September 23–25, 2016
George R. Brown Convention Center

TASA/TASB Convention 2016

Texas Association of School Administrators
Texas Association of School Boards

SPEAKERS WHO INSPIRE. LEARNING THAT EMPOWERS. CONVERSATIONS THAT ENGAGE.
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On behalf of TASA and TASB, Welcome to Houston!

The TASA/TASB Convention offers many experiences …

Speakers who inspire | Check out our General Session and Thought Leaders all weekend long

Learning that empowers | With nearly 200 concurrent sessions and several focused learning opportunities, you are sure to walk away with new knowledge to make a difference in your community

Conversations that engage | From the In-Depth Workshops to the Exhibit Hall, some of your best takeaways may come from your peers

Focus on Students | Experience student performances during the General Sessions, watch and participate in the 2nd Annual Student Innovation Challenge, and marvel at hundreds of innovative and inspirational works of art from schoolchildren across the state.

Please take advantage of all that Convention 2016 has to offer. We thank you for attending and hope the experience is valuable to you and other members of your leadership team.
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<td>Extended Concurrent Sessions</td>
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<td>In-Depth Workshops</td>
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<td>Concurrent Sessions</td>
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**Saturday—Earn up to 6 hours credit**

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<td>Concurrent Sessions</td>
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<td>Concurrent Sessions</td>
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**Sunday—Earn up to 3.5 hours credit**

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<td>Concurrent Sessions</td>
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► Convention at a Glance—Back Cover
General Information

Registration Hours

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<td>Thursday, September 22</td>
<td>3–6 p.m.</td>
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<td>Friday, September 23</td>
<td>6:30 a.m.–6 p.m.</td>
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<tr>
<td>Saturday, September 24</td>
<td>6:30 a.m.–3:30 p.m.</td>
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Registration is located on the Concourse level in front of Exhibit Hall C.

Sunday, September 25* 7–10:30 a.m.

*No badges printed on Sunday. Info Booth located on Level 3.

On-site Registration Fee

- $395 for TASA/TASB members (including Council of School Attorneys)
- $495 for nonmembers

Guests

No fee is required for guests of registered participants; however, if the guest is 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 pay the full registration fee.

Guest badges allow entry into General Sessions, Thought Leaders, and the Exhibit Hall. Guests who plan to attend any other convention functions are expected to 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 5 p.m. Saturday. Districts achieving 100-percent attendance will receive recognition certificates following the convention.

First Aid +

First aid stations are located in Exhibit Hall C (Concourse Level) and in the First Aid room behind General Assembly Theatre C (Level 3). Check the map located on pages 80–81 for exact locations.

Shuttle Transportation

See page 79 for shuttle information.

Lost and Found

Check at any of the Info Booths located on Level 3.

Houston Events and Restaurant Reservations

Representatives from the Greater Houston Convention & Visitors Bureau will be on-site to provide information about what’s going on in the city and assist you with restaurant reservations. Stop by to see them in the registration area on the Concourse level in front of Exhibit Hall C.

CEC Mobile

CEC Mobile – Continuing Education Credit (CEC) can be tracked using your mobile device and your myTASB credentials. For assistance go to Tech Central in the Registration Area on the Concourse level in front of Exhibit Hall C.

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.

Convention Mobile App

Download from your device’s app store. Search “tasatasb”.

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.
### Reporting Continuing Education Credit

#### Using CEC Mobile

1. Access the web-based application at cecm.tasb.org.
   Use your MyTASB User ID and Password to log in.

   Need help logging in? Check with staff in Tech Central near the Exhibit Hall entrance, Concourse Level Area C.

2. Enter the credit number promptly.
   CEC Mobile will accept credit numbers 30 minutes prior to, and 90 minutes after, the scheduled end time for each session.

3. After you’ve attended your last convention session...
   Notify your superintendent’s secretary that you recorded your convention attendance using CEC Mobile and ask that they run your credit report from MyTASB.

   **Missed the opportunity to enter a credit number?**
   Select “Feedback” at the bottom of the CEC Mobile screen to notify TASB by entering the credit number in the email.

   **If you started using CEC Mobile after attending several sessions ...**
   Turn in a Scantron form for ONLY those sessions you did not report using CEC Mobile.

#### Using a Scantron Form

1. Pick up a blank Scantron form and a No. 2 pencil.
   These are available in the registration area and at the Info Booths.

2. Find your person and county/district numbers.
   Labels with this information can be found in notebooks located at the Info Booth across from attendee registration, Concourse Level C. Staff at the Info Booths on the 3rd floor can also assist you with your numbers.

3. After you’ve attended your last convention session...
   Sign your form and turn in the white (top) copy to staff in the registration area, or at any Info Booth. Take the yellow copy back to your district.

#### Continuing Professional Education (CPE)

Certificate renewal standards adopted by SBEC require all certified educators to complete appropriate continuing professional education 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 hours of credit during the TASA/TASB Convention.
Reminders for Presenters

TASA/TASB is once again partnering with Freeman Audio Visual Solutions, Inc. to manage the electronic presentation materials for the TASA/TASB Convention through the Presentation Management Service. Speakers must submit their electronic presentations 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 Service system to access the continuing education credit (CEC) training number. Detailed instructions are included in the Information Sheet available in the Speaker Ready Room, 340A (Level 3).

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 30 minutes 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:

- 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: 340A

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<tr>
<td>Sunday, September 25</td>
<td>7–11 a.m.</td>
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Need Directions? Information?

The Info Booths are here to help you...Come on by!

Three Info Booths are located on Level 3 and one Info Booth is located on the Concourse Level across from Registration.

See convention center floor plan, pages 80–81.
DELIBERING INNOVATIVE SOLUTIONS FOR HEALTHY K-12 ENVIROMENTS

Aramark is a proud sponsor of the 2016 Annual TASA/TASB Convention. We provide nutrition and facilities for 60 school districts in the state of Texas and more than 450 school districts across the country.

Learn more by calling (800) 926-9700 or by visiting www.aramark.com. Please stop by to visit us at booth #1317.
Friday Special Activities

New School Board Member Seminar

Level 3, Room 370D

This seminar is designed for newly elected school board members who have not taken a TASB ISD course. Attendees who are preregistered for this seminar will have a notification on their badge. If you did not pre-register for the seminar but are interested in participating, check in with convention staff outside 370D by 7:15 a.m. and you will be included as space allows.

<table>
<thead>
<tr>
<th>Registration and Continental Breakfast</th>
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<td>Program</td>
<td>7:30 a.m. – 2:30 p.m.</td>
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(Includes two 15-minute breaks and a boxed lunch)

Start your first TASA/TASB Convention off right by joining other newly elected school board members for networking and education. New board members will leave with an instant network and support.

This session will focus on the job of a school board member, 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. Participants will discuss how to handle the personal and public demands that come with their new job. They’ll also learn the board’s basic roles and responsibilities and how their duties differ from those of the superintendent. Key team procedures, communication strategies, and ethical behavior are explored as ways to help new board members gain trust and get things accomplished quicker. Plenty of tips and tools for new trustees are included as resources.

Powered by TASB ISD, this session fulfills TASB ISD sessions Boardmanship, Teamwork and School Law Basics.

Board members attending this seminar are also encouraged to attend:

Open Meetings Act (OMA) for Attorney General Credit – Saturday, 1:30-2:30 p.m. – 351F

Pre-registration required
The seminar, customized for school districts with 750 or fewer students, will focus on the benefits small districts offer. Smaller districts can reach all students at a deep level, foster strong connections between district and community, and create meaningful experiences for valued staff.

The content selected for this year’s Small School District Seminar is the result of several forums at which administrators and trustees were invited to share their experiences in governing small districts. The forums revealed that, despite having some unique challenges, small school district leaders are more interested in being defined by their focus on solutions than by their own set of hurdles to desired student outcomes.

Carefully selected speakers will provide insight on three key building blocks that small school districts are poised to master in their quest to produce great student outcomes. Peer-to-peer table discussions following presentations by guest speakers will give district leaders the opportunity to collaborate with other leaders who share similar challenges or who may have already found solutions. Plan to inspire and to be inspired!

Pre-registration required
General Sessions

First General Session ■ Friday, September 23 ■ 4–5:30 p.m. ■ Exhibit Hall A, Concourse Level

Presiding: Bret Begert, TASB President and Board President, Fort Elliott CISD
Invocation: Kevin Brown, TASA President and Superintendent, Alamo Heights ISD
Presentations:
- Introduction of TASA and TASB Officers
- Superintendent of the Year Award
- Titanium and Diamond Sponsor Recognition
Performing Group: Fort Elliott CISD

TEA Priorities for the New School Year

Mike Morath, Commissioner of Education, Texas Education Agency

Mike Morath took office as Texas commissioner of education in January 2016. He heads the Texas Education Agency, which oversees pre-kindergarten through high school education for more than 5 million students enrolled in both traditional public and charter schools. Commissioner Morath will discuss TEA’s four strategic priorities: recruiting, supporting, and retaining teachers and principals; building a foundation of reading and math; connecting high school to career and college; and improving low-performing schools.

Second General Session ■ Saturday, September 24 ■ 10:30 a.m.–noon ■ Exhibit Hall A

Presiding: Kevin Brown, TASA President and Superintendent, Alamo Heights ISD
Invocation: Bret Begert, TASB President and Board President, Fort Elliott CISD
Greetings: Alton Frailey, AASA President
Presentations:
- School Board Awards
- Key Communicator Award
- Titanium and Diamond Sponsor Recognition
Performing Group: Alamo Heights ISD

Releasing Leadership Brilliance – How to Empathize, Engage, and Energize Your Culture

Simon Bailey, Author, Shift Your Brilliance

Stale. Stuck. Spiritless. This is what a leader, then a team, and ultimately an organization become when mojo is lost. In order for leaders to reinvigorate and ignite a fresh mindset that enables a team and an organization to thrive, they must stop communicating and start connecting. Connection begins when leaders make a commitment to bring out the best in themselves and then do the same for everyone around them. This challenges team members to raise the bar on their engagement and productivity. Simon Bailey will share how you can revitalize your role within your team and organization, improve your ability to connect with your team rather than just communicate, and create a high-performing team that exceeds expectations.
Third General Session ▪ Sunday, September 25 ▪ 9:15-10:15 a.m. ▪ Grand Ballroom, Level 3

Presiding: Charles Stafford, TASB President-Elect and Board Member, Denton ISD
Invocation: Buck Gilcrease, TASA President-Elect and Superintendent, Alvin ISD
Presentations: 100% Attendance Recognition
Titanium and Diamond Sponsor Recognition

Education: Tomorrow Belongs to Those Who Prepare for It
Richard Gerver, Author, Creating Tomorrow’s Schools Today

Education is the single most important factor that will determine the future for our children, economy, society, and ultimately, our planet. Richard Gerver uses his authentic, experience-driven insights to clarify the vision, thinking, and processes that we must all go through if we are to ensure that we develop a system that prepares our young people for a world-class future. A former award-winning teacher, globally renowned principal, university board member, and government policy advisor, Gerver uses his experience to mesh together exactly what needs to be discussed and done, from high-level strategy to classroom practice. Gerver speaks with precision about the skills, behaviors, and attributes our children will need to not only survive but thrive in their futures. Don’t miss this opportunity for humor, insight, provocations, and practical application.

Exceptional Governance

What does eXceptional Governance mean to you as a board member, superintendent, vendor, parent, and/or student?

We believe that when school boards provide eXceptional Governance in a district, exceptional students are the result.

During your time here, you will hear testimonials from board members who shared their thoughts at the Summer Leadership Institute (SLI) in June. We want to hear your perspective! Come to the Learning Lounge in the exhibit hall on Friday and Saturday to participate in the XG Project by answering any of the below questions.

Community Engagement • How can your school board promote eXceptional Governance in a way that engages the community to improve public schools?

Student Outcomes • In what ways is your school board providing eXceptional Governance to improve outcomes for students?

Visionary Leadership • How is your board demonstrating visionary leadership through eXceptional Governance in your district?
PROUD TO SPONSOR THE 2016 TASA/TASB CONVENTION
No Power and No Point: Turning Your Slides From Boring to Soaring
Mike Robertson, Musician, Author and Graphic Designer, Is This Mike On

Presiding: Karen Freeman, TASB Secretary-Treasurer, Northside ISD

Blaming PowerPoint for boring slides is like blaming the paintbrush for a lousy painting. Mike Robertson is a nationally known thought leader in creating amazing, magical slides for himself and many of the top speakers across the U.S. This idea-packed workshop will give you dozens of ways to transform your own slides into works of art that will delight your audiences and help them retain your information much longer.

The Pitfalls of School Grades
John Tanner, Founder & Executive Director, Test Sense

Presiding: Buck Gilcrease, TASA President-Elect and Superintendent, Alvin ISD

Next fall Texas will join 16 other states in assigning letter grades to schools and districts under the assumption that it will make it simple to identify the bad ones and force them to change. The process is designed to combine test scores and one or two other indicators to produce a simple, easily understood grade signaling the quality of the school or district. A saying perfect for the occasion is this: “Simple is good, unless it’s wrong.” And in the case of school grades, it is so wrong. Assigning grades to schools in Texas and everywhere else it has been attempted fails to pass muster empirically, rationally, and logically. John Tanner will help educators see the underlying realities of school grading systems and the myths their advocates use to promote such programs. He will also discuss how to avoid the pitfalls of a policy gesture that is meant to signal quality, but, by design, is much more likely to punish poor schools for being poor and reward wealthy schools for being wealthy.

Book signing: The Pitfalls of Reform (immediately following presentation)
Friday, September 23
1:30–2:30 p.m.
General Assembly Hall B

The Long-Term Future for Investors
Tom Gardner, Founder, The Motley Fool

Presiding: Teresa Flores, TASB First Vice-President, Ingleside ISD

Tom Gardner presents the primary themes, trends, and opportunities for investors. His talk will provide step-by-step guidance for optimizing your temperament and your portfolio structure. He’ll also share his 10 favorite investments, ranked.

Saturday, September 24
8–9 a.m.
General Assembly Hall B

Governance That Improves Student Outcomes
A.J. Crabill, Deputy Commissioner of Governance, Texas Education Agency

Presiding: James de Garavilla, TASB Director, Silsbee ISD

How much of your board meetings are spent focused on student outcomes—not just adult inputs, frustrated parents, upset vendors, debates about whom the superintendent should or shouldn’t have hired, discussions that revolve around second guessing managerial decisions, etc.? If your district is like many, the answer probably ranges from none to not enough. But there is another way; let’s talk about it.
Thought Leaders

Saturday, September 24 1:30-2:30 p.m. General Assembly Hall B

Framing the Equity Conversation for Today and Our Future
Mary Fertakis, Director, Tukwila, Washington School District

Presiding: Clark Ealy, TASA Executive Committee Member and Superintendent, College Station ISD

What is equity? Why does it matter for student success? What are our beliefs and perceptions about equity and how do they impact our policy decisions? This session will provide an introduction to equity principles to assist boards and administrators when engaging in essential conversations around equity issues today, and will increase your ability to view policy work through an equity lens.

Saturday, September 24 3:45–4:45 p.m. General Assembly Hall B

60x30TX: Aligning K-12 and Higher Education to Achieve Student Success
Raymund A. Paredes, Commissioner of Higher Education, Texas Higher Education Coordinating Board

Presiding: David Belding, TASA Executive Committee Member and Superintendent, Aubrey ISD

Texas has become increasingly engaged in a global economy dependent on skilled and knowledgeable workers. We have improved college readiness and completion rates, but not fast enough to keep up with changing demographics. More students of all backgrounds must complete certificates and degrees. 60x30TX requires increased collaboration and alignment among K-12, higher education, and the workforce to achieve the four student-centered goals of this statewide strategic plan.
Dedicated to learning environments for 50 years

Huckabee
MORE THAN ARCHITECTS

Read more of our story at
www.huckabee-inc.com

Huckabee is a proud sponsor of the 2016 TASA/TASB Convention
Booth #1305
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 1,029 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 2016 Superintendent of the Year will be announced Friday, September 23, during the First General Session.

Regional Winners

Marla Guerra
South Texas ISD
Region 1

Jeff McClure
Henrietta ISD
Region 9

Suzanne Nelson
Tuloso-Midway ISD
Region 2

Cathy Lauer
Nixon-Smiley CISD
Region 13

Jay Killgo
Vidor ISD
Region 5

Shaun Barnett
Stamford ISD
Region 14

Jason Marshall
Palestine ISD
Region 7

Bill Wiggins
Plemons-Stinnett-Phillips CISD
Region 16

Don Jefferies
Greenville ISD
Region 8

Dewitt Smith
Wink-Loving ISD
Region 18

José Espinoza
Socorro ISD
Region 19

Finalists

Angi Williams
Galena Park ISD
Region 4

David Harris
DeSoto ISD
Region 10

Marcelo Cavazos
Arlington ISD
Region 11

Robin Battershell
Temple ISD
Region 12

Greg Gibson
Schertz-Cibolo-Universal City ISD
Region 20
Since 1971, the TASA School Board Awards program has recognized school boards that demonstrate dedication to student achievement and to putting students first. This year’s nominees represent districts with diverse populations and varied needs, yet their trustees are united in their efforts to do what’s best for their schools, students, and community. The five Honor Boards will be recognized during the Second General Session on Saturday. At this ceremony, one of these boards will be named the 2016 Outstanding School Board.

The 2016 Honor Boards are:

- **Denver City ISD**
  - Front: Connie Lozano; Gary Davis, superintendent; Johnette Mansur, secretary.
  - Back: Russell Dial, immediate past president; Joey Rodgers; Robbie Underhill, vice president; Brian Sutton; Brad Woosley, president.

- **Lancaster ISD**
  - Front: LaRhonda Mays; Cynthia Corbin-Jarvis; Robbie Johnson, vice president; Ellen Clark.
  - Back: Marion Hamilton, secretary; Ty G. Jones, president; Rhonda Davis-Crawford.

- **Schertz-Cibolo-Universal City ISD**
  - Front: John Correu; Robert Westbrook, vice president; Amy Driesbach; Gerald “Jerry” Perkins, assistant secretary.
  - Back: Dr. Greg Gibson, superintendent; Mark Wilson; Gary Inmon, president; David Pevoto, secretary.

- **Robstown ISD**
  - Front: Eva Orona; Lori Ann Flores-Garza, assistant secretary; Bertha Roldan.
  - Back: Richard Gonzalez; Ismael Gonzalez, Jr., secretary; Dr. Maria M. Vidaurri, superintendent; Oscar Lopez, president; Ernest Gallegos, vice president.

- **Eagle Mountain-Saginaw ISD**
  - Front: Dick Elkins, president; Liz Hatley; Dr. Jim F. Chadwell, superintendent; Paige Ring, vice president; Donna Webb.
  - Back: Rob Franklin, secretary; Tony Owens; Steven G. Newcom.

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**The 2016 Regional Honor Boards will also be recognized at the Second General Session on Saturday:**

Texas School Public Relations Association presents this award for outstanding contributions to public education through effective communications.

Shanna Peeples

The Texas School Public Relations Association (TSPRA) has named Shanna Peeples, the 2015 National Teacher of the Year, as the recipient of the association’s 2016 Key Communicator Award. Peeples receives the award in recognition of her efforts as an ambassador for public educators throughout the country during the past year.

“Shanna is an exceptionally qualified recipient for TSPRA’s highest honor,” said Halperin. “She has been a champion for public education not just in Texas, but across the globe.”

As an English teacher and instructional coach at Palo Duro High School in Amarillo, Peeples has taught a wide range of students, from AP classes during the school day to those at-risk of dropping out during the school’s evening credit-recovery program. She worked with English language learners with backgrounds in 27 different languages. “She seems to have an innate ability to understand where her students come from, their personal stories and cultural history, and makes that a part of how she advocates for them,” said Viet Tran, one of her former students.

Those experiences helped shape her message as an ambassador and advocate for teachers during her tenure as the nation’s top teacher.

“As Ms. Peeples has not only used her year as the nation’s top teacher to talk about the positive,” said TASA Executive Director Johnny Veselka, “she has also worked hard to shape the national conversation about reaching students in poverty and those who have faced other extreme challenges. At every opportunity, whether it was a one-on-one interview with a reporter or a speech to a ballroom full of people, she shined the light on these challenges facing public schools and on the importance of public education.”

As National Teacher of the Year, Peeples traveled more than 200,000 miles and spoke in 27 states and five countries, delivering more than 300 speeches on public education and her experiences teaching students living in poverty or new to the country.

“We simply cannot think of another teacher in this city, in this state, or in this country who has done more work to communicate the good work of educators than Shanna has in the past year,” said Chris Hays, CEO of Panhandle PBS, who featured Shanna in an episode of the station’s newsmagazine, Live
Here, in November. “She shared her experiences as National Teacher of the Year and discussed the diversity of her students and the effects of poverty upon them.” A portion of the episode was translated and shared with educators in Shandong Province, China.

Peeples’ efforts have won her recognition from across the nation. She is a 2016 National Education Association Global Learning Fellow and a member of the Global Teacher Prize Academy, Scholastic’s National Advisory Panel, and the U.S. Presidential Scholar Blue Ribbon panel. She received Texas A&M University’s Outstanding Educator Award and the Texas State Teachers Association’s Instructional Advocacy Award.

“In my role as a Texas State Representative, I meet many exceptional individuals all over our great state,” said Texas State Representative Four Price, “Shanna Peeples is a standout. She possesses great communication skills and characteristics that I know will continue to serve her and her profession well.”

Before becoming a teacher, Peeples worked as a reporter for the Amarillo Globe-News. She earned her bachelor’s degree in at West Texas A&M University and a master’s degree in education from the University of Texas at Arlington.

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. Recipients have included leaders from business, media, PTA, politics, and education. A complete list of past recipients can be found on TSPRA’s website at www.tspra.org/awards/key-communicator/list-of-key-communicators.

Peeples will receive her award, sponsored for the sixth consecutive year by SchoolMessenger from TSPRA President Ian Halperin, Wylie ISD.

Charlotte LaGrone of Weatherford ISD chairs TSPRA’s 2016 Professional Awards Committee, which includes Julie Zwahr, Denton ISD; Patti Pawlik-Perales, Alamo Heights ISD; Andy Penney, Frenship ISD; Suzi Pagel, Midway ISD Education Foundation; and Allison Lewallyn, Mesquite ISD.

The Texas School Public Relations Association is a nonprofit, professional organization committed to improving communications between Texans and their public schools. TSPRA’s membership includes superintendents; communications, education foundation, and partnerships staffers; webmasters; videographers; graphic artists; and others who support public education in the state.

The TSPRA Resource Center is a long-standing tradition at the TASA/TASB Convention, showcasing the best printed work of some of our many communications professionals. Stop by Booth 1347 to pick up samples of award-winning publications from throughout the state.
Design with students in mind

Proud sponsor of the Relax & Recharge Station at booth #1223
Daily Agenda

Friday September 23

6:30 a.m.–6 p.m.  Registration
7:30–8:30 a.m.  Concurrent Sessions
7:30 a.m.–2:30 p.m.  New School Board Member Seminar*
7:30 a.m.–Noon  Small School District Seminar*
8 a.m.–4 p.m.  Exhibit Hall Activities+
9–10 a.m.  Concurrent & Thought Leader (Mike Robertson) Sessions
9–10:30 a.m.  Extended Concurrent Sessions - 1.5 hours
9 a.m.–Noon  In-Depth Workshops
11 a.m.–Noon  Concurrent and Thought Leader (John Tanner) Sessions
1:30 p.m.–2:30 p.m.  Concurrent and Thought Leader (Tom Gardner) Sessions
2:30 p.m.–4 p.m.  Designated Exhibit Hall Activities+
4–5:30 p.m.  First General Session (Mike Morath)

* Pre-registration Required
+ Exhibit Viewing, Marketplace and Member Services, Learning Lounge, Exhibit of School Architecture, Student Innovation Challenge, and Cafe

Related Events

7:30–10:45 a.m.  Texas Association of Community Schools Joint Legislative/Executive Committee Meeting Breakfast  Hilton 340
8 a.m.–Noon  TASA School Board Awards Interview Waiting Room  GRBCC 214
8 a.m.–1 p.m.  TASA School Board Awards Interviews  GRBCC 213
8:30 a.m.–3 p.m.  Texas Council of Professors of Educational Administration Fall Meeting  Hilton Americas A
Noon–1:30 p.m.  Fast Growth School Coalition Luncheon  Hilton Americas D
Noon–5 p.m.  Leadership TASB Lounge  GRBCC 350A
12:15–1:45 p.m.  Texas Caucus of Black School Board Members Annual Meeting and Luncheon  Hilton 339
1:30–4 p.m.  Mexican American School Board Association Fall Board Meeting  GRBCC 362C
5:30–7 p.m.  Leadership TASB Alumni Reunion Reception (by invitation only)  GRBCC Balcony B
5–7 p.m.  The University of Texas at Austin Cooperative Superintendency Program Reception  Hilton Grand Ballroom C
7–10 p.m.  Texas Association of Latino Administrators and Superintendents After-Dinner Reception  Hilton 339
8:30 p.m.–12 a.m.  Texas Caucus of Black School Board Members Casino Night  Hilton Grand Ballroom AB
Concurrent Sessions 7:30—8:30 a.m.

Child Welfare – 310A
Joy Baskin, Director of Legal Services, TASB

Educators are frequently challenged by legal and practical questions related to students’ families and living situations. This session with a TASB attorney will examine a variety of frequently asked questions about serving students who are homeless or living with friends or relatives, students whose parents are disputing custody, students who are in foster care or may be victims of abuse, and more.

Cameras in the Classroom: Everything You Need to Know About the New Requirements – 310B
Amber King, General Counsel, Lake Travis ISD
Meni Schneider-Vogel, Partner, Thompson & Horton, LLP

Attorneys will provide attendees an in-depth look at what every administrator should know regarding the new law and rules related to the implementation of cameras in special education classrooms. The session will focus on the classrooms affected, the technical requirements and retention of the videos, access and permissible use, and funding concerns. The session will also provide useful guidance and discussion on developing district policies regarding cameras.

Changing Behavior to Improve Instruction: A District’s Perspective – 310C
Roland Toscano, Superintendent, East Central ISD
Shannon Fuller, Executive Director of Curriculum and Instruction, East Central ISD
Stacy Morgan, Co-Founder, Emergent Tree Education
Mae Coffman, Co-Founder/Owner, Emergent Tree Education

This presentation will outline the three-year journey taken in East Central ISD to address systemic behavioral issues that consistently stole time and undermined quality of instruction. By taking on behavior systems districtwide, ECISD transformed the culture of the district, reduced disruptions to instruction, and increased overall learning. Campus data will be presented. Participants will be provided with a checklist and action steps to replicate the process in their own organizations.

Transformation at the Campus Level: Vision-Driven Instruction and Leadership – 320A
Robert Bayard, Chief Technology Officer, Clear Creek ISD
Christi Morgan, Assistant Superintendent, Sunnyside ISD
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA

In collaboration with district stakeholders, TASA has developed a Framework for Vision-Driven Instruction and Leadership that outlines the roles of educators and leaders in advancing school transformation by connecting the principles of the visioning document, Creating a New Vision for Public Education in Texas, directly to the classroom. Learn how this tool assists leaders in driving authentic transformation in teaching, learning, and leadership by equipping teachers and principals with a blueprint of the skills needed to impact practice.

When Worlds Collide: Student and Employee Religious Rights in Public Schools – 320B
Chad Timmons, Senior Associate Attorney, Abernathy, Roeder, Boyd & Joplin, P.C.
Brad Hunt, Assistant Superintendent for Administration, Coppell ISD

Public schools are not “religion-free zones.” Students and employees enjoy the freedom to practice their faiths on and off campus. However, public entities have a seemingly contradictory duty to remain neutral on the subject of religion. How can these conflicting rights and responsibilities coexist? This presentation will aid front-line personnel who must maintain the balance between student/employee religious expression and the school’s obligation to comply with the First Amendment.

Measuring Success – 320C
Paul Tisch, Board Member and LTASB 2016, Round Rock ISD

Do you understand the history of accountability? How about all of the acronyms? What do you know about indices? Ever heard of domains in accountability? How would you like to develop a positive perspective on accountability and be provided a “TOOL” to aid you in becoming a more effective advocate for assessment testing? If so, come join us to learn more about MEASURING SUCCESS!

Integrating Engineering Design, Computational Thinking, and 21st-Century Skills – 322A
Cheryl Farmer, Program Director, Engineer Your World from The University of Texas at Austin
Marissa Lograno, Teacher, Cypress-Fairbanks ISD

Discover an innovative, research-based, TEKS-aligned high school course that engages students in integrated engineering design, computational thinking, and 21st-century skills. Developed with funding from the NSF, Engineer Your World is unique among high school engineering programs. Explore the curriculum and teacher support network, learn about dual enrollment opportunities, talk with a current teacher, and discover funding opportunities that will offset up to $9,000 of implementation costs.

Top 10 Special Education Issues – 330A
Karlyn Keller, Special Populations, Special Education Solutions, TASB
Mark Wey, Director, Special Education Solutions, TASB

This session will be an interactive discussion of the top 10 special education issues found in due process hearings in Texas. Attend for a brief overview of the issues before participating in an open discussion on how to address potential concerns in your district. Attendees will leave with an understanding of the hottest issues as well as plans for next steps. Issues include eligibility, evaluation, child find, discipline, and more.

FPX | Touch Session: Actively engage in these sessions using your mobile device. Vote in polls, ask questions, take notes.
Planning for Districtwide Professional Learning – 332A
Glenda Holder, Director of Professional Learning, Humble ISD
Melissa Leigh, Coordinator of Professional Development, Humble ISD

Drawing on the practices of large suburban school districts in the greater Houston area, this session will detail how one school district transformed professional development practices to create a culture of professional growth and learning. Beginning with a comprehensive planning process, journey through the steps and processes to determine the necessary components of building a districtwide framework for professional learning.

Creating Teaching and Learning Systems That Inspire Students and Empower Leaders – 332B
Jeff Burke, Assistant Superintendent of Academics, Georgetown ISD
Denise Collier, Consultant, Collier Educational Consulting, LLC, and TASA Consultant

“Empowering and inspiring every learner to lead, grow, and serve.” For two years, Georgetown ISD has been engaged in the transformation of teaching and learning toward attainment of this mission. Join colleagues to examine the GISD efforts to create a future-ready learner profile, focus on high-priority standards, and retool curriculum, instruction and assessment to orient the system toward future-ready learning. Explore strategies you might consider in your district’s future-ready efforts.

Are You HB5 College Ready? – 332C
Veronica Martin-Perkins, College Readiness Specialist, Conroe ISD
Tristyn Davis, Program Manager for School Partnerships, Lone Star College-Montgomery

Does college readiness mean going to college or going into the workforce? Actually, it means both. House Bill 5 mandates have school districts evaluating the level of college preparedness of students. In this session, a wide range of information will be shared on how Conroe ISD prepares students to be college ready. The discussion includes SAT, PSAT, and ACT college preparation opportunities, the TSI and Dual Credit, building potential PSAT/NMSQT scholars, and working collaboratively with your community college.

Fostering Teacher Autonomy and Student Achievement Through Technology Grants – 342E
Marshall Harrison, Superintendent, Blooming Grove ISD
Jessica Lee, Director, Curriculum/Instruction, Blooming Grove ISD

Learn how Blooming Grove ISD used IMA funds to create an innovative technology application and grant program for teachers. The grant application will be shared, as well as video clips of the process and teacher feedback on the grant application. Find out how technology opportunities have impacted students and classroom instruction. A Q&A will be held at the end of the session.

The Roadmap to Inspire, Engage, and Empower – 342F
Brad Schnautz, Superintendent, Lexington ISD
Stephen Waddell, Facilitator, engage2learn
Riza Cooper, Principal, Elgin ISD

Establishing an inspirational, engaging, and empowering learning environment for both students and staff can be overwhelming. Hear first-hand how Lexington ISD designed a community roadmap where all students are future ready. This panel allows for an interactive dialogue with session participants as panel members share their experiences, the process, and lessons learned, as well as answer questions from attendees.

Can You Speak Full Day Pre-K? – 350E
Linda Duran, Board President, Rockwall ISD

Learn the research on early brain development, how that affects the importance of early childhood programs, and the efficacy of Pre-K programs. Information will be shared on the overall picture of the state of early childhood development in Texas and how some districts are navigating the legislation, funding, and overall needs in their communities. This session will provoke thought and provide a clearer understanding of the demand and how your community can benefit from a comprehensive Pre-K program.

The Science of Learning: From Research Into Practice – 351E
Christine Drew, President and Chief Creative Officer, Syfr Learning, LLC
Richard Erdmann, Founder and CEO, Syfr Learning, LLC
Jennifer Jones, Assistant Professor, University of Texas-Tyler

Like school transformation, the science of learning faces roadblocks in current school, district, state, and federal policies. What are the roadblocks and is there a natural unification of reform initiatives under the guise of learning? How does the science of learning fit into an aligned curriculum? Next-generation assessment? Project-based learning? Blended and personalized learning? A competency-based curriculum? In this session, attendees will discuss the application of the science of learning in their schools.

The Superintendent Search Process – 351F
Butch Felkner, Director, Executive Search Services, TASB
Marian Strauss, Senior Consultant, Executive Search Services, TASB

Executive Search Services staff will present the elements of the search process. Included will be the board’s involvement, consultant responsibilities, advantages of using an external consultant, and board members’ perspectives. Participants will be encouraged to ask questions about the search process.
Concurrent Sessions 7:30—8:30 a.m.

**Recruiting and Retaining the Next Generation of Educators – 352E**

Amy Gnadt, Board Member and LTASB 2016, Allen ISD

School districts are struggling to attract and keep good teachers at a time when enrollments in public schools are growing more diverse and include higher proportions of English language learners and students with special needs. Additionally, the state has raised K-12 standards to new heights with the expectation that all students will graduate ready for college and careers. In this session, join board members from the 2016 Leadership TASB class to investigate the future of our teaching force.

**Baker’s Dozen: Tips to Ensure Successful Implementation of District Initiatives – 360E**

Keith McBurnett, Superintendent, Burnet CISD

Every district allocates time and resources toward implementing initiatives. Too many initiatives can result in initiative fatigue, while poorly implemented initiatives can result in initiative failure, eroded morale, and loss of valuable resources. This session will focus on the 13 most critical elements to consider before, during, and after implementation of any initiative to help ensure success. These elements are grounded in effective communication, change management, and relationships.

**ICC 500—Design and Construction of Storm Shelters – 360F**

Richard Wilkinson, Deputy Superintendent of Business and Operations, Frisco ISD  
Bobby Lajoie, Associate, Corgan  
Sangeetha Karthik, Vice President, Corgan  
Dan Velte, Associate, L.A. Fues Partners, Inc.

Attendees will learn about the physical and financial repercussions of this IBC 2015 code requirement, which impacts school districts within the 250 mph design wind speed zone per ICC 500-2014. Attendees will review Frisco ISD's Lawler Middle School as a beta test for future prototypes with tornado storm shelters. This informative session will give decision-makers an overall scenario of design standards expected in future educational facilities.

**TSPRA: Every Child 2020—a Community-Driven Strategic Plan—361D**

Tiffany Davila, Communications Officer, Spring ISD

To develop Spring ISD’s five-year strategic plan, staff reached out to stakeholders and then they listened. The district’s approach involved both traditional planning methods such as community meetings and surveys as well as organizational changes and deep audits—all of which required intensive communications and public relations support. Come learn about Spring’s 10-month journey to develop a strong strategic plan, the lessons learned, and how the district is working to keep its new strategic plan top of mind.

**Board’s Role in Financial Decision Making – 361E**

Kristi Clark, Senior Attorney, Legal Services, TASB

Board members are called “trustees” for a reason: You hold the district’s assets in trust for the students of your district. How do you fulfill your trustee obligations without overstepping your role? This session with a TASB attorney will explore school district financial management and the role individual trustees play in creating a culture of accountability and trust for the financial well-being of your district.

**IOT: Public Fund Investment Act (PFIA) – 361F**

Joel Perez, Partner, Padgett Stratemann & Company

The Public Funds Investment Act requires school districts, in conjunction with their annual financial audit, to perform compliance audits of management controls on investments and adherence to the district’s investment policy. This session reviews the types of audits required and provides tools to improve your ability to understand and assess your school district’s management controls over the investment program, including authorization, execution, existence, and reporting. This session qualifies for the Public Funds Investment Act Training (PFIA).

Concurrent Sessions 9—10 a.m.

**Leading With Focus: A Transformational Framework for Principal Development – 310A**

Darrell Brown, Superintendent, Birdville ISD  
Elizabeth Clark, Associate Superintendent for Curriculum and Instruction, Birdville ISD

In this session, participants will learn precisely where to focus precious time, effort, and resources to ensure that transformational leadership is developed, sustained, and personalized. Leadership is being called upon to transform the educational experiences for students. How do districts respond and meet the learning needs of principals who are called upon to transform schools? This session will provide a real-world example of where to start and what transformative leaders require.

**New On-Campus Fire Academy = Career-Ready Graduates at Lake Dallas High School – 310B**

Scott Baird, Board Member, Lake Dallas ISD  
Gayle Stinson, Superintendent, Lake Dallas ISD  
Wesley Eversole, Deputy Superintendent/CFO, Lake Dallas ISD  
Kristi Strickland, Principal, Lake Dallas ISD

Administrators and board members from Lake Dallas ISD will share how the district created a partnership with Lake Cities Fire Department and North Central Texas College to offer high school students an onsite fire academy. Learn all about the partnership and curriculum development processes, how existing facilities are being used to launch the program, as well as the student selection criteria, the college hours and certifications earned, and cost of the program.
Eight Elements for Success—Creating Learning Environments with Apple – 310C

Maria Henderson, Education Development Executive, Apple, Inc.

This session introduces eight elements that are the foundations for successfully creating technology-rich learning environments. They represent what we’ve learned from more than 30 years of working with education leaders to envision, plan, implement, and evaluate environments that meet the needs and aspirations of their institutions. Attendees will be able to download The Eight Elements for Success book created by Apple to continue planning with their teams after the session.

Distributed Leadership: Increasing the Impact of Your Best Teachers – 320A

Martin Winchester, Deputy Commissioner of Educator Support, Texas Education Agency
Robyn Fender, Educational Specialist, ESC Region 20

How can you keep and grow your best teachers? How can they support your principals and help other teachers on campus? Distributed Leadership offers districts a process and a set of tools to extend the reach of excellent teachers to more students, for more pay, within existing budgets. Learn how Opportunity Culture Texas is already implementing this innovative leadership model and what the plans are for expanding it across the state.

The Stipend is Right$ – 320B

Luz Cadena, Senior Compensation Consultant, HR Services, TASB

Is your district paying the right stipend to employees performing extra duties beyond their regular assignment? Why pay a stipend and how can you determine if the stipend is right for your district?

TSPRA: Ambassador Programs—What’s In It for You? – 320C

Dana West, Superintendent, Amarillo ISD
Denise Blanchard, Program Director, Community Partnerships, Amarillo ISD

Stay in touch with your student body and show off the leadership of your scholars to your community by starting your own Superintendent’s Ambassadors program. The program provides an opportunity for academic students’ leadership skills to shine in your community and offers an easily accessible student forum. You’ll also please parents who want opportunities for their scholars to be involved. See how Amarillo ISD got started and what they learned in the process.

Break Free of Mediocrity: Take Control of Your Culture – 322A

Scott Niven, Superintendent, Red Oak ISD
Leslie Milder, Founder, Friends of Texas Public Schools
Jane Braddock, Speaker/Author, Friends of Texas Public Schools
Blake Powell, Attorney, Powell & Leon, LLP

A low-performing culture undermines everything you do! Put the best educational strategies and people in place but neglect to nurture a healthy culture and you will have a recipe for mediocrity. High-performing schools invest in building cultures that unite and energize. They also do not tolerate low-performing personnel. Attendees will leave this session with strategies to help them strengthen the culture across their districts and free up the futures of those who just can’t get on board.

If They Choose It, They Will Come – 332A

Steve Pryor, Board Member, Grand Prairie ISD
Susan Simpson Hull, Superintendent, Grand Prairie ISD
Robert Steeber, Executive Director of Human Capital, Grand Prairie ISD

Grand Prairie ISD has been a state leader in defining the public school choice model. A critical component of this model is a staff that can support this mission and deliver excellence in this competitive environment. Discussion will focus on the HR systems developed to recruit, train, and retain the talent required for a progressive, innovative district solely focused on student success.

Involving All Stakeholders in Developing Future-Ready Graduates – 332B

Rachel Pena, Board Member, Floresville ISD
Sherri Bays, Superintendent, Floresville ISD
Kim Cathey, Communications Specialist, Floresville ISD
Betty Burks, Consultant, BBurks Consulting, LLC

Floresville ISD invited stakeholders to help develop the FISD Portrait of a Graduate, a resource that provides specificity to the district’s mission, guides instruction, and creates future-ready graduates. FISD will share the process used to create the portrait and the unexpected benefits, including how the document shaped board goals that support the innovative steps the district will take to realize the portrait, and how the community has become engaged in what kids are learning and how teachers are teaching.

Thought Leader ■ 9–10 a.m. ■ General Assembly Hall B

No Power and No Point: Turning Your Slides From Boring to Soaring

Mike Robertson, Musician, Author and Graphic Designer, Is This Mike On
Concurrent Sessions  9—10 a.m.

**Educational Commissioning: Realizing Design Intent in Instructional Practice – 332C**

Irene Nigaglioni, Partner, PBK
Page Dettman, Executive Vice President of Educational Design, Contrax Furnishings LLC
William Latham, CEO, Contrax Furnishings LLC

One of the most common frustrations from school districts after a new or renovated school facility has been occupied is that teachers and students are using the new learning environments as they used their old spaces. We will share the Sarasota case study as a “how-to guide” for involving a school’s team to optimize the use of new facilities. We will focus on the collaborative methods and process to achieve the congruence between the built environment and educational delivery.

**Modern Learning in Older Buildings: Furniture as a Tool for Creating Collaboration – 342D**

Marilyn Denison, Assistant Superintendent for Curriculum and Instruction, Coppell ISD
Gwendolyn Morgan, Senior Interior Designer, Stantec

Desiring to address the changing needs of today’s students while making efficient use of existing facilities, Coppell ISD upgraded the furniture solutions for learning spaces across 14 campuses, achieving a unique solution for each building. This large-scale endeavor brought new life to spaces originally intended for an older educational model and improved learner collaboration by offering students a variety of flexible, ergonomic solutions. Learn more in this session.

**Creating and Maintaining an Effective Board-Superintendent Relationship – 342E**

Rick Hill, 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 will also be discussed.

**TRS Update – 342F**

Merita Zoga, Assistant Director of Governmental Relations, Teacher Retirement System of Texas

This session provides an update on TRS legislation and other activities.

**The Accountability Fractal: All Surface, No Volume? – 351E**

Maria Whitsett, Associate, Moak, Casey & Associates
Curtis Culwell, Associate, Moak, Casey & Associates
Terry Faucheux, Associate, Moak, Casey & Associates
Alicia Thomas, Consultant, Moak, Casey & Associates

This session summarizes 2016 state accountability, ongoing implementation of federal accountability under the Every Student Succeeds Act (ESSA), and the anticipated (September 2016) recommendations of the Texas Commission on Next-Generation Assessments and Accountability. Participants will also learn about key interim issues in testing and accountability that the 85th Texas Legislature is expected to consider.

**Holding an Effective Bond Election – 351F**

Gary Marek, Facilities Consultant, TASB

Learn how to navigate through bond elections. If you’re facing a bond election, this session will help you answer the following: How do you identify the needs and resulting projects of your district? Does your district understand the current local political landscape? How does your district create a strategic election campaign? Do you know your district’s limitations? Attendees learn strategies to use to ensure an effective and successful election and next steps following the election.

**Continuous Improvement: From the Boardroom to the Classroom – 352E**

Ellen Jones, Board President, Hurst-Euless-Bedford ISD
Faye Beaulieu, Board Member, Hurst-Euless-Bedford ISD
Julie Cole, Board Member, Hurst-Euless-Bedford ISD
Matt Romero, Board Member, Hurst-Euless-Bedford ISD

Data, data, data. It’s all about the data. After completing the TASB Board Effectiveness Audit, board members in Hurst-Euless-Bedford ISD were searching for a way for the board and district to become more efficient and effective. Continuous Improvement (CI) soon became a way of life in 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.

**TSPRA: BizCom: Make Your High School the Information Hub – 361D**

Angela Conrad, Board Member, Humble ISD
Robert Sitton, Board Member, Humble ISD
Trey Kraemer, Assistant Superintendent, High Schools, Humble ISD
Jamie Mount, Director of Public Communications, Humble ISD

In Humble ISD, the district and chamber host BizCom meetings that attract high-influence stakeholders. Without these events, many stakeholders might never have a reason to step onto a campus. BizCom fosters favorable impressions of public schools, while serving the information and networking needs of the business community. BizCom also nurtures a small-town, neighborly feel in Humble ISD, although the district is fast-growth. Gain tips for implementing powerful, community-building gatherings in your own district.
IOT: Texas Economy – 361F
Susan Kizer, Economic Education, 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.
This session qualifies for the Public Funds Investment Act Training (PFIA).

Extended Concurrent Sessions  9 – 10:30 a.m.

Update on the Every Student Succeeds Act (ESSA) – 330A
Jasmine Wightman, Staff Attorney, Legal Services, TASB
Kristin McGuire, Policy Consultant, Policy Services, TASB
Wondering what ESSA means for your school district? In this session a TASB attorney and policy consultant will provide an overview of the new federal law, including information on implementation timelines. The session will cover changes affecting personnel, accountability, testing, admissions, and funding. Get the latest updates from the Department of Education and the Texas Education Agency on the transition and key state decisions under ESSA.

FXP | Touch Session: Actively engage in these sessions using your mobile device. Vote in polls, ask questions, take notes.

Governance From All Angles – 350E
Bill Nemir, Consultant, Leadership Team Services, TASB
Joy Baskin, Director of Legal Services, TASB
April Mabry, Assistant Director, HR Services, TASB
Mary Kay Spellman, Policy Consultant, TASB
Join a Leadership Team Services consultant, a Legal Services attorney, a TASB Policy Service consultant, and a HR Services consultant as we lead a discussion of a case study featuring a common personnel controversy from all four angles. This session will strengthen your team’s ability to respond to complex or high profile situations. Note: this session involves a new case study so if you have attended in the past, you can still get credit!

Leslie Story, Lead Attorney, Legal Services, TASB
Amy Campbell, Director, HR Services, TASB
This presentation covers your most pressing compensation questions, including how to legally increase and decrease employee pay, the board’s role in compensation decisions, and recent changes to the Fair Labor Standards Act. Join TASB Legal Services’ senior attorney and TASB HR Services director in this discussion of pressing issues related to employee compensation.

In-Depth Workshops  9 a.m. – 12 p.m.

Why School Boards Matter – 360E
Phil Gore, Director, Leadership Team Services, TASB
The primary purpose of every school district is to educate children, and school boards’ actions affect student achievement. School boards in districts that are making gains in student achievement maintain a relentless focus on student achievement and avoid the distractions and micromanagement that come from focusing on operational concerns. This workshop explores what school boards can do to really make a difference for kids. Come prepared to learn together, investigate current research, and develop a governance plan.

Legal and Governance Perspectives on Meetings and Meeting Preparation – 360F
David Koempel, Consultant, Leadership Team Services, TASB
Mark Tilley, Senior Attorney, TASB
Is there a difference between meeting legal requirements and following best practices at your board meeting? There doesn’t have to be. A TASB Leadership Team Services consultant and a TASB Legal Services attorney answer common questions about meetings and give you two important perspectives on public participation, voting, keeping minutes, the effect of abstentions, and more. The second half of this session will introduce two important tools for meeting preparation.

Thought Leader ■ 11 a.m.–Noon ■ General Assembly Hall B

The Pitfalls of School Grades
John Tanner, Founder & Executive Director, Test Sense

The Pitfalls of School Grades
John Tanner, Founder & Executive Director, Test Sense
Parents’ Rights: Laws, Strategies, and Perspectives – 310A

Sarah Orman, Senior Attorney, Legal Services, TASB
Jasmine Wightman, Staff Attorney, Legal Services, TASB

State and federal laws require school districts to create multiple opportunities for parent collaboration. Laws also assign certain rights to the parents of public school students. Determining the extent of parents’ rights, however, can be difficult, especially when the rights of one parent conflict with the rights of another parent or an employee. In this session, two TASB attorneys will address parental rights and district duties in a variety of situations, including requests to opt out of testing, campus visitation, homeschooling, and more. Attendees will discuss real-life examples in small groups to identify legal pitfalls and best practices.

The Curriculum Management Audit: An Organizational Analysis Examining all Factors – 310B

Steven Ebell, Deputy Superintendent, Curriculum & Instruction, Clear Creek ISD
Robert Bayard, Chief Technology Officer, Clear Creek ISD
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA

Looking for valuable feedback to improve learning for all students? Learn how curriculum management audit services can equip your leadership team with the tools necessary to objectively evaluate not only your curriculum, but all facets of the organization that impact student learning, and determine critical next steps in promoting student achievement. Hear from a district how curriculum management audit and related trainings can provide a structured approach to evaluating a variety of areas.

Is It Year Seven of Your “Five-Year Facilities Plan”? – 310C

Christian Frandsen, Energy Consultant, TASB
Robb Sidebottom, Energy Consultant, TASB

Too often, districts’ facilities plans get sidetracked by more urgent projects or live and die on the hopes of a successful bond election. If bond dollars or fund balance are not the most attractive options to fund your energy-related and facility-upgrade projects, come learn about alternative funding sources, why they might make financial sense, and how to utilize them to refocus your five-year plan.

Texas Commission on Next-Generation Assessments and Accountability – 320A

Andrew Kim, Superintendent, Comal ISD
Kim Alexander, Superintendent, Roscoe Collegiate ISD
Pauline Dow, Chief Instructional Officer, North East ISD
Paul Castro, Director of School Performance, Houston A+ Challenge

The Commission on Next-Generation Assessments and Accountability was created last year by HB 2804 to “develop and make recommendations for new systems of student assessment and public school accountability.” Hear an update on the commission’s work and recommendations by four of its members.

From ID Cards to Trump Cards—What Trustees Need to Know About Election Law – 320B

Fay Matthews-Bridges, School Attorney, Dallas ISD
Christine Badillo, Attorney, Walsh, Gallegos, Trevino, Russo & Kyle, P.C.

Politically charged times call for a good understanding of election laws and regulations for any elected official. Whether your district is considering a transition to November trustee elections, planning to call a bond election in May, or just trying to stay on top of the ever-changing elections calendar, this informative session will bring you up to speed on the latest changes and trends in election law, and what you need to know to stay on the right side of it.

High-Yield Strategies for College and Career Preparation – 322A

Jamie Sullins, Board President, Arlington ISD
Aaron Reich, Board Vice President, Arlington ISD
Marcelo Cavazos, Superintendent, Arlington ISD
Steven Wurtz, Chief Academic Officer, Arlington ISD

Through opportunities like CTE courses with dual credit and certifications, Fire and Police Academies, STEM Academy, Early College High School, elementary Fine Arts/Dual Language academies, Teacher Academy, fine arts dual credit, instrument repair, and much more, Arlington ISD strives to ensure that all students have meaningful opportunities for the future. By leveraging partnerships with higher education institutions and community partners, the district offers opportunities in many areas. Learn more.

Building Generational Diversity Awareness in Schools – 330A

Marissa Saucedo, Loss Prevention Consultant, Loss Prevention Services, TASB

A lack of understanding across generations can have negative impacts on communication, working relations, and ultimately safe and healthy schools. Not only can it undermine the effectiveness of programs and services, it can expose staff to unnecessary risks. On the flip side, multi-generation workplaces that are well-managed reap the benefits of increased flexibility, improved communication, increased creativity and innovation, which lead to healthier and safer working environments.

FXP | Touch Session: Actively engage in these sessions using your mobile device. Vote in polls, ask questions, take notes.
Board of Managers to Board of Trustees/Traditional Public to District of Innovation: The Dramatic Transition of El Paso ISD – 332A

Dori Fenenbock, Board President, El Paso ISD
Susie Byrd, Board Member, El Paso ISD
Juan Cabrera, Superintendent, El Paso ISD

El Paso ISD is the largest district in Texas to have had its elected board removed by the state. The appointed board of managers named non-traditional candidate Juan E. Cabrera as superintendent (formerly a school law attorney). This year, EPISD became the state’s first District of Innovation, making it exempt from the 90% Rule for Attendance, teacher certification requirements, school calendar start date, and teacher evaluation mandates. With six Improvement Required schools last year, the district faced heavy sanctions. Using innovative programs like the Active Learning Framework and forging a strong partnership with local teachers’ organizations, all six improved to Met Standard. Dual language, new-tech project-based learning, early college high school, and dual-credit stipends are turning the district away from teach-to-the-test to “whole-child” growth and development. Now seeking the largest bond in the city’s history, and despite the announcement of the IDEA network coming to El Paso in 2018, the team is building tremendous momentum for public education. Learn more.

Superintendent Compensation: Straight Talk About a Sensitive Topic – 332B

Barbara Stroud, Board President, Dripping Springs ISD
Ron Jones, Board Member, Dripping Springs ISD
Bruce Gearing, Superintendent, Dripping Springs ISD

The annual superintendent evaluation and compensation review is often a stressful event for board members and superintendents. Board members often lack information and resources necessary to evaluate superintendent compensation fairly. This session is designed to provide guidance to board members and superintendents in preparing for and conducting superintendent compensation review with a minimum of stress.

UIL Update – 332C

Charles Breithaupt, Executive Director, University Interscholastic League, University of Texas at Austin
Jamesy Harrison, Deputy Director, University Interscholastic League, University of Texas at Austin

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

Rumors, Lies, and Title IX: Separating Sexual Misconduct Claim Fact from Fiction – 342D

Mary Patin, Deputy Superintendent, Lake Travis ISD
Abraham Barker, Shareholder, Eichelbaum Wardell Hansen Powell & Mehl, P.C.
Heather Rutland, Shareholder, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

Talk of sexual misconduct involving both faculty and students can sweep through campus halls anytime. Often these rumors are false, but sometimes they mark the beginnings of an uncomfortable truth. Your district’s financial well-being requires that everyone from the teacher monitoring lunch to board members know how to separate fact from fiction. Experienced school attorneys and a deputy superintendent will provide the tools to spot, investigate, and resolve potential violations of Title IX.

Solar Power and Schools—Finally Making Sense! – 342E

Jason Turner, Director, Energy Services, TASB
Sarah DeVon, Project Development Manager, SolarCity
Michelle Howell, Commercial Energy Consultant, SolarCity

For years, schools have been approached with exciting solar power proposals only to find they really aren’t that exciting after all. Recent advances in technology, federal incentives, and strong support from millennials at the polls and in the workplace have made solar power more attractive than ever. Depending on your geographic location, solar energy may now be comparable to, or less than, your combined electricity rate, so your district can go green while saving green.

M.Ed. turned P.I.: Conducting Effective Workplace Investigations – 342F

Tamira Griffin, Assistant Superintendent and Chief Human Resources Officer, McKinney ISD
Mari McGowan, Attorney, Abernathy, Abernathy, Roeder, Boyd & Joplin, P.C.

From claims of workplace harassment to serious job-related misconduct such as theft or abuse, campus and district-level administrators must conduct human resources investigations for many reasons. This presentation will guide participants through the investigation process so that administrators can competently and confidently hear complaints, interview key witnesses, maintain confidentiality, issue findings, and take remedial action, all while complying with district policy and the law.

Employment Terminations: Tips for Getting It Right – 350E

Joe Ball, Attorney, Legal Services, TASB

Terminations of employees raises many questions about how to proceed and whether the facts and law will support the decision and convince those who review the case. Different employment positions have different standards for termination, and it is important for school officials to know the distinctions. Is the employee at-will or Chapter 21, and how does that affect the termination process and decision? This session will provide an overview of how to have well-prepared documentation, convincing reasons, and general compliance with the legal processes to support the involuntary ending of employment.
Looking Ahead to the 85th Legislative Session – 351E
Amy Benesi, Deputy Executive Director, Governmental Relations, TASA
Casey McCreary, Assistant Executive Director, Governmental Relations, TASA
Ramiro Canales, Assistant Executive Director, Governmental Relations, TASA

TASA Governmental Relations staff will provide attendees with an update on the interim work of legislative committees, the state’s budget outlook, and education issues that will be at the forefront next session. Information on the work of the Texas Commission on Next-Generation Assessments and Accountability will also be covered.

Strategic Staffing – 351F
Zachary Hobbs, Consultant, HR Services, TASA
Karen Dooley, Consultant, HR Services, TASA

Personnel costs make up the majority of a school district’s annual operating budget. Ineffective staffing and lack of planning can squander resources and/or hinder progress toward district goals. Getting staffing right means making informed decisions based on data and understanding the needs of each campus and program. This session will focus on how districts can review current staffing patterns objectively and create a plan for strategic staffing in the future.

Texas Bilingual Initiative: Advancing Bilingualism & Literacy in Education – 352E
Elizabeth Brooke-Garza, Project Manager, ESC Region 18
Frances McArthur, Assistant Director, TxCEE, ESC Region 18

Participants will experience how TxCEE collaborates with district staff to develop a customized action plan, supports districts to implement the plan, and transforms student achievement by increasing English Language Learner educator effectiveness. Come discuss with the experts how this structure aligns professional development with district goals and campus objectives to have significant impact on classroom teaching, increased student literacy, and ELL student achievement.

What Can You Do With an Innovation District? – 361D
Joy Baskin, Director of Legal Services, TASA
Dax Gonzalez, Communications Manager, Governmental Relations, TASA

You may have heard about the opportunity for traditional Texas public school districts to become Innovation Districts. This session, hosted by TASB staff, will bring together traditional public school officials and experienced public school charter operators to discuss the kinds of innovations possible when schools are exempt from statutory constraints. Come ready to dream big.

What About My Rights? School Board Members and the First Amendment – 361E
Karla Schultz, Attorney, Walsh, Gallegos, Trevino, Russo & Kyle, P.C.
Mark Tilley, Lead Attorney, Legal Services, TASB

School board members can feel that their free-speech rights are unduly inhibited once they become elected officials. This session will provide an overview of how the courts have analyzed school board members’ First Amendment rights, as elected public officials and as private citizens, on matters such as social media, campaign and election laws, open records, and open meetings.

IOT: US/Global Economy – 361F
Vincent Reinhart, Chief Economist, Standish

The U.S. and world economies are linked in many ways. This session examines the status of the global economy and provides 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.

This session qualifies for the Public Funds Investment Act Training (PFIA).

Social Media Basics – 320C
Melissa Cannon, Training Coordinator, Risk Management Education, TASA
Devereaux Morkunas, Senior Business Support Analyst, Risk Management Strategic Initiatives, TASA
Shiloh Venable, Special Projects Coordinator, Leadership Team Services, TASA

Are you currently using social media? TASB advocacy efforts will be utilizing social media this fall and throughout the legislative session. We need your help! Come to this interactive session geared toward beginners that will focus primarily on LinkedIn, Twitter, and Facebook sharing. If you use social media and are willing to help others get started, you need to participate as well.

T-TESS and T-PESS—What Board Members Need to Know – 310A
Amy Campbell, Assistant Director, HR Services, TASA
Karen Dooley, Consultant, HR Services, TASA

Performance evaluation is stressful for most people, but teachers and principals will soon be processing new and very different models for performance evaluation. This session will explain the changes between the old and new state models, why this is happening, and what the board’s responsibilities will be in all of this.

Is Your Iceberg Melting? How to Bring About Change and Survive – 310B
Mary Ann Whiteker, Superintendent, Hudson ISD

How does an iceberg relate to public education and your role as a board member? Hudson ISD’s superintendent will share lessons learned from a “colony of penguins” that guided the transformation of her district from a “test-driven system” to a culture that returned the joy of teaching and learning to the classrooms with phenomenal success, including on the state assessments!
How to Become a Texas District of Innovation: Lessons Learned from El Paso ISD – 310C
Dori Fenenbock, Board President, El Paso ISD
Juan Cabrera, Superintendent, El Paso ISD
Cezy Collins, General Counsel, El Paso ISD
Leila Sarmecanic, General Counsel, Clear Creek ISD

Learn the process for becoming a Texas District of Innovation from presenters who were on the forefront of El Paso ISD’s efforts to do so. Engage in interactive discussion about EP ISD’s motivation, community engagement, and local innovation plan, from committee development to adoption by the board of trustees and implementation by the district. Identify potential pitfalls before embarking on the process of becoming a District of Innovation and learn what needs to be included in any local innovation plan.

Digital Integration II: Planning for Technology Obsolescence – 320A
Laura DuPont, Board Member, Clear Creek ISD
Robert Bayard, Chief Technology Officer, Clear Creek ISD

How do you replenish one-to-one devices after your district has achieved digital integration? Clear Creek ISD created an obsolescence plan related to hardware, software, and infrastructure based on inventory, research, trends, and projections. This plan, along with a detailed list of contracts, agreements, and software licenses were presented to the board of trustees to help plan and prepare for future expenditures. Come hear about how you might plan for 1:1 sustainability.

The Roscoe Collegiate P-20 System Model for Student Success – 320C
Kim Alexander, Superintendent, Roscoe Collegiate ISD

Hear from Roscoe Collegiate ISD’s superintendent about the district’s P-20 system model for student success, and get the details on the program development necessary for school-wide early college success with 90 percent or more associate degree completion rates. Also learn about the program development necessary for school-wide STEM success with 90 percent or more students earning multiple industry-recognized STEM certifications in biomedical science or engineering pathways. It truly is a model for high expectations for all students.

Continuous Improvement Through Internal Audit – 322A
Holly Raymond, Board Member, Hays CISD
Michael McKie, Superintendent, Hays CISD
Greg Gibson, Consultant, Gibson Consulting Group
Cheyanne Rolf, Consultant, Gibson Consulting Group

Internal audit is increasingly being used by Texas school boards to help ensure that the school system is doing what it needs to be doing — financially, operationally and academically. Come learn from Hays CISD how this effective governance tool for continuous improvement can help your school system achieve its goals and mitigate risks.

Effective Advocacy: Easy as 1, 2, 3 – 330A
Dax Gonzalez, Communications Manager, Governmental Relations, TASB

School board members bear the responsibility of advocating on behalf of their students and schools before their communities and lawmakers. This can seem like a daunting task, but it can be as easy as 1, 2, 3. This session will teach attendees how to effectively impact education legislation in Texas. Trustees will receive step-by-step instructions and proven strategies for establishing and leveraging relationships with lawmakers to become better advocates for public education.

The Long-Term Future for Investors
Tom Gardner, Founder, The Motley Fool

Thought Leader ■ 1:30–2:30 p.m. ■ General Assembly Hall B

The Long-Term Future for Investors
Tom Gardner, Founder, The Motley Fool
Concurrent Sessions 1:30—2:30 p.m.

Revolutionizing the Classroom in Red Oak ISD – 332A
Scott Niven, Superintendent, Red Oak ISD
Brenda Flowers, Deputy Superintendent, Red Oak ISD

Red Oak ISD is undergoing a classroom revolution with major changes to the classroom environment and all components, including staff development, hiring, and instructional delivery. More than simply a technology initiative, the focus in Red Oak is on breaking away from the traditional “front of the classroom” model and creating an engaging learning environment focused on meeting the needs of each individual student, utilizing blended instruction and personalized learning.

Show Me the Money! – 332B
Ty Jones, Board President, Lancaster ISD
Michael McFarland, Superintendent, Lancaster ISD

Do you understand the relationship between revenues and expenditures? What is the impact of state and federal funding on your budget? Do you know impact of ADA vs. WADA on your budget? Stop in and listen to how the Lancaster ISD superintendent and board have analyzed and developed a plan of action for understanding and preparing the district’s budget.

Facilities Management in a Rural District – 332C
Jason Dohnalik, Board Member, Cameron ISD
Allan Sapp, Superintendent, Cameron ISD
George Willey, Assistant Professor, Stephen F. Austin State University

The care and upkeep of school facilities sends a message to your community as well as people who are potentially looking to relocate to your district. The maintenance of your facilities must be an ongoing focus of the leadership that involves planning, budgeting, and the prioritization of needs. Cameron ISD implemented a planning process in 2011 that has been used to upgrade and expand existing facilities. This session will discuss the roles of the board, superintendent, and staff in the process.

Good Governance Is Possible – 342D
Gary Inmon, Board Member, Schertz-Cibolo-Universal City ISD
Greg Gibson, Superintendent, Schertz-Cibolo-Universal City ISD

Schertz-Cibolo-Universal City ISD’s superintendent and board president (and past TASB president) will share with attendees 10 practical steps to make the Team of Eight highly functional. Whether your district needs a tune-up or a do-over, you will learn some common sense approaches to ensure that you have three clearly defined leadership structures: (1) Strategic (board and superintendent), (2) Tactical (superintendent and administrators), (3) Operational (administrators and front-line staff).

Auditing Your District’s Energy Portfolio – 342E
Jason Turner, Director, Energy Services, TASB
Robb Sidebottom, Energy Consultant, TASB
Angel Magallanes, Energy Consultant, TASB

When was the last time you audited how your district purchases the electricity and fuels that energize your buildings and transport your people? Pricing, delivery options, how to time the market, and what district leadership does to help analyze your current exposure to the commodities you utilize each and every day will be the focus of this interactive session.

Putting Together the Puzzle of CTE Centers – 342F
Tommy McEwen, Executive Director CTE, Alvin ISD
Kathy Windsor, Executive Director, CTE, Alvin ISD
Jeffrey Chapman, Associate, PBK

There are six facets of career and technical education and career center planning that can be different from planning a traditional high school. Learn about Alvin ISD’s experience in planning its CTE Center, including choosing programs for the center, developing professional partnerships in the community, achieving certified facilities, integrating equipment, designing for flexibility for future programs, and marketing the facility to prospective students.

Interrogating Your Goals – 350E
Bill Nemir, Consultant, Leadership Team Services, TASB

Is there a topic that your board has a problem discussing? Is there a member of your team that creates difficulty for the district by their behavior? Are there sacred cows in your district that need addressing? What is the elephant in your boardroom? Let’s talk about strategies for eating the elephant one bite at a time so that your work in the boardroom becomes more effective and productive.

Courts, Tax Relief, and Available Funding: Where to Now? – 351E
Lynn Moak, Partner, Moak, Casey & Associates
Daniel Casey, Partner, Moak, Casey & Associates
Joe Wisnoski, Associate, Moak, Casey & Associates

The 2015 legislative session saw a modest formula funding increase of about 2 percent, combined with a technical fix to the fractional funding problem. The legislative logjam will continue in 2017, given the desire for more tax relief with less available funding. With a Supreme Court decision in hand, in what direction will the Legislature head next?

Diploma Dilemmas: Class Rank and Graduation – 351F
Kathy London, Assistant Director, Policy Services, TASB

How many credits are needed to graduate? What are endorsements, and does the district weight grades? Could there be a difference between the valedictorian and the highest ranking graduate? These are some of the questions that can arise as you navigate the details of the different graduation requirements and the process for calculating class rank.
John Tanner, Founder and Executive Director, Test Sense
John Craft, Superintendent, Killeen ISD
Robin Champagne, Assistant Superintendent for Instructional Leadership, Killeen ISD
Jo-Lynette Crayton, Executive Director for Elementary Leadership, Killeen ISD
Sharon Davis, Executive Director, Leadership Development, Killeen ISD
Norma Baker, Specialist, Killeen ISD
Denise Pennington, Principal, Willow Springs Elementary, Killeen ISD
Lorrie Polson, Teacher, Willow Springs Elementary, Killeen ISD
Monica Proctor, Teacher, East Ward Elementary, Killeen ISD
Eric Simpson, Director, Learning and Leadership Services, TASA

Join assessment and accountability guru John Tanner and Killeen ISD superintendent John Craft for an engaging conversation about what really improves struggling schools. Hear from central office and campus administrators as well as teachers from Killeen during a moderated panel discussion that explores how KISD responded to campuses both in IR and in danger of falling into IR with strategic support and not panic. Their first step? Move away from test prep materials, STAAR item analysis, and other test-centric supports that poison student-centered learning!

The Learning Battle of the Sexes – 360E
Phil Gore, Director, Leadership Team Services, TASB

It’s war out there. Boys and girls are learning differently—at different rates and in different ways. And schools have to negotiate this battle to ensure both are getting the education they need for success in school and throughout their lives. As a board, there are things you can do to help on the battlefield. Discover the board’s role for setting goals and asking the right questions about student performance. Consider ways to change the conversation at your board table to improve the performance of all of your students. Develop a plan that you and your board can implement this year to examine data, ask informed questions, and drive improvement in learning.

Board Officers Open Dialogue – 360F
David Koempel, Consultant, Leadership Team Services, TASB

In this session, board officers will have an opportunity to seek advice from experienced officers, TASB staff members, and each other. Discussion will center on topics of most immediate concern to audience members. Though the session’s focus is primarily designed for new board officers, it is the workshop participants who ultimately determine which topics are discussed. Multiple conversations will occur simultaneously. You choose the topics in this open space.

TSPRA: Planning in a Digital Age: A Workshop for Your District – 361D
Laura Bright, Associate Professor, Texas Christian University
Jacqueline Lambiase, Department Chair, Strategic Communication, Texas Christian University

Learn about the importance of and foundation for building an effective strategic communication plan for your school district. The workshop will focus on the communication assets you have, the new outreach you may need, and ways to analyze tactics and strategies for effectiveness and return on engagement. Collecting and curating assets will help your school or district set the foundation for a stronger communication platform.

Truth and Consequences: Internet Abuse by Employees, the Public, and Students – 361E
John Ramos, Superintendent, Castleberry ISD
Dennis Eichelbaum, Managing Shareholder, Eichelbaum Wardell Hansen Powell & Mehl, PC.

Schools don’t have one hand tied behind the back and don’t have to take abuse from internet antagonists. This session will address the latest law and teach participants how to utilize board policies to provide consequences for employees who use the internet unprofessionally, when to discipline students for cyberbullying and threatening conduct, and options for dealing with nonemployees and nonstudents who think the internet is fair game to mercilessly attack and abuse public servants.

What Is College Readiness? – 361F
Amy Magee, Community College Counsel, Legal Services, TASB

As fewer and fewer jobs are available to candidates with only a high school diploma, students are under increasing pressure to obtain a postsecondary credential. This shift is driving a national conversation about college readiness with the expectation that school districts play a major role. Join a TASB Legal Services attorney as she discusses the issues surrounding this debate, including what it means to be college ready and how to judge college readiness, within the scope of the evolving legal landscape.

First General Session ■ 4–5:30 p.m. ■ Exhibit Hall A

TEA Priorities for the New School Year
Mike Morath, Commissioner of Education, Texas Education Agency
VISIT US AT
BOOTH 624

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## Daily Agenda

### Saturday September 24

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<th>Time</th>
<th>Event</th>
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<tr>
<td>6:30 a.m.–3:30 p.m.</td>
<td>Registration</td>
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<tr>
<td>7–7:45 a.m.</td>
<td>Early Bird Education</td>
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<tr>
<td>8–9 a.m.</td>
<td>Concurrent &amp; Thought Leader (A.J. Crabill) Sessions</td>
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<tr>
<td>8–9:30 a.m.</td>
<td>Extended Concurrent Sessions – 1.5 hours</td>
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<tr>
<td>8 a.m.–3:30 p.m.</td>
<td>Exhibit Hall Activities+</td>
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<tr>
<td>9:30–10:30 a.m.</td>
<td>Designated Exhibit Hall Activities</td>
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<tr>
<td>10:30 a.m.–Noon</td>
<td>Second General Session (Simon Bailey)</td>
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<tr>
<td>12:30–1:45 p.m.</td>
<td>TASB Delegate Assembly Caucuses</td>
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<tr>
<td>1:30–2:30 p.m.</td>
<td>Concurrent and Thought Leader (Mary Fertakis) Sessions</td>
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<tr>
<td>2–4 p.m.</td>
<td>TASB Delegate Assembly</td>
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<tr>
<td>2:30–3:30 p.m.</td>
<td>Designated Exhibit Hall Activities+</td>
</tr>
<tr>
<td>3:45–4:45 p.m.</td>
<td>Concurrent and Thought Leader (Raymund Paredes) Sessions</td>
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* Pre-registration Required

+ Exhibit Viewing, Marketplace and Member Services, Learning Lounge, Exhibit of School Architecture, Student Innovation Challenge, and Cafe

### Related Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7–8:30 a.m.</td>
<td>North Texas Area Association Breakfast</td>
<td>GRBCC 371AB</td>
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<tr>
<td>7:30–9:30 a.m.</td>
<td>Texas Academic Decathlon Board Meeting</td>
<td>Hilton 343</td>
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<tr>
<td>7:30–10:30 a.m.</td>
<td>Texas Association of Latino Administrators and Superintendents Board Meeting</td>
<td>Hilton 339</td>
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<tr>
<td>8–10 a.m.</td>
<td>Texas Association of Mid-Size Schools Board Meeting</td>
<td>Hilton 340</td>
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<tr>
<td>8 a.m.–4 p.m.</td>
<td>Texas Association of Latino Administrators and Superintendents Mentor Training</td>
<td>GRBCC 362AB</td>
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<tr>
<td>8:30–10 a.m.</td>
<td>Texas School Coalition Executive Committee Meeting</td>
<td>Hilton 337</td>
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<tr>
<td>10:30–11:30 a.m.</td>
<td>STAR – Texas Students Across Rural Texas</td>
<td>Hilton 336</td>
</tr>
<tr>
<td>11:30 a.m.–1 p.m.</td>
<td>Texas Association of Education Service Centers Luncheon</td>
<td>Hilton Americas A</td>
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<tr>
<td>Noon–5 p.m.</td>
<td>Leadership TASB Lounge</td>
<td>GRBCC 350A</td>
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<tr>
<td>12:15–3 p.m.</td>
<td>Texas Council of Women School Executives Board Meeting</td>
<td>Hilton 340</td>
</tr>
<tr>
<td>12:30–1:30 p.m.</td>
<td>First-time Superintendents Academy Luncheon</td>
<td>GRBCC 362C</td>
</tr>
<tr>
<td>2:30–3:30 p.m.</td>
<td>Texas School Coalition Membership Meeting</td>
<td>Hilton 335</td>
</tr>
</tbody>
</table>
Concurrent Sessions 8–9 a.m.

Top 10 Things You Should Know About Risk Management – 310A
Roy Wheeler, Assistant Director, Risk Management Marketing, TASB
Todd Shade, Assistant Director, Risk Management Marketing, TASB

With constantly changing rules and requirements for educating students, it is no wonder that trustees may not know how the district manages risks faced each day. Yet, risk can have a significant impact on whether a school can successfully navigate the journey of graduating students. This session will provide insight into what important information a board member should know and how this knowledge will help in making better-informed risk-management decisions.

Small School Leads in a Big World – 310B
Randy Willis, Superintendent, Granger ISD
Jennifer Rhoades, Elementary Principal, Granger ISD

Is your school world-class? Learn how you can use an assessment accepted by the majority of democratic nations in the world to prepare your students for a global economy. America Achieves is cultivating a professional learning community of well-respected educational leaders and districts formally known as the Global Learning Network (GLN). Granger ISD, a small rural school district, will share its story for outperforming most of the world’s countries in reading, math, and science.

Digital Pathways for Students and Leaders: How TASA is Transforming Professional Learning – 310C
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA
Eric Simpson, Director, Learning and Leadership Services, TASA

Mission: School Transformation is leading the way in supporting Texas schools in integrating digital learning into learning pathways for both students and school leadership. Since 2013, TASA on iTunes U has brought curations of digital resources aligned with the Texas standards directly to Texas teachers. Now, TASA is introducing something designed for campus leaders and district administrators. The Texas Visioning Leadership Community is a virtual space for campus and district administrators to engage in learning around the Visioning work, build leadership skills, and cultivate a professional support network. Come see how resources from TASA on iTunes U and this new professional learning opportunity can move your district forward in the school transformation work.

Governance That Improves Student Outcomes
A.J. Crabill, Deputy Commissioner of Governance, Texas Education Agency

Creating a Culture of High Achievement – 320A
Margo Gigee, Director of Advanced Academics, Pearland ISD
Christol Thompson, Advanced Academics Specialist, Pearland ISD
Jill Schott, Senior Director, State and District Partnership, The College Board

Creating a culture of high academic achievement benefits all students. In partnership with College Board, Pearland ISD has increased AP exam participation 429 percent in seven years, increased diversity, maintained competitive scoring percentages, and improved SAT scores by 72 points. Enrollment in advanced classes has positively affected campus and district accountability.

Why Concealed Carry Was Right for Us—And Why It Might Be Right for You – 320B
Stu Musick, Superintendent, Hubbard ISD (ESC 12)
Blake Powell, Attorney, Powell & Leon, LLP
Colby Nichols, Attorney, Powell & Leon, LLP

The superintendent and board are responsible for an up-to-date local emergency operations plan that fits the needs of their schools and community. This session will take a comprehensive look at various options including a district police department, an SRO agreement, the School Marshal Plan, and concealed carry personnel. This session will present some good information and dispel some bad information that is out there, to help you decide what may be right for your district.

Using Employee Surveys to Drive Improvement – 320C
Stephen M. Gerdes, II, Board President, Uvalde CISD
Jeanette Ball, Superintendent, Uvalde CISD
April Mabry, Assistant Director, HR Services, TASB

Many districts conduct employee surveys to measure the perceptions and attitudes of their employees. The data collected can be used by boards and superintendents to assess the well-being of the workforce, identify opportunities, manage change, and celebrate success. Uvalde CISD and TASB HR Services will discuss how they have worked together since 2008 to measure employee attitudes and use the data to increase employee engagement.
Lessons in Bond Construction for Mid-Size Districts: An Owners Panel – 322A
Tylor Chaplin, Superintendent, Burkburnett ISD
Travis McClellan, Superintendent, Kenedy ISD
Jeanette Winn, Superintendent, Karnes City ISD
Scott Meares, President, AG/CM Inc.

This session will be an “Owners Panel” consisting of administration from several mid-size school districts across Texas that have recently undertaken or completed bond construction programs. The panelists will discuss challenges they experienced in each phase of the construction process from programming/pre-design, to design, to construction, and finally to the project closeout and warranty phase. Attendees will then have a chance for a Q&A with each of the presenters and discussion, time allowing.

You Thinking What I’m Thinking? – 330A
Orin Moore, Consultant, Leadership Team Services, TASB

What do superintendents and boards really think about each other? How do we get past these perceptions so we can all get down to work and tackle the real issues facing the district? Using anonymous audience response technology, participants will have an opportunity to compare perceptions of fellow education leaders and join in a discussion of how superintendents and board members can get beyond unhelpful perceptions and make discussion at the board table more substantive.

From Numbers to Names: How Comal ISD Uses Data to Identify STAAR Players – 332A
Kerry Gain, Assistant Superintendent of Curriculum & Academic Services, Comal ISD
Courtney Witherell, Director for Accountability, Comal ISD

The Comal ISD Curriculum and Academics department has developed and refined a data analysis process that goes beyond raw numbers. A data day in the summer results in campus specific goals. The C&A team then works all year using multiple data points to assist campuses with student specific progress monitoring and continuous reevaluation of goals. In this session, CISD administrators will share the process, provide tools, and highlight the successes it has experienced as a result.

LGBT and Guns: No One Said It Would Be Easy! – 332B
Bob Thompson, Executive Director, Center for Executive Leadership, Lamar University
Elvis Arterbury, Professor, Lamar University

Every decision has political components, i.e., who is winning or losing. But the most difficult are the ones that have moral components too. LGBT issues (e.g., accommodations for transgender students) and guns in schools are two such hot button issues. In this session the presenters will discuss the results of their research of districts that have wrestled with these issues, examine the criteria for their decisions, their successes, and their mistakes, and see what guidance we can draw from their experiences.

World-Class Buildings for Schools That Also Serve as Safe Shelters – 332C
Andrew Seigrist, Superintendent, Tidehaven ISD

This presentation will show how Tidehaven ISD built a first-rate gymnasium that also serves as a storm shelter. The cost of new construction for the high school building was $176 per square foot, while the new gymnasium was finished out at approximately $150 per square foot. This gymnasium was built as a dome structure that serves as a hurricane/tornado shelter for the entire community. The presenter will explain the construction process in detail to show how this design is superior as a storm shelter.

Public Education High 5’s – 342D
Vernagene Mott, Board President, Pflugerville ISD

This interactive session shares High 5’s in five fundamental areas: boardmanship, advocacy, community engagement, public relations, and superintendent evaluation.

Cameras in the Classroom: Implementation of SB 507 – 342E
Christopher Schulz, Attorney, Schulman, Lopez, Hoffer & Adelstein, LLP

The cameras in the classroom law is in effect, and school districts have been receiving requests for cameras ever since the Legislature passed the law in 2015. This session will break down your district’s response to a request for cameras, including where the cameras should be installed, storage requirements, and confidentiality provisions. The session will also look at the relevant Commissioner’s Rules and discuss potential changes to the legislation needed in the next legislative session.

The Team of 8 Sells the Bond Election – 342F
Jennifer Davis, Board Member, Temple ISD
Dan Posey, Board Member, Temple ISD
Steve Wright, Board Member, Temple ISD
Robin Battershell, Superintendent, Temple ISD

Hear how the Temple ISD board and superintendent team of eight established trust and effective communication within the community to pass a series of bonds.

Snapshot: Student Reading and Treating People Right the First Time – 350E
Dan Korem, President, Korem & Associates

Imagine if your students could read anyone within minutes and know how someone prefers to communicate, operate, and make decisions. Then, armed with their new insight, treat students and teachers right the first time! Dan Korem, critically acclaimed investigative journalist, will share how and why this skill produces stunning results on campus, at home, and at work: dramatic jumps in academic performance (both high and low performing students), reduced high-risk behavior and student isolation (which is often more detrimental than bullying), lead competitive teams, mentor students, get jobs, increase sales at work, earn scholarships, and more. The world has changed and students using snapshot reads are rising above the challenge.
Concurrent Sessions 8–9 a.m.

Strategic Facility Planning – 351F
Grady Slaydon, Facility Consultant, TASB

Facility planning is critical to delivering the education program and is much more than just providing teachers and students with four walls and a roof. Planning requires an understanding of present and future needs, options, and funding. It is a delicate balance between needs and what the community will support. Join us to discuss ways in which you can build a solid facility plan with confidence.

School Finance: The Supreme Court’s Decision and Legislature’s Anticipated Response – 352E
Philip Fraissinet, Partner, Thompson & Horton, LLP
David Thompson, Partner, Thompson & Horton, LLP
Holly McIntush, Senior Associate, Thompson & Horton, LLP

School districts won a sweeping victory in the trial court in the most recent round of school finance litigation. But when the state appealed, the Texas Supreme Court ruled that the system is constitutional. Join the team who represented the Fort Bend ISD plaintiffs—a coalition of wealthy and poor, urban, suburban, and rural districts—and learn how the Supreme Court’s decision impacts your district, what the anticipated legislative response will be, and how you can help.

Besting Murphy’s Law: How to Keep Mayhem at Bay – 360E
Joe Domino, Board of Managers, Vice President, Beaumont ISD
Nakisha Burns, Special Assistant to the Superintendent, Beaumont ISD
Sierra Fisher, Attorney, Karczewski Bradshaw LLP

Murphy’s Law tells us it’s not if but when the next setback will occur. Bus accident. Flooding. Equipment malfunction. Educator abuse. Is your district prepared for when mayhem strikes? Come learn from a Beaumont ISD board member, public relations specialist, and tested school law attorney, who will share steps BISD has taken to get ahead of media scrutiny and back in the public’s favor. Leave with a playbook on how best to respond to the unexpected from start to finish with ease.

No Shortage of Opinions: Public Speech on Sensitive Issues – 361D
Haley Turner, Attorney, Walsh, Gallegos, Trevino, Russo & Kyle, P.C.
Deron Robinson, Attorney, Walsh, Gallegos, Trevino, Russo & Kyle, P.C.

These days it seems like everybody has an opinion, and they often express them in ALL CAPS, online, at school events, and at school board meetings. Sometimes it might seem like everyone has a right to their opinions except administrators and board members. This discussion will focus on what speech is protected, what is not, and when administrators and public officials can voice their own opinions.

Navigating State and Federal Investigations: TEA, OCR, and Other Alphabet Agencies – 361E
Robert Schulman, Partner, Schulman, Lopez, Hoffer & Adelstein, LLP
Ramon Medina, Legal Investigator, Schulman, Lopez, Hoffer & Adelstein, LLP

Attendees will learn to identify the most efficient and least burdensome techniques for gathering and maintaining relevant evidence in order to respond promptly and fully to even a frivolous charge. The presenter will highlight recent findings and trends in both federal and state agency investigations.

IOT: Risk and Diversification – 361F
Nathan Smith, 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 presenter also address various ways to diversify your portfolio and how diversification can minimize risk. This session qualifies for the Public Funds Investment Act Training (PFIA).

Real Life Questions and Answers on Texas School Construction Contracts – 370D
Paul Taylor, Division Director, Risk Management Legal & Regulatory Affairs, TASB
Thomas Myers, Shareholder, Brackett & Ellis, P.C.
Robert Luna, President, Law Offices of Robert E. Luna, P.C.
Wayne Haglund, Attorney, Haglund Law Firm

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!

Extended Concurrent Sessions 8–9:30 a.m.

Legal Game Show – 351E
TASB Legal Services Attorneys

Are you ready for a presentation that is informative and fun? Then you’ll love our Legal Update! For almost 20 years TASB attorneys have gotten all dressed up to highlight recent legal developments related to public school governance, personnel, purchasing, student issues, and more. Join us for our version of Wheel of Fortune, and we’ll do our best to make it the most painless hour you’ve ever spent in a room full of lawyers.
Crucial Conversations: How to Get Unstuck and Stay in Dialogue – 360F
David Koempel, Consultant, Leadership Team Services, TASB

Imagine what it is like to steer effectively through strong differences of opinion. The first step is to get unstuck. Based on the best-selling book Crucial Conversations, this course provides an overview of necessary steps to improve the communication process. In this interactive session, you learn and practice how to spot conversations that are keeping you and others from getting what you want. Get introduced to tools to help you handle difficult conversations effectively.

Second General Session ■ 10:30 a.m.–noon ■ Exhibit Hall A

Releasing Leadership Brilliance – How to Empathize, Engage, and Energize Your Culture
Simon Bailey, Author, Shift Your Brilliance

Concurrent Sessions 1:30–2:30 p.m.

If We Can Google It, Why Learn It at All? – 310A
Christine Drew, President and Chief Creative Officer, Syfr Learning, LLC
Richard Erdmann, Founder and CEO, Syfr Learning, LLC

In 1913, Teacher’s College translated and published a book written in 1885. Its title? Memory. The book revolutionized our understanding of human learning, and we’ve all experienced its results—the introduction of the modern-day research paper and formalization of an experimental approach to psychology. Few, if any of us, however, have ever seen any application of this research on learning in classrooms. Beginning in the 1970s, Memory began to enjoy some resurgence, and recently, the long-dead author, Hermann Ebbinghaus, was the subject of the lead article in the Scientific American Innovators issue. What is the science of learning? Why is it virtually unknown in public education? What is its importance in transforming our schools? Most important, if we can “Google it,” do we need to use our memories at all? Find out in this session.

Your Special Event: Make It Look Easy – 310B
Marcus Nelson, Superintendent, Laredo ISD
Veronica Castillon, Executive Director of Communication, Laredo ISD
Claudia Rodriguez, Web Services Specialist, Laredo ISD
Jeannette Martinez, ITV Coordinator, Laredo ISD

Thanks to recent successful bond elections, new schools are opening across the state. The Laredo ISD Communications Office will demonstrate how to develop and execute a well-planned, creative, and memorable special event to mark the opening of a new campus or facility. Presenters will share their special event checklist, protocol list, invitations, printed programs, scripts, press releases, videos and photos. Make a positive lasting impression with their special event know-how.

Engaging Today’s Students to Learn at Higher Levels – 310C
John Horn, Senior Associate, Schlechty Center, and TASA Consultant
Nancy Rindone, Senior Associate, Schlechty Center

The term “student engagement” is frequently used—and often misunderstood. Getting students to learn at higher levels and retain what they have learned requires that teachers take into account student motives and needs. Further, the design of student work must both precede and take precedence over lesson planning. In this session, learn more about the relationship of design to student engagement as well as how to support teachers as they think and evolve in their roles as leaders and designers.
Concurrent Sessions 1:30–2:30 p.m.

Turning Raw Data Into Real Information: Analyze, Benchmark, Communicate – 320A
Scott Smith, Senior Vice President, Forecast5 Analytics, Inc.

Since the Forecast5 Analytics program was introduced in 2015, more than 100 Texas school districts have taken advantage of these valuable tools. TASBO, TASA, and TASB have partnered with Forecast5 to provide districts the opportunity to access comparative data analytics and related tools that assist with decision-making processes. Come hear how district leaders have taken advantage of easy access to many different types of data related to finance, human resources, curriculum and instruction, accountability, and research. Whether you are looking for new ways to analyze your district’s situation, better comparison benchmarking data, or to communicate your story in an understandable format, this session will help.

Special Education and the Board – 320B
Dorothea Gordon, Executive Director of Special Education, Grand Prairie ISD
Dean Micknal, Attorney, Leasor Crass, P.C.

While special education can be complicated, a basic understanding is essential to ensure compliance and protect the interests of students. This presentation will emphasize the fundamental principles of educating students with disabilities by addressing common questions and misunderstandings that board members and their constituents may have about special education. Learn how district officials can help create and maintain a successful special education program.

Board Members’ Role in Elections – 320C
Joe Ball, Attorney, Legal Services, TASB
David Koempel, Consultant, Leadership Team Services, TASB

Election season brings many questions from sitting board members. Board members running for re-election have questions about campaign speech and candidacy issues. Some school districts have questions about cancelling elections and filling vacancies. All board members have questions about political advertising during tax ratification and bond elections. This session with a TASB attorney and an LTS consultant will answer these questions and more.

You Can’t Do the “Bloom” Stuff Until You Take Care of the “Maslow” Stuff – 322A
Jodi Duron, Superintendent, Elgin ISD
Peter Perez, Deputy Superintendent, Elgin ISD
Adelaida Olivarez, Assistant Superintendent of Academics, Elgin ISD

Elgin ISD is moving mountains for students in at-risk situations. The majority of our students come to us with complex barriers, such as family, health, and/or economic challenges, that impede their academic success. With that in mind, EISD is intentionally confronting non-academic barriers through integrated programs, services, and community partnerships to meet the basic human needs of students so that they can be fully engaged and ready to learn.

Hot Policy Topics District Officials Should Know About – 330A
Eric Narcisse, Assistant Director, Policy Services, TASB

Join a TASB Policy Service consultant in examining a few of the hot issues and common questions board members and administrators have about district policies. Participants can expect to walk away with insight into some of the most important concepts addressed in the district’s policy manual.

Prevailing on Election Day as a First-Time Superintendent – 332A
Tim Harkrider, Superintendent, Willis ISD
Rick McDaniel, Superintendent, McKinney ISD
Vandana Nayak, Principal, Stantec
Rayce Boyter, Principal, Stantec

If you are a new or aspiring superintendent, or have never been through the challenging process of planning a bond, then come see how two first-time superintendents tackled the challenge of successfully planning their first bond election with their board and community. Learn the basic steps of planning, what experts you may need on your team, how to navigate through the political do’s and don’ts, how to promote the campaign, and how to help your board and community come together to support a bond.

Framing the Equity Conversation for Today and Our Future
Mary Fertakis, Director, Tukwila, Washington School District
Kelly Brown, Assistant Professor, Prairie View A&M University
Christopher Pichon, Principal, Alief ISD

Discover how leaders can transform the school environment by utilizing the key levers of change effectively. Participants will learn how to build and utilize teacher and community capacity to collaboratively overcome barriers to achieve equitable, academic benefits for all students. By focusing on sustainable and transformative change, leaders can embrace generational and demographic changes and successfully cultivate an inclusive, innovative, and dynamic learning community.

School Prototype Design: Ideas Worth Repeating – 332C
Tim Strucely, Director, Construction Department, Round Rock ISD
Benny Hawkins, President, BLGY Architecture
Scott German, Senior Project Manager, Balfour Beatty Construction, LLC

Today’s prototype school designs are not the cookie-cutter structures of old, but reflect the personality and needs of a school’s population, community, environment, and technology requirements. Hear how one school district is using prototype design to save time and money while quickly adapting to capacity, technology, and 21st-century learning changes. This session will compare prototype and custom design approaches to help you determine which option may be best for your school district.

The Remediation Power of Culture, Expectation, and Modeling – 342D
Orin Moore, Consultant, Leadership Team Services, TASB

What would employees and students in your district learn about teamwork and education from studying their school board? How would you describe the culture of your board? How is the board’s culture perceived by district employees? The community? The students? How do you think those perceptions impact attitudes, participation, and performance? Failure to gain insight from answers to these questions and to respond accordingly could mean missed opportunities for growth and performance.

Lessons Learned From the First Round of Reporting Under the Affordable Care Act – 342E
Cory Rush, Attorney, Rogers, Morris & Grover, L.L.P.

This presentation will focus on school districts’ experiences in furnishing required reports to the IRS for the first time under the Affordable Care Act. This presentation will also discuss the potential penalties for reporting violations.

Focus on Literacy: Texas Reads One Book! – 342F
Jose Parra, Superintendent, Irving ISD
Gary Anderson, Founder and Program Director, Read to Them

Learn about an innovative literacy program sponsored by TASA that more than 50,000 Texas elementary students and their families participated in last year. Now in its third year, Texas Reads One Book! helps create systemic change centered around a love of learning rather than a fear of test results by having students and their parents across the state read the same book at the same time. Schools kick off TROB with a simultaneous viewing of Dallas Cowboys Head Coach Jason Garrett’s reading of the first chapter of the book. Last year, it was Charlotte’s Web, and in 2017 it will be The Lemonade War. TROB helps schools connect with families and encourage a culture of literacy throughout communities while simultaneously giving parents a meaningful, structured, and enjoyable way to interact with children at home. Proven successful in urban, suburban, and rural districts, TROB reaches all students, helping to break the poverty/low literacy cycle. It gives districts a way to “work smarter, not harder” to create family engagement.

High-Priority Learning Standards: A Solution to the “Mile Wide, Inch Deep” TEKS – 350E
Martha Salazar-Zamora, Chief Academic Officer, Tomball ISD
Denise Collier, Consultant, Collier Educational Consulting, LLC, and TASA Consultant

What to do about too many TEKS to teach? Tomball ISD has responded to this dilemma as part of their teaching and learning transformation efforts. Teacher teams have collaborated to coalesce the TEKS into high-priority learning standards (HPLS) to provide a clear description of the content, depth of knowledge, and skills students must master to be prepared for success in college and careers. Join colleagues in a dialogue about the potential of high-priority learning standards in your district.

Keys to a Successful Construction Project – 350F
Grady Slaydon, Facility Consultant, TASB

You want your project to stay on time and on budget whether it is your first project in years or if it is your last project for years. Whether it is a minor renovation or major addition. 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.
Concurrent Sessions 1:30–2:30 p.m.

Stories as Political Tools: Lessons Learned from a Year Spent as National Teacher of the Year – 351E
Shanna Peeples, 2015 National Teacher of the Year and Secondary ELA Curriculum Specialist, Amarillo ISD

As a former writing teacher, Shanna Peeples understands the power of storytelling. As a former newspaper reporter and the 2015 National Teacher of the Year, she knows the impact that stories about our public schools can have on the public’s perception of them. In this session, Shanna will explain how sharing stories—or “data with a soul”—from your school district with parents, community members, and the media can ensure that your students’ achievements and your good work “live in the public imagination.”

OMA Training for AG Credit – 351F
Kristi Clark, Senior Attorney, Legal Services, 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 OMA 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.

Can a Four-Day Week Save the Day? The Story of Olfen ISD’s “4-Day Option” – 352E
Gabriel Zamora, Superintendent, Olfen ISD
James Schumann, Executive Director of Finance, Beeville ISD

Olfen ISD and its superintendent, Gabriel Zamora, are credited with creating/approving the first four-day school week among Texas public schools. This session will consist of a brief historical narrative of the district’s status prior to the “4-Day Option” approval/implementation. Topics will include needs assessment, brainstorming, and school community buy-in. Attendees will be privy to the trials and tribulations encountered on the path to the “4-Day Option” and have the opportunity to participate in a Q&A session.

Didn’t Get It in Writing? It Didn’t Happen! – 360E
Barbara Qualls, Assistant Professor, Stephen F. Austin State University
Wayne Haglund, Attorney, Haglund Law Firm
Keven Ellis, D.C., Lufkin ISD

Where is that pen and pad when you need them? Frazzled administrators often find stiff employee resistance to negative employment decisions, growth plans, and simple requests for improvement—and lose subsequent formal complaints because their documentation of employee performance and behavior or documentation of events is not sufficient for legal defense. Board members and administrators are dependent on the written record. Learn how to improve that important part of making good decisions.

Test Your Knowledge—Hiring and Firing Facts – 360F
April Mabry, Assistant Director, HR Services, TASB

Test your knowledge and see how familiar you are with the processes districts must follow when hiring and firing school employees. This interactive session guides new board members through the maze of laws and processes related to hiring and firing, and will allow experienced board members to affirm their knowledge. Topics covered include understanding employment contracts, the roles and responsibilities of the board member, termination rights and procedures, and key policy provisions.

TSPRA: Flipping the Plan: Is Your District’s Communication Plan Social-Ready? – 361D
Kate Hope, Multimedia Communications Specialist, Klein ISD
Justin Elbert, Community Relations & Education Foundation Manager, Klein ISD

Communication plans may no longer be Gen Y friendly. This group, more commonly known as Millennials, are becoming parents and our new target audience. Take a journey with us to see how Klein ISD has evolved its communication plan to include a heavier social media presence. You will see demographics and statistics showing that this generation relies on social media for their news and the tools we are using to effectively track and monitor our communication.

Look Before You Launch – 361E
Debbie Esterak, Partner, Rogers, Morris & Grover, L.L.P.
Sarah Orman, Senior Attorney, Legal Services, TASB

As drones become cheaper, easier to operate and more widely available, their uses are exploding. Yet these are not just toys for anyone to fly. State and federal laws, as well as city ordinances and UIL rules, govern drone use. Additionally, insurance coverage and privacy rights, as well as district policies, are factors to consider. This session is essential for anyone considering purchasing or currently owning a drone.

Show Me the Money! – 361F
Greg Gibson, Superintendent, Schertz-Cibolo-Universal City ISD
Damon Edwards, Chief Instructional Officer, Schertz-Cibolo-Universal City ISD
Wayne Pruski, Director of Facilities & Construction, Schertz-Cibolo-Universal City ISD

In 2012, Schertz-Cibolo-Universal City ISD embarked on a journey of getting tight on student projection and long-range facility planning. The final leg in the journey was to create a 10-year (M&O) Expenditure Projection Plan (EPP) that aligns with the 10-year Facility Plan. If you are interested in creating an environment with “no surprises,” this session is for you.
Beginning the Journey Toward Community-Based Accountability – 370D
Christi Morgan, Assistant Superintendent, Sunnyvale ISD
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA
Eric Simpson, Director, Learning and Leadership Services, TASA

Does Texas’ current test-based accountability system accurately define your district? Stakeholders across the state have answered with a resounding, “NO!” This session offers a first step toward community-based accountability for district leaders desiring a system reflecting the values of their community and the vision of their district. Get hands-on time with a framework developed by districts in the Texas High Performance Schools Consortium and Consortium Associates, and explore a process to aid districts in development and implementation.

Concurrent Sessions 3:45–4:45 p.m.

Realtors Rock: How to Gain Support From the Real Estate Community – 310A
Anne Foster, Realtor/ Consultant, TASB

This session will focus on how to engage realtors with public schools, based on Richardson ISD’s Realtors Supporting Richardson Schools (RSRS), an 18-year organization. Participants will learn how to help create a similar group and about the benefits to both realtors and schools. Interactive participation will include brainstorming about how such a group could work and role-playing discussions with realtors.

Learn the ABCs of Selecting Instructional Materials – 310B
Bobby Rigues, Board Member, Aledo ISD
Jackie Lain, President, Learning List

“A” is for alignment. Learn what it means for a material to be “aligned” to the TEKS and why that is critical to your students’ success. “B” is for budget. Learn the key attributes to look for when comparing materials to ensure that you’re getting the best value for your district. “C” is compliance. Learn the laws and regulations with which you have to comply when selecting instructional materials for your district.

That Coach Has Got To Go! – 310C
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? Learn from a seasoned school lawyer and a veteran in HR administration, who will share 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 your fans happy)!

School Cost Deconstructed – 320A
Charles Stafford, Board Member, Denton ISD
Leesa Vardeman, Principal, VLK Architects

Despite the concerted efforts of architects and local officials, school construction costs continue to rise. It’s time to talk frankly about why schools cost so much and why “one size fits all” doesn’t make economic sense or good education policy. Likely facing even greater legislative pressure to cut costs or lower local taxes, we must communicate to Austin the components that have increased expenses and all we’re doing to keep them down.

What Board Members Should Know About Restorative Discipline – 320B
Philip Carney, Restorative Discipline Coordinator, North East ISD
Jim Walsh, Attorney, Walsh, Gallegos, Trevino, Russo & Kyle, P.C.

Restorative discipline offers an alternative to our current system of student discipline. When properly implemented, it can improve school climate, reduce the use of exclusionary forms of discipline, and reduce disproportionality in disciplinary practices. This session will provide the legal overview for restorative discipline and practical steps toward implementation.

Is the Grass Always Greener? Attracting and Retaining Superintendents – 320C
Ann Patton, Managing Compensation Consultant, HR Services, TASB
Marian Strauss, Senior Consultant, Executive Search Services, TASB

It’s no secret that highly effective school districts have strong management teams, including the superintendent. Searching for a superintendent can be difficult, and keeping the most effective person in your district can be even harder. This presentation will focus on the issues facing Texas school districts and explore how to search for the best candidate. Attendees will receive information on the newest research on compensation practices, benefits, and trends for superintendents.

Increasing Academic Excellence Through Your School Counseling Program – 322A
Summer Martin, Lead Counselor, Keller High School, Keller ISD
Wes Upton, Counselor, Keller High School, Keller ISD
Diane Lowe, Counselor/Mentor, Sanger ISD

Did you know that a strong school counseling program can result in increased academic performance? Want to know what that looks like? Join us for a session that will cover the role of the school counselor and how students are different because of school counselors and their data-driven programs. Presenters will share examples of data-driven school counseling programs and talk about how to encourage your counselor to start their program even if you do not have a district counseling director.
### Concurrent Sessions 3:45–4:45 p.m.

**We Serve Smart Snacks and Set Healthy Goals ... Now What? – 330A**

Kristin McGuire, Consultant, Policy Services, TASB  
Kathy London, Assistant Director, Policy Services, TASB

Your board has adopted the district’s wellness policy as required by federal law. Now how do the administrators implement and measure it to see if it’s working? Join two TASB Policy Service consultants as they walk you through the steps of creating a wellness plan that not only meets the federal requirements for districts that participate in the National School Lunch Program and/or the School Breakfast Program, but also implements the specific goals your district has identified in its wellness policy.

FXP | Touch Session: Actively engage in these sessions using your mobile device. Vote in polls, ask questions, take notes.

**When Adversity Strikes, Confidently Counter with Resilience and Grit – 332A**

Jeff Cottrill, Superintendent, Knippa ISD  
Jason Hewitt, Chief Academic Officer, Bastrop ISD

In education as we know it, every day is met with some adversity. We all have been there when a surprise, a twist, or a crisis arises. What we do leading up to that point in terms of preparation, our immediate response, and the insight gained in the days following the aftermath will be defining. Our actions will give definition to our personal and organizational character. Come and explore some practical ways to fortify oneself as a resilient leader in today’s school systems.

**Extra! Extra! Read All About It! – 332B**

Ted Beard, Board Member, Longview ISD  
Troy Simmons, Board Member, Longview ISD  
James Wilcox, Superintendent, Longview ISD  
Jody Clements, Assistant Superintendent of Administrative and Pupil Services, Longview ISD

The Longview Voice is a local newspaper produced by the district that shares the good news about Longview ISD (8,781 ADA) and provides the district worldwide access. Hear details from the superintendent and trustees on the positive impact the paper has had on the district and community through sharing information concerning students and school district patrons, as well as involvement of the community and stakeholders.

**Socorro ISD WIN Academy: A Non-Traditional Approach to Closing the Achievement Gap – 332C**

Jose Espinoza, Superintendent, Socorro ISD  
Alisa Zapata-Farmer, Chief Academic Officer, Socorro ISD  
Hector Reyna, Director, Technical Services, Socorro ISD

Before charter schools, there was Jaime Escalante. The film Stand and Deliver spotlights Escalante’s non-traditional approach that ensured his poor/minority students’ success. Like Escalante, Dr. Jose Espinoza’s ganas (desire) led him to launch the non-traditional WIN Academy at Socorro ISD that provides struggling students with extended school days; personalized learning environments; a daily double dose of math and reading; a teacher who stays with cohort multiple years; personal technology devices; and more.

**Hands-on Learning in Action: Results From the Student Innovation Challenge – 342D**

Jason Lembke, Principal, DLR Group  
Chris Gibbs, Principal, DLR Group

The Innovation Challenge, sponsored by DLR Group, brought a group of innovative Texas students together to show off their skills. Three middle school teams competed in a blend of project-based learning, collaboration, and teamwork to solve a global problem. This session is the culmination of the challenge, providing a forum for the students to discuss their takeaways and the experience of collaborating with convention attendees and exhibitors to solve problems.

**We’re Running a Little Late—Managing School Construction Delays and Defects – 342E**

Angela Tekell, General Counsel, Belton ISD  
Thomas Myers, Shareholder, Brackett & Ellis, P.C.

If your district has ever had a construction project, you have dealt with delays, defects, and budgetary problems. When they occur, you and your trustees will deal with public questions, legal and financial problems, and trying to start school without having an operational building. Learn steps to take to prevent such problems from occurring, and get suggestions for dealing with such problems when they occur.

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**Thought Leader 3:45–4:45 p.m. General Assembly Hall B**

**60x30TX: Aligning K-12 and Higher Education to Achieve Student Success**

Raymund A. Paredes, Commissioner of Higher Education, Texas Higher Education Coordinating Board
Moving From Static Plans to Dynamic Planning—How The Strategic Change Agenda Transforms Schools – 342F
John Horn, Senior Associate, Schlechty Center, and TASA Consultant
George Thompson, President/CEO, Schlechty Center
Brandon Core, Associate Executive Director, School Transformation and Leadership Services, TASA

To illustrate TASA’s commitment to helping school districts achieve the dream embodied in the Mission: School Transformation Initiative, TASA is broadening its partnership with the Schlechty Center to offer the Strategic Change Agenda, a next-generation innovation. While well-intended, multi-year strategic plans are often more static than dynamic. Without attention to assessing and building organizational capacity, plans tend to lose relevance and commitment soon after adoption. The Schlechty Center’s Strategic Change Agenda offers more than a strategic plan. It creates a common vision that transforms schools, school districts, and communities into collaborative, engagement focused organizations.

Raise Your IQ! – 350E
Jerry Adkins, Board Member, Brazosport ISD

Ever wonder what your role is as a board member with respect to advocating for public education? The public schoolchildren of Texas need elected board members to advocate for them. Understanding the TASB Advocacy Agenda is a starting point to fulfill your role and duty as a board member. This session will help determine your individual Advocacy Influence Quotient.

School Funding in Light of the Supreme Court Decision – 351E
Wayne Pierce, Executive Director, Equity Center
E. Freeman, Deputy Executive Director, Equity Center

A straightforward update on school finance issues in light of the result of the Texas Taxpayer & Student Fairness case on the constitutionality of our state’s funding system for public schools. How might this impact legislative plans to address school funding needs, and how might districts be affected? What approaches are being considered by decision makers and decision impactors? Will the decision improve your bottom line or cause it to bottom out? WARNING: Session may include humor.

More Prevention, Less Intervention: Stop “Band-Aiding” the Reading Issue – 352E
Bob Covey, Board Member, Cypress-Fairbanks ISD
Mark Henry, Superintendent, Cypress-Fairbanks ISD
Linda Macias, Associate Superintendent, Curriculum, Instruction, and Accountability, Cypress-Fairbanks ISD

We continue to react to the problem of students not reading on grade level in grades 3–5 by investing in reading interventions to pass the high-stakes state assessment — a “Band-Aid” to the problem. K–2 Cypress-Fairbanks ISD students not reading on level participate in “Camp Summit,” which has reduced the reading “summer slide,” reduced student retentions, and increased students’ confidence in reading. Teachers have improved their skill set and new teachers are shadowing experienced teachers.

Getting That Next Superintendent Position – 360E
Butch Felkner, Director, Executive Search Services, TASB
Marian Strauss, Senior Consultant, Executive Search Services, TASB

This session addresses how to make a good first impression (you only have your documentation and about 30 seconds) and make your application stand out from the rest. Wasting time with a dated or ineffective application doesn’t help anyone. When the quality of the materials presented is considered good, everyone’s reputation is enhanced. We don’t have an applicant pool but we do want to have a strong applicant base and that begins with the impressions our candidates make on the board.

Eliminating Barriers for Under-Represented and Students of Color Through Board Policy – 360F
Mary Fertakis, Board Member, Tukwila (WA) School Board

This session emphasizes the authority the school board has in its policy-making role and identifies how policies may unintentionally hinder a student’s ability to be successful. It helps boards understand that they can significantly impact the inequities that currently exist in our schools and districts by using that authority in an informed, thoughtful manner, in partnership with their communities and the district’s leadership team. It empowers boards to take the lead in ensuring equitable learning opportunities are available to all students.

TSPRA: Customer Service—It’s for Everyone! – 361D
Candace Ahlfinger, PR Consultant/Trainer, Ahlfinger Consulting, and Consultant, Waxahachie ISD

In a world of competition for students, customer service has become even more important—and it’s not just for the front-line staff. It’s for everyone. Learn tips from a school pr expert how to provide great customer service and leave with ideas to improve your district.
Maximizing CTE Opportunities – 361E
John Hibbs, Board Secretary, Arlington ISD
Bowie Hogg, Board Member, Arlington ISD
Marcelo Cavazos, Superintendent, Arlington ISD
Sloan Harris, Principal, VLK Architects

Arlington ISD students will experience CTE in a whole new way beginning in 2017. Arlington ISD’s new Career and Technical Center will serve high school students across the district with innovative instructional approaches in designed spaces that support their particular career interests. Each of the specialized career pathways has its own learning area that was influenced by leaders in each industry as students achieve articulated course pathways that lead to HB 5 endorsements.

IOT: Authorized Investments and Associated Risk – 361F
Tammy Davis, Compliance Officer, First Public (subsidiary of TASB)

This session will survey the authorized investments and associated risks under the Public Funds Investment Act with the objective of understanding the different types of risks associated with each investment covered by the act. Among the types of investments covered will be Local Government Investment Pools, Money Market Funds, CDs, and Commercial Paper.

This session qualifies for the Public Funds Investment Act Training (PFIA).

TSPRA: Transparency and Communication: Strategies for Organizational Leaders – 370D
Bradley Domitrovich, PR Strategist, PR Zealot

So many districts feel that being transparent means that they are doing a great job communicating with their stakeholders. Good transparency builds trust. Trust allows you to communicate better with all constituents. This session will explore techniques that merge good transparency with people relationship skills into great communication. You’ll leave with some great tips and return to your district encouraged to listen, answer, show, and tell.
Daily Agenda

Sunday September 25

8–9 a.m.  Concurrent Sessions

9:15–10:15 a.m.  Third General Session (Richard Gerver)

10:30–11:30 a.m.  Concurrent Sessions

Concurrent Sessions  8–9 a.m.

Why I Serve – 310A
Bret Begert, Board President, Fort Elliott CISD
Teresa Flores, Board Member, Ingleside ISD
Andra Self, Board Member, Lufkin ISD
Charles Stafford, Board Member, Denton ISD
Phil Gore, Director, Leadership Team Services, TASB

Gain insight into TASB leaders’ motivation and thoughts about public service. Consider your own leadership philosophy and how service to others benefits your community, family, and yourself. Discover ways to balance your obligations, commitments, and opportunities. Leave the session inspired and refreshed.

Special Programs: Overseeing Efficient, Effective, and Compliant Programs – 310B
Karlyn Keller, Special Populations, Special Education Solutions, TASB
Mark Wey, Director, Special Education Solutions, TASB

Administrators and board members play key roles in ensuring programs in their districts meet the needs of the children and communities they serve. This session will provide attendees the opportunity to review requirements, self-analyze current standings and create a plan of action to move their programs to the next level. Information on current hot topics in special programs will also be discussed.

The Balanced Literacy Buzz – 310C
Callie Fortenberry, K-5 ELAR Specialist, ESC Region 8

Balanced literacy is the current buzzword in elementary literacy instruction, yet many administrators find this term vague and confusing. What exactly IS balanced literacy? How does it look, sound, and feel in the elementary classroom? Participants in this interactive workshop will discover the essential components of a research-based balanced literacy program and learn to evaluate current classroom practice against these critical components.

Third General Session  ■ 9:15-10:15 a.m.  ■  Grand Ballroom, Level 3

Education: Tomorrow Belongs to Those Who Prepare for It
Richard Gerver, Author, Creating Tomorrow’s Schools Today
## Concurrent Sessions 10:30–11:30 a.m.

### Dealing With Mavericks, Malcontents, and Mutineers – 310A

David Koempel, Consultant, Leadership Team Services, TASB

School board members and administrators deal with all kinds of people, unfortunately, sometimes those people can be challenging. In this interactive session you will learn some quick strategies to understand and work with difficult people.

### Tackling Texas’ Truancy Transformation – 310B

Deborah Fowler, Executive Director, Texas Appleseed
Christine Gendron, Executive Director, Texas Network of Youth Services
Gabriella McDonald, Pro Bono & New Project Director, Texas Appleseed

Texas made dramatic changes to truancy laws and processes in 2015. This session will: (1) review those changes; (2) provide helpful information for educators about how to effectively prevent truancy, or intervene with students who are not in compliance with compulsory attendance laws; and (3) provide information on existing resources. It will include information about schools’ responsibilities to special education and homeless students, and highlight best practices in Texas and elsewhere.

### TSPRA: From Community-Based Accountability to District of Innovation – 310C

Barbara Burns, Board Member, Denton ISD
Jamie Wilson, Superintendent, Denton ISD
Mario Zavala, Director of Communications, Denton ISD
Chris Shade, Director of School Improvement and Support, Denton ISD

By tracking the standard data necessary for state accountability and gathering feedback in four core areas — teaching and learning, opportunities for students, culture and climate, and growth and management — Denton ISD is reaffirming its commitment to staying accountable to the community it serves. The district aims to take this information and use it to become a District of Innovation by the 2017-18 school year, providing for more local control and the ability to listen to the values shared by Denton ISD families.

### Governance From the Heart - 320A

Orin Moore, Consultant, Leadership Team Services, TASB

It takes a lot of heart to be a good board member. Trustees don’t get paid. The meetings required to conduct school business can be long and numerous. Your individual will is surrendered to the collective will of the board. What would compel someone to assume such an office? More importantly, how does your board maintain the purity of its function during difficult times? This session will emphasize the importance of setting board goals and guidelines that help the board maintain perspective as routine decisions and challenges present the need for student-centered governance.
CATCH STUDENTS IN ACTION
AT THE 2ND ANNUAL INNOVATION CHALLENGE

CHECK OUT THE LATEST K-12 DESIGN TRENDS IN BOOTH #1300

North Forest High School, Houston, Texas

DLR Group
If you don’t have your Delegate Assembly materials/credentials, check in at on-site Delegate/Alternate registration. On-site registration begins at noon Saturday, September 24. Registration booths are located in the Grand Ballroom and near the caucus rooms on Level 3. Last-minute changes in Delegate and Alternate designations also can be made at on-site registration.

delegate.tasb.org
Check out the school architecture digital resource showcasing the latest in facility design for optimized student learning. The Stars of Distinction and Caudill Finalists will be announced on Saturday morning.

“Bite-sized” training and information sessions are delivered here in 20 minutes. Check the convention mobile app for topics and times. Or better yet, just head over and hang out in the Lounge for a while.

Hundreds of innovative and inspirational works of art will be on display from schoolchildren across the state. Brought to you by: Texas Art Education Association.

Explore and Educate in the Exhibit Hall

Exhibit Hall Hours

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<tr>
<th>Friday, September 23</th>
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<td>8 a.m.–4 p.m.</td>
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Chair Massage
Stop by booth 1302 and treat yourself to a complimentary chair massage. Brought to you by: ABM Education Services

Commercial Exhibits
Hundreds of exhibits and the newest education-related products and services will be on display.

Student Innovation Challenge
Roll up your sleeves, immerse yourself in a learning exercise, and help students solve global problems in the Innovation Challenge. Brought to you by: DLR Group

Photo Booth
On Friday and Saturday, visit the photo booth in the Exhibit Hall (Booth 1409) and snap a picture of you or your leadership team. You can upload the photos to social media immediately! Remember to use the hashtag #tasatasb! Brought to you by: RBC Capital Markets

Relax and Recharge
Stop by booth 1223 to charge your mobile device and enjoy a snack and beverage while you wait. Brought to you by: Stantec
TASB is launching an exciting advocacy campaign for the 2017 Legislative Session that will rely heavily on social media.

Get ready to be a part of our efforts and support our public schools through Facebook, Twitter, and other platforms. To harness the power of social media, we all must be involved and learn how to use it for advocacy.

**Social Media Basics**

Join the interactive training session Friday, September 23, 11 a.m.–12:30 p.m., in Room 320C.

A Social Media Help Desk will be available for one-on-one assistance at Tech Central near Attendee Registration, Concourse Level of the Convention Center:

- **Friday**
  - 8–11 a.m.
  - 2–5 p.m.

- **Saturday**
  - 8 a.m.–1 p.m.

Additional Social Media Basics help will be provided in the Learning Lounge of the Exhibit Hall:

- **Friday**
  - 8:30–8:50 a.m. • Facebook
  - 10–10:20 a.m. • LinkedIn
  - 3:30–3:50 p.m. • Twitter

- **Saturday**
  - 8:30–8:50 a.m. • Facebook
  - 1–1:20 p.m. • LinkedIn
  - 2–2:20 p.m. • Twitter

Take a break! You’ve earned it!

We know you worked hard this year.

Take a few minutes for yourself and enjoy a free seated massage, compliments of ABM, at booth #1302.

We’ll be right next door (booth #1400) if you’re interested in working smarter, not harder, next year.

Proud Silver Sponsor of the TASA/TASB Convention!
They are counting on us.

Speak up for our children.

Speak up for public schools.
2016 TASA/TASB Exhibit of School Architecture

The TASA/TASB Exhibit of School Architecture showcases new and renovated Texas schools and celebrates excellence in planning and design of the learning environment. With an emphasis on learning, community context, aspects of enhanced value, designs, and school transformation that supports learners, the exhibit becomes a digital resource for all engaged in creating optimized student learning. All 45 projects entered into the Exhibit of School Architecture will be displayed at the 2016 TASA/TASB Convention, September 23-25 in Houston.

Stars of Distinction and the 2016 Caudill Class finalists will be announced on Saturday, September 24, 9:45 a.m., in the Exhibit Hall. Please join us for this exciting announcement!

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Visit the Marketplace

Hours:
Friday, September 23
8 a.m.–4 p.m.
Saturday, September 24
8 a.m.–3:30 p.m.

Preordered items available for pickup Friday or Saturday!

- Publications
- Videos
- Shirts
- Bags
- Tumblers

Marketplace & Greet Area

Located in the Exhibit Hall
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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. boardbook.tasb.org

Brock USA - 1519
303-544-5800
High performance, eco-efficient safety base systems for synthetic sports turf fields. WWW.BROCKUSA.COM

Brown Reynolds Watford Architects - 1535
214-528-8704
Full service architecture and planning firm emphasizing communication, collaboration and commitment. We listen. We deliver.

BTC - 324
817-467-4981
Construction manager for K-12 school facilities. www.buford-thompson.com

Building Repair Design Company, a Division of Norwood Architecture, Inc. - 120
303-664-1528
Building Repair Design Company provides design services for repairs to school roofs, floors and windows. www.norwoodinc.com

BuyBoard Purchasing Cooperative - 919
800-695-2919
The BuyBoard, administered and endorsed by the Texas Association of School Boards and endorsed by the Texas Association of School Administrators, creates a single source for competitively procured equipment, supplies and contracts from over 1,400 awarded vendors. www.buyboard.com

CADC Architects - 1419
325-669-7555
Architecture, interior design, master planning.

Cambridge International Examinations - 141
917-522-2140
We prepare school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of Cambridge Assessment, a department of the University of Cambridge.

Carlisle Syntec Inc. - 605
214-263-6628
Carlisle has been the leader in the commercial single-ply roofing industry for more than 50 years.

Carter Construction Company - 111
817-244-3622
Athletic field specialists - both artificial and natural turf contractors.

Castro Roofing - 737
214-381-8108
New construction, repairs, re-roofs, permanent leak repairs guarantee, LongLife design-built roofing systems.

CH Bus Sales, Inc - Bus A
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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713-396-6439
The leading provider of high quality, curriculum based out of school time programs nationwide.

Chastang Ford/Chastang Chrysler, Dodge, Jeep, Ram - 508
713-678-5000
BuyBoard and HGAC vendor for Ford trucks and SUVs. www.chastangford.com

Children’s Learning Institute at UT Health - 604
713-500-4472
The Children’s Learning Institute at UT Health is the home of Texas School Read and TX-KEA.

Choice Partners - 940
877-696-2122
Find quality, legal contracts for facilities, food, services, supplies and technology with our national cooperative.

Claycomb Associates, Architects - 635
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Claycomb provides master planning and facility design to meet the unique needs of our school districts. www.claycomb.net

Climatec LLC - 223
(972) 890-4000
HVAC, energy management, lighting, and more. Climate is helping clients find green.

CMTA Consulting Engineers - 843
281-419-9899
CMTA specializes in energy efficient and net zero energy MEP design for K-12 schools. www.cmtaeegr.com

Corgan - 1509
214-748-2000
Corgan provides award-winning architecture, interior design, master planning, and bond planning services.

CPRI Group - 800
214-267-9900
Site lighting, construction verification, inspection.

CyberSPED - 317
210-310-3030
Phone APP/website program that provides full SB 507 compliance for special education classroom camera requests.

Dairy Max - 502
281-709-5572
Dairy Max’s in-school programs provide ideas, resources, and funds to engage students in eating healthy and exercising daily.

Daktronics - 126
605-692-0200
Scoreboards, displays, video and sound.

Dallas County Schools - 847
214-944-4520
Dallas County Schools (DBA Texserve) provides services to school districts throughout the state of Texas. www.dcschools.com

Davis Demographics and Planning - 1100
855-312-8246
Demographic K-12 consulting services: student forecasting, boundary planning, extensive analysis. Licensing School Site GIS mapping/planning software. www.davisdemographics.com

Debough Mfg. Co. - 500
719-384-8161
Manufacturer and provider of locker and storage solution systems.

Direct Energy Business - 926
972-373-2246
Direct Energy Business is the awarded retail electricity provider of the TASB Energy Cooperative and is part of Direct Energy, the largest competitive retailer of energy and related services in North America, with more than six million customer relationships. Direct Energy is wholly-owned by Centrica plc, one of the world’s leading. www.directenergy.com/business

DK Haney Roofing - 313
817-546-2266
Commercial roofing contractor.

DLR Group - 1300
713-361-3925
Architecture, engineering, interiors and planning. www.dlrgroup.com

DSA, Inc - 1321
817-645-8864
Providing construction management services since 1964 to public schools, churches and other commercial clients.
Durham School Services -219
630-821-5400
Student transportation: getting students to school safely, on time, and ready to learn.

Duro-Last Roofing, Inc. -1626
800-248-0280
Manufacturer of the “World’s Best Roof” since 1978

Durotech Construction -752
281-558-6892
General contractor.

E3- Entegral Solutions, Inc. -924
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E3-Entegral 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. www.E3ES.COM

EarthTech -842
214-685-4488
Geo-thermal high energy efficient hvc systems.

Educational Technology Learning -1414
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Eichelbaum Wardell Hansen Powell & Mehl, P.C. -524
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Our firm provides innovative, attentive and effective legal representation to Texas school districts.

Eidex, LLC -608
616-328-1083
Analytics software that allows school districts to evaluate and compare their financial and academic performance.

Elevate K-12 -114
773-431-8050
Elevate K-12 is an online intervention school inside an actual school.

Elumicor Inc. -319
888-765-5512
Protecting confidential and personal information for every individual on the planet. www.elumicor.com

EMA Engineering & Consulting -922
903-581-2677
EMA provides engineering & consulting services to architects and educational owners.

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Facility supplies, janitorial supplies, cleaning equipment and office products.

Engineer Your World from the University of Texas -741
512-471-3017
Engineer Your World is an innovative yearlong, project-based high school engineering course.

Ennovative Technologies -1054
443-291-7651
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Equity Center -525
512-478-7313
The only nonpartisan, nonprofit public school finance research & advocacy organization of its kind in Texas.

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866-633-0585
EIE publishes quality educational materials to support high school bible literacy and social studies instruction. www.constitutioncurriculum.org

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608-831-4116
ETC manufactures customizable lighting and rigging solutions for school auditoriums, cafeterias, classrooms, and academic buildings.

EXIT Realty 360 -116
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817-707-4278
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File Academy Online Learning Center -549
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Financial Benefit Services -748
469-385-4640
Benefits consulting, benefits administration, online benefits enrollment and ACA compliance.

First Financial Group of America -1424
800-523-8422
Premier provider of personalized employee benefit solutions. www.ffga.com

First Public, LLC -1017
800-558-8875
Founded as the financial arm of TASSB in 1987, First Public assists school districts in meeting their investment goals, provides low-interest financing services, and offers supplemental employee benefits designed for governmental entities. First Public administers the Lone Star Investment Pool. www.firstpublic.com

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866-960-6274
Safe, reliable, cost effective student transportation. Chosen by more school districts than any other provider.

FirstSouthwest, A Division of HilltopSecurities -834
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From the indoor environment to the natural environment, Forbo’s products provide beautiful, durable and sustainable solutions.

Forecast5 Analytics, Inc -1014
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Forecast5 Analytics offers data analytics and forecasting tools to influence strategic and financial decisions.

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Mechanical, electrical & plumbing engineering consultants with a focus on K-2 education and Arc Flash Analysis.

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Designing high performance learning environments across Texas since 1981.

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Gerloff Company, Inc. -715
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Provides catastrophe management services (storm, fire, water, smoke damage) for commercial and residential properties.

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877–71–3558
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361–884–6391
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Student Transportation Provider

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Grasshopper true zero-turn radius riding rotary mowers and quick-converter attachment system for year round implementations.

Gravely & Pearson, L.L.P. -1111
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Gravely, an Arieris Company -335
920–756–2141
Commercial grounds maintenance and debris removal equipment; commercial mowers, utility vehicles & chore products.

Guardian Security Solutions -1518
806–794–7767
Cameras, DVRs, access control, panic systems, and school bell/intercom systems fully integrated for school security needs.

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512–699–4822
Gulf Coast Paper Company is a major distributor of janitorial, packaging, office supplies, laundry/ware wash, and MRO equipment and supplies.
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Harris Co. Department of Education (HCDE) -942
713–696–1376
Making education better together! Ensure school success, improve systems, home of Choice Partners Purchasing Cooperative.

Harrison, Walker & Harper -1304
800–442–TEAM
Construction and program management services, including design build and renovation; TIPS participating provider. www.hw1887.com

Hau de Tutoring -320
281–528–9481
Hau de Tutoring provides educational consulting and training services in Texas. www.hau9eutoring.com

Heartland Park and Recreation -902
903–297–6624
Heartland Park & Recreation is a design and build company specializing in parks & recreation.

Hellas Sports Construction -535
512–250–2910
A nationwide contractor with a strong reputation for delivering quality sports construction projects.

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Premier provider of architectural planning and design services for the Texas school community.

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Architecture, engineering, technology, security, interior design, bond planning and public relations for public school districts. www.huckabee-inc.com

IBI Group, Inc -235
281–286–6605
Architecture, master planning, facility audits, strategic district-wide master planning, 3D visualization, interior design. www.ibigrouptexas.com

ICNA Houston Unit -600
(512) 913–9873
Brochures, Educational Material

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817–251–8498
Ideal Impact has a foundation of experience that we are able to bring to entities in a positive cash flow model.

IDG Architects -743
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Illuminate Education creates tools for educators that promote student success using three core products.

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Furniture for school, library, science, office, early childhood, cafeteria, technology, music and ADA compliant-equipment.

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It’s a Hoot! -1006
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Living lockets, Pandora style jewelry and snap-on jewelry.

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www.lgbs.com

LPA, Inc. -918
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Architectural services, master planning and interior design services.
www.lpainc.com

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Biodegradable jewelry cleaner.

Master’s Transportation, Inc. –Bus B+C
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Master’s Transportation provides a wide variety of new and used vehicles through extensive manufacturing relationships.

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Professional services including delinquent tax collections, property value study appeals and taxable value audits.

Melhart Music Center -802
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Like Consumer Reports for K-12 instructional materials. Learning List provides independent reviews of textbooks and online materials.

Melhart Music Center -802
956-682-6147
Musical instrument storage, sound insulation/practice rooms, risers, podiums, acoustic treatments.

Melie’s Southwest Consortium -221
325-658-9966
Drug testing.

Mexican American School Board Members Association -1617
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Mobile Modular rents and sells modular classrooms and relocatable buildings.
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512-740-6522
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Mooring Recovery Services, Inc. -1249
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Mooring is a commercial and residential disaster recovery and reconstruction company with more than 60 years of experience.

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Musco specializes in the design and manufacturing of sports lighting.

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NSTA is the advocate for the private operators of the school bus industry.

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214-824-3030  
Job Corps is a federally funded career technical training school for 18-24 year olds.

O’Connell Robertson -1618  
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A full-service architecture, engineering and interior design firm specializing in educational facility design and bond planning.

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School district legal services.

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Parsons Roofing has been in business since 1948. We specialize in Duro-Last roofing.

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Multi-disciplined architecture and engineering firm that maintains high levels of quality and exceptional client service.  
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Pearson -1510  
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A pre-K–12 education solutions leader by connecting personalized programs, services and technology.

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Delinquent tax collection, property value study appeals, taxable value audits and school finance consulting.  
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Performance Matters provides online solutions supported with robust data analytics that connect student and educator growth together.

Performance Services, Inc. -447  
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Energy saving performance contracts and solar power solutions for K–12 Schools.  
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Perkins+Will -724  
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Architecture, planning and interior design.  
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Pfluger Architects -534  
210-227-2724  
Pfluger specializes in the design of educational facilities, providing architecture, planning, and interior design services to clients throughout Texas.  
www.pflugerarchitects.com

PlayWell Group, Inc. -405  
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Playground and athletic equipment provider in Texas since 1990. Play Safely, PlayWell.

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Connected transportation solutions for student safety.

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Commercial roofing contractor – Master Elite Dura-Last – TIPS/TAPS vendor.

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Qualite is the Sports Lighting Partner for schools, parks/recreation and sports franchises for 30+ years.

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Utilizes integrated design, manufacturing, and construction for temporary and permanent modular buildings for education.

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Premier supplier of high performance wood and synthetic sports flooring to the NBA, NCAA and education markets. www.robbinsfloor.com

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Roofing services provider with four cooperative purchasing contracts to simplify roofing decisions.

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Your one stop shop for Blue Bird, MicroBird, Collins and Elkhart bus sales, service and parts.

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Leading provider of educational products and solutions.

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TASB Risk Management Fund -1117 822-482-7276 Since 1974, the TASB Risk Management Fund (the 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. www.tasbrmf.org

TASB Special Education Solutions -1127 800-580-3399 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. www.tasb.org/Services/Special-Education-Solutions

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TPS -1622 972-419-2646 TPS has provided Worker’s Compensation and Property/Casualty coverage since 1983.

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High-performance roofing and maintenance solutions.

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College and career readiness programs in support of House Bill 5 Requirements—plus NEW Online Academic Tutoring! www.princetonreview.com

The Steam Team - 443
512-451-8326
24 hour emergency services for fire/water/wind/smoke. Specialty cleaning services.

The University of Texas at Austin - 905
512-232-5000
State accredited online credit courses, online diploma program, dual-enrollment programs and curriculum support for districts.

Think Through Math - 1108
866-357-8664
A groundbreaking adaptive math intervention for the common core.

Thomas Bus Gulf Coast GP, Inc - 1740
713-580-8600
School Bus Sales, Service and Support

TIPS - The Interlocal Purchasing System - 810
866-839-8477
TIPS is a cooperative serving schools, colleges, universities and government entities.

Trane - 1002
972-406-6047
HVAC.

TSPRA-Texas School Public Relations Association - 1347
512-474-9107
School communications and public relations counseling and resources. www.tspra.org

Underwood Law Firm, PC - 218
806-378-5613
Legal services.

USA Shade - 414
214-905-9500
USA Shade offers shade solutions for everything the sun!

Vanir Construction Management, Inc. - 1614
281-370-6504
More than thirty years of providing professional program, project, and construction management services.

VCS Architect, LLC - 315
281-271-7116
Architectural and engineering design and construction administration services.

Vector Concepts, Inc. - 840
972-399-1303
Commercial and multi-purpose sports flooring.

Vibra-Whirl Sports, Ltd - 318
806-537-3526
Running tracks and synthetic fields sports surfaces.

Virco, Inc. - 125
800-448-4726
Nation’s largest manufacturer of K-12 furniture and equipment for educators.

VLK Architects - 1210
817-633-1600
Designing exemplary facilities, unique structures and sustainable communities.

Waggle - 607
800-338-65419
Waggle is online practice and instruction with a proven blend of rigor engagement and personalization. www.wagglepractice.com

Walker Quality Services, LLC - 1512
832-892-4404
Food service consulting company that provides financial analysis, training, new concepts, menus, and recipes.

Walsh Gallegos Trevino Russo and Kyle P.C. - 1306
512-454-6864
Providing reliable and effective representation to school districts, co-ops and other governmental entities. www.walshgallegos.com

Washing Equipment of Texas, Inc. - 407
512-389-2822
Bus and car wash equipment: parts, sales and service.

Water Storage Tanks, Inc. - 1202
(800) 463-1898
Manufactures high-quality water storage tanks for rainwater harvesting, irrigation, fire protection, stormwater and other applications.

Way Companies - 501
713-512-9900
Way focuses on cost reduction, process improvement and comfort control in HVAC, lighting and plumbing.

Wenger Corporation - 823
800-733-0393
Providing music room furniture, equipment and storage. www.wengercorp.com

WillSub/PCMI Staffing Services - 700
877-855-7264
PCMI provides a complete contracting solution in a single vendor, including our proprietary technology, willSub. www.pcmiservices.com

Worthington Contract Furniture - 1513
512-331-1628
Auditorium seating, bleachers, library, science, computer, classroom and office furniture.

WRA Architects - 325
214-750-0077
60 years in continuous operation as a K-12 specialist architect. Mid-sized full service firm. www.wraarchitects.com

WSP | Parsons Brinckerhoff - 151
713-238-0123
WSP | Parsons Brinckerhoff is a global industry leading MEP, fire protection, commissioning and energy solutions firm.
New this year!

**FXP|touch**
Second Screen Technology Sessions

Actively engage in the sessions listed below by using your mobile device:
- Ask questions through chat.
- Vote in polls.
- Receive presentations by e-mail.
- Take notes on slides.

**Be sure to bring your phone or tablet.**
No need to download an app. Just follow the link to each presentation, and you’re in!

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**Friday**

7:30–8:30 a.m.
Top 10 Special Education Issues
Karlyn Keller, *TASB Special Education Solutions*

9–10:30 a.m.
Update on the Every Student Succeeds Act (ESSA)
Jasmine Wightman, *TASB Legal Services*
Kristin McGuire, *TASB Policy Service*

11 a.m.–noon
Building Generational Diversity Awareness in Schools
Marissa Saucedo, *TASB Risk Management Fund*

1:30–2:30 p.m.
Effective Advocacy: Easy as 1, 2, 3
Dax Gonzalez, *TASB Governmental Relations*

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**Saturday**

8–9 a.m.
You Thinking What I’m Thinking?
Orin Moore, *TASB Leadership Team Services*

1:30–2:30 p.m.
Hot Policy Topics District Officials Should Know About
Eric Narcisse, *TASB Policy Service*

3:45–4:45 p.m.
We Serve Smart Snacks and Set Healthy Goals: Now What?
Kathy London and Kristin McGuire, *TASB Policy Service*
TASA Officers and Executive Committee

Kevin Brown
President
Alamo Heights ISD (20)

Buck Gilcrease
President-Elect
Alvin ISD (4)

Gayle Stinson
Vice-President
Lake Dallas ISD (11)

Karen G. Rue
Past President

Daniel Treviño, Jr.
Mercedes ISD (01)

Troy Mircovich
Ingleside ISD (02)

Jeanette Winn
Karnes City ISD (03)

Greg Smith
Clear Creek ISD (04)

Shannon Holmes
Hardin-Jefferson ISD (05)

Clark C. Ealy
College Station ISD (06)

Stan Surratt
Lindale ISD (07)

Rex Burks
Simms ISD (08)

Kevin L. Dyes
Holliday ISD (09)

David Belding
Aubrey ISD (11)

Judi Whitis
Valley Mills ISD (12)

Douglas Killian
Hutto ISD (13)

Joey Light
Wylie ISD (14)

Aaron Hood
Robert Lee ISD (15)

Steve Post
Tulia ISD (16)

Keith Bryant
Lubbock-Cooper ISD (17)

Andrew Peters
Marfa ISD (18)

Jose G. Franco
Fort Hancock ISD (19)

Brian T. Woods
Northside ISD (20)

Gonzalo Salazar
Los Fresnos CISD (1)
At-Large

Doug Williams
Sunnyvale ISD (10)
At-Large

Elizabeth Clark
Birdville ISD (11)
At-Large

Pauline Dow
North East ISD (20)
At-Large

Johnny L. Veselka
Executive Director
TASB Officers and Board of Directors

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Fort Elliott CISD

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Katy ISD

Jason Dohmalik  
Cameron ISD

Dori Fenenbock  
El Paso ISD

Gilbert Flores  
Judson ISD

Donald Gant  
DeSoto ISD

Debbie Gillespie  
Frisco ISD

Linda Gooch  
Sunnyvale ISD
Official TASA/TASB Convention Hotels

WALKABLE HOTELS
3 Embassy Suites by Hilton Houston Downtown
4 Four Seasons Hotel Houston
5 Hampton Inn/Homewood Suites Downtown
6 Hilton Americas Houston
7 Holiday Inn Express & Suites Houston Downtown Convention Center
13 Westin Houston Downtown

CONVENTION SHUTTLE/ROUTE NUMBER
1 Courtyard Houston Downtown/Convention Center
2 DoubleTree by Hilton Houston Downtown
8 Hyatt Regency Houston
9 JW Marriott Houston Downtown
10 Magnolia Hotel Houston
11 Residence Inn Houston Downtown/Convention Center
12 Springhill Suites Houston Downtown/Convention Center
14 The Whitehall Houston
15 The Westin Galleria Houston
16 The Westin Oaks Houston at the Galleria

Shuttle Schedule
FRIDAY
6–9:30 a.m.
(10- to 15-minute intervals)
9:30 a.m.–4 p.m.
(30-minute intervals)
4–6 p.m.
(10- to 15-minute intervals)

SATURDAY
6–9:30 a.m.
(10- to 15-minute intervals)
9:30 a.m.–4 p.m.
(30-minute intervals)
4–5:30 p.m.
(10- to 15-minute intervals)

SUNDAY
6:30 a.m.–12:30 p.m.
(20-minute intervals)

METRORail Lines
- Red Line (Main Street)
- Purple Line (Southeast Line)
- Green Line (East End Line)

RED LINE
8 Hyatt Regency Houston
1 Courtyard Houston
11 Residence Inn Houston
12 Springhill Suites Houston

PURPLE LINE
14 Whitehall Houston
2 DoubleTree by Hilton

GREEN LINE
9 JW Marriott Houston
10 Magnolia Hotel Houston
Level 3

- **TASB Delegate Assembly and Caucuses (Saturday)**
  - Meeting Room 340B

- **Small School District Seminar (Friday)**
  - Meeting Room 372

- **New School Board Member Seminar (Friday)**
  - Meeting Room 370D

- **Concurrent Session Rooms**

- **Thought Leader Sessions**

**Key**
- First Aid
- Information
- Shuttle
STUDENT INNOVATION CHALLENGE
at the 2016 TASA/TASB Convention

Students in Action
in the Exhibit Hall near the Cafe.

Friday, September 23
8 a.m.–4 p.m.

Saturday, September 24
8 a.m.–1 p.m.

DLR Group

Roll up your sleeves, immerse yourself in a learning exercise, and help students solve global problems in our Innovation Challenge:

- Participate in project-based learning.
- Collaborate with students to solve real-world problems.
- See how the environment and access to expert resources impacts the learning experience.

Student presentations
Room 342D

Saturday, September 24
3:45 p.m.
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<th>Level</th>
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<td>Collier Construction</td>
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Conference at A Glance

Thursday, September 22
3–6 p.m. Registration

Friday, September 23
6:30 a.m.–6 p.m. Registration
7:30–8:30 a.m. Concurrent Sessions
7:30 a.m.–2:30 p.m. New School Board Member Seminar*
7:30 a.m.–Noon Small School District Seminar*
8 a.m.–4 p.m. Exhibit Hall Activities+
9 a.m.–Noon Concurrent and Thought Leader Sessions (Mike Robertson)
9–10:30 a.m. Extended Concurrent Sessions – 1.5 hours
9 a.m.–Noon In-Depth Workshops
11 a.m.–Noon Concurrent and Thought Leader Sessions (John Tanner)
1:30–2:30 p.m. Concurrent and Thought Leader Sessions (Tom Gardner)
2:30–4 p.m. Designated Exhibit Hall Activities+
4 –5:30 p.m. FIRST GENERAL SESSION Mike Morath

Saturday, September 24
6:30 a.m.–3:30 p.m. Registration
8–9 a.m. Concurrent and Thought Leader Sessions (A.J. Crabill)
8–9:30 a.m. Extended Concurrent Sessions
8 a.m.–3:30 p.m. Exhibit Hall Activities+
9:30–10:30 a.m. Designated Exhibit Hall Activities
10:30 a.m.–Noon SECOND GENERAL SESSION Simon Bailey
12:30–1:45 p.m. TASB Delegate Assembly Caucuses
1:30–2:30 p.m. Concurrent and Thought Leader Sessions (Mary Fertakis)
2–4 p.m. TASB Delegate Assembly
2:30–3:30 p.m. Designated Exhibit Hall Activities+
3:45–4:45 p.m. Concurrent and Thought Leader Sessions (Raymund Paredes)

Sunday, September 25
8–9 a.m. Concurrent Sessions
9:15–10:15 a.m. THIRD GENERAL SESSION Richard Gerver
10:30–11:30 a.m. Concurrent Sessions

* Pre-registration Required
+ Exhibits Viewing, Marketplace and Member Services, Learning Lounge, Exhibit of School Architecture, Student Innovation Challenge, and Cafe

Thanks for attending!
See you next year in Dallas!
October 6–8, 2017
Dallas Convention Center