-9724  
[www.bilco-barracuda.com](http://www.bilco-barracuda.com)

The Barracuda is a patented line of Intruder Defense products designed to be used in an active shooter or lockdown situation. These devices when deployed protect a commercial door from penetration from the outside hallway.

## BEARACADE Door Control System

118 W Streetsboro Road Suite 173  
Hudson, OH 44236  
Phone: 855-350-2123  
[www.doorbearacade.com](http://www.doorbearacade.com)

LOCKDOWN! LOCKDOWN! Bearacade deploys quickly and easily to prevent classroom and office doors from opening. Guiding authorities when deployed, Bearacade withstands more than 4,500 lbf (pounds of force) Bearacade: It's About Time.

1328

## Blue Bird Corp.

402 Bluebird Boulevard  
Fort Valley, GA 31030-5087  
Phone: 478-822-2021  
[www.blue-bird.com](http://www.blue-bird.com)

Blue Bird offers a complete line of Type A, C and D school buses in a variety of options and configurations. For more than 86 years, Blue Bird Corporation has continued to set industry standards with its innovative design and manufacturing capabilities. Additionally, Blue Bird provides comprehensive financial solutions through Blue Bird Capital Services. Stop by the Blue Bird booth and see Blue Bird's exclusive Propane-Powered Vision school bus which features 40-50% less fuel and maintenance costs.

522



1238



## BoardDocs

519 Johnson Ferry Road NE  
Suite A100  
Marietta, GA 30068  
Phone: 800-407-0141  
[www.boarddocs.com](http://www.boarddocs.com)

Over 1,000 organizations use BoardDocs to dramatically lower costs, increase transparency and reduce board packet preparation by up to 75%. Our cloud-based solutions are so easy to use, your organization will operate more effectively, from day one.

700



## Buck Institute for Education

18 Commercial Boulevard  
Novato, CA 94949  
Phone: 415-883-0122  
[www.bie.org](http://www.bie.org)

The Buck Institute for Education is a 26-year-old non-profit committed to expanding the effective use of Project Based Learning. BIE creates and shares high-quality products and resources while providing highly effective professional development.

834



A-B

EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

## BuyBoard

12007 Research Boulevard  
Austin, TX 78759  
Phone: 800-695-2919  
[www.buyboard.com](http://www.buyboard.com)

The BuyBoard allows schools to save time and money purchasing the products they use every day. Through the collaboration of NSBA and other State School Boards Associations, members can leverage the pricing with the Cooperative's volume discounts.

1216

Service Partner

## CATCH—Coordinated Approach to Child Health

601 Flag House Drive  
Hasbrouck Heights, NJ 07604  
Phone: 201-329-7588  
Toll Free: 800-793-7900  
[www.catchinfo.org](http://www.catchinfo.org)

Written into many funded school health grant applications, CATCH is the most proven program to prevent childhood obesity. CATCH sustains healthy learning environments for youth Pre K-Grade 8, in over 10,000 communities nationwide.

1514

## Cannon Design

2170 Whitehaven Road  
Grand Island, NY 14072  
Phone: 716-774-3325  
[www.cannondesign.com](http://www.cannondesign.com)

CannonDesign's PreK-12 practice encapsulates the educational continuum from early childhood development to college and career readiness. We partner with clients and stakeholders to discover innovative approaches to support your educational mission.

1218

## Champions

650 NE Holladay Street #1400  
Portland, OR 97232  
Phone: 800-350-5034  
[www.discoverchampions.com](http://www.discoverchampions.com)

Champions®, is the nation's leading provider of extended learning, enrichment and targeted academic intervention solutions that address specific school and community needs. Champions provides more than 600 before-and after-school programs, summer school and summer camps to primary and middle schools nationwide.

500

Silver Sponsor

## CareerSafe

1005 University Drive East  
College Station, TX 77840  
Phone: 979-260-0030  
[www.careersafeonline.com](http://www.careersafeonline.com)

Our mission at CareerSafe is to deliver Safety Education for America's Future. Through our interactive online training courses, we teach students how to reduce the risks associated with an ever-growing cyber presence and workplace hazards.

637



## Chartwells School Dining Services

105 South York Street  
Elmhurst, IL 60126  
Phone: 877-586-9631  
[www.ChartwellsK12.com](http://www.ChartwellsK12.com)

Chartwells provides nutritious and delicious food to more than 600 school districts nationwide, and is committed to nourishing student bodies, minds and spirits, paving the way for a lifetime of success and wellbeing.

600



# (ALPHABETICAL) EXHIBITORS

## Classroom School Uniforms

9800 De Soto Avenue  
Chatsworth, CA 91311-4411  
Phone: 888-671-8754

[www.classroomuniforms.com](http://www.classroomuniforms.com)

Classroom School Uniforms, socks, tights and shoes are sold year round in your local retailers in sizes Pre-School through Adult. Classroom is priced with the American family budget in mind—a year's worth of school uniforms costs as little as \$100!

## ClearBackpacks.com

PO Box 1021  
Granite City, IL 62040  
Phone: 800-701-2919

[www.clearbackpacks.com](http://www.clearbackpacks.com)

Hello from Clearbackpacks.com. ClearBackpacks.com has offered clear backpacks since 1999. Our bags are designed with quality in mind. Please stop by our booth 1422 and check them out.

## Colonial Life

1200 Colonial Life Boulevard  
Columbia, SC 29210  
Phone: 803-678-5271

[coloniallife.com](http://coloniallife.com)

As a leader in the voluntary benefits industry for more than 75 years, Colonial Life offers proven cost-management solutions to help you manage the rising cost of employee benefits—while still providing them the financial protection they deserve.

833

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1422



952



## Connected Learning Consultants

8908 E Civano Drive  
Gold Canyon, AZ 85118  
Phone: 480-452-6045

[www.connectedlearningconsultants.org](http://www.connectedlearningconsultants.org)

Our mission is simple: We believe that every student in every school needs to acquire today the 21st century skills necessary to compete in the global marketplace of tomorrow.

## Connections Learning by Pearson

8621 Robert Fulton Drive, 2nd Floor  
Columbia, MD 21046  
Phone: 888-440-2890

[www.pearsonschool.com/virtualllearning](http://www.pearsonschool.com/virtualllearning)

Connections Learning by Pearson helps districts and schools create successful online learning programs through a proven curriculum, the latest instructional tools, certified teachers skilled in online instruction, and state-of-the-art technology.

## Cope Associates, Inc. Architecture

2607 Kingston Pike Suite 5  
Knoxville, TN 37919  
Phone: 865-694-9000

[www.copearchitecture.com](http://www.copearchitecture.com)

Cope Architecture has extensive experience in school design and renovations, having been highly focused on school design for over 25 years. We have received Tennessee School Boards Association School of the Year awards eight consecutive years.

729



611



# EXHIBITORS (ALPHABETICAL)

## CREC (Capitol Region Education Council)

111 Charter Oak Avenue  
Hartford, CT 06106  
Phone: 860-247-2732  
[www.crec.org](http://www.crec.org)

1247



We are education innovators. We run magnet schools that are closing the achievement gap, build state of the art schools, and are a leading provider of services that help school districts, businesses and non-profits improve their performance.

## CyberPatriot

1501 Lee Highway Suite 400  
Arlington, VA 22209  
Phone: 703-247-8534  
[www.uscyberpatriot.org](http://www.uscyberpatriot.org)

732

CyberPatriot was created to inspire students toward cybersecurity and STEM disciplines. At the core of CyberPatriot is the National Youth Cyber Defense Competition, which challenges teams to resolve cybersecurity scenarios in a virtual environment.

## D.A.R.E. America

PO Box 512090  
Los Angeles, CA 90051  
Phone: 800-223-3273  
[www.dare.org](http://www.dare.org)

724

D.A.R.E. (Drug Abuse Resistance Education) is a scientific based program utilizing trained police officers to provide students the resistance skills necessary to avoid involvement in drugs, gangs, violence and other harmful behaviors.

## Daikin

10787 Clay Road  
Houston, TX 77041  
Phone: 713-261-8600  
[www.daikincomfort.com](http://www.daikincomfort.com)

1441



Daikin is the world's largest manufacturer of energy-efficient heating, cooling and ventilation products and systems that provide outstanding indoor comfort control for homes, businesses and industrial customers.

## Daktronics

201 Daktronics Drive  
Brookings, SD 57006  
Phone: 800-325-8766  
[www.daktronics.com](http://www.daktronics.com)

505



Daktronics is recognized worldwide as the leading designer and manufacturer of scoreboards, timing systems, electronic message centers, large screen video systems and sound systems for all sports venues.

## Datum Storage Solutions

89 Church Road  
Emigsville, PA 17318  
Phone: 717-764-6350  
[datumstorage.com](http://datumstorage.com)

735



Datum has storage solutions for your classroom engineered to maximize space and increase efficiency. From mobilized computer carts to space saving workstations to electronics security, Datum's unique solutions are designed for your needs.



# (ALPHABETICAL) EXHIBITORS

## Decisioninsite

101 Pacifica Suite 380  
Irvine, CA 92618  
Phone: 877-204-1392 x1012  
[www.decisioninsite.com](http://www.decisioninsite.com)

As Enrollment Impact Specialists we provide a combination of enrollment analytics, mapping technology and expertise, all of which help School District Leaders gain a better understanding of their total enrollment picture.

## District Administration Magazine 808

488 Main Avenue  
Norwalk, CT 06851-1008  
Phone: 203-663-0100  
[www.districtadministration.com](http://www.districtadministration.com)

District Administration is the leading provider of practical insights and strategies for K12 administrators at school districts throughout the United States.

## DLR Group 909

7290 W 133rd Street  
Overland Park, KS 66213-4748  
Phone: 913-240-8783  
[www.dlrgroup.com](http://www.dlrgroup.com)



DLR Group is an integrated design firm providing architecture, engineering, planning, and interior design from offices coast-to-coast and in China. Our promise is to elevate the human experience through design.

## 1315 DocuSign

221 Main Street  
San Francisco, CA 94105  
Phone: 919-815-2848  
[www.docuSign.com](http://www.docuSign.com)

The future of business is digital. DocuSign helps schools easily and securely sign, send, and manage documents in the cloud. Organizations can speed execution, lower operating costs, reduce errors, and provide superior customer experience.

## Drawp for School 1007

156 2nd Street  
San Francisco, CA 94105  
Phone: 562-832-0054  
[www.drawpforschool.com](http://www.drawpforschool.com)



Unleash your students' creativity without technology getting in the way. Leverage a personalized experience by managing classes from your device or at drawpforschool.com. Students can access their work from any device, even on shared devices every experience is personal. Drawp makes it easy for your students to work collaboratively and sharing is as easy and handing over a sheet of paper. You just Drawp it where you want it to go! One-on-one instruction has never been simpler.

## Durham School Services 816

4300 Weaver Parkway  
Warrenville, IL 60555  
Phone: 630-821-5400  
[www.durhamschoolservices.com](http://www.durhamschoolservices.com)

Durham School Services is a full service student transportation provider dedicated to getting students to school safely, on time, and ready to learn.

D

EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

## Eddie Eagle

11250 Waples Mill Road  
Fairfax, VA 22030-7400  
Phone: 800-231-0752

[www.nrahq.org/safety/eddie](http://www.nrahq.org/safety/eddie)

The Eddie Eagle GunSafe® Program teaches children in pre-K through third grade the four important steps to take if they find a gun: STOP! DON'T TOUCH! LEAVE THE AREA! TELL AN ADULT!

## EDgear, LLC

714 North Ashley Ridge Loop  
Shreveport, LA 71106  
Phone: 800-509-7070

[www.edgear.com](http://www.edgear.com)

Industry leading longitudinal student management system, Drop Out Early Warning Systems (DEWS), multiple tier management and exception monitoring systems, Web grade book, parent Web, e-mail, integrated VoIP text to voice as it happens, emergency, event messaging. Superintendent console.

## EdLeader21

177 N Church #305  
Tucson, AZ 85701  
Phone: 520-623-2466

[www.edleader21.com](http://www.edleader21.com)

EdLeader21 is a Professional Learning Community for leaders that are dedicated to 21st century education. Our 175 members embrace collaboration, critical thinking, creativity and communication, in order to make every student college, life and career ready. If your school or district is visionary, innovative and committed to transformation, we invite you to join our community.

1417

## Education Facilities Clearinghouse

1 Old Oyster Point Road  
Newport News, VA 23660  
Phone: 757-269-2214

[www.efc.gwu.edu](http://www.efc.gwu.edu)

The Education Facilities Clearinghouse (EFC) provides a website of best practices, technical assistance and training to school divisions. The EFC is a program of GWU and is fully funded by the USDOE.



815

## Education Logistics, Inc.

3000 Palmer Street  
Missoula, MT 59808-1671  
Phone: 406-728-0893 x3116

[www.edulog.com](http://www.edulog.com)

Education Logistics solutions encompass all aspects of the pupil transportation industry including items for: Routing, GPS Driver Time and Attendance, Enrollment Projections, and Consulting Services.

1318

## Education Networks of America

618 Grassmere Park Suite 12  
Nashville, TN 37211  
Phone: 615-312-6000

[www.ena.com](http://www.ena.com)

ENA is the nation's leading provider of Infrastructure as a Service (IaaS) solutions to school systems, libraries and governments. The networks that we design, deploy and manage improve instructional capabilities and operational efficiencies.



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# (ALPHABETICAL) EXHIBITORS

## Educational Informatics

1319

1208 W White River Boulevard Suite 103  
Muncie, IN 47303  
Phone: 765-228-2528  
[www.educationalinformatics.com](http://www.educationalinformatics.com)

We design assessment and online learning solutions. rGrade empowers schools with data dashboards, interactive rubrics and standards-based reporting. My Learning ROCKS! is our online learning platform with summer enrichment and targeted learning.

## EduPortal e-Convence/ TransACT Communications, Inc.

1200

5105 200th Street SW Suite 200  
Lynnwood, WA 98036  
Phone: 425-977-2100  
[www.eduportal.com](http://www.eduportal.com)

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1144

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[www.elkayusa.com](http://www.elkayusa.com)

For 95 years, ELKAY has been an innovative provider of water coolers, drinking fountains, sinks, faucets and custom stainless solutions for commercial, institutional and municipal use. Come see Elkay's EZH2O bottle filling station at booth #1144.

## Energy Tomorrow

1037

1220 L Street NW  
Washington, DC 20005  
Phone: 202-682-8000  
[www.EnergyTomorrow.org](http://www.EnergyTomorrow.org)



Energy Tomorrow is a project of the American Petroleum Institute. API represents more than 625 oil and natural gas companies, leaders of a technology-driven industry that supplies America's energy, supports 9.8 million U.S. jobs and 8 percent of the U.S. economy, delivers \$85 million a day in revenue to the federal government, and, since 2000, has invested over \$2 trillion in U.S. projects to advance all forms of energy.

## Enovative Technologies

1235

11935 Worcester Highway  
Bishopville, MD 21813  
Phone: 443-904-5356  
[www.enovativetech.com](http://www.enovativetech.com)



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939

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Phone: 414-291-8134  
[www.eua.com](http://www.eua.com)



Findorff is one of the Midwest's leading builders, committed to bringing quality service & craftsmanship to every project. Eppstein Uhen Architects creates spaces that evolve with the changing needs of education to elevate user potential.



# EXHIBITORS (ALPHABETICAL)

## ESSDACK

1500 E 11th Avenue Suite 200  
Hutchinson, KS 67501  
Phone: 877-563-9566  
[www.essdack.org](http://www.essdack.org)

ESSDACK provides leadership, innovation, and solutions to educators across the nation. Education solution offerings include Double Robotics, virtual telepresence robots, littleBits, electronic prototyping modules, and MakerBot, leading 3D printers.

## Excel Dryer Corporation

PO Box 365  
357 Chestnut Street  
East Longmeadow, MA 01028-2742  
Phone 888-998-7704  
[www.exceldryer.com](http://www.exceldryer.com)

Excel Dryer is manufacturer of the finest American made hand dryers featuring the patented high-speed, energy-efficient XLERATOR® hand dryer. XLERATOR represents a 95% cost savings vs. paper towels and helps reduce their labor, maintenance & waSuite

## Expanded Learning and Afterschool Project

1029 Vermont Ave NW 9th Floor  
Washington, DC 20005  
Phone: 202-266-4720  
[www.expandinglearning.org](http://www.expandinglearning.org)

The Expanded Learning & Afterschool Project, a 50-state initiative, connects educators and communities with research, resources and best practices for building and supporting affordable and sustainable approaches to expanding afterschool learning.

536



## Fanning Howey

9025 North River Road #200  
Indianapolis, IN 46240  
Phone: 800-452-3573  
[www.fhai.com](http://www.fhai.com)

As one of the top-ranked and most experienced design firms focusing on school building architecture, engineering, and technology, we have designed schools of all sizes and complexities throughout the United States and overseas.

1300

1411

## Federal Deposit Insurance Corp.

3501 Fairfax Drive  
Arlington, VA 22226-3599  
Phone: 877-275-3342  
[www.fdic.gov](http://www.fdic.gov)

In 2008, the FDIC launched Money Smart for Young Adults. This curriculum helps instructors teach youth between ages 12 and 20 the basics of handling their money, including how to create positive relationships with financial institutions. It is aligned with educational standards for all 50 states and the District of Columbia, in addition to Jump\$tart national financial literacy standards and National Council on Economics Education national economics standards.

1232

507



# (ALPHABETICAL) EXHIBITORS

## FieldTurf & Tarkett Sports

7445 Cote de Liesse  
Montreal, QC H4T 1G2  
Canada  
Phone: 514-375-2646

[www.tarkettsportsindoor.com](http://www.tarkettsportsindoor.com)

Tarkett Sports is a division of the Tarkett Group, which was established in 1886. The Tarkett Group has now reached over \$2.5 billion in annual sales and is a global leader in commercial, residential, and sports flooring. Tarkett Sports surfacing solutions include hardwood and synthetic basketball courts, volleyball courts, multipurpose gymnasium floors, weight room flooring, running tracks, and its world-renowned FieldTurf artificial turf.

## First Student, Inc.

600 Vine Street Suite 1400  
Cincinnati, OH 45202  
Phone: 866-960-6274

[www.firststudentinc.com](http://www.firststudentinc.com)

Stop by our booth to learn why more school districts trust First Student to deliver safe, reliable and cost effective student transportation. Across North America, we value the diverse needs of every district we serve and create customized solutions to meet their unique goals. Our services include: Full Turnkey Contracting, GPS, Route Optimization and Management Services.

714

## Food Research and Action Center/ Center on Budget and Policy Priorities 508

1200 18th Street NW  
Washington, DC 20036  
Phone: 202-986-2200

[www.frac.org](http://www.frac.org)

FRAC & the Center on Budget and Policy Priorities can provide resources and support to implement Community Eligibility, which allows high poverty schools to offer all of their students' healthy school meals for free with less administrative work.



## Forbo Flooring

8 Maplewood Drive  
Hazle Township, PA 18202-9790  
Phone: 800-842-7839

[www.forboflooringNA.com](http://www.forboflooringNA.com)

Forbo Flooring Systems is the global market leader in commercial floor covering solutions. Marmoleum, our flagship brand, owns a global linoleum market share of over 60%. In addition to linoleum-based products, Forbo develops, manufactures and markets a diversity of high quality vinyl and textile floor coverings and Coral & Nuway entrance system solutions. All Forbo products combine high levels of functionality and durability.

523

1106

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## FPL FiberNet

9250 W Flagler Street  
Miami, FL 33174  
Phone: 305-485-6372

[www.FPLFiberNet.com](http://www.FPLFiberNet.com)

FPL FiberNet, an approved E-rate provider, delivers customized turn-key Fiber Optic WANs to school districts throughout the United States. Our Fiber-Optic WAN Service is the ideal solution for locking in long term networking in the education sector.

1115

EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

## French Toast Official School Wear

907

100 West 33rd Street Suite 1012  
New York, NY 10001-2914  
Phone: 212-502-6000  
[www.frenchtoaStreet.com](http://www.frenchtoaStreet.com)



French Toast is the leading brand of school uniforms in the country. Working with school districts nationwide, we have assisted numerous communities build and implement school dress codes.

## From The Heart International Educational Services

916

8120 Sawyer Brown Suite 107  
Nashville, TN 37221  
Phone: 615-920-5953  
[www.fteducation.org](http://www.fteducation.org)

FTH's mission is to close academic achievement gaps by providing comprehensive educational services that will raise student achievement and promote holistic self-awareness. We work with all stakeholders to positively impact learning communities.

## GCA Education Services

800

4702 Western Avenue Suite 101  
Knoxville, TN 37921-3303  
Phone: 888-736-0863

[www.gcaservices.com/k-12](http://www.gcaservices.com/k-12)



Titanium Sponsor

GCA Education Services is a leading provider of comprehensive Custodial, Facilities Operations and Maintenance and Grounds services to over 300 Education clients throughout the United States.

## Globaloria

1416

113 W 78th Street Suite 3  
New York, NY 10024-6755  
Phone: 646-895-9167  
[www.globaloria.com](http://www.globaloria.com)

Globaloria is a K12 learning platform with courses on how to create digital games using professional programming languages and industry practices, with easy integration of STEM that advances student achievement and teacher excellence.

## Goalbook

519

PO Box 1289  
San Mateo, CA 94401  
Phone: 650-554-8986  
[www.goalbookapp.com](http://www.goalbookapp.com)



Goalbook empowers teachers to transform instruction for ALL students. Our best-in-class online resources and professional development help educators design rigorous instruction aligned to Common Core and Universal Design for Learning.

## Griffin Technology

1409

2030 Lindell Avenue  
Nashville, TN 37203  
Phone: 615-346-0200-322

[www.griffintechology.com](http://www.griffintechology.com)

Griffin Technology collaborates with educators to develop the power, protection and connection solutions needed to drive today's connected classrooms.

F-G  
EXHIBITORS



# (ALPHABETICAL) EXHIBITORS

## Cutting Edge Ave **NEW**

### Guard Safe

6906 Rhonda Drive  
Harvard, IL 60033  
Phone: 847-899-5463

[intruderdefenseservices.com](http://intruderdefenseservices.com)

Guard Safe was created specifically to avert an active shooter situation in your school. By providing specialized tools and training to volunteer staff in your building Guard Safe "Guardians" learn how to delay, divert, distract, and deny access to an armed intruder. Guard Safe is intended to buy time in those horrific minutes you wait for help to arrive.

### GuideK12

PO Box 211223  
Eagan, MN 55077  
Phone: 651-592-2686

[www.guidek12.com](http://www.guidek12.com)

GuideK12 is a decision support, data visualization tool helping administrators make more proactive and effective decisions around student needs, program placement, boundary changes, school choice, emergency planning and student performance.

### Gumdropcases

10 Clay Street  
Oakland, CA 94607  
Phone: 925-263-4139

[www.gumdropcases.com](http://www.gumdropcases.com)

Gumdrop Cases is the Manufacturer of premium ruggedized cases for iPads and other popular tablets. Gumdrop Cases are a top choice for K-12 Education. Not only do our cases offer premium protection for screens and devices, but our designs are exceptionally eye-catching and functional, built to withstand the test of K-12 student life while helping to minimize warranty and repair costs for schools and Districts.

1610



## Hands-On Equations

PO Box 3328  
Allentown, PA 18106  
Phone: 610-398-7893  
Toll Free: 800-398-6908  
[www.borenson.com](http://www.borenson.com)

Hands-On Equations®, a whole-brained approach, for teaching algebraic concepts to students from grades 3 through High School Special Ed. Learn about our new Developing Fractions Sense program. See our website for research and standards information.

## Hard Candy Cases

10 Clay Street Suite 275  
Oakland, CA 94607  
Phone: 925-263-4154

[www.hardcandycases.com](http://www.hardcandycases.com)

Fashion Meets Protection. Hard Candy Cases is a premium fashion brand that targets the sophisticated, fashion-savvy yet practical Apple user demographic. We are experienced, but we also bring a fresh perspective, innovative designs and fast execution to the business. Not only do our cases offer premium protection, but our designs are exceptionally eye-catching and functional.

## The Hawn Foundation

1815 Purdy Avenue  
Miami Beach, FL 33139  
Phone: 786-888-1689

[www.thehawnfoundation.org](http://www.thehawnfoundation.org)

The Hawn Foundation's MindUP™ program transforms lives by providing vital social and emotional learning frameworks to reduce stress and negative behaviors, improve focus and academic performance and increase resiliency for success in school and life

829

718

723



# EXHIBITORS (ALPHABETICAL)

## **Hazard, Young, Attea & Associates, Ltd.** 932

5600 N River Road Suite 180  
Rosemont, IL 60018  
Phone: 847-318-0072  
Toll Free: 877-724-8465  
[www.hyasearch.com](http://www.hyasearch.com)

HYA, a division of ECRA Group, Inc., is a premier education search and consulting firm providing exceptional executive search expertise with an unparalleled national network of experienced consultants.

## **Heery International** 1206

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Atlanta, GA 30309-3915  
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[www.heery.com](http://www.heery.com)

Heery is a full service architecture, engineering, program management, interior design and construction management firm with offices throughout the U.S.

## **Hellas Construction** 638

12710 Research Boulevard Suite 240  
Austin, TX 78759-4319  
Phone: 512-250-2910  
[www.hellasconstruction.com](http://www.hellasconstruction.com)

Hellas is a nationwide contractor with a strong reputation for delivering quality sports construction projects.

## **Higher Ground** 722

229 Depot Street  
Ann Arbor, MI 48104  
Phone: 888-662-4300  
[www.hggear.com](http://www.hggear.com)

For decades, Higher Ground has protected technology from the rigors of the classroom. Our experience can be seen in every product we design. Each solution a little more protective, durable and functional than before. Accidents happen. Worry less.

## **Hitech Assets, Inc.** 618

401 N Portland Avenue  
Oklahoma City, OK 73107  
Phone: 405-604-4872  
[www.hitech-assets.com](http://www.hitech-assets.com)



Preserve your schools' brand, Protect against possible liabilities and Profit from re-marketable electronic equipment. HiTech Assets is R2/RIOS certified, maintains a zero landfill policy and will work with you to build a successful ITAD program.

## **Hitouch Business Services** 614

2010 Century Center Boulevard # 24  
Irving, TX 75062  
Phone: 214-223-9601  
[www.hitouchservices.com](http://www.hitouchservices.com)

Hitouch Services is committed to education and makes education an integral part of its business model. Through its business units, Rentacrate, Unity Educational Products and IT Simplify.



# (ALPHABETICAL) EXHIBITORS

## Hobsons

50 E-Business Way  
Cincinnati, OH 45241  
Phone: 513-891-5444  
[www.hobsons.com](http://www.hobsons.com)

Hobsons helps educators, administrators, students, and families maximize success through every stage of the learning life cycle. Hobsons' personalized learning, academic planning, post-secondary enrollment, and student support solutions serve millions of students across more than 10,000 schools, colleges, and universities worldwide.

## HSM Solutions

417 N Kibler Street  
New Washington, OH 44854  
Phone: 419-492-2157  
[www.hsmsolutions.com](http://www.hsmsolutions.com)

C. E White Lap/Shoulder Belt Seats, Integrated Child Seats, Special Security and Activity Seats. C.E. White PCR (Portable Child Restraint) unit with a convenient fold up case. Aftermarket Foam and Covers. C.E. White School Bus Seats from HSM.

## Ideal Jewelry

6 Cornfield Terrace  
Flemington, NJ 08822  
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[www.myidealjewelry.com](http://www.myidealjewelry.com)

Sterling silver jewelry from around the world! With natural and semi-precious gemstones, each piece is unique and handcrafted. Stop by to see our beautiful jewelry from Bali, Thailand, India, Nepal, Tibet, Turkey, Kazakhstan, Turkmenistan, and other countries.

510



## IDville

5376 52nd Street SE  
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Phone: 616-698-0889  
[www.idville.com](http://www.idville.com)

IDville has been providing simple, professional and secure photo ID card systems and visitor management solutions to schools across the country for over 10 years.

## Imagine Learning, Inc.

191 River Park Drive  
Provo, UT 84604  
Phone: 801-717-4095

[www.imaginelearning.com](http://www.imaginelearning.com)

Imagine Learning is an award-winning language and literacy software program designed to help struggling readers, English learners, students with disabilities, and early childhood education students in pre-K through eighth grade master essential reading and speaking skills. The program adapts to each students' needs, providing individualized and differentiated instruction through engaging, multi-modal activities.

628

953



## Information Transport Solutions, Inc.

335 Jeanette Barrett Industrial Boulevard  
Wetumpka, AL 36092  
Phone: 334-567-1993  
[www.its-networks.com](http://www.its-networks.com)

Information Transport Solutions, Inc. (ITS) is a full service provider of technology solutions & services integrating voice, video, and data, with the goal of creating exceptional and affordable solutions for all our customers. Our Educational Services Division specializes in school transformation and technology integration.

1510

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# EXHIBITORS (ALPHABETICAL)

## Innovation Wireless

11869 Teale Street  
Culver City, CA 90230  
Phone: 310-612-9584

[www.innovationwireless.com](http://www.innovationwireless.com)

Innovation Wireless - Accurate, Reliable, Time and Communication Systems: Wireless Synchronized Clock & Bell Systems, PA Systems, Digital Messaging and IP-PoE Communication Systems.

835



## International Mulch Company

182 NW Industrial Court  
Bridgeton, MO 63044  
Phone: 866-936-8524

[www.internationalmulch.com](http://www.internationalmulch.com)

International Mulch Company™, based in Street Louis, Missouri, is the leader in recycled rubber products for school groundcover applications. Its ever-growing line of products give once discarded tires a second life, beautifying schools nationwide.

1036



## Interkal, LLC

5981 E Cork Street  
Kalamazoo, MI 49048  
Phone: 269-349-1521

[www.interkal.com](http://www.interkal.com)

Interkal is a manufacturer of Telescopic Gymseating, Stadium Chairs and Platform Chairs.

1415

## International Society for Technology in Education

180 W 8th Avenue Suite 300  
Eugene, OR 97401-3042  
Phone: 800-336-5191

[www.iSuiteorg](http://www.iSuiteorg)

The International Society for Technology in Education (ISTE) is the premier membership association for educators and education leaders engaged in improving teaching and learning by advancing the effective use of technology in PK-12 and teacher education. We support our members with information, networking opportunities and guidance as they face the challenge of transforming education.

1310

## Interlocal Purchasing System (TIPS) 610

4845 US Highway 271 N  
Pittsburgh, TX 75686  
Phone: 866-839-8477

[www.tips-usa.com](http://www.tips-usa.com)

The Interlocal Purchasing System (TIPS) is a purchasing cooperative serving public and private school districts, colleges, universities, federal, state, county and city municipalities.

## International Baccalaureate Organization

7501 Wisconsin Avenue Suite 200W  
Bethesda, MD 20314  
Phone: 301-202-3000

[www.ibna.org](http://www.ibna.org)

IB offers international education programs to 2500 schools in 132 countries for students age 3-19, developing the intellectual, emotional and social skills to live, learn and work in a rapidly globalizing world.

929

## International Training Institute 717

8403 Arlington Boulevard Suite 100  
Fairfax, VA 22031  
Phone: 703-739-7200

[www.sheetmetal-iti.org](http://www.sheetmetal-iti.org)

The International Training Institute (ITI) supports apprenticeship and advanced career training for union workers in the sheet metal industry throughout the United States and Canada. ITI produces a standardized sheet metal curriculum supported by a wide variety of training materials free of charge to sheet metal apprentices and journeymen.



# (ALPHABETICAL) EXHIBITORS

## Internet Keep Safe Coalition

4301 N Fairfax Drive Suite 190  
Arlington, VA 22203  
Phone: 703-852-9066

[ikeepSAFE.org](http://ikeepSAFE.org)

For the past decade, iKeepSafe has been a trusted source with parents and schools. Our initiatives help you confidently benefit your students by leveraging technology in the classroom without worrying that their privacy is being compromised.

## IntraLogic Solutions

504 Hicksville Road  
Massapequa, NY 11758  
Phone: 516-700-7061

[www.ilsny.com](http://www.ilsny.com)

Leader in Security Systems, Video Surveillance, Access Control, Burglar and Fire Alarms, Panic Devices, One Button Lock Down and provides the ability to integrate a wide range of systems into one central location for easy end user monitoring.

## iSchool Initiative

8343 Roswell Road Box 437  
Atlanta, GA 30350  
Phone: 404-242-9591

[ischoolinitiative.com](http://ischoolinitiative.com)

iSchool Initiative guides school districts through mobile technology integration. Providing everything from strategic planning to professional development services, iSi focuses on building the right culture for schools at every stage of deployments.

1508



## JC Penney/IZOD Schoolwear

7111 W Indian School Road  
Phoenix, AZ 85033-3133  
Phone: 877-301-6400

[www.izoded.com](http://www.izoded.com)

JCPenney offers the comfortable IZOD schoolwear line perfect for uniforms, dress codes and spirit days. Schools and PTA's can be eligible for a 5% Cash Gift Reward of purchased items.

## Johnson Controls, Inc.

507 E Michigan Street  
Milwaukee, WI 53202  
Phone: 414-524-4000

[www.johnsoncontrols.com](http://www.johnsoncontrols.com)

Johnson Controls delivers products, services and solutions that increase energy efficiency and lower operating costs in buildings for more than one million customers. Operating from 500 branch offices in more than 150 countries, we are a leading provider of equipment, controls and services for heating, ventilating, air-conditioning, refrigeration and security systems.

## Jostens

3601 Minnesota Drive Suite 400  
Minneapolis, MN 55435  
Phone: 832-414-6517

[www.jostens.com](http://www.jostens.com)

For over 117 years by being innovative we've provided unique, lasting experiences for everyone to share stories and celebrate achievements. With every custom item we create, from a preschooler's cap and gown to an All-Pro's championship ring, we're passionate about what we do. We look forward to bringing your stories to life and helping you experience "once-in-a-lifetime" over and over again. We are here to help capture the moments that matter.

1214

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1100



# EXHIBITORS (ALPHABETICAL)

## **K-12 Tech Gear**

**1419**

458 Danbury Road Suite B-3  
New Milford, CT 06776  
Phone: 415-347-8039

Market leading Chromebook/Laptop and iPad protective covers.

## **Kajeet**

**726**

7901 Jones Branch Drive Suite 350  
McLean, VA 22102  
Phone: 301-652-2818

[www.kajeet.com/education](http://www.kajeet.com/education)

Kajeet, the only wireless service provider dedicated to kids and education, provides safe, mobile broadband for disadvantaged students who do not have Internet access outside of the classroom.

## **Kelly Educational Staffing**

**606**

425 N Andalusia Avenue  
Santa Rosa Beach, FL 32459  
Phone: 713-385-8855

[www.kellyeducationalstaffing.com](http://www.kellyeducationalstaffing.com)

Kelly Educational Staffing is a complete workforce solutions provider and is the largest provider of substitute teachers nationwide. We help districts save money and operate at peak capacity by fulfilling all talent needs.

## **Keystone Purchasing Network**

**1414**

90 Lawton Lane  
Milton, PA 17847  
Phone: 888-490-3182

[www.theKPN.org](http://www.theKPN.org)

The Keystone Purchasing Network is a national cooperative purchasing program that saves you time and money on the products that you use every day. More information and a membership application are available at [www.theKPN.org](http://www.theKPN.org).

## **KI**

**1122**

1330 Bellevue Street  
Green Bay, WI 54302-2119  
Phone: 800-424-2432

[www.ki.com](http://www.ki.com)

KI manufactures furniture and moveable walls specifically designed for high-performance learning areas, including classrooms, computer labs, lecture halls, cafes, admin office/ conference areas, lounge/breakout areas, libraries and media centers and more.

## **Cutting Edge AveNEW**

### **KnowledgeWorks**

**1607**

One West Fourth Street Suite 200  
Cincinnati, OH 45202  
Phone: 513-929-1183

[www.knowledgeworks.org](http://www.knowledgeworks.org)



We aim for every student to experience meaningful personalized learning. Explore our district conditions for scaling personalized learning, innovation pathways toward a vibrant learning ecosystem, and forecast on the future of learning.

## **Kohls/Chaps**

**501**

7111 W Indian School Road Suite 125  
Phoenix, AZ 85030  
Phone: 877-301-6400

[www.kohls.com](http://www.kohls.com)

Kohl's and Chaps have teamed up to supply a wide array of mix-and-match tops and bottoms. Perfect for uniforms, dress codes or any occasion that calls for a little dress up.



# (ALPHABETICAL) EXHIBITORS

## LifeTrack Services, Inc.

1271 Port Drive  
Clarkston, WA 99403-1852  
Phone: 800-738-6466

[www.graduate-surveys.com](http://www.graduate-surveys.com)

Graduate follow-up surveys, senior exit surveys, season-ending athletic surveys, and middle school surveys. It's much easier to impact the education of students still in your system after getting feedback from those that have gone through.

## Little Caesars Pizza Kits

2211 Woodward Avenue  
Detroit, MI 48201  
Phone: 888-452-5487

[www.pizzakit.com](http://www.pizzakit.com)

Stop by our booth to sample some delicious pizza and find out how your group can raise BIG!BIG! Dough. While at the Conference, ask one of our representatives about our Conference Sign-up Offer.

## MainStage Theatrical Supply, Inc.

8761 A Ely Road  
Pensacola, FL 32514  
Phone: 850-434-2080

[www.mainstage.com](http://www.mainstage.com)

MainStage has served the education community over 30 years. As an industry leader offering a wide range of products, services and solutions, MainStage provides anything from a replacement lamp to full design/build construction projects.

914

## MasteryPrep

7117 Florida Boulevard  
Baton Rouge, LA 70806  
Phone: 855-922-8773

[www.masteryprep.com](http://www.masteryprep.com)

Preparing your students for the ACT and other college and career testing. We offer affordable programs with proven test score increase results that help teachers and students prepare for the future.

## McPherson & Jacobson LLC

7905 L Street Suite 310  
Omaha, NE 68127  
Phone: 888-375-4814

[www.macnjake.com](http://www.macnjake.com)

McPherson & Jacobson, one of the top national search firms, has been conducting superintendent searches for Boards since 1991, and has conducted over 540 searches, including numerous national searches. We also offer board and planning workshops.

## Musco Sports Lighting, Inc.

PO Box 808  
100 First Avenue W  
Oskaloosa, IA 52577-0808  
Phone: 800-825-6020

[www.musco.com](http://www.musco.com)

For over 30 years, Musco has specialized in the design and manufacture of athletic field lighting. Musco's Light Structure Green™ offers significant advantages for your budget and for the environment.

1407

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707



L-M

EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

## NAMM Foundation

5790 Armada Drive  
Carlsbad, CA 92008-4608  
Phone: 760-438-8007 x160  
[www.namm.org](http://www.namm.org)

NAMM is the association that represents the international musical products industry. Comprised of over 9,000 member companies, NAMM promotes access to a complete education that includes music and arts instruction for all children. For more information on the SupportMusic Coalition visit [www.supportmusic.com](http://www.supportmusic.com). For more information about NAMM visit [www.namm.org](http://www.namm.org).



Titanium Sponsor

1006

## National Educators to Stop Trafficking

333 108th Avenue NE Suite 2010  
Bellevue, WA 98004  
Phone: 615-815-7068  
[www.nesteducators.org](http://www.nesteducators.org)

A teacher may be the only hope a student has from becoming a victim of human trafficking. Educators need to know the signs. NEST offers human trafficking prevention education from K-12 that equips students with the knowledge necessary for prevention.

936



## National Assessment of Educational Progress (NAEP)

1030 15th Street NW Suite 600E  
Washington, DC 20005  
Phone: 202-706-7406  
[www.nces.ed.gov/nationsreportcard](http://www.nces.ed.gov/nationsreportcard)

The National Assessment of Educational Progress (NAEP) is the largest nationally representative and continuing assessment of what students know and can do in various subjects. Its results are released as the Nation's Report Card.

1410

Silver Sponsor

## National Council of Teachers of Mathematics

1906 Association Drive  
Reston, VA 20191-1502  
Phone: 703-620-9840  
[www.nctm.org](http://www.nctm.org)

The National Council of Teachers of Mathematics is the public voice of mathematics education, providing vision, leadership, and professional development to support teachers in ensuring mathematics learning of the highest quality for all students.

1137

## National Food Service Management Institute

6 Jeanette Phillips Drive  
University, MS 38677  
Phone: 800-321-3054  
[www.nfsmi.org](http://www.nfsmi.org)

The National Food Service Management Institute develops FREE educational tools and resources, offers FREE training, and conducts and provides FREE research that helps school nutrition professionals build quality programs.

506



# (ALPHABETICAL) EXHIBITORS

## National Joint Powers Alliance

PO Box 219  
202 12th Street NE  
Staples, MN 56479  
Phone: 888-894-1930  
[www.njpacoop.org](http://www.njpacoop.org)

The National Joint Powers Alliance is a governmental agency with over 13,000 member school districts. NJPA serves all government, education and non-profit entities with nationally leveraged and competitively solicited purchasing contracts.

## National Network of Libraries of Medicine

601 W Lombard Street  
Baltimore, MD 21201  
Phone: 410-706-2855  
[nnlm.gov/sea](http://nnlm.gov/sea)

The National Library of Medicine provides free, information for health professionals, and for patients and families. Come by our booth for a hands-on demonstration of PubMed/MEDLINE. Learn about MedlinePlus, with consumer health information.

## National Peanut Board

3350 Riverwood Parkway Suite 1150  
Atlanta, GA 30339  
Phone: 866-825-7946  
[nationalpeanutboard.org](http://nationalpeanutboard.org)

The National Peanut Board (NPB) is a farmer-funded national research, promotion and education check-off program. Through NPB, growers from across the United States come together to contribute to the research and promotion of USA-grown peanuts. NPB is the go-to source for all things peanut, including delicious recipes, reliable nutrition information, and myth-busting facts about food safety and peanut allergy.

828

## Cutting Edge AveNEW

### National Runaway Safeline

3080 N Lincoln Ave  
Chicago, IL 60657  
Phone: 773-289-1724  
[www.1800runaway.org](http://www.1800runaway.org)

The National Runaway Safeline (NRS) is the DHHS federally funded national communication system offering 24/7 crisis intervention, information/referral, & mediation to runaway, homeless & at-risk youth and families, as well as educational materials.

## National School Boards Association

1680 Duke Street  
Alexandria, VA 22314-3474  
Phone: 703-838-6756  
[www.nsba.org](http://www.nsba.org)

The National School Boards Association is the leading advocate for public education. Working with and through our state associations, NSBA advocates for equity and excellence in public education through school board leadership.

## National School Foundation Association

509 Aurora Avenue Suite 406  
Naperville, IL 60540  
Phone: 866-824-8513  
[www.schoolfoundations.org](http://www.schoolfoundations.org)

The National School Foundation Association is the leader of the Pre K-12 education foundation movement, providing training and support for their development and quest to increase student achievement through philanthropic investment and involvement.

517



1606



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# EXHIBITORS (ALPHABETICAL)

## National School Public Relations Assn.

15948 Derwood Road  
Rockville, MD 20855-2123  
Phone: 301-519-0496  
[www.nspra.org](http://www.nspra.org)

National organization for building community understanding and support for schools. Professional public engagement, marketing, communication materials, resources, consulting services including communication audits and plans for accountability.

## NationalSchoolBoardLaw.com

3472 Main Street  
Emerald, PA 18080  
Phone: 610-760-2605

[www.nationalschoolboardlaw.com](http://www.nationalschoolboardlaw.com)

A comprehensive online resource for school board members, school administrators and school attorneys, which offers practical and relevant information about and trainings on the laws that affect the daily operations of public schools.

## Navajo Jewelry and Crafts

2904 18th Street  
Albuquerque, NM 87104

Beautiful, hand-crafted jewelry made by a Navajo family.

## Navistar/IC Bus

2701 Navistar Drive  
Lisle, IL 60532  
Phone: 331-332-2107  
[www.icbus.com](http://www.icbus.com)

IC Bus is the leading school bus manufacturer with a large selection of engines to meet your needs, including our new CE Series Powered by Propane. We hold our buses to a higher standard. Yours. Please visit us at [ICBus.com](http://ICBus.com) for more information.

908

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850



1222

Titanium Sponsor

## NEOLA, Inc.

3914 Clock Pointe Trail Suite 103  
Stow, OH 44224-2931  
Phone: 330-926-0514  
Toll Free: 800-407-5815  
[www.neola.com](http://www.neola.com)

Neola provides school districts with a complete service for developing and updating Board Bylaws and Policies, Administrative Guidelines/Procedures, Forms, Staff Handbooks and Student/Parent Handbooks in electronic and printed format.

810

## The New York Times

613 South Avenue  
Weston, MA 02493-2607

[www.ontheavenuemarketing.com](http://www.ontheavenuemarketing.com)

Visit the New York Times booth for reduced home delivery and receive a complimentary gift with your new subscription. The New York Times newspaper is distributed internationally and is the largest metropolitan newspaper in the United States. Although nicknamed the 'Gray Lady' for its staid appearance and style, it is frequently relied upon as the official and authoritative reference for modern events. Subscribe today!

1511

## NGI Sports/ River City Athletics, LLC

2807 Walker Road  
Chattanooga, TN 37421  
Phone: 800-835-0033  
[www.ngisports.com](http://www.ngisports.com)

NGI provides surfacing for running tracks and tennis courts, with a legacy of innovation, enduring performance, and stewardship reducing impact on the environment—finding the best materials, methods to help you play harder, higher, faster, longer.

1408



# (ALPHABETICAL) EXHIBITORS

## **NUDURA Integrated Building Technology**

10-27 Hooper Road  
Barrie, ON L4N 9S3  
Canada  
Phone: 866-468-6299  
[www.nudura.com](http://www.nudura.com)

1038



NUDURA Insulated Concrete Form structures offer superior strength, storm, sound, and fire resistance and are why the design community, developers and contractors across the world continue to choose NUDURA Integrated Building Technology.

## **Office of Justice Programs**

700 N Frederick Avenue  
Gaithersburg, MD 20879  
Phone: 301-988-9534  
[www.ojp.usdoj.gov](http://www.ojp.usdoj.gov)

529

OJP strives to enhance the Nation's ability to prevent and reduce crime. Programs include efforts to address crime, improve the criminal and juvenile justice systems, increase awareness of crime-related issues, and meet the needs of crime victims.

## **One Source The Background Check Company**

PO Box 24148  
Omaha, NE 68124  
Phone: 800-608-3645  
[www.onesourcebackground.com](http://www.onesourcebackground.com)

616

For nearly 30 years, One Source has been helping schools limit liability and make informed hiring and contract decisions. Our goal is to enhance our clients' success by providing fast, accurate and affordable results. Your People, Our Priority.

## **OpTerra Energy Services**

345 California Street Floor 19  
San Francisco, CA 94104-2640  
Phone: 800-982-6887  
[www.opterraenergy.com](http://www.opterraenergy.com)

1240

OpTerra is a new kind of energy company dedicated to helping achieve the outcomes that matter most to our public sector partners through comprehensive sustainability programs that help power progress.

## **Optoma**

3178 Laurelview Court  
Fremont, CA 94538  
Phone: 510-897-8528  
[www.optomasa.com](http://www.optomasa.com)

1601



Optoma Technology delivers projectors to educators, businesses, professional installers and consumers. Optoma's product portfolio features digital projectors for mobile or fixed installations, classrooms, auditoriums and large venues. At Optoma, we combine superior image processing with exceptional engineering to deliver images that are bright, crystal clear and finely-tuned for tone and color.

## **OraSure Technology**

220 E 1st Street  
Bethlehem, PA 18015  
Phone: 610-882-1820  
[www.orasure.com](http://www.orasure.com)

925

OraSure Technologies, the pioneers of oral fluid drug testing, offers testing products for drugs of abuse, cotinine and alcohol. The Intercept® and OraSure® Oral Fluid Tests offer laboratory confidence with oral fluid convenience. Q.E.D.®, our point-of-care alcohol test offers quantitative ethanol detection with a high correlation to blood levels.

N-O

EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

## Otter Products

209 S Meldrum Street  
Fort Collins, CO 80521  
Phone: 970-980-2022  
[www.otterbox.com](http://www.otterbox.com)

Otter Products, the maker of OtterBox and LifeProof cases for mobile devices extend the use of delicate, expensive mobile technology in the classroom and across the education system to benefit administrators, teachers and students alike.

1507

Silver  
Sponsor

## Otto Trading, Inc.

1921 Carnegie Avenue Suite C  
Santa Ana, CA 92705  
Phone: 714-540-5595  
[www.irestmassage.com](http://www.irestmassage.com)

Irestmassage is the latest generation massage device developed by the modern micro-electronic technology with a large amount of clinical practices depending on principals of physics, bionics, bioelectronics, and meridan of traditional Chinese medicine. It is a perfect unity which successfully combines the distillation of traditional Chinese medicine with modern micro-electronic technology.

641



## Outdoor Aluminum, Inc.

PO Box 118  
1989 East Highway 52  
Geneva, AL 36340  
Phone: 800-225-4249  
[www.outdooraluminum.com](http://www.outdooraluminum.com)

Manufacturer of permanent grandstands, portable bleachers, benches, picnic tables and other related outdoor seating products.

711

## Parlant Technology, Inc.

180 N University Avenue Suite 500  
Provo, UT 84601  
Phone: 800-735-2930  
[www.parentlink.net](http://www.parentlink.net)

ParentLink is the leading Mobile App provider for School Districts. The multi-lingual app, branded with District logo and colors, provides parents and community members with instant access to their choice of school and student information without accessing each school website. The District native app, with ease of use advantages over web apps, enhances user experience supporting educational communities and student achievement.

622

## PBK Architects

11 E Greenway Plaza 22nd Floor  
Houston, TX 77046-1162  
Phone: 800-938-7272  
[www.PBK.com](http://www.PBK.com)

PBK is a multidiscipline architecture and engineering firm with 10 offices in the US. Established in 1981 with a long history of design practice in the education market. PBK has an industry-leading reputation for "obsessive" client service.

715

## PCG Education

401 Church Street  
Nashville, TN 37219  
Phone: 615-983-5311  
[www.pcgeducation.com](http://www.pcgeducation.com)

PCG Education consulting solutions help schools, school districts, and state departments of education to promote student success, improve programs and processes, and optimize financial resources.

1308



# (ALPHABETICAL) EXHIBITORS

## **Penn Foster High School**

925 Oak Street  
Scranton, PA 18515  
Phone: 800-961-6407

[www.pennfostervirtualhighschool.com](http://www.pennfostervirtualhighschool.com)

Penn Foster High School is your virtual schooling partner! Penn Foster High School offers a fully accredited high school curriculum with an extensive selection of career training electives. Penn Foster can help your district to decrease dropout rates and increase student graduations by offering solutions for credit recovery, career, summer school, AP, and dropout recovery in an online format.

## **Perkins + Will**

330 N Wabash Avenue Suite 3600  
Chicago, IL 60611-3603  
Phone: 312-755-4558

[www.perkinswill.com](http://www.perkinswill.com)

We were founded on the belief that design has the power to transform our lives. By gaining a holistic view of your vision, needs and context, and adding creativity and innovation, our work solves complex problems and transforms educational missions.

## **The Pin Man— Appreciation Incentives**

PO Box 52528  
802 E 6th Street  
Tulsa, OK 74120  
Phone: 918-587-2405  
Toll Free: 800-282-0085

[www.positivepins.com](http://www.positivepins.com)

The Pin Man, supplier of lapel pins, wearables, lanyards, bags, awards and other incentives that recognize board members, administrators, educators, volunteers, parents and students. We sell over 10,000 products imprinted with custom logo or mascot.

**639**

## **popchips**

5510 Lincoln Boulevard Suite 425  
Playa Vista, CA 90094  
310-862-5847

[www.popchips.com](http://www.popchips.com)

Popchips is the innovative popped chip company that created the next generation of potato chips with its crispy and delicious line of popped products. Thanks to the magic of popping, popchips have all the flavor and half the fat of fried chips.

**1245**



## **Power Up, LLC**

579 Spoon Branch Road  
Burkesville, KY 42717  
Phone: 270-404-0866

[www.greenenergysourcesinc.com](http://www.greenenergysourcesinc.com)

Power Up is an authorized dealer for the Black Hawk Powerhouse, a patented electricity conditioning system that stands alone in Green Energy conservation products. Developed over years of research the Powerhouse has a proven track record of energy savings and increased equipment efficiency.

**1039**



## **Praesidium, Inc.**

624 Six Flags Drive Suite 110  
Arlington, TX 76011  
Phone: 800-743-6354

[www.Praesidiuminc.com](http://www.Praesidiuminc.com)

Praesidium's mission is "to help you protect those in your care from abuse and to help preserve trust in your organization." Praesidium works internationally with education clients to prevent student sexual abuse and bullying, false allegations of staff, and loss of reputation and revenue. Equip your school to manage the unique risks in the school environment, such as educator misconduct, student-to-student sexual behavior, and bullying.

**1117**

**1119**

**851**



# EXHIBITORS (ALPHABETICAL)

## Preferred Meals

5240 Saint Charles Road  
Berkeley, IL 19341  
Phone: 484-889-8545

[www.preferredmealsystems.com](http://www.preferredmealsystems.com)

We offer a quality food service system that works cohesively with your food service staff to provide healthy meals within a cost effective budget. Our “component meal system” assists in major areas such as menu planning and nutritional analysis. If you are facing financial challenges; increased costs and decreased student meal participation, come hear how our solutions can help!

1317



## Qualite Sports Lighting LLC

PO Box 765  
250 Industrial Drive  
Hillsdale, MI 49242-0765  
Phone: 800-933-9741

[www.qualite.com](http://www.qualite.com)

With Qualite’s competitively priced, highly efficient fixtures you can reduce fixture counts and energy consumption 20-40% without sacrificing any light on the field. Also included is the best spill control and warranty in the business. You’ll not only please your athletes and the community, you’ll have money left over to further enhance your facility!

1314

## Pride Surveys

3475 Oak Valley Road  
Atlanta, GA 30326  
Phone: 800-279-6361

[www.pridesurveys.com](http://www.pridesurveys.com)

Pride Surveys collect reliable data from students, teachers and parents and offer detailed reports which present valuable insight into conditions in school, at home, and in the community that can affect learning.

1132

## Randall Peterson Designs, Inc.

625 Schilling Circle NW  
Forest Lake, MN 55025  
Phone: 651-402-0362

[www.creative-artwork.com](http://www.creative-artwork.com)

Unique presentations from my 25 years of experience as a traditional artist through my “Creative Traditions” program that I have developed over the past year. Presentations that bring lessons in life through passion, persistence and patience.



1011

## ProCare Rx

1267 Professional Parkway  
Gainesville, GA 30507  
Phone: 678-248-3101

[www.procarerx.com](http://www.procarerx.com)

ProCare Rx is a national, full service PBM that has distinguished itself in technology, service, flexibility, and cost savings. We strive to provide cost-effective solutions and excellence in service.

1502

## Rave Mobile Safety

50 Speen Street  
Framingham, MA 01701  
Phone: 888-605-7164

[www.ravemobilesafety.com](http://www.ravemobilesafety.com)

Rave Mobile Safety, a leader in K-12, campus, and public safety solutions, provides innovative communication software for better emergency preparedness and faster response. Products include: Rave Panic Button, Eyewitness, Smart911, and Rave Alert.



1519



# (ALPHABETICAL) EXHIBITORS

## Ray and Associates, Inc.

4403 1st Avenue SE Suite 407  
Cedar Rapids, IA 52402-3221  
Phone: 319-393-3115  
[www.rayassoc.com](http://www.rayassoc.com)

Ray and Associates has been conducting executive searches for school districts and institutions of higher education for over 37 years. Our continued goal is finding quality leaders for America's schools and furthering their success through board effectiveness workshops.

## Cutting Edge AveNEW

### Read To Them

1011 E Main Street Suite 204  
Richmond, VA 23219  
Phone: 804-397-0035  
[www.readtothem.org](http://www.readtothem.org)

Read To Them is a non-profit organization that advances family literacy district-wide. Their One District, One Book program provides a strategy for every family in all elementary schools to read a book together, as a community, at the same time.

## Readiness and Emergency Management for Schools Technical Assistance Center

8757 Georgia Avenue Suite 1440  
Silver Spring, MD 20910-3737  
Phone: 240-485-1700  
[rems.ed.gov](http://rems.ed.gov)

The REMS TA Center serves as a hub of information and services supporting K-12 schools and districts, IHEs, and their community partners in the development of high-quality emergency operations plans.

923

## REMO, Inc.

28101 Industry Drive  
Valencia, CA 91355-4102  
Phone: 661-294-5600  
[www.remo.com/health](http://www.remo.com/health)

Remo can impact school board decisions in the areas of policy, finance and curriculum. We offer fun, rhythm-based tools for curriculum integration, classroom management, and social-emotional skill development. Our instruments and programs help maximize the effectiveness of intervention resources, integrating cross-curricular content while fostering peer support, collaboration and creativity.

1018



1604



## Renaissance Learning

2911 Peach Street  
Wisconsin Rapids, WI 54494-1905  
Phone: 715-424-3636  
[www.renaissance.com](http://www.renaissance.com)

Renaissance Learning™ is a leading provider of cloud-based assessment and teaching and learning solutions that fit the K12 classroom, improve school performance, and accelerate learning.

1114



509



## Revolution Foods

8383 Capwell Drive  
Oakland, CA 94621  
Phone: 317-730-6711  
[www.revolutionfoods.com](http://www.revolutionfoods.com)

At Revolution Foods, we support your mission of "Advancing Student Achievement," by making kid-inspired, chef-crafted food accessible to all students! We offer healthy meals in both schools and stores nationwide!

607



R  
EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

## Rising Books

PO Box 1408  
Conyers, GA 30012  
Phone: 706-342-9189  
[www.chadfoster.com](http://www.chadfoster.com)

Career Readiness resources project based, short courses for middle schools and high schools. Professional development workshop opportunities by best-selling author and nationally acclaimed speaker Chad Foster.

## RTH Processing, Inc.

1430 N Main Street  
Delphos, OH 45833  
Phone: 419-692-3000  
[www.ultimaterb.com](http://www.ultimaterb.com)

Ultimate RB, Inc. is an AMERICAN manufacturer of recycled rubber products that are used in both indoor and outdoor rubber surfacing materials. Materials have passed all criteria for ASTM & EPA testing, Leeds Score and Floor Score.

## SafeGuard

18881 US 31 N  
Westfield, IN 46074-9689  
Phone: 877-447-2305  
[www.safeguardseat.com](http://www.safeguardseat.com)

Manufacturer of school bus occupant restraint systems: school bus seats with lap and shoulder belts including the FlexSeat and integrated child seats; and S.T.A.R. add on pre-k child restraint systems for use with existing school bus seats.

727



## Satellite Shelters, Inc.

2530 Xenium Lane N Suite 150  
Minneapolis, MN 55441  
Phone: 763-551-7235  
[www.satelliteco.com](http://www.satelliteco.com)

Satellite Shelters is a national provider of mobile offices and temporary and permanent modular offices, classrooms, labs, libraries, cafeterias, dormitories and more. Visit [www.satelliteco.com](http://www.satelliteco.com), call 800-453-1299, or e-mail [inquiry@satelliteco.com](mailto:inquiry@satelliteco.com).

## SBS Portals

908 E Wayne Street  
South Bend, IN 46617  
Phone: 574-289-3361  
[www.sbsportals.com](http://www.sbsportals.com)

SBS Portals provides a Cloud Solution for: School Records Management; Instant Publishing of Board minutes/policies, etc. to Web; Electronic Agenda & Meeting Management; Student Portfolio Management; Student Requests Tracking; and Document/ Film Scanning Service.

## Scholastic Education

2270 Springlake Road #600  
Farmers Branch, TX 75006  
Phone: 800-221-5312  
[www.scholastic.com](http://www.scholastic.com)

Scholastic will showcase their latest products and services.

608

1515



937



# (ALPHABETICAL) EXHIBITORS

## School Improvement Network

32 W Center Street  
Midvale, UT 84047-7367  
Phone: 801-566-6500  
Toll Free: 800-572-1153

[www.schoolimprovement.com](http://www.schoolimprovement.com)

We are the world's largest provider of on-demand, professional learning resources for educators. These include Edivation—an award-winning set of tools and resources that helps teachers become more effective, so 100% of students are more successful.

617

Platinum Sponsor



Corporate Partner

## School Tech Supply

766 Hampshire Road #B  
Westlake Village, CA 91361  
Phone: 805-499-2580

[www.schooltechsupply.com](http://www.schooltechsupply.com)

School Tech Supply® has been a Microsoft Authorized Refurbisher for over 13 years, providing high-quality, refurbished desktops, laptops and servers and other low-cost technology products to schools, helping them to get more technology for less money and enabling them to accomplish their technology goals without sacrificing performance.

1215

## School Tours of America

9610 Long Point  
Houston, TX 77055  
Phone: 866-543-8687  
Toll Free: 866-543-8687

[www.schooltoursofamerica.com](http://www.schooltoursofamerica.com)

America's most experienced and trusted team of field trip planners. Sponsors earn free graduate credit and generous rewards while students are eligible for undergraduate credit and valuable leadership credentials for college.

940

## SchoolMessenger

718 University Avenue Suite 200  
Los Gatos, CA 95032  
Phone: 800-477-1940

[www.schoolmessenger.com](http://www.schoolmessenger.com)

Founded in 1999, SchoolMessenger is a leading provider of communication solutions for education. Thousands of school districts, public schools, colleges, universities, private schools and other educational facilities in all 50 states depend on the company's innovative solutions to engage with their communities in any language and on any device.

823

## Schoolwires, Inc.

330 Innovation Boulevard Suite 301  
State College, PA 16803  
Phone: 877-427-9413

[www.schoolwires.com](http://www.schoolwires.com)

Schoolwires is dedicated to helping K-12 districts reach their optimal level of community engagement. Our mobile and web based products and solutions enhance communication, spark collaboration and boost student achievement.

1418

Silver Sponsor

## Selective Service System

1515 Wilson Boulevard  
Arlington, VA 22209-2461  
Phone: 703-605-4108

[www.sss.gov](http://www.sss.gov)

Selective Service registration compliance keeps 18-year-old men eligible for college loans and Federal jobs.

1424

S  
EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

S  
EXHIBITORS

## Seon Design, Inc.

Unit 111—3B Burbidge Street  
Coquitlam, BC V3K 7B2  
Canada  
Phone: 877-630-7366  
[www.seon.com](http://www.seon.com)

As the World's #1 supplier of mobile video surveillance for school buses, Seon provides integrated school bus routing, live tracking, and video surveillance solutions that increase student safety while reducing school transportation costs.

## Sexual Assault Center

101 French Landing Drive  
Nashville, TN 37228  
Phone: 615-259-9055  
[www.sacenter.org](http://www.sacenter.org)

SAC has two curricula for schools: Safe@Last (K-6) and BE! (7-12). S@L teaches safe vs. unsafe touches, secrets, assertiveness, and more! Be! focuses on Bystander Intervention, Healthy Relationships, Sexual Assault Info, and Technology Safety Skills.

## SFL+A Architects

333 Fayetteville Street Suite 225  
Raleigh, NC 27601  
Phone: 919-573-6349  
[www.sfla.biz](http://www.sfla.biz)

SFL+A Architects, located in Raleigh and Fayetteville, NC, is a full-service architectural firm offering high performance building design, programming, land planning, interior design, space planning and construction administration services.

1311

## Shaw Sports Turf

185 S. Industrial Boulevard  
Calhoun, GA 30701  
Phone: 866-703-4004  
[www.shawsturf.com](http://www.shawsturf.com)

Shaw Sports Turf is a world-class manufacturer of synthetic turf, representing quality and innovation with over 1,500 installations, including high-profile installations such as the Baltimore Ravens, San Francisco 49ers, Vanderbilt University, and the University of Arkansas. Shaw Sports Turf is part of Shaw Industries, a world-renowned flooring provider and a wholly-owned subsidiary of Berkshire-Hathaway.

822

934



## Sherman Carter Barnhart Architects 1040

2405 Harrodsburg Road  
Lexington, KY 40504  
859-224-1351  
[www.scbarchitects.com](http://www.scbarchitects.com)



Sherman Carter Barnhart Architects designed the first net zero energy school in the U.S., and some of the most energy efficient schools in the region. Stop by our booth to talk with us!

906

## SIATech, Inc.

2611 Temple Heights Drive Suite A  
Oceanside, CA 92056  
Phone: 760-631-3471  
[www.siatech.org](http://www.siatech.org)

1146



SIATech is a nonprofit organization with a growing network of schools, professional development programs, and education management services that aim to end the dropout crisis. Learn more about ways SIATech can help your community at [siatech.org](http://siatech.org).



# (ALPHABETICAL) EXHIBITORS

## Siemens Industry Inc./ Building Technologies Division

1033

887 Deerfield Parkway  
Buffalo Grove, IL 60089-4547  
Phone: 847-941-6268



[www.usa.siemens.com/buildingtechnologies](http://www.usa.siemens.com/buildingtechnologies)

The Building Technologies Division of Siemens Industry, Inc. is the world market leader for safe, reliable, and energy-efficient buildings and infrastructures.

## Sifu Ed, Inc.

1217

PO Box 624  
Cascade, CO 80809  
Phone: 855-474-3886



[www.sifued.com](http://www.sifued.com)

Want to reduce grading time, increasing data points, create and view reports based upon the criteria you decide? Sifu can assist you and your district! We have an incredibly efficient online, standards-based grading system that you can access from any device. All standards are preloaded into the system and we can create custom-tailored reports to meet your unique needs. Stop by and see us today!

## Skyward, Inc.

1401

5233 Coye Drive  
Stevens Point, WI 54481-5088  
Phone: 800-236-7274

[www.skyward.com](http://www.skyward.com)

Since 1980, Skyward has been serving the K-12 Administrative software needs of school districts. Skyward's School Management System represents an integrated student and financial management software system designed to keep administrators, educators, and families connected. Skyward's software is found in over 1,700 school districts throughout the world.

## Cutting Edge AveNEW

### Slate & Tablets

1611

25 Forest Street Suite 9M  
Stamford, CT 06901  
Phone: 914-373-1086



[www.slate-tablets.com](http://www.slate-tablets.com)

Want to learn about our app, Spotlight? Download the Spotlight: Slate & Tablets app on the App Store and stop by our booth at Cutting Edge AveNEW to participate!

## Sodexo

900

283 Cranes Roost Boulevard #260  
Altamonte Springs, FL 32701  
Phone: 800-707-4060



[www.sodexoUSA.com](http://www.sodexoUSA.com)



Sodexo, enhancing the learning environment by providing student well-being solutions that improve the quality of life. From nutritious meals to clean classrooms to safe playgrounds and more, Sodexo enhances every student's ability to learn and grow.

## Source4Teachers/MissionOne

632

800 Kings Highway N Suite 405  
Cherry Hill, NJ 08034  
Phone: 877-983-2244

[www.source4teachers.com](http://www.source4teachers.com)

Source4Teachers/MissionOne places thousands of qualified substitute teachers, paraprofessionals and support staff in school districts each day. Leader in the field of recruiting, credentialing, training, and managing school personnel, Source4Teachers/MissionOne increases district efficiency, improves student productivity and provides significant financial savings.



# EXHIBITORS (ALPHABETICAL)

## Southern Bleacher Company

806

PO Box 1  
801 5th Street  
Graham, TX 76450-0001  
Phone: 800-433-0912

[www.southernbleacher.com](http://www.southernbleacher.com)

Southern Bleacher is your ticket for galvanized steel stadiums with aluminum decking. Our superior workmanship is your solid investment for new venues, renovations and additions. Choose the best...choose Southern Bleacher!

## SpedTrack

1426

3653 South Avenue  
Springfield, MO 65807  
Phone: 888-441-8449

[www.spedtrack.com](http://www.spedtrack.com)

SpedTrack™ is web-based software that revolutionizes the management of Special Education programs by allowing school districts to centralize information and processes into one comprehensive application.



## SRC Solutions Inc.

534

4647 Saucon Creek Road Suite 100  
Center Valley, PA 18034  
Phone: 888-262-9830

[www.src-solutions.com](http://www.src-solutions.com)

With more than 5 million enrollments processed each year for schools, businesses and governments, SRC Solutions is the global leader in online registration.



## SSC Service Solutions

513

1845 Midpark Road Suite 201  
Knoxville, TN 37921-5951  
Phone: 615-480-3722

[www.sscserv.com](http://www.sscserv.com)

SSC partners with educational institutions nationwide to provide quality integrated facilities programs including custodial, maintenance, and grounds services. We are committed to our customers' goals and our employees' well-being.

Silver Sponsor

## Standard for Success, LLC

1506

10741 S County Road 850 E  
Cloverdale, IN 46120-9270  
Phone: 317-902-7594

[www.standardforsuccess.com](http://www.standardforsuccess.com)

Standard For Success is an online, customizable teacher evaluation system, created by educators for educators. SFS is used by more than 500 schools & 100+ districts nationwide. SFS was a 2014 NSBA Showcase Company and touts a 100% client retention.

## Stantec

1301

5717 Legacy Drive Suite 250  
Plano, TX 75024-3689  
Phone: 214-473-2400

[www.stantec.com](http://www.stantec.com)

When it comes to creating the ultimate learning experience, Stantec makes the grade. Inspired by students, faculty and community members, we design beyond traditional standards to help build creative and warm spaces one learning community at a time.

Silver Sponsor



# (ALPHABETICAL) EXHIBITORS

## STEM Academy

733 E Dutch Creek Court  
Mdiway, UT 84049  
Phone: 888-STE-M101  
[www.stem101.org](http://www.stem101.org)

The STEM Academy is a national non-profit status organization dedicated to improving STEM literacy for all students. The practices, strategies, and programming are built upon a foundation of identified national best practices which are designed to improve under-represented minority and low-income student growth, close achievement gaps, decrease dropout rates, increase high school graduation rates and improve teacher and principal effectiveness.

## Stoneware, Inc.

11555 N Meridian Street Suite 150  
Carmel, IN 46032  
Toll Free: 888-473-9485  
[www.stone-ware.com](http://www.stone-ware.com)

Stoneware enables IT staff to deliver a Unified Cloud platform to provide access to devices, the data center, or a public cloud. Users have secure access from any device, private or school owned, for true Bring Your Own Device capability. LanSchool's integrated technology enables teacher interaction, monitoring, and control of each student. LanSchool delivers secure access in 1:1 schools implementing cost saving BYOD programs.

733

## STOP!T

1420 US Highway 206  
Bedminster Township, NJ 07921  
Phone: 203-449-7158  
[www.stopitcyberbully.com](http://www.stopitcyberbully.com)

STOP!T is a comprehensive software and services solution that mitigates, deters and controls cyber-abuse. STOP!T equips schools and organizations with streamlined incident management tools, and educates and inspires communities about cyber-safety.

635



## Student Transportation of America 601

3349 Highway 138  
Building A Suite C  
Wall Township, NJ 07719-9671  
Phone: 732-280-4200  
[www.RideSTBus.com](http://www.RideSTBus.com)

Student Transportation of America is the nation's 3rd largest and most trusted provider of school transportation services. STA provides custom transportation solutions to fit your schools' specific needs. Visit us at [www.RideSTBus.com](http://www.RideSTBus.com) to learn more!

## SUBWAY

325 Bic Drive  
Milford, CT 06461-3072  
Phone: 800-888-4848  
[www.subway.com](http://www.subway.com)

SUBWAY® restaurants has over 43,000 locations, including over 90 school locations. Three options are available with the SUBWAY® School Lunch Program: off-site delivery, on-site with a SUBWAY® franchisee, or on-site with you as the SUBWAY® franchisee.

910

S  
EXHIBITORS



# EXHIBITORS (ALPHABETICAL)

EXHIBITORS T

## TeacherMatch

4611 N Ravenswood  
Chicago, IL 60640  
Phone: 888-312-7231

[www.teachermatch.org](http://www.teachermatch.org)

TeacherMatch was founded by dedicated educators who understand that teachers are the most critical factor. We have taken a groundbreaking step forward in advancing the scientific aspects of hiring. Using cutting-edge predictive analytics on teaching effectiveness, our revolutionary platform predicts the impact of teacher candidates on student achievement and identifies the top candidates for teacher positions you need to fill in your schools.

825 & 1051



## Tetra Analytix

196 South 100 West  
Logan, UT 84321  
Phone: 435-494-4487

[www.conditions4learning.com](http://www.conditions4learning.com)

Tetra Analytix (previously Conditions4Learning), provides schools innovative data collection and reporting systems. We provide our partners with the technology to collect & analyze the “right” data that will make a difference in instruction.

634



## Tenzing Energy Solutions

20 Burton Hills Boulevard Suite 100  
Nashville, TN 37215  
Phone: 844-TEN-ZING

[www.tenzingenergy.com](http://www.tenzingenergy.com)

Tenzing Energy Solutions provides innovative energy solutions. They offer products and services, including LED Lighting and Building Control Systems that allow organizations to minimize energy usage and maximize capital utilization.

944



## Trapeze Software Group, Inc.

1100 Superior Avenue E Suite 1290  
Cleveland, OH 44114  
Phone: 888-595-4696

[www.trapezegrp.com](http://www.trapezegrp.com)

Trapeze leads the way in providing the most advanced school transportation solutions going beyond simple routing/scheduling functionalities. Affordable and Safe solutions provided and supported by an experienced staff. GPS, AVL and MDT's, OPS packages.

845

## Travel Insurance Center

8420 West Dodge Road 5th Floor  
Omaha, NE 68114  
Phone: 866-979-6753

[www.travelinsurancecenter.com](http://www.travelinsurancecenter.com)

Many schools and districts are making travel insurance mandatory for all overnight trips. Coverage includes sickness/accident medical, medical evacuation, travel delays and baggage protection. \$7.75 per person. Trip cancellation coverage available.

1326

## Test Rocker

131 Varick Street Suite 907  
New York, NY 10013-1444  
Phone: 212-675-1770

[www.testrocker.com](http://www.testrocker.com)

TestRocker provides comprehensive, online SAT and ACT prep programs that focus on strengthening conceptual knowledge through high quality video instruction. Score increases average 280 and 3-4 points, respectively.

1427



# (ALPHABETICAL) EXHIBITORS

## **TYCO SimplexGrinnell**

2005 Elm Hill Pike  
Nashville, TN 37210  
Phone: 865-201-7034

[www.tycosimplexgrinnell.com](http://www.tycosimplexgrinnell.com)

TYCO SimplexGrinnell is a Tyco International Company, providing a comprehensive array of integrated security, fire alarm, fire sprinkler, fire suppression, communications, and nurse call systems and services. SimplexGrinnell's portfolio of life-safety systems includes testing and inspection, preventive maintenance, 24/7 emergency repair and Central Service Monitoring. With one million customers, 11,700 employees, 150 local offices and over 200 years of history in the Fire business, SimplexGrinnell is the leader in the fire and life-safety industry.

## **U.S. Army**

206 9th Calvary Regiment Avenue  
Munoz Building  
Fort Knox, KY 40121  
Phone: 800-555-2769

[www.goarmy.com](http://www.goarmy.com)

ArmyEdSpace.com provides students, parents, and educators with access to a robust directory of programs, resources and education news. Whether learning more about the variety of no-cost programs available or considering the military as a future option, the site is designed to familiarize users with a host of educational programs, opportunities and effective tools to empower America's youth to make informed decisions for the future.

**626**

## **USBAFlex**

860 East 9085 South  
Sandy, UT 84094  
Phone: 877-872-2125

[www.usbaflex.com](http://www.usbaflex.com)

USBAFlex is a comprehensive service provider endorsed by NSBA that administers tax free benefit accounts such as: Flexible Spending Arrangements, Health Savings Accounts, and Transportation/Parking Benefits.

Service Partner

## **VARtek Services, Inc.**

1785 S Metro Parkway  
Dayton, OH 45459  
Phone: 800-954-2524

[www.Vartek.com](http://www.Vartek.com)

VARtek has been exclusively serving the K-12 school marketplace for more than 20 years! We are the industry leader in providing managed technology solutions that enhance learning. VARtek provides a multi-year technology outsourcing solution that includes all key elements to ensure a complete working technology environment. The VARtek solution includes: equipment, labor resources, and software.

## **Verify Residence.com**

4400 US Highway 9 Suite 1000  
Freehold, NJ 07728-1383  
Phone: 800-836-2994

[www.VerifyResidence.com](http://www.VerifyResidence.com)

School districts can now quickly audit their entire student roster to identify suspect unauthorized out-of-district students using our unique proprietary database technology. Our Student Residence Database Audit helps to identify residence fraud.

**1219**

**1210**



Platinum Sponsor

T-V

EXHIBITORS



1680 Club



Green Zone



First Time Exhibitor



Marketplace



Music & Arts Main Street

# EXHIBITORS (ALPHABETICAL)

## VH1 Save the Music Foundation

1009

1515 Broadway 20th Floor  
New York, NY 10036  
Phone: 212-846-7155

[www.vh1savethemusic.org](http://www.vh1savethemusic.org)

VH1 Save The Music Foundation is committed to ensuring that music instruction is a core component to a complete education. We partner with public schools to give children the tools and confidence to excel in academics and in life.



## VS America, Inc.

1000

1940 Abbott Street  
Charlotte, NC 28203-4493  
Phone: 704-378-6500

[www.vs-network.com](http://www.vs-network.com)

VS, founded in 1898, is an innovative furniture manufacturer who develops, manufactures, and sells a broad range of high-quality furniture for the K-12, higher education and corporate market all over the world.



## Walmart

1444

7111 W Indian School Road #125  
Phoenix, AZ 85033-3133  
Phone: 877-301-6400

[www.walmart.com](http://www.walmart.com)

Walmart stores, including Walmart.com, provides top value with George School Wear and is America's #1 outlet for families with students in uniforms, dress codes and spirit days. Walmart stores serve millions of people each day-and we do our best to ensure that the products on our shelves reflect the diverse needs and wants of our customers.

## Watch D.O.G.S.

836

1600 W Sunset Avenue Suite B  
Springdale, AR 72762  
Phone: 888-540-3647

[www.fathers.com/watchdogs](http://www.fathers.com/watchdogs)

Watch D.O.G.S.® is an innovative program focusing on education and safety in schools by using the positive influence of fathers and father-figures to provide an unobtrusive fathering presence, and a positive and active role-model for students.



## What Works Clearinghouse

938

600 Alexander Park Suite 100  
Princeton, NJ 08540  
Phone: 609-945-3389

[ies.ed.gov/ncee/wwc](http://ies.ed.gov/ncee/wwc)

The What Works Clearinghouse (WWC) was established in 2002 as an initiative of the Institute for Education Sciences (IES) at the U.S. Department of Education. The WWC is administered by the National Center for Education Evaluation within IES.



## WhisperRoom, Inc.

1014

109 S Northshore Drive Suite 303  
Knoxville, TN 37919  
Phone: 800-200-8168

[www.whisperroom.com](http://www.whisperroom.com)

WhisperRoom, Inc. is the leading manufacturer of portable/modular sound isolation booths. WhisperRooms are used for recording, practice, voice-over, broadcasting, and many more. E-mail us at [info@whisperroom.com](mailto:info@whisperroom.com).



# (ALPHABETICAL) EXHIBITORS

## WhyTry

5455 N River Run Drive  
Provo, UT 84604  
Phone: 866-949-8791

[whytry.org](http://whytry.org)

WhyTry's Founder, Christian Moore, developed a series of 10 visual analogies designed to catch students' attention while teaching them important life concepts. This program has been used in 16,000 organizations worldwide.

## Wight & Co.

2500 N Frontage Road  
Darien, IL 60561  
Phone: 630-969-7000

[www.wightco.com](http://www.wightco.com)

Founded in 1939, Wight & Company specializes in providing comprehensive architecture, engineering, and construction services to PK-12 clients. Wight is the first company to receive the Sustainable Performance Institute's Green Firm Certification, and our extensive LEED design portfolio includes one of the first LEED-Certified high schools and the first LEED-Silver Early Childhood Center in the United States.

## WorldStrides

218 W Water Street Suite 400  
Charlottesville, VA 22902-5062  
Phone: 434-951-5061

[www.worldstrides.org](http://www.worldstrides.org)

WorldStrides is the nation's largest and most respected accredited travel organization, helping 300,000 students travel each year to destinations in more than 90 countries. Our programs are marked by exceptional service, a superior safety record, and a personalized approach to educational travel that is unmatched in the field.

826



## Zeager Brothers, Inc.

4000 E Harrisburg Pike  
Middletown, PA 17057-4651  
Phone: 800-346-8524

[www.zeager.com](http://www.zeager.com)

Zeager is a leading North American manufacturer offering a variety of recreation surfaces that meet ADA, ASTM, CPSC and CSA standards. WoodCarpet sets the standard, WoodCarpet Mats dramatically reduce maintenance and Bonded WoodCarpet is the best-in-class. WoodCarpet is affordable and upgradable. Or go synthetic and unitary with RecGrass or RecMats.

## zSpace, Inc.

490 De Guigne Drive 200  
Sunnyvale, CA 94085  
Phone: 408-498-4050

[edu.zspace.com](http://edu.zspace.com)

The zSpace STEM Lab is an educational platform for K-12 students, which consist of interactive, virtual reality desktops and education software based on Next Generation Science Standards.

1107



1500



W-Z

EXHIBITORS



# EXHIBITORS (PRODUCT OR SERVICE)

## Anti-Violence & Crime Prevention Programs & Materials

ClearBackpacks.com .....	1422
D.A.R.E America .....	724
The Hawn Foundation .....	723
IDville .....	1510
Office of Justice Programs .....	529
Rave Mobile Safety .....	1519
STOP!T .....	635
U.S. Army .....	1501
WhyTry .....	826

## Associations, Foundations, Educational & Public Service Organizations

The American Legion .....	719
Ayn Rand Institute .....	1328
BuyBoard .....	1216
Champions .....	500
CREC (Capitol Region Education Council) .....	1247
DocuSign .....	1139
Eddie Eagle .....	1417
EdLeader21 .....	838
Energy Tomorrow .....	1037
Food Research and Action Center/Center on Budget and Policy Priorities .....	508
International Baccalaureate Organization .....	929
International Training Institute .....	717
KnowledgeWorks .....	1607
NAMM Foundation .....	1006
National Council of Teachers of Mathematics .....	1137
National Joint Powers Alliance .....	828
National Peanut Board .....	728
National School Boards Association .....	922
National School Foundation Association .....	1517
National School Public Relations Assn. ....	908
Read To Them .....	1604
SIATech, Inc. ....	1146

STEM Academy .....	733
VH1 Save the Music Foundation .....	1009
Watch D.O.G.S. ....	836

## Athletic/Playground Equipment, Products & Services

A-Turf .....	840
FieldTurf & Tarkett Sports .....	714
Hellas Construction .....	638
Interkal, LLC .....	1415
International Mulch Company .....	1036
Keystone Purchasing Network .....	1414
LifeTrack Services, Inc. ....	914
Qualite Sports Lighting LLC .....	1314
RTH Processing Inc. ....	817
Zeager Brothers, Inc. ....	1107

## At-Risk Students & Suicide Prevention Programs & Materials

EDgear, LLC .....	815
Food Research and Action Center/Center on Budget and Policy Priorities .....	508
The Hawn Foundation .....	723
National Educators to Stop Trafficking .....	936
National Runaway Safeline .....	1606
REMO, Inc. ....	1018
SIATech, Inc. ....	1146
WhyTry .....	826

## Audio-Visual Materials & Equipment

Anchor Audio .....	1345
Information Transport Solutions, Inc. ....	1523
Optoma .....	1601
WhisperRoom, Inc. ....	1014

## Awards/Incentives Products & Programs

Jostens .....	1100
Navajo Jewelry and Crafts .....	850
The Pin Man—Appreciation Incentives .....	851

# (PRODUCT OR SERVICE) EXHIBITORS

## Books, Magazines & Periodicals

Ayn Rand Institute.....	1328
Buck Institute for Education.....	834
District Administration Magazine.....	808
National School Boards Association.....	922
The New York Times.....	1511
Rising Books.....	727

## Career & College Preparatory Programs & Materials

AVID Center.....	827
Connections Learning by Pearson.....	611
CyberPatriot.....	732
Globaloria.....	1416
International Training Institute.....	717
Jostens.....	1100
MasteryPrep.....	1407
National Council of Teachers of Mathematics.....	1137
National FFA Organization.....	1307
Rising Books.....	727
Selective Service System.....	1424
STEM Academy.....	733
Test Rocker.....	1427
U.S. Army.....	1501
WorldStrides.....	1134

## Classroom Equipment & Accessories

Anchor Audio.....	1345
Datum Storage Solutions.....	735
ESSDACK.....	536
Griffin Technology.....	1409
Gumdropcases.....	1233
Higher Ground.....	722
Optoma.....	1601
Otter Products.....	1507
School Tech Supply.....	1215
VS America, Inc.....	1000
zSpace, Inc.....	1500

## Communications Equipment & Services

Anchor Audio.....	1345
FPL FiberNet.....	1115
Hitech Assets, Inc.....	618
Information Transport Solutions, Inc.....	1523
Innovation Wireless.....	835
Kajeet.....	726
Parlant Technology, Inc.....	622
SchoolMessenger.....	823
TYCO SimplexGrinnell.....	626

## Computer Hardware

Griffin Technology.....	1409
Gumdropcases.....	1233
Hard Candy Cases.....	718
Hitech Assets, Inc.....	618
Hitouch Business Services.....	614
Kajeet.....	726
School Tech Supply.....	1215
zSpace, Inc.....	1500

## Computer Software

CyberPatriot.....	732
DocuSign.....	1139
EDgear, LLC.....	815
Education Logistics Inc.....	1318
Goalbook.....	519
GuideK12.....	935
Hobsons.....	510
Imagine Learning Inc.....	1133
Parlant Technology, Inc.....	622
Renaissance Learning.....	1114
SBS Portals.....	1515
Skyward, Inc.....	1401
Slate & Tablets.....	1611
SpedTrack.....	1426
Standard for Success, LLC.....	1506
Stoneware, Inc.....	725
Trapeze Software Group, Inc.....	845
zSpace, Inc.....	1500

# EXHIBITORS (PRODUCT OR SERVICE)

## Computer-Assisted Instruction & Training

Connected Learning Consultants.....	729
Educational Informatics.....	1319
Gumdropcases.....	1233
Higher Ground.....	722
Imagine Learning, Inc.....	1133
NationalSchoolBoardLaw.com.....	941
Renaissance Learning.....	1114
School Improvement Network.....	617
Stoneware, Inc.....	725
Tetra Analytix.....	634

## Consulting Services

aha! Process, Inc.....	734
American Institutes for Research.....	511
Arthur J. Gallagher & Co.....	1324
Buck Institute for Education.....	834
Decisioninsite.....	1315
DocuSign.....	1139
EdLeader21.....	838
Education Logistics Inc.....	1318
ESSDACK.....	536
First Student, Inc.....	1106
From The Heart International Educational Services.....	916
Heery International.....	1206
McPherson & Jacobson LLC.....	1306
National School Public Relations Association.....	908
NEOLA, Inc.....	810
PCG Education.....	1308
Pride Surveys.....	1132
Ray and Associates, Inc.....	923
Read To Them.....	1604
Sodexo.....	900
Standard for Success, LLC.....	1506
Stantec.....	1301

## Curricular Materials & Resources

The American Legion.....	719
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AVID Center.....	827
Ayn Rand Institute.....	1328
Buck Institute for Education.....	834
CareerSafe.....	637
CATCH—Coordinated Approach to Child Health.....	1514
Connections Learning by Pearson.....	611
CyberPatriot.....	732
Globaloria.....	1416
Goalbook.....	519
Hands-On Equations.....	829
Imagine Learning, Inc.....	1133
International Baccalaureate Organization.....	929
MasteryPrep.....	1407
National Council of Teachers of Mathematics.....	1137
National Educators to Stop Trafficking.....	936
National Runaway Safeline.....	1606
Selective Service System.....	1424
Sexual Assault Center.....	934
Sifu Ed, Inc.....	1217
STEM Academy.....	733

## Distance Learning Systems, Interactive Television & Satellite Uplinking

Connections Learning by Pearson.....	611
Education Networks of America.....	1400
Penn Foster High School.....	639
School Tours of America.....	940
Stoneware, Inc.....	725

## Driver Education & Driver Safety Programs & Materials

Navistar/IC Bus.....	1222
Student Transportation of America.....	601

## Energy Services and Energy Smart Solutions

ABM.....	1032
Energy Tomorrow.....	1037

# (PRODUCT OR SERVICE) EXHIBITORS

Johnson Controls, Inc. ....	917
MainStage Theatrical Supply, Inc. ....	1016
OpTerra Energy Services.....	1240
Siemens Industry Inc./ Building Technologies Division.....	1033
Tenzing Energy Solutions.....	944

## Equipment Maintenance, Repair & Refurbishing

ELKAY.....	1144
HSM Solutions.....	628

## Facilities Design, Construction & Consulting

A-Lert Roof Systems.....	1516
ATS&R Planners/Architects/Engineers.....	918
BEARACADE Door Control System .....	1322
Cannon Design.....	1218
Cope Associates, Inc. Architecture.....	525
DLR Group .....	909
Education Facilities Clearinghouse .....	518
Eppstein Uhen Architects   J.H. Findorff & Sons.....	939
Fanning Howey .....	1300
Forbo Flooring.....	523
Heery International .....	1206
Hellas Construction .....	638
PBK Architects.....	715
Perkins + Will .....	1119
SFL+A Architects .....	906
Sherman Carter Barnhart Architects.....	1040
Southern Bleacher Company.....	806
Stantec .....	1301
Wight & Co.....	1111

## Facilities Maintenance & Equipment

ABM .....	1032
Aramark K-12 Education.....	706
ATS&R Planners/Architects/Engineers.....	918
BEARACADE Door Control System .....	1322
Education Facilities Clearinghouse .....	518

Excel Dryer Corporation.....	1411
GCA Education Services.....	800
Hitouch Business Services.....	614
International Mulch Company .....	1036
Johnson Controls, Inc. ....	917
Sodexo .....	900
SSC.....	513
Tenzing Energy Solutions.....	944
TYCO SimplexGrinnell .....	626

## Facility Assessments

ATS&R Planners/Architects/Engineers.....	918
Cannon Design.....	1218
DLR Group .....	909
Education Facilities Clearinghouse .....	518
Eppstein Uhen Architects   J.H. Findorff & Sons.....	939
Heery International .....	1206
Johnson Controls, Inc. ....	917
PBK Architects.....	715
SFL+A Architects .....	906
Stantec .....	1301
Tenzing Energy Solutions.....	944
Wight & Co.....	1111

## Floor Coverings, Maintenance & Equipment

A-Turf .....	840
FieldTurf & Tarkett Sports .....	714
Forbo Flooring.....	523
RTH Processing, Inc. ....	817

## Food Service Management, Equipment & Products

Aramark K-12 Education.....	706
Chartwells School Dining Services .....	600
ELKAY.....	1144
Food Research and Action Center/Center on Budget and Policy Priorities.....	508
National Food Service Management Institute .....	506
popchips.....	1245

# EXHIBITORS (PRODUCT OR SERVICE)

Preferred Meals.....	1317
Revolution Foods.....	607
Sodexo.....	900
SUBWAY.....	910

## Fundraising Programs & Services

Daktronics.....	505
Little Caesars Pizza Kits.....	1406
National School Foundation Association.....	1517
The Pin Man—Appreciation Incentives.....	851
School Tours of America.....	940

## Furnishings for Classrooms, Cafeteria, Lounge, Office & Library

Datum Storage Solutions.....	735
Hitouch Business Services.....	614
Keystone Purchasing Network.....	1414
KI.....	1122
VS America, Inc.....	1000

## Health Education Programs & Materials

CATCH—Coordinated Approach to Child Health.....	1514
Colonial Life.....	954
D.A.R.E America.....	724
EDgear, LLC.....	815
Educational Informatics.....	1319
Enovative Technologies.....	1235
The Hawn Foundation.....	723
National Food Service Management Institute.....	506
National Network of Libraries of Medicine.....	517
OraSure Technology.....	925
ProCare Rx.....	1502
REMO, Inc.....	1018
Sexual Assault Center.....	934

## Heating, Ventilating, Air Conditioning Systems, Equipment, Controls & Parts

Siemens Industry Inc./ Building Technologies Division.....	1033
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## Independent Study Programs & Materials

Penn Foster High School.....	639
School Tours of America.....	940
SIATech, Inc.....	1146
Test Rocker.....	1427
WorldStrides.....	1134

## Insurance, Employee Benefits & Financial Services

American Fidelity Assurance Co.....	819
Arthur J. Gallagher & Co.....	1324
Colonial Life.....	952
One Source The Background Check Company.....	616
ProCare Rx.....	1502
Travel Insurance Center.....	1326
USBAFlex.....	945

## Internet Resources

Education Networks of America.....	1400
Expanded Learning and Afterschool Project.....	507
Internet Keep Safe Coalition.....	1508
National Food Service Management Institute.....	506
National School Boards Association.....	922
Schoolwires, Inc.....	1418
Verify Residence.com.....	1210

## Janitorial Services/Cleaning Supplies & Equipment

ABM.....	1032
Aramark K-12 Education.....	706
Excel Dryer Corporation.....	1411
GCA Education Services.....	800
SSC.....	513

# (PRODUCT OR SERVICE) EXHIBITORS

## Legal Services

Verify Residence.com ..... 1210

## Lighting Fixtures & Controls

MainStage Theatrical Supply, Inc. .... 1016

Musco Sports Lighting, Inc. .... 707

Qualite Sports Lighting LLC ..... 1423

## Miscellaneous

Colonial Life ..... 952

Hobsons ..... 510

Ideal Jewelry ..... 953

Innovation Wireless ..... 835

Interlocal Purchasing System (TIPS) ..... 610

Kelly Educational Staffing ..... 606

LifeTrack Services, Inc. .... 914

Navajo Jewelry and Crafts ..... 850

NEOLA, Inc. .... 810

Watch D.O.G.S. .... 836

## Mobile, Relocatable & Modular Buildings & Classrooms

Keystone Purchasing Network ..... 1414

Satellite Shelters, Inc. .... 608

WhisperRoom, Inc. .... 1014

## Music and Arts Education Programs, Instruments

Educational Informatics ..... 1319

NAMM Foundation ..... 1006

Randall Peterson Designs, Inc. .... 1011

REMO, Inc. .... 1018

VH1 Save the Music Foundation ..... 1009

## Roofing Materials, Accessories, Coatings/Sealant & Roofing Services

A-Lert Roof Systems ..... 1516

## Safety Education Programs & Materials

CareerSafe ..... 637

Eddie Eagle ..... 1417

Guard Safe ..... 1610

National Educators to Stop Trafficking ..... 936

Praesidium, Inc. .... 1117

Readiness and Emergency Management  
for Schools Technical Assistance  
Center ..... 509

Sexual Assault Center ..... 934

STOP!T ..... 635

## Safety Security Equipment, Devices & Systems

The Barracuda Intruder Defense System .. 1238

BEARACADE Door Control System ..... 1322

ClearBackpacks.com ..... 1422

First Student, Inc. .... 1106

Guard Safe ..... 1610

IDville ..... 1510

Innovation Wireless ..... 835

IntraLogic Solutions ..... 927

Rave Mobile Safety ..... 1519

Seon Design Inc. .... 1311

Siemens Industry Inc./  
Building Technologies Division ..... 1033

STOP!T ..... 635

TYCO SimplexGrinnell ..... 626

## Scholarships & Financial Aid

The American Legion ..... 719

National FFA Organization ..... 1307

U.S. Army ..... 1501

## School Board Member Training Programs & Materials

BoardDocs ..... 700

EduPortal e-Convence/TransACT  
Communications, Inc. .... 1200

From The Heart International  
Educational Services ..... 916

Hazard, Young, Attea & Associates, Ltd. .... 932

iSchool Initiative ..... 1552

McPherson & Jacobson LLC ..... 1306

NationalSchoolBoardLaw.com ..... 941

# EXHIBITORS (PRODUCT OR SERVICE)

Ray and Associates, Inc. ....	923
Readiness and Emergency Management for Schools Technical Assistance Center .....	509
SBS Portals.....	1515

## School Management & Education Reform

aha! Process, Inc.....	734
Connected Learning Consultants.....	729
From The Heart International Educational Services .....	916
Internet Keep Safe Coalition .....	1508
iSchool Initiative.....	1552
KnowledgeWorks .....	1607
LifeTrack Services, Inc.....	914
One Source The Background Check Company.....	616
PCG Education .....	1308
Pride Surveys .....	1132
Standard for Success, LLC.....	1506
Tetra Analytix.....	634

## School Uniforms

Classroom School Uniforms.....	833
ClearBackpacks.com .....	1422
French Toast Official School Wear .....	907
JC Penney/IZOD Schoolwear .....	1214
Kohls/Chaps.....	501
Walmart .....	1444

## School-Community Relationships

aha! Process, Inc.....	734
BoardDocs .....	700
Cannon Design.....	1218
CATCH—Coordinated Approach to Child Health .....	1514
Champions.....	500
District Administration Magazine.....	808
EduPortal e-Convence/TransACT Communications, Inc. ....	1200

Eppstein Uhen Architects   J.H. Findorff & Sons.....	939
Expanded Learning and Afterschool Project.....	507
Jostens.....	1100
National School Foundation Association.....	1517
National School Public Relations Association .....	908
Parlant Technology, Inc. ....	622
Read To Them.....	1604
SchoolMessenger.....	823
Schoolwires, Inc. ....	1418
Slate & Tablets.....	1611
Watch D.O.G.S. ....	836

## Scoreboards/Message Signs & Related Products

Daktronics.....	505
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## Seating for Auditorium/Stadium

Interkal, LLC.....	1415
KI.....	1122
Outdoor Aluminum, Inc.....	711
Southern Bleacher Company.....	806

## Special Education Programs, Materials & Products

D.A.R.E America .....	724
Goalbook.....	519
HSM Solutions.....	628
SpedTrack .....	1426
WhyTry .....	826

## Sports Surfacing

A-Turf.....	840
FieldTurf & Tarkett Sports .....	714
Hellas Construction .....	638
International Mulch Company.....	1036
NGI Sports/River City Athletics, LLC .....	1408
RTH Processing, Inc. ....	817

# (PRODUCT OR SERVICE) EXHIBITORS

Shaw Sports Turf .....	822
Zeager Brothers, Inc. ....	1107

## Staff Recruiting & Development Programs

AVID Center .....	827
Hazard, Young, Attea & Associates, Ltd. ....	932
International Society for Technology in Education.....	1310
Kelly Educational Staffing.....	606
McPherson & Jacobson LLC.....	1306
One Source The Background Check Company.....	616
Ray and Associates, Inc. ....	923
School Improvement Network .....	617
Source4Teachers/MissionOne .....	632
TeacherMatch.....	1051

## Stage Equipment

MainStage Theatrical Supply, Inc.....	1016
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## Technology Resources

Blue Bird Corp.....	522
BoardDocs .....	700
Connected Learning Consultants.....	729
Decisioninsite.....	1315
Drawp for School.....	1007
EduPortal e-Convence/ TransACT Communications, Inc.....	1200
ESSDACK.....	536
Globaloria.....	1416
Griffin Technology.....	1409
Higher Ground.....	722
Hitech Assets, Inc. ....	618
Hobsons.....	510
Information Transport Solutions, Inc. ....	1523
International Society for Technology in Education.....	1310
Internet Keep Safe Coalition .....	1508
iSchool Initiative.....	1552
K-12 Tech Gear .....	1419
Kajeet .....	726

Otter Products.....	1507
PCG Education .....	1308
SBS Portals.....	1515
School Improvement Network .....	617
School Tech Supply .....	1215
SchoolMessenger .....	823
Schoolwires, Inc. ....	1418
Sifu Ed, Inc. ....	1217
Slate & Tablets.....	1611
Student Transportation of America.....	601
Trapeze Software Group Inc. ....	845
VARtek Services, Inc. ....	1219
Verify Residence.com .....	1210

## Tests, Testing & Evaluation Systems & Accreditation

Hazard, Young, Attea & Associates, Ltd. ....	932
MasteryPrep.....	1407
OraSure Technology.....	925
Pride Surveys .....	1132
Sifu Ed, Inc.....	1217
Test Rocker.....	1427
Tetra Analytix.....	634

## Transportation Products & Services

Blue Bird Corp.....	522
Decisioninsite.....	1315
Durham School Services .....	816
Education Logistics, Inc.....	1318
First Student, Inc. ....	1106
HSM Solutions.....	628
Navistar/IC Bus.....	1222
SafeGuard.....	1109
Seon Design, Inc. ....	1311
Student Transportation of America.....	601
Trapeze Software Group, Inc. ....	845
WorldStrides.....	1134

## U.S. Government Activities & Services

Federal Deposit Insurance Corp.....	1232
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# EXHIBITORS (PRODUCT OR SERVICE)

National Joint Powers Alliance.....	828	National FFA Organization .....	1307
National Network of Libraries of Medicine.....	517	Penn Foster High School .....	639
Office of Justice Programs .....	529	WhisperRoom, Inc.....	1014
Readiness and Emergency Management for Schools Technical Assistance Center .....	509	<b>Wall Systems, Wall Coverings &amp; Graffiti-Resistant Surfaces</b>	
Selective Service System.....	1424	KI.....	1122
What Works Clearinghouse.....	938	NUDURA Integrated Building Technology.....	1038
<b>Vocational Education &amp; Technical Training Programs &amp; Products</b>		<b>Washroom Partitions, Plumbing Fixtures &amp; Related Products</b>	
CareerSafe.....	637	ELKAY.....	1144
International Training Institute .....	717	Excel Dryer Corporation.....	1411



April 9-11, 2016

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SEE YOU IN BOSTON!**

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# ABOUT NSBA

## About NSBA

### *The Leading Advocate for Public Education*



National **School Boards** Association

The National School Boards Association (NSBA) is a not-for-profit 501(c)(3) organization that represents state associations of school boards and their more than 90,000 school board members across the United States. These local officials govern more than 13,600 local school districts serving the nation's 50 million public school students. Working with and through member state associations, NSBA advocates for equity and excellence in public education through school board leadership.

NSBA advocates for local school boards as the ultimate expression of grassroots democracy. In response to growing challenges facing public education and local school governance, NSBA is engaging in a more assertive approach to advocacy in the legislative, legal, and public arenas. The association's ambitious and aggressive advocacy agenda aims to shape the debate about public education and counter the efforts of for-profit critics who endanger this vital institution.

NSBA achieves its mission by representing the school board perspective in working with federal government agencies and national organizations that impact education, and providing relevant information and services to state associations of school boards throughout the nation. The association views education as a civil right necessary to the dignity and freedom of the American people, and believes that all children should have equal access to a public school education. Our nation's school boards play a pivotal role in advancing student achievement—envisioning the future of education in local communities; establishing a structure and environment that allows all students to reach their maximum potential; providing accountability to the community on student outcomes; and serving as the key advocate for school-age children and public schools.

NSBA policy is determined by a 150-member Delegate Assembly of local school board members who represent their state associations of school boards. The 25-member Board of Directors translates this policy into action. Programs and services are administered by the NSBA Executive Director and a nearly 80-person staff. The NSBA headquarters is located in Alexandria, Virginia, part of the metropolitan Washington, D.C. area.

Founded in 1940, 2015 marks the 75th year of operation of NSBA. Join us in our important work to stand up for public schools and advocate on behalf of America's public schoolchildren.

#### **National School Boards Association**

1680 Duke Street

Alexandria, Virginia 22314

Phone: 703-838-6722 Fax: 703-683-7590

E-Mail: [info@nsba.org](mailto:info@nsba.org) Web: [www.nsba.org](http://www.nsba.org)

## 2014-2015 BOARD OF DIRECTORS

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Kellyville Public Schools



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Laurel School District



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Shelby County Board of Education

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District



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Houston, TX  
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School District



**Judy Lair**  
Piqua, KS  
Woodson County USD 366  
Board of Education

\*Executive Committee Member

# ABOUT NSBA

## DIRECTORS



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AOS 98 –  
Rocky Channels



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South Kingstown  
School District



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Hartford City, IN  
Blackford County  
Schools



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Santa Rosa, CA  
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**Timothy R. Sivertson\***  
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Elk Mound School  
District



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Alpine  
School District



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School District

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**Lillian Tafoya**  
Bakersfield, CA  
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**Van Henri White**  
Rochester, NY  
Rochester City School District

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NSBA Executive Director  
Alexandria, VA



**Gregory J. Guercio**  
Farmingdale, NY



**Karen Echeverria\***  
Boise, ID

### **\*Executive Committee Member**

As Approved by the Delegate Assembly – Friday, April 4, 2014, New Orleans, Louisiana

## NSBA PAST PRESIDENTS

President		Service State	President		Service State
David A. Pickler	2013-2014	Tennessee	Cecil L. Gilliatt*	1975-1976	North Carolina
C. Ed Massey	2012-2013	Kentucky	Philip B. Swain*	1974-1975	Washington
Mary Broderick	2011-2012	Connecticut	Barbara Reimers	1973-1974	Connecticut
Earl C. Rickman III	2010-2011	Michigan	F. E. 'Bud' Phillips*	1972-1973	Iowa
C. H. 'Sonny' Savoie	2009-2010	Louisiana	Kenneth E. Buhrmaster*	1971-1972	New York
Barbara L. Bolas	2008-2009	Pennsylvania	George E. Ewan	1970-1971	Wyoming
Norman D. Wooten	2007-2008	Alaska	Boardman W. Moore*	1969-1970	California
E. Jane Gallucci	2006-2007	Florida	R. Winfield Smith*	1968-1969	Pennsylvania
Joan E. Schmidt	2005-2006	Montana	Ruth Mancuso*	1967-1968	New Jersey
George H. McShan	2004-2005	Texas	Joseph Ackerman*	1966-1967	Illinois
Carol C. Brown	2003-2004	Arkansas	Edna Paul*	1965-1966	Minnesota
Mossi W. White	2002-2003	Utah	W. Leonard Robinson*	1964-1965	Georgia
James R. Ruhland	2001-2002	Virginia	Helen N. Radke*	1963-1964	Washington
Clarice L. Chambers*	2000-2001	Pennsylvania	Cyrus M. Higley*	1962-1963	New York
Mary Ellen Maxwell	1999-2000	North Carolina	Theodore C. Sargent*	1961-1962	Massachusetts
Barbara M. Wheeler	1998-1999	Illinois	Roy O. Frantz*	1960-1961	Colorado
William B. Ingram*	1997-1998	California	Robert E. Willis*	1959-1960	Florida
Sammy J. Quintana	1996-1997	New Mexico	Carl B. Munck*	1958-1959	California
Roberta G. Doering	1995-1996	Massachusetts	Everett N. Luce*	1957-1958	Michigan
Boyd W. Boehlje	1994-1995	Iowa	Taylor Hicks*	1956-1957	Arizona
William M. Soult*	1993-1994	Colorado	O. H. Roberts*	1955-1956	Indiana
E. Harold Fisher	1992-1993	Mississippi	Jesse G. Stratton*	1954-1955	Oklahoma
Arlene R. Penfield	1991-1992	New York	Clifton B. Smith*	1953-1954	New York
Martha C. Fricke*	1990-1991	Nebraska	Frank H. Trotter*	1951-1953	Tennessee
James R. Oglesby	1989-1990	Missouri	Paul Elliot*	1949-1951	California
Leonard Rovins*	1988-1989	Connecticut	David J. Rose*	1947-1949	North Carolina
Jonathan T. Howe	1987-1988	Illinois	Arthur J. Crowley*	1945-1947	New York
Nellie C. Weil*	1986-1987	Alabama	Florence C. Porter*	1940-1945	California
Mack J. Spears*	1985-1986	Louisiana			
Ted J. Comstock*	1984-1985	Idaho			
M. Joan Parent	1983-1984	Minnesota			
Rayma C. Page*	1982-1983	Florida			
Robert V. Haderlein	1981-1982	Kansas			
Jean Tufts*	1980-1981	New Hampshire			
Hiroshi Yamashita*	1979-1980	Hawaii			
Margaret S. Buvinger*	1978-1979	Oklahoma			
Will D. Davis	1977-1978	Texas			
George W. Smith	1976-1977	California			

### \*Deceased

All past presidents of NSBA are members of the NSBA Past Presidents Council which meets during the conference under the chairmanship of the Immediate Past President and reports to the NSBA Board of Directors immediately following the close of the conference.

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Thomas J. Gentzel, 2012–present

### Executive Emeriti

Anne L. Bryant, 1996-2012  
 Thomas A. Shannon, 1977-1996  
 Harold V. Webb\*, 1961-1977  
 W. A. Shannon, 1956-1961  
 Edward M. Tuttle\*, 1949-1956

\*Deceased

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NSBA President and Executive Director serve as *ex officio* members of all committees.

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### Delegate Assembly Credentials

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**Sonya Wrisley**, Principal, Design39 Campus, Poway Unified School District, San Diego, CA

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**Pete Just**, Chief Technology Officer, Metropolitan School District of Wayne Township, Indianapolis, IN

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## NEW YORK

**John Calvert**, Computer Teacher, Scarsdale Public Schools, Quaker Ridge Elementary School, Scarsdale, NY

**Tracy Rudzitis**, Teacher, M.S. M245 The Computer School, New York, NY

## OHIO

**Megan Kinsey**, Principal of Ridge Middle School, Mentor Public Schools, Mentor, OH

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**Aaron Marvel**, Instructional Coach, Navasota Intermediate School, Navasota Independent School District, Navasota, TX

**Donna Staten**, Elementary Art Teacher, Round Rock Independent School District, Round Rock, TX

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**Randy Brown**, Third Grade Teacher, Monroe Public Schools, Monroe, WA

**Mark Ray**, Director, Instructional Technology & Library Services, Vancouver Public Schools, Vancouver, WA

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