TASA/TASB Convention
Texas Association of School Administrators • Texas Association of School Boards
2014 | Dallas
September 26-28
Kay Bailey Hutchison Convention Center
tasa.tasb.org
TASA proudly endorses

Lone Star
Investment Pool

TASB ENERGY™
C O O P E R A T I V E

TASB RISK MANAGEMENT FUND

Buy Board
Cooperative Purchasing
On behalf of TASA and TASB, Welcome to Dallas!

Get yourself prepared for three days of exploration, education, and engagement! Convention 2014 offers an outstanding experience that is sure to inspire, motivate, and enlighten you. Our three-day agenda is packed with distinguished speakers, breakout and in-depth training sessions, field trips, the Small School District Seminar, hundreds of commercial and architectural exhibits, and other special learning opportunities.

The TASA/TASB New Learning Spaces features the Learning Lounge (bite-sized training in 20 minutes) Meet-Up Lounge (common-issue discussions with peers, both preplanned and off-the-cuff), Ask an Architect (one-on-one conversations with award-winning architectural firm representatives), Student Collaboration (hands-on demonstrations showcasing visual arts, culinary arts, and the latest technology), Student Art (live student demonstrations showcasing how the arts transcend differences among students), and Four Corners (different perspectives at each corner through this unconventional classroom).

Please take advantage of all that Convention 2014 has to offer. We thank you for attending and hope the experience is valuable to you and other members of your leadership team.

Endorsements

The Texas Association of School Administrators/Texas Association of School Boards endorses no speaker, exhibitor, sponsor, attendee or other participant in Convention by virtue of their participation.

Videos and Photography

No taping/recording allowed other than by TASA/TASB staff and its designees.

TASA/TASB and its designees record, photograph and/or stream various aspects of this event for archival and promotional purposes. By attending the TASA/TASB Convention, attendees give TASA/TASB permission to use attendee’s voice and image in any such archival or promotional recording, photograph or streaming activity.
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MANAGEMENT FUND
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#### Friday—Earn up to 7.25 hours credit

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<tr>
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<td>Breakout Sessions</td>
</tr>
<tr>
<td>9–10:15 a.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>9–11:45 a.m.</td>
<td>In-Depth Session</td>
</tr>
<tr>
<td>10:30–11:45 a.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>10:30–11:45 a.m.</td>
<td>Distinguished Speaker</td>
</tr>
<tr>
<td>1–2:15 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>1–2:15 p.m.</td>
<td>Distinguished Speaker</td>
</tr>
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<td>1–3:45 p.m.</td>
<td>In-Depth Session</td>
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<td>2:30–3:45 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>4–5:30 p.m.</td>
<td>First General Session</td>
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##### Daily Agenda ........................................ 39

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<tbody>
<tr>
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<td>Breakout Sessions</td>
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<tr>
<td>7:30–10:15 a.m.</td>
<td>In-Depth Session</td>
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<tr>
<td>9–10:15 a.m.</td>
<td>Special Forum</td>
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<tr>
<td>9–10:15 a.m.</td>
<td>Breakout Sessions</td>
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<tr>
<td>10:30 a.m.–noon</td>
<td>Second General Session</td>
</tr>
<tr>
<td>1:30–2:45 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>1:30–4:15 p.m.</td>
<td>In-Depth Sessions</td>
</tr>
<tr>
<td>3:30–4:45 p.m.</td>
<td>Distinguished Speaker</td>
</tr>
<tr>
<td>3:30–4:45 p.m.</td>
<td>Breakout Sessions</td>
</tr>
</tbody>
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#### Sunday—Earn up to 3.5 hours credit

##### Daily Agenda ........................................ 55

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30–8:45 a.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>9–10:15 a.m.</td>
<td>Third General Session</td>
</tr>
<tr>
<td>10:30–11:45 a.m.</td>
<td>Breakout Sessions</td>
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General Information

Registration Hours

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<th>Day</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, September 25</td>
<td>3–6 p.m.</td>
<td>Exhibit Hall D/E (Level 2)</td>
</tr>
<tr>
<td>Friday, September 26</td>
<td>6:30 a.m.–3:30 p.m.</td>
<td></td>
</tr>
<tr>
<td>Saturday, September 27</td>
<td>6:30 a.m.–4:30 p.m.</td>
<td></td>
</tr>
<tr>
<td>Sunday, September 28</td>
<td>7–10:30 a.m.</td>
<td>Info Booth 1 (Level 1)</td>
</tr>
</tbody>
</table>

On-site Registration Fee

- $395 registration fee (after September 12) for TASA/TASB members and Council of School Attorneys
- $495 for nonmembers

Guests

TASA/TASB will offer one complimentary guest badge with each paid convention registration. Guest badges are available to a spouse, significant other, or family member. If the guest is a public official of a school district, employed by a school district, a member of the Council of School Attorneys, or a district-level administrator or supervisor in an education service center, the guest is expected to register and pay the full registration fee.

Guest badges allow entry into the General Sessions, Distinguished Speakers, and the Exhibit Hall. Guests who wish to participate in other Convention functions are expected to register and pay the full registration fee.

100% Attendance

If the superintendent and all board members from your district are attending the Convention, fill out a 100 percent attendance card available in the registration area. For 100 percent districts to be recognized at the Third General Session, the cards must be completed and dropped into the little red schoolhouse in the registration area by 1:30 p.m. Saturday. Districts achieving 100 percent attendance will receive recognition certificates following the Convention.

First Aid

First Aid Stations are located in the back of Hall E and in Room C153 (in the lower-level C meeting room area). Check the map located on page for exact location.

Shuttle Transportation

See page 90 for shuttle information.

Lost and Found

Check at Info Booths located on Levels 1 and 2.

Restaurant Reservations

Be sure to take advantage of Ticket to the City, the official restaurant reservation service for the Convention, located near the reservation area.

CEC Mobile

CEC Mobile – Continuing Education Credit (CEC) can be tracked using your mobile device and your myTASB credentials. Go to CEC Central in the registration area for assistance.

Endorsements

The Texas Association of School Administrators/Texas Association of School Boards endorse no individual, group of individuals, program or related meeting, or any sentiment expressed by any speaker or other participants in the program, except by official action of either association.

Mobile App

Download from your device’s App store.

Marketing

Attendees are not permitted to distribute materials or to otherwise market themselves or their business in contracted Convention space unless such attendees are registered as exhibitors and limit their marketing activities to within the confines of their booth.

As a courtesy to others, please remove your hats and silence your cell phones during sessions. No taping/recording allowed other than by Convention staff.
Training Credit

Earn more than 17 hours of continuing education training credit Friday through Sunday:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakout Sessions</td>
<td>1.25</td>
</tr>
<tr>
<td>In-Depth Sessions and Field Trips</td>
<td>2.5</td>
</tr>
<tr>
<td>Small School District Seminar</td>
<td>3.75</td>
</tr>
<tr>
<td>Delegate Assembly and General Sessions</td>
<td>1</td>
</tr>
<tr>
<td>Learning Lounge Topics</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Reporting Continuing Education Credit (CEC) for School Board Members

The best way to report CEC credit is through your mobile device. All you need is myTASB credentials and you’re set. Don’t have myTASB access? No problem. Drop by CEC Central near the registration area and we’ll get you signed up. Stop by any of the Info Booths for more information or just type in cecm.tasb.org and give it a try. If you prefer to go the scantron route, just swing by CEC Central and pick up a form.

Note:
CEC Mobile users must enter credit within 90 minutes after each session concludes.

Continuing Professional Education (CPE)

Certificate renewal standards adopted by SBEC require all certified educators to complete appropriate continuing professional clock hours. The form for record keeping of CPE credit is available at the registration desk and will contain additional information about SBEC certification rules. Attendees can obtain a total of 16.75 hours of credit during the TASA/TASB Convention.
TASA/TASB is once again partnering with Freeman Audio Visual Solutions, Inc. to manage the electronic presentation materials for Convention. Through the Presentation Management Service, speakers must submit their electronic presentation in advance or on-site in the Speaker Ready Room.

All presenters, whether or not they use an electronic presentation, must use the Presentation Management system to access the continuing education credit (CEC) training number. Detailed instructions are included in the Information Sheet available in the Speaker Ready Room, D227, and also posted near the computer in your session.

If you did not upload your presentation prior to arriving at the Convention Center, you may submit it in the Speaker Ready Room. Be sure to allow yourself plenty of time to upload your presentation and make any last-minute changes. Your presentation can be modified up to an hour before your session begins, and changes will be transferred to your meeting room. Technicians are available in the Speaker Ready Room to assist you.

Speaker Tips:

- Upload related handouts to mobile app
- Pick up name badge at registration
- Check in at the Speaker Ready Room and pick up Speaker Information Sheet
- Review pre-submitted presentation and modify or submit new presentation in the Speaker Ready Room
- Access presentation from the computer in your meeting room
- Access the CEC training number from the computer in your meeting room (DO NOT make up a number!)

Speaker Ready Room, D227

Hours:

<table>
<thead>
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<tbody>
<tr>
<td>Thursday, September 25</td>
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<td>7 a.m.–4 p.m.</td>
</tr>
<tr>
<td>Saturday, September 27</td>
<td>6:30 a.m.–4:30 p.m.</td>
</tr>
<tr>
<td>Sunday, September 28</td>
<td>7–11 a.m.</td>
</tr>
</tbody>
</table>

Need Directions? Information?

Information Booth Locations:

#1 Lower D lobby
#2 Upper C lobby
#3 Lower C lobby
A total of 5 hours of Public Funds Investment Act (PFIA) training will be offered at this year’s Convention. The PFIA requires that investment officers receive 10 hours of training within the first 12 months after assuming duties and subsequently 10 hours every two years beginning on the first day of the district’s fiscal year.

Investment officers may attend any or all of the sessions. The scantron forms provided at CEC Central in the registration area should be used to track attendance. At the end of each session, two TASA/TASB credit numbers will be provided. Investment officers should report the second credit number, which will be denoted with “(IOT).” A certificate will be mailed to each investment officer in attendance within 30 days after Convention.

Brought to you by:

Friday, September 26

9–10:15 a.m.

U.S./Global Economy

David Boone, Portfolio Manager, American Beacon Advisors

The U.S. and world economies are linked in many ways. This session will examine the current status of the global economy and provide insight into what the future may hold, including how the global economy might affect the U.S. economy and investments available to Texas school districts.

10:30–11:45 a.m.

Risk and Diversification

Nathan Smith, Vice President, First Public (subsidiary of TASB)
Cole Hentschel, Assistant Vice President, First Public (subsidiary of TASB)

We have learned a lot from the recent recession. As the economy starts to recover, it’s a good time to review your investment portfolio and strategies for minimizing risk. In this session, the discussion focuses on various types of risk, including security risks, strategy risks, and market risks. The presenters also address various ways to diversify your portfolio and how diversification can minimize risk.

1-2:15 p.m. (Distinguished Speaker)

Present and Future Financial Markets

William Freund, Chief Economist Emeritus, New York Stock Exchange

Dr. Freund discusses the present financial markets and what is happening or might happen in the future. In addition, he shares his thoughts on investment procedures and policies and best practices for school district financial staff.

2:30–3:45 p.m.

The Texas Economy

Amy Jordan, Assistant Economist, Federal Reserve Bank of Dallas

Get an overall picture of the current Texas economy and catch up on the latest economic statistics and analysis. A representative from the Federal Reserve Bank of Dallas explores the outlook for Texas’ economy.
Small School District Seminar

Building the Future: One Community at a Time

Ballroom D (Level 3 Mezzanine)

Attendees who preregistered for this seminar will receive a ticket on their badge along with their Convention registration materials. If you did not preregister for the seminar but are interested in participating, check in with Convention staff outside of Ballroom D by 8 a.m. and you will be included as space allows.

- Registration and Breakfast: 7:45–8:15 a.m.
- Program (includes two 15-minute breaks): 8:15 a.m.–noon

The seminar, designed for schools with 750 or fewer students will focus on the advantages small schools have to offer. By capitalizing on the relationships and close-knit feel of a small community, these districts are uniquely poised to try innovative thinking that has a big impact on student achievement.

Communities are closely interrelated with their schools and in no place is that more apparent than small schools. The communities nurture the children while the children give back the vitality and energy that is the lifeblood of a small town. The Small District Seminar will focus on building relationships in the community and the advantages of living in a small town for the student that will thrive with the support of the village. Scot Kelley, Penelope ISD, will share the story of a child in poverty blossoming against all odds because of education and the support of his community, while closing speaker Coby Bird will inspire attendees to build students through building relationships.

Brought to you in part by:

BWA Architects

College Board

Collier Construction

www.collierconstruction.com
Field Trips
(choose one)

Check in at Information Booth in the D Lobby (near shuttle drop-off) at least 15 minutes prior to departure.

Attendees who preregistered for a field trip will receive a ticket on their badge along with their Convention registration materials. If you did not preregister for a field trip but are interested in participating, check in with Convention staff at the Information Booth in the D Lobby and you will be included as space allows.

- **George W. Bush Presidential Center—Departs at 8:15 a.m.**
  The George W. Bush Presidential Center is home to the George W. Bush Presidential Library and Museum and the Bush Institute. Join colleagues for a field trip that begins at the Bush Institute with an overview of the Presidential Center and its initiatives, and ends with participants exploring the museum exhibits and library firsthand at their own pace.

- **Dallas Museum of Art—Departs at 8:30 a.m.**
  Despite acknowledgement by many that arts education is important, when district budgets get tight, arts are sometimes seen as optional, and as a result are often the first to be cut or eliminated altogether. Join your colleagues for a field trip to the Dallas Museum of Art where you’ll learn firsthand the value of arts education, and walk away with information to help advocate arts integration in your district.

Sponsored by:

©Dallas Convention and Visitors Bureau

©George W. Bush Presidential Center

Two hours and thirty minutes of continuing education credit will be provided.

No additional fee is required; however, advance registration is necessary, and seating is limited (not open to guests).
First General Session  Friday, September 26  4–5:30 p.m.  Exhibit Hall F

Presiding Officer:  Faye Beaulieu, TASB President and Board Vice-President, Hurst-Euless-Bedford ISD
Invocation:  Alton Frailey, TASA President and Superintendent, Katy ISD
Performing Group:  Hurst-Euless-Bedford ISD
Greetings:  Anne Byrne, President, NSBA
Presentations:  Introduction of TASA/TASB Officers, Superintendent of the Year Awards

Gubernatorial Candidates: Perspectives on Public Education

Texas State Senator Wendy Davis

Attorney General of Texas Greg Abbott

Gubernatorial candidates Wendy Davis and Greg Abbott share their perspectives on issues facing the Texas public education system and discuss their visions for maintaining and improving the quality of public education in Texas.
Renew, Re-energize, Re-engage

Bertice Berry, Author, Sociologist and Educator

Sociologist, educator, and best selling author Bertice Berry, PhD. presents and outlines tools for increasing morale and promoting an energized workforce that is equipped to do more with less during these times of economic downturn and uncertainty. Recognizing the demands on both the professional and personal lives of career professionals and the people they serve, Dr. Berry provides information for creating work-life harmony, personal wellness, and effective ways to be re-energized in your career (i.e., a re-alignment and commitment of the values and purpose of the individual to those of the company they serve).

Disruptive Technology: What’s New, What’s Coming, and How It Will Change Everything

David Pogue, Author

As the New York Times’ tech reviewer, David Pogue has a front-row seat for observing the blazing-fast torrent of new inventions. Hundreds of gadgets and technologies come down the pike every year, and plenty get lots of press—but most of it’s junk. In this fast, funny presentation, Pogue sticks his neck out to predict which of these will actually cause major, disruptive changes. He displays, discusses, and even demonstrates the technological advances in personal entertainment, cellular tech, Web 2.0, and more, speculating which will have the most impact on society in the coming years.

Book Signing

iPhone: The Missing Manual

10:15–10:45 a.m., Book Signing (immediately following presentation)
**Friday, September 26**

**10:30-11:45 a.m.**

**Ballroom C1**

*Presiding:* Andra Self, TASB President-Elect and Board Secretary, Lufkin ISD

**Going Digital: What It Means When Technology Changes the Game**

Hall Davidson, Senior Director, Global Learning Initiatives, Discovery Education

Going digital has amazing unintended consequences for education. New ‘techbooks’ arrive on iPads (and other devices) with cloud-based media DNA: fluid, differentiated, embedded, and rich as the world wide web. This will inevitably pull schools into digital adoptions—when the textbook goes digital, academic achievement can accelerate even faster. The tools for teaching and learning have changed, so have the tools for leadership, communication, and evaluation. Explore what this means to educational leadership and school board members in particular.

**Friday, September 26**

**1–2:15 p.m.**

**Ballroom C1**

*Presiding:* Gloria Casas, TASB Vice-President and Board Secretary, La Feria ISD

**IOT: Present and Future Financial Markets**

William Freund, Chief Economist Emeritus, New York Stock Exchange

Dr. Freund discusses the present financial markets and what is happening or might happen in the future. In addition, he shares his thoughts on investment procedures and policies and best practices for school district financial staff.
Saturday, September 27  
3:30–4:45 p.m.  
Ballroom C1

Presiding:  
Kevin Brown, TASA Vice-President and Superintendent, Alamo Heights ISD

The State of Education: The Commissioner’s Perspective
Michael Williams, Commissioner of Education, Texas Education Agency

The commissioner of education discusses future directions for the state’s education system, including the challenges that lie ahead in addressing the needs of public education, as well as the expectations for students, campuses, and districts to meet the requirements of House Bill 5. The commissioner also provides updates on school accountability and other agency responsibilities, with an opportunity for Q&A.
SOTY candidates are chosen for their dedication to improving educational quality, board/superintendent relations, student achievement, and commitment to public support and involvement in education. Superintendents from any of the state’s 1,031 school districts are eligible for nomination by their local boards of trustees. District nominees are submitted to a regional selection committee, which submits one nominee per region to the state selection committee.

The 2014 finalists and nominating education service centers (ESCs) are:

A. Marcus Nelson
Laredo ISD • Region 1

Jon Wunderlich
Weimar ISD • Region 3

Danny W. Taylor
Burkburnett ISD • Region 9

Michael D. McFarland
Lancaster ISD • Region 10

Mark E. Eads
San Marcos CISD • Region 13

Regional winners nominated by the ESCs are:

Chad Kelly
Taft ISD • Region 2

HD Chambers
Alief ISD • Region 4

Mary Huckabay
Hull-Daisetta ISD • Region 5

Thomas A. Wallis
Bryan ISD • Region 6

Stan Surratt
Lindale ISD • Region 7

Judy Pollan
Pittsburg ISD • Region 8

Karen Rue
Northwest ISD • Region 11

James “Buck” Gilcrease
Hillsboro ISD • Region 12

Heath Burns
Abilene ISD • Region 14

Ron Cline
Paint Rock ISD • Region 15

Rod Schroder
Amarillo ISD • Region 16

Elbert Wuthrich
Whiteface CISD • Region 17

Jeff Cottrill
Knippa ISD • Region 20
TASA created the School Board Awards program in 1971 to recognize school boards that demonstrate dedication to student achievement and make every effort to put students first. This year's nominees represent large and small districts with diverse populations and varied needs, yet the trustees of each board are united in their efforts to do what's best for their schools, students and community.

The five Honor School Boards will be recognized during the Second General Session on Saturday. At this ceremony, one of these boards will be named the 2014 Outstanding School Board.

The 2014 state Honor School Boards are:

**Arlington ISD**
Front: Aaron Reich, Secretary; Bowie Hogg, President; Jamie Sullins, Vice President
Back: Gloria Peña, Assistant Secretary; John Hibbs; Dr. Marcelo Cavazos, Superintendent; Peter Baron; Tony Pompa

**Clear Creek ISD**
Front: Win Weber, President; Greg Smith, Superintendent; Ann Hammond
Back: Charles Pond; Dee Scott; Page Rander; Dr. Laura DuPont, Vice President; Ken Baliker, Secretary

**Midway ISD**
Front: George Kazanas, Superintendent; Susan Vick; Pete Rusek, President; Ivan Green
Back: Tom Pagel, Vice President; Bobby Deaton; Rick Tullis; Robbie Jones, Secretary

**Plano ISD**
Front: Nancy Humphrey, President; David Stolle, Vice President; Michael Friedman, Secretary
Back: Marilyn Hinton; Tammy Richards; Richard K. Matkin, Superintendent; Carolyn Moebius; Missy Bender

2014 Regional Honor Boards will also be recognized at the Second General Session on Saturday. Palestine ISD, ESC 7 • Aquilla ISD, ESC 12 • Hutto ISD, ESC 13 • Northside ISD, ESC 20
The Texas School Public Relations Association (TSPRA) has named Pascual Gonzalez, Executive Director of Communications for Northside ISD in San Antonio, as the recipient of the association’s 2014 Key Communicator Award. Gonzalez receives the award in recognition of his continuing contributions as a spokesperson, mentor and leader for public education and school public relations in the state of Texas.

“TSPRA is delighted to be able to honor one of our own as the 2014 Key Communicator,” said TSPRA President Denise Blanchard. “Pascual’s devotion to public education and school communications throughout his career at Northside ISD is without parallel.”

Since Gonzalez took over as Executive Director at Northside ISD in 1998, the district has grown by more than 50,000 students, from 61,330 to an expected enrollment of 103,500 in the 2014-2015 school year. During that time period, the district has passed six consecutive bond issues totaling more than $2.5 billion and opened more than 50 new schools.

“A district of NISD’s size presents huge challenges for administrators, but Pascual has done a magnificent job of both advocating for its students, teachers and staff, as well as keeping the public informed of their great accomplishments,” said State Senator Leticia Van de Putte.

Gonzalez is known both throughout the San Antonio area and statewide as a go-to source for explaining complex educational issues in a voice that’s clear, knowledgeable, and professional.

“I can say absolutely unequivocally that Pascual Gonzalez is the most impressive communications professional and spokesperson I have ever worked with,” said Jenny LaCoste-Caputo, Executive Director of Public Affairs for the University of Texas System and a former education reporter and editor at the San Antonio Express-News.

Gonzalez also uses his experience and insight in his role as a mentor to many of the school public relations professionals across the state. “Everyone seems to have Pascual on speed dial,” said Northside ISD Board of Trustees President Robert Blount, Jr. “From members of the media to his colleagues at other school districts to our principals and key staff, when an issue arises or advice is needed, Pascual is the one we call upon.”
A longtime TSPRA member, Gonzalez has been a presenter at the TASA/TASB Convention, TASA Midwinter Conference, and TASB Summer Leadership Institute. He served as president of TSPRA from 2004-2005, has been honored as Public Relations Professional of the Year by the San Antonio chapter of the Public Relations Society of America and was awarded a National PTA Life Membership by the Northside Council of PTAs.

“Pascual represents all that is good and right about school communications,” said Jon Dahlander, Executive Director for Communications Services at Dallas ISD. “He is the leader of a tremendous team and a role model for our profession.”

Since 1981, TSPRA has recognized a Key Communicator for outstanding contributions to public education through effective communications. The recipient may be a legislator, educator, or a professional in another field who has improved school communications, or a member of TSPRA who has contributed outstanding service to the profession of school communications. A complete list of past recipients can be found on TSPRA’s website.

Gonzalez will receive his award, sponsored by SchoolMessenger, from TSPRA President Denise Blanchard during the Second General Session.

*Brian Morris of Lubbock ISD chairs TSPRA’s 2014 Professional Awards Committee, which includes Tim Carroll, Allen ISD; Lynda Queen, ESC Region 16; Mark Kramer, Channelview ISD; Kristyn Hunt, Port Arthur ISD; and Adam Holland, Longview ISD.*
### Daily Agenda

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Registration</td>
<td>6:30 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Breakout Sessions</td>
<td>7:30–8:45 a.m.</td>
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<tr>
<td>Small School District Seminar</td>
<td>7:45 a.m.–noon</td>
</tr>
<tr>
<td>Exhibits Viewing</td>
<td>8 a.m.–4 p.m.</td>
</tr>
<tr>
<td>TASA/TASB Marketplace and Member Services</td>
<td>8 a.m.–4 p.m.</td>
</tr>
</tbody>
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#### Field Trips*

- George W. Bush Presidential Center  
  Departs at 8:15 a.m.  
  8 a.m.–noon
- Dallas Museum of Art  
  Departs at 8:30 a.m.  
  8:15 a.m.–noon

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Breakout Sessions</td>
<td>9–10:15 a.m.</td>
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<tr>
<td>In–Depth Sessions</td>
<td>9–11:45 a.m.</td>
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#### Distinguished Speaker: Hall Davidson

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Breakout Sessions</td>
<td>10:30–11:45 a.m.</td>
</tr>
<tr>
<td>Designated Exhibits Viewing</td>
<td>11:45 a.m.–1 p.m.</td>
</tr>
</tbody>
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#### Distinguished Speaker: William Freund (IOT)

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Breakout Sessions</td>
<td>1–2:15 p.m.</td>
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<tr>
<td>In–Depth Sessions</td>
<td>1–3:45 p.m.</td>
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<tr>
<td>Breakout Sessions</td>
<td>2:30–3:45 p.m.</td>
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#### First General Session: Gubernatorial Candidates Wendy Davis and Greg Abbott

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>First General Session: Gubernatorial Candidates Wendy Davis and Greg Abbott</td>
<td>4–5:30 p.m.</td>
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### Related Meetings

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Texas Association of Community Schools (TACS) Legislative Breakfast</td>
<td>7:30–10 a.m.</td>
<td>Omni Dallas Hotel–Cedars</td>
</tr>
<tr>
<td>Texas Council of Professors of Educational Administration (TCPEA) Meeting</td>
<td>8:30 a.m.–noon</td>
<td>Omni Dallas Hotel–Arts District 7</td>
</tr>
<tr>
<td>Texas Association of Latino Administrators and Superintendents (TALAS) Mentoring Program</td>
<td>8:30 a.m.–4:30 p.m.</td>
<td>Omni Dallas Hotel–Fair Park 2</td>
</tr>
<tr>
<td>Texas Association of Community Schools (TACS) Executive Committee</td>
<td>9–11:45 a.m.</td>
<td>Omni Dallas Hotel–Deep Ellum A</td>
</tr>
<tr>
<td>TASA School Board Awards Committee</td>
<td>9 a.m.–1 p.m.</td>
<td>KBHCC*–D223/224</td>
</tr>
<tr>
<td>Texas Association of Suburban/Mid-Urban Schools Executive Committee</td>
<td>9:30 a.m.–noon</td>
<td>Omni Dallas Hotel–Arts District 1</td>
</tr>
<tr>
<td>THPSC Steering Committee Luncheon</td>
<td>Noon–1:30 p.m.</td>
<td>KBHCC*–C155</td>
</tr>
<tr>
<td>Event</td>
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<tr>
<td>Texas Caucus of Black School Board Members Luncheon and Annual Meeting</td>
<td>12:15–2 p.m.</td>
<td>Omni Dallas Hotel–Greenville</td>
</tr>
<tr>
<td>Texas Council of Professors of Educational Administration (TCPEA) Graduate Research Exchange</td>
<td>1–3 p.m.</td>
<td>Omni Dallas Hotel–Arts District 7</td>
</tr>
<tr>
<td>Leadership TASB Alumni Reception and Reunion <em>(by invitation only)</em></td>
<td>5–7:30 p.m.</td>
<td>KBHCC*–D-Foyer</td>
</tr>
<tr>
<td>The University of Texas at Austin Cooperative Superintendency Program Reception</td>
<td>5:30–7 p.m.</td>
<td>Omni Dallas Hotel–Arts District 7</td>
</tr>
<tr>
<td>Texas Association of Latino Administrators and Superintendents (TALAS) Reception</td>
<td>5:30–7:30 p.m.</td>
<td>Omni Dallas Hotel–Fair Park 1</td>
</tr>
<tr>
<td>Texas Caucus of Black School Board Members Annual Casino Night</td>
<td>8:30 p.m.–12 a.m.</td>
<td>Omni Dallas Hotel–Trinity 1-2</td>
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* KBHCC–Kay Bailey Hutchison Convention Center

Get the lead out!

Put down the pencil and pick up your mobile device.

Lighten your load by recording training hours using CEC Mobile instead of completing a Scantron® form. All you need is current myTASB credentials and a mobile device.

**NOTE: CEC Mobile users must enter credit within 90 minutes after each session concludes.**

If you prefer to go the paper route, pick up a form from CEC Central (near registration) and you’re set.
Breakout Sessions

**What Your Technology Director Should Know—C BR 1**
Frankie Jackson, Chief Technology Officer, Cypress-Fairbanks ISD
Kevin Schwartz, Chief Technology Officer, Clear Creek ISD
Victor Valdez, Executive Director of Technology, Pflugerville ISD
Alice Owen, Executive Director, Texas K-12 CTO Council

The Certified Education Technology Leader (CETL) certification program can help your district achieve its 21st century technology goals. Participants learn about the Consortium of School Networking’s (COSN) Framework of Essential Skills for CTOs and how your technology director can obtain the national CETL certification. Encouraging your technology leaders to seek CETL certification will help ensure that they demonstrate the necessary leadership, vision, and strategic thinking.

**HB 5 Endorsement Roadmap: Aligning Career Clusters with HB 5 Endorsements—C BR 2**
Kimberly Spicer, Principal, Frenship ISD
Clayton Franklin, Vice President of Brand Management, CEV Multimedia

Looking for a solution to HB 5 implementation headaches? Whether you are introducing endorsements in a dedicated career class, incorporating them into an existing Principles CTE course, or working them in during school assemblies, learn how one district is using an online Career Exploration platform to help 8th graders make a more informed endorsement choice. Listen as they describe their implementation strategies and how they plan to incorporate this platform at each of their middle schools.

**A Path to Preparedness: Where College and Career Readiness Intersect—C BR 3**
Rory Gesch, Superintendent, Navasota ISD
Ronnie Gonzalez, Chief Administrative Officer, Navasota ISD
Denise Morgan, Deputy Superintendent, Navasota ISD
John Costilla, Vice President, Marketing & Business Development, WIN Learning

Education leaders looking for new ways to support HB 5 should not miss this session. Learn how some districts are working to re-invent their career and technical education programs with increasingly sophisticated and academically rigorous curriculum rooted in providing students with a serious exploration of career opportunities, real-world experiences and personal graduation plans. Learn how to replicate this model so you can meaningfully prepare students for productive lives after high school.

**Sexual Orientation and Gender Identity: What Do Discrimination Laws Protect?—C BR 4**
Katie Anderson, Attorney, Strasburger & Price LLP
Monica Velazquez, Attorney, Strasburger & Price LLP

This session is designed to help educate you on the current state of the federal and state laws that govern sex discrimination of all employees, including heterosexual, homosexual, and transgender personnel. The session addresses pregnancy, sexual orientation, gender identity, same sex benefits, and more. The presentation also includes a quick summary of the applicable statutory provisions (current and proposed), case law, and the EEOC’s position on these topics. There will be time for Q&A.

**Safety First!—Room C140**
Ted Beard, Board Member, Longview ISD
James Wilcox, Superintendent, Longview ISD
Jody Clements, Assistant Superintendent of Administrative and Pupil Services, Longview ISD

Longview ISD (8,819 ADA) presents information about the American Council & Exchange for School Safety (ACCESS), a nonprofit organization dedicated to improving student safety at schools nationwide and advocating for primary and secondary school safety. ACCESS creates, fosters, and promotes best practices, research, and advocacy. ACCESS supports student safety through various partnerships among educators, state and federal agencies, community organizations, and leaders in industry and research.

**Continuous Improvement: From the Boardroom to the Classroom—Room C141**
Julie Cole, Board Member, Hurst-Euless-Bedford ISD
Ellen Jones, Board Member, Hurst-Euless-Bedford ISD
Dawn Jordan-Wells, Board Member, Hurst-Euless-Bedford ISD
Steven Chapman, Superintendent, Hurst-Euless-Bedford ISD

Data, data, data. It’s all about the data. After completing the TASB Board 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 HEB-ISD. 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.
Googleicious and Ipadilicious—Room C142
Jeﬀ Dyer, Superintendent, Fort Elliott CISD
Krista Dyer, Technology Director, Fort Elliott CISD
Tammy McLain, Technology Integration Specialist, ESC Region 16

Whet your appetite on the best and most useful Google and iPad resources! Don’t be afraid to come and learn cool tips and tricks that Google and the iPad have to offer. We share with you tons of interesting tools that you did not know about before today and you walk away with the latest and greatest tools to use in Google and with your iPad. Don’t miss out!

Electricity and Fuel: When to Strike and How to Budget—Room C144
Christian Frandsen, TASB

The volatile energy marketplace can make it diﬃcult to determine the best possible time to execute your contract, both short and long term. Exploring and understanding your various options in transportation fuels and electricity markets and procurement guidelines can help prevent those contract pitfalls. This presentation explores traditional and non-traditional procurement methods, and how contract language and stipulations can have an eﬀect on your bottom line.

Student Expression: You “Heart” What?—Room C146
Lynn Scott, Shareholder, Brackett & Ellis, P.C.
Tom Dyar, Legal Counsel, Grand Prairie ISD

The presenters, a school lawyer and a school administrator / in-house legal counsel, present an overview of U.S. Supreme Court and lower court guidance on student free-speech issues. Then, based on that guidance, in an interactive format, the presenters will address some of the current tough student free speech issues of today, including the infamous bracelets, silent and vocal protests, social media, and cyberbullying, among others.

Show Them the Money - Compensation and Incentives to Employees—Room D161
Ellen Spalding, Partner, Rogers, Morris & Grover, L.L.P.

A lawyer examines the school board’s ability—or inability—to change employee compensation during a school year, at the end of a school year, or anytime there are changed circumstances. The presentation also considers legal issues concerning gifts, bonuses, and incentives to employees, as well as the new Texas statute from the 2013 Legislative session regarding public hearings for payments in excess of an employee’s contract, including when and how to apply it.

Avoiding Architectural and Design Procurement Pitfalls for Texas ISDs—Room D162
Scott Gibson, General Counsel, Texas Board of Architectural Examiners

As a school board member or ISD administrator, you may or may not have heard of the Professional Services Procurement Act (PSPA) before. Either way, knowing the PSPA and a handful of other design practice- and procurement-related rules is critical to keep your district (or your architect, engineer, and/or landscape architect) out of trouble, and this session intends to help. TBAE General Counsel explains the ins and outs of the PSPA and related agency rules.

TSPRA: Engaging Your Stakeholders through a District Design Team—Room D163
Matthew Gutierrez, Acting Superintendent, Little Elm ISD
Julie Zwahr, Director of Communications, Little Elm ISD

The Little Elm ISD Design Team is leading our district on a transformational journey while building trust with staff and community. Join us as we share the strategies and outcomes that are beneﬁcial for districts seeking to raise the level of Student and Community Engagement as required by HB 5. Learn how the district has transitioned traditional events, like convocation and community forums, into interactive opportunities for collaboration that result in a shared vision.

Mind, Body, and Soul: Reaching Today’s Changing Culture—Room D164
Rose Avalos, Board Member, Aldine ISD
Randy Eulenfeld, Board Member, Gregory-Portland ISD
Helen Warwick, Board Member, Marshall ISD

We all are familiar with the statistics that show the astounding growth in the numbers of Texas children living in poverty. The presenters discuss ways school districts can help students and families break the chain of poverty. Educating children from poverty is a different challenge, and must be approached by considering all aspects of the child—mind, body, and soul.
TASA/TASB Convention 2014

Friday: 7:30–8:45 a.m.

**Breakout Sessions**

**Ariel: A Therapy Dog Who Changed a Campus—Room D165**

Gerry Fleuriet, Board Member, Harlingen CISD
Greg Powers, Board Member, Harlingen CISD
Traci Gonzalez, Principal, Dr. Rodriguez Elementary, Harlingen CISD
Norlene Chamberlain, Counselor, Dr. Rodriguez Elementary, Harlingen CISD

A Therapy Dog for a school district? Yes, come and see how you can have one, too! Therapy Dogs can help to improve test scores, relieve anxiety, be part of a crisis plan, be part of a behavior improvement plan, help foster care students, and so much more! Learn how to implement a plan and use beginning curriculum for your school which can be adapted for personalized use by individual campuses. The project is research based and backed by evidence of success at Dr. Rodriguez Elementary for more than four years.

**Lead to Achieve: Using Leadership Framework to Improve Student Achievement—Room D166**

Tammy Kreuz, Executive Director- Texas Center for Educator Effectiveness (TxCEE), ESC Region 18
Tony Davis, Consulting Director, The Center for Educator Effectiveness, McREL International

District teachers and leaders have a powerful impact on a student’s academic performance. Learn as TxCEE & McREL share research-based best practices shown to have the strongest effects on student achievement. Find out how to use this research to organize an action plan that addresses district priorities such as professional development, school improvement plans, and educator effectiveness. Learn about McREL’s formative staff evaluation system and how TxCEE supports districts with implementation.

**AVID: College Readiness for All—Room D167**

Patrick Briggs, Texas State Director, AVID Center

AVID (Advancement Via Individual Determination) targets students who are academically capable and who have the drive to attend college, but who, without the program, may fall through the cracks. It is a college-readiness system designed to increase the number of students who enroll in rigorous courses and in four-year universities. The AVID College Readiness System helps these students navigate the college-readiness path and helps them to reach their dreams.

**Learning the Special Education Ropes without Hanging Yourself—Room D168**

Donald Schmidt, Assistant Superintendent for Student, Family and Community Services, Northside ISD (ESC 20)
Paula Roalson, Shareholder, Walsh, Anderson, Gallegos, Green & Treviño, PC.

In today’s environment, knowing special education law is critical, but not enough. Come learn: the latest changes in state and federal law that will affect your district this year; how to communicate with parents without offending or over obligating your district; legal and practical utilization of federal and state money; and the realities and requirements of identification of students. This session gives you tips and tools to help you tie up loose ends.

**Maximizing Your District’s Special Education Revenue while Minimizing Risk—Room D170**

Mark Wey, TASB

This session focuses on the interrelationship between Special Education documentation requirements and SHARS billing procedures. The goal is to provide participants with an overview and develop a framework for redesigning business processes that will increase overall revenue to the district. This includes a short synopsis of the documentation requirements by both TEA and HHSC, and the impact on aligning business processes.

**Top Ten Emerging Technology Issues for School Boards to Consider—Room D171**

Jerry Allen, Director of Technology Resources, Crowley ISD
Andrew Berning, President, The Renaissance Institute

Are you wasting resources on technology initiatives that are ineffective, outdated, or vaporware (not real)? This session provides a review of the top 10 emerging technology issues that will impact your time, budget, and chances for success. Topics include mobile devices, bring-your-own-technology, content management, MOOCs, electronic textbooks, virtualization, cloud computing, flipped instruction, and other timely topics.

**Making Ease of the Es—Room D172**

Kristin McGuire, TASB
Leslie Story, TASB

The new requirements from House Bill 5 affect several of the policies in Section E of the board policy manual addressing instruction. Join a TASB Policy Service consultant and Legal Services attorney in an overview and discussion of some of the key policy questions related to instruction, including issues administrators and board members will need to consider as districts implement House Bill 5.
Supplemental Employee Benefits 101–Room D173
Steve Orta, First Public (subsidiary of TASB)
Trent Toon, First Public (subsidiary of TASB)

Attracting and retaining good employees is an ongoing struggle for Texas school districts. This session focuses on how a Supplemental Employee Benefits program, tailored to public school employees, provides valuable benefits for employees and family members. The session covers the roles of the administration and board members as it relates to the process of choosing a good provider and implementing an efficient supplemental employee benefits engine.

Breakout Sessions 9–10:15 a.m.

School Safety: How Will You Respond?–C BR 1
John Michael Keyes, Executive Director, I Love U Guys Foundation
David Benke, Board Member, I Love U Guys Foundation

This session shares real-life experiences of two families touched by the tragedy of school shootings. In “The Black Swan,” John Michael Keyes shares details of the Keyes family response to the tragic killing of his daughter Emily at Platte Canyon High School. Keyes outlines deliberate decisions made in the immediate aftermath and in the years following the tragedy, including handling national and local media, finances, donations, community healing, support people and organizations, the creation of The “I Love U Guys” Foundation, and more.

In “From Dominoes to Action—Establishing An Ethos and Following It,” David Benke provides an inspirational look at his actions and decisions before and after the shooting at Deer Creek. This presentation ignites not just educators but other first responders to evaluate their roles in a crisis...before the crisis happens. Determined not to be a victim and to learn from the experience, Benke has made it a goal to learn something new about school security every day.

Rise Up West! A 21st Century Transformation in the Face of Challenge–C BR 2
Crystal Anthony, Board Member, West ISD
Larry Hykel, Board Member, West ISD
Melissa Sulak, Board Member, West ISD
Robin Waters, Board Member, West ISD

The explosion in West, Texas, on April 17, 2013, forever changed the small community. West ISD went from four campuses to one campus in a matter of minutes. In this session, West ISD board members share their journey. Participants learn how West ISD went from ashes to visioning and leading a 21st century transformation in the face of the most daunting challenge ever faced by the district.

South Texas ISD Team of 25: It Works!–C BR 4
Homero Garcia, Board Member, South Texas ISD
Maria Leal, Board Member, South Texas ISD
Marla Guerra, Superintendent, South Texas ISD
Jeff Hembree, Deputy Superintendent, South Texas ISD

A 25-member board-superintendent team provides insight and shares useful ideas on how it has been successful in working collaboratively to create a culture of high expectations, a focus on high academic achievement, and a unity of purpose at South Texas ISD, an open enrollment magnet district. The team has been successful in developing a college- and career-readiness culture for more than 3,500 students from a three-county area in deep South Texas.

4 Corners: Write it Right!–Room C140
Jennifer Cooper, TASB
Amy Kadlec, TASB

From emails to letters, reports to board resolutions, board members must express themselves clearly and professionally in writing, sometimes in challenging situations. Come learn a few simple tricks that you can use right away to improve your writing in a variety of formats, for diverse audiences, on just about any topic. This session is interactive—so bring your favorite writing, typing, or tweeting device!

School Transformation: Vision, Deployments, Rightness–Room C141
Nelson Coulter, Superintendent, Guthrie Common School District

Attendees in this session learn about the strategies used by one school district to frame the conversation and launch the needed steps toward systemic school transformation. Participants learn about the crafting of vision, deployment strategies, and the underlying moral imperative that drives school transformation.
Breakout Sessions ■ 9–10:15 a.m.

Profile of the Learner for the Future and the Profile of the Educator for the Future—Room C142

Dawson Orr, Superintendent, Highland Park ISD (ESC 10)
Gena Gardiner, Assistant Superintendent of Curriculum & Instruction, Highland Park ISD (ESC 10)
Nancy Rindone, Senior Associate, Schlechty Center

Through the leadership of its board of trustees, Highland Park ISD has embarked on a multi-year journey of partnering with a variety of stakeholders to develop strategic thinking documents that are guiding our work and our decision making. Results of this collaboration, have produced “The Profile of the Learner for the Future” and the “Profile of the Educator for the Future,” developed using the Schlechty Center frameworks. We are using these frameworks to serve as a lens as we make decisions regarding curriculum, instruction, staffing, budget, facilities, assessment, and accountability. During this session, presenters share the purpose, the processes, and the lessons learned from embarking on this innovative approach.

What Are Your Students Learning? Is It Quality? How Do You Know?—Room D162

Brandon Core, TASA
Steven Ebell, Deputy Superintendent, Curriculum & Instruction, Clear Creek ISD

Do you need valuable feedback regarding your efforts to improve learning for all students? Come learn how the curriculum management audit services can equip your district leadership team with the knowledge and skills necessary to objectively evaluate your curriculum and determine district effectiveness next steps in promoting student educational attainment.

The Superintendent Search Process—Room C144

Butch Felkner, TASB

The Executive Search Services staff presents the elements of the search process. Included are the board’s involvement, consultant responsibilities, advantages of using an external consultant, and board members perspectives. Participants are encouraged to ask questions about the search process.

84th Texas Legislature: Challenges and Opportunities in a Time of Change—Room C146

Amy Beneski, TASA
Ramiro Canales, TASA
Casey McCreary, TASA

This session focuses on the challenges and opportunities for public education in light of institutional and leadership changes at the Texas Legislature. An overview of the state’s budget, school finance, HB 5, Teacher Retirement System, current political climate, and anticipated legislation is provided.

TRSPRA: Going Green: Implementing a School District Advertising Program—Room D163

Kelli Tharp, Chief Communications Officer, ESC Region 10
Jeff Crownover, Human Resources Administrator and School Law Attorney, Lewisville ISD

This session addresses many aspects of school district advertising, including ad rate cards; print, online, and visual positioning ads; and tips on selling ads, collecting payment, and tapping into a community. It also provides practical strategies for minimizing school districts’ risk in implementing an ad program, including 1st Amendment issues, public forum concerns, and best practices in creating board policies. Attendees receive a rate card and sample board policy.

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[IO] U.S./Global Economy—Room D164

David Boone, Portfolio Manager, American Beacon Advisors

The U.S. and world economies are linked in many ways. This session will examine the current status of the global economy and provide insight into what the future may hold, including how the global economy might affect the U.S. economy and investments available to Texas school districts.

Keys to Successful Construction—Room D165

Jerry Vaughn, Superintendent, Taylor ISD
Mike Brooks, TASB

The race is on to keep your bond project on time and on budget. Learn how to maintain your momentum to successfully manage the construction process. Clear communication and thorough oversight will ensure a successful construction project. At the finish line, the students, staff, administration, school board, and community are all winners.
Fundraising in Public Schools–Room D166
Sarah Orman, TASB

Every dollar counts in public education, and increasingly school districts are turning to private fundraising to raise money not only for extracurricular activities, but also essential instructional expenses. This session with a TASB Legal Services attorney looks at the legal issues involved in fundraising through private foundations, booster clubs, PTAs, activity funds, advertising, and more.

Board Members’ Rights–Room D167
Joy Baskin, TASB
Bill Nemir, TASB

When you’re on the board, you hear about parents’ rights, students’ rights, and employees’ rights. Have you ever wondered if you have any rights? You do, and an effective board member knows how to exercise those rights in a way that leads to good district decisions regardless of whether you’re in the majority or minority on any given issue. This session with the directors of TASB Legal Services and Leadership Team Services looks at the legal and practical issues surrounding board member rights.

Four Ways to Future Ready–Room D168
Darrell Alexander, Executive Director, Curriculum and Instruction, Alvin ISD
Jennifer Porter, Assistant Superintendent, Curriculum and Academic Services, Comal ISD
Annette Villerot, Assistant Superintendent, Curriculum and Instruction, Pflugerville ISD
Jennifer Wilhelm, Coordinator, Learner Support, McKinney ISD

Leaders from four districts share their rollout plans for districtwide PBL initiatives. They have been collaborating with six additional Texas districts in learning about the systems needed to move from a teaching model to a learning model including training, coaching, standards-based PBL, curriculum design, grading, schedule, facilities design, evidenced-based grading, and assessment and reporting on soft skills within a culture of autonomy, critique, and collaboration.

Getting It Right! The Message about House Bill 5–Room D170
Omar Barnhart, Senior Program Coordinator, Charles A. Dana Center
Patti Bridwell, Senior Program Coordinator, Charles A. Dana Center
Jodie Flint, Manager of Knowledge Management, Charles A. Dana Center

In this session, participants use a set of descriptive indicators to benchmark their current communication plan to include a shared vision, goals, and expectations for implementation of House Bill 5 requirements. Participants generate a set of recommendations to advance a common message among a variety of stakeholders.

Money for Nothing: How Chapter 21 Contracts Can Put Districts in Dire Straits–Room D171
Amanda Bigbee, General Counsel, Keller ISD
Dean Micknal, Attorney, Leasor Crass, P.C.
Bobby Padgett, Attorney, Leasor Crass, P.C.

Board members have many questions when employees are placed on paid leave. This session focuses on the economics of employee discipline. When is suspension with pay a better option than termination? Why might discharging an employee during the school year cost significantly more than at the end of a contract period? Understanding the terms under which an individual is employed is key to determining whether the cost will outweigh the benefit of taking certain employment actions.

World Class Evaluation of Teachers: International Trends and Texas Practices–Room D172
Richard Erdmann, Founder and CEO, Syfr Corporation

Top-performing countries are abandoning the traditional factory model—where teachers are at the bottom of the production line—and moving toward a professionalized model of teachers as knowledge workers. In this model, teachers are diagnosing problems and applying evidence-based practices and strategies to improve their own as well as student performance. Learn how to begin building world-class evaluation systems into your district by starting with the teacher as evaluator.

HB 5 Community Engagement Evaluations: The first year and beyond–Room D173
Greg Gibson, Superintendent, Schertz-Cibolo-Universal City ISD
Nancy Cotton, TASB
Marie Jones, TASB
Kelly Kyle, TASB

A panel of school district and TASB staff present results of how evaluations went in 2014 and discuss ideas for year two. Results of a statewide evaluation survey are presented and school district representatives talk about what worked for them and how they met this new challenge required by House Bill 5, Section 46. You learn tips, tricks, and techniques that will give you a jump start on your 2015 evaluation.

In-Depth Session 9–11:45 a.m.

TASB ISD: Boardmanship Basics–C BR 3
Kay Douglas, TASB

Especially designed for first-year board members, this 2.5 hour workshop, presented by TASB staff, is an overview of the job of a school board member.
Breakout Sessions 10:30–11:45 a.m.

The Roscoe Collegiate System Model for Rural School Transformation—C BR 2

Kim Alexander, Superintendent, Roscoe ISD
Kelty Garbee, Associate Program Officer for Teacher Effectiveness, Educate Texas

The Roscoe Collegiate System is a Rural School Transformation Model for college and workforce readiness for all students. This system models collaboration between public education, higher education, education systems, and private business and industry. The goal for the model is to enable every student to graduate high school with the associate degree and business/industry recognized certification, as well as an electronic portfolio containing evidence of mastery of the capstone research process.

It’s Time to Play...Custody in the Classroom!—C BR 4

John Norman, Director of Policies, San Antonio ISD
Wesley Johnson, Attorney, Escamilla & Poneck, LLP

Who is the parent? What can I tell grandmother about her grandchild? What does “joint custody” mean? And how did I get pulled into someone else’s divorce?!? This entertaining and informative presentation helps school board members and district staff navigate the highly emotional and complex area of child custody disputes and related family issues.

4 Corners: Your School’s Safety, Security, and Response—The 360 Degree View—Room C140

John Michael Keyes, Executive Director, I Love U Guys Foundation
David Benke, Board Member, I Love U Guys Foundation
Terry Nichols, Assistant Director, ALERRT (Advance Law Enforcement Rapid Response Center), Texas State University - RRHEC
Karlen Moore, Director, Clinical Services, Harris County Juvenile Probation Department
Clem Zabalza, TASB

This Four Corners session features a discussion of school safety, security, and response from four distinct perspectives—educators, parents, first responders, and recovery/counseling. Attendees learn how each of these directly affects any school emergency event and how their participation and engagement before a crisis takes a conscious and planned effort crucial to begin the road to recovery.

Fast Forward 2015! Are You Ready for the 84th Legislative Session?—Room C141

Dominic Giarratani, TASB
Ruben Longoria, TASB
Julie Shields, TASB

The 83rd Session of the Texas Legislature saw many victories for students and schools: some additional funding, reductions in accountability tests, and flexibility in graduation plans, for example. Fast forward to 2015 and you’ll find new issues tied to school funding, accountability, and governance. Are you prepared to stand for public schools? This briefing brings you up to speed on these and other critical issues that legislators will be considering in the upcoming session and arms you with facts to advocate for public schools.
That Coach Has Got To Go!–Room C142
Andrea Mayo, Deputy Superintendent, District Services, Longview ISD
Kelli Karczewski, Attorney, Karczewski Bradshaw L.L.P.
We’ve heard it time and time again, and probably even said it once or twice: “That coach has got to go!” But is it as easy as a poor win-loss record? Come learn from a seasoned school lawyer and a veteran in HR administration about the nuances of contracting with your coaches and the how-tos of addressing performance deficiencies. Leave with the tools necessary to keep your athletic department well staffed … and fans happy!

Asbestos Regulations: What is Required of Your District?–Room C144
George Scherer, TASB
Is your schools Asbestos Management Plan up to date? Regardless of date of construction all school-owned or leased buildings must be in your Management Plan. This session takes an in-depth look at the asbestos regulations that affect Texas schools and what actions schools must take to maintain compliance, as well as what to expect during an inspection from the Texas Department of State Health Services. This session is presented by a licensed Asbestos Management Planner.

Creating and Maintaining an Effective Board-Superintendent Relationship–Room C146
Cory Hartsfield, Attorney, Adams, Lynch, & Loftin, P.C.
This session, conducted by TASA’s General Counsel, addresses the roles and responsibilities of the superintendent and the superintendent’s employment contract. The board-superintendent relationship and catalysts to conflict and effective strategies for avoiding and dealing with conflict also are discussed.

Building Community Trust One Conversation at a Time–Room D161
Suhail Farooqui, Chief Executive Officer, K12 Insight
Public school systems face two serious deficits — fiscal and trust. While everyone understands a lack of money, it’s difficult to communicate a lack of trust. As social media empowers vocal naysayers, district administrators lose ground, ultimately risking the very future of education. To build public trust — and gain support for difficult decision-making — superintendents must promote authentic dialogue with all stakeholders.

Protecting Your Future Income from Those Who Want to Steal What You Have Earned–Room D162
Tim Lee, Executive Director, Texas Retired Teachers Association (TRTA)
It’s hard to imagine that after all you have given to our public schools and to Texas that there are people and interest groups working to take that away from you. The Texas Retired Teachers Association is familiar with their attacks. We know who “they” are. TRTA has a proud working relationship with school administrators, business professionals, classroom educators, and all school employees. We are on the front line to defend your future. This session explains how we are doing this and why.

TSPRA: Communicating Your Value–Room D163
Tommy Brown, Public Information Officer, Alvarado ISD
Rick Herrin, Video-Webmaster, Carroll ISD
Mario Zavala, Communications Manager, Denton ISD
It is our assertion that parents and stakeholders want to believe in the local public schools. As we move forward in education, those parents and stakeholders must know our district’s value because they are hearing from other sources that there is not much value in a public education. We discuss examples and case studies from districts of all sizes that are doing their part in communicating their value.

[IOT] Risk and Diversification–Room D164
Nathan Smith, First Public (subsidiary of TASB)
Cole Hentschel, First Public (subsidiary of TASB)
We have learned a lot from the recent recession. As the economy starts to recover, it’s a good time to review your investment portfolio and strategies for minimizing risk. In this session, the discussion focuses on various types of risk, including security risks, strategy risks, and market risks. The presenters also address various ways to diversify your portfolio and how diversification can minimize risk.

Facility Planning and Bonds 101–Room D165
Nobert Rodriguez, Superintendent, Pearsall ISD
Mike Brooks, TASB
Jeff Clemmons, TASB
Are your facilities where you want them to be? You must have a detailed analysis of your facility needs to build the foundation for the master plan. How do you fund the master plan? As fund balances fade into the sunset, bond elections are the main source of funding. Learn what it takes to create a comprehensive master plan and an effective strategy to ensure a successful bond election.
Student Privacy Issues: Searches and Personal Privacy in the Digital Age–Room D166
Cristina Blanton, TASB

School districts are committed to keeping students safe in the classroom and online. With the prevalence of district issued and student owned technology in schools and in classroom instruction, school officials often have to balance safety interests against the privacy rights of individual students. In this presentation with a TASB Legal Services attorney, learn how to keep students safe without violating the law in the digital age.

Employment Issues in Extracurricular Activities–Room D167
Holly Murphy, TASB

Looking for a blue chip addition to your coaching staff? Need a sponsor who can put the cheer back into cheerleading? This presentation by a TASB Legal Services attorney examines the legal issues regarding employment of coaches and sponsors, including contracts, compensation, and Title IX.

Designing to Engage the Special Needs Student–Room D168
Kim Tunnell, Chief Leadership and Performance Officer, Tyler ISD
Jason Mellard, AIA, LEED, AP+, Associate, Corgan
Eric Hortsman, Principal, Corgan

Join us as we explore the possibilities of focusing and engaging special-needs learners through multi-sensory experiences that are integrated into the building, site environment, and curriculum. Emphasis is on the critical collaboration between architects and staff, curriculum integration, sensory and environmental therapies, and blurring the boundaries between buildings and nature. We examine building design trends and case studies.

Seizing the Opportunity: House Bill 5 and College Readiness–Room D170
Katey Arrington, Manager, K-12 Services, Charles A. Dana Center
Omar Barnhart, Senior Program Coordinator, Charles A. Dana Center
Kathi Cook, Manager, Online Course Programs, Charles A. Dana Center
Lindsay Fitzpatrick, Policy Specialist, K-12 Services, Charles A. Dana Center

House Bill 5 requires a college preparatory mathematics course for grade 12 students who do not meet college-readiness standards. Join us in this session to learn about multiple initiatives underway across the state to help districts meet this requirement and how these initiatives can inform plans in your district.

Behavioral Interviews: The Gold Standard for Hiring Excellence–Room D171
Dan Korem, President, Korem & Associates

The behavioral interview is the gold standard in Fortune 500 companies—and most districts don’t use it. If you’re experiencing substandard hires, above-average attrition rates, and unexpected subpar performance from staff who looked great during their interview, it’s probably due to substandard hiring practices. People are hired because of their talent, but usually leave or are released because of behaviors and “issues.” Attend this session to learn how to develop and maximize the behavioral interview.

Setting Superintendent Performance Goals–Room D172
Bill Nemir, TASB

District goals are the board’s vehicle for setting direction, and related goals for the superintendent are one of the board’s best tools for holding district staff accountable for moving the district in the desired direction. This session focuses on formulating goals with your superintendent—related to district goals—for next year’s superintendent evaluation. Sample superintendent evaluation goals statements are examined and discussed for their usefulness in the evaluation process.

A Legal and Governance Perspective on Meetings–Room D173
David Koempel, TASB
Mark Tilley, TASB

Ever wonder if your board meetings coincide with the full moon? This session examines common but difficult issues arising at school board meetings, including Robert’s Rules of Order, voting confusion, closed meetings, and public comment. Bring order to your meetings with practical guidance from both TASB Legal Services and Leadership Team Services.

Hungry?
Visit the food court in Exhibit Halls D/E.
Distinguished Speaker  
1–2:15 p.m.

Ballroom C1—See page 14 for details

William Freund, Chief Economist Emeritus, New York Stock Exchange

IOT: Present and Future Financial Markets

Breakout Sessions  
1–2:15 p.m.

Print to Digital Transformation...From Funding to Execution—C BR 2

Hall Davidson, Senior Director, Global Learning Initiatives, Discovery Education
Cindy Gillean, Science and Social Studies Coordinator, Highland Park ISD (ESC 10)

Districts across Texas and the nation are facing the challenge of transitioning from print to digital. This is not an all or nothing, black-and-white choice. It requires a definitive action plan to move towards digital with investments in network infrastructure, student-based technology, professional development, and superior digital content. It is a multi-year, multi-step process. Come hear about Highland Park ISD’s successful navigation of their adoption process to ensure alignment with the district’s strategic plan and learn real lessons and practical advice for your digital transition.

Fracking for FSP Formula Fixes—C BR 4

Lynn Moak, Partner, Moak, Casey & Associates
Daniel Casey, Partner, Moak, Casey & Associates
Curtis Culwell, Associate, Moak, Casey & Associates
Joe Wisnoski, Associate, Moak, Casey & Associates

The 2013 legislative session saw partial restoration of the 2011 cuts, with FSP formulas increasing by about 3–4 percent per year. Can the legislature afford to follow up with higher funding levels in 2015? What can be expected from litigation, and just what is the timeline for getting a final decision? These questions and more school finance topics are explored in this session.

4 Corners: What Would You Do? Learning From Cases—Room C140

Bill Nemir, TASB

If experience is the best teacher, learning from the experiences of others may be a kissing cousin. Participants have a chance to put themselves in another board’s place to see how we would respond, what consequences might occur we hadn’t thought about, and how we should plan to move forward. Participants move around the room to examine and critique the responses of others.

Engaging Your Community To Assist in Providing Students 21st Century Skills—Room C141

Brad Cravens, Board Member, Sunnyvale ISD
Doug Williams, Superintendent, Sunnyvale ISD
Christi Morgan, Director of Student Services, Sunnyvale ISD

While each district is unique, a common theme exists: How can schools be proactive in engaging community support for district initiatives? Sunnyvale ISD has developed methods for soliciting community involvement to help define district needs, develop plans to address those needs, and construct measures to define success. Action Teams have been beneficial in gaining community input and securing support on various initiatives, recently in development of plans for 21st century learning.
How to Develop, Implement, and Maximize a Comprehensive Energy Management Plan—Room C142
Bob Cervi, Director of Maintenance and Operations, Eanes ISD
Jason Turner, TASB

Having a comprehensive facility improvement plan allows you to squeeze valuable dollars out of inefficiently operated buildings. Does your district have a long-range facility improvement plan? Do you have a replacement schedule for HVAC, roofing, lighting, controls, kitchen equipment, etc.? Do you have a behavior management plan for occupants to reduce usage? Knowing where to start, how to implement, and what can maximize an Energy Management Plan is the core of this presentation.

Advocacy 101 for School Board Members—Room C144
Dominic Giarratani, TASB
Dax Gonzalez, TASB
Ruben Longoria, TASB

School board members bear the responsibility of serving as advocates of their students and districts before the community and lawmakers. This session teaches school board members about the legislative process and effective methods for influencing legislation to improve education in Texas. Trustees receive step-by-step instructions and proven strategies for establishing and leveraging relationships with lawmakers to become better advocates for public education.

Special Education: What Trustees Must Know—Room C146
Douglas Killian, Superintendent, Hutto ISD
Heather Rutland, Of Counsel, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

Special education is increasingly in the news and on the minds of parents and staff, and shows no signs of slowing. Boards are facing the complicated, often emotional issues associated with special education like never before. The superintendent and legal counsel for one of the fastest growing districts in Texas address what a trustee must know, what questions to ask, and the impact special ed has on finances, liability, community relations, and policy decisions.

Leading Change in Challenging Times—Room D162
Julie Evans, CEO, Project Tomorrow
Anita Givens, Educational Consultant
Ann McMullan, Educational Technology Consultant

Whatever your leadership role, leading change always brings both challenges and opportunities. Organizational change may be rooted in intrinsic or external motivations, or a combination of both. Come hear two veterans of change leadership share their perspectives from state and district levels and lead a conversation among session attendees. Specific examples of program changes and the path for successful implementation will be provided. Digital tools for collaboration are utilized.

TSPRA: Education Foundations: Bringing the District’s Message to the Community—Room D163
Marilyn Bettes, Board Member, Navasota ISD
Dawn Baletka, Director of Grant Services, Navasota ISD

Have you heard the phrase, If you are not part of the solution, you are part of the problem? Education Foundation members are typically leaders within the community. These leaders talk and people listen. Ensuring that these leaders are communicating district goals and messages often leads to a more positive response from the community. This session provides specific examples of how Education Foundations can help increase community engagement and support for district initiatives.

Engaging Today’s Students to Learn at Higher Levels—Room D164
John D. Horn, Senior Associate, Schlechty Center
Nancy Rindone, Senior Associate, Schlechty Center
Monica Solomon, Senior Associate, Schlechty Center

“Student engagement” is a term frequently used and often misunderstood. Getting students to learn at higher levels and retain what they have learned requires that you take their motives and needs into account. Design of student work precedes and takes precedence over planning lessons. Learn more about the relationship of design to engaging your students in this session and how to support teachers to think and evolve in their roles as designers and leaders.

The Affordable Care Act: What We Know So Far—Room D161
Cory Rush, Associate Attorney, Rogers, Morris & Grover, LLP.

The Affordable Care Act became law in 2010, and yet, four years later, it remains one of the most contentious and confusing issues facing employers today. The purpose of this presentation is to provide an overview of the Affordable Care Act with a particular focus on aspects of the law that pertain to school districts—especially those related to the classification of employees who are eligible to enroll in a school district’s health benefits program.
Standard Response and Standard Reunification: A Uniform Response To Emergencies–Room D165
Clem Zabalza, TASB

When “It can never happen here!” happens, response matters to ensure the district begins recovery. This presentation relays a story of “It can never happen here” and how tragedy led to the creation of SRP & SRM. SRP is an action-based protocol using four specific actions with directives. When executing SRP, students, staff, and first responders easily perform the required response to the incident. Implementing SRM will enable a smoother and more effective student-parent reunification.

Pre-Construction—What’s My Role?–Room D166
Keith Moore, Superintendent, Crosby ISD
Mike Brooks, TASB

The race is on to keep your bond project on time and on budget. Learn how to maintain your momentum to successfully manage the construction process. Clear communication and thorough oversight will ensure a successful construction project. At the finish line, the students, staff, administration, school board, and community are all winners.

Responding to School District Grievances–Room D167
Mark Tilley, TASB

Grievances are a challenge in every school district. Board members need to understand the grievance process in order to participate in a confident and professional manner. In this session, a TASB Legal Services attorney reviews TASB’s model grievance policies and provides legal and practical advice for board members and administrators applying these policies. A checklist and sample script allow you to handle grievances with grace.

Getting Results from Your Instructional Investments–Room D168
Rod Schroder, Superintendent, Amarillo ISD
David Hill, Consultant, Hill Consulting Company

Has your district invested significant time and money in an innovation (a resource, program, process, etc.) designed to address problems with student learning? Are you frustrated with the results you are getting from the implementation of this innovation? Even worse, did you drop the innovation and adopt another one? In this session you have the opportunity to reflect with colleagues on this expensive cycle, its causes, and a process to break it.

Community Engagement, Technology, and House Bill 5–Room D170
Edin Hinds, Principal, Houston ISD
Melissa Patin, Principal, Houston ISD
Cullen Childress, CEO, Livingtree

As educators, engaging our communities to drive better outcomes is difficult. This panel highlights two successful programs, providing a before and after view of community engagement, teacher perceptions and usage, impact on Title 1 and ESL families, and how technology adoption impacted their House Bill 5 community engagement assessment. The primary focus of the session is the school’s usage of a private social collaboration network for true two-way engagement and network analytics.

Is Grit a Missing Piece? Accomplishing More than Others of Equal Intelligence.–Room D171
John Kelly, Superintendent, Pearland ISD
Nyla Watson, Senior Assistant Superintendent for Instructional Programs, Pearland ISD
Dana Miles, Principal, Pearland ISD
Mandy Benedix, Teacher/Grit Program Coordinator, Pearland ISD

Changing the culture of a school district to a growth mindset. See how Pearland ISD has started a grass roots effort to educate the “different” child in the 21st century through a district-wide initiative that includes non-cognitive traits such as grit, resiliency, integrity, and tenacity. Start the buzz in your district and start to see immediate results.

Addressing Existing Facility Needs with Existing M&O Dollars–Room D172
Louie Coker, TASB
Adam Quinn, TASB
Mike Cothran, Business Development Manager, Entegral Solutions

Session attendees learn about leveraging existing M&O dollars to comprehensively address deferred maintenance and renovation projects. For years, districts have faced difficulty finding the funding to upgrade aging facility’s infrastructure. There are alternative funding vehicles available to districts in need of updating facilities that don’t require a bond campaign. Understanding the benefits of tackling these projects comprehensively vs. piecemeal is the core of this presentation.
Community Involvement in Long-Range Facilities Planning—Room D173

Philip Anthony, Superintendent, Princeton ISD
David Koempel, TASB

Want to build new facilities that meet the needs of your district? Attend this session to learn what it takes to get the community behind your facilities planning process and local bond issue. You hear from a district that has successfully involved and engaged their community in an important part of long-range planning.

In-Depth Session 1–3:45 p.m.

TASB ISD: Teamwork Basics—C BR 3

Kay Douglas, TASB

Especially designed for first-year board members, this in-depth session includes a look at why it is important for trustees to act as a board rather than as individuals, what makes a team effective, and how each member can contribute to that effectiveness. Key team procedures, communication strategies, and ethical behavior are explored as ways to help new board members gain trust and get things accomplished quicker.

A Tale of Three Communities—Room C BR 1

Wayne Pierce, Executive Director, Equity Center
Ray Freeman, Deputy Executive Director, Equity Center

An enlightening tale of three neighboring districts with identical needs. One is property-poor, another is wealthy, and the third is a new Chapter 41 district. Learn how a state funding system that picks winners and losers not only hurts children, it also hammers local taxpayers and economies. Even among wealthy districts, there are great variations in funding levels. Participants leave with a district-by-district report showing the impact of our inefficient public school funding system.

Project Share—Sharing Online Resources in 2014 and Beyond—C BR 2

Kerry Ballast, Special Projects Director, Texas Education Agency

This session provides an update on Project Share. Topics include a review of what has been learned over the project’s first five years, an update on the single sign-on project, an overview of online resources available at no cost to Texas public school districts, and a discussion of content sharing strategies for the 2014-15 school year and beyond.

One Size No Longer Fits All: Pursuing Viable Post-Secondary Options through HB 5—C BR 4

HD Chambers, Superintendent, Alief ISD
Kathleen Jahn, Executive Director of Instruction, Alief ISD
Tyra Walker, Director of Guidance and Counseling, Alief ISD

Experience the past, the present and the future of planning an effective rollout of HB 5. A synopsis of activities, events, and experiences is shared along with overall lessons learned thus far with endorsements, higher education partnerships, etc.

4 Corners: Governance from All Angles—Room C140

Rachel Dedman, TASB
Diana Freeman, TASB
Amy Kadlec, TASB
April Mabry, TASB

Every governance challenge has more than one perspective. Join a TASB Leadership Team Services consultant, a Legal Services attorney, a Policy Service consultant, and an HR Services consultant as they lead a case study discussion featuring a common personnel controversy from all four angles. This session strengthens your team’s ability to respond to complex or high-profile situations.

A Vision for Leadership of Learning—Room C141

Susan Borg, Associate Superintendent for Instruction, Klein ISD
Misty Kainer, Principal, Klein ISD

Participants learn how a Texas High Performance Schools Consortium district is using TASA’s Visioning Document to enhance the leadership capacity of principals in preparing their teachers and communities for future-ready learning strategies and environments.

Marketing Public Schools—Room C142

Karen Strong, TASB

For some time now, public schools have been criticized by politicians, think tanks, and media. Marketing schools to our communities and speaking up for public education generally are more and more necessary. Learn about new campaigns that highlight what makes today’s public schools the best option for Texas students. Find out how you can be a part of changing the way people think about traditional public schools.
Smaller districts often struggle to compete with larger districts in terms of teacher pay, which can make recruitment of effective teachers to the smaller districts difficult—especially when the larger districts are right next door. This session shares how one district transformed teacher pay and implemented new and creative methods to recruit experienced teachers. The session also provides tips for successful transformation of teacher pay in your district.

The Hidden Achievement Factor: Effects of Behavior Systems on Academic Outcomes–Room C146

Joanie Arrott, TASB
Stacy Morgan, Co-Founder, Emergent Tree Education

Academic achievement and post-secondary success are the primary focus of schools. But as campuses continue to train staff in curriculum and instruction strategies, a third factor is often ignored. Data indicates that academic outcomes are directly linked to systemic behavior supports, since disruptive behavior from some effects access to instruction for all. This presentation establishes a causal link, outlines core implementation features, and creates actions for moving forward.

What’s This I’m Hearing about School Transformation?–Room D161

Susan Holley, TASA
Denise Collier, Consultant, TASA

Come join in some activities to familiarize yourself with the principles of the vision work, hear about transforming public school in Texas into systems that meet the needs of today’s students, and find out what is going on around the state in districts and regions to transform public schools.

Using Schoology—Communication, Collaboration, Integration, Instruction–Room D162

Elizabeth Langer, Director of Technology Training & Services, Northside ISD (ESC 20)
John Robinson, Training and Development Technologist, Northside ISD (ESC 20)
Ann M. Halstead, TASA

Schoology is an award-winning LMS that is intentionally designed to engage all users: students, teachers, administrators, parents, and lifelong learners. Within one tool you are able to communicate, collaborate, host, and share curriculum; integrate with your existing technology; and deliver curriculum. Learning should be fun and collaborative and this session shows you how an LMS can provide this structure. Three Schoology users share how they are using the system and their experiences.

In the span of 24 hours Wylie ISD faced two serious incidents. Just one could have resulted in a loss of faith in the district. But having two the same weekend put the entire community on an emotional roller-coaster. And while neither crisis was preventable, we were under the microscope of the media, parents, and the entire community. District officials worked closely with law enforcement and monitored all forms of media ensuring our messages were conveyed accurately.

Get an overall picture of the current Texas economy and catch up on the latest economic statistics and analysis. A representative from the Federal Reserve Bank of Dallas explores the outlook for Texas’ economy.

Spending on education technology is now in the tens of billions of dollars as schools push for infrastructure and devices. But what about content? There are great games, apps, websites, and digital curricula out there, but finding, vetting, and delivering quality content to teachers is challenging. In this session, hear insights from an educator, administrator, nonprofit manager, and district leader on how the educational system can best structure digital content acquisition and implementation.

This interactive presentation leads participants to better understand the urgent need to transform schools and how Duncanville’s strategy to make integrated PBLs the main mode of learning for all students better prepares those students for their future. Come see two years of examples, hear from our teachers and students, and learn from our triumphs and mistakes as we redesign and transform schools and classrooms from platforms for teaching to student-centered platforms for learning.
Working with Your Community College—Room D167
Amy Magee, TASB

Your local community college can be an important partner in providing district services, including academic services, and conducting district business. This presentation by a TASB Legal Services attorney addresses common issues that arise when working with your community college, including instructional arrangements, memoranda of understanding, interlocal contracts, and facility use.

Systemic Alignment of Supervisor, Principal, and Teacher Evaluations—Room D168
Mike Miles, Superintendent, Dallas ISD

Principal and principal supervisor evaluations are central to transforming schools. Aligning these evaluations with teacher evaluations and the goals of the district help maximize results. Based on the evaluation systems Dallas ISD is implementing, this session explores the components of rigorous evaluation systems at each level tied to student achievement and performance metrics. Presenters describe the alignment between the systems that ensures calibration and fidelity of implementation.

Maximizing Community Involvement in Educating Students with Autism—Room D170
Albrey Hogan, District Behavioral Specialist, Southwest ISD
Frank Hogan, District Autism Specialist, Southwest ISD

With the number of students being diagnosed with autism continuing to grow globally, school districts across the nation are being forced to examine their instructional techniques. In years past, the mindset of many educators was that if a student was diagnosed with autism he or she was placed in a specialized setting away from their general education peers. This session explores the new picture of autism and what it means to school districts.
First General Session 4–5:30 p.m.
Exhibit Hall F—See page 12 for details

Gubernatorial Candidates: Perspectives on Public Education

Texas State Senator Wendy Davis
Attorney General of Texas Greg Abbott

Why Auto Mechanics Matters—Room D171
Lawrence Hindt, Superintendent, Allen ISD
Kevin Rogers, Chief Operating Officer, Lewisville ISD
Tracy Eich, Principal Designer, Stantec
Jennifer Henrikson, Principal, Stantec

In response to accelerated change in education and economic sectors, preparing students to succeed means helping understand the relevance of learning. CTE programs bridge core academics to rigorous real-world applications. Many courses remain focused on specific job skills for workforce-bound students, thereby closing doors to college-ready pathways. This approach limits opportunities for CTE programs to capture the richness of diversity, creativity and career aspirations represented by all students.

Project Based Learning: Promises and Perils—Room D172
Christine Drew, President and COO, Syfr Corporation

Project- or Problem-Based Learning, is increasingly popular in K-12 education in Texas, the US, and internationally. However, there are still many important questions about its definition and the forms that may be best for particular students in different contexts. This session reports on a review of research to evaluate evidence of the effectiveness of PBL. Come learn what to expect and what not to expect when or if you decide to become a project-based learning focused district.

Introduction to Parliamentary Procedure—Room D173
David Koempel, TASB

When used appropriately, parliamentary procedure can help your board meetings run more efficiently, but knowing every detail of Robert’s Rules of Order isn’t necessary. This session covers the basics of the rules that apply to boards, reviews the most commonly used motions, and explains common misunderstandings about the rules. A great overview for new board presidents and new board members alike, this course is part of TASB’s Board President’s Academy.
Saturday

12:30–1:45 p.m.
Delegate and Alternate Lunch and Extended Caucuses • Levels 2 and 3, Omni Hotel
(refer to Delegate Assembly Handbook for more details)

Caucuses and lunch for delegates and alternates will begin at 12:30 p.m. Delegates and alternates in each region will meet with the TASB Board of Directors over lunch to discuss the issues coming before the Delegate Assembly and to clarify Delegate Assembly processes. To be admitted to the caucuses, delegates and alternates will need to display their delegate or alternate ribbon and button showing which region they represent.

2–4 p.m.
Delegate Assembly
Dallas Ballroom, Level 3, Omni Hotel

The TASB Delegate Assembly is a vital component of the Association’s governance structure. During the afternoon Assembly, trustees from across Texas provide crucial direction to the TASB Board and staff in representing members’ interests before state and national policymakers.

The Assembly begins at 2 p.m. and will conclude at approximately 4 p.m. During that time, delegates will elect TASB officers and board members, hear reports from the TASB Board and its committees, and consider the proposed Advocacy Agenda Priorities and Resolutions, a change to the Cornerstone Principles, and changes to the Bylaws.

Delegates and alternates will receive one hour of continuing education credit for attending the Advocacy Agenda portion of the session.
Daily Agenda

Registration 6:30 a.m.–3:30 p.m.
Breakout Sessions 7:30–8:45 a.m.
In-Depth Sessions 7:30–10:15 a.m.
Exhibits Viewing 8 a.m.–3:30 p.m.
TASA/TASB Marketplace and Member Services 8 a.m.–3:30 p.m.

Special Forum: Update on School Finance Litigation 9–10:15 a.m.
Breakout Sessions 9–10:15 a.m.

Second General Session: Bertice Berry 10:30 a.m.–noon
Designated Exhibits Viewing Noon–1:30 p.m.
TASB Named Delegate and Alternate Lunch and Caucuses 12:30–1:45 p.m.
Breakout Sessions 1:30–2:45 p.m.
In–Depth Sessions 1:30–4:15 p.m.
TASB Delegate Assembly 2–4 p.m.
Designated Exhibits Viewing 2:45–3:30 p.m.

Distinguished Speaker: Michael Williams 3:30–4:45 p.m.
Breakout Sessions 3:30–4:45 p.m.

Related Meetings

TASB Area Association Breakfast 7:30–9 a.m. KBHCC*–D224
Texas Association of Mid-Size Schools (TAMS) Board Meeting 8–9:30 a.m. Omni Dallas Hotel–Fair Park 1
Texas School Coalition Executive Committee Meeting 8–9:30 a.m. Omni Dallas Hotel–South Side 1
Texas Association of Latino Administrators and Superintendents (TALAS) Board Meeting 8:30–10:30 a.m. Omni Dallas Hotel–White Rock 1-2
TASB Resolutions Committee Hearing 9–9:30 a.m. KBHCC*–D223
TASB Legislative Advisory Council (LAC) 9:30–10:15 a.m. KBHCC*–D222
STAR–Texas Board Meeting 10–11 a.m. Omni Dallas Hotel–Fair Park 2
Fast Growth School Coalition Luncheon Noon–1:30 p.m. KBHCC*–Ballroom D
Texas School Alliance (TSA) Luncheon/Meeting Noon–1:30 p.m. KBHCC*–C148
Texas Council of Women School Executives (TCWSE) Board Meeting 12:15–3 p.m. Omni Dallas Hotel–Fair Park 1
Texas Association of Education Service Centers Luncheon 12:15–1:15 p.m. KBHCC*–C155
Future–Ready Superintendents Leadership Institute 1:30–3:30 p.m. KBHCC*–D223
Texas School Coalition Membership Meeting 3–4 p.m. Omni Dallas Hotel–Katy Trail

* KBHCC–Kay Bailey Hutchison Convention Center
Breakout Sessions 7:30–8:45 a.m.

CONFLICT RESOLUTION: Mediation in the Schoolhouse—C BR 1

Nan Hundere, Attorney and Mediator, Nan P. Hundere, PLLC

Lawsuits, special education hearings, employee grievances, student disputes, controversies in the community. These are all situations in which mediation could bring resolution to the conflict. Nan Hundere is a former teacher–turned–attorney who has represented school districts for 30 years. Now a professional mediator and facilitator, Hundere explores how mediation can help keep your district and its employees out of the courthouse, save time, limit costs, and mend relationships.

Hot Dogs, Flaming Poodles, Boogeymen, Coca-Cola, Bluebell, and Bob’s Red Mill—C BR 2

Ken Odom, Board Member, Tomball ISD
Amy Hays, Board Member, Gatesville ISD
Sam Saldivar, Board Member, McAllen ISD
Greg Powers, Board Member, Harlingen CISD

Advocates of public education often hear the word “choice” and cower in fear as visions of privatization, competition for limited dollars, and lost students come to mind. But “choice” applies to public schools, too! Did you know that almost all public school districts embraced choice a long time ago? Did you know that public schools can be ADVOCATES for choice? The real challenge is figuring out how to position your district as a district of choice by leveraging your unique attributes.

Local Control (Is Your Board in Control or Out of Control?)—C BR 4

Antonio Ayub, Board Member, Socorro ISD
Michael Evans, Board Member, Mansfield ISD
Tony Hopkins, Board Member, Friendswood ISD
Paul Uranga, Board Member, Culberson County-Allamoor ISD

A Leadership TASB 2014 team reviews the changes of control of public education over the last century. The focus is on the changes to public education scope with the addition of federal and state programs and unfunded mandates. After a review of how public education has changed and possible changes coming in the future, the presenters lead a group conversation on what issues trustees think should be at the top of an advocacy agenda of reclaiming local control.

Bond Experiences and Challenges—Room C140

Vernagene Mott, Board Member, Pflugerville ISD
Karen Freeman, Board Member, Northside ISD (ESC 20)
Joe Adams, Board Member, Katy ISD
Bob Covey, Board Member, Cypress-Fairbanks ISD

School districts depend upon passing bond proposals to manage growth and maintain existing facilities. Some districts are facing organized opposition in their campaigns that may or may not be coming from their local community. Join us in an interactive panel discussion with leaders from Cypress-Fairbanks, Northside, Pflugerville, and Katy ISDs about these challenges and how we might respond to such opposition.

#EpicFail: Avoiding Social Media Disasters in the Workplace—Room C141

Katie Anderson, Attorney, Strasburger & Price LLP
Chase Potter, Associate, Strasburger & Price LLP
Melody Smith, Associate, Strasburger & Price LLP

This session is designed to help educate and equip administrators and board members on implementing and enforcing acceptable social media use practices as well as assist in avoiding pitfalls that may arise in regulating employee speech. Through adequate policy implementation, schools may avoid potential liability in making hiring determinations and in monitoring employee activity in virtual communities and networks.

New Board Member? Fast Track Your Training Process—Room C142

Julie Cole, Board Member, Hurst-Euless-Bedford ISD
Ellen Jones, Board Member, Hurst-Euless-Bedford ISD
Matt Romero, Board Member, Hurst-Euless-Bedford ISD
Steven Chapman, Superintendent, Hurst-Euless-Bedford ISD

New board members are expected to hit the ground running as soon as being elected and bringing new board members “on board” can be a massive undertaking. Where do you begin? The Hurst-Euless-Bedford ISD developed a written process to help acculturate new members as quickly as possible to all areas of the district affecting them and to better prepare them for board service. Fast tracking their training enabled the entire board to seamlessly continue the work of the school district.

Indoor Air Quality: Factors to Providing a Safe and Healthy Learning Environment—Room C144

George Scherer, TASB

Do you have building occupants complaining about the quality of the air in your buildings? This session looks at common indoor air quality problems found in school buildings and discusses factors that could help improve indoor air quality as well. Discussion includes the Texas regulations regarding mold (session is led by a licensed Mold Assessment Consultant).
Managing Wyatt Earp in the Modern-Day Wild West That Is Your School District—Room C146

Richard Ogden, Superintendent, Hughes Springs ISD
Andrea Mooney, Associate, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

Since the Sandy Hook tragedy, districts are exploring options for on-campus law enforcement, triggering complex issues including hiring, firing, gun carrying criterion, commissioning requirements, and disciplinary procedures specific to police officers. Presenters discuss managing school police departments and their challenges, as well as provide an overview of the laws that govern them, including the Education Code, Government Code, police procedure, and district policies.

Optimum Use of Education Facilities Enhances 21st Century Learning—Room D161

Daniel Bankhead, General Manager, Design, Houston ISD
Brian Godinez, Chief Marketing Officer, ERO Architects
Eli Ochoa, President/CEO, ERO Architects

Texas school districts are dealing with aging buildings and the need to transform schools into 21st century learning environments. School spaces need to become more flexible and offer shared group settings for innovative teaching. Houston ISD is transforming its entire district with the integration of technologies and designs to boost student achievement. One new 21st century school is Furr High School. The new design for this high school will change the way students and teachers interact.

Budgets—Making Sure You Ask the Right Questions—Room D162

Randy Hawkins, Board Member, Winona ISD
Linda Waters, Board Member, Winona ISD
Denise Shetter, Superintendent, Winona ISD

Winona ISD shares the story of how the district went from a proposed deficit budget of $500,000 per year to a balanced budget within two years. Staffing, programs, expenses—no stone was left unturned! Presenters describe the partnerships they formed with higher ed institutes and the programs added for both teachers and students through these partnerships. Questions, comments, and suggestions are welcome!

TSPRA: Customer Service Starts at the Top—Room D163

Candace Ahlfinger, Executive Director of Communications and Public Affairs, Richardson ISD
Bradley Domitrovich, Director of School/Community Relations, Georgetown ISD

School districts are evaluated now not only on their academic achievement but also on their customer service. District leadership first has to adopt and model the concepts so that every employee realizes the importance of being customer friendly at all times. Attendees learn tips and ideas to build excellent customer service in their districts.

Leading the Change to an Amazing District Culture—Room D164

Robert Seward, Board Member, Mesquite ISD
David Koempel, TASB

This session addresses what makes an effective organizational culture and how to lead your district through the changes needed to create an amazing culture. Determine a vision for the district, assess your district’s current culture, and learn what your board and superintendent can do to raise your district’s Culture IQ. This interactive session is presented by a TASB Leadership Team Services (LTS) consultant.

What Are We Waiting For?—Room D165

Chris Everett, Director of Administrator Development and Support, ESC Region 11

Prepare to think. We all look at each other and affirm the characteristics of schools we know our kids deserve. We listen to and agree with presenters like Sir Ken Robinson talk about the school environment and what is lacking. We face unyielding pressure, changing parameters, declining support from the public, and a difficult accountability system. So what’s keeping us from creating what we know we should create? Come and brainstorm what could be!
Breakout Sessions 7:30–8:45 a.m.

**Does the Leading Edge of Performance Have to Be the Bleeding Edge?—Room D166**

Randy Staats, Chief Financial Officer, Round Rock ISD  
Tracy Ginsburg, Executive Director, Texas Association of School Business Officials (TASBO)  
Becky Bunte, Deputy Executive Director, Texas Association of School Business Officials (TASBO)  
Thomas Canby, Associate Executive Director, Governmental Relations, Texas Association of School Business Officials (TASBO)

Optimizing a district’s financial management and operations performance is essential to maximizing available resources for instructional and instructional-related programs, services, and activities. Texas public schools continue to experience funding challenges. How are school systems handling this new norm? Attend this session to learn best practices in optimizing your district’s financial management and operations performance, and learn how to tell your district’s story.

**The Human Factor in Prevention and Recovery—Room D167**

Shevis Moore, TASB  
Karlen Moore, Director of Clinical Services, Harris County Juvenile Probation Department

This session specifically addresses the areas of Prevention and Recovery in the Emergency Management Process. Topics include increasing capability through partnerships with key organizations, prevention through early detection, and enhancing recovery by providing postvention services.

**Public Safety Broadband and the Implications for School Safety in Texas—Room D168**

Caren Skipworth, Subject Matter Expert, Department of Public Safety  
Kelley Stone, Subject Matter Expert, Department of Public Safety

The First Responder Network Authority (FirstNet) was created in 2012 and charged with building a Nationwide Public Safety Broadband wireless Network (NPSBN). The NPSBN will transform public safety communications by allowing responders real-time access to data and applications as well as priority access not available on commercial carriers. This session explains how the network will be able to improve response efforts during events such as school shootings.

**Raise Your Hand—What It Means to Fulfill Your Role As an Advocate—Room D170**

Lance Davis, Board Member, Bonham ISD  
Terre Dunn, Board Member, Pine Tree ISD  
James Rice, Board Member, Fort Bend ISD  
Rick Womble, Board Member, Lockhart ISD

Newer board members—and even those who have been around for a while—are many times confused by what it means to advocate on behalf of their district. Even worse, some members do not see a need to actively engage in this legally mandated part of board service. With public education under fire from so many corners, can we afford not to be front and center in the many crucial conversations currently underway? Join the conversation as we tackle this growing issue.

**Ethical Leadership: What to Do and How to Do It!—Room D171**

Bob Thompson, Executive Director, Center for Executive Leadership, Lamar University  
Elvis Arterbury, Professor, Lamar University  
Steve Jenkins, Associate Professor, Educational Leadership, Lamar University

Seldom does a day pass without a news headline trumpeting sexual misconduct, cheating on test scores, theft, or other such inappropriate behavior by a school employee. Not only is the behavior wrong but it damages the trust that patrons have in our public schools. And these behaviors are on the rise. So what are we to do? In this session we discuss strategies that boards, superintendents, and campus principals can use to minimize such behavior and to create a culture of honesty and integrity.

**Ready...Aim...Vote! Targeting Voters for a Successful Bond Election—Room D172**

Calvin Eshbaugh, Board Member, Academy ISD  
Jolie Willis, PR and Bond Communications Facilitator, Claycomb Associates, Inc.

What goes into a successful bond election? How can community volunteers help? How can your architect help? How can the school board help...or should it? This session reviews the experiences of Academy ISD and how some new strategies were developed and implemented resulting in a successful bond election. While this particular case study involves a small school district, the ideas presented can be applied to districts of any size.
Saturday

**Who are We, Where are We Going, and What’s Our Mission?—Room D173**

Marty Dunbar, Board Member, Tyler ISD  
Orenthia Mason, Board Member, Tyler ISD  
Kim Tunnell, Chief Leadership and Performance Officer, Tyler ISD

Tyler ISD has just set a new course of action with our strategic planning process to engage our community and staff. Our aim was to develop a set of common values along with a bold, ambitious mission to move our district forward. Come learn about our process, steps, and the results thus far with our alignment and implementation. We share how the board of trustees and administration has ensured that our plan remains a living, breathing document instead of a binder on the shelf.

**In-Depth Session**  
7:30–10:15 a.m.

**TASB ISD: District Planning and Budget Basics—C BR 3**

Bill Nemir, TASB

Especially designed for first-year board members and presented by TASB staff, this interactive in-depth session provides an overview of the board's role in district vision and goal setting, planning, and the budget process. It also includes a panel discussion allowing participants to ask questions and examine their role from different perspectives.

**Special Forum**  
9–10:15 a.m.

**Update on School Finance Litigation—C BR 1**

Philip Fraissinet, Partner, Thompson & Horton, LLP  
Richard E. Gray III, Partner, Gray & Becker, PC.  
David Hinojosa, Southwest Regional Counsel, Mexican American Legal Defense and Educational Fund (MALDEF)  
John Turner, Partner, Haynes and Boone, LLP

In late August, Judge John Dietz reaffirmed his earlier ruling declaring the public school funding system in Texas to be unconstitutional. The ruling marked a victory for the 600 school districts that serve as plaintiffs in the case. The case is far from over, however, and the upcoming legislative session could affect any final ruling from the State Supreme Court. Come hear the reactions to Judge Dietz's ruling from attorneys involved in the litigation and a discussion of the next likely next steps in this most recent struggle over public school funding in Texas.

**Breakout Sessions**  
9–10:15 a.m.

**Community-Based Accountability—C BR 2**

Winifred Weber, Board Member, Clear Creek ISD  
Greg Smith, Superintendent, Clear Creek ISD  
Steven Ebell, Deputy Superintendent, Curriculum & Instruction, Clear Creek ISD  
Robert Bayard, Director of Assessment and Evaluation, Clear Creek ISD

To whom should we be most accountable? If you answered the students and local community, you are correct. Clear Creek ISD used the work from TASA’s Visioning Institute and local control to develop a Community-Based Report. This report just may serve as the next generation of a balanced report card that is accountable to the board of trustees, community, and our students.

**Board Member Requests for Information—C BR 4**

Caroline Pekarek, Board Member, Dripping Springs ISD  
Barbara Stroud, Board Member, Dripping Springs ISD  
Bruce Gearing, Superintendent, Dripping Springs ISD

This session explores the need for Board Operating Procedures to comply with TEC §11.1512 and options available to comply. Topics include the underlying causes that may lead to difficulties in obtaining information (communication issues, superintendent issues, board member issues). Presenters emphasize the importance of an effective Team of 8 working relationship to minimize the need to rely on a statute to allow board members to get the information needed to do their job effectively.

**4 Corners: Ethics for Board Members—Room C140**

Diana Freeman, TASB

Board decisions can lead to ethical dilemmas. What are some of these dilemmas and how would your leadership team (board and superintendent) handle them? In this session, participants view video scenarios of some school board situations then discuss the ethical principle demonstrated, possible consequences from the actions, and suggestions for better ways to handle the situations.

**Legal Update Game Show: The Dating Game—Room C141**

TASB Legal Services Attorneys

Are you ready for a convention presentation that is informative and fun? Then you’ll love our Legal Update! This year get ready for a blast from the past with the old 1970’s Dating Game. For more than 15 years, TASB attorneys have gotten all dressed up to highlight recent legal developments related to public school governance, personnel, purchasing, student issues, and more. We’ll do our best to make it the most painless hour you’ve ever spent in a room full of lawyers.
Getting that Next Superintendent Position–Room C142
Butch Felkner, TASB
Marian Strauss, TASB

You have your documentation and 30 seconds to make a great impression! We want to make your application packet standout from the rest. Of course, we expect to profit when you succeed, so when the quality of the materials our candidates present is considered good, our reputation is enhanced. We don’t have an applicant pool but we do want to have as strong an applicant base as we can. If you are interested in getting that next superintendent’s position, this training is for you.

Accelerating College Success: UT Austin’s OnRamps Approach to Dual Credit–C144
Paul Cruz, Interim Superintendent, Austin ISD
Megan Parry, OnRamps Partnership Coordinator, University of Texas - Austin

OnRamps, a blended-learning initiative organized by The University of Texas at Austin partners with districts across Texas, including Austin ISD, to accelerate student success in college-level courses. Four dual-credit courses developed by UT-Austin faculty in Math, ELA, and Computer Science are being implemented. Come learn how AISD and other Texas districts are using OnRamps to provide students college-learning experiences aligned with expectations of leading research universities.

Employee Facebook Posts and Other Technology-Driven Free-Speech Issues–Room C146
Wesley Johnson, Attorney, Escamilla & Poneck, LLP

Employees have a First Amendment right to express themselves and many elect to use Facebook and other social media to do so. When are lines crossed between private speech and speech that can be restricted by the employer? This session explains the law in layman’s terms so that school administrators, school board members, and district staff, can leave with a better understanding of the free-speech rights of Facebooking public school employees.

Middle School Matters: Planning, Leading, and Implementing Instructional Change–Room D161
Gina Rodriguez, Program Manager, Middle School Matters, George W. Bush Institute
David Barrett, Tier III Support Coordinator, Middle School Matters Institute, University of Texas - Austin
Jacob Williams, Tier III Support Coordinator, Middle School Matters Institute, University of Texas - Austin

Research shows that middle school is a critical point in a student’s pathway to graduation. As a result, the George W. Bush Institute’s Middle School Matters program supports schools across the nation in their use of practices proven effective by the most rigorous research conducted in the middle grades. This session addresses how schools can effectively plan for the implementation of research-based instructional and school improvement strategies.

TASA on iTunes U: Transforming Teaching and Learning–Room D162
Janet Espinosa, Department Head, Social Studies, Eanes ISD
Casey Helmick, STEM Facilitator, Northwest ISD
Mary Kemper, Director of Mathematics, Coppell ISD
Eric Simpson, Secondary ELA Supervisor, Lewisville ISD

In March 2013, TASA launched TASA on iTunes U, providing TEKS-aligned content for classroom teachers in 18 high school courses in the areas of mathematics, science, social studies, and English language arts. Since that time, TASA has engaged experienced teachers, content specialists, and higher education faculty to create a collection of digital content resources that school districts can use in responding to the House Bill 5 college preparatory course requirements. Join us as we share how we are transforming teaching and learning.

TSPRA: Going Public: The Marketing of Bexar County Public Schools–Room D163
Kevin Brown, Superintendent, Alamo Heights ISD
Brian Gottardy, Superintendent, North East ISD
Lloyd Verstuyft, Superintendent, Southwest ISD
Brian Woods, Superintendent, Northside ISD (ESC 20)

In the spring of 2013, Bexar County superintendents sparked an idea that would ignite a movement in Southern Central Texas to Go Public! with the success of Bexar County public schools. The superintendents and their respective school districts worked collaboratively to share all that is good about public education. Working to build a new website, create radio and television ads, posters, banners, flags, magnets, and more, the intent was to market public schools in a way that had never been done before. Join us as we share our program for getting the word out about the great things our students and staffs do every day!
Creating Student-Centered Schools for Future-Ready Students—Room D164

John D. Horn, Senior Associate, Schlechty Center
George Thompson, Senior Associate, Schlechty Center
Nancy Rindone, Senior Associate, Schlechty Center
Monica Solomon, Senior Associate, Schlechty Center

TASA’s MISSION: School Transformation focuses on creating schools that are student-centered to prepare students for their futures, as envisioned in TASA’s Visioning Document. Creating the conditions in which engagement and commitment can flourish in contrast to a focus on compliance and accountability is central to the transformations. This session explores tools and processes developed by the Schlechty Center to help school leaders cultivate the culture and design the structure needed in public schools.

How Wylie ISD is Building the Workforce of Tomorrow—Room D165

David Vinson, Superintendent, Wylie ISD (ESC 10)
Jeannie Stone, Assistant Superintendent for Curriculum and Instruction, Wylie ISD (ESC 10)

The Metroplex Technology Business Council is the largest tech association in Texas, representing more than 300 of the largest tech companies. The MTBC engages students in STEM, and because of the district’s push to connect students to STEM fields early, Wylie ISD was chosen as the MTBC’s pilot district. In this session, WISD leaders, board members, and industry partners show how they are building an emerging workforce and graduating students who are equipped with a meaningful plan and purpose.

Informing the Community—Room D166

Angela Peifer, Consultant, National Connection, National School Boards Association

Informing the community is more than just a good Public Relations program. Effective communication requires the board to fully inform its community about district results. Attend this session to learn more about best practices for informing the community about student performance and progress toward district goals using the district’s website as a communication tool.

Board Members Guide to Policy—Room D167

Tammy Jordan, TASB

Join a TASB Policy Service consultant for an overview of the board’s role in policy development and adoption using one of TASB’s newest publications, The Board Member’s Guide to Policy, as a roadmap. The discussion focuses on the basic tools for understanding the district’s policy manual and the role of TASB Policy Service in helping boards and administrators comply with federal, state, and local mandates while meeting the unique needs and challenges of their communities.

Good Things Come in Small Packages—Compensation Issues—Room D168

Scott Campbell, Superintendent, East Chambers ISD
Ann Patton, TASB

Compensating employees fairly in small and rural Texas public schools is a particular challenge. Smaller budgets for salary increases and competing for talent with larger, neighboring wealthier districts can make it very difficult to recruit and retain staff. In this session learn how small and rural districts can compete for talent, pay fair wages, and not break the bank.

Net Zero Schools—Driving Down Costs While Improving Curriculum Opportunities—Room D170

Sidney Grant, Assistant Superintendent for Business & Support Services, Coppell ISD
Terry Hoyle, Principal in Charge, Stantec
Barry Nebhut, Principal In Charge, Stantec

Join us to understand beyond the buzzword of “Net Zero” and discuss specific alternative solutions to improve efficiency and reduce operational costs. Presenters describe the early programs initiated to reduce consumption and report their success, specifically outline the planning measures required for a “Net Zero” project, and further discuss how these strategies impact curriculum. Attendees follow two districts on their journey seeking reduced energy consumption.

STEM Literacy: JASON Learning’s Focus on Science and Exploration—Room D171

Eleanor Smalley, Executive Vice President and COO, The JASON Project
HD Chambers, Superintendent, Alief ISD
Kirk Lewis, Superintendent, Pasadena ISD
Guy Sconzo, Superintendent, Humble ISD
Linda Macias, Associate Superintendent, Curriculum, Instruction, and Accountability, Cypress-Fairbanks ISD

JASON Learning and Chevron have created a public/private partnership that focuses on STEM literacy. The implementation of this systemic and sustainable STEM program in several Houston-area school districts has raised student interest and performance in STEM, particularly science, provided ongoing training and materials for teachers, and engaged the entire community in realizing the value of STEM opportunities for learning. Come learn more about the launch of a statewide STEM initiative between TASA and JASON Learning.

Designated Exhibits Viewing: noon–1:30 p.m.
Making Teacher Goal Setting More Powerful–Room D172  
Andy Hegedus, Senior Research Manager, Kingsbury Center, Northwest Evaluation Association (NWEA)

When we have goals, our performance improves, right? In schools, goals are often focused on attaining measurable student achievement or learning targets. Are there current research findings about goal setting that might provide more benefits? This session provides an overview of a 45-year body of research about the impact of goal setting on people and offers specific recommendations for how districts can apply these findings to benefit both teachers and students.

Dealing with Mavericks, Malcontents, and Mutineers–Room D173  
David Koempel, TASB

In this interactive session, presented by a TASB Leadership Team Services Consultant, attendees learn some quick strategies to understand and work with difficult people.

Second General Session 10:30 a.m.–noon

Renew, Re-energize, Re-engage

Bertice Berry, Author, Sociologist and Educator

Legal Issues Surrounding Transgendered Employees & Students–C BR 1

Karla Schultz, Attorney, Walsh, Anderson, Gallegos, Green & Treviño, P.C.  
Joe Tanguma, Attorney, Walsh, Anderson, Gallegos, Green & Treviño, P.C.

Both the EEOC and OCR, are breaking new ground on the legal rights of transgender students and employees under federal law. Join two experienced attorneys as they provide an overview of the legal issues related to “gender identity” and “gender-based” discrimination, as well as a discussion of the practical challenges and options for complying with this evolving area of law in our public schools.

TASB ISD: School Law Basics (Part 1)–C BR 2

Ifeoma Ibekwe, TASB

Especially designed for first-year board members, this session with a TASB Legal Services attorney highlights the fundamentals of school law. The session covers key information trustees need to know when they join the board, including how to avoid nepotism and financial conflicts of interest, as well as the basics of school district personnel contracts.
4 Corners: TASA on iTunes U: Transforming Teaching and Learning 2.0–Room C140

Casey Helmick, STEM Facilitator, Northwest ISD
Mary Kemper, Director of Mathematics, Coppell ISD
Catherine McGuinness, Educational Technology Trainer, Mansfield ISD
Eric Simpson, Secondary ELA Supervisor, Lewisville ISD

Are you aware of the potential TASA on iTunes U has on transforming teaching and learning in your district? Are you eager to learn how you can immediately apply these resources in your district? With resources available in areas such as middle school and high school core content, CTE, and House Bill 5 college preparatory courses, TASA on iTunes U offers free, vetted resource collections rooted in content fostering creativity, collaboration, and critical thinking skills in an engaging, digital environment.

Community-Based Accountability—Answering the Question: What Do We Value?–Room C141

Karen Rue, Superintendent, Northwest ISD
Robert Thornell, Assistant Superintendent for Curriculum and Instruction, Northwest ISD
Jerhea Nail, Executive Director of Communications and Government Relations, Northwest ISD

A community summit led to the determination of four overarching educational values that are clearly aligned to the district’s profile of a graduate: academic preparation and college readiness; personal success and growth; citizenship and community service; and student, parent, community, and staff participation. Learn about NISD’s Community-Based Accountability System as outlined by the advisory committee and the indicators by which NISD will measure its success. A copy of NISD’s CBAS handbook is provided.

HB 5: Engage with Industry to Inspire, Mentor, and Evaluate–Room C142

Kim Alexander, Superintendent, Roscoe ISD
Katie Babb, Principal, Plano ISD
Lana Moore, Director, Business Development, Nepris, LLC

The future of HB 5 and PBL curriculum requires an increased emphasis on industry engagement in the classroom, whether linking curriculum for real-world application, career exposure, mentoring students, or bridging the gap between curriculum and real-world skills. Learn how districts have opened up access to industry in their classrooms with Nepris, a web-based platform allowing K–12 teachers to easily request industry professionals to connect with their classrooms.

Alternatives to Offset Health Care Costs for Employees–Room C144

Trish Hanks, Superintendent, Friendswood ISD
Gerard Gindt, Assistant Superintendent, Administrative Services, Northwest ISD

This presentation addresses how two different school districts—one large, one medium-sized—addressed the rising medical costs for employees. Northwest ISD created a district clinic and hired a physician, while Friendswood ISD partnered with a local clinic and created the Mustang Clinic exclusively for FISD employees and their families. The cost of each solution and operational details are provided.

Curiouser and Curiouser: Accountability in the Interim–Room C146

Dee Carney, Associate, Moak, Casey & Associates
Curtis Culwell, Associate, Moak, Casey & Associates
Maria Whitsett, Associate, Moak, Casey & Associates

This session provides an overview of 2014 state accountability ratings outcomes, issues in assessment and accountability addressed in hearings during the interim, and implementation of HB 5 and other assessment- and accountability-related legislation. These issues are considered in a broad political context as we prepare for the 84th Texas Legislature.

State Funding Data Sources and Timelines–Room D161

Amanda Brownson, Director of State Funding, Texas Education Agency
Amy Copeland, FSP Operations Manager, Texas Education Agency

This session describes the sources of data used for the preliminary, near final, and final summary of finance reports, as well as the cost of recapture reports. Participants gain a better understanding of how data impacts district funding and when and how those data are updated during the payment cycle.

Test Your Knowledge–Hiring and Firing Facts–Room D162

April Mabry, TASB

Test your knowledge and see how familiar you are with the requirements for hiring and firing school employees. This interactive session guides new board members through the laws and processes related to hiring and firing and allows experienced board members to affirm their knowledge. Topics covered include understanding employment contracts, roles and responsibilities of the board, termination procedures, and identifying relevant policy and legal provisions.
Saturday

**Breakout Sessions** 1:30–2:45 p.m.

**TSPRA: Ready-Made Tips to Promote Public Schools—Room D163**
- Emily Grobe, Public Information Officer, Hutto ISD
- Louise Henry, Director, Client Development Services, Harris County Department of Education
- Patti Pawlik-Perales, Communications Specialist, Alamo Heights ISD
- Heather Willden, Communication Coordinator, Grapevine-Colleyville ISD

For 62 years, new themes, activities, posters, and materials have been created to promote and celebrate Texas public schools. Learn about and tap into these resources. Use these as they are or use them to brainstorm your ideas to celebrate public schools in your district. With the legislative session around the corner, there are more reasons than ever to celebrate and promote the positives in our public schools!

**Employee Engagement: Reigniting the Joy in Teaching—Room D164**
- Nancy Rindone, Senior Associate, Schlechty Center
- Monica Solomon, Senior Associate, Schlechty Center

The Schlechty Center contends that there is an inextricable link between engaged employees and students and increased levels of overall district and school performance. Dwindling resources, high-stakes testing, merit pay, and changing accountability systems have caused many teachers to feel limited control and frustrated. This session provides engagement strategies to improve staff morale, garner meaningful feedback, reignite the joy in teaching, and achieve better results.

**Just the Facts: Measuring Employee Attitudes—Room D165**
- Pat Atkins, Board Member, Waco ISD
- Bonny Cain, Superintendent, Waco ISD
- Ronda Bauman, TASB

Many districts conduct climate surveys to measure the perceptions and attitudes of their employees. How can the board and superintendent use employee surveys and the data they produce to check on the well-being of the workforce, identify opportunities, manage change, and celebrate success? Waco ISD and TASB share real examples of how they measure employee attitudes and use data to increase employee engagement.

**Real Life Questions and Answers on Texas School Construction Contracts—Room D166**
- Wayne Haglund, Attorney, Haglund Law Firm
- Robert Luna, President, Law Offices of Robert E. Luna, P.C.
- Thomas Myers, Shareholder, Brackett & Ellis, P.C.
- Paul Taylor, TASB

A new school building is the pride of your community. Problems with design, construction, and scheduling, however, can put a damper on your celebration. A panel of experienced school lawyers discusses real-life construction problems and how you can protect your district from the beginning. If you are planning construction, this session on suggested AIA contract modifications is for you!

**UIL Update—Room D167**
- Charles Breithaupt, Executive Director, University Interscholastic League
- Jamey Harrison, Deputy Director, University Interscholastic League

This session provides an overview of current issues related to the University Interscholastic League, including litigation, legislation, reclassification, and trends.

**Redefining Public Education—Barack Obama Male Leadership Academy at B. F. Darrell—Room D168**
- Nakia Douglas, Principal, Dallas ISD
- Michelle Neely, Associate Principal, Dallas ISD
- Kerry Shelton, Teacher, Dallas ISD

The Barack Obama Male Leadership Academy at B. F. Darrell campus mission statement is to develop young men into impactful leaders through the development of their intellectual, moral, physical, social, and emotional skills for the global society of tomorrow. The campus is designed to prepare young men for manhood, with an emphasis on leadership development, academics, and community service.

**Tips and Techniques When Dealing with the Media—Room D170**
- Suzanne Marchman, TASA

Some people would rather have a root canal than talk to a reporter, but it doesn’t have to be that painful. Learn some simple tips that will give you credibility with the media and techniques that will make the job of talking to reporters a lot less stressful.
It’s More Than Just Buying Devices: Planning and Logistics—Room D171

Victor Valdez, Executive Director of Technology, Pflugerville ISD

You invested in technology, now what? See how one district is applying inventory management best practices to technology which offers powerful oversight capabilities for technology initiative evaluation, resources utilization, and alignment with long-term objectives of the district and board. Learn how to forge a highly effective technology environment by having a complete district-wide picture of the assets, including the history of an item through its life cycle of use in the district.

From Community Engagement to Community Advocacy…Spark a Revolution—Room D172

Diana Freeman, TASB

According to the Framework for School Board Development, one duty is to promote the vision. To whom do we report it and what is the purpose of promoting it? Could your community benefit from the educational enterprise of the district if the board developed an active advocacy plan? Come let a TASB consultant help you figure out how to get started. “Vision without action is merely a dream. Action without vision just passes time. Vision with action can change the world.”—Joel Barker, Futurist

HB 5—Establishing Partnerships with Higher Education—Room D173

HD Chambers, Superintendent, Alief ISD
Charles Cook, Vice Chancellor for Academics, Houston Community College
William Holda, President, Kilgore College
Richard Rhodes, President, Austin Community College

Hear some practical conversations and suggestions on utilizing effective partnerships with your local higher education entity. This session includes discussion on HB 5, college-preparatory courses, and courses of study through endorsements.

Distinguished Speaker 3:30–4:45 p.m.

Ballroom C1—See page 15 for details

Michael Williams, Commissioner of Education, Texas Education Agency

The State of Education: The Commissioner’s Perspective
TASA/TASB congratulates Friends of Texas Public Schools for its commitment to celebrating what's right with our schools for the past 10 years!

Stop by the Friends booth in Lobby D near the Meet Up Lounge.

fotps.org

Download the Mobile App

Get session details, maps, Dallas info, schedule of events, and more.

TASA/TASB Convention
Breakout Sessions 3:30–4:45 p.m.

**TASB ISD: Open Meetings Act Basics (School Law Basics Part 2)–Room C BR 2**

Rachel Dedman, TASB

Designed for new board members, this session is your chance to learn and ask questions about the Texas Open Meetings Act (OMA). A TASB Legal Services attorney covers requirements relevant to school boards, including posting notices, conducting open meetings, and holding closed meetings. This presentation has been approved by the Texas Attorney General and satisfies the OMA training requirement found in Texas Government Code, Section 551.005.

**So You Think You Want to Call a Bond Election–Room C140**

Rick Lambert, Attorney/Board Member, Underwood Law Firm
Fred Stormer, Attorney, Underwood Law Firm

Major topics addressed in this session include the election calendar and main events for a bond election, the requirements for ordering a bond election, legal and ethical issues related to political advertising, other advocacy issues that trustees and employees must understand, and issues regarding political action committees.

**School Safety: “Have Gun Will...?”–Room C141**

Thomas Myers, Shareholder, Brackett & Ellis, P.C.
James Whitton, Shareholder, Brackett & Ellis, P.C.

In the midst of mounting concerns about school security and discipline issues, how should your school protect its students while also complying with increasing state and federal discipline oversight? Two experienced school attorneys present options, insights, and explanations on these critical issues.

**Bullying and School Liability: Does Your District Have a Bullying Problem?–Room C142**

Paula Walker, Executive Director of Special Education/504 Coordinator, Lewisville ISD
Thomas Brandt, Attorney, Fanning Harper Martinson Brandt & Kutchin
Laura O’Leary, Attorney, Fanning Harper Martinson Brandt & Kutchin

Bullying has become a buzzword in the media, courts, and legislatures. Recent years have seen several high-profile lawsuits in Texas involving claims of bullying, new state laws concerning bullying, and guidance from administrative bodies regarding bullying and education. This session reviews bullying-related litigation against school districts, changes to the Texas Education Code involving bullying and discipline, and guidance from OSERS regarding bullying and special education students.

**What’s a District to Do? Handling Legal Issues Regarding Child Custody Orders–Room C144**

Tanya Dawson, General Counsel, Pearland ISD
Lisa McBride, Partner, Thompson & Horton, LLP

This session explores practical approaches to addressing real-life scenarios involving child custody issues in the school setting. Two attorneys—a district in-house counsel and a law firm partner—review the rights of divorced parents under state and federal law with respect to student and record access, school campus access, and other scenarios/situations that arise in schools. They also share tips for school administrators who are subpoenaed to testify in child custody hearings.

**How to Improve Your Funding without Winning a School Finance Lawsuit–Room C146**

Charles Chadwell, Board Member, Round Rock ISD
Alvin Lankford, Chief Appraiser, Williamson Central Appraisal District
Mark McHargue, Attorney, Escamilla & Poneck, LLP

This session addresses the abuse of the property tax system by “Big Business” in Texas, creating an unequal and unfair property tax and a loss of local revenue for districts. Presenters describe the method of protest being used, the statute itself, and the needed changes to prevent further loss of tax revenue. This presentation sheds light on the statewide problem and illustrates a few logical solutions while districts await a ruling on the ongoing (and endless) school finance litigation in Austin.

**IMA Q&A and Strategies for Stretching Your Dollars–Room D161**

Jackie Lain, President, Learning List
Christopher Lucas, Director of Publisher Relations, Learning List
Matt Tyner, Manager Textbook Services, Dallas ISD

Money tight? Lots of demands? Don’t know where to turn? This interactive session provides answers to commonly asked questions about spending your IMA and managing your district inventory. Come loaded for bear with your own questions! Presenters also share tips and tools for navigating the instructional materials marketplace to help you get the most out of your IMA dollars.

**Why Texas Hasn’t Had a Newtown/Columbine Attack–Room D162**

Dan Korem, President, Korem & Associates

Learn how ISDs have deployed the Random Actor Violence Prevention strategies for 17 years to prevent attacks and mitigate risk, including several major situations just since January 2013. Learn which schools never have these threats and how your schools can do the same by utilizing strategies developed by Dan Korem, the critically acclaimed author of Rage of the Random Actor—Disarming Catastrophic Acts and Restoring Lives. You also learn why suburbs and small schools are at the highest risk.
Top 10 Policies You Need to Know Now–Room D163
Christine Badillo, Attorney, Walsh, Anderson, Gallegos, Green & Treviño, PC.
Eric Narcisse, TASB

Board policies are the cornerstone of school district administration and oversight. School districts in Texas have policies covering everything from nepotism to class rank, yet achieving familiarity with these policies and understanding their practical implications can be a daunting task for any trustee. Presenters show participants where to start, emphasizing key policies every trustee should know.

Developing and Implementing Opportunities for Student-Centered Teaching and Learning–Room D164
Marilyn Denison, Assistant Superintendent for Curriculum & Instruction, Coppell ISD
Tabitha Branum, Executive Director Leading & Learning, Coppell ISD
Penny Tramel, Director, Elementary Education, Coppell ISD
Terry Hoyle, Principal in Charge, Stantec

Having built their first facility in 10 years, Coppell ISD’s transformational journey required rethinking instructional delivery, the role students will play, the type of staff needed to support the new model, the kinds of environments necessary, and how the new elementary school would serve as a catalyst for change throughout the district. This session explores CISD’s process, the results they are experiencing, the challenges that come with transformative change, and opportunities moving forward.

All Hazards Social Media–Room D165
Melanie Moss, TASB

This session looks at social media best practices for school emergency management and safety. From tools of the trade to the techniques used by the successful adaptors, we look at everything you will need to be successful in implementing social media as a crisis communication tool in your district.

Environmental Curriculum Integration through Project-Based Learning–Room D166
Teri Wilson, Community Relations Director, Grand Prairie ISD
Eric Hortsman, Principal, Corgan
Jason Mellard, AIA, LEED, AP+, Associate, Corgan

In Grand Prairie ISD, students learn business, math, and science skills through selling vegetables grown in their own greenhouse and eggs produced by their own chickens. A butterfly garden teaches about cross-pollination and native plants. Composting and gardening teach about conservation, environmental stewardship, food chains, and life cycles. Join us as we explore the impact that project-based environment curriculum can have on learners.

Ethics Commission Overview–Room D167
John Moore, Director of Enforcement, Texas Ethics Commission

The session addresses the legal requirements for school districts, school boards, school board candidates, and school district employees in regard to reporting under the Texas Election Code.
C’mon Get Epi—Best Practices and Pitfalls with Epinephrine on Campus—Room D168
Lucie Tredennick, Attorney, Thompson & Horton, LLP
Bradley Domangue, Associate, Thompson & Horton, LLP

In November 2013, the School Access to Emergency Epinephrine Act was signed into law. School districts may maintain an emergency supply of epinephrine (EpiPens) to administer to students reasonably believed to be having anaphylaxis, even if those students have no previous allergy diagnosis. The law requires training for personnel and requires certain planning. In considering maintaining this life-saving medication, we discuss liability concerns, funding, training, storage, and other specifics.

What’s New in the World of Texas Cheerleading—Room D170
Holly Wardell, Shareholder, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

Traci Neely, Assistant Athletic Director, University Interscholastic League

Cheerleading injuries are receiving heightened scrutiny as evidenced by the UIL’s application of the concussion protocol and additional safety training requirements for cheerleaders and coaches. Attendees learn about potential implications for schools for cheer-related injuries and efforts being made at local and state levels to keep cheerleaders safe. This session also examines the proper role of school boards with regard to this extracurricular activity and the extent of UIL oversight.

Supporting Campus Leaders: A One-Page Path to System Safeguard Improvement—Room D171
Freda Corbell Creech, Executive Director, Katy ISD
Megan Evans, Coordinator, Accountability and School Improvement, Katy ISD

Catherine Brown, Senior Research Data Analyst, Katy ISD

The Katy ISD School Improvement Team developed a powerful one-page planning tool to address missed System Safeguard Performance Targets. This session provides a brief overview of the System Safeguard Performance Targets and an in-depth discussion about the planning tool and the process for implementation. Participants leave with an effective tool to use in developing a process to address System Safeguard improvement. A template is provided for participants for future use.

Developing Effective Team Operating Procedures—Room D172
Bill Nemir, TASB

Every governance team has operating procedures, but some are more well-defined or accessible than others. This session provides guidelines to help teams define areas in which they would benefit from board and superintendent operating procedures, how to develop and clarify agreements, and how to compile them into a written document to which all members can refer.

Irving ISD—Process Transformation—Room D173
Deborah Cabrera, Associate Superintendent of Business Services, Irving ISD
Fred Bentsen, Senior Vice President, APQC Education

Irving ISD has embarked on a quality initiative with the support of the American Productivity and Quality Center, a global leader in process and performance management. The goal is to transform support processes in HR, payroll, and other areas by breaking down functional silos and increasing efficiency. The results have been outstanding with measurable monetary savings and improved customer service. Join us to learn more about the work that Irving ISD has done.
Special thanks to our 2014 TASA/TASB Convention sponsors

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Booth 1119
### Daily Agenda

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<th>Event</th>
<th>Time</th>
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<tr>
<td>Information Booth</td>
<td>7–10:30 a.m.</td>
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<tr>
<td>Breakout Sessions</td>
<td>7:30–8:45 a.m.</td>
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<tr>
<td><strong>Third General Session: David Pogue</strong></td>
<td>9–10:15 a.m.</td>
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<tr>
<td>Breakout Sessions</td>
<td>10:30–11:45 a.m.</td>
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### Related Meetings

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<tr>
<td>Council of School Attorneys Continuing Legal Education Conference</td>
<td>8 a.m.–3 p.m.</td>
<td>Omni Dallas Hotel–Trinity 4 &amp; 8</td>
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<td>(CSA Members Only)</td>
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<tr>
<td>TASB School Board Advocacy Network (SBAN)</td>
<td>10:30–11:45 a.m.</td>
<td>KBHCC*–D222/223/224</td>
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* KBHCC–Kay Bailey Hutchison Convention Center
Breakout Sessions 7:30–8:45 a.m.

From Top 10 Teamwork Tips–Room D161
Diana Freeman, TASB
The unique animal that is board-superintendent relations requires ongoing work. Eight different personalities must come together to work as a new and better whole. When this works, school districts can be elevated to a level that leads to improved student achievement; when it doesn’t it can be difficult for everyone at every level. Join us to count down the Top 10 Teamwork Tips and learn how your team can work more cohesively and maybe have a little fun in the process!

The Changing Financial Needs of Small to Mid-Sized Texas ISDs–Room D162
Joseph Mathis, Superintendent, Deweyville ISD
Richard Skuza, Superintendent, Jasper ISD
Paula Horton, Director of Finance, Jasper ISD
This session outlines the process of budget development featuring two school districts—one facing steady growth and the other facing steady enrollment decline. School leaders outline the key components utilized to address both challenging financial situations, specifically the process of establishing buy-in from all stakeholders including district leadership, staff, and the board of trustees. Participants walk away with a practical design for budget development.

Working Together through a Contentious Election–Room D163
Bill Rutherford, TASB
School board campaigns sometimes bring out criticism of the superintendent or incumbent board members that can strain team relationships during the campaign and after new members take office. Take a look at some of the things that create tensions and what can be done to look past the campaign and work effectively to move the district forward.

Investing in Teachers—A Better Way–Room D164
Tammy Kreuz, Executive Director- Texas Center for Educator Effectiveness (TxCEE), ESC Region 18
Cindy Clegg, TASB
Districts across Texas and the U.S. are investing in teacher development as a better way to improve student learning. TxCEE and TASB share how to successfully implement a full-scale human capital management system, including educator career pathways, evaluations, professional development, and student growth. Learn about alternatives for student growth measures in teacher evaluation. Discover how these components can positively impact educator quality and student achievement on your campuses.

Third General Session 9–10:15 a.m.
Exhibit Hall F—See page 13 for details

Disruptive Technology: What’s New, What’s Coming, and How It Will Change Everything
David Pogue, Author

Book Signing
iPhone: The Missing Manual
10:15-10:45 a.m., Book Signing (immediately following presentation)
Breakout Sessions 10:30–11:45 a.m.

Whose Decision Is It?–Room D161

Diana Freeman, TASB

Whose decision is it, the superintendent’s, the board’s, or both? It depends. Through the use of interactive technology, this session allows the audience to respond to real-to-life board/superintendent decision-making scenarios, compare their responses with those of their peers, and have conversations about how different situations may require different responses.

Raising STAAR Scores with Targeted Intervention–Room D162

Mariana Herrera, Migrant Recruiter, Flatonia ISD
Robert Scott, Principal, Texas Star Alliance

More than half of students taking the STAAR exam do not pass the writing portion. This is a major concern for Texas education leaders and points to a clear need for targeted instruction for students taking the writing portion of the STAAR and core areas in general. This session addresses challenges facing school districts preparing students for the next assessment and how to use targeted intervention to help students raise their overall STAAR scores.

Stop Stressing, Start Succeeding–Room D163

Kay Douglas, TASB

Not all stress is distress. Learn how the stress of working with your board affects you in both good ways and bad. Do an assessment of your current stress level and discover simple yet effective skills and techniques for keeping perspective, gaining power and balance, and becoming a more successful member of your governance team.

Energy Conservation Code & the School District–Room D164

Jared Higgins, Corporate Associate, Parkhill, Smith & Cooper, Inc.

As more jurisdictions are adopting the 2012 version of the energy conservation code, more school districts are beginning to discover that there are several new requirements related to construction. This session focuses on the impact the code has on the building envelope, HVAC systems, and lighting systems as well as what is now required for code compliance.

Special thanks to our 2014 TASA/TASB Convention sponsors

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Booth 1215
Hundeds of companies and the newest education-related products and services. Leave with tools you can take back to your district to cut costs and increase efficiency.

### Exhibit Hall Hours

#### Regular Viewing
- **Friday, September 26**: 8 a.m.–4 p.m.
- **Saturday, September 27**: 8 a.m.–3:30 p.m.

#### Designated Viewing
- **Friday, September 26**: 11:45 a.m.–1 p.m.
- **Saturday, September 27**: Noon–1:30 p.m. and 2:45–3:30 p.m.

### Exhibit of School Architecture and Ask an Architect

The latest, greatest new construction projects and renovation projects. Be sure to take a look at this year’s Caudill Award recipients, Cele Middle School in Pflugerville, and Plano Academy High School in Plano. And be sure to take time to “Ask an Architect.”

### You Gotta Have Art

Take time to check out the inspirational student art from around the state.

### TASA/TASB Marketplace and Member Services

Get the latest information and resources from your associations and do some shopping at the same time.

### Coffee Break

Grab a cup of joe in the TASA/TASB Member Services area. Sponsored by Pfluger.

### Take a Picture—It’ll Last Longer!

Visit booth 1305 to snap a picture of you or your leadership team. Sponsored by RBC Capital Markets.

### Stress Relief

Start or end your day with a relaxing chair massage in booth 1227. Sponsored by Southern Management.

### The Learning Lounge

Stop by for “bite-sized” training and information sessions in the Learning Lounge located in the 100 aisle. This uniquely designed “classroom” will host 20-minute sessions throughout Convention. Go to page 62 for a complete list of sessions.

### Student Collaboration Center

Located in Booth 1331, the Student Collaboration Center is designed to provide you with hands-on demonstrations showcasing visual arts, culinary arts, and the latest in Career Technical Education (CTE).

### Relax and Recharge!

Stop by booth 1119 to recharge your phone and your body. Sponsored by Stantec.

### NEW! Meet Up Lounge

Common-issue discussions with peers—some scheduled, some off-the-cuff. Upper Lobby D.

#### Hours:
- **Friday**: 7 a.m.–4 p.m.
- **Saturday**: 7 a.m.–5 p.m.
- **Sunday**: 7–9 a.m.

Check the mobile app for Ask an Architect conversation schedule.
Free Gallup Student Poll Available to School Districts

The Texas Association of School Administrators is encouraging school districts to take advantage of the FREE 2014 Gallup Student Poll to measure the hope, engagement, and well-being of your students.

The Gallup Student Poll is intended for students in grades 5-12 and is open from September 30–October 31. With enough schools participating, Gallup will create a special edition Texas report of the survey results. Executive Director of Gallup Education, Brandon Busteed, will present the Texas survey results during the Third General Session at TASA’s 2015 Midwinter Conference. Learn more at www.gallupstudentpoll.com

Get the lead out!

Put down the pencil and pick up your mobile device.

Lighten your load by recording training hours using CEC Mobile instead of completing a Scantron® form. All you need is current myTASB credentials and a mobile device.

NOTE: CEC Mobile users must enter credit within 90 minutes after each session concludes.

If you prefer to go the paper route, pick up a form from CEC Central (near registration) and you're set.
Stop by for “bite-sized” training and information sessions in the Learning Lounge, located in the 100 aisle of the Exhibit Hall. This uniquely designed “classroom” will host 20-minute sessions Friday and Saturday. Continuing Education Credit (CEC) will be provided to individuals who complete the sign-in sheet.

**Friday, September 26**

**9 a.m.**  **Student engagement through real-time technology—Lorna Hermosura, edMosphere**

Proactively address attendance, behavior, and course grades with this simple, web-based education technology tool. edMosphere is a quick, research-based Early Warning System that allows students to virtually raise their hand and ask for help, positioning schools to target efforts toward struggling learners and those needing additional support. edMosphere was developed by a doctoral student with more than 12 years of experience administering college-access and dropout-prevention programs.

**10 a.m.**  **Leveling the Playing Field: Opportunities to Expand Learning in the Third Space—Gigi Antoni, Big Thought**

Children can learn anywhere, anytime—in school, out of school, online, at home. The quality and duration of these learning experiences, especially outside the classroom, vary greatly and result in an enormous opportunity gap and a growing achievement gap. By 6th grade, children who grow up with limited resources have already missed out on 6,000 hours of extra-curricular learning experiences compared to their more affluent and connected peers. Communities across the country are bridging this gap through coordinated efforts in “the third space of learning” to engage and broaden students’ experiences from their lives in school or at home.

**11 a.m.**  **Healthy Foods and Getting Kids to Eat It—Chef John Lara, Allen ISD**

A proud product of Texas Public Schools and a graduate of Austin ISD’s Crockett High School, Navy veteran John Lara attributes the start of his culinary journey to his knowledge of avocados. He began his career at La Fuentes restaurant in Austin, has prepared meals for military officials, and was executive chef for George W. Bush during and after his term in the White House. Chef Lara now trains Allen ISD kitchen staff to make healthy and delicious meals from scratch—and within budget!

**1 p.m.**  **21st Century Career and Technical Education—Diana Ferguson, TIVA**

Finally, industry and educators have joined together to educate and prepare our high school students to jump on the “Super Highway” for their careers with CTE programs. We discuss how industry is recruiting from secondary CTE programs like never before. Join us to learn what type of industry-recognized certifications are available to our students while in high school, and how students can transition into a two- or four-year degree program, apprenticeship, or progressive position with an employer utilizing on-the-job training programs.

**2 p.m.**  **STEM to STEAM—Josh Rose and Amanda Blake, Dallas Museum of Art**

Education leaders around the world now acknowledge—and so must the U.S.—that STEAM education is an issue of national priority. Arts education is a key to creativity and spurs innovation. Innovative thinking, in turn, is necessary to create new industries of the future, helping to ensure our future economic wellbeing. Come hear from experts from the Dallas Museum of Art how the arts are a necessary adjunct to STEM.

**3 p.m.**  **The Fine Art of Building Business Relationships: One Conversation at a Time—Debra Fine, Small Talk**

Join best-selling author and speaker Debra Fine for this fast-paced, informative, and entertaining program. Fine will help you cultivate conversation skills that facilitate building relationships, improving face-to-face interactions, and expanding networks.
Saturday, September 27

9 a.m.  In the Mall, In the Street—Joan Randall, TASB
A chance encounter with an acquaintance in the grocery store can become an awkward exchange when you’re asked questions about district business. Being caught off guard on the street by a dissatisfied citizen can be even more uncomfortable. You have three options: never leave home, go out in disguise, or be prepared to handle inquiries appropriately. Come listen to your colleagues tell their stories and share helpful advice. Never be afraid to leave home again.

Noon  Your Writer’s Toolbox—Jen Cooper, TASB
Want to write a letter to the editor or an op-ed in the local newspaper? It’s easier than you think. In this quick session you’ll get a few simple tools for your writer’s toolbox and learn quick tricks to clarify your ideas, get them on paper, and make them sound great.

1 p.m.  Social Media in the Classroom—Donna Staten, Round Rock ISD
Donna Staten has presented at numerous conferences and has trained many teachers in how they can best use social media. With more than 74,000 followers on Pinterest, she is considered the “Pinterest Queen” by art teachers across the country. She was an invited speaker to a Bill & Melinda Gates Foundation education convention last spring in Utah, and currently serves on the foundation’s Teacher Advisory Council.

2 p.m.  Back to the Future with Your PTA
Helen Warwick, Marshall ISD
Debbie Gillespie, Frisco ISD
PTA and your board are (or should be) great partners. There are many commonalities, such as serving in volunteer capacities and advocating for children. Find out more about building great partnerships with your PTA from school board members who are also PTA volunteers.
**Exhibit of School Architecture**

**Caudill Award for New Construction**

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<th>District</th>
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<th>Architect Firm</th>
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<td>Pflugerville ISD</td>
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<td>Alex Torrez, Superintendent</td>
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**Caudill Award for Adaptive Reuse**

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**Citation of Special Honor**

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**Architecture Exhibits by District**

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<td>Fred Brent</td>
<td>Scott Alarcon</td>
<td>Huckabee &amp; Associates, Inc.</td>
<td>PP</td>
</tr>
<tr>
<td>Grand Prairie ISD</td>
<td>Lorenzo de Zavala Environmental Science Academy</td>
<td>Susan Hull</td>
<td>Terry Brooks</td>
<td>Corgan Associates</td>
<td>D, EA, I, S</td>
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</table>

Criteria Awards Legend
- **D** = Design
- **EA** = Educational Appropriateness
- **I** = Innovation
- **PP** = Process of Planning
- **S** = Sustainability
<table>
<thead>
<tr>
<th>District</th>
<th>Project</th>
<th>Superintendent</th>
<th>Board President</th>
<th>Architect Firm</th>
<th>Criteria Awards</th>
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<tr>
<td>Houston ISD</td>
<td>Sam Houston Math Science and Technology Center</td>
<td>Terry Grier</td>
<td>Juliet Stipeche</td>
<td>Corgan Associates &amp; Powers Brown Architecture</td>
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<tr>
<td>Humble ISD</td>
<td>Ridge Creek Elementary School</td>
<td>Guy Sconzo</td>
<td>Robert Scarfo</td>
<td>PBK</td>
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<tr>
<td>Jacksonville ISD</td>
<td>East Side Elementary School</td>
<td>Joe Wardell</td>
<td>Todd Travis</td>
<td>Claycomb Associates, Inc.</td>
<td>PP</td>
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<td>Jacksonville ISD</td>
<td>Jacksonville High School</td>
<td>Joe Wardell</td>
<td>Todd Travis</td>
<td>Claycomb Associates, Inc.</td>
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<tr>
<td>Katy ISD</td>
<td>Katy High School West Campus</td>
<td>Alton Frailey</td>
<td>Bryan Michalsky</td>
<td>VLK Architects, Inc.</td>
<td>I, S</td>
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<tr>
<td>Katy ISD</td>
<td>Obra D. Tompkins High School</td>
<td>Alton Frailey</td>
<td>Bryan Michalsky</td>
<td>PBK</td>
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<tr>
<td>Lake Travis ISD</td>
<td>Hudson Bend Middle School Additions</td>
<td>Brad Lancaster</td>
<td>Jason Buddin</td>
<td>Fields &amp; Associates Architects</td>
<td>PP, EA</td>
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<tr>
<td>Lovejoy ISD</td>
<td>Willow Springs Middle School</td>
<td>Ted Moore</td>
<td>Ann Casey</td>
<td>PBK</td>
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<tr>
<td>Lubbock ISD</td>
<td>Joan Y. Ervin Elementary School</td>
<td>Berhl Robertson</td>
<td>Dan Pope</td>
<td>BGR Architects, Inc.</td>
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<tr>
<td>Lubbock-Cooper ISD</td>
<td>Central Elementary School</td>
<td>Patrick Henderson</td>
<td>Dave Gilles</td>
<td>Parkhill, Smith &amp; Cooper, Inc.</td>
<td></td>
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<tr>
<td>McKinney ISD</td>
<td>McKinney High School</td>
<td>J. D. Kennedy</td>
<td>Amy Dankel</td>
<td>Stantec</td>
<td>PP, D, EA</td>
</tr>
<tr>
<td>Mesquite ISD</td>
<td>Florence Black Elementary School</td>
<td>Linda Henrie</td>
<td>Robert Seward</td>
<td>WRA Architects, Inc.</td>
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<tr>
<td>Mesquite ISD</td>
<td>Walter E. Floyd Elementary School</td>
<td>Linda Henrie</td>
<td>Robert Seward</td>
<td>WRA Architects, Inc.</td>
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<tr>
<td>New Caney ISD</td>
<td>Oakley Elementary School</td>
<td>Kenn Franklin</td>
<td>Jimmy Verron</td>
<td>Bay Architects</td>
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<tr>
<td>Northside ISD-Bexar County</td>
<td>Dr. John M. Folks Middle School</td>
<td>Brian Woods</td>
<td>Robert Blount</td>
<td>Marmon Mok</td>
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<tr>
<td>Pampa ISD</td>
<td>Pampa Administration Building</td>
<td>David Young</td>
<td>Lee Porter</td>
<td>Stantec</td>
<td>D, I</td>
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<tr>
<td>Paris Junior College</td>
<td>Math and Science Building</td>
<td>Curtis Fendley</td>
<td></td>
<td>Stantec</td>
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<tr>
<td>Pflugerville ISD</td>
<td>Cele Middle School</td>
<td>Alex Torrez</td>
<td>Elva Gladney</td>
<td>Stantec</td>
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<td>Plains ISD</td>
<td>Plains ISD School</td>
<td>Michael Michaleson</td>
<td>Kenneth Engle</td>
<td>Parkhill, Smith &amp; Cooper, Inc. &amp; Hunter Corral Associates</td>
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<tr>
<td>Plano ISD</td>
<td>CATE Center, Plano West Senior High</td>
<td>Richard Matkin</td>
<td>Nancy Humphrey</td>
<td>WRA Architects, Inc.</td>
<td></td>
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<tr>
<td>Plano ISD</td>
<td>Memorial Elementary School</td>
<td>Richard Matkin</td>
<td>Nancy Humphrey</td>
<td>PBK</td>
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<tr>
<td>Plano ISD</td>
<td>Plano Academy High School</td>
<td>Richard Matkin</td>
<td>Nancy Humphrey</td>
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<tr>
<td>Region 7 ESC</td>
<td>Ecoland Early Learning Center</td>
<td>Elizabeth Abernathy</td>
<td>Roy Edwards</td>
<td>Fitzpatrick Architects</td>
<td>D, EA, I, S</td>
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<tr>
<td>San Jacinto College</td>
<td>Science and Allied Health Building at North Campus</td>
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<td>Bay Architects</td>
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<tr>
<td>San Jacinto College</td>
<td>Science and Allied Health Building at South Campus</td>
<td></td>
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<td>Bay Architects</td>
<td>D, EA, I, S</td>
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<tr>
<td>Spring Branch ISD</td>
<td>Frostwood Elementary School</td>
<td>Duncan Klussmann</td>
<td>Chris Vierra</td>
<td>Pfluger Associates, L.P.</td>
<td></td>
</tr>
<tr>
<td>Stafford Municipal School District</td>
<td>Stafford College and Career Center</td>
<td>Robert Bostic</td>
<td>Etienne Zak</td>
<td>Stantec</td>
<td>PP</td>
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<tr>
<td>Temple ISD</td>
<td>Jefferson Elementary School</td>
<td>Robin Battershell</td>
<td>Steve Wright</td>
<td>Stantec</td>
<td>PP, D, EA, I</td>
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<tr>
<td>Temple ISD</td>
<td>Travis Science Academy</td>
<td>Robin Battershell</td>
<td>Steve Wright</td>
<td>Stantec</td>
<td></td>
</tr>
<tr>
<td>Three Rivers ISD</td>
<td>Jr/Sr High School</td>
<td>Kenneth Rohrbach</td>
<td>David Saenz</td>
<td>Fromberg Associates, Inc.</td>
<td></td>
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</table>

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### Exhibits by Name

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<tr>
<th>Company Name</th>
<th>Contact Information</th>
<th>Description</th>
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<tr>
<td>4QTRS Holdings, LLC</td>
<td>855-259-4911</td>
<td>4QTRS school safety solutions deliver real-time information sharing, communication &amp; collaboration to improve incident response.</td>
</tr>
<tr>
<td>A. Bargas &amp; Associates, LLC</td>
<td>832-344-2921</td>
<td>Specializing in quality furnishings for classroom, office, library, science lab, music room, cafeteria, lockers, casework and fixed seating. <a href="http://www.abargasco.com">www.abargasco.com</a></td>
</tr>
<tr>
<td>ABC Companies</td>
<td>972-206-1110</td>
<td>ABC provides transport solutions for your extracurricular activities.</td>
</tr>
<tr>
<td>Accelerate Learning, Inc.</td>
<td>713-348-5433</td>
<td>Accelerate Learning: the leader in Pre-K - 12 STEM education.</td>
</tr>
<tr>
<td>Action Floor Systems, LLC</td>
<td>715-476-3512</td>
<td>Premium wood and synthetic athletic flooring systems.</td>
</tr>
<tr>
<td>Acuity Brands</td>
<td>323-496-9755</td>
<td>Acuity Brands provides an extensive portfolio of energy-efficient lighting and control products to sharply reduce operational costs.</td>
</tr>
<tr>
<td>Adventure Playground Systems, Inc.</td>
<td>713-935-9684</td>
<td>Commercial Playground Equipment, Splash Pad, Site Amenities, and Shade Structure from Design to Installation.</td>
</tr>
<tr>
<td>AirFeet Insoles</td>
<td>317-441-1817</td>
<td>Super Thin and therapeutic insole. Perfect for all footwear and activities.</td>
</tr>
<tr>
<td>AirWatch by VMware</td>
<td>877-367-1855</td>
<td>AirWatch is a mobile security, device, application, content, email &amp; BOYD management solution.</td>
</tr>
<tr>
<td>A-Lert Roof System, a division of Centurion Ind., Inc.</td>
<td>800-344-0609</td>
<td>An industry leader specializing in commercial standing seam metal roofs. The right choice all the time every time.</td>
</tr>
<tr>
<td>All Aboard School Transportation</td>
<td>800-437-7274</td>
<td>Texas based full service home to school extracurricular student transportation provider.</td>
</tr>
<tr>
<td>Allied Security Links</td>
<td>512-339-8575</td>
<td>Specializing in video surveillance design and installation. Licensed by the State of Texas.</td>
</tr>
<tr>
<td>Alpha Testing, Inc.</td>
<td>972-620-8911</td>
<td>Alpha Testing provides geotechnical, construction materials, and environmental services to the K-12 community throughout Texas.</td>
</tr>
<tr>
<td>Ameresco, Inc.</td>
<td>888-263-7372</td>
<td>Ameresco (NYSE:AMRC) provides K-12 districts comprehensive energy efficiency, renewable and sustainability solutions that maintain fiscal responsibility.</td>
</tr>
<tr>
<td>American Bus Sales</td>
<td>918-205-5000</td>
<td>Pre-owned, like new, custom school buses.</td>
</tr>
<tr>
<td>American Traffic Solutions, Inc.</td>
<td>817-637-6917</td>
<td>Products and services designed to increase traffic safety.</td>
</tr>
<tr>
<td>Amtech Building Sciences, Inc.</td>
<td>713-266-4829</td>
<td>Building envelope/roof consulting firm providing initial assessment, specifications, bid package, quality assurance to completion of a project.</td>
</tr>
<tr>
<td>Anonymous Alerts</td>
<td>914-220-8326</td>
<td>Student mobile application to anonymously report bullying, weapons, depression, more. School officials receive instant notification.</td>
</tr>
<tr>
<td>Appreciative Inquiry Initiatives</td>
<td>918-236-6116</td>
<td>Create transformational change in schools, communities, students and staff. A.I. summits, workshops, training and consulting.</td>
</tr>
<tr>
<td>Aramark Education</td>
<td>800-926-9700</td>
<td>Food and facilities services for over 500 K-12 districts nationwide. <a href="http://www.aramarkschools.com">www.aramarkschools.com</a></td>
</tr>
<tr>
<td>Architects Rabe + Partners</td>
<td>512-349-7173</td>
<td>Architecture, master planning, bond assistance. <a href="http://www.archrabe.com">www.archrabe.com</a></td>
</tr>
<tr>
<td>Armstrong World Industries, Inc</td>
<td>972-841-2951</td>
<td>Commercial flooring for all K-12 facilities</td>
</tr>
<tr>
<td>Associated Time &amp; Parking Controls/Attendance on Demand</td>
<td>214-637-2763</td>
<td>Distributor Time &amp; Attendance, Parking &amp; Access Products</td>
</tr>
<tr>
<td>Astro Apparel &amp; Uniforms, LLC</td>
<td>713-975-0787</td>
<td>Printing/embroidery on Apparel, Pad Printing on thousands of products, &amp; offset printing.</td>
</tr>
<tr>
<td>ASVAB Career Exploration Program</td>
<td>214-655-3200</td>
<td>Federally funded comprehensive career exploration program for 10th-12th grade and post-secondary students. <a href="http://www.asvbprogram.com">www.asvbprogram.com</a></td>
</tr>
<tr>
<td>Audio Enhancement</td>
<td>800-383-9362</td>
<td>SAFE Classroom systems and classroom amplification systems.</td>
</tr>
<tr>
<td>AXA Equitable</td>
<td>972-386-8100</td>
<td>TRS, retirement analysis, 403(b), 457, 401(a), IRA, stocks, bonds, mutual funds, college funding and life insurance.</td>
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<tr>
<td>B.E. Publishing/Edutyping.com</td>
<td>888-781-6921</td>
<td>Leading publisher for Business Education &amp; Information Technology classroom resources &amp; educational tools.</td>
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<tr>
<td>Background Investigation Bureau (BIB)</td>
<td>877-439-3900</td>
<td>BIB provides background screening for school employees and volunteers.</td>
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Bartlett Cocke General Contractors – 1328
210-635-1031
General contractor, construction management-at-risk and design-builder. We are Texas’ fourth largest educational builder.
www.bartlettcocke.com

Bartos Industries – 1352
214-350-6871x2137
Heating Ventilation & Air Conditioning Products and Systems

Batts Audio, Video and Lighting, Inc. – 1417
903-463-3559
Complete theatrical and audio/visual consultation, installation and sales firm.

Bay-IBI Group Architects – 543
281-286-6605
Architecture, master planning, facility audits, strategic district-wide master planning, 3D visualization, interior design.
www.bay-ibigroup.com

Best Buy – 953
800-373-3050
Best Buy (R) provides complete learning solutions with the latest technology, services and support.

Bible Literacy Project, Inc. – 148
866-633-0585
BLP’s textbook, The Bible and Its Influence, supports academic Bible study in public schools nationwide.

Bill Cook’s - The Cambrian Group – 152
334-356-7158
The original and authentic Strategic Planning for schools including Strategic Thinking, Strategic Action and software.

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Providing architecture, bond planning and interior design services to school districts since 1955.

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BoardBook is the TASB service that streamlines the preparation, distribution and publishing of agenda packets for school boards and other governmental organizations. www.tasb.org/services/boardbook/

Brown Reynolds Watford Architects – 346
214-528-8704
Full service architecture and planning firm emphasizing communication, collaboration and commitment. We listen. We deliver.

BRS Labs – 253
713-590-5160
BRS Labs’ AlSight software revolutionizes existing district-wide camera systems with artificial intelligence analytics. www.brslabs.com/tasa

Brulin & Company – 1146
800-776-7149
Green Chemicals Manufacturer includes floorcare, healthcare and revolutionary BruTab6S disinfectant/sanitizer.

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Construction manager for K-12 school facilities.

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Document management software to slash costs, increase productivity, raise regulatory compliance, and improve students’ educational experience

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BWI distributes lawn & garden, pest management, turf, athletic field, landscape and greenhouse products. www.bwicompanies.com

C & M Golf and Grounds Equipment – 239
940-704-2950
Supplier of top Lines of Turf Equipment

CADCO Architects – 1131
325-695-6281
Architecture and engineering, master planning, interior design

Career & Technology Association of Texas: CTAT – 1342
512-288-8666
CTAT provides leadership and advocacy for career and technical education and professional education for CTE professionals www.ctat.org

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972-789-3440
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Suppliers of signs and traffic safety products

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Founded in 1984, is on the forefront of creating innovative Career & Technical education curriculum delivered in multimedia formats and online platforms to meet the needs of today’s classroom and student. www.icevonline.com

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817-484-0072
CH Bus Sales offers mid-size and full-size TEMSA motor coaches, perfect for your school athletic teams! www.chbussales.com

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The nation’s leading provider of extended learning enrichment and targeted academic intervention solutions.

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Chartwells is a diverse family of dedicated food and nutrition specialists serving the academic community.

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Find quality, legal contracts for facilities, food, services, supplies and technology with our national cooperative.
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972-233-6100
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949-437-1000
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281-419-9899
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Enterprise district-wide emergency communications, video surveillance, access control, and audio visual solutions and service.

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713-690-6300

Corgan Associates, Inc. – 1423
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Providing expertise through architectural services for school districts throughout Texas. www.corgan.com

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800-233-9936
Publisher of professional books for PreK-12 educators and a provider of digital products, institutes, and consulting services.

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*Fire/Water Mitigation/Restoration *
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Serving the lighting market for years with design, engineering, warranties, installation, control. One call does it all!

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Creative Learning Systems develops engaging, next generation STEM and media production environments and curriculum.

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CCG provides roofing design/engineering and consulting services for total building heat and moisture envelopes.

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866-490-9722
Leading designer and manufacturer of scoreboards, electronic message displays, video displays and sound systems.

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Providing pupil transportation, technology solutions, online instructional services and risk management solutions to school districts throughout Texas.

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Providing furniture for schools, non-profit organizations, businesses, and religious organizations nationwide. Wide product selection. www.dallasmidwest.com

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Durantex Apparel – 314
956-631-3692
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Durham School Services – 637
800-950-0485
Getting students to school safely, on time, and ready to learn.

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E3-Integral Solutions Inc. provides facility improvement services in partnership with the Texas Association of School Boards. E3, a Texas-based company, is the trusted advisor for Texas school districts when it comes to improving classroom comfort and lowering total cost of facility ownership and operation.
Exhibits by Name

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800-509-7070
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**Educate Online, LLC – 231**
978-624-7103
Guided learning solution, competency-based assessment, one-on-one instruction and detailed reporting; improves student outcomes.

**Educational Technology Learning – 631**
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**Eduhero.net – 648**
936-435-8261

**Eichelbaum Wardell Hansen Powell & Mehl, P.C. – 1025**
800-488-9045
Provides innovative, attentive and effective legal representation to Texas public schools.

**Electronic Theatre Controls, Inc. (ETC) – 752**
608-831-4116
ETC manufactures customizable lighting and rigging solutions for school auditoriums, cafeterias, classrooms, and academic buildings.

**EMEX, LLC (Energy Market Exchange) – 742**
713-521-9797
EMEX is a real-time Exchange that facilitates the buying and selling of energy for businesses.

**Energy for Schools – 1413**
281-647-7750
Electricity procurement and related services.

**ERO Architects – 1627**
956-661-0400
Offering architectural and engineering services for K-12, higher education and government facilities. www.goero.com

**Estes, McClure & Associates, Inc. – 1120**
903-581-2677
Engineering and consulting; mechanical, electrical, plumbing, air-conditioning and technology; energy and master planning.

**Eubank National Coil Company – 1253**
903-643-2261
Wallmount air conditioners and heat pumps

**Extron Electronics – 1051**
714-491-1500
The leading manufacturer of classroom audio/video systems for K-12.

**Eyeful Art Murals & Designs – 1539**
817-707-4278
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**Facility Solutions Group – 635**
214-217-0190
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**FANNING HOWEY/HOUSE + Partners – 1511**
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**Ford AV – 1046**
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**Forever Safe Shelters – 755**
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**Fratto Engineering – 1138**
817-461-2337
Mechanical, electrical & plumbing consulting engineers in Arlington, TX focusing on K-12 educational facilities.

**Fromberg Associates, Ltd. – 354**
512-495-9171
Architecture and educational facility planning for Texas public schools.

**Frontline Technologies, Inc. – 1044**
866-574-9169
Aesop is an automated substitute placement and absence management system used by over 3,900 school districts.

**Gallagher Construction Services – 531**
972-633-0564
Assists with analyzing deferred maintenance issues, evaluating current facilities and planning for the future.

**Gatekeeper Systems Inc – 1154**
888-666-4833
Fleet safety, security, and tracking solutions.

**Gerloff Company, Inc. – 951**
210-490-2777
Provides catastrophe management services (storm, fire, water, smoke damage) for commercial and residential properties.

**Gerloff Company, Inc. – 951**
210-490-2777
Provides catastrophe management services (storm, fire, water, smoke damage) for commercial and residential properties.
Grand Canyon University – 1653
800-800-9776
Grand Canyon University is a private, Christian university that offers over 60 online and campus-based degree programs.

Grasshopper Company – 1524
620-345-8621
True zero-turn radius riding rotary mowers and quick-converter attachment system for year round implements.

Gravely & Pearson, L.L.P. – 842
210-472-1111
Construction defect attorneys.

Great Expectations Educational Foundation – 853
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Grimes & Associates – 331
806-863-2462
Architecture, engineering, environmental asbestos & lead paint consulting.

Harrison, Walker & Harper – 1141
800-442-8326
Construction management, design building and general contracting specializing in school construction.

Heartland Park and Recreation – 1603
903-680-0450
Heartland Park & Recreation is a design and build company specializing in park & recreation.

Hellas Sports Construction – 320
512-250-2910
Fully integrated sport contractor specializing in high-quality athletic fields, running tracks and tennis courts.

HHS Architects, Inc. – 336
214-969-3599
Premier provider of architectural planning and design services for the Texas School Community

Hill Country Rocks – 1551
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HOBi International, Inc – 1254
214-951-0143
IT and mobile asset management, remarketing and responsible disposal.

Houston ISD - Medicaid Finance – 731
713-556-9125
The leader in SHARS billing and school-based Medicaid consulting service; providing decision support services and expertise in Medicaid requirements for Texas school districts.

Huckabee – 1311
817-377-2969
Architecture, engineering, technology, security, interior design, bond planning and public relations for public school districts. www.huckabee-inc.com

ICON Cloud Solutions – 407
972-929-9100
Hosted communications, video and collaboration based on the award-winning Alcatel-Lucent OpenTouch platform. www.iconcloud.com

Ident-A-Kid Services of America, Inc – 1452
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IdentSys Inc. – 1353
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North America’s largest full-service identification and security solutions provider.

IDville – 1147
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ID maker systems, visitor management tools, Visitor Express, ID badges and supplies.

Image Engineering Group, Ltd (IEG) – 1204
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MEP consulting for school facilities specializing in Geothermal Mechanical Systems.

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817-421-5400
A leading provider of public finance solutions for equipment and capital projects for school districts.

Grande Valley Architectural Firm – 246
620-345-8621
Grande Valley Architectural Firm specializes in educational facilities.

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806-863-2462
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214-824-7040
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888-821-4233
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Harris Co. Department of Education (HCDE) – 839
855-821-4233
District support through consulting, training, efficiency studies and procurement. Home of Choice Partners purchasing cooperative.

Harrison Architecture, Inc. – 845
979-693-3179
Providing K-12 project services, facility evaluations, bond planning, architecture, interiors, construction administration and sustainable solutions.

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512-618-7561
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The leader in SHARS billing and school-based Medicaid consulting service; providing decision support services and expertise in Medicaid requirements for Texas school districts.

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IDville – 1147
231-598-1547
ID maker systems, visitor management tools, Visitor Express, ID badges and supplies.

Image Engineering Group, Ltd (IEG) – 1204
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MEP consulting for school facilities specializing in Geothermal Mechanical Systems.
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**Infinite Trading Inc.** – 1505
888-415-9964
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**InfoSnap** – 1324
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713-744-4495
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**Instructional Materials Coordinators’ Association of Texas** – 147
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Tools, training, systems and support that optimize student, classroom, school and district performance.

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Subscription-based professional instructional materials review service for educators and parents.

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www.lrgclaims.com

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Moak, Casey & Associates – 1231
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www.ntunemusic.com

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National Geographic Learning provides quality PreK, academic, and adult educational instructional solutions.

National Life Group – 541
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National Connection Services - Annual Conference
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www.ocoarchitects.com

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512-478-7286
Full service architecture/engineering firm whose mission-driven approach creates educational environments that enrich the lives of the people they were designed to serve.

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972-392-4500
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www.perkinswill.com

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210-227-2724
Specializing in the design of educational facilities, providing architectural, planning and interior design services to clients throughout Texas.
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480-206-2984
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Pogue Construction – 1317
972-529-9401
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Powell & Leon, LLP – 1216
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Representing Texas school districts.

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214-830-7611
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Premium Spray Products Inc. – 1252
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361-585-5419
A national, non-profit organization that is the nation’s leader in K-12 STEM curriculum systems.

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408-990-3142
BODYGUARD Blanket provides immediate protection for students and faculty during school shootings and tornados.
www.bodyguardblanket.com

QuaverMusic.com – 153
866-917-3633
Quaver’s QK-8 MUSIC Curriculum offers a fully-digital, comprehensive program for today’s K-8 music classroom.

Ramtech Building Systems, Inc. – 831
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Utilizes integrated design, manufacturing and construction for temporary and permanent modular buildings for education.

RBC Capital Markets – 1307
214-989-1660
The leading provider of investment banking services.
www.rbccm.com/municipalfinance
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<thead>
<tr>
<th>Company Name</th>
<th>Phone Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>Reacht</td>
<td>504-455-4110</td>
<td>Teacher - parent communication just got easier. Reacht gets you the answers you need, when you need them.</td>
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<td>Ready Prevention Online Training</td>
<td>717-366-4500</td>
<td>Online Bullying Training</td>
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<td>Records Consultants, Inc.</td>
<td>877-363-4127</td>
<td>Providing turnkey services for schools, including records and fixed asset management, document imaging and document destruction.</td>
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<td>REDD Team by Sapa</td>
<td>800-648-3696</td>
<td>Leading national manufacturer of low maintenance, code compliant, easy to install aluminum ramps and stairs.</td>
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<td>Reliable Controls</td>
<td>250-475-2036</td>
<td>We specialize in the design and manufacture of sustainable Internet-Connected building controls.</td>
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<td>Rentacrate</td>
<td>214-492-0911</td>
<td>Sustainable move solutions, managed print services and other technology services.</td>
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<td>Responsive Services International Corporation</td>
<td>800-658-2086</td>
<td>Specializing in demographic studies, enrollment forecasting, and attendance zone planning.</td>
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<td>Rexel</td>
<td>972-389-5500</td>
<td>A global leader in the distribution of electrical supplies and services, serves 3 main markets: industrial, commercial, and residential.</td>
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<td>Robbins Sports Surfaces</td>
<td>800-543-1913</td>
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<td>Romine, Romine &amp; Burgess Consulting Engineers</td>
<td>817-336-4633</td>
<td>Mechanical, electrical and plumbing engineering specializing in geothermal and LEED-green energy.</td>
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<td>Rourke Educational Media</td>
<td>800-394-7055</td>
<td>Rourke offers cutting-edge software delivery of science, social studies, and other classroom programs.</td>
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<td>Rush Bus Centers</td>
<td>210-880-8910</td>
<td>Your one stop shop for Blue Bird, MicroBird, Collins and Elkhart bus sales, service and parts.</td>
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<td>Scholastic Inc.</td>
<td>800-221-5312</td>
<td>Providing comprehensive programs, books, resources, and services that support and empower you to help students succeed.</td>
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<td>School District Strategies</td>
<td>972-381-1400</td>
<td>Specializing in demographic studies, enrollment forecasting, and attendance zone planning.</td>
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<td>School Specialty</td>
<td>920-882-5875</td>
<td>Leading provider of educational products and solutions.</td>
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<td>Sealed Air Diversify Care</td>
<td>262-631-4001</td>
<td>Diversey is a leader in facility cleaning solutions that create value and a healthier environment.</td>
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<td>Sika Corporation - Roofing</td>
<td>781-828-5400</td>
<td>Manufactures thermoplastic membrane for use in roofing and waterproofing applications.</td>
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<td>Silverback Learning Solutions</td>
<td>208-258-2580</td>
<td>The student achievement solution that personalizes learning for students while accommodating HB5 expectations for schools.</td>
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<td>SkoolLive Inc.</td>
<td>310-387-9738</td>
<td>Creating interactive, digital solutions for schools to increase connectivity between administrators and their students.</td>
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<td>Sledge Engineering, LLC</td>
<td>512-365-1888</td>
<td>Sledge Engineering, LLC provides services in association with the Texas Association of School Boards, Inc. that include master planning, program budgeting, contract negotiation, design review, construction delivery analysis, and construction audits. For 10 years, Sledge Engineering has provided cost effective project management and construction consulting services ensuring projects are delivered on schedule and under budget.</td>
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<td>SOCS</td>
<td>800-850-8397</td>
<td>SOCS provides easy website solutions that save both time and money for nonprofit organizations.</td>
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<td>Sodexo</td>
<td>512-527-9191</td>
<td>We enhance the learning environment by providing student well being solutions that improve the quality of life.</td>
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<td>Southern Bleacher Company</td>
<td>800-433-0912</td>
<td>Stadiums, grandstands, outdoor aluminum bleachers and press boxes.</td>
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<td>Southern Management</td>
<td>888-711-2772</td>
<td>Southern Management provides custodial services for K-12 schools.</td>
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<td>Southwest Foodservice Excellence, LLC</td>
<td>480-531-6550</td>
<td>Specializing in K-12 food service, management and nutrition.</td>
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817-461-2931
International truck and various bodies.

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214-859-1800
Providing financial advisory, investment banking and consulting services.

Southwest Terrazzo Association – 1033
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The leading Texas manufacturer/supplier of scoreboards and LED marquees.
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One of the nation’s leading architecture, engineering and planning firms dedicated to the design of learning environments.
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STB Architects & Planners, Inc. – 1617
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Full service educational architects- master planning and bond program assistance for new and renovation projects.

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Nation's largest supplier of Changeable Letter and Electronic LED signs to America’s schools.

Stifel Nicolaus & Company, Inc. – 748
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Ranked #1 nationally in 2013, Stifel underwrites bonds for school districts.

StopTech, Ltd – 109
800-537-0102
The Centurion wireless panic alarm instantly transmits a radio message, email, text and or phone call to the school’s first responder.

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A simple and cost-effective way to teach vital subjects to your K-6 students.

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817-600-3877
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FREE resources to education teachers and students on conserving and protecting our natural resources.

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The total source for all of your sports flooring needs.

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TASB’s Facility Services (previously known as OnSite Services) provides school districts and other entities a wide array of professional services and trainings on issues as they relate to facilities. Experienced personnel are here to assist with environmental matters, energy management projects, and planning and construction needs on your timeline and within your budget.
https://www.tasb.org/services/facility-services

TASB Risk Management Fund – 719
822-482-7276
Since 1974, the TASB Risk Management Fund (Fund) has remained steadfast in its mission of supporting educational excellence in Texas by offering comprehensive and responsive risk management solutions in the areas of Property, Liability, Auto, Workers’ Compensation and Unemployment Compensation. Now in its 40th year, the Fund continues its commitment to be the best choice for members in their efforts to achieve an integrated total risk management solution.
www.tasbrmf.org

TASB Special Education Solutions – 821
800-580-8272
TASB’s Special Education Solutions group provides a variety of solutions to assist District’s with their Special Education needs. Their SMART solution has been helping school districts bill Medicaid eligible services under the School Health and Related Services (SHARS) program for nearly 20 years. Their expertise and know-how has assisted many districts with operational efficiencies and streamlined processes.
medicaidservices.tasb.org

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Raise your expectations, lower your budget.
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Technical Laboratory Systems, Inc. – 932
800-445-1088
STAR Science Products; High Tech - CATE-Tng System
Exhibits by Name

Templeton Demographics – 1238
817-251-1607
Enrollment forecasting, facility planning, housing research, GIS mapping

Test Prep Seminars, LLC – 634
262-344-7101
Test Prep Seminars offers intensive SAT and ACT Boot Camps on campus during a selected school day.
www.testprepseminars.org

Texas A&M University - Commerce – 339
903-886-5520
The Educational Leadership Department at Texas A&M - Commerce houses two doctoral and six masters programs.
www.tamuc.edu/EDL

Texas Art Education Association – 121
972-233-9107 x 212
TAEA promotes quality visual arts education in Texas and provides quality training for art educators.
www.taea.org

Texas Association for School Nutrition – 1508
512-346-8899
TASN provides resources that enhance and promote non-profit child nutrition programs for the benefit of our school children.

Texas Association of School Business Officials (TASBO) – 1021
512-462-1711
TASBO is the trusted resource for school business and operations.

Texas Board of Architectural Examiners – 754
512-305-8536
Regulatory agency for Architects, Landscape Architects, and Registered Interior Designers.

Texas Comptroller of Public Accounts, TX Unclaimed Property & TX Tuition Promise – 111
512-463-4052
The Comptroller booth is represented by the Texas Tuition Promise Fund and Texas Unclaimed Property.

Texas Correctional Industries – E
936-437-6033
Prison made goods: refurbished school buses, bleachers, manufacture lockers, custom modular designs.

Texas Facilities Commission Surplus Property Program – 247
512-463-3446
Offers a variety of State & Federal government surplus equipment for transfer at highly discounted fees.

Texas Mac Repair – 1428
512-837-7775
Apple Desktop, Macbook & iPad repairs, parts and service contracts. Also offering managed services and training.

Texas Masonry Council – 1314
254-300-4894
The Texas Masonry Council works together to promote the expanded use and benefits of masonry.

Texas Parent Political Action Committee – 1326
512-346-8899
Political action committee seeking to elect state legislators who will consistently support public education.

Texas Political Subdivisions, JSIF – 1613
972-361-6303
Complete Workers’ Comp & Property/Casualty Solutions

Texas Restaurant Association Education Foundation – 1537
512-457-4100
Nationally recognized culinary and restaurant management curriculum and resources for the Hospitality tourism cluster.
www.restaurantville.com/foundation

Texas Scoreboard Services, LLC – 1338
877-325-5966
Texas Scoreboards sells, services, and installs all Nevco products.

Texas SUCCESS/TexQuest – 1354
800-325-7427
State-funded access to math & reading online resources

Texas Tech University Independent School District – 632
800-692-6877
TUTUSD offers an accredited, full-time Texas HS diploma program, supplemental program and credit by exams.

Think Through Math – 1411
512-656-4436
Women’s clothing, accessories, and shoes. We carry sizes petite to 3X.

The Propane Council of Texas – 956
866-357-8664
A groundbreaking adaptive math intervention for the common core.
www.thinkthroughmath.com

Thomas Bus Gulf Coast GP, Inc – G
713-580-8600
School Bus Sales, Service and Support

TIPS - The Interlocal Purchasing System – 437
866-839-8477
TIPS is a cooperative purchasing program specifically designed for use by governmental entities. Membership in TIPS is “FREE”.
www.tips-usa.com

TIVA – 1340
888-480-TIVA
TIVA is the professional organization for Career and Technical Educators certified in Trade & Industrial Education.

Trane – 1628
972-406-6000
Trane provides: Energy Management, Performance Contracting, ESCO, NC3, Heating, Air Conditioning and Controls.
<table>
<thead>
<tr>
<th>Exhibits by Name</th>
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</table>
| **Truenorthlogic – 145**  
801-453-0136  
Truenorthlogic simplifies the complexity, bringing great educator effectiveness programs to life. |
| **TSPRA-Texas School Public Relations Association – 125**  
512-474-9107  
School communications and public relations counseling and resources. |
| **TX Assn. of Public Schools Property & Liability Fund - Tx EIS/iTCCS – 743**  
210-736-2600  
Premiere property and liability risk management pool for school districts, community colleges and regional service centers. |
| **TX Computer Cooperative-TxEIS/iTCCS – 1235**  
210-370-5250  
Comprehensive business and student administrative software for Texas schools. www.texascomputercooperative.net |
| **Underwood Law Firm, PC – 941**  
806-378-5613  
Full service law firm with offices in Amarillo, Hereford, Fort Worth and Pampa. |
| **University of Phoenix – 1234**  
877-886-3404  
Helping school districts achieve their organizational goals by connecting employee learning to key educational issues. |
| **Vance Hunt Libraries – 1244**  
972-740-9008  
We provide all the furnishings your library will ever need except the books. |
| **Vanguard Contractors, LP – 1624**  
254-778-2223  
Construction management services and full service general contractor. |
| **Vanir Construction Management, Inc. – 1122**  
916-575-8888  
Offers professional project, program, and construction management services. |
| **Vector Concepts, Inc. – 641**  
972-399-1303  
Commercial and multi-purpose sports flooring company. |
| **Vibra-Whirl Sports, Ltd – 645**  
806-537-3526  
Running tracks and synthetic fields sports surfaces. |
| **Video Insight – 1142**  
713-621-9779  
U.S. based developer of enterprise class IP video surveillance software focused on multi-campus educational facilities. |
| **Virco Mfg. Corporation – 838**  
800-448-4726  
Leading manufacturer and supplier of furniture and equipment for schools. www.virco.com |
| **VLK Architects – 516**  
817-633-1600  
Designing exemplary facilities, unique structures and sustainable communities. www.vlkarchitects.com |
| **Voyager Sopris Learning – 753**  
303-561-2829x266  
Lang Live, Edplicity, Passport Reading Journeys, Vmath, and LETRS |
| **Walker Quality Services, LLC – 1507**  
832-892-4404  
Food service and consulting services focusing on training, menus, recipes, and cafeteria upgrades. |
| **Walsh, Anderson, Gallegos, Green, & Trevino, P.C. – 1221**  
512-454-6864  
Providing reliable and effective representation to school districts, co-ops, and other governmental entities. www.walshanderson.com |
| **Washing Equipment of Texas, Inc. – 653**  
512-389-2822  
Providing carwash and pressure washer sales and service, chemicals and parts. |
| **Wenger Corporation – 325**  
800-733-0393  
Providing music room furniture, equipment and storage. www.wengercorp.com |
| **Worthington Contract Furniture – 1103**  
512-331-1628  
Auditorium seating, bleachers, library, science, computer, classroom and office furniture. |
| **WRA Architects – 507**  
214-750-0077  
60 years in continuous operation as a K-12 specialist architect. Mid-sized full service firm. www.wraarchitects.com |
| **Xella (Hebal AAC) – 834**  
210-402-3223  
HEBEL-AAC building solution for exterior/interior walls, floor, ceiling and fire resistance. Applied to any type of project: academic, residence, industrial, etc. www.hebel-usa.com |
| **YellowFolder, LLC – 848, 1153**  
(214) 431-3600  
District-wide education documentation experts. Offering electronic, cloud-based document management services. www.yellowfolder.com |
aramark

aramarkschools.com

Official sponsor of Tote Bags

Booth 1125
### Exhibits by Category

#### Architectural Services

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#### Associations, Foundations, Educational & Public Service Organizations

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<td>Great Expectations Educational Foundation</td>
<td>Associations, Foundations, Educational &amp; Public Service Organizations</td>
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<td>Instructional Materials Coordinators’ Association of Texas</td>
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<td>Mexican American School Board Members Association</td>
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<td>National School Boards Association</td>
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#### Athletic Products & Services

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<td>Heartland Park and Recreation</td>
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<tr>
<td>Musco Sports Lighting</td>
<td>Athletic Products &amp; Services</td>
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<tr>
<td>Olen Williams Inc./Fair-Play Scoreboards</td>
<td>Athletic Products &amp; Services</td>
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<tr>
<td>Southern Bleacher Company</td>
<td>Athletic Products &amp; Services</td>
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<tr>
<td>Spectrum Scoreboards</td>
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<td>Stewart School Signs</td>
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<td>Sturdisteel Company</td>
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<td>Techline Sports Lighting</td>
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<tr>
<td>Texas Scoreboard Services, LLC</td>
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#### Books, Magazines & Periodicals

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<td>DBL Books, Inc.</td>
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<tr>
<td>McGraw–Hill Education</td>
<td>Books, Magazines &amp; Periodicals</td>
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<td>National Geographic Learning/ Cengage Learning</td>
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<td>Pearson</td>
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<td>Studies Weekly</td>
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#### Building & Roofing Materials & Services

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<td>A-Lert Roof System, a division of Centurion Ind., Inc.</td>
<td>Building &amp; Roofing Materials &amp; Services</td>
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<td>Amtech Building Sciences, Inc.</td>
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<td>Castro Roofing</td>
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<td>Crenshaw Consulting Group, LLC</td>
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<td>DK Haney Roofing</td>
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<td>Duro-Last Roofing, Inc.</td>
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<td>JACO Roofing &amp; Construction, Inc.</td>
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<td>Lift Aids, Inc./ Home Elevator of Texas</td>
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<td>Merit Roofing Systems, Inc.</td>
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<td>Panel Specialists, Inc.</td>
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<td>Parsons Commercial Roofing</td>
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<td>Premium Spray Products Inc.</td>
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<td>Prime Source Construction, Inc.</td>
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<td>REDD Team by Sapa</td>
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<td>Sika Corporation - Roofing</td>
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#### Business Operations Products & Services

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<td>Associated Time &amp; Parking Controls/ Attendance on Demand</td>
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<td>Best Buy</td>
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<td>BoardBook</td>
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<td>Bull Valley Software</td>
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<td>Lead Your School</td>
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<td>Propel Education Strategies, Inc</td>
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<td>Texas A&amp;M University – Commerce</td>
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<td>Texas Tech University Independent School District</td>
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#### Communication Systems

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<td>Audio Enhancement</td>
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### Communication Concepts
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- Jive Communications 1623
- Reach 210
- Sprint 1446
- Desert Communications, Inc 1553
- HOBI International, Inc 1254
- Texas Mac Repair 1428
- Truenorthlogic 145

### Exhibits by Category

#### Communication Concepts
- Eduhero.net 648
- Harris Co. Department of Education (HCDE) 839
- School District Strategies 333
- TASB Facilities Services 925
- TASB Special Education Solutions 821
- TCPN: The Cooperative Purchasing Network 1047
- TexBuy Purchasing Cooperative/Region 16 ESC 1332

#### Construction Companies
- BTC 540
- DSA Construction Management 1019
- Gallagher Construction Services 531
- Joeris General Contractors 1405
- Lyness Construction LP 113
- Pogue Construction 1317
- Construction Management Firm
- Bartlett Cocke General Contractors 1328
- Harrison, Walker & Harper 1141
- Lee Lewis Construction, Inc. 1211
- Vanguard Contractors, LP 1624
- Vanir Construction Management, Inc. 1122

#### Curriculum Materials & Resources
- Accelerate Learning, Inc. 1308
- B.E. Publishing/Edutyping.com 1513
- Bible Literacy Project, Inc. 148
- Damand Promotions 747
- Educate Online, LLC 231
- Educational Technology Learning 631
- Infinite Campus \ XID 1045
- Learning List 533
- Project Lead The Way 1454
- QuaverMusic.com 153
- Ready Prevention Online Training 119
- Scholastic Inc. 652
- School Specialty 332
- Technical Laboratory Systems, Inc. 932
- Texas SUCCESS/TexQuest 1354
- Think Through Math 1411
- Voyager Soris Learning 753

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<td>Blue Star Bus Sales, LTD I 1</td>
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- Fisher Tracks, Inc. 1136
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- Luber Bros. Inc. 313
- Paragon Sports Constructors 936
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- Texas Correctional Industries E 3
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### Friday, September 26

**7–7:30 a.m.**

**7:30–8 a.m.**

**8–8:30 a.m.**

**8:30–9 a.m.**

**9–9:30 a.m.**

**9:30–10 a.m.**

**10–10:30 a.m.**

**10:30–11 a.m.**

**11–11:30 a.m.**

**11:30 a.m.–noon**

**Noon–12:30 p.m.**

**12:30–1 p.m.**

**1–1:30 p.m.**

**1:30–2 p.m.**

**2–2:30 p.m.**

**2:30–3 p.m.**

**3–3:30 p.m.**

**3:30–4 p.m.**

**4–4:30 p.m.**

**4:30–5 p.m.**

**5–5:30 p.m.**

**7:30–8:45 a.m.**

**9–10:15 a.m.**

**10:30–11:45 a.m.**

**11:45 a.m.–1 p.m.**

**1–2:15 p.m.**

**2:30–3:45 p.m.**

**4–5:30 p.m.**

*First General Session*

### Saturday, September 27

**7–7:30 a.m.**

**7:30–8 a.m.**

**8–8:30 a.m.**

**8:30–9 a.m.**

**9–9:30 a.m.**

**9:30–10 a.m.**

**10–10:30 a.m.**

**10:30–11 a.m.**

**11–11:30 a.m.**

**11:30 a.m.–noon**

**Noon–1:30 p.m.**

**1:30–2:15 p.m.**

**2:30–3:45 p.m.**

**3–3:30 p.m.**

**3:30–4:45 p.m.**

**4–4:30 p.m.**

**4:30–5:30 p.m.**

**7:30–8:45 a.m.**

**9–10:15 a.m.**

**10:30 a.m.–noon**

**Noon–1:30 p.m.**

**1:30–2:45 p.m.**

**2:30–3:30 p.m.**

**3–4:15 p.m.**

**4:15–5:30 p.m.**

*Second General Session*

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More details available in the program and the mobile app.
Special thanks to our 2014 TASA/TASB Convention sponsors

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Donald Gant
DeSoto ISD

Linda Gooch
Sunnyvale ISD

Manuel Guajardo, Jr.
Texas City ISD
# Shuttle Service Schedule

## Hours of Operation

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<th>Date</th>
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<th>Midday Shuttle 30 minute service</th>
<th>PM Peak Shuttle 15 - 20 minute service</th>
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<td>Friday, September 26</td>
<td>6:00 AM - 10:00 AM</td>
<td>10:00 AM - 2:00 PM*</td>
<td>2:00 PM - 6:00 PM</td>
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<tr>
<td>Saturday, September 27</td>
<td>6:00 AM - 10:00 AM</td>
<td>10:00 AM - 1:30 PM</td>
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* Please be aware that mid-day shuttle service (10 a.m.-2 p.m.) on Friday, September 26, will be delayed due to the State Fair of Texas Parade. We apologize for the inconvenience and thank you for your patience.

## Hotel Boarding Location Route

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<td>Corner of Pearl &amp; San Jacinto</td>
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<tr>
<td>Dallas Marriott City Center</td>
<td>Curbside on Ross St.-- South Entrance</td>
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<tr>
<td>Fairmont Dallas</td>
<td>Across Street from Main Lobby on Harwood</td>
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<tr>
<td>Hotel Indigo</td>
<td>Trinity Crossing Entrance</td>
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<tr>
<td>Hyatt Regency</td>
<td>Curbside on Field St. and Commerce</td>
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<td>Magnolia Hotel Dallas</td>
<td>Walk to Convention Center</td>
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<td>NYLO Southside</td>
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<td>Omni Dallas</td>
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<td>Sheraton Dallas</td>
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Wheelchair accessible transportation is available during hours of operation. Call 1-888-267-8566 (Please allow 30 minutes).
Visit the TASA/TASB Marketplace

Located in the Exhibit Hall Member Services area

- Publications
- Videos
- Shirts
- Bags
- Mugs
- Gifts

Hours:
Friday, September 26
8 a.m.–4 p.m.
Saturday, September 27
8 a.m.–3:30 p.m.
Special thanks to our 2014 TASA/TASB Convention sponsors

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Huckabee

ParentLink

Perkins + Will

Pfluger

VLK Architects

Bronze

Boynton Williams & Associates

Collier Construction

College Board

Southern Management
Thursday, September 25

Registration 3–6 p.m.

Friday, September 26

Registration 6:30 a.m.–3:30 p.m.
Breakout Sessions 7:30–8:45 a.m.
Small School District Seminar 7:45 a.m.–noon
Exhibits Viewing 8 a.m.–4 p.m.
TASA/TASB Marketplace and Member Services 8 a.m.–4 p.m.

Field Trips*
- George W. Bush Presidential Center
  Departs at 8 a.m. 8 a.m.–noon
- Dallas Museum of Art
  Departs at 8:15 a.m. 8:15 a.m.–noon

Breakout Sessions 9–10:15 a.m.
In–Depth Sessions 9–11:45 a.m.
Distinguished Speaker: Hall Davidson 10:30–11:45 a.m.
Breakout Sessions 10:30–11:45 a.m.
Designated Exhibits Viewing 11:45 a.m.–1 p.m.
Distinguished Speaker: William Freund (IOT) 1–2:15 p.m.
Breakout Sessions 1–2:15 p.m.
In–Depth Sessions 1–3:45 p.m.
Breakout Sessions 2:30–3:45 p.m.

First General Session:
Gubernatorial Candidates:
Wendy Davis and Greg Abbott 4–5:30 p.m.

Saturday, September 27

Registration 6:30 a.m.–3:30 p.m.
Breakout Sessions 7:30–8:45 a.m.
In–Depth Sessions 7:30–10:15 a.m.
Exhibits Viewing 8 a.m.–3:30 p.m.
TASA/TASB Marketplace and Member Services 8 a.m.–3:30 p.m.

Special Forum:
Update on School Finance Litigation 9–10:15 a.m.
Breakout Sessions 9–10:15 a.m.

Second General Session:
Bertice Berry 10:30 a.m.–noon
Designated Exhibits Viewing Noon–1:30 p.m.
TASB Named Delegate and Alternate Lunch and Caucuses 12:30–1:45 p.m.
Breakout Sessions 1:30–2:45 p.m.
In–Depth Sessions 1:30–4:15 p.m.
TASB Delegate Assembly 2–4 p.m.
Designated Exhibits Viewing 2:45–3:30 p.m.
Distinguished Speaker: Michael Williams 3:30–4:45 p.m.
Breakout Sessions 3:30–4:45 p.m.

Sunday, September 28

Information Booth 7–10:30 a.m.
Breakout Sessions 7:30–8:45 a.m.

Third General Session:
David Pogue 9–10:15 a.m.
Breakout Sessions 10:30–11:45 a.m.

Thanks for attending!

See you next year in Austin!
October 2–4, 2015 ▪ Austin Convention Center