



TAKE THE LEAP

LEADERSHIP. EDUCATION. ACHIEVEMENT. PROGRESS.

Make Great Strides Toward the Future

Attend the 2013 NSBA Annual Conference
San Diego Convention Center



Register today!
www.NSBA.org/conference

CHARGE FORWARD WITH FRESH KNOWLEDGE

Soak in the wisdom and put it to work back home in your district

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Comprehensive Programming

- ★ **Enlightening topics** — 200+ sessions organized into focus areas
- ★ **Expanded technology track** — case studies, trends, and more
- ★ **Valuable updates** on legislation and court decisions that impact your district
- ★ **Tactics** for making the most of shrinking resources
- ★ **Market-tested products** and services to boost performance

Pick and choose the sessions that will best benefit the needs of your district. With sessions organized into focus areas, it's easy for your team to find the content that means the most to you, your staff, and your students.



Student Achievement and Accountability

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



School Board/Superintendent Partnerships

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



Innovations in District Management

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



Governance and Executive Leadership

Effective leadership skills are necessary to transform public education. Learn how to align resources to the achievement of district standards and priorities, get updates on legal decisions impacting education, and understand education reform.



Technology + Learning Solutions

Find hands-on sessions, workshops, and site visits that highlight how technology is transforming school districts. Topics include emerging technologies, practical strategies, and real-life solutions, with relevant knowledge for everyone — from technology directors to administrators and board members.



Professional and Personal Development

Take in knowledge designed specifically for you and your personal development — from leadership skills and managing people to making better personal use of technology.

SPRING INTO ACTION WITH A LITTLE INSPIRATION

General Session Speakers

Geena Davis | Saturday, April 13



From "Thelma and Louise" to "The Accidental Tourist," **Geena Davis** is probably best known as an Academy Award-winning actress. But her work off the screen is even more impressive. A member of Mensa, she founded the non-profit Geena Davis Institute on Gender in Media. She works with film and television creators to reduce gender

stereotyping and increase the number of female characters in media targeted for children 11 and under. Hear from Davis how media plays a key role in children's development, and how her organization is making a difference.

Neil deGrasse Tyson | Sunday, April 14

Photograph by Chris Cassidy



Educated in the public schools of New York City, **Dr. Neil deGrasse Tyson** took his passion for science to Harvard and Columbia and then went on to become one of the world's most engaging and passionate science advocates. From PBS to NASA to Presidential Commissions, organizations have depended on Tyson's down-to-earth approach to astrophysics.

He has been a frequent guest on *The Daily Show*, *The Colbert Report*, *Real Time with Bill Maher*, and *Jeopardy!*. In his own words, he wants to reach "all the people who never knew how much they'd love learning about space and science."

Diane Ravitch | Monday, April 15



Diane Ravitch is a research professor of education at New York University and a nonresident senior fellow at the Brookings Institution in Washington, DC. Internationally acclaimed for her expertise on past and present education, her most recent book, *The Death and Life of the Great American School System: How Testing and Choice Are Undermining*

Education, makes the case that public education today is in peril and offers a clear prescription for improving public schools.

"NSBA offers a great opportunity to 'recharge' as a Board of Education member. Knowing how difficult educational leadership is, NSBA shares research, information, and resources to help board members be better informed leaders."

— Kathleen Yolish, Shelton Board of Education, Shelton, CT

Back by Popular Demand! 5K Walk/Run

Join NSBA for the energizing 5K Walk/Run! The event will take place along the beautiful San Diego waterfront, located behind the Marriott Marquis San Diego on Monday, April 15, 2013, from 7:00 AM – 9:00 AM. Registration is \$45 per person; children 13 and under are free. Proceeds will support the Center for Public Education.

To register, visit www.nsba.org/5K.



EXPLORE WITH INNOVATIVE CHANGE LEADERS IN EDUCATION

Celebrate education leaders who have shown how innovative approaches and unique leadership styles can improve student achievement.

Saturday, April 13

1:30 PM – 2:45 PM

Focus On...Preparing for the Challenges & Opportunities of the Common Core State Standards



Over the next few years, schools will face a series of challenges and opportunities that will have a major impact on both students and teachers. Fueled by moving to the Common Core State Standards and, more importantly, new assessments tied to these standards, schools must make a fundamental shift in both what is taught and how it will be taught. Students will be assessed on standards that are far more rigorous and much more strictly applied than in the past and therefore teachers will need to match their instruction to those higher levels of rigor and relevance. **Dr. Willard Daggett** will lay out why these changes are being made, the impact they will have on curriculum and instruction, and ways that the nation's most rapidly improving schools provide a blueprint to meet the challenges successfully.

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

Sunday, April 14

1:30 PM – 2:45 PM

Focus On...Firing on All Cylinders: Using Creativity, Critical Thinking Skills, and Differentiation to Excite Students and Inspire Learning



The world our students live in is vibrant, diverse, fast-paced, and ultra-connected. Their classrooms and learning experiences should be, too. **Rebecca Mieliwocki**, 2012 National Teacher of the Year, will demonstrate several techniques for developing exciting, challenging, and creative learning activities for students at all grade levels that enforce higher-level thinking skills, team-based problem solving, creative expression, and multi-dimensional final products. These activities ask students not just to show teachers what they know, but how to use their knowledge to complete new tasks in inventive ways.

NSBA congratulates Rebecca Mieliwocki, the 62nd National Teacher of the Year, and thanks her for her outstanding commitment to equality for all children.

Presenter: Rebecca Mieliwocki, 7th Grade English Teacher, Luther Burbank Middle School, CA

Need Continuing Education Credits for your state
education requirements? By attending the
NSBA Conference you may be able to earn credit!

*(Check with your respective state associations of school boards to
review your state requirements.)*

Sunday, April 14

3:15 PM – 4:30 PM

Focus On...Digital, Design, and the Future of Learning



After six years of studying the technology policies and practices of schools, **S. Craig Watkins** asked himself: "what should the future of learning look like and how would you design it?" Drawing his inspiration from participation in a three-year study funded by the MacArthur Foundation, he began to design a model for what his research network refers to as "connected learning," a reference to a vision of learning that is keyed to the digital practices, identities, and dispositions of today's young learners. Along with a team of designers, researchers, and educators, Watkins built an innovative framework to test some of the key design principles that define connected learning. Among the principles is the idea that learning in the digital age should be production-centered, hands-on, and experiential. In this presentation, Watkins will tell the story of an amazing project that was piloted in a school that struggled to keep students motivated, engaged, and attending school. In the span of three weeks, students engaged in research, ideation, design, and digital media creation to address the issue of childhood obesity in the form of an iBook. The project, Watkins argues, offers a glimpse into the future of what learning and digital literacy can and should look like in America's schools.

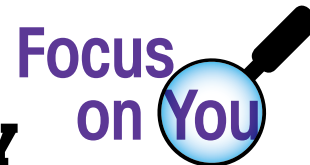
Presenter: S. Craig Watkins, Professor of Radio-TV-Film, The University of Texas at Austin



Visit the conference website for a full list of
district workshop sessions — including many
with revenue-generating ideas and real-life
methods for saving your district money.

WWW.NSBA.ORG/CONFERENCE

DEVELOP YOURSELF PERSONALLY AND PROFESSIONALLY



Saturday, April 13

8:30 AM – 9:45 AM

Leadership Isn't for Cowards

How to Lead Courageously in a Turbulent Age

Mike Staver is an internationally respected author, coach, and speaker, heralded for his ability to make complex ideas simple. Staver's message: we live in an age when it is more and more difficult to manage all of the information, demands, and challenges that are coming at us. It takes real courage to stand firm in what you believe and then to get your followers to understand what really matters and how to execute effectively. Your ability to influence your followers is key to every step of creating significant results. Courage is the key element in that process.

Presenter: Mike Staver



1:30 PM – 2:45 PM

Deal with It!! How to Stay Calm Under Pressure

Today, more than ever, you are being asked to do more and more. What it gets down to is how you choose to invest energy. It's not the hours you work, it's the value you get from the work you do. Do not, under any circumstances, let someone convince you that it is an easy process — but it is simple. In this session, participants will learn what it takes to stay calm and focused even if they don't like the circumstances.

Presenter: Mike Staver

3:45 PM – 5:00 PM

The Naked Truth about Full-Frontal Presentations

PowerPoint victims (and perpetrators) need to recognize that the ultimate value of a presentation is what the audience takes away. Come learn presentation tips, use of handhelds, electronic and participatory handouts, the power of images (plus free image sources), and the latest brain research. Tangible giveaways include dark chocolate (seriously), koosh balls (not so seriously), and the chance to win award-winning books and an Epson projector!

Presenter: Lynell Burmark, Associate, Thornburg Center

Sunday, April 14

8:30 AM – 9:45 AM

Overcoming the Odds: Lessons from the School with No Name

For 11 years, **Stacey Bess** taught homeless children in a small shed known as The School with No Name. Modeling love, self-worth, personal power, and courage, she transformed these children who had been labeled "unteachable." Her memoir *Nobody Don't Love Nobody* was adapted into the 2011 Hallmark Hall of Fame movie "Beyond the Blackboard." Bess was honored with the esteemed National Jefferson Award for Greatest Public Service, along with First Lady Barbara Bush, Supreme Court Justice Harry Blackman, and Ambassador Walter Annenberg. She is a tireless advocate for the educational rights of impoverished children, and continues to change lives by inspiring educators around the nation.

Presenter: Stacey Bess



Sunday, April 14

1:30 PM – 2:45 PM

Smart Phones...Smarter Business

Jim Spellos is a certified Microsoft Office Specialist (MOS) and President of Meeting U, a company specializing in teaching technology applications. Spellos helps you unlock all the killer tools from your smart phone and maximize your iPad or tablet for productivity. Have you unlocked all of the killer tools from your smart phones? Are you really using your iPad (or other tablet) to help enhance your productivity? This interactive session will provide ideas for learning what these smart devices can do for all of your business needs. Attendees are encouraged to bring their devices and share best practices with their favorite mobile tools and apps.

Presenter: Jim Spellos



1:30 PM – 4:30 PM

A Deeper Look at...Leadership Skills for Dealing with Difficult People

Explore the behavior styles that most often cause group conflict and learn how to resolve it. Find out why other people's behavior can be so frustrating that they become difficult people in tough situations. Master simple leadership skills to transform that annoying behavior into successful outcomes. This workshop is very interactive and will examine leadership from both theoretical and practical perspectives. You will take away tips to improve your own leadership style to become a more successful leader.

Presenters: Greg McKenzie, President, Window to Leadership, LLC; Chuck Namit, President, Strategem LLC



McKenzie



Namit

Monday, April 15

8:30 AM – 9:45 AM

Feeds & Needs

What's the most important tech topic of 2012? It's mastering the tool that allows you to get out from under the avalanche of information. It's the same one that enables you to create content-rich sites for your audience. Social Curation makes you a content publisher, as well as provides the tools to manage the information flow that comes into your computer, tablet, or smart phone. These tools are the critical time savers and information managers every business person needs.

Presenter: Jim Spellos

12:30 PM – 1:45 PM

Google-licious: How to Find Anything on the Internet

Back by popular demand, **Jim Spellos** will be doing his Google-licious session that has been so overwhelmingly popular since being introduced in San Diego, 2009. This session is for everyone, from Google novices to pros interested in learning how to use various search tools to find what you need, when you need it.

Presenter: Jim Spellos

HEAD FULL **SWING** INTO YOUR NEW BOARD POSITION

Essential Training for New Board Members

NSBA's Board Member Boot Camp is a tried and true curriculum for new members who need a quick, yet comprehensive, knowledge download — from ethics and decision making to financial oversight and basic regulations.

Pre-Conference Session

Friday, April 12 | 1:30 PM – 4:30 PM

New Board Member Boot Camp Pre-Conference Session: Ethics, Board Meetings, and the Role of a School Board Member

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

Facilitated by: Kitty Blumsack, Director of Board Development, Maryland Association of Boards of Education; Terry McCabe, Associate Executive Director, Maine School Boards Association

Advance registration and additional fee required for this session. Register by checking Board Member Boot Camp on the registration form on page 19.

Pre-registration is not required for new board member programming presented Saturday and Sunday.

Saturday, April 13

8:30 AM – 9:45 AM

The Key Work of School Boards — An Overview

The Key Work of School Boards framework provides school board members with tools and information for improving their leadership skills and raising student achievement. Learn about the eight Key Action Areas for school leaders and how to apply them to your own district.

Presenters: Kitty Blumsack, Director of Board Development, Maryland Association of Boards of Education; Kanisha Jones, Education Services Director, National School Boards Association

1:30 PM – 2:45 PM

Data-Driven Decision Making

Find out how your board can use data to effectively meet assessment and accountability challenges associated with No Child Left Behind. Learn the most useful formats for NCLB data requirements, and the newest information tools and methodologies being used by school districts, including data warehousing and business intelligence tools.

Presenters: Angie Peifer, Associate Executive Director, Board Development; Sandra Kwasa, Director, Board Development, Illinois Association of School Boards

3:45 PM – 5:00 PM

Basic Parliamentary Procedure for NEW Board Members

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

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

Sunday, April 14

8:30 AM – 9:45 AM

The Elementary and Secondary Education Act/No Child Left Behind

Every school board needs to understand the critical legal issues for school districts in implementing the ESEA, better known in recent years as NCLB. What issues have come up in your district? What issues may be on the horizon? How do your decisions at the local level play out in the national debate over ESEA?

Presenter: Reggie Felton, Assistant Executive Director for Congressional Relations, Federal Advocacy & Public Policy, National School Boards Association

1:30 PM – 2:45 PM

The Basics of Financial Oversight

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

Presenter: Barry J. Entwistle, Director of Leadership, New York State School Boards Association

3:15 PM – 4:30 PM

Student Aspirations: The Role of Your School Board

Everyone talks about the need to improve student aspirations, but the Quaglia Institute for Student Aspirations (QISA) has researched the eight conditions necessary to raise student aspirations. QISA partnered with Maine School Management Association to develop a handbook to guide school boards through this process. Learn the role of your board in improving the aspirations of your students and leave with a copy of the handbook: *School Board Members: Reflect...Inspire...Make a Difference*.

Presenter: Terry McCabe, Associate Executive Director, Maine School Boards Association

NETWORK WITH YOUR PEERS

Collaborate and Learn at National Affiliate Central

Connect with your peers as they share their educational challenges, successes, and solutions. Don't miss your annual opportunity to communicate in person with other National Affiliate districts across the nation.

Friday, April 12

1:00 PM – 4:00 PM

Digging into the Common Core Standards

See page 13 for the NA Pre-Conference Workshop.

4:00 PM – 4:45 PM

National Affiliate/TLN Annual Ice Breaker Ice Cream Social

Saturday, April 13

8:30 AM – 9:45 AM

Rural and Small District Workshop Communications Strategies for Advancing Common Core Implementation



Supportive and informed parents, teachers, and communities are critical to the successful implementation of the Common Core State Standards. How is this message of college- and career-readiness communicated in rural communities and what role do school board members have as messengers? Participants will hear about ways they are tackling this issue. You'll identify challenges you face and work to identify potential solutions in your community.

Presenter: Laura A. Moore, Director of Innovation, SCORE

1:30 PM – 2:45 PM

Five-Minute Matters

What can you learn in five minutes? You'll be amazed. Five-minute presentations with slides auto-advancing every 15 seconds will cover the following topics: Disaster Recovery, Student Inspiration, Building a District Dream Team, Digging Deeper into Common Core, Learning through Creativity, College and Career Pathways, and Collaborative Professional Development.

Presenters: Various School Districts

3:45 PM – 5:00 PM

Hot Topic Session — Disasters Can Take on Many Shapes. Know How to Recover!



Weather, violence, and terror can move you from your day-to-day activities to a world filled with chaos and angst. During disasters, schools often become a safe haven for the community. Join us as we learn from district representatives how they responded when disaster struck their community.

Presenters: Dr. C.J. Huff, Superintendent, Joplin School District, Joplin, MO; John Barry, Superintendent Board Member, Aurora Public Schools, Aurora, CO

Sunday, April 14

8:30 AM – 9:45 AM

10 Greatest Legal Challenges



Your school district operates in a highly-regulated industry. As you attempt to provide a safe, enriching, and successful learning environment for your students, you must simultaneously navigate a labyrinth of federal, state, and local legal standards. Some of these requirements create challenging obstacles to the performance of your mission — educating students. Join us for a review of the largest legal challenges facing school districts today.

Presenters: NSBA Legal Team

1:30 PM – 2:45 PM

Burning Hot Topics on Capitol Hill



Every day on Capitol Hill and at the Department of Education decisions are being made that affect your district. This is your chance to learn about the latest issues and how your National Affiliate dollars are being used to influence those efforts on your behalf.

Presenters: NSBA Advocacy Team

3:15 PM – 4:30 PM

The Logjam — 20 Things That Block Transformation in Education and What You Can Do About Them



We spend time creating change only to see it blocked. Blocked by what? A lack of money, a lack of resources, a lack of time, discord, misalignment of efforts, etc. We feel like we're stuck in a logjam. What can we do?

Presenters: Dr. Jack Grayson, Executive Chairman and Founder, American Productivity and Quality Center; Fred A. Bentsen, Senior Vice President, American Productivity and Quality Center

Monday, April 15

8:30 AM – 9:45 AM

Special Session — 10 Good Things About Public Education



The naysayers are wrong. Our public schools are not failing; indeed, there are many things that schools are doing right. In this session, one qualified positive thinker will offer her personal top 10 list of good things about American public education with data to prove it.

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

10:15 AM – 11:30 AM

Five-Minute Matters

Hang on! Here are more five-minute presentations to peak your interest. You won't want to miss these exciting presentations: Choice Academies, Advancing Technology in Challenging Economic Times, Safety in Building Construction, EcoSchools, The Road to Innovation, Re-Culturing the Central Office, and Slimming Down and Shaping Up.

Presenters: Various School Districts

12:30 PM – 1:45 PM

What Board Members Need to Know about Flip Learning



How do you reach all of your students in every class, every day? This session will introduce the concept of Flipped Learning: where educators transfer the responsibility and ownership of learning to the student and provide them with a way to engage in their own learning. Join us and have your understanding of the classroom flipped — in a good way.

Presenter: Kari M. Arfstrom, Ph.D., Executive Director, Flipped Learning Network

National Affiliates Save with Special Rates
Become a National Affiliate and save on your registration fees for the conference at www.nsba.org/na.

SEE I.T. IN ACTION — TECHNOLOGY + LEARNING AND LEADERSHIP



For 24 years, NSBA's T+L Conference brought you cutting-edge content around the applications for technology in every aspect of education and learning. Now, that same quality of programming has become a part of the NSBA Annual Conference, with a variety of choices for hands-on experiences and up-to-the-minute developments in technology, all brought to you by the Technology Leadership Network (TLN).

All workshops and events on this page require additional fees. See page 19 for fees and registration.

Friday, April 12

9:00 AM – 12 NOON OR 1:00 PM – 4:00 PM

Education Content for the iPad — TLN Workshop Room

iPad is changing the learning experience, making it more engaging, interactive, and completely mobile. Get an overview of amazing apps for teaching and learning, see interactive iBooks textbooks built with iBooks Author, and learn how iTunes U gives educators powerful tools to develop and distribute courses featuring audio, video, books, and other content. Discover how iPad is changing the classroom and what you need to know to understand today's digital revolution.

(Each hands-on session is limited to 20 participants. Pre-registration is required. See page 19 for fees and registration.)

1:00 PM – 4:00 PM

U.S. Navy SEALs Visit — Leadership Insights

Navy SEALs take their name from the environments in which they are trained to operate: sea, air, and land. Their small, highly trained teams usually work quietly at night, conducting some of the nation's most important missions. Learn how their techniques to build teamwork and foster leadership can be applied to support success in your own organization on a daily basis.

(Fee includes transportation, limited to 50 participants.)

Saturday, April 13

12:15 PM – 4:00 PM

Mobile Learning Center, University of San Diego & Qualcomm Site Visit

Going Mobile: What the Future Holds for Learning

Get a hands-on experience in the nation's first research lab dedicated to mobile learning's impact on K–12 education at USD. Become the teacher or student in a simulated classroom with a multitude of mobile devices; hear how effectiveness is evaluated; and hear how public policy and e-Rate funding could be impacted as a result of the Center's research on the FCC mobile pilot projects. Plus, get an insider's briefing at Qualcomm's headquarters, the world leader in next generation mobile technologies.

(Fee includes bus transportation and lunch.)

Sunday, April 14

12 NOON – 2:00 PM

Education Technology Luncheon

Please see Dine and Learn on page 18 for a full description.

Presenter: Kevin Honeycutt

(This session is open to all NSBA Annual Conference attendees.)

Sunday, April 14

2:00 PM – 5:15 PM

Learning from the Sea: Site Visit to Birch Aquarium at Scripps Institution of Oceanography

Spend an interactive afternoon at the interpretive center for Scripps Oceanography. Engage with educators and researchers as you explore cutting-edge science exhibits that utilize technology in novel ways, with a look to the future of STEM. Also, get your hands wet with a live animal touch while learning about the dynamics of our local rocky intertidal environment and the invertebrates that call it home.

(Fee includes transportation; limited to 50 participants.)

Monday, April 15

8:30 AM – 2:30 PM

Encinitas Union School District Site Visit One-to-One Digital Learning Program

See how this K–6 district is personalizing teaching and learning with the use of technology to increase student engagement and provide real-time formative and summative data on student performance to teachers. With all students in grades 3–6 having their own iPad (4,500 total), the district has seen great success in the integration of digital learning into the classroom by all teachers. All students in the program have the option of using an EUSD provided iPad or supplying their own iPad.

(Fee includes transportation and lunch.)

8:30 AM – 2:30 PM

San Diego Zoo Educational Visit & Lunch Behind the Scenes at the San Diego Zoo: Learn How Their Educational Resources Can Excite Your Students

Students and teachers all over the U.S. can experience the educational resources of the San Diego Zoo. Learn about wildlife opportunities for the students and teachers you represent at this fun and informative workshop. See firsthand how "virtual visits" can work for your school district; the latest technology from Qualcomm supports the zoo's School in the Park program; and how this unique partnership between the San Diego Zoo, a local university, a charitable organization, and public elementary schools is bringing cutting-edge learning tools to at-risk students. Hear how teachers can get involved in the zoo's summer professional development institute or how your students can connect throughout the year to young bloggers in the zoo's InternQuest program. Highlights of the day include a two-hour private tour with professional zoo educators and behind-the-scenes opportunities.

(No one under 18 – fee includes transportation, zoo admission, and lunch.)

Hear cutting-edge speakers in eight powerful sessions hosted by NSBA's Technology Leadership Network. Open to all conference attendees.

Saturday, April 13

8:30 AM – 9:45 AM

NSBA's 1st Annual Technology Innovation Showcase

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

1:30 PM – 2:45 PM

Disappearing Ink: Moving from Textbooks to Digital Content

Practical implementations have replaced theoretical conversations about the shift from print books to digital content. Imagine a high school without traditional textbooks for the past nine years; statewide collaboration to create a digital physics book by Virginia scholars; and a non-profit organization with the goal of reducing textbook costs through the OER (Open Education Resource) movement across all curriculum areas with "flexbooks."

Presenters: Dr. Tammy McGraw, Virginia Department of Education, VA; Neeru Khosla, Executive Director CK-12 Foundation, CA; Matt Federoff, Chief Information Officer, Vail School District, AZ

3:45 PM – 5:00 PM

Our Youngest Learners and Technology — Research to Practice

Get the latest data from researchers and hear real stories from educators about how technology can be effectively used with our youngest learners. From iPads to video production, young students are using technology to enhance their learning, but are there any concerns when providing tools for this age group?

Presenters: Kathy Shirley, Director, Technology and Media Services, Escondido Union School District, CA; Mike Lorion, General Manager, Education Common Sense Media, CA

Sunday, April 14

8:30 AM – 9:45 AM

Mainstreaming STEM+ARTS — The STEAM Movement in U.S. Schools

Nationally, thought leaders are suggesting a shift from STEM to STEAM (adding the Arts to the Science, Technology, Engineering, and Math focus). Hear from one of the leading proponents of this educational strategy and then get a deeper look at a national model STEAM magnet school. Learn about project-based and STEAM instructional themes and improving achievement and access to the core curriculum for ALL students (especially second language and Title I students).

Presenters: Jim Brazell, Founder, VentureRAMP, Inc., TX; Doug Dall, Principal, Clark Magnet High School, Glendale Unified School District, CA

3:15 PM – 4:30 PM

Bringing STEM to Life — 3D and Other Strategies to Engage Learners

Everyone agrees the number of students engaged in STEM (Science, Technology, Engineering & Math) content needs to increase, but how? Experience firsthand how 3D technology enhances learning and about teaching strategies that make STEM content relevant to the lives of learners.

Presenters: Tracey Masamoto Marler, Director, Classroom3®, IL; Ferdi Serim, Learning Community Technologies Director, Quaglia Institute for Student Aspirations, NM; Dave Master, Director, Learning Activists, CA

Monday, April 15

8:30 AM – 9:45 AM

Global Connections — Preparing Students for Their World

Today's technology enables more relevant interactions than the international pen pal letters of past generations. Hear solutions that help your district fulfill its goal of preparing students to be global citizens, ready to effectively compete in the increasingly flat world and its global economy. From highly regarded cultural programs and expanded language learning to the latest tech tools that facilitate global collaborations, this session is designed to inspire you to open the doors of the world to your students.

Presenters: Dr. Rita Oates, Vice President, Education Markets at ePals Inc., FL; Dr. Yvonne Marie Andres, President & Co-Founder, Global SchoolNet Foundation, CA

10:15 AM – 11:30 AM

Flipping, Blending — New Models to Support Learning

Simplified technologies allow teachers to easily record lessons for use at home, and intelligent software adapts to target a child's specific learning needs. Technology is allowing educators to rethink how in-class and out-of-class time can best be used. Hear from leaders who are flipping and blending online and in-person learning to support student achievement.

Presenters: Kari Arfstrom, CEO, Flipped Learning Network; John Danner, Co-Founder & CEO, Rocketship Education, CA

12:30 PM – 1:45 PM

In Their Own Words — Student Experiences and Expectations

Data from the annual Speak Up surveys has informed local and national policy for a decade about how students want to interact with technology. Hear the latest trends from the most recent survey and then meet a group of students engaged in the MOUSE Squad of California and hear about the technology-based opportunities that motivate them to succeed in today's information society while providing a service to their schools. MOUSE (Making Opportunities for Upgrading Schools & Education), is a New York City-based non-profit with student programs across the U.S.

Presenters: Julie Evans, CEO, Project Tomorrow; Jan Half, Program Director, MOUSE Squad of California, MOUSE Squad Students

TLN Networking Room

Join colleagues from other Technology Leadership Network districts to exchange ideas and share successes over a cup of coffee.

Not yet a TLN district?

Contact Gene Broderson, gbroderson@nsba.org for more information.

JUMP INTO ACTION

Advance the Cause of Public Education

Saturday, April 13

1:30 PM – 2:45 PM

School Boards' Last Stand: Grasping for Local Control in an Age of Uniformity



We know better than you! This seems to be the battle cry of state and federal officials when it comes to local schools. Years of budget cuts, common standards, and tests have forced local decisions out of the hands of locally elected school officials. Now charter schools, vouchers, virtual schools, and national "think tanks" threaten to make our schools little more than the educational version of a McDonald's franchise. Come hear what you're up against from four top experts!

Presenter: Experts from State School Boards Associations

3:45 AM – 5:00 PM

Maximizing Your Meetings with Members of Congress



In this interactive session, learn how to get the most out of face-to-face meetings with members of Congress. View NSBA's video on How to Lobby Your Members of Congress, and learn strategies for gaining control of the meetings and getting a stronger commitment from your members of Congress.

Presenters: NSBA Federal Advocacy and Policy Staff

Sunday, April 14

8:30 PM – 9:45 PM

The 2013 NSBA School Law Docket: A View from the High Court



Join NSBA General Counsel **Francisco M. Negrón, Jr.** for a survey of cases impacting public schools in 2013 in the United States Supreme Court and across the national school law docket. Take an inside look at the High Court's decisions and at current cases including the Court's continuing struggle with racial diversity in student bodies, and learn about trends in bullying, speech, and employment law matters with implications for public schools across the country.

Presenter: Francisco M. Negrón, Jr., General Counsel, National School Boards Association

3:15 PM – 4:30 PM

Building a Local Lobbying Campaign



Learn from NSBA advocacy staff how to create a strong network and build coalitions in your community to support advocacy initiatives for public education. By involving the larger community and other organizations, school boards can create a larger presence at both federal and state levels to influence public education legislation.

Presenters: NSBA Federal Advocacy and Policy Staff

Monday, April 15

8:30 AM – 9:45 AM

National Education Spotlight: Federal Legislative Update



Join NSBA's advocacy staff to learn about new Congressional education initiatives impacting student achievement and school delivery of educational services. Expand your knowledge about federal legislation and policy and find out how you can get involved.

Presenters: NSBA Federal Advocacy and Policy Staff

SPECIAL SESSIONS

Saturday, April 13

8:30 AM – 9:45 AM

NSBA School Health Leaders: Making a Difference



NSBA's School Health Programs office supports a growing cadre of volunteer School Health Leaders — school board members and superintendents with a special interest in minimizing health-related barriers to student learning. This session will highlight how the NSBA School Health Leaders are working with and through their state school boards associations to promote effective policies, programs, and practices in their own districts and with other districts in their states.

Presenter: James Bogden, Project Associate, Coordinated School Health, National School Boards Association

1:30 PM – 4:30 PM

A Deeper Look at...Superintendent Evaluation



Emerging research demonstrates the significance of evaluating superintendents based on a framework of effectiveness. School board members, as well as superintendents, who are trained in evaluation are more likely to contribute fair and unbiased perspectives of performance. Fair and effective evaluation requires alignment of district goals, your evaluation process, duties performed, and professional standards for superintendents. Learn how to observe and evaluate performance based on evidence and the impact on your district outcomes.

Presenters: Phil Gore, Director of Leadership Development Services, Washington State School Directors' Association; Gary Cohn, Superintendent, Everett School District

Learning Lounge

Back by popular demand, these 20-minute mini-sessions will take place in the Exhibit Hall Saturday and Sunday 11:30 AM to 1:30 PM. Come learn about breaking educational news and hot topics.

COUNCIL OF URBAN BOARDS OF EDUCATION PROGRAMMING

Friday CUBE pre-conference programming will be held at the Manchester Grand Hyatt for an additional fee. The remainder of the CUBE programming will take place at the San Diego Convention Center. Pre-registration is required for CUBE programming on Friday and Saturday morning. Please see the form on page 19.

Friday, April 12

- 8:00 AM – 4:00 PM Registration
- 9:00 AM – 12 NOON..... Highlighting Academic Success of Young Men of Color
- 12:15 PM – 1:30 PM..... Keynote Luncheon
- 1:30 PM – 1:45 PM..... Remarks by
Minnie Forte-Brown
- Minnie Forte-Brown is the CUBE Steering Committee Chair and also serves as Vice-Chair of the Durham (NC) Public Schools Board of Education.
- 2:00 PM – 3:15 PM CUBE Forum
- 3:30 PM – 5:00 PM District Workshops
Large Size Urban Districts (60,000 and over)
Mid-Size Urban Districts (30,000–60,000)
Small-Size Urban Districts (under 30,000)
- Join one of CUBE's most popular sessions, where board members from like-sized districts meet to discuss timely topics on urban education.
- 5:15 PM – 6:30 PM..... CUBE Networking Reception



Saturday, April 13

- 8:30 AM – 9:45 AM CUBE Annual Business Meeting and Breakfast
- CUBE districts meet to consider nominations, elect new Steering Committee members, and discuss issues of concern to the membership. CUBE registrants and non-CUBE registrants alike are encouraged to attend and learn more about CUBE, and to hear reports from the nation's major urban districts about progress in student achievement.
- (This session is open to CUBE registrants only.)*
- 11:45 AM – 1:45 PM CUBE Luncheon Session
- (This session is open to CUBE registrants only.)*
- 2:00 PM – 4:00 PM..... A Continuing Series on the Role of the School Board and Closing the Achievement Gap for Young Men and Boys of Color
- This continuing series is a joint endeavor of NSBA's Council of Urban Boards of Education (CUBE), National Black Caucus (NBC), National Hispanic Caucus (NHC), and National Caucus of American Indian/Alaska Native (NCAIAN).
- (This session is open to all NSBA Annual Conference attendees.)*
- 6:00 PM – 9:00 PM CUBE Urban Night Out
By Invitation Only

Sunday, April 14

- 8:00 AM – 9:45 AM..... Urban School Board Leadership Training
- 2:30 PM – 4:00 PM CUBE Skills Building Workshop

Please check the website for details and updates at www.nsba.org/cube.

JOIN IN NOW!

Special Offers for New Caucus Members

NSBA has established three Caucuses to foster national level leadership and attention to the issues faced by so many students today.

Caucus membership is open to anyone interested in meeting and addressing the educational needs of racial and ethnic students in our communities. Members of the Caucus represent many of the largest and most populated urban school districts, as well as some of the most expansive and rural school districts in the nation. They are called upon to work to promote equal educational opportunities for students within identified racial and ethnic groups to monitor the developmental and academic achievement of children.

Benefits to Caucus Membership include: Connections to an expanded advocacy network; learning opportunities and networking; timely information on national issues

For more information about each Caucus, please visit
www.nsba.org/caucuses.

Caucus membership special offer is open only until April 15, 2013, to Conference registrants who are school board members and who have not previously belonged to the caucus.



NSBA
NATIONAL BLACK CAUCUS
of
SCHOOL BOARD MEMBERS

Special conference offer:
Become a member through
June 30, 2013, for just \$30.



Special conference offer:
Become a member through
June 30, 2013, for just \$15.



Special conference offer:
Become a member through
June 30, 2013, for just \$30.

DIVE DEEPER FOR MORE WISDOM IN KEY AREAS

Pre-Conference Workshops • Friday, April 12

The Friday before the conference is the perfect opportunity to add on these half and full-day workshops that offer the most compelling topics requested by school boards.

Pre-registration and an additional fee is required for all Pre-Conference Workshops. Please note that all participants will need to be pre-registered for the workshop, including guests. See form on page 19.

Morning Sessions

9:00 AM – 12 NOON

Cost for each half-day session is \$170 for National Affiliate districts and \$195 for others.

#1 What Every School Board Member Should Know About School Law



Experienced attorney members of the Council of School Attorneys will provide an informative introduction to key school law concepts you use every day. First, receive an introduction to the “24 Practical Legal Strategies Every Public School Official Should Know.” Then, learn about legal standards and key concepts in two crucial school law topic areas: student rights and school board authority. Walk away with more questions for your school attorney.

Presenters: A. Dean Pickett, Tempe Tri-District Legal Counsel, Tempe Union High School District; Cynthia Lutz Kelly, School District Attorney, Topeka Public Schools — USD 501; Deryl Wynn, Attorney at Law, McAnany, Van Cleave & Phillips, P.A.

#2 Understanding the Key Work of School Boards



Research on school board governance has demonstrated that leadership teams in districts with higher student achievement are significantly different in knowledge, beliefs, and actions from the boards in lower achieving districts. Take an interactive walk through the *Key Work of School Boards Guidebook* and explore eight systematic thinking action areas designed to keep achievement at the heart of the conversation.

#3 Inspecting What You Expect: Evaluating the Performance of the Superintendent and the School Board



High-performing school districts are led by superintendents and school boards that value and practice continuous improvement. This workshop will focus on how school districts can utilize the data-based superintendent evaluation and board self-assessment to improve their performance. The presenters will introduce and discuss various models that are currently successful in school districts.

Presenters: Tony Arasi, Director of Professional Development; Mark Willis, Assistant Executive Director, Georgia School Boards Association; Dr. Wanda Creel, Superintendent, Barrow County Schools

#4 The Data Made Me Do It! Using Data for Continuous School Improvement



Data is fundamental to effective school board governance, though many school board members aren't experts in education data. Explore how school boards can use data to set goals, align resources, and monitor actions to improve outcomes for their students. Learn how boards are increasingly using data to inform their decisions about student achievement. This workshop was developed by NSBA's Center for Public Education in partnership with state school boards associations in California, Illinois, and Michigan.

Presenters: Patte Barth, Director, Center for Public Education, National School Boards Association; Sandra Kwasa, Director; Nesa Brauer, Consultant, Board Development, Illinois Association of School Boards

#5 The Board's Role in Transitioning to the Common Core Standards



Participants will uncover the brilliance imbedded throughout the Common Core State Standards. Board members will leave with an understanding of their roles and responsibilities relating to the strategic implementation of the Common Core Standards. Administrators will leave with a blueprint for strategically engaging their boards and stakeholders in the Common Core Standards implementation process. Participants will leave the session with key talking points about the common core and a variety of ready-to-use presentation materials.

Presenters: Jeffery Cohn, Director Field Services, Illinois Association of School Boards; Donna McCaw, Professor Emeritus, Western Illinois University; Stuart Yager, Associate Professor, Western Illinois University

Afternoon Sessions

1:30 PM – 4:30 PM

Cost for each half-day session is \$170 for National Affiliate districts and \$195 for others.

#6 Eight-Step Continuous Improvement Process: A School Improvement Initiative That Produces State and National Recognition



Teachers and administrators in low performing schools often have no plan for improvement. Everyone in the system is trying something different, yielding inconsistent results. The Eight Step Continuous Improvement Process is a systemic approach to school improvement. Participants will understand the eight steps and the research behind each one, see data from other schools that have improved because of the process, and meet the presenter who has used the process over 10 years.

Presenter: Peggy Hinckley, Peggy Hinckley Consulting LLC

#7 School Safety & Security: Will Your School Crisis Plan Work When You Need It?



Parents demand to know their children are safe before they can embrace and support the academic, social, and personal development mission of their school. Thus, the critically important work of school leaders to plan for all types of emergencies and to exercise these plans so students and staff can effectively respond to incidents that range from an intruder in the building to a major weather-related catastrophe. This hands-on pre-conference work session will guide school board members and superintendents through a structured school crisis plan development process that collaboratively engages key school staff and administrators with law enforcement, fire, and rescue officials.

Presenters: Winton Goodrich, Assistant Superintendent, South Burlington School District; Stephan M. Earley, Chair, Vermont School Crisis Planning Team

#8 Build a Successful Strategic Plan and Beat the Odds



Most strategic plans fail. Why? The process often lacks key trust and engagement factors. This session will help your district reduce resistance to change and infuse your plan with confidence-building protocols. Participants will learn the recently discovered triggers from brain research to increase staff motivation, community engagement, and student success. Make your next strategic plan a win for everyone.

Presenter: Steve Lamb, Board Development Specialist, Oregon School Boards Association

#9 The Board's Role in Transitioning to the Common Core Standards



Repeat of morning workshop; see description of workshop #5. Register and attend only one session.

Full-Day Session

9:00 AM – 4:30 PM

(lunch on your own 12 NOON – 1:30 PM)

Cost for full day sessions is \$270 for National Affiliate districts and \$320 for others.

#10 Take the Lead: Continuous Improvement for School Boards



In this team-based workshop, examine a system of intentional board practices using research-based standards to put improvement into action. In collaborative learning teams, you will actively engage to learn the benefits for their board of standards, assessments, goal setting, and action planning. Develop a plan for improving your board's work based on samples of assessment reports and qualitative data from school boards. This includes formative assessments of your board's progress. Your team will also explore practices and actions of high functioning boards and recognize how actions of the board link with improved student achievement.

Presenters: Phil Gore, Director of Leadership Development Services; Colleen Miller, Board Training Specialist, Washington State School Directors' Association

National Affiliate (NA) Session

1:00 PM – 4:00 PM

Digging into the Common Core Standards

The clock is ticking. School boards are expected to fully establish Common Core State Standards (CCSS) in their districts by 2014. Are you ready? Learn what district leaders need to know about Common Core. Engage in activities that are interactive and provide practical strategies and planning examples. Examine helpful resources designed to support implementation of CCSS in districts and schools.

Presenter: David Wallace, President, The Sequoyah Group

(Pre-registration is required for this session. The session is free to NA/TLN districts. For others, cost is \$195.)

Technology + Learning

9:00 AM – 12 NOON OR 1:00 PM – 4:00 PM

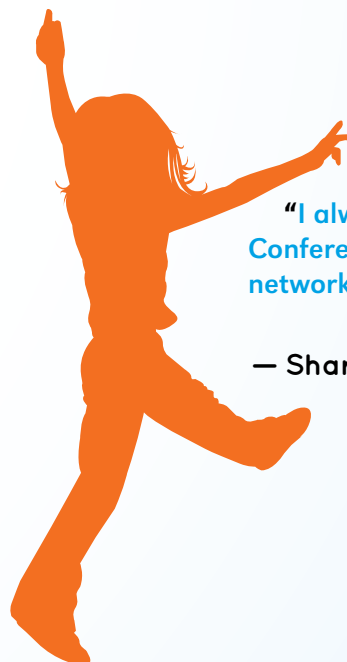


Education Content for the iPad – TLN Workshop Room

iPad is changing the learning experience, making it more engaging, interactive, and completely mobile. Get an overview of amazing apps for teaching and learning, see interactive iBooks textbooks built with iBooks Author, and learn how iTunes U gives educators powerful tools to develop and distribute courses featuring audio, video, books, and other content. Discover how iPad is changing the classroom and what you need to know to understand today's digital revolution.

(Each hands-on session is limited to 20 participants. Pre-registration is required. See page 19 for fees and registration.)

For the technology site visits, see page 8.



"I always learn from going to the Conference, if not in a session, then by networking with other board members from other states."

**— Sharon Manson, Waverly City SD,
Waverly OH**

SEEK OUT THE RESOURCES YOU NEED

Source It at the NSBA Exposition

Hundreds of companies make it their mission to support school districts across the U.S. The best of the best are here at the NSBA Exposition, and this is your chance to talk with them about how your schools can benefit from their products and services. You'll find innovative approaches, hands-on technologies, and interactive displays — all with knowledgeable professionals ready to answer your questions.

Back by Popular Demand! Green Zone

Learn how greening your schools doesn't just save money, but also changes how we learn. Find out how you, as a school leader, can make a commitment to advance a green initiative in your school and engage your community at the same time.

Learning Lounge

Pop into these mini-sessions on the exhibit floor and discover the latest information on breaking education news and hot topics. Sessions will take place during the exclusive Exhibit Hours each show day.

Cutting-Edge AveNEW

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

Waltz down **Music and Arts Main Street** to find companies offering arts and music programs. No need to cut these valuable programs when you will find cost-saving alternative solutions here. You may even be treated to an impromptu mini-concert by one of our outstanding student groups at the Music Main Street stage.

Health and Wellness Pavilion

Take a break at the Health and Wellness Pavilion and get a massage at the Relaxation Station. Enter the pedometer contest by being one of first participants to sign up and receive a free pedometer. Then walk, stroll, saunter, or trot your way to the Grand Prize! The participant who logs the most steps will receive an exciting prize.

Returning for a Second Year! NSBA Health Fair

Stop by the NSBA Health Fair at the Health and Wellness Pavilion and participate in the various stations that take place throughout the day to learn how to improve your health as well as the health of the students in your district.

New! Technology Innovation Showcase

The education market is bursting with new products driven, in part, by Common Core Standards. Don't miss your chance to meet emerging companies during the TLN's 1st annual Innovation Showcase Showdown presentations when you get to pick the "most likely to succeed." Make a visit to the TLN Innovation Showcase Pavilion in the Exhibit Hall a top priority and take home the latest ideas for your team!

NSBA Marketplace

The only location on the exhibit floor where you can purchase and take home the products these specific vendors are offering.

Exhibition of School Architecture

While visiting the Exhibit Hall, don't miss this showcase of outstanding school design. Discover how school architecture is responding to today's challenges, including overcrowding, aging facilities, and the need for current technology. Displays will include photos, blueprints, and color scale renderings of the schools of the future — your future!

Plan Ahead

To get an idea of who's going to be at the NSBA Exposition and what will be offered, visit the Annual Conference website at www.nsba.org/conference for a list of exhibiting companies and a searchable database by product.

Exhibit Exam

How much do you know about our exhibitors? Visit the participating Exhibit Exam participants, get the answers to questions about their companies, then enter for a chance to win one of many exciting prizes!

EXHIBIT HALL HOURS

Saturday, April 13
11:30 AM – 4:30 PM

Exclusive Exhibit Hall Hours:
11:30 AM – 1:30 PM &
2:45 PM – 3:45 PM

Sunday, April 14
11:30 AM – 4:00 PM

Exclusive Exhibit Hall Hours:
11:30 AM – 1:30 PM



COUNCIL OF SCHOOL ATTORNEYS

Legal Learning — 2013 School Law Seminar



Elizabeth Eynon-Kokrda



Allison Schafer

NSBA's Council of School Attorneys (COSA), the national network of attorneys representing K–12 public school districts, will present its annual School Law Seminar at the Manchester Grand Hyatt. The program will tackle controversial and complex school law issues facing attorneys, and will feature an early-bird labor interactive presentation and a School Law Boot Camp. A boxed lunch will be served by COSA on Friday so that you can enjoy relaxing with your colleagues on the Hyatt's sunny patio.

Join COSA Chair **Elizabeth Eynon-Kokrda**, Baird Holm L.L.P., and COSA Chair-Elect **Allison Schafer**, North Carolina School Boards Association, on **April 11–13, 2013**, for this PREMIER Continuing Legal Education (CLE) event. Attorneys will earn up to 11.5 hrs. of CLE*, including 1 hour of ethics.

School leaders will also benefit from the practical legal information shared at the seminar, including:

- ★ Legal challenges in evaluating teachers based on student achievement
- ★ Sex stereotyping and gender identity employment discrimination
- ★ Identification and education of autistic students
- ★ Services to students with disabilities enrolled in private/parochial schools
- ★ Coping with school avoidance
- ★ Using social media in investigating and disciplining employees
- ★ Lessons learned from Penn State — allegations of employee misconduct
- ★ And much more!

All programming is hosted at the Manchester Grand Hyatt Hotel. Watch for new session information on the Council's website at www.nsba.org/cosa.

Thursday, April 11

- 8:30 AM – 2:00 PM** NSBA Member State Association Counsel Luncheon Meeting
- 10:00 AM – 2:00 PM** In-House Counsel Luncheon Discussion Meeting
- 2:30 PM – 4:15 PM** Concurrent Early-Bird Sessions
- 4:30 PM – 6:00 PM** Opening General Session

Friday, April 12

- 7:30 AM – 9:00 AM** Continental Breakfast
- 8:15 AM – 4:30 PM** Morning General Session and Afternoon Concurrent Sessions
- 12:20 PM – 1:30 PM** Boxed Lunch Served for All Seminar Attendees
- 4:45 PM – 6:00 PM** School Law Seminar Reception

Saturday, April 13

- 7:30 AM – 9:00 AM** Continental Breakfast
- 8:30 AM – 12:10 PM** COSA Business Meeting, Elections & Morning General Session

All programming is hosted at the **Manchester Grand Hyatt Hotel**. To register, mark **School Law Seminar** on your NSBA Conference Registration Form and select the appropriate Conference fee. For complete program details, or to register for the **School Law Seminar only**, obtain a separate registration form at www.nsba.org/cosa or contact the Council at 703-838-6150. Ask about the special rate for law students and for COSA members who are school district in-house counsel or government attorneys.

**The Council will apply for 11.5 CLE credits in all states with mandatory CLE. Credit awarded varies from state to state.*



DISCOVER SAN DIEGO

Saturday, April 13
12 NOON – 1:00 PM

This orientation session highlights the vital facts, fascinating history, and must-see things in San Diego. It's a great way to boost your knowledge of the area before starting your own exploration of what this city offers. Hosted by NSBA's Tour Company, PRA San Diego.

Tour Program

San Diego is a very popular destination for NSBA's Annual Conference — and it's no wonder. Whether you're in the mood for shopping, hiking, sports, or sightseeing, San Diego is the perfect destination. PRA San Diego will be arranging all of NSBA's tours this year. The tour website will be available December 4, 2012, at www.pra-tour.com/nsba.

REGISTRATION AND HOUSING INFORMATION

Registration and Housing both open on Wednesday, October 17, at 9:00 AM EST

You asked for a more streamlined registration process for both attendee registration and hotel accommodations for the Annual Conference, so we have made it easier! Now, you can register online and then click over to make your hotel reservations with our housing company as long as you are paying your registration fee by credit card.

Conference schedule:

- Pre-Conference Sessions and Early-Bird Workshops: Friday, April 12
- Conference begins: Saturday, April 13
- Conference concludes: Monday, April 15, at 3:30 PM
- Note to CUBE participants: Program begins Friday morning, April 12, at 9:00 AM
- COSA School Law Seminar: Thursday, April 11, 2:30 PM to Saturday, April 13, 12:10 PM

To register for the Conference and housing:

When paying by credit card

- Go to www.nsba.org/conference, click on Register, and select your payment type
- Log on
- Once logged on, select ONLINE Store/Registration
- You'll see the Conference registration link
- Add optional events for the registrant, add the spouse/family member if attending
- Select the payment option
- Once payment is complete, on the receipt page will be a link to proceed to housing to reserve your room(s)

When paying by purchase order

- Go to www.nsba.org/conference, click on Register and select your payment type
- Select your state — select your district if listed (if not, select the Register link)
- Enter the registration name and contact info
- Select optional events, add the spouse/family member if attending
- Enter the payment information
- Register another if more than one
- **This option does not allow for immediate housing reservations.** Please allow a minimum of 2–3 days for this registration to be processed and then you will receive a confirmation letter with instructions on how to reserve housing.

To reserve your rooms at a later date or to request a suite, please contact the NSBA Housing Bureau

- Go to www.nsba.org/conference and follow the instructions for hotel information/reservations for immediate processing
- Call 1-800-616-8210 (U.S./Canada) or 1-415-979-2264 (International) Service is available Monday through Friday, 9:00 AM – 9:00 PM EST
- Fax: 1-415-216-2535

If making your hotel reservations at a later date, each individual registrant will need a confirmation ID # to book rooms. Only nine rooms or fewer may be reserved by telephone. If you are reserving 10 or more rooms, please fax, mail, or go to the NSBA Housing Bureau website to arrange for your accommodations online. Housing forms may be downloaded from www.nsba.org/conference.

All reservations should be made prior to March 22, 2013. Room availability and special Conference rates cannot be guaranteed after that date.

NSBA's official housing company is Convention Management Resources (CMR), based in San Francisco, CA. NSBA does not authorize any other housing company or independent broker to make housing reservations for our Conference.

Travel information:

NSBA has selected Association Travel Concepts as the official travel agency for the 2013 Annual Conference. Discount airfares are available on United and American Airlines, and low car rental rates are available through Hertz and Enterprise.

Contact ATC today:

- www.atcmeetings.com/NSBA
- Email: reservations@atcmeetings.com
- Phone: 1-800-458-9383

The above discounts apply for travel 4/8/2013 – 4/17/2013 (SAN).

ATC agents are available for reservations from 8:30 AM – 8:00 PM (EST), Monday through Friday. Some restrictions may apply. Service fees apply.

You may also call your own agency or the vendors directly and refer to the following I.D. numbers:

- American Airlines: 1743BW
- United: ZNPK548694 or call 1-800-521-4041
- Hertz: CV#031C0018 or call 1-800-654-2240
- Enterprise: 32H7476 or call 1-800-593-0505

Register Early and Save!
Early registration discount ends January 10, 2013.
Call 1-800-950-6722 or visit www.nsba.org/conference

Registration constitutes your consent that any picture taken during NSBA-sponsored events can be used for meeting and promotion purpose without remuneration.

HOTEL LIST AND AREA MAP

Shuttle Service: NSBA's complimentary all-day shuttle will run between the Annual Conference hotels and the San Diego Convention Center.

Shuttle service will **not** be provided to the following hotels, **as they are within easy walking distance to the San Diego Convention Center:** Hard Rock Hotel San Diego, Hilton San Diego Bayfront, Hilton San Diego Gaslamp Quarter, Horton Grand Hotel, Hotel Solamar, Omni San Diego, Residence Inn San Diego Gaslamp, San Diego Marriott Gaslamp Quarter, San Diego Marriott Marquis & Marina.



Hotel	Single	Double	Extra Person	Distance (in miles)	Walking time from SDCC (in minutes)
1 Andaz San Diego 600 F Street 92101	\$180	\$180	\$25	0.57	11
2 Courtyard San Diego Downtown 530 Broadway 92101	\$169	\$169	\$20	0.70	14
3 Embassy Suites San Diego Bay 601 Pacific Highway 92101	\$219	\$219	\$20	0.45	9
4 Hard Rock Hotel San Diego 207 5th Avenue 92101	\$229	\$229	\$20	0.09	2
5 Hilton San Diego Bayfront* One Park Boulevard 92101	\$239	\$259	\$20	0.04	1
6 Hilton San Diego Gaslamp Quarter 401 K Street 92101	\$215	\$215	\$20	0.06	1
7 Horton Grand Hotel 311 Island Avenue 92101	\$179	\$179	\$20	0.33	7
8 Hotel Solamar 435 6th Avenue 92101	\$188	\$188	\$20	0.27	5
9 Manchester Grand Hyatt San Diego** One Market Place 92101	\$239	\$259	\$25	0.32	6
10 Omni San Diego 675 L Street 92101	\$220	\$240	\$20	0.12	2
11 Residence Inn San Diego Gaslamp 356 6th Avenue 92101	\$195	\$195		0.30	6
12 San Diego Marriott Gaslamp Quarter 660 K Street 92101	\$215	\$215	\$20	0.23	5
13 San Diego Marriott Marquis & Marina 333 West Harbor Drive 92101	\$239	\$239	\$25	0.05	1
14 Sofia Hotel 150 West Broadway 92101	\$177	\$177	\$10	0.50	5
15 The US Grant 326 Broadway 92101	\$209	\$209	\$20	0.65	13
16 W San Diego 421 West B Street 92101	\$209	\$209	\$20	0.80	16
17 Westgate Hotel 1055 Second Avenue 92101	\$184	\$184	\$20	0.61	12
18 Westin Gaslamp Quarter 910 Broadway Circle 92101	\$199	\$199	\$20	0.48	10
19 Westin San Diego 400 West Broadway 92101	\$195	\$195	\$20	0.60	15

*Headquarters Hotel – limited general housing available

**COSA Hotel

DINE AND LEARN

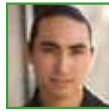
Pre-registration is required for all meal events. See the registration form on page 19. Cost per person is \$45 for breakfast, \$65 for luncheons. Please check the website for additional details.

Saturday, April 13

12 NOON – 2:00 PM

Hilton San Diego Bayfront

National Caucus of the American Indian/Alaska Native (AIAN) Luncheon



Tantanka Means is an accomplished actor, comedian, equality advocate, and star of the Emmy Award-winning miniseries *Into the West*. He pours that same passion and energy into empowering youth leaders.

Presenter: Tantanka Means

San Diego Convention Center

National Networks Luncheon

Hear from a member of Congress while you lunch with fellow leaders.

San Diego Convention Center

Best Practices for School Leaders Luncheon

Learn about leadership and district best practices with the winners of the 2013 Magna Awards.

Sunday, April 14

8:00 AM – 9:45 AM

Hilton San Diego Bayfront

National Hispanic Caucus of School Board Members Breakfast



Ruben Navarrette Jr. is a nationally-syndicated columnist with *The Washington Post* Writers Group and appears in nearly 200 papers. A frequent spokesperson and commentator on Latino issues, his twice-weekly column offers new thinking, especially regarding thorny questions involving ethnicity and national origin. The Harvard graduate regularly offers analysis on current affairs on CNN, CNBC, NPR, and PBS.

Presenter: Ruben Navarrette Jr.

Sunday, April 14

12 NOON – 2:00 PM

Hilton San Diego Bayfront

National Black Caucus of School Board Members Luncheon



Actor, dancer, and advocate **Victoria Rowell** was raised in foster care for her entire childhood. Under the auspices of the Ford Foundation, she received a full scholarship to the Cambridge School of Ballet in Massachusetts at the age of eight and later became a member of the American Ballet Theater family. In 1990, she founded The Rowell Foster Children's Positive Plan (RFCPP), which provides direct services ranging from fine arts to financial literacy along with other resources for family support.

Presenter: Victoria Rowell

12 NOON – 2:00 PM

San Diego Convention Center

Education Technology Luncheon

Hosted by the Technology

Leadership Network (open to all)

Teaching Wired Learners: What School Board Members Need to Know



International speaker **Kevin Honeycutt**, a school board member and Technology Integration Specialist from Kansas, shares his unique insights. TLN Salute District, "20 to Watch," and Digital District honorees will be recognized at this event.

Presenter: Kevin Honeycutt

SCHEDULE-AT-A-GLANCE

Friday, April 12

8:00 AM – 6:00 PMRegistration

9:00 AM – 12 NOONPre-Conference Half-Day (morning)
Workshops

9:00 AM – 4:30 PMPre-Conference Full-Day Workshop

1:30 PM – 4:30 PMPre-Conference Half-Day (afternoon)
Workshops

Saturday, April 13

7:00 AM – 5:00 PMRegistration

8:30 AM – 9:45 AMSessions

10:00 AM – 11:30 AMGeneral Session

11:30 AM – 4:30 PMExhibit Hall &
Architectural Display
(11:30 AM – 1:30 PM Exclusive Hours)

12 NOON – 2:00 PMLuncheons

1:30 PM – 2:45 PMSessions

2:45 PM – 3:45 PMExclusive Exhibit Hours

3:45 PM – 5:00 PMSessions

Sunday, April 14

8:00 AM – 9:45 AMCaucus Breakfast Event

8:00 AM – 4:30 PMRegistration

8:30 AM – 9:45 AMSessions

10:00 AM – 11:30 AMGeneral Session

11:30 AM – 4:00 PMExhibit Hall & Architectural Display
(11:30 AM – 1:30 PM Exclusive Hours)

12 NOON – 2:00 PMLuncheons

1:30 PM – 2:45 PMSessions

3:15 PM – 4:30 PMSessions

4:45 PM – 5:30 PMDrum Circle

Monday, April 15

7:00 AM – 9:00 AMThe NSBA Conference 5K Walk/Run to
Benefit the Center for Public Education

7:30 AM – 1:00 PMRegistration

8:30 AM – 9:45 AMSessions

10:15 AM – 11:30 AMSessions

11:30 AM – 12:30 PMLunch Break

12:30 PM – 1:45 PMSessions

2:00 PM – 3:30 PMGeneral Session

REGISTRATION FORM

National School Boards Association's
Annual Conference & Exposition
San Diego, CA

To Register (Select only one)



On the web: Go to www.nsba.org/conference



Mail to: NSBA, P.O. Box 1807, Merrifield, VA 22116-8007



Call: 1-800-950-6722 or **Fax:** 1-703-519-6497

PLEASE PRINT

NAME _____

NICKNAME FOR MY BADGE _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

() ()
DAYTIME TELEPHONE FAX

REGISTRANT EMAIL ADDRESS FOR CONFIRMATION
Also send confirmation to: _____

EMAIL ADDRESS _____

SCHOOL DISTRICT/ORGANIZATION NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PERSONAL EMERGENCY CONTACT INFORMATION

CONTACT NAME ()
PHONE NUMBER

TITLE FOR BADGE

- ☐ Board President ☐ Board Member
☐ School Attorney ☐ Other District Administrator
☐ Superintendent ☐ Board Support Professional
☐ Deputy/Assistant Superintendent ☐ Technology Director
☐ Other (specify): _____

SPOUSE/FAMILY MEMBER(S) NAME(S)

NAME(S) FOR BADGE (18 AND OVER) _____

NAME(S) FOR BADGE (UNDER 18) _____

METHOD OF PAYMENT (Advanced payment required in U.S. funds)

- ☐ Check enclosed, made payable to NSBA
☐ Bill my school district, listed above, using
Purchase Order # _____
(Required for registration to be processed.)
☐ MasterCard ☐ VISA ☐ American Express

CARD NUMBER EXPIRATION DATE CVV CODE

CARDHOLDER'S NAME (PLEASE PRINT OR TYPE) _____

AUTHORIZED SIGNATURE _____

()
CARDHOLDER'S TELEPHONE

How to Pay

If your district is an NSBA National Affiliate (NA) or Technology Leadership Network (TLN) district, you pay the reduced fees listed, otherwise pay regular fees. Non-NA Canadian districts pay regular fees. To qualify for the early registration discount, you must register and pay by **January 10, 2013**.

The NSBA Annual Conference is only open to U.S. school districts that hold membership in their state school boards association.

NSBA reserves the right to cancel the registration of any board member or employee of a school district not a member in good standing of their state association. In the event of cancellation, NSBA is not liable for hotel, airfare, or other charges incurred by that registrant.

Registration Fees

	NA/TLN		REGULAR		MY TOTAL
	By 1/10/13	After 1/10/13	By 1/10/13	After 1/10/13	
CONFERENCE FEE: Select the fee that applies to you and fill in the total.....	\$725	\$755	\$895	\$920	_____
TEAM FEE: Teams of 9 or more attendees from same district receive \$125 off the 9th and subsequent registrations (TLN/NA only; separate forms must be submitted for each person. Submit all forms together.					
SPOUSE/FAMILY MEMBER FEE: Fee for each guest 18 years of age and over	\$49	\$49	\$49	\$49	_____

Optional Events (Fees are in addition to full Conference fee above)

	NA/TLN	REGULAR	MY TOTAL
Pre-Conference Workshops – Friday Morning #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 <input type="checkbox"/> #4 <input type="checkbox"/> #5 <input type="checkbox"/>	\$170	\$195	_____
Pre-Conference Workshops – Friday Afternoon #6 <input type="checkbox"/> #7 <input type="checkbox"/> #8 <input type="checkbox"/> #9 <input type="checkbox"/>	\$170	\$195	_____
Pre-Conference Workshop – Friday Full Day #10 <input type="checkbox"/>	\$270	\$320	_____
<input type="checkbox"/> School Law Seminar (begins Thursday 2:30 PM)	\$335	\$375	_____
<input type="checkbox"/> No additional fee if you are a Council of School Attorneys member and a full Conference registrant, but please check here if you plan to attend.			
<input type="checkbox"/> Council of Urban Boards of Education Programming – Friday and Saturday Morning	\$200	\$300	_____
<input type="checkbox"/> Board Member Boot Camp Pre-Conference Session – Friday Afternoon ONLY	\$75	\$75	_____
<input type="checkbox"/> Digging into the Common Core Standards – Friday Afternoon	\$0	\$195	_____
<input type="checkbox"/> Education Content for the iPad Friday, 9:00 AM – 12 NOON	\$125	\$150	_____
Friday, 1:00 PM – 4:00 PM	\$125	\$150	_____
	NA/TLN	REGULAR	
<input type="checkbox"/> Site Visit: U.S. Navy SEALs Visit – Leadership Insights Friday, 1:00 PM – 4:00 PM	\$105	\$105	_____
<input type="checkbox"/> Site Visit: Mobile Learning – University of San Diego & Qualcomm Saturday, 12:15 PM – 4:00 PM	\$105	\$105	_____
<input type="checkbox"/> Site Visit: Birch Aquarium Education Program Sunday, 2:00 PM – 5:15 PM	\$130	\$140	_____
<input type="checkbox"/> Site Visit: Encinitas Union School District Monday, 8:30 AM – 2:30 PM	\$150	\$175	_____
<input type="checkbox"/> Site Visit: San Diego Zoo, Education Program Monday, 8:30 AM – 2:30 PM	\$175	\$195	_____

Meal Functions (Fees are in addition to full Conference fee above)

	# TICKETS x PRICE =
<input type="checkbox"/> American Indian/Alaska Native Caucus Luncheon – Saturday, 12 NOON	_____ x \$65 = _____
<input type="checkbox"/> For Board Members only: Join the Native Caucus at special conference rate.	_____ x \$15 = _____
<input type="checkbox"/> National Networks Luncheon – Saturday, 12 NOON	_____ x \$65 = _____
<input type="checkbox"/> Best Practices for School Leaders Luncheon – Saturday, 12 NOON	_____ x \$65 = _____
<input type="checkbox"/> Hispanic Caucus Breakfast – Sunday, 8:00 AM	_____ x \$45 = _____
<input type="checkbox"/> For Board Members only: Join the Hispanic Caucus at special conference rate	_____ x \$30 = _____
<input type="checkbox"/> Black Caucus Luncheon – Sunday, 12 NOON	_____ x \$65 = _____
<input type="checkbox"/> For Board Members only: Join the Black Caucus at special conference rate.	_____ x \$30 = _____
<input type="checkbox"/> Education Technology Luncheon – Sunday, 12 NOON	_____ x \$65 = _____

GRAND TOTAL (Conference Fee + Optional Events) in U.S. FUNDS = _____

CANCELLATIONS AND REFUNDS:

Requests for refunds can be honored only if made in writing to NSBA prior to **March 22, 2013**, and will be subject to a \$125 cancellation fee per registrant. No refunds will be honored after March 22, 2013.

- ☐ Registrant mailing and email addresses are made available to exhibiting companies for a one-time mailing of useful product information. If you do not wish to receive such mailings, please check here.

LATE REGISTRATION:

AFTER MARCH 22, 2013
We suggest that you register on-site at the NSBA On-site Registration Desk at San Diego Convention Center.



Please email
sfolks@nsba.org if you
have any special needs.



1680 Duke Street
Alexandria, VA 22314-3493



TAKE THE LEAP

LEADERSHIP. EDUCATION. ACHIEVEMENT. PROGRESS.

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- **Get ready** — renew your basics and refresh your knowledge bank with the strategies and solutions you need to boost student achievement.
- **Get inspired** — from visionaries to peers, find fresh motivation and new approaches from other education champions.
- **Get smarter** — keep up with legislation and court decisions that impact your district.
- **Get going** — explore leading products and services, take a hands-on field trip, and connect with people just like you.

REGISTER EARLY AND SAVE!

Early registration discount ends **January 10, 2013**.
Call 1-800-950-6722 or visit www.nsba.org/conference

What are you waiting for? Get moving to NSBA's Annual Conference!