



TASA/TASB

Convention

2012

Texas Association of School Administrators

Texas Association of School Boards

September 28–30, 2012

Austin Convention Center • Austin, Texas

tasa.tasb.org

TASA/TASB
CONVENTION



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Jeff N. Turner, President, TASA



Gary Inmon, President, TASB

Welcome!

Our 2012 TASA/TASB Convention has something for everyone! We've lined up a fantastic program, packed with the high-quality training and networking opportunities that have become the mainstay of this annual event.

General session speakers focus on the art of creating environments where organizations and individuals routinely exceed expectations, using media to enlighten and inspire the child in all of us, and learning what is necessary to support public education and put us on a path to genuine improvement in schools and society. Distinguished lecturers address the global economy and the new normal; and how to integrate today's social, technological, and behavioral changes into 21st century learning environments in ways that are compelling, impactful, and scalable. In addition, more than 200 best-practice sessions are being presented by your peers and other recognized experts. We are confident that this year's sessions will provide you with additional knowledge and skills to enhance your district's success.

A Small School District Seminar is offered on Friday morning, which strives to meet the diverse needs of the small district segment of our membership and focus on providing practical strategies and innovative resources for addressing them. Also on Friday morning, participants have two field trip options: a visit to the Bob Bullock Texas State History Museum to learn firsthand why field trips are so valuable and acquire tools to help advocate their importance; or the Lady Bird Johnson Wildflower Center for a discussion about President Lyndon Baines Johnson's legacy on public education and its impact on where we are today.

Always a highlight, this year's Exhibit Hall and related attractions are guaranteed to entice you! More than 400 commercial vendors are available from which to explore new developments in educational products and services. Along with the many education-related services and products, you will find the Exhibit of School Architecture, Texas Student Art Exhibit, TASA/TASB Marketplace, Member Services Exhibit, and many opportunities to exchange ideas with your peers.

On behalf of TASA and TASB, we encourage you to take advantage of all that our 2012 Convention has to offer.

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► **Convention at a Glance—Back Cover**

General Information

Registration Hours	Thursday, September 27	3–6 p.m.	<i>Exhibit Hall 4 (Level 1)</i>
	Friday, September 28	6:30 a.m.–5 p.m.	
	Saturday, September 29	6:30 a.m.–4:30 p.m.	
	Sunday, September 30	7–10:30 a.m.	<i>Info Booth 1 (Level 1)</i>

On-site Registration Fee *Registration fee is waived for board members and administrators of school districts and ESCs.*

\$365 registration fee (after September 14) for non-district and non-ESC TASA/TASB members and Council of School Attorneys

\$465 for nonmembers

No fee is required for guests of registered participants; however, if the guest is a member of the Council of School Attorneys, the guest is expected to pay the full registration fee.

Guest badges allow entry into General Sessions, Distinguished Lectures, 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 1:30 p.m. Saturday. Districts achieving 100 percent attendance will receive recognition certificates following the Convention.

First Aid



First Aid is located on Level 1, next to the Trinity North elevator.

Shuttle Transportation

See page 84 for shuttle information.



Lost and Found



Check at Info Booths located on Levels 1 and 4.

Austin Events and Restaurant Reservations

Representatives from the Austin Convention and Visitor's 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 located near the entrance to exhibits on Level 1.

Convention Housing Management

Convention Housing Management (CHM) is on-site if you have questions or concerns about your hotel accommodations. CHM's booth is located near the entrance to exhibits on Level 1.

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.

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

Training Credit

Earn 16.75 hours of continuing education training credit Friday through Sunday. Breakout Sessions provide 1.25 hours of credit; In-Depth Sessions, which parallel the Breakouts schedule, offer 2.5 hours of credit; General Sessions provide 1 hour of credit; and the Digital Learning Pavilion sessions each offer 30 minutes of credit.

Continuing Education Credit (CEC) for School Board Members

All sessions presented at the Convention offer Continuing Education Credit (CEC). The form for recording CEC is available on-site along with registration materials. Board members attending sessions in their entirety will be provided with the CEC number at the conclusion of each session. To ensure proper credit is awarded for training acquired at Convention, CEC forms should be completed, signed, and turned in at one of the Info Booths. Feel free to stop by the Level 1 Info Booth if you need in-depth assistance regarding board member continuing education.

Don't Forget!

To ensure proper credit is awarded for training acquired at Convention, CEC forms should be completed, signed, and turned in at one of the Info Booths.

Continuing Professional Education (CPE)

The SBEC superintendent standard number is indicated at the end of each session description in this program book. Certificate renewal standards adopted by SBEC for principals and assistant principals, with the omission of the policy and governance standard, are very similar to the superintendent standards; however, the numbering of the standards is slightly different. The form for record keeping of CPE credit is available at registration and will contain additional information about SBEC certification rules. Complete information, including certificate renewal requirements for teachers, principals, and assistant principals, can be found at www.sbec.state.tx.us, or by calling 888.863.5880.

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BOOTH 1023

Reminders for Presenters

TASA/TASB is once again partnering with Freeman Audio Visual Solutions, Inc. to manage the electronic presentation materials for Convention. Through the Presentation Management Service, speakers must submit their electronic presentation in advance or on-site in the Speaker Ready Room.

All presenters, whether or not they use an electronic presentation, must use the Presentation Management system to access the continuing education credit (CEC) training number. Detailed instructions are included in the Information Sheet available in the Speaker Ready Room, Mezzanine Level 2, Room 13, and also posted near the computer in your session.

If you did not upload your presentation prior to arriving at the Convention Center, you may submit it in the Speaker Ready Room. Be sure to allow yourself plenty of time to upload your presentation and make any last-minute changes. Your presentation can be modified up to 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:

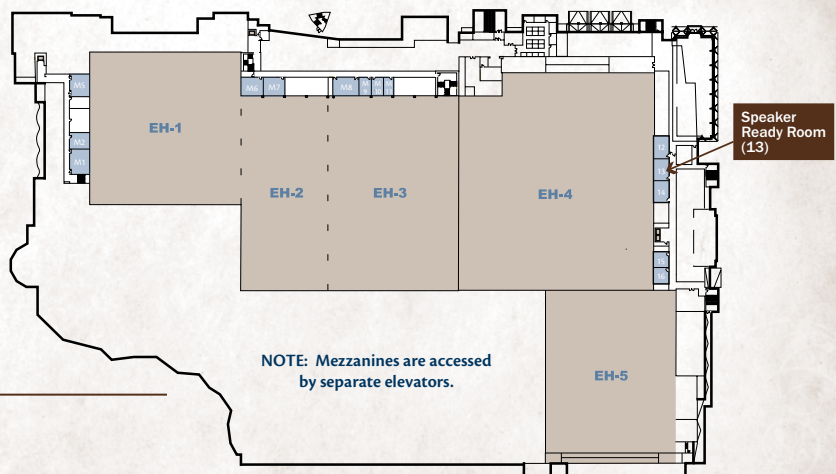
- Pick up name badge at registration
- Check in at the Speaker Ready Room and pick up Speaker Information Sheet
- Review pre-submitted presentation and modify or submit new presentation in the Speaker Ready Room
- Access presentation from the computer in your meeting room
- Access the CEC training number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

Speaker Ready Room

Mezzanine Level 2, Room 13

Hours:

Thursday, September 27	3–6 p.m.
Friday, September 28	7 a.m.–4 p.m.
Saturday, September 29	6:30 a.m.–4:30 p.m.
Sunday, September 30	7–11 a.m.



Need Directions? Information?

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

Three Info Booths are located on Levels 1 and 4.
See convention center floorplan, pages 86–87.

Public Funds Investment Act Training

District investment officers can take advantage of Public Funds Investment Act (PFIA) training at the TASA/TASB Convention. A total of 10 hours of training will be offered to investment officers who are registered for the Convention. The PFIA requires that investment officers receive 10 hours of training within the first 12 months after assuming duties and subsequently 10 hours every two years beginning on the first day of the district's fiscal year.

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

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Friday, September 28

- | | | |
|--|---|----------------------|
| ■ 9–10:15 a.m. | | 19B |
| Public Funds Investment Act | <i>Sam Vaughan, Assistant Vice President,
First Public (subsidiary of TASB)</i> | |
| ■ 10:30–11:45 a.m. | | 19B |
| Internal Investment Controls | <i>Mike O'Brien, Audit Partner, Padgett, Straten & Co., LLP</i> | |
| ■ 1–2:15 p.m. | | Ballrooms E/F |
| Global Economic Update—The New Normal | <i>Don Reynolds,
Economist and Founder, 21st Century Forecasting</i> | |
| ■ 2:30–3:45 p.m. | | 19B |
| Short-term Investing Variables:
U.S. Economy, Federal Reserve, and Credit Ratings (IOT) | <i>David Boone,
Portfolio Manager, American Beacon Advisors</i> | |

Saturday, September 29

- | | | |
|--|--|------------|
| ■ 7:30–8:45 a.m. | | 19B |
| The Global Economy | <i>Eugene Stone, Executive Vice President and Chief Investment Strategist,
PNC Wealth Management</i> | |
| ■ 9–10:15 a.m. | | 19B |
| Texas Economy (IOT) | <i>Robert (Bill) Gilmer, Retired, Federal Reserve Bank of Dallas</i> | |
| ■ 1:30–2:45 p.m. | | 19B |
| Risk and Diversification | <i>Dan Callahan, Vice President, First Public (subsidiary of TASB)</i> | |
| ■ 3:30–4:45 p.m. | | 19B |
| Investing Bond Proceeds
and Operating Funds | <i>Steve Orta, Director of Sales, First Public (subsidiary of TASB)</i> | |

Small School District Seminar

Ballroom D

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

Small Schools: Thriving in a Time of Survival

With recent legislative cuts, many schools have gone into survival mode—operating on bare bones just to endure. As you will discover in this year’s seminar, this is not the case in many small districts in Texas. They are rising to the occasion and flourishing with creativity, ingenuity, and a sense of community. Learn how schools can thrive, providing world-class education in a small setting.

Agenda

- 7:45–8:15 a.m. Registration and Continental Breakfast
- 8:15–8:25 a.m. Welcome
Diana Baker Freeman, TASB
- 8:25–9:10 a.m. Using Brain Research to Help Students in Small Schools Thrive
Debbie Estes, Estes Group, Inc.
- 9:10–9:25 a.m. Break and Networking Activity
Toby Tucker, Manager of Leadership Development, ESC 16; and Diana Baker Freeman, TASB
- 9:25–10:10 a.m. One Small School—Great Big Things
Nelson Coulter, Superintendent, Guthrie ISD
- 10:10–10:30 a.m. Break and Networking Activity
Kim Alexander, Superintendent, Roscoe ISD; David Edison, Superintendent, Aquilla ISD; James Hopper, Superintendent, Bosqueville ISD; Scot Kelley, Superintendent, Penelope ISD; Troy Parton, Superintendent, Paducah ISD; Guylene Robertson, Superintendent, Goodrich ISD; and Toby Tucker, Manager of Leadership Development, ESC 16
- 10:30–11:10 a.m. The Roscoe Collegiate Model
Kim Alexander, Superintendent, Roscoe ISD
- 11:10–11:55 a.m. Helping Students in Small Schools Thrive
Neal Jeffrey, Author and Associate Pastor, Prestonwood Baptist Church, Dallas
- 11:55–noon Closing—CEC Credits, Housekeeping, etc.
Diana Baker Freeman, TASB

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Field Trip Check-In

Trinity Corridor across from Level 1 Info Booth

Attendees who preregistered for a field trip must check in and receive a boarding pass at the Field Trip Check-In Desk. If you did not preregister but are interested in participating, check with Convention staff at the Field Trip Check-In Desk and you will be included as space allows.

NOTE: Advanced registration was required and participation is not open to guests. Participants must check in at least 15 minutes before boarding. If you haven't checked in by that time, your seat may be given to someone on standby.

Lady Bird Johnson Wildflower Center



Check in by 7:45 a.m. • Board at 8 a.m. • Depart at 8:15 a.m. • Return to ACC at 12:45 p.m.

Join colleagues at the scenic Wildflower Center for a discussion about President Lyndon Baines Johnson's (LBJ) legacy on public education and its impact on where we are today. LBJ Library and Museum Director and Award-Winning Author Mark K. Updegrove will lead the discussion and include excerpts from his most recent book, *Indomitable Will: LBJ in the Presidency*. Lunch will be provided and a book signing will follow this session.



Bob Bullock Texas State History Museum



Check in by 8 a.m. • Board at 8:15 a.m. • Depart at 8:30 a.m. • Return to ACC at noon

As districts whittle away budgets in response to cuts in education funding, they're scrutinizing every expenditure—even field trips. Discover how 20th century Texas-led explorations in space, medicine, and technology influenced the world. Learn firsthand why field trips are so valuable, and acquire tools to help advocate their importance.



General Sessions

Friday, September 28 • 4–5:30 p.m. • Convention Center, Exhibit Halls 1–2

Presiding Officer: Gary Inmon, *TASB President and Board Member, Schertz-Cibolo-Universal City ISD*

Invocation: Jeff Turner, *TASA President and Superintendent, Coppell ISD*

Performing Group: Schertz-Cibolo-Universal City ISD

Presentations: *Introductions of TASA/TASB Officers*
Superintendent of the Year



Presenter: General William “Bill” Looney, Retired Air Force General
Creating Organizations that EXCEED EXPECTATIONS

Successful leadership is the art of creating environments where organizations and individuals routinely EXCEED EXPECTATIONS! General William “Bill” Looney understands this and, more importantly, knows how to create this environment. He explains how to create an organization based on competency, commitment, confidence, and compassion that revolves around a positive, motivating leadership style. (SBEC #6)

Book Signing:

Exceeding Expectations: Reflections on Leadership

5:30–6 p.m., outside Exhibit Hall 1 (Trinity entrance), immediately following presentation

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Saturday, September 29 • 10:30 a.m.–noon • Convention Center, Exhibit Halls 1–2

Presiding Officer: Jeff Turner, *TASA President and Superintendent, Coppell ISD*

Invocation: Gary Inmon, *TASB President and Board Member, Schertz-Cibolo-Universal City ISD*

Performing Group: Coppell ISD

Greetings: Michael L. Williams, *Texas Commissioner of Education*

Presentations: *Outstanding/Honor School Board Awards*



Presenter: LeVar Burton, Actor, Director, Producer, Author, and Professional Speaker
Technology and Storytelling—Making a Difference in the Digital Age

Join LeVar Burton as he shares the powerful impact that his mentors, technology, storytelling, and science fiction have had on his life and how each has helped to shape his life’s work. With a lifelong passion for education, Burton discusses his latest efforts using media to enlighten and inspire the child in us all. (SBEC #8)

Sunday, September 30 • 9–10:15 a.m. • Convention Center, Ballroom D

Presiding Officer: Viola Garcia, TASA President-Elect and Board Member, Aldine ISD

Invocation: Darrell Floyd, TASA President-Elect and Superintendent, Stephenville ISD

Presentations: 100% Attendance Recognition
TSPRA Key Communicator Award

Presenter: Diane Ravitch, Professor, New York University, and Author *The Attack on Public Education*

Diane Ravitch describes the many failed strategies that have been inflicted on public schools in the past decade and their lack of any research base. She reviews what is necessary to support public education and put us on a path to genuine improvement in schools and society. (SBEC #6)



Book Signing:

The Death and Life of the Great American School System: How Testing and Choice Are Undermining Education

10:15–10:45 a.m., outside Ballroom D, immediately following session

100% Attendance

Completed 100% Attendance Cards should be placed in the “little red schoolhouse” (located in the registration area) by 1:30 p.m. on Saturday. At the Third General Session on Sunday, one (1) 100% district will be selected to win complimentary registration for its superintendent and board members to attend the 2013 TASA/TASB Convention (September 27–29 in Dallas).



Distinguished Lectures

Friday, September 28 • 1–2:15 p.m. • Convention Center, Ballrooms E/F

Presiding Officer: Andra Self, TASB Vice President and Board President, Lufkin ISD

Presenter: Don Reynolds, Economist and Founder, 21st Century Forecasting
Global Economic Update—The New Normal

We are now looking at transformational change. The corporate mantra for this year has been "If we can just hold on, one of these days things will get back to normal." Forget about getting back to normal—this is the new normal. More regulation, a weaker consumer, higher borrowing costs, more protectionism, a weaker dollar, more volatility, sudden shifts of perception, higher rates of unemployment, years before housing prices get back to old highs, more government debt, more taxes, more inflation, an end to U.S. global economic domination, political uncertainty—and the public sector remains under siege. Yet through it all, Texas remains an economic bright spot. (SBEC #6)



Saturday, September 29 • 1:30–2:45 p.m. • Convention Center, Ballrooms E/F

Presiding Officer: Alton Frailey, TASA Vice President and Superintendent, Katy ISD

Presenter: Craig Watkins, Associate Professor, UT–Austin
Why Our Schools Need Digital Media and Design Thinking

In this session, Craig Watkins considers how the use of digital media is transforming the ways that young people live and learn. The real challenge facing us today is not whether or not schools should be using digital technologies in their curriculum and in their classrooms but rather how do we integrate today's social, technological, and behavioral changes into 21st century learning environments in ways that are compelling, impactful, and scalable? Drawing from his current research projects and designed learning environments, Dr. Watkins gives real-world examples of the challenges and opportunities that mark educators' migration to the digital world. In addition, he asks the question: how do we use digital media and design thinking to help our students meet the literacy demands of tomorrow's classrooms, work places, and civic life? (SBEC #8)



Special thanks

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SOTY 2012 Superintendent of the Year TBY

Regional winners nominated by the ESCs are Brett Belmarez, Skidmore-Tynan ISD, ESC 2; Malcolm Nash, Sabine Pass ISD, ESC 5; Darrell Myers, Livingston ISD, ESC 6; J. Glenn Hambrick, Carthage ISD, ESC 7; Rose Mary Neshyba, Red Lick ISD, ESC 8; John Baker, Seymour ISD, ESC 9; Ken Helvey, Allen ISD, ESC 10; G. Wayne Rotan, Glen Rose ISD, ESC 11; Robert Muller, Killeen ISD, ESC 12; Joey Light, Wylie ISD, ESC 14; Walter Holik, Jr., Wall ISD, ESC 15; Mike Wartes, Canyon ISD, ESC 16; Deanna Logan, Ralls ISD, ESC 17; and Gail Siller, Fort Sam Houston ISD, ESC 20.

The 2012 Superintendent of the Year will be announced Friday at the First General Session. The winning superintendent will receive an award from Balfour.

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 1,034 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 2012 finalists and nominating education service centers (ESCs) are:



René Gutiérrez
Edinburg CISD
ESC 1



Greg Smith
Clear Creek ISD
ESC 4



Charles Dupre
Pflugerville ISD
ESC 13



Dennis McEntire
Presidio ISD
ESC 18



Michael Zolkoski
Ysleta ISD
ESC 19



TASA created the School Board Awards competition in 1971 to recognize those school boards that demonstrate outstanding service to the children of Texas. This year's nominees represent diverse populations with varied needs, yet the trustees of each board are united in their efforts to doing what is best for every single child entrusted to their school district's care. Each board was nominated by its superintendent.

The five Honor School Boards will be recognized during the Second General Session on Saturday morning. At this ceremony, one of these boards will be named the 2012 Outstanding School Board.



TASA
School Board
awards

Honor School Boards



Cedar Hill ISD (Region 10)

Terrel "T" Nemons, President; Michael Quildon, Vice President; Mike Marshall, Secretary; and Sonya Grass, Dan Hernandez, Doug Heyerdahl, and Wendy Hodges-Kent, Board Members (Horace Williams, Superintendent)



Klein ISD (Region 4)

Jim Smith, President; Ronnie Anderson, Vice President; Paul Lanham, Secretary; and Rick Mann, Georgan Reitmeier, Steven E. Smith, and Stephen J. Szymczak, Board Members (James W. Cain, Superintendent)



Longview ISD (Region 7)

Ted Beard, President; Chris Mack, Vice President; Jud Murray, Secretary; Mark Camp, Assistant Secretary; Sam Satterwhite, Past President; and John Harrison, John Preston, and Troy Simmons, Board Members (James Wilcox, Superintendent)



McAllen ISD (Region 1)

Hilda Garza-DeShazo, President; Erica de la Garza, Vice President; Debbie Crane Aliseda, Secretary; and Joseph M. Caporusso, Javier Farias, Sam Saldivar, Jr., and Daniel D. Vela, Board Members (James J. Ponce, Superintendent)



Northwest ISD (Region 11)

Mark Schluter, President; Mel Fuller, Vice President; Josh Wright, Secretary; and Devonna Holland, Kerry Jones, Daryl Laney, D.C., and Jeanette Leong, Board Members (Karen G. Rue, Superintendent)

Regional Honor Boards

will also be recognized at the Second General Session on Saturday

Pittsburg ISD (Region 8) • Socorro ISD (Region 19) • Southwest ISD (Region 20)



TSPRA Key Communicator Award

Texas School Public Relations Association Key Communicator Award Recipient

Daniel P. King

The Texas School Public Relations Association (TSPRA) has named Daniel P. King as the association's 2012 Key Communicator. King, who serves as superintendent for Pharr-San Juan-Alamo ISD (PSJA), earned this prestigious award that recognizes his significant contributions to the public's understanding of the public schools in Texas through effective communications. An effective spokesperson for education in the Rio Grande Valley, King has taken on this role on a state and national level regarding education reform and funding.



During his 36 years of service in education, 14 of which he has served as a superintendent in both the Pharr-San Juan-Alamo and Hidalgo school districts, King has achieved unprecedented goals: dramatically reducing dropout rates, putting all students on a trajectory to college and career success, and using innovative means in a low-income community to stretch limited education funding. King's transformative work with Hispanic students, the fastest growing demographic in America, is a model for the future of education. His ideas have become the foundation for federally funded projects to reform low-performing high schools nationwide. He is committed to replacing outdated, bilingual education models with dual language or dual immersion programs, with the goal of college ready biliteracy.

"Education reform is easy to talk about but hard to do," said Lizzette Gonzalez Reynolds, deputy commissioner for policy and programs at the Texas Education Agency, in her nomination letter for King. She continued, "At its core, reform is doing things a better way, and innovation is key. Dr. King embraces that spirit and, as a result, has made tremendous progress for the students of PSJA."

Through his educational leadership positions in the region and state, King spreads the concept that college readiness for all is possible in large school districts. He serves as president of the South Texas Association of Schools; and through a P-16 early college high school planning consortium that he co-chairs, 23 other districts learn from what PSJA is doing. The Texas Commissioner of Higher Education recently appointed King to serve on the State P-16 Council.

King has also testified for both the Texas Legislature and the U.S. Congress regarding the disservice recent education budget cuts have made to the schoolchildren of Texas and the lack of support for education reform. King was named state Superintendent of the Year in 2006 by the Texas Association of School Boards.

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.

TSPRA President Craig Eichhorn will present King with the award, sponsored by SchoolMessenger, during the Second General Session on Saturday morning.

Larry Goddard, Tyler ISD Education Foundation, chairs TSPRA's 2012–2013 Professional Awards Committee, which includes Laura Cade, Clint ISD; Marcia Coker, Wylie ISD; Sean Hoffman, Seguin ISD; Julie Jerome, Comal ISD; Julie Thannum, Carroll ISD; and Julie Zwahr, Little Elm ISD. For more information, contact Linsae Snider, TSPRA executive director, at 512.474.9107.



Texas School Public Relations Association Resource Center

The TSPRA Resource Center is a long-standing tradition at the TASA/TASB Convention where communications professionals bring their best work to share. Stop by Booth 405 to pick up samples of award-winning publications, created by districts throughout the state, to enhance your district's communications and education foundation efforts. Included in the samples are district newsletters; bond election/TRE information brochures; annual reports; and invitations and programs for special events such as school dedications, ground breaking ceremonies, teacher appreciation and recognitions, education foundation literature, and much more.

AGAIN THIS YEAR: TSPRA members will offer demonstrations of the organization's celebrated *Document Vault*. The *Document Vault* makes available online hundreds of documents from speeches and proclamations to crisis communications and testing/accountability/curriculum communiqués to ads and announcements as well as district brochures, flyers, and fact sheets. All are examples successfully used in Texas public schools.



Daily Agenda

Registration	6:30 a.m.–5 p.m.	
Breakout Sessions	7:30–8:45 a.m.	
Small School District Seminar	7:45 a.m.–noon	
Exhibits Viewing, TASA/TASB Marketplace, and Member Services	8 a.m.–4 p.m.	<p>★ Participants must check in at least 15 minutes before boarding. If you haven't checked in by that time, your seat may be given to someone on standby.</p>
Field Trips★		
<ul style="list-style-type: none"> ■ Lady Bird Johnson Wildflower Center: Check in by 7:45 a.m., Depart at 8:15 a.m. 	8:15 a.m.–12:45 p.m.	
<ul style="list-style-type: none"> ■ Bob Bullock Texas State History Museum: Check in by 8 a.m., Depart at 8:30 a.m. 	8:30 a.m.–noon	
Breakout Sessions	9–10:15 a.m.	
In-Depth Sessions	9–11:45 a.m.	
Breakout Sessions	10:30–11:45 a.m.	
Designated Exhibits Viewing	11:45 a.m.–1 p.m.	
Breakout Sessions	1–2:15 p.m.	
Distinguished Lecture: Don Reynolds	1–2:15 p.m.	
In-Depth Sessions	1–3:45 p.m.	
Breakout Sessions	2:30–3:45 p.m.	
First General Session: General William “Bill” Looney	4–5:30 p.m.	

Related Meetings

Texas Association of Community Schools Joint Legislative/Executive Committee Meeting	7:30–9 a.m.	Hilton-Salon A
Texas Rural Education Association Breakfast Meeting	8–10 a.m.	Hilton-412
Texas Council of Professors of Educational Administration Fall Meeting	8:30 a.m.–noon	Hilton-408
Texas Association of Community Schools Executive Committee Meeting	9–11 a.m.	Hilton-410
TASA School Board Awards Committee Meeting	9 a.m.–1 p.m.	ACC-3
TASA School Transformation Network Design Team Luncheon	Noon–1:30 p.m.	ACC-5AB
Texas Caucus of Black School Board Members Annual Meeting and Work Session	Noon–1:30 p.m.	Hilton-Salon B
Urban School Superintendents–Educate Texas Luncheon	Noon–1:30 p.m.	ACC-Mezzanine 16 (Level 2)
Texas Council of Professors of Educational Administration Graduate Research Exchange	1–3 p.m.	Hilton-408
TASB Alumni Reception and Reunion (by invitation only)	5:30–7 p.m.	ACC-Palazzo
The University of Texas at Austin Cooperative Superintendency Program Reception	5:30–7 p.m.	Hilton-406

Food Service

Friday

6:30 a.m.–4 p.m.	Jo's Coffee	Level 1
7 a.m.–4 p.m.	Food Carts	Level 4, Lobby Area
10:30 a.m.–4 p.m.	Food Carts	Level 1, Food Court, Exhibit Halls 3–5

Saturday

6:30 a.m.–4 p.m.	Jo's Coffee	Level 1
6:30 a.m.–4 p.m.	Food Carts	Level 1, Food Court, Exhibit Halls 3–5
7 a.m.–4 p.m.	Food Carts	Level 4, Lobby Area

Sunday

7 a.m.–noon	Jo's Coffee	Level 1
7 a.m.–noon	Food Carts	Level 4, Lobby Area

Be sure to pick up a Mobile Austin brochure to get discounts at local area businesses. Participating restaurants and retailers will display welcome signs. Brochures are available at Attendee Registration, Info Booths, and the Austin Convention and Visitor's Bureau booth near Attendee Registration.

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Moving the Team Forward as a Leadership Body—Room 9AB

Presenter: William P. Nemir, TASB

The duties of a board are outlined in policy, and all experienced board members know many other tasks that fall to them—coordinating with the superintendent, keeping the board in line, and advocating for schools in the community. But is there a board role in being instrumental in transforming the community? And what might the board do to be in the position to lead the community? Explore ways a true governing board can move from reactive to proactive to become true leaders in the community. (SBEC #2)

Myth Busters: Sorting Fact from Fiction in Texas Public Education—Room 9C

Presenters: Dominic Giarratani, Dax Gonzalez, and Ruben Longoria, TASB

You’ve heard the attacks: “Superintendents are paid too much! Schools are bloated with administrators and non-instructional staff! Charter schools are better than traditional public schools!” We hear these inaccurate statements regularly, but what is the best way to counter them and how do you find the information to do so? This “mythbusters” session arms attendees with facts to refute the most common attacks on our public schools and provides strategies for sharing that information with the community and local media. (SBEC #5)

Tools for a Successful and Transparent Construction Project—Room 10AB

Presenters: Jennifer Land, Internal Auditor, CPA, RTSBA, Round Rock ISD; Kevin Bird, Project Manager, Bartlett Cocke General Contractors; and Mike Brooks, TASB

A construction project is a sign of progress and improvement of the physical aspect of educational programs. It is also your largest capital expenditure. Owner oversight and control is critical in the success of the project. The tools presented in this session help you maintain control of your project and provide a finished product that exceeds the expectations of the district and community. The presentation includes the views and insight of a program manager, construction manager, and school district auditor. (SBEC #6)

TEA: New Horizons in Project SHARE—Room 11AB

Presenters: Anita Givens, Associate Commissioner, Standards and Programs, and Kerry Ballast, Special Projects Director, Texas Education Agency

Join Anita Givens and Kerry Ballast from the Texas Education Agency to learn more about future directions for Project Share, including its new gateway to greatly expanded content assets, professional development resources, and student lessons. Project Share now includes more than 50 online professional development courses; more than 400 student lessons in Biology, Chemistry, Physics, Algebra I & II, Geometry, U.S. History, World History, World Geography, and English I–III; and more than 50 iTunes U collections and countless videos for use both in and out of school. The presenters also provide an update on the Instruction Materials Allotment. (SBEC #4)

Do You Hear What I Hear? Conducting Community Surveys—Room 12A

Presenters: Nancy Cotton, Marie Jones, and Kelly Kyle, TASB

Knowing the opinions, thoughts, and concerns of your parents and community is vital in making good decisions for your schools. Whether you’re developing a strategic plan, preparing for a bond election, discussing school boundaries, or simply wanting to know what citizens think of your district, feedback from your stakeholders can help make your efforts successful. In this session, learn the basics of conducting a survey and find out how you can create a conversation with your community. (SBEC #5)

Designing and Building a Solar-Powered Car in a High School Setting—Room 12B

Presenters: Joseph M. Dungan, Teacher and Director, James Madison Solar Car Initiative, Sandra E. Loza-Avalos, and Dominic H. Ochoa, Students, North East ISD; and Kenneth B. Iannello, Student, The University of Texas—San Antonio

This session involves presentations given by three of the students who were involved in the design, construction, and testing of the James Madison solar car. The presentation involves a power point, as well as the solar car. The students discuss what this project has meant to them, what they learned, and how it has changed them. (SBEC #7)

College and Career Readiness—Are They the Same or Different? [LTASB]—Room 13AB

Presenters: Marilyn Bettes, Board Member, Navasota ISD; Noemi Garza, Board Member, Rio Hondo ISD; Sylvia Sanchez-Garza, Board Member, South Texas ISD; Ted Beard, Board Member, Longview ISD; and Raymond Meza, Board Member, San Felipe-Del Rio CISD

Increasing numbers of community leaders, parents, and students tell us, “Not all high school graduates go to college.” Others point to the number of students who are not adequately prepared to make a successful transition from high school to college or the workforce. How do we respond when our State Board of Education and the Texas Legislature say we must provide a “College Ready” curriculum? This session offers information that describes the academic expectations for both the reading and mathematics readiness levels for college, and the readiness levels required for entry into a career or the workforce. Presenters discuss the definition for College and Career/Workforce Readiness. Does it vary from district to district? How do we find common ground to ensure all K–12 students graduate prepared and ready to successfully enter whichever they choose—college, a career, or the workforce? (SBEC #7)

Generating Revenue to Offset Funding Reductions—Room 14

Presenters: Dana Bedden, Superintendent, and Scott Layne, Assistant Superintendent, School Support Services, Irving ISD

The State Legislature has reduced state funding for school districts by \$4 billion for the current biennium. Irving ISD has realized a reduction of \$12 million in the first year. As a result, the district has had to cut programs, supplies, services, and personnel. In order to help offset these reductions, the district has implemented two new programs to generate revenue for the district: (1) rental of district facilities, which the district anticipates will generate approximately \$300,000 annually; and (2) a partnership with Education Funding Partners (EFP), a company based out of Denver, Colorado, that specializes in seeking corporate sponsorships for school districts. There are no upfront costs to the district, and the arrangement does not interfere with existing local sponsors. It is a low-risk, high-reward venture. Irving ISD is the first school district in Texas to join this national school district network. (SBEC #4)

Help Us “Educate to Eradicate” Risk Behaviors—Room 15

Presenters: Vickie A. Morgan, Board Member, Pasadena ISD; Bill Morgan, Jr., Design Engineer, Williams Engineering; and Cheri M. Hutcherson, Executive Vice President and General Manager, Ameraflex Rubber and Gasket Company

One presenter shares, “I thought I had heard it all, but three years ago when my youngest daughter died from playing “The

Choking Game,” I realized how little I knew about the kinds of things kids today are doing that can cause emotional scars, bodily harm, and even death to themselves and others.” This session introduces some of the risk behaviors kids today could be involved in and ways that we, as parents, board members, and administrators can address these issues! (SBEC #6)

Help, the Toilet Seat Is Too Low—Accessibility Laws and On-Site Reviews—Room 16A

Presenters: Regena Nelson, Board Secretary, and Sharon D. Ross, Superintendent, Jefferson ISD; John C. Hardy, President, Hardy & Atherton, P.C., and JISD Attorney; and Deborah Nash, Registered Accessibility Specialist, Accessibility Consultants of Texas

Help! The tissue dispenser is too far away! I can’t get through the door with ease! My wheelchair is stuck in the grass on the way to the field house and no one cares! What do you mean the door is too heavy, it has always been that way! These and other concerns exist in every school district that has not been involved in new construction lately! How are your facilities? From one visitor’s concern, Jefferson ISD contracted with Accessibility Consultants of Texas and conducted an accessibility study only to find there are numerous common issues that board members and administrators should know to comply with state and federal standards of ADA. Avoid major liability issues! You don’t want to miss this session! (SBEC #4)

School Construction Contract and Purchase Planning—Room 16B

Presenters: Matt Herden, Board President, Blanco ISD; Paul Hunn, Attorney, Law Offices of Paul W. Hunn, P.C.; and Matt Burns, Attorney, Law Office of Daniel M. Burns

Two experienced school lawyers and one board president discuss changes in state purchasing laws and procedures for new construction, including a review of the common contracting formats, the new contracting and delivery procedures, and changes to purchasing requirements previously found in Chapter 44 of the Education Code. The session includes a discussion of the preliminary planning process whereby a board and its architect select the construction model best suited to the individual school district. (SBEC #4)

[TSPRA] Nuts & Bolts of Building, Operating, and Maintaining an Education Foundation—Room 17A

Presenters: Joseph E. Hoffer, Partner, and Lindsey B. Jones, of Counsel, Schulman, Lopez & Hoffer, LLP

A veteran school lawyer, education foundation board member, and nonprofit/corporate attorney review the legal requirements, hurdles, dos and don’ts of establishing and running an ISD-related

Friday

education foundation. The presentation includes discussions of foundation–district relationships, state law impacting the district and foundation, IRS requirements impacting the education foundation, and best practices for your education foundation. The presentation benefits both the established education foundation and those just starting out or investigating foundation options, as well as district administrators and board members who work with foundations. (SBEC #6)

Shaping Campus Identity—The Master Fine Arts Educator—Room 17B

Presenters: Linda Fleetwood, President, Texas Art Education Association; and Tina Farrell, Retired Administrator, Clear Creek ISD

A great fine arts educator on your campus can set the tone for campus success—showcasing the best your students have to offer. The opposite would be the struggling fine arts educator who can create a dismal campus environment. How do you identify the master fine arts educator? This session focuses on 12 points of identification that aid with identifying, hiring, and PDAS evaluating; and provides a “real time” avenue to get help for those in need of assistance. (SBEC #3)

Unfunded Mandates in Your School Facilities—Room 18A

Presenter: George J. Scherer, TASB

There are a lot of federal and state mandates that affect school facilities. This session looks at various topics from backflow prevention to elevator inspections and everything in between, and gives attendees a better understanding of what all is included in district maintenance and operations budgets. (SBEC #6)

What Every School Board Member Should Know about School Finance—Room 18B

Presenters: Keith Bell, Board President, Michael Holland, Superintendent, and Lucas Janda, Chief Financial Officer, Forney ISD

As Forney ISD has gone through a very public financial disaster, the board shares with other school boards across the state how to prevent this from happening in their district. The session addresses where and what to look for as school districts prepare their financial future. It also provides the communication needed between school administrators and board members to determine accurate financial status and funding. (SBEC #4)

Implementing Injury Prevention Programs for Staff Makes Cent\$!—Room 18C

Presenter: Clem Zabalza, TASB

With tightening budgets and calls to improve student performance, keeping your best teachers on the job is critical. Injuries to these employees are often overlooked as a critical issue but can quickly take a toll in direct costs to your workers’ compensation programs and indirect costs in other areas such as student performance. This session provides an overview of causes and costs of professional staff injuries and provides a strategy for reducing injury exposures for your employees. (SBEC #3)

Navigating the 83rd Legislative Session: Rough Waters Ahead—Room 18D

Presenters: Amy Beneski, Ramiro Canales, and Casey McCreary, TASA

The 83rd Legislative Session is fast approaching, and this session gives participants an overview of the interim committee work relating to accountability, TRS, school finance, and state budget issues, among others. In addition, the session looks at the legislative landscape after the primaries and runoff elections. (SBEC #4)

Religious Accommodation in the Workplace—Room 19A

Presenters: Ronnie P. Garcia and David Backus, Attorneys, Underwood, Wilson, Berry, Stein & Johnson, P.C.

Diversity of religious beliefs and practices is a reality in the Texas public school workplace. Both the Texas Legislature and the U.S. Congress have passed statutes requiring religious accommodation in the workplace. Moreover, state and federal courts have interpreted their respective constitutions to permit religious activity in the workplace. What is a school to do when faced with a religious practice that violates district policy or practice? This session answers that question and others. (SBEC #4)

The Good, the Bad & The Ugly: Handling Public Comment Time with Ease—Room 19B

Presenters: Marquette M. Maresh and Sandi Tarski, Attorneys, Walsh, Anderson, Gallegos, Green & Trevino, P.C.

Do you find yourself dreading the public comment section of your board meetings? Trustees are often unclear about how public comment time should be handled when the comments become inappropriate or downright nasty. Experienced school attorneys, including a former school board member, explain just what trustees can and cannot do in light of recent court decisions so that you will be prepared the next time public comment threatens to get out of hand. (SBEC #5)

Breakout Sessions

9–10:15 a.m.

Tips to Support Your Safety Training–Room 9AB*Presenters: Shevis Moore and Chuck Kennedy, TASB*

The presenters give brief overviews on several topics and detailed information on an accompanying CD to promote safe work practices. Attendees can use the information at their respective organizations to present short safety talks or more in-depth sessions. (SBEC #6)

Future Trends in Open Educational Resources–Room 11AB*Presenter: Arthur VanderVeen, Vice President of Business Strategy and Development, CompassLearning; and Mark Luetzelschwab, Senior Vice President, Product Development and Marketing, Agilix Labs, Inc.*

Open educational resources (OER) are expanding free or cost-effective digital instructional resources that districts can incorporate into instructional programs. With the support of several national initiatives, content is becoming easily promotable and searchable. Content digitization, open learning registries, and modular content pieces that can be used within various learning management systems allow districts to combine content from multiple commercial and OER publishers for custom courses. (SBEC #6)

The “M” Word: What’s Micromanagement and What’s Not?–Room 12A*Presenters: Ifeoma Ibekwe and Joy Baskin, TASB*

A common question asked by school board members is how to separate their role from that of the district administration. Many do not realize that the board’s role in oversight is not just best practice; it’s the law. This session with TASB Legal Services attorneys explores what it means for trustees to hold the district “in trust.” Come learn how your legal role as a board member also supports good governance in your district. (SBEC #4)

The Superintendent Search Process–Room 12B*Presenter: Butch Felkner, TASB*

The Executive Search Services staff present the elements of the search process. Included are the board’s involvement, consultant responsibilities, advantages of using an external consultant, and board member perspectives. Participants are encouraged to ask questions about the search process. (SBEC #6)

Use of Public Funds–Room 13AB*Presenter: Mark Tilley, TASB*

What are “public funds”? How does the law restrict a district’s use of this scarce resource? What are the consequences of overlooking these limitations? Learn from a TASB Legal Services attorney about recent legal decisions and practical pointers on the use of public funds so you can vote with confidence and stay out of trouble. (SBEC #4)

Product Oriented Education–Room 14*Presenters: Donald R. Jefferies, Superintendent, and Danna Myers, Chief Academic Officer, Greenville ISD*

Product Oriented Education (POE) is an instructional model that is designed to engage and involve students in the learning process as producers of knowledge, not just the typical consumers of a teacher directed lesson. This approach usually involves a problem based learning situation where students resolve a problem and/or produce a product. The session fully explains POE and describes how to develop the lessons necessary for implementation. (SBEC #8)

Governing in the Age of Transparency–Room 15*Presenter: David Koempel, TASB*

Requests for greater transparency from all types of public institutions have increased dramatically over the last several years. Trustees of public schools have a unique opportunity to improve the exchange of information with their community. Discover ways to be more accountable to your community that can improve their perception of what is happening in their schools. Learn what it means to be a transparent school district. (SBEC #5)

Building a Better School Construction Contract–Room 16A*Presenters: Thomas E. Myers and Lynn Rossi Scott, Shareholders, Brackett & Ellis, P.C.; Wayne D. Haglund, Attorney, Haglund Law Firm; and Paul Taylor, TASB*

Before the first shovel of dirt is moved, your district has work to do on construction contracts. What are the most important construction contract issues to consider and how should your district amend standard contracts? A panel of experienced school lawyers walk through recommended amendments to standard AIA Construction Contracts. If your district is planning a construction project, this session is for you. (SBEC #4)

Friday

It's Not as Easy as 1-2-3, but Let's Talk Family Engagement!—Room 16B

Presenters: Karen Slay, President, and Kyle Ward, Executive Director, Texas Congress of Parents and Teachers (Texas PTA)

Studies conclude that parent involvement improves student achievement. A common challenge is how to get parents and guardians involved. With rigorous personal and work schedules, and parental apathy to some degree, how does a school district make it appealing to get mom, dad, and others involved? This session explores PTA's National Standards for Family-School Partnerships. There's no easy recipe, but this session talks about some important ingredients. (SBEC #5)

Publishing and Licensing School District Content in the Digital Age—Room 17A

Presenters: Bob Baker and Anna McClane, Deputy Executive Directors, ESC Region 4; and John M. Hopkins, Attorney, Thompson & Horton, LLP

Faced with budget shortfalls, school districts are looking for new revenue sources, including the publishing and licensing of district generated education materials. This presentation serves as a primer on the legal and practical fundamentals of (1) developing new marketable content and identifying already existing content; (2) effectively protecting a district's intellectual property; and (3) marketing and licensing strategies that generate revenue while maintaining a district's educational mission. The presentation includes a discussion on the impact of technological innovations such as digital publishing. (SBEC #6)

[TSPRA] Small District—Big Changes—Room 17B

Presenters: Nan Boyd and JoAnn Flores, Board Members, and Michelle Carroll Smith, Superintendent, Lytle ISD; and Becky Cowan, CEO, Caelen Communications

This session describes the process of one small district's transformative journey from traditional schooling toward a new 21st century pedagogy. The session focuses on changes in community engagement strategies from visioning through two bond elections and a TRE as the district transforms into a learning organization. During its journey, the district has been recognized in Bragging Rights, the TASB Annual Report; received the H-E-B Small District of the Year Award; and been named a Regional Honor Board. (SBEC #8)

What to Expect the First Year You Are a Superintendent—Room 18A

Presenters: Andrew Seigrist, Superintendent, Tidehaven ISD; Michael Seabolt, Superintendent, Louise ISD; and Blake Powell, Attorney at Law, Powell and Leon, LLP

Finally, you have achieved that coveted first superintendent's job—now what? Two superintendents and an attorney share real-life experiences of what to expect during that very important first year as a superintendent. How do you interact with your new board, what to expect in closed session, extracurricular activities—is there ever a time when you are “not” the superintendent? These questions and many others are clearly answered in this session. Participants leave the session having a greater understanding of what to expect and how to avoid common pitfalls as a first-year superintendent. (SBEC #6)

The Role of Community Partnerships in Safe and Secure Schools—Room 18B

Presenter: Catherine Toohey, TASB

Community agencies play a key role in school safety. But how can schools work most effectively with community partners to implement the vision of safe schools and healthy students? This session explores how communities must come together and how stakeholders, including emergency management, social services, and law enforcement personnel, must work together to achieve the goal of safer and more secure schools. Lessons learned are shared, focusing on effective communication and planning to ensure agencies can work together to prevent, prepare for, respond to, and recover from critical incidents affecting schools today. (SBEC #5)

Advocacy 101: Using School District Budget Information—Room 18C

Presenters: Dax Gonzalez, Dominic Giarratani, and Ruben Longoria, TASB

“The 83rd Legislature should cut funding for public schools!” That's what some policymakers and advocates are arguing. Do you agree? Learn how to rebut those arguments and explain the impact funding cuts have had on your district. GR staff share essential advocacy tips to help you prepare your community and legislators to make education THE funding priority when the legislature meets in January. (SBEC #5)

POWER SURGE: School Board Consortia—Where Do I Begin?—Room 18D

Presenters: Board Members of the North Texas Regional Consortium Steering Committee: Missy Bender, Plano ISD; Kim Caston, Richardson ISD; Susie Kemp, Coppell ISD; Dan Mossakowski, Frisco ISD; and Lynne Sperry, McKinney ISD

Maybe your district has already decided to embrace the six principles of TASA’s Visioning document, *Creating a New Vision for Public Education in Texas*. Maybe it hasn’t, and you’re curious to learn more from some trustees who have already traveled down that path. Across Texas, school districts are coming together to form consortia to explore what can be done better together than alone to transform education. Board members of the North Texas Regional Consortium Steering Committee provide an overview of the work of nine school districts that have partnered together to implement the six principles in their school districts. Participants explore the “Why”—the compelling call to action; the “What”—the roadmap to creating a 21st century learning environment for students; and the “How”—making it happen. (SBEC #8)

Navigating Success: Moving Families out of Poverty and into Education—Room 19A

Presenter: Anette Carlisle, Board President, Amarillo ISD

Poverty has emerged as the most critical issue to educational attainment. Because Texas ranks near the bottom in educational attainment levels and near the top in poverty levels, our communities must become more proactive and systemic in responding to this devastating plague. Panhandle Twenty/20, a community think tank for the Texas Panhandle, has a mission to be a catalyst for positive change. Panhandle Twenty/20 has developed specific, exciting, and effective ways to train and empower community members to play a personal role in the war on poverty. “Navigating Success” training for community organizations and “Opportunity Conferences” link neighbors in poverty with navigators with a helping hand. This approach was designed by Dr. Donna Beegle, and now the city of Amarillo has a cohesive and integrated approach to winning the war on poverty. This session provides an overview of generational poverty in Texas and specific step-by-step action plans for waging a community-wide war to overcome it. (SBEC #8)

Public Funds Investment Act [IOT]—Room 19B

Presenters: Sam Vaughan, Assistant Vice President, First Public, LLC (subsidiary of TASB)

Is this investment safe enough? Does your district have enough liquidity? Are you doing the right thing for the public and for your district? Investment officers are faced with such questions every year. The PFIA was enacted to ensure that public funds are protected and risk-averse. In this session, the presenters examine the PFIA and explore ways to help your district maintain safety and liquidity when investing public funds. (SBEC #4)

In-Depth Sessions 9–11:45 a.m.

Legal Duties of Board Presidents—Room 9C

Presenters: Holly Murphy and Mark McHargue, TASB

Regardless of whether you have been board president for many years, have recently been elected to the position, or aspire to the office, there is always a lot to learn! Join TASB Legal Services attorneys who identify key legal duties and offer practical tips to help you succeed in your leadership role. (SBEC #4)

Boardsmanship Basics—Room 10AB

Presenter: Kay Douglas, TASB

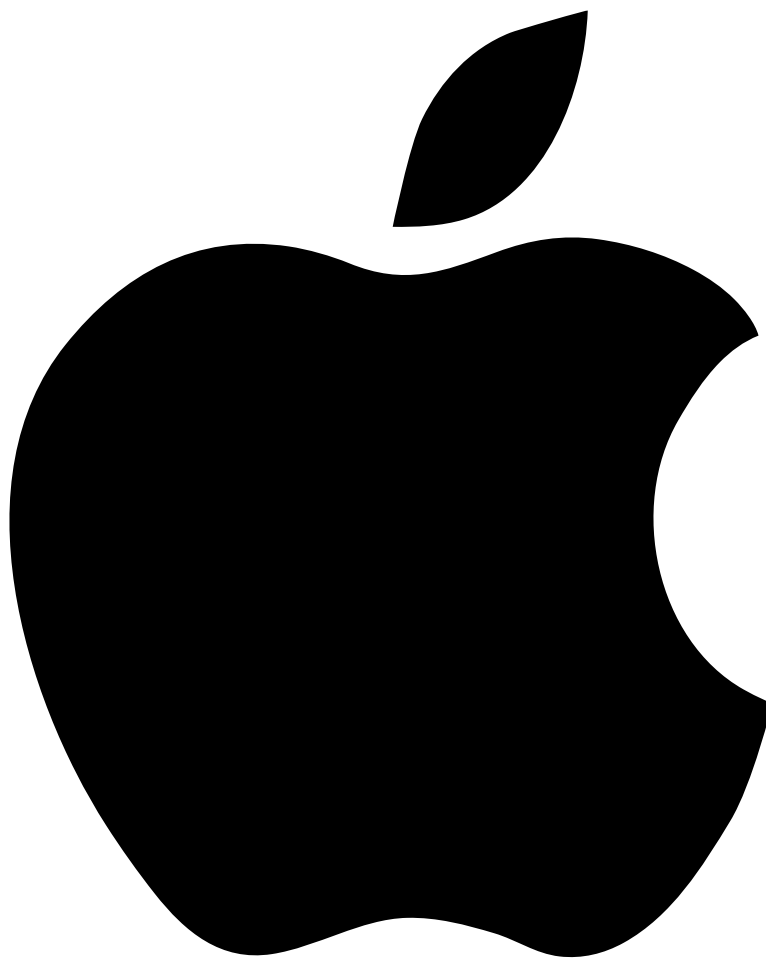


Especially designed for first-year board members, this 2.5 hour workshop, presented by TASB staff, is an overview of the job of a school board member. Participants discuss how to handle the personal and public demands that come with their new job. They also learn the board’s basic roles and responsibilities and how their duties differ from those of the superintendent. (SBEC #2)



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Breakout Sessions

10:30–11:45 a.m.

Cypress-Fairbanks ISD—Our Journey from Good to Great—Room 9AB

Presenters: Teresa Hull, Assistant Superintendent, and Roy Garcia, Associate Superintendent for Curriculum and Instruction & School Administration, Cypress-Fairbanks ISD; and Fred Bentsen, Senior Vice President, APQC Education

Cypress-Fairbanks ISD has embarked on a quality initiative with the support of The American Productivity and Quality Center, a global leader in process and performance management. Our goal is to improve the district's systems by identifying, implementing, measuring, and improving key processes to produce sustainable continuous improvement. An organizational assessment was conducted, including the voice of all the district's internal and external customers. Project teams participated in training to learn process improvement tools, which included how to identify key processes and the use of strategic planning models, including Process Mapping, Gap Analysis, Balanced Scorecards, and Voice of the Customer. Initial projects were identified including (a) Visioning/Long Range Planning, (b) Aligning Department and Campus Improvement Plans to District Plan, (c) Human Capital Assessment and Development, Phase I, (d) Energy Management and Conservation, and (e) Payroll Processing Improvement. As the district has faced inequitable funding and continued growth, we must think and plan strategically and implement a process improvement culture in order to improve student achievement, productivity, communication, and effectiveness. (SBEC #6)

What's a District to Do? Handling Legal Issues Regarding Child Custody Orders—Room 11AB

Presenters: Tanya Dawson, Attorney, Fort Worth ISD; and Lisa R. McBride, Lawyer-Partner, Thompson & Horton, LLP

This session explores practical approaches to addressing real-life scenarios involving child custody issues in the school setting. Two attorneys, a district in-house counsel and a law firm partner, review the rights of divorced parents under state and federal law with respect to student and record access, school campus access, and other scenarios/situations that arise in schools. They also share tips for school administrators who are subpoenaed to testify in child custody hearings. (SBEC #4)

TRS Update—Room 12A

Presenter: Brian Guthrie, Executive Director, Teacher Retirement System of Texas

This session provides an update on TRS legislation and other activities. (SBEC #4)

Starting Out Right with Your New Superintendent/CEO—Room 12B

Presenter: Mayo W. Neyland, TASB

The transition process can be a well-defined procedure with all parties informed or it can be something more chaotic. The considerations in planning the transition process include the relationship between the board/superintendent, superintendent/staff, and superintendent/community. Executive Search Services staff present a plan that integrates all elements in the process. (SBEC #3)

Strategy to Transform Learning Districtwide through PBL—Room 13AB

Presenters: Alfred Ray, Superintendent, Larry McHaney, Deputy Superintendent, and Tammy Kuykendall, Chief Communications Officer, Duncanville ISD

Through this interactive presentation, participants better understand the urgent need to transform schools, and how Duncanville's bold, systemic strategy to make integrated PBL the main mode of learning for all students better prepares students for their future. Come see examples, hear from our teachers and students, and learn from our triumphs and mistakes as we learn to redesign schools from platforms for teaching to student-centered platforms of learning. (SBEC #7)

Job Descriptions That Withstand Legal Scrutiny—Room 14

Presenters: Wesley E. Johnson, Phil Marzec, and Juan J. Cruz, Attorneys, Escamilla, Poneck, & Cruz, LLP

This presentation focuses on the legal implication of the contents of a job description in conducting an analysis of many personnel laws. A detailed legal presentation regarding the importance of the well-written job description when facing legal challenges under the Fair Labor Standards Act, the Americans with Disabilities Act, and the Family Medical Leave Act is discussed. Participants leave with a checklist as well as sample job descriptions that address these types of legal concerns. (SBEC #4)

TLC3 (Transforming Learning in the Classroom, Campus, and Community)—Room 15

Presenters: Sam Saldivar, Jr., Hilda Garza-DeShazo, and Debbie Crane Aliseda, Board Members, and James J. Ponce, Superintendent, McAllen ISD

McAllen ISD students are engrossed in thought-provoking, discussion-igniting learning experiences. TLC3—Transforming Learning in the Classroom, Campus, and Community—is a game changer that will revolutionize the way students are prepared for the 21st century. A leader of instructional technology, coupled

Friday

with student-centered and inquiry-based learning, McAllen ISD may be the largest district in the nation working to place the latest in mobile technology into the hands of its students—all 25,000 of them. (SBEC #7)

The Anatomy of a Lawsuit—Room 16A

Presenters: James E. Byrom, Attorney at Law, Walsh, Anderson, Gallegos, Green & Trevino, P.C.; and Paul Taylor, TASB

This session dissects the inner workings of a lawsuit, allowing board members and administrators to better understand the flow and process of litigation affecting their districts. Two experienced school attorneys review the process and share their advice on each step. If you want to understand litigation as a whole body, start here by examining the individual parts. (SBEC #4)

Creating and Maintaining an Effective Board-Superintendent Relationship—Room 16B

Presenter: 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 as well as catalysts to conflict and effective strategies for dealing with conflict are discussed. (SBEC #3)

Collaborative, Flexible, and Authentic Learning in the SMART Classroom—Room 17A

Presenters: Sarah Acord, Manager, Education Solutions, and Heather Lamb, Education Consultant, SMART Technologies

What does student collaboration and engagement in a SMART Classroom look like? Let's take a look at popular desktop sharing and inking apps and how the iPad, SMART Notebook software, and SMART Bridgit® conferencing software can help you create a truly collaborative learning environment. (SBEC #8)

Off-Campus Use of Technology by Students and Employees—Room 17B

Presenters: Shellie H. Crow and Laura McLean, Attorneys, Walsh, Anderson, Gallegos, Green & Trevino, P.C.

Ever felt as if you might get run over on the information highway? With cell phones, social networking, and YouTube, it can be hard to identify when students or employees are appropriately using technology or when they are crossing the line. When inappropriate postings “go viral,” the district is often under pressure to “do something!” Yet, experience tells us that these issues raise free speech issues that must be carefully considered. Join two experienced attorneys as they explore off-campus speech in the digital age and offer guidelines for navigating this difficult area of the law. (SBEC #4)

Managing Risks through Internal Audit—Room 18A

Presenters: Carol Fletcher, Board Member, Pflugerville ISD; and Greg Gibson, President, and Lon Heuer, Consultant, Gibson Consulting Group

Gibson Consulting Group and Pflugerville ISD discuss the risk-based internal audit program that was developed three years ago. PISD discusses the process that led to its decision to create an internal audit program, the process it went through, and the benefits achieved. Particular attention is devoted to the reporting of this function directly to the board and the involvement of senior district leadership in supporting the program. The basic components of a comprehensive risk analysis are presented, along with how this analysis drives a long-range internal audit program. Types of operational, program, and financial audits—and a sample of case studies—also are discussed. (SBEC #6)

It Takes a Village to Pass a TRE—Room 18B

Presenters: Ricky Burgess and Gary Balch, Board Members, and Jeri Pfeifer, Superintendent, Everman ISD

The need to pass a Tax Ratification Election for many districts is not “if” but “when” in this economic environment. The Everman ISD community took leadership in a 2011 campaign to pass a TRE, which resulted in a 93 percent pro vote to raise M & O taxes. School board trustees, community members, and district administrators share the success of the TRE campaign and model the famous “hat trick skit” to explain the tax swap between M & O and I & S rates. (SBEC #4)

Transforming Learning and Teaching through Technology—Room 18C

Presenters: James W. Cain, Superintendent, and Ann McMullan, Executive Director, Educational Technology, Klein ISD

Appropriate, effective technology tools for learning are critical for the success of 21st century students. District leaders must know how to address the instructional needs of today's students. Learn how Klein ISD uses technology to engage all students in learning to prepare them to thrive in today's global, digital society and also meet or exceed the curriculum standards in all content areas, K–12, through Klein ISD's Technology Baseline Standard Initiative—which places a suite of technology tools in every classroom and Klein ISD's One-to-One Teacher and Student Tablet PC Program. The presentation includes information about infrastructure and professional development needs along with the leadership essentials, curriculum alignment and instructional strategies needed to replicate this successful learning initiative. The roles of the school board, superintendent, district leaders, campus administrators and teachers, students and the community are covered in this session. (SBEC #7)

Operation Transformation–Room 18D

Presenter: Tabitha Branum, Director of Strategic Initiatives, Coppell ISD

Looking for ways to strategically transform your district? Do you wonder how you can leverage the “New Vision for Public Education in Texas” to move your stakeholders along in the journey of transformation. Join us as we share one district’s blueprint for success with organizational transformation. Blueprint addresses building capacity of all stakeholders, the design of strategic initiatives, and sustainability. (SBEC #8)

STAAR Update–Room 19A

Presenters: Joy Baskin and Amy Kadlecek, TASB

In just a few short years, grading decisions have gone from being local school district choices to being the focus of several important legislative changes. The state’s new grading and accountability systems raise difficult questions about grade assignments, promotion, end-of-year exams, and graduation honors. This presentation with a TASB Legal Services attorney and a TASB Policy Service consultant explores the impact of recent legislative changes and case law to help guide your district’s grading and graduation decisions. (SBEC #4)

Internal Investment Control [IOT]–Room 19B

Presenter: Mike O’Brien, Attorney, Padgett, Stratemann & Co., LLP

The Public Funds Investment Act (PFIA) requires school districts, in conjunction with their annual financial audits, 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. (SBEC #4)

The Slippery Slope of School Finance Predictions–Ballroom G

Presenters: Lynn Moak and Daniel T. Casey, Partners, and Joe Wisnoski, Associate, Moak, Casey & Associates

Come join the fun as we mourn the loss of some of our favorite funding sources, worry over how much fund balance is enough, and fret over the School Finance Select Committee’s lack of progress. Increasing academic expectations combined with a deeply flawed and increasingly underfunded finance system have left significant doubt as to whether Texas can sustain the academic gains that our state has come to expect. Increasingly, frequent calls are heard for improvements in school district efficiency, or for even continued movement toward privatization. In just 75 minutes, you will be enlightened, refreshed, and thoroughly depressed. (SBEC #4)

Hungry?

See food service options on page 21.

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Policy Administrator's Guide—Room 9AB*Presenter: Jen Cooper, TASB*

Are you responsible for administering the district's policy? Do you want to be empowered to do it well? Join a TASB Policy consultant as we explore various tasks ranging from the steps to developing effective policies and procedures to knowing what to archive. Participants leave this session with the knowledge and tools necessary to navigate policy changes like a pro. (SBEC #4)

Student Engagement: A Districtwide Approach—Room 11AB*Presenters: Kevin Brown, Superintendent, and Frank E. Alfaro and Dana Bashara, Assistant Superintendents, Alamo Heights ISD*

How do you engage students in the work they do in the classroom? How do you build a system around engagement? Learn what Alamo Heights ISD has done to transform their classrooms from places focused on mere compliance to places focused on engaging work. Partnering with the Schlechty Center, the district combines professional development, campus leadership, and systems thinking to focus on student engagement. (SBEC #7)

Developing Your Energy Management Plan—Room 12A*Presenters: Bob Cervi, Director of Maintenance and Operations, Eanes ISD; and Jason Turner, TASB*

As energy awareness increases, so does the demand for a solid districtwide energy management program. This session describes the step-by-step process to develop your district-specific energy program using your own resources and personnel. (SBEC #6)

Getting That Next Superintendent Position—Room 12B*Presenters: Mayo W. Neyland and Butch Felkner, TASB*

District administrators should understand some of the key factors that must be considered in order for a superintendent applicant to be selected for a job interview. The Executive Search Services staff identify and discuss these key factors based on their successful 20-plus years of experience. (SBEC #6)

Understanding School Finance: Five Knowledge Indicators for Success—Room 13AB*Presenter: Michael Zolkoski, Superintendent, Ysleta ISD*

Ysleta ISD (enrollment of 45,000) showcases five methods/new tools in solving financial problems for the next decade. Discussions concerning salaries, benefits, and total expenditures are balanced against incoming revenues that will be decreasing

over the next decade. Bond issues, construction methods, and maintenance overviews allow board members to take with them new ideas to help solve the budget crisis. (SBEC #6)

Legal Issues in Employee Compensation—Room 14*Presenter: Holly Murphy, TASB*

One of the most important decisions your board makes every year is setting compensation for district employees. Your local compensation plan includes decisions about salaries, stipends, and contracts. Even when all seems settled, questions arise: Can we give a holiday bonus? Can we reduce pay after a reassignment? Come explore the answers to these and many other compensation questions with a TASB attorney. (SBEC #4)

Good Governance IS Possible—Room 15*Presenters: David Pevoto, Board Member, and Greg A. Gibson, Superintendent, Schertz-Cibolo-Universal City ISD*

The Schertz-Cibolo-Universal City ISD board of trustees and superintendent work diligently to ensure there is a clear line of delineation between governance and staff activities. Through clear process mapping and constant communication, the Team of Eight created the "Enterprise Process Model," which outlines more than 80 key district processes. The board of trustees leads (11) eleven of these processes, and the superintendent leads the remainder. Participants in this session learn how boards can let the superintendent "do his/her job," while at the same time remain accountable to stakeholders, create transparent operations, and ensure fair treatment of all stakeholders. (SBEC #6)

That Coach Has Got to Go!—Room 16A*Presenters: Andrea Mayo, Deputy Superintendent for District Services, Longview ISD; and Kelli H. Karczewski, Attorney, Karczewski Bradshaw L.L.P.*

We've all heard it time and 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 veteran HR administrator, the nuances of contracting with your coaches and the how-tos of addressing performance deficiencies. Leave with the tools necessary to keep your athletic department well staffed (and fans happy!). (SBEC #3)

Police Force—How to Avoid Pitfalls—Room 16B*Presenters: Gerald Robinson, Chief of Police, and Eric Young, Police Officer, Hempstead ISD; Marilyn Vaughn, Chief of Police, Royal ISD; and Lisa R. McBride, Lawyer-Partner, Thompson & Horton, LLP*

School safety is foremost on every stakeholder's mind as the daily news is full of incidents involving violence in schools. Hempstead

ISD, in collaboration with local area police departments and outside legal counsel, has worked to develop a system where the police force for the district will work for the safety of the students and comply with the legal requirements of the Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE). Join presenters in a candid discussion of do's and don'ts for the district. (SBEC #4)

[TSPRA] Education Foundations and Community Engagement—Room 17A

Presenters: Barbara Moore, Board Member, and LaTonya Goffney, Superintendent, Coldspring-Oakhurst CISD; and Milli Christner and Laurie Cromwell, Co-Founders, Foundation Innovation, LLC

In the past 25 years, over 300 education foundations have been established in districts of all sizes to benefit local school districts in Texas. Though a recent phenomena for K12, public colleges and universities have benefited from their own foundations for decades. Effective community engagement and support are essential for the success of public schools. Learn how Coldspring-Oakhurst CISD utilized an education foundation to create goodwill for their school district, increased funds for innovative programs, and turned community leaders into public education ambassadors. This session reviews the steps necessary to create an effective education foundation and the unique perspective of the superintendent and a board trustee on the process and end results for their district. (SBEC #6)

Dollars and Sense: Effective Pay System Management—Room 17B

Presenter: Dee Jeter, TASB

The majority of a school district's budget is devoted to employee compensation. Ensuring the district is paying the right amounts to successfully recruit, retain, and reward employees while controlling costs is imperative in today's challenging economic climate. This session explains how to successfully manage the mechanics of your district's pay system to fairly and effectively pay your employees. (SBEC #6)

Test Your Knowledge—Hiring and Firing Facts—Room 18A

Presenter: April Mabry, TASB

Test your knowledge and see how familiar you are with the processes a district 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 allows 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. (SBEC #4)

Improving Postsecondary Access—Leveraging Resources through the Texas College Access Network—Room 18B

Presenters: Alejandro Barbosa, Operations & Program Manager, Educate Texas; Eyra Perez, Executive Director, San Antonio Education Partnership; and Jeanne Russell, Education Policy Advisor to the Mayor, Office of the Mayor—San Antonio

Despite the more than 1,500 college access organizations in Texas, trends in postsecondary attainment remain relatively stable. To better align resources, Educate Texas developed the Texas College Access Network, connecting ISDs, IHEs, and community-based organizations to increase postsecondary access through regional pilots. This presentation highlights statewide strategy with insights from San Antonio's local leadership. (SBEC #5)

[TSPRA] Need Fast Cash? Start a Successful School Marketing Program—Room 18C

Presenter: Julie Thannum, Executive Director of Communications and Marketing, Carroll ISD

Facing budget cuts due to state funding losses? Need fast cash? Learn how one district turned a few revenue enhancement ideas into a full-fledged money stream for the district's annual operating budget by developing a reputable, long-term marketing program. This session reveals tips and pitfalls related to public school marketing, covering topics like logo licensing, trademarking, advertising and sponsorship, contract writing, web advertising, and other unique ways to raise money for your district. It all adds up to building community trust as we tighten our belts to serve kids in Texas public schools. (SBEC #5)

What Are Your Students Learning? Is It Quality? How Do You Know?—Room 18D

Presenters: Steven Ebell, Deputy Superintendent, Clear Creek ISD; and Susan Holley, TASA

Do you need valuable feedback regarding your efforts to improve learning for all students? Do you need to equip yourself with the knowledge and skills necessary to objectively evaluate your curriculum management and make better decisions in your district? The curriculum management audit is a structured approach to organizational analysis, policy direction, curriculum equity and quality, and system use of feedback. In addition, audit training can build the capacity of district leaders to examine internal systems and curriculum/instruction/assessment issues. (SBEC #7)

Friday

Rules and Tools for Purchasing Instructional Materials and Technology—Room 19A

Presenters: John Lopez, Managing Director, Instructional Materials and Educational Technology, Texas Education Agency; Jennifer Bergland, Director of Governmental Relations and Member Services, Texas Computer Education Association; and Jackie F. Lain and Steve Fisher, TASB

Confused about what instructional materials and technology may be purchased with the Instructional Materials Allotment (IMA)? Struggling to prioritize the instructional needs of your students to fit within your budget? Want a one-stop shop to learn about the products that are available? The IMA was designed to give districts flexibility and more local control over purchases of instructional materials. But with this flexibility comes new responsibilities and some added accountability. The presenters cover the rules and regulations of the IMA and demonstrate how to use the resources provided by TEA and TASB, including the Buy Board, to identify and purchase quality instructional materials and technology for your district. (SBEC #4)

Digital Literacy and Citizenship: Best Practices for Districts—Room 19B

Presenter: Rebecca Randall, Vice President of Education Programs, Common Sense Media

Young people today are growing up in a digital world that has the potential to enrich their learning. Yet administrators face challenges on a daily basis dealing with behavioral issues that arise from students' use of technology. And although digital citizenship skills have become essential for students in the 21st century, neither students nor schools have a roadmap to guide them. With CIPA/E-rate education requirements effective as of July 1, it's even more critical that administrators have the resources they need to teach students basic Internet safety and digital citizenship skills. TASA's

new partnership with nonprofit Common Sense Media paves the way for all Texas schools to meet these federal requirements and more. Attend this session and learn about Common Sense's free digital citizenship resources and how TASA and Common Sense are helping to support administrators in raising a generation of good digital citizens. (SBEC #6)

When the Legislature Does the Laundry, Will Your District Lose Its Shirt?—Ballroom G

Presenters: Wayne Pierce, Executive Director, and Ray Freeman, Deputy Executive Director, Equity Center

Despite a solid school finance case against the state and a cautiously optimistic view of the potential level of success, the solution always comes back to the legislature. What are the three potential scenarios the legislature will be working within when it meets in January? What are the facts that they will be working with or working to ignore? If the legislature is, indeed, concerned about "dumbing down" high-funded districts to a funding level that is above the level the state currently funds most other districts, what does that say about their concern for students in the lower- and mid-level funded districts? These and other questions about what the 83rd legislature will be dealing with—and the role you and your district will play—is laid on the table for consideration. (SBEC #4)

Distinguished Lecture

1–2:15 p.m.

Ballroom E/F

- Don Reynolds, Economist and Founder, 21st Century Forecasting

Global Economic Update—The New Normal

See details, page 14



In-Depth Sessions

1–3:45 p.m.

Increasing Your Personal Influence as an Educational Leader—Room 9C*Presenters: David Koempel and Kay Douglas, TASB*

Increase your ability as a school leader and exert a more positive influence in your organization. Participants identify their personal preferences and styles for interpersonal communication, problem solving, and teamwork. The popular Myers-Briggs Type Indicator is the foundation for this experiential session and provides the vehicle and structure for exploring ways to strengthen personal influence. (SBEC #6)

**School Law Basics, Part I—Room 10AB***Presenter: Mark Tilley, TASB*

Especially designed for first-year board members, this session with a TASB Legal Services attorney highlights the fundamentals of school law. The session covers key information trustees need to know when they join the board, including how to avoid nepotism and financial conflicts of interest, as well as the basics of school district personnel contracts. Breakout Sessions 2:30–3:45 p.m.

Breakout Sessions

2:30–3:45 p.m.

Asbestos Rules and Regulations: What Are Schools Required to Do?—Room 9AB*Presenter: George J. Scherer, TASB*

All schools are required to have an asbestos management plan. This session explains what rules and regulations affect schools in Texas and how they impact Texas schools. The session, taught by a licensed Texas asbestos management planner, also discusses what must be included in a school's asbestos management plan and how to maintain compliance. (SBEC #4)

Ed Intelligence, Predictive Analytics, Informed Educators = Student Success—Room 11AB

Presenters: Jamie Wilson, Superintendent, Denton ISD; Jimmy Byrd, Associate Professor/Executive VP, University of North Texas; and Donna Boivin, Senior Educational Consultant—EDM, Dell, Inc.

Participants learn how a combination of education intelligence and predictive analytics enables informed educators to enhance student and district success. Early warning indicators, interactive charts and graphs, and analysis of effectiveness and efficiency are among the tools necessary for accountability, transparency, and success. (SBEC #8)

[TSPRA] Educating, Engaging, and Empowering Your Community in the 21st Century—Room 12A

Presenters: Elaina Polsen, Director of Communications, Clear Creek ISD; and Nancy Porter, Chief Communications Officer, Fort Bend ISD

This is not just another social media session. If your school district was rated on Amazon, how many stars would your public give you? Learn what you need to know to succeed in today's dynamic public relations environment. Listen to practical examples to help you influence the digital conversation about your district. Discover ways to build public trust as you meaningfully engage your key stakeholders who are vitally important to the success of your district's strategic goals and objectives. (SBEC #5)

Engaging Students: The Essential Strategy for Creating Higher Levels of Learning—Room 12B*Presenter: John Horn, Senior Associate, Schlechty Center*

Great schools of the future will be those that can move from a dependence on compliance to cultivating commitment from staff and students. Their leaders will focus on transforming the culture and the structure of schools so that creating engaging work for students becomes the core business. This session reflects the philosophy, frameworks, and district capacity standards developed by Phil Schlechty, author and founder of the Schlechty Center for Leadership in School Reform. John Horn, retired superintendent from Mesquite schools and now a senior associate with the Schlechty Center and facilitator of TASA's Visioning Institute work, is lead presenter, joined by some of the Texas Standard-Bearer Network district members. (SBEC #8)

21st Century Education: Transforming the Education Paradigm One Community at a Time [LTASB]—Room 13AB

Presenters: Mel Fuller, Board Member, Northwest ISD; Karen Holburn, Board Member, Richardson ISD; and Ann Hammond, Board Member, Clear Creek ISD

Learn how school boards and administrators can partner together to impact student learning for the 21st century. Discussions center on new uses of digital learning, how assessments and accountability should change, organizational influences, and empowering local control. (SBEC #7)

Overcoming Catastrophic Circumstances—Room 14

Presenters: Steve Murray, Superintendent, Henry Gideon, Chief Operations Officer, Sandra Callahan, Chief Financial Officer, and Donald Williams, Executive Director of Communications/Community Services, Bastrop ISD

Gain knowledge of lessons learned when wildfires devastated an entire community and how school district and community

Friday

resources allowed Bastrop ISD to function as a community respondent to manage communication efforts among parents, students, community, first responders, and the media. In addition, hear how the district coordinated counseling services, donation management, and FEMA assistance, while taking care of the day-to-day operations of the district. Hear how Bastrop ISD is progressing a year later. (SBEC #6)

What to Expect from Your HR Department—Room 15

Presenters: Bret Champion, Superintendent, and Karie Lynn McSpadden, Assistant Superintendent, Human Resources, Leander ISD; and Cindy Clegg, TASB

A high-performing human resource department can be your vital partner to success. HR can help you build and keep a quality workforce, shape the climate and culture of your district, and keep your district positioned as an employer of choice. This session examines performance expectations for the human resource department and workforce metrics that every superintendent should know. Dr. Bret Champion, former chief HR administrator and now superintendent of the third fastest growing district in Texas, shares his expectations for human resources in Leander ISD. (SBEC #3)

10 Things Every Trustee Should Know About Elections—Room 16A

Presenters: Dorcas A. Green and Christine Badillo, Attorneys, Walsh, Anderson, Gallegos, Green & Trevino, P.C.

As elected officials, there are certain things every trustee must know about election law and process—and there can be serious consequences if they do not. In this information-packed session, experienced election lawyers give board members the information they need to maneuver through such thorny election issues as political advertising, board vacancies, Department of Justice preclearance, and joint elections, to name just a few. First-time trustees and seasoned veterans alike benefit from the practical guidance offered, so be sure not to miss it! (SBEC #4)

Legislative Changes Needed to Reduce Tax Rates and Increase Flexibility for Debt—Room 16B

Presenters: Daniel Roseveare, Managing Director, Oppenheimer; Horacio Aldrete, Director, Standard & Poor's; Ryan O'Hara, Managing Director, BOSCO, Inc.; and Dan Wegmiller, Manager Director, Specialized Public Finance, Inc.

Hear from a panel of financial experts and district administrators about the negative impact that existing restrictive legislation has on district capital plans. Discuss the issues related to this current legislation that requires districts to issue more costly and less flexible long-term debt plans. Identify several changes that could

be proposed to improve the cost and flexibility to finance future capital needs. (SBEC #4)

Religion in the Public Schools—Room 17A

Presenter: Amy Magee, TASB

School officials often face difficult questions about the role of religion in public schools. Too often, school officials find themselves caught between those who wish to express religious views at school and those who would prefer to eliminate religious expression from the school environment. Although there may never be a way to please everyone when these controversies arise, you can make fair decisions consistent with law and policy. This presentation by a TASB Legal Services attorney provides answers to help school officials maintain the balance between the First Amendment's prohibition on the establishment of religion and its protection of individuals' free exercise of religion. (SBEC #4)

Strategies for Creating Sustainable 21st Century Campuses—Room 17B

Presenters: Jim Rice, Board Member, Fort Bend ISD; Gavin Dillingham, Energy Manager, Houston ISD; and Steven Smelley, Business Development Manager, Chevron Energy Solutions

Whether your district has limited capital dollars or is evaluating a possible bond measure, you will learn proven strategies for creating sustainable 21st century campuses. Using local examples, panelists discuss options for funding and leading programs that reduce operating costs, improve environmental sustainability, and provide hands-on educational opportunities for 21st century learners. (SBEC #6)

Keep Partisan Politics off the Dais and out of School Board Decisions—Room 18A

Presenters: Alton Smith, Board Member, Aldine ISD; Chad Chadwell and Diane Cox, Board Members, Round Rock ISD; and Amber J. Fulton, Director of Programs and Development, Friends of Texas Public Schools

With many districts moving their elections to November to save money and/or to get greater voter turnout, partisan politics will likely become more prevalent among candidates. Both major parties are gearing up to gain control of school board elections. But, this often leads to major distractions and takes the focus away from the classroom. The presenters direct the discussion, but this is a café-style session with interaction from the attendees. (SBEC #6)

Technology and Digital Content Directions: Free Agent Learning Enabled!—Room 18B

Presenter: Tom Burnett, Manager, Strategic Initiatives, Apple

Mobile technologies and an explosion of digital content are enabling a movement toward what many are calling “Free Agent Learning.” This session focuses on the significant digital trends that are reshaping education today and into the future. Topics include the emerging role of iPads in learning, how Open Educational Resources (OER) are engaging learners, the emergence of digital textbooks, the potential of blended learning environments, where these innovations are taking hold, and how district leaders can stay ahead of the learning curve on embracing these trends. (SBEC #8)

Nonrenewals—Room 18C

Presenter: Leslie Story, TASB

Senate Bill 8, passed in the 2011 Special Session, contained several changes to Texas Education Code chapter 21 on personnel, including changes to the nonrenewal procedure. This session with a TASB Legal Services attorney explores the controversy around these legislative changes and offers a roadmap for successful nonrenewals in future years. (SBEC #4)

Ethics for School Trustees—Room 18D

Presenter: Diana B. Freeman, TASB

Is it okay to accept gifts during school board appreciation month? Can you talk to the coach about your daughter’s playing time now that you are on the board? Should you intervene on behalf of a friend to ensure that they get an interview for a position in the district? Board decisions can lead to ethical dilemmas. What are some of these dilemmas and how would your leadership team (board and superintendent) handle them? In this session, participants examine scenarios of some school board situations to determine the best course of action. Then they discuss the ethical principles demonstrated, possible consequences from the actions, and suggestions for better ways to handle the situations. (SBEC #1)

UIL Update—Room 19A

Presenters: Charles Breithaupt, Executive Director, and Jamey Harrison, Deputy Director, University Interscholastic League, UT–Austin

This session discusses current issues related to the University Interscholastic League, including litigation, legislation, reclassification, and trends. (SBEC #4)

Short-Term Investing Variables: U.S. Economy, Federal Reserve, and Credit Ratings [IOT]—Room 19B

Presenters: David Boone, Advisor, American Beacon Advisor

This session focuses on key U.S. economic data and analyzes the relationship between changes in key economic data and shifts in monetary policy, short-term interest rates, and the slope of the yield curve. Also to be discussed are the economic cycle and the role fixed income can play in that cycle. (SBEC #4)

Economic Development Options for Public Schools—Ballroom G

Presenters: Daniel T. Casey, Partner, and Bob Popinski and Chris Grammer, Associates, Moak, Casey & Associates; and Kevin O’Hanlon, Partner, O’Hanlon, McCollom & Dermerath

This presentation examines economic development options for Texas school districts, especially property value limitations under the Texas Economic Development Act (Chapter 313 of the Tax Code). Recent legislative action, rules from the Comptroller’s Office and the Texas Education Agency, and reporting requirements for school districts and companies are discussed in detail. Strategies for analyzing and negotiating applications are also discussed. (SBEC #4)

In-Depth Session**2:30–3:45 p.m.****OMA for AG Credit (School Law Basics, Part II)—Room 10AB**

Presenter: Rachel Dedman, TASB

Designed for new board members, this session is your chance to learn and ask questions about the Texas Open Meetings Act (OMA). A TASB Legal Services attorney covers 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. (SBEC #4)

Friday

First General Session

4–5:30 p.m.

Convention Center, Exhibit Halls 1–2

- **Presenter: General William “Bill” Looney, Retired Air Force General**

Creating Organizations that EXCEED EXPECTATIONS

See details, page 12



Book Signing:

Exceeding Expectations: Reflections on Leadership

5:30–6 p.m., outside Exhibit Hall 1 (Trinity entrance), immediately following presentation

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Daily Agenda

Registration	6:30 a.m.–4:30 p.m.
Breakout Sessions	7:30–8:45 a.m.
In-Depth Sessions	7:30–10:15 a.m.
Exhibits Viewing, TASA/TASB Marketplace, and Member Services	8 a.m.–3:30 p.m.
Breakout Sessions	9–10:15 a.m.
Second General Session: LeVar Burton	10:30 a.m.–noon
Designated Exhibits Viewing	Noon–1:30 p.m.
TASB Named Delegate and Alternate Lunch and Caucuses	12:30–1:45 p.m.
Breakout Sessions	1:30–2:45 p.m.
Distinguished Lecture: Craig Watkins	1:30–2:45 p.m.
In-Depth Sessions	1:30–4:15 p.m.
TASB Delegate Assembly	2–4 p.m.
Designated Exhibits Viewing	2:45–3:30 p.m.
Breakout Sessions	3:30–4:45 p.m.

Related Meetings

UT–CSP Advisory Council Breakfast	7:30–8:45 a.m.	Hilton–415AB
TASB Area Association Annual Breakfast	7:30–9 a.m.	ACC-2
Texas Academic Decathlon Board Meeting	7:30–9 a.m.	Hilton-404
Texas Association of Mid-Size Schools Board Meeting	8–10 a.m.	Hilton-602
Texas School Coalition Executive Committee Meeting	8:30–9:30 a.m.	Hilton-402
Texas Taxpayer & Student Fairness Coalition/ Equity Center Meeting	9–10 a.m.	Ballroom G
TASB Legislative Advisory Council Meeting	9:30–10:30 a.m.	ACC-7
Texas School Alliance Luncheon/Meeting	Noon–1:30 p.m.	Hilton-Salon AB
Texas Association of Education Service Centers Luncheon	12:15–1:15 p.m.	ACC-6AB
Texas Leadership Center Board Meeting	12:15–1:15 p.m.	ACC-Mezzanine 16 (Level 2)
Texas Council of Women School Executives Board Meeting	12:15–3 p.m.	Hilton-602
STAR–Texas Board Meeting	1:30–2:45 p.m.	Hilton-617
Texas School Coalition Membership Meeting	3–4 p.m.	Hilton-Salon D

TASB Delegate Assembly 2012



Education
is everybody's business.



Saturday

12:30-1:45 p.m.

**Delegate and Alternate Lunch
and Extended Caucuses
Level 4, Hilton Austin Hotel**

(refer to Delegate Assembly Handbook for more details)

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

2-4 p.m.

**Delegate Assembly
Grand Ballroom, Level 6,
Hilton Austin Hotel**

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

The Assembly begins at 2 p.m. and will conclude at approximately 4 p.m. During that time, delegates will elect TASB officers and board members, hear reports from the TASB Board and its committees, and consider changes to the 2012-14 TASB Advocacy Agenda.

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

Saturday

Breakout Sessions

7:30–8:45 a.m.

10 Good Ideas for Managing Pay—Room 9AB

Presenters: Dane Adkinson and Luz Cadena, TASB

Even as budgets are shrinking, maintaining sound compensation plans and strategies is still a requirement for recruiting and retaining district staff. In fact, when resources are scarce, adhering to the intention and purpose of a compensation plan is more important than ever. This session identifies 10 universal pay concepts that apply in any budget circumstance—for any size district. Topics addressed include developing market strategies, improving low salaries, controlling growth in salary costs, and more. (SBEC #3)

Breaking Up Is Hard to Do: Cutting Ties with Difficult/Non-Performing Employees—Room 11AB

Presenters: Gary G. Wuest, Assistant Superintendent of Human Resources, Schertz-Cibolo-Universal City ISD; and Betsy Hall Bender, Attorney at Law, Betsy Hall Bender, Attorney at Law

On occasion, we find ourselves dealing with the truly “difficult” employee: someone whose personality, attitude, or approach to work is at odds with a successful, productive workplace, causing continual problems for you and your district. These difficult employees cause morale problems and create a huge drain on the district’s resources in terms of wasted time and reduced productivity. In this session, presenters give some practical tips on what to do when you’ve decided it might be best for all concerned to just send the employee “to the house.” The focus is on the steps that should be taken to avoid the “traps for the unwary” which, if given sufficient attention at the outset, may help facilitate a “successful” termination of the employment relationship. (SBEC #3)

How Does the Condition of School Facilities Affect Educational Outcomes?—Room 12A

Presenter: Gene Sheets, Superintendent, Muleshoe ISD

One of the issues in the school lawsuit against the State of Texas brought by the Texas Taxpayer & Student Fairness Coalition involves the question of inequity in school facilities. Hear from one of the expert witnesses in the school lawsuit whose doctoral dissertation addressed the facility inequity issue. In the last school lawsuit, the Supreme Court ruled that there was indeed a great inequity in school facilities in Texas. However, it said the plaintiffs failed to show a correlation between the condition of school facilities and educational outcomes, such as student performance, student attendance, and teacher turnover. This session summarizes one of the studies that shows there is a relationship between the

condition of school facilities and certain educational outcomes. The information from this session is very helpful for schools considering calling bond elections to address facility needs. Attendees also hear an update on the school lawsuit against the state. (SBEC #6)

The DAEP Is No Place for “My” Child—Room 12B

Presenters: Wayne D. Haglund and Hilary Haglund Walker, Attorneys, Haglund Law Firm

Seasoned school district attorneys discuss recent developments and challenges in student discipline cases, including the increasing attacks on the Disciplinary Alternative Education Placement (DAEP) and a discussion of how to properly handle the removal of a student in the disciplinary process. (SBEC #6)

Making It Work! The Texas State Plan for Education of Gifted/Talented Students—Room 13AB

Presenters: J. J. Colburn, Executive Director, and Tracy Weinberg, Associate Director, Texas Association for the Gifted and Talented (TAGT)

This panel discussion, led by administrators and gifted specialists, offers an understanding of the basics of compliance with state laws regarding gifted education, and investigates strategies to create exemplary services. It also takes a look at best practices and promising programs that can provide a range of appropriate services for gifted students in your school district. (SBEC #4)

Things We’d Like to Do...But the Lawyers Won’t Let Us—Room 14

Presenters: Linda Pitner, Board Member, Amarillo ISD; Toby Tucker, Director of Leadership Development, Certification, and Compliance, ESC Region 16; and Andrea Slater Gulley, Attorney, Underwood, Wilson, Berry, Stein & Johnson P.C.

In this entertaining yet informative session, a superintendent, board president, and school attorney discuss both unusual and day-to-day problems schools face, potential solutions to those problems, and the legal hurdles administrators and board members need to be aware of before taking action. (SBEC #4)

Sex and the Law—Room 15

Presenter: Bill Davis, Sergeant, Taking Care of Children

Most adults are very reluctant to talk to teenagers about SEX. Sgt. Bill Davis, a 40-year veteran police officer who has investigated over 7,000 child abuse and sex crimes incidents, presents his program, which he has presented to thousands of middle school and high school teenagers throughout Texas. This program IS NOT a sex education program. Every Texas citizen is held accountable for their actions from their 10th birthday until they die. Therefore, this program very candidly and professionally

discusses the accountability of students and adults involving various criminal laws dealing with sexual encounters, including underage sex, alcohol, drugs, and teen dating violence. Sgt. Davis also discusses “Bullying” at length in his program, as well as the new teen rave, “Sex-ting.” This session helps districts adhere to the 2007 Texas legislative mandate to every school district in Texas to address the issue of teen violence in our society. Sgt. Davis also promotes sexual abstinence. Halfway through his presentation, he changes the discussion to civil law dealing with pregnancy; paternity suits; child support; and rights of the mother, father, and child. He also discusses the mandatory reporting law and liabilities in a way you’ve probably never heard before. The program is filled with laughter, anxiety, and 100 percent attention from the audience. Come early to ensure a seat. This session is usually filled to capacity. (SBEC #4)

Formative Assessment: The Bridge between Teaching and Learning—Room 16A

Presenters: Sandy Snow, Director of Staff Development, Grapevine-Colleyville ISD; and Karen Vance, Director of Assessment, Coppell ISD

This session details the journey of a district that operationalized continuous formative assessment strategies designed to bridge teaching and learning. The transformational process was driven by a comprehensive professional development plan that involved campus teams learning the purpose and power of formative assessment, intentional lesson design, formative assessment strategies, and protocols to apply to their daily practice. (SBEC #8)

Compensating Our Teachers—What Comes Next—Room 16B

Presenter: Ann Patton, TASB

In the past, districts could place teachers on an “automatic step schedule” for their years of service, post the salary schedule each year, and then forget about it. Now, teacher pay requires more strategy, more monitoring, and sometimes doing things differently. This session discusses these issues and explains the changes that have been taking place over the past decade when it comes to paying our teachers and what needs to change next. (SBEC #3)

A Common Purpose: How Cities and Schools Can Work Together—Room 17A

Presenters: Marilyn Bettles, Board Member, and Rory S. Gesch, Superintendent, Navasota ISD; and Brad Stafford, City Manager, City of Navasota

This session analyzes how Navasota ISD and the City of Navasota have forged a partnership of cross-system collaboration that engages education and city stakeholders in a process for developing mutual goals and objectives, with a focus on building

a strong base for future civic and economic growth. Learn from the leaders involved about the joint ventures and initiatives that have brought these two entities together for a common purpose. (SBEC #5)

Professional Learning Plan: How a District Aligned Its Professional Development—Room 17B

Presenters: Rebekah L. Hinkle and Katie I. Gray, District Staff Developers, and Karen Ray, High School Instructional Coach, Burleson ISD; and Brenda T. Smith, Director of Professional Development, Advanced Academics, and Talented and Gifted

This session examines one school district’s efforts and results in implementing a professional learning plan to which all professional development is aligned. This plan outlines 23 research-proven strategies known to impact student learning and is designed to keep professional learning streamlined and focused. Teachers and administrators can track training and implementation data on each strategy in their efforts to continuously improve instructional practice. (SBEC #6)

Genesis of a District—Roscoe ISD—Room 18A

Presenters: Kim Alexander, Superintendent, Roscoe ISD; and Kely Garbee, Associate Program Officer, Educate Texas

In 2009, Roscoe ISD, a small, rural district, opened an early college and developed a culture of high expectations. To accomplish this, Roscoe focused on teacher effectiveness, facility renovations, and support structures for students and families. This presentation shares big ideas from a small district with clear vision. (SBEC #6)

Myth Busters: The Real Truth about the Successes of Our Schools—Room 18B

Presenters: Chad Chadwell, Board Member, Round Rock ISD; Scott Milder, President, and Amber J. Fulton, Director of Programs and Development, Friends of Texas Public Schools

You’ve heard the drumbeat: Texas public schools are failing, and more and more kids are falling behind. Numerous organizations have taken up the cry and perpetuate the myths. Join us as we test the validity of the rumors, innuendos, and outright untruths and ultimately show the strengths, achievements, and continual advancements of our Texas’ students. Take home ideas for spreading the word to your staff, parents, and community. (SBEC #4)

Saturday

A First-Timer's Guide to Facilities Master Planning—Room 18C

Presenters: Stan Frazier, Assistant Superintendent of Planning and Operations, Barbers Hill ISD; and James I. Powell, AIA, Partner, PBK

Despite tough economic times, Texas is projected to have the largest K12 enrollment growth in the nation through 2020. The school-age population in Texas will double by 2025. ISDs continue to struggle with M&O costs, and funding is more challenging than ever. Districts may have the financial capacity to build schools but literally can't staff or operate them. Class-size waivers are a common response to financial constraints, yet students lose individual attention as class sizes swell. This program gives the first-timer or seasoned professional accessible tools to undertake a facilities master plan. (SBEC #6)

Shame on Them! Dealing with Unruly, Disruptive, and Abusive Parents on Campus—Room 18D

Presenters: David Backus and Ronnie P. Garcia, Attorneys, Underwood, Wilson, Berry, Stein & Johnson, P.C.

Student issues at school often develop into parental confrontations at school. Angry, belligerent parents pose a difficult dilemma for schools. On the one hand, the law clearly states that parents are partners with schools in the education of children. Conversely, partners sometimes disagree vehemently about what course of action is best for the partnership. This session explores, through "real world" illustrations, the options a school has when dealing with a partnership gone bad. (SBEC #4)

PLAN to Achieve MORE with LESS—Room 19A

Presenters: Jeremy Lyon, Superintendent, Hays CISD; and John Draper, President, and Rebecca Kraus, Executive Director, Cambridge Strategic Services

Every school district in Texas is fighting budget problems. There just isn't enough money to go around. But Hays CISD has a secret weapon to help in this process—its strategic plan. The district knows which programs are essential to its mission and which programs can be strategically abandoned. Its focus is razor sharp...and although the financial times are difficult, Hays is making great progress towards its objectives. Learn why an investment in strategic planning may be the smartest thing your district can do in these difficult times. (SBEC #6)

The Global Economy [IOT]—Room 19B

Presenter: Eugene Stone, Executive Vice President and Chief Investment Strategist, PNC Wealth Management

The U.S. and world economies are linked in many ways. This session examines the current 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. (SBEC #4)

In-Depth Session

7:30–10:15 a.m.

A Healthy Dose of Policy for Student Wellness—Room 9C

Presenter: Kathy London, TASB

Besides the obvious task of teaching students reading and math, schools are increasingly required to look after students' health and to provide a variety of health-related services and training. From policies on allergies and administering medication to suicide prevention, this session helps us better understand the role of the board in addressing these requirements, including the appointment of a local school health advisory council. A TASB policy consultant guides us through the various mandates and board policy decision points that establish priorities and the operation of school health programs. (SBEC #7)



Teamwork Basics—Room 10AB

Presenter: Kay Douglas, TASB

Especially designed for first-year board members, this 2.5 hour workshop includes a look at why it is important for trustees to act as a board rather than as individuals, what makes a team effective, and how each member can contribute to that effectiveness. Key team procedures, communication strategies, and ethical behavior are explored as ways to help new board members gain trust and get things accomplished quicker. (SBEC #2)

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Saturday

Breakout Sessions

9–10:15 a.m.

Demystify Your Building Program—Room 9AB

Presenters: Bo Ledoux, Vice President, and Jolie Willis, PR and Bond Specialist, Claycomb Associates, Inc.; and Mike Brooks, TASB

Planning for a building program is a very complex process. Let us help you debunk the unknown and diffuse the anxiety associated with planning for a building program. By discussing common myths and misconceptions, participants learn tried and true steps that take the mystery out of the building process and lay the groundwork for a successful bond issue. (SBEC #6)

Banking on Leadership: High School Students Do Community Service via The Benefit Bank of Texas—Room 11AB

Presenter: Diana Maldonado, Vice President of Programs, Texas Health Institute

High school students from various ISDs throughout the state share in the spirit of community leadership in their local communities by serving as volunteers for The Benefit Bank of Texas (TBB-TX), a secure web-based portal and counselor-assisted program that connects low-to-moderate-income individuals and families with worker supports and benefits by filing applications

electronically from a single platform. Over \$8 billion in benefits go unclaimed due to lack of accessibility and outreach. Come learn how accessing benefits in your community can translate into healthy students in the classroom. (SBEC #8)

Roles, Responsibilities, and Relationships Roulette—Room 12A

Presenter: David Koempel, TASB

Do you ever feel like you're being spun around while serving on your school board? Experienced and new board members can become more effective leaders when they have a clear understanding of and are committed to their volunteer positions. This interactive session, taught by a TASB Leadership Team Services consultant, informs and engages participants in strengthening their leadership team's relationships by collaborating for excellence and focusing on their roles and responsibilities. (SBEC #2)

Reframing Accountability as a Strategy to Save Public Education—Room 12B

Presenter: George Thompson, President and COO, Schlechty Center

George Thompson, president of the Schlechty Center, shares a new and different kind of accountability system, one that is based on being "accountable for" progress (or lack of progress) as opposed to being "accountable to" state or federal mandates.

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This new vision of accountability is one that is consistent with major shifts that are occurring in our society. It fosters rewarding innovation, not regulating it; it fosters trust, not blame; it fosters flexibility, not rigidity. (SBEC #6)

A Process Redesign Approach to the Instructional Materials Allotment—Room 13AB

Presenters: Melody Paschall, Associate Superintendent of Academic Services, Irving ISD; Jim Vaszauskas, Associate Superintendent, Curriculum, Instruction, & Accountability, Mansfield ISD; and Fred Bentsen, Senior Vice President, APQC Education

Does your district have an inclusive and efficient process for ensuring that Instructional Material Allotment funds are spent appropriately? With the support of APQC, Irving ISD and Mansfield ISD developed a clear process for spending these funds. Attend this session if you are interested in learning more about their journey to develop an efficient and fair process for expending your Instructional Materials Allotment funds. (SBEC #4)

From Hiring to Termination: Top 10 Mistakes Made During the Employment Process—Room 14

Presenters: Cynthia S. Buechler and William M. Buechler, Attorneys at Law, Buechler & Associates, PC

In this session, experienced school law attorneys discuss the common pitfalls faced by school districts with regard to the employment process, including hiring issues, reprimands, appraisals, nonrenewals, and terminations. A helpful “Top 10” list identifies a district’s primary areas of liability and offers practical solutions for ensuring compliance with employment laws and school policy. (SBEC #3)

A New Vision for ALL Schools—Is It Possible?—Room 15

Presenter: Mary A. Whiteker, Superintendent, Hudson ISD

More than 40 East Texas school districts have embraced the New Vision for Texas Public Schools. Are your schools engaged in relevant, meaningful activities that reflect innovation, problem-solving, creativity, and critical thinking? Are your schools preparing students for the demands of a 21st century workforce? The New Vision is not a program a district will purchase; it is not limited to wealthy, large districts. The New Vision is not driven by standardized tests or weakest link accountability systems. The New Vision is for all students, all districts. Discover a process that small and midsize districts can use to move their schools from a 20th century factory model to one that is student-centered, preparing future-ready students. (SBEC #8)

Instruction Drives Construction with Curriculum Experts on Your Design Team—Room 16A

Presenters: Mark Lam, K–12 Practice Director, SHW Group; and Dalane Bouillion, Associate Superintendent for Curriculum and Instruction, Spring ISD

The excitement seen in kindergarten is extended through 5th, 8th, and even 12th grades as student engagement is the primary focus of teachers who work more like mentors and coaches. Spring ISD’s most recent expansion of this model is in Gloria Marshall Elementary School, which recently celebrated its first birthday and has already been recognized at both the state and national levels as a one-of-a-kind, exemplary educational facility. Come hear how Spring ISD has introduced a Discovery Approach Learning (DAL) curriculum in its newest elementary school designed to engage today’s learner through real problems with cross-curricular integration. An unorthodox approach to design was taken wherein C&I experts teamed with teachers, engineers, and architects to simultaneously design both the facility and the instructional models. The result is a highly engaging environment where cutting-edge architectural and engineering concepts and components not only reduce energy consumption by more than 50 percent but serve as a plethora of opportunities for student engagement and learning. If you are an educational trailblazer—this presentation is for you! (SBEC #6)

Building Capacity from Within...A Call for Action—Room 16B

Presenters: Steve Flores, Superintendent, Arturo Cavazos, Deputy Superintendent, School Services, and Michelle Everett, Assistant Superintendent, Curriculum & Instruction, Harlingen CISD

Where do you start when planning a systemic approach to building capacity in your district? Which groups do you target and how do you design this plan? Harlingen CISD has had great success with its systemic approach to building capacity across the district, and you can too. Participants leave this session with tools for planning and ideas for strengthening their team. It is truly one of the most rewarding experiences to grow your employees and see the transformation of a district. (SBEC #6)

Holding an Effective Election—Room 17A

Presenters: Jeff L. Clemmons, TASB; and Kara Ardis and Trent Toon, Vice-Presidents, Investments and Sales, First Public (subsidiary of TASB)

This session walks you through steps that will assist your district in holding an effective capital improvement election, such as for a bond or tax ratification. How do you identify the needs and resulting projects of your district? Does your district understand

Saturday

the current local political landscape? What is the financial impact of the election to your district? What are the rules at various stages of the election process? How does your district create a strategic election campaign? Who is on your district's election team? Participants receive the answers to these questions and other strategies to use in order to ensure an effective and successful election. (SBEC #5)

A Data-Based Approach for Transforming Schools—Room 17B

Presenters: Mark Scheffler, Associate Superintendent, and Joe Reasons and Donna Newman, Executive Directors, North East ISD; and Marvin Fairman, President, Organizational Health

Participants have an opportunity to learn how North East ISD has used the Organizational Health improvement process as a way to (1) transform the culture or climate of its schools, (2) increase the leadership capacity of principals and key faculty teams, (3) establish data-based systems to improve and sustain student success, and (4) integrate the process as an important component of its overall management system. (SBEC #7)

...and They Lived Happily Ever After: Communicate the Way to Better Team Relations—Room 18A

Presenters: Troy Parton, Superintendent, Paducah ISD; and Diana B. Freeman, TASB

The unique animal that is board-superintendent relations requires ongoing work. Eight different personalities must come together to work as a new and better whole. When this works, school districts can be elevated to a level that leads to improved student achievement; when it doesn't, it can be difficult for everyone at every level. This session features a superintendent and a TASB consultant/former board member as they offer tips that can be applied to the relationship that exists to improve functioning in the boardroom...and maybe lead to a fun, invigorated educational enterprise. (SBEC #6)

iTunes U Unleashed: Learning from around the World—Room 18B

Presenter: Tom Burnett, Manager, Strategic Initiatives, Apple

From Lit2Go to the Library of Congress. From the physics of baseball to the halls of MIT. iTunes U has created a blended learning renaissance. iTunes U is a powerful distribution system for everything from lectures to language lessons, films to labs, audiobooks to tours, individual lessons to full-blown courses. This session focuses on how educators and learners are using this innovative system to change teaching, enhance learning, and break down the walls of education. And it's FREE! (SBEC #8)

How to Shield Your District from the Threat of Trust Deficit—Room 18C

Presenter: Horace Williams, Superintendent, Cedar Hill ISD; Debbie Tribble, Assistant Superintendent of Secondary Education, Hurst-Euless-Bedford ISD; Teri Wilson, Director of Communications, Grand Prairie ISD; and Daniel Carter, Senior Vice President of Client Care, K12 Insight

Public education faces a threat more grave than fiscal deficit—the threat of trust deficit. While fiscal deficit comes in cycles, with public education veterans well-versed in the ups and downs of school budgets, the threat of trust deficit is more disconcerting because no one can be sure if it will be restored over time. We are in uncharted territory. In fact, the advent of social media has completely transformed the ways in which trust is built and sustained in the context of public education. And without trust, every public school initiative becomes vastly more difficult. Presenters discuss an innovative and proven method to systematically ensure that school districts remain on a path of continually growing trust capital with all their stakeholders. (SBEC #5)

TEA's Texas Student Data System (TSDS): One-Stop Shopping for Student Data—Room 18D

Presenters: Brian S. Rawson, Director of Statewide Data Initiatives, and David E. Butler, Texas Student Data System Communications and Change Manager, Texas Education Agency

TSDS is a data system for teachers, designed by teachers. It is a one-stop data source that will pull data required by teachers and administrators from many disparate systems into one place and oftentimes onto one screen. With the data and metrics this system will provide, you will be able to push aside paperwork and focus on your kids! TEA, in conjunction with its partners, has created a system that will take data that districts are already collecting and give it back in a focused and highly useful format. See it! (SBEC #8)

Are You Working with the Texas Legislators Who Have Influence on Education?—Room 19A

Presenters: Chad Chadwell and Diane Cox, Board Members, Round Rock ISD; Alton Smith, Board Member, Aldine ISD; and Amber J. Fulton, Director of Programs and Development, Friends of Texas Public Schools

Participants learn ways to develop relationships with their legislators and help them understand that what happens at the Capitol has long-lasting consequences in the classroom. One

topic is how to form a local school board association in your area that includes multiple districts to develop a coordinated message that can carry more weight at the Capitol. Also, learn why it's important to start these discussions before the next legislative session starts. (SBEC #4)

Texas Economy [IOT]—Room 19B

Presenter: Robert W. "Bill" Gilmer, former Vice President in Charge, Federal Reserve Bank of Dallas

Get an overall picture of the current Texas economy and catch up on the latest economic statistics and analysis. Bill Gilmer, former vice-president in charge at the Federal Reserve Bank of Dallas, also explores the outlook for Texas' economy. (SBEC #4)

Legal Update—Ballrooms E/F

Presenters: TASB Legal Services Attorneys

Are you ready for a presentation that is informative and fun? Well, come on down!!! If you love *The Price is Right*, you'll love this year's Legal Update. For over 15 years, TASB attorneys have gotten all dressed up to highlight recent legal developments related to public school governance, personnel, purchasing, student issues, and more. The presenters do their best to make it the most painless hour you've ever spent in a room full of lawyers. (SBEC #4)

Second General Session

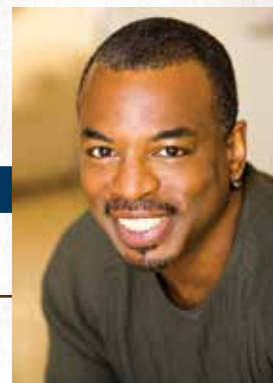
10:30 a.m.—noon

Convention Center, Exhibit Halls 1–2

- **LeVar Burton, Actor, Director, Producer, Author, and Professional Speaker**

Technology and Storytelling—Making a Difference in the Digital Age

See details, page 12



Hungry?

See food service options on page 21.



Saturday

Breakout Sessions

1:30–2:45 p.m.

Re-engaging Your Workforce—Room 9AB

Presenter: April Mabry, TASB

Changes during the last two years have been hard on teacher morale and engagement. Job cuts, bigger workloads, new testing pressures, and pay freezes have left many school leaders concerned about how to re-engage teachers and lift the general mood of employees. This session discusses how to measure and respond to problems with low morale and a disengaged workforce during uncertain times. (SBEC #3)

What Board Members Should Know about Assessments and School Accountability—Room 11AB

Presenter: John Cronin, Director, The Kingsbury Center, Northwest Evaluation Association

This presentation illustrates ways in which accountability goals and metrics can encourage both positive and dysfunctional change in schools. Case studies are introduced from both school systems and NWEA research that illustrates how the metrics and goals selected by school boards matter and that metrics sometimes impact the behavior of schools in unexpected ways. Participants leave the session with a better understanding of these issues and strategies to select metrics and goals that will positively effect change in their school systems. (SBEC #4)

It's Not Me, It's You—Considerations in Construction-Contract Termination—Room 12A

Presenter: Eric E. Munoz, Associate, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

When a district reaches an impasse with its contractor/architect, it may be necessary to consider the ultimate move: terminating the contract. This session introduces the contractual foundations of a project and addresses the formal steps necessary for terminating most contracts. Discussion focuses on common scenarios that lead to termination, as well as practices used to avoid it. Moving beyond termination and issues that districts can expect to see when the dust settles also are addressed. (SBEC #4)

Bond Projects: 10 Things You Need to Know—Room 12B

Presenters: Casey Sledge, Consultant, Sledge Engineering, LLC; and Mike Brooks, TASB

Successful bond projects are critical to the future of your district's facilities, not only for the instructional program but for the community as a whole. How can you ensure your bond project is on the right path? By focusing on 10 key areas, your district can get the best value for the community's tax dollar and the best educational environment possible for years to come. (SBEC #6)

Preventing Fraud in Your Student Activity Fund: A Look into Student Activity Fund Fraud, Why It Matters, How to Prevent It, and What You Should Do If You Find It—Room 13AB

Presenters: Tracy Shockley, Internal Auditor, Spring ISD; and George Jordan, JD, Weaver LLP

Student Activity Funds are comprised of money collected by individual schools, usually from students and/or their parents. TEA has outlined accounting requirements for these funds. Large high schools sometimes collect and distribute over \$200,000 per year in Student Activity Funds. On an individual school basis, this may not be a huge amount of money, but when you multiply the number of schools in a district by even just \$50,000 in Student Activity Funds per year, you get over \$1,000,000 with just 20 campuses. Much of the money is collected in cash and there are often few accounting controls in place (such as money being collected and distributed by the same person). In these types of cases, it often takes years for a theft to be discovered. Because of that lengthy time period, the theft is almost always a felony, sometimes even a First Degree Felony, which for a public servant is only over \$100,000. These thefts generally make the newspaper because the victims of the crimes are public school students and their parents. Importantly, districts must usually use taxpayer money to cover the losses. (SBEC #6)

Growth—It's Not All Peaches and Cream—Room 14

Presenters: Karen Rue, Superintendent, Northwest ISD; David W. Vroonland, Superintendent, Frenship ISD and Chairman, Fast Growth School Coalition (FGSC); Michelle Smith, Executive Director, Fast Growth School Coalition (FGSC); and David Thompson, Lawyer, Thompson & Horton, LLP

While growth in a school district is exciting, it also presents boards and superintendents with great challenges. Currently, the 102 identified fast-growth districts manage nearly 90 percent of the student growth of Texas. These districts need a unified effort to garner needed state support to manage decreased state funding for facilities and operations. With a coherent legislative agenda, FGSC stands as that unifying organization. Learn more about its legislative agenda and become part of an organization that is making a difference. (SBEC #6)

Transforming Your School District into a Learning Organization—Room 15

Presenter: John Horn, Senior Associate, Schlechty Center

Are you an educational leader who is interested in transforming your school district into a learning organization? If so, TASA's Academy for Transformational Leadership will help you nurture joyous student learning, create inspiring workplaces for teachers and all staff, and envision a school district that is less like a

factory and more like an organization designed for learning. The academy offers a customized professional development experience specifically tailored for Texas leaders who want to learn more about transforming school districts so that students and district staff, as well as the entire community, realize the benefits of a healthy and vital public education system. This is the third year for this capacity building academy, and it is being offered statewide and regionally in cooperation with some of the education service centers. (SBEC #8)

Grievances: What You Need to Know and More—Room 16A

Presenters: Tanya Dawson, Attorney, Fort Worth ISD; and Sandra Carpenter, Attorney, Walsh, Anderson, Gallegos, Green & Trevino, P.C.

Two skilled school attorneys guide board members and administrators through a lively, entertaining, and interactive presentation on how to prepare for grievances; what posture to take on grievances; and most importantly, how to avoid the pitfalls yet effectively handle issues that arise in grievances. The presentation is helpful to both the novice and seasoned administrator/board member. Participants leave with sample scripts, checklists, and other material beneficial at all levels of the grievance process. (SBEC #4)

Can This Team Be Saved?—Room 16B

Presenters: William P. Nemir and Diana B. Freeman, TASB

Board members with an agenda, team members bringing their disagreements to the board meetings, every agenda item seems to be the next vehicle for board members to argue—sometimes the good, the bad, and the ugly are only the bad and ugly. So how does your team come together and move past these difficult situations? How do you keep your team moving forward? How do you stay motivated as a board member in the face of these situations? This session uses case studies to examine dysfunction in the board room and offers advice on how to repair, work around, or trudge through to keep your team on track. (SBEC #6)

Admissions and Attendance—Room 17A

Presenters: Leslie Story and Rachel Dedman, TASB

Do you have to admit a student who does not present the residency documents your district requires? When is a student eligible for admission in your district based on his grandparents' residence? What do you do when your district is faced with these challenging admissions questions? This presentation from TASB Legal Services attorneys helps tackle these tough student issues with practical legal advice. (SBEC #4)

Real Housewives of Texas County: When Citizens Turn Your Job into Reality T.V.—Room 17B

Presenters: Bill Branum, Superintendent, Alvord ISD; and Jodi L. Bender, Attorney, and Lynn Rossi Scott, Shareholder, Brackett & Ellis, P.C.

Is an angry citizen allowed to air the same grievance month after month during the board's open forum? Can the board respond to false statements that are made during an open forum without violating the Open Meetings Act? Can an irate parent be physically removed for causing a disruption at a board meeting? What can you do about a disgruntled former employee who creates a disparaging website about the district? This session is designed to provide strategies for minimizing disruptions from disgruntled citizens and parents, without violating state and federal law. (SBEC #5)

Let's Get Engaged: Marrying Parents and Community to Student Success [LTASB]—Room 18A

Presenters: Ann M. Casey, Board Member, Lovejoy ISD; Sue Gottwald, Board Member, Gonzales ISD; Crystal Anthony, Board Member, West ISD; and John Cranfill, Board Member, Bloomington ISD

Engage parents and other community members through research-based techniques for improved relationships with the school district. Session highlights include worthwhile community encounters, optimal parent/teacher interaction, special concerns of minority populations, and transitioning parents to support of college students. (SBEC #5)

Board Member Dual Roles—Room 18B

Presenter: Ifeoma Ibekwe and Cristina Blanton, TASB

"I'm a board member/band booster/Rotarian/church deacon/soccer dad." Sound familiar? Today's board members keep a lot of balls in the air. In addition to board service, most have families, jobs, and other civic and school commitments. Juggling all these roles isn't just time consuming—these roles can actually have legal and ethical implications for your board service. Join a TASB Legal Services attorney for an in-depth discussion of legal and logical tips for board members balancing multiple roles. (SBEC #1)

Big Ideas for Rural and Small Schools—Room 18C

Presenters: Buddy Wolfenbarger, Superintendent, and Ebby Loeffler, Principal, Comstock ISD; and Christine Drew, President and COO, Syfr Corporation

Can we improve student learning through a low cost, digitally delivered professional development program? We think so. The Rural and Small Schools Initiative is exposing Comstock ISD teachers to cutting edge information that is only available if

Saturday

we drive in excess of 200–300 miles to larger cities, which the district budget does not allow. Small schools deserve this type of professional development, and the digitally delivered format makes it possible. The session provides a look at the content of this professional learning curriculum and how you can participate with us this fall. (SBEC #7)

What Grade Are You In? [LTASB]—Room 18D

Presenters: Tonya Detten, Board Member, Highland Park ISD (ESC 16); Doug Gaul, Board Member, Hutto ISD; Alan Atwood, Board Member, Dripping Springs ISD; and Terrie Goodloe, Board Member, Godley ISD

Is your board full of kindergartners or graduates? When the board agenda includes your least favorite hot-button issue, do you regress from a tenured member to a sixth-grader? What do kindergarten board members look like? What do they need? How do they interact with each group? Find out as presenters describe the growth stages of a school board and how this knowledge can help in your quest to become a team that purposefully contributes to school and community. (SBEC #2)

Introduction to Parliamentary Procedure (BPA)—Room 19A

Presenter: David Koempel, TASB

When used appropriately, parliamentary procedure can help your board meetings run more efficiently, but knowing every detail of Robert’s Rules of Order isn’t necessary. This session covers the basics of the rules that apply to boards, reviews the most commonly used motions, and explains common misunderstandings about the rules—a great overview for new board presidents and new board members alike. (BPA = Board President Academy) (SBEC #6)

Risk and Diversification [IOT]—Room 19B

Presenter: Dan Callahan, Vice President, First Public (subsidiary of TASB)

We have learned a lot from the recession, and as the economy starts to recover, it’s a good time to review investment portfolios and strategies for minimizing risk. Learn about various types of risk, including those involving security, strategy, and the market; and find ways to diversify your district’s portfolio and minimize risk through diversification. (SBEC #6)

Distinguished Lecture

1:30–2:45 p.m.

Ballroom E/F

■ **Craig Watkins, Associate Professor, UT–Austin**

Why Our Schools Need Digital Media and Design Thinking

See details, page 14



In-Depth Sessions

1:30–4:15 p.m.

Oh No, Not Another Policy Manual Update!—Room 9C

Presenter: Eric Narcisse, TASB

Do you feel overwhelmed when you see a policy update from TASB Policy Service on your district’s board meeting agenda? This session by a TASB Policy Service consultant provides board members with quick and easy strategies for managing TASB policy updates beginning with review of the materials in the board packet through the adoption process and beyond. Learn about working with the available electronic resources, focusing on important aspects of the update, and asking key questions about particular policies. Leave this session with a great plan to make your job easier as you review and adopt future updates. (SBEC #4)

District Planning and Budget Basics—Room 10AB

Presenter: Kay Douglas, TASB



Especially designed for first-year board members and presented by TASB staff, this in-depth session provides an overview of the board’s role in district vision and goal setting, planning, and the budget process. It also summarizes the planning and budgeting cycle and key decision points for board members. (SBEC #2)

Is Your District Overstaffed?—Room 9AB

Presenters: Richard Lane, Staffing Consultant, RWL Consultants; Marcia Kirk, Independent Consultant; and Cindy Clegg, TASB

Finding the answer to this complex question requires an examination of student needs, staffing benchmarks, special programs, and employee workloads. Don't make assumptions or decisions without all the facts. TASB has been conducting independent staffing reviews for hundreds of Texas school districts since 2003. In this session, experienced staffing consultants discuss what they look for when conducting a staffing review and best ways to "right-size" staffing imbalances. A special focus is placed on unique issues in staffing for special education services. (SBEC #3)

New Tech Middle School: It's About Time!—Room 11AB

Presenters: Chrysta Carlin, District PBL Coordinator, and Michael Perkins, Principal, Manor ISD; and Jude Garnier, Director of Leadership Development, New Tech High School, New Tech Network

It's about time that we address middle schools to truly prepare students for the rigors of high school! Come learn how Manor ISD partnered with New Tech Network to collaborate with nine other middle schools across the nation to implement a model of instruction with embedded technology that meets the digital natives of today and tomorrow. Learn the importance of district support and initiatives as an overall transformation process to bridge the gap between elementary to high school. Moreover, connect how the Manor ISD partnership with New Tech Network addresses the elements of the TASA Visioning Network. (SBEC #8)

What Do They Think? Measuring Employee Attitudes—Room 12A

Presenters: Bonny Cain, Superintendent, Waco ISD; Brent Hawkins, Deputy Director, ESC Region 6; and Ronda M. Bauman, TASB

The financial stress in school districts can take a toll on employee morale and attitudes. Many districts conduct climate surveys to measure the perceptions and attitudes of their employees, and this year is more important than ever. How can the board and superintendent use employee surveys and the data they provide to check on the well-being of the workforce, identify opportunities, manage change, and celebrate success? School districts and TASB HR Services share real examples of how they measure employee attitudes and use the data to increase employee engagement. (SBEC #3)

Who Is This Robert Guy and Why Do We Need His Rules?—Room 12B

Presenters: Joe Adams, Board Member and TASB Director, Maria Parrie, Secretary for Board Services, and Bonnie Holland, Assistant Superintendent of Governance and Legal Affairs, Katy ISD; and Sandra Carpenter, Attorney, Walsh, Anderson, Gallegos, Green & Trevino, P.C.

This panel discussion looks at how using Robert's Rules can help boards navigate the rising tides in board meetings when everyone just can't get along. (SBEC #6)

Architecture for Dummies: Things You Should Know before Interviewing an Architect—Room 13AB

Presenters: Mark Lam, K–12 Practice Director, and Tom Oehler, Director of Operations, SHW Group

Whether you're new to public education as a board member or administrator, chances are you don't have a strong background in architecture. Yet, as leaders in your community, you are responsible for one of your community's largest building programs—your schools! This highly informative, plain-spoken session explores often misunderstood elements of school architecture, such as secrets behind calculating square foot cost and why it's not the best comparison tool. Other topics include change orders, contracts, sustainability, getting better service from your architect and builder, and more! If you are in the middle of a building program or about to start one, you will not want to miss this highly informative presentation. Participants leave with the expert knowledge needed to avoid common misconceptions, mistakes, and sales pitches. Leave prepared to engage your architect, contractor, and community stakeholders on a dozen topics that are bound to come up. Bring a note pad because this highly attended presentation is likely to be the most informative session you will attend—it has been delivered and updated multiple times throughout the years and TASA/TASB is proud to make it available again in 2012. (SBEC #6)

When and How to Tell, When to Lawyer Up—Room 14

Presenters: Mack Boyd, Board Member, Barbara A. Qualls, Superintendent, and David Averett, Principal, Ennis ISD; Wayne D. Haglund, Attorney, Haglund Law Firm; and Patrick Wilson, District Attorney, Ellis County

"Avoid lawsuits beyond all things; they pervert your conscience, impair your health, and dissipate your property" (Jean de la Bruyere). There are many ways that a school administrator can wander into legal trouble. One of the most common areas is with the affirmative obligation to notify authorities in various situations. In this session, presenters discuss requirements and best practices for notification when abuse of a student is suspected, and notification processes attached to the diagnosis of contagious

Saturday

disease. As you might expect, these processes were learned on the ground not in Theoretical Law 101. During a typical career, almost all administrators experience one or the other of these situations. (SBEC #6)

Effective Leadership for the 21st Century Math Classroom—Room 15

Presenters: Toni Wright, Program Coordinator, and Jaison Oliver, Enrollment Specialist, Reasoning Mind

Learn how, through strong leadership, Abilene ISD uses Reasoning Mind along with its district curriculum to empower teachers and prepare students for STAAR, college, and career success. Reasoning Mind is a nonprofit organization that is changing the paradigm of math education. Using its 2nd–6th grade web-based program, teachers provide personalized instruction for each child. Students learn to love mathematics, and teachers appreciate the comprehensive training and in-classroom support. (SBEC #7)

Classifying Well for the DOL (and Other Federal Agencies)—Room 16A

Presenter: Jennifer A. Powell, Shareholder, Eichelbaum Wardell Hansen Powell & Mehl, P.C.

The DOL and IRS are intensely focused on employee classification issues. School districts are being audited by both agencies regarding whether workers are properly classified as independent contractors versus employees, and exempt versus nonexempt, as well as hours worked and the correct rate of pay. DOL has also developed new tools and methods for enforcement. Attend this session to learn how to avoid and fix errors to avoid liability in this new era of enforcement. (SBEC #4)

Stretching the Dollar through TREs—Room 16B

Presenters: Terre McLemore and Mark Harkness, Board Members, Woden ISD; and Brent Hawkins, Deputy Director, ESC Region 6

The collateral damage of the 82nd Legislature left school districts and, ultimately, boards of trustees across the state to deal with unprecedented cuts in funding at a time of transition to more rigorous standardized testing. Woden ISD is a 2A district in rural East Texas that falls within the bottom 25 percent of property wealth of districts in the state. The district's target revenue lags behind the state average while the students' academic performance nestles in the top 25 percent of the state. This presentation takes you through the process of how the district generated an additional \$200,000 in a \$6.2 million budget using the Tax Ratification Election (TRE) and did not raise the district's tax rate. The trustees of Woden ISD used the TRE to place the district in the best possible financial position for the future. Attendees not only learn about the TRE but also the steps

for success the district took to pass the election by a 7:1 ratio. In a time where anti-tax coalitions enjoy strong support and the rhetoric from Austin demands that schools continue to perform regardless of dwindling resources, districts must systematically prepare for success when holding TREs. (SBEC #4)

School Funding Inequities: Neighborhood Effects, Pathways to Resolution, and Tools for Advocacy [LTASB]—Room 17A

Presenters: Douglas Wunneburger, Board Member, Bryan ISD; Joe Stephens, Board Member, Galena Park ISD; Lucas Jasso, Board Member, West Oso ISD; Yvonne Hampton, Board Member, Mount Pleasant ISD; and Domingo Davalos, Board Member, Dilley ISD

Any public school official knows that Texas' school funding system is inequitable. But what are the measurable effects of funding inequities on Texas' schoolchildren? Is unequal funding only a question of fairness? The Texas Constitution requires an efficient system of funding. Discover how current funding forces districts into inefficiencies, especially those districts receiving less per student than other districts in their area. Come see the results of the presentation team's original research, exposing how patterns of inefficiency are repeated across the state. Learn that in this case, funding inequity forces inefficient management practices. Finally, learn how to use this knowledge as a tool to advocate for a more equitable funding system. (SBEC #4)

To Build or Not to Build—Room 17B

Presenters: Jim Chadwell, Superintendent, Eagle Mt.-Saginaw ISD; and Gary Rademacher, Vice President, and Doug Bensen, Director of Design, Huckabee and Associates

In these difficult financial times, what are the triggers that districts use to determine not only what to build but when to build? Do you know exactly how your facilities are being used? Are your principals frustrated because they believe their campuses are full and can't hold any more kids or programs? This session explores ways to maximize the efficiency of a facility to ensure that you always know when to build another building. (SBEC #6)

The Board President's Role in Superintendent Evaluation—Room 18A

Presenter: William P. Nemir, TASB

One of the most important responsibilities of a board president is guiding the board through the superintendent evaluation process. Yet few presidents receive any training in these duties ahead of time. This session provides a clear guide for navigating the process—from preparation to facilitating the evaluation discussion to evaluating the process afterward. Important tips on follow-up—to keep the evaluation focused on district goals—also are shared. (SBEC #3)

Are You Sure Your Independent Contractors Are NOT Your Employees?—Room 18B

Presenters: Tommie Johnson, Assistant Superintendent, Hurst-Euleless-Bedford ISD; and Jim Whitton, Attorney at Law, Brackett & Ellis, P.C.

School districts often use independent contractors to provide custodial, cafeteria, transportation, and other services not typically provided by school employees. Federal and state agencies have increased their scrutiny of these relationships, making worker misclassification a growing concern for employers. This presentation shows how worker misclassification can result in significant costs and expenses for a school district. The presentation examines why worker misclassification is presently such an important topic, the risks and liabilities associated with misclassification, the tests employed by the courts and agencies to determine worker status, and suggested practices a school district can implement to reduce worker misclassification concerns. (SBEC #4)

Financial Analysis and Comparison of Texas Schools—Room 18C

Presenters: Gwendolyn Santiago, Executive Director, Becky Bunte, CFO, and Tom Canby, Director of Research and Technology, Texas Association of School Business Officials (TASBO)

This session helps participants understand the current data available for all school districts and charter schools and how to use this data to improve operations and efficiency, which will allow more resources to be devoted to helping students. (SBEC #6)

Let's Get Moving—Addressing Academic Underachievement through Exercise [LTASB]—Room 18D

Presenters: Kim H. Butcher, Board Member, Greenville ISD; Frank Shor, Board Member, Carrollton-Farmers Branch ISD; and John Ogletree, Board Member, Cypress Fairbanks ISD

Many districts in Texas are struggling to find concrete ways to change “business as usual” in their schools as we face increasing urgency to improve academic achievement for each student. This can be particularly challenging in districts with high percentages of low-income/at-risk students. At the same time, childhood obesity and diabetes rates are skyrocketing. New research points to physical activity as a key factor in addressing both physical health and optimal brain functioning. In this session, presenters explore this exciting area of research and propose specific additions to our school day that can be easily implemented and produce transformational results for our children’s attitudes, mood, and academic success. (SBEC #8)

Procuring Fuel and Electricity in a Complex Marketplace—Room 19A

Presenters: Jason Turner and Clint Freeman, TASB

As market conditions intensify, school districts are left to choose between several providers offering what they assume as the same products. Recent years have demonstrated that these assumptions have proven costly as some of these contracts are missing valuable information. This session goes through the terms and conditions needed for your contract and what to look for when you are pricing to make sure you really are comparing apples to apples. (SBEC #6)

Investing Bond Proceeds and Operating Funds [IOT]—Room 19B

Presenter: Steve Orta, Director—Investments & Sales, First Public (subsidiary of TASB)

Find out the different options for investing your bond proceeds within the PFIA and how investing bond proceeds can differ from investing your operating funds. You’ll also learn about arbitrage—and how it can affect the amount of interest you can keep—and tips on keeping your district in compliance. (SBEC #6)

Anticipating the 83rd Legislature: Shrek Meets Public Education?—Ballroom G

Presenters: Lynn Moak, Partner, and Maria Whitsett and Dee Carney, Associates, Moak, Casey & Associates

STAAR end-of-course results provide early evidence of the new assessment program’s impact. Construction of the new state accountability system is at midpoint, with completion by next May. Five school finance lawsuits have been filed and are soon to advance to trial. The state’s coffers contain more revenue than anticipated back in 2011, but deficits in some areas mean there is little expectation for increased public education funding. How might Texas’ 83rd Legislature respond? (SBEC #4)



Sunday

Daily Agenda

Info Booth	7–10:30 a.m.	
Breakout Sessions	7:30–8:45 a.m.	
Third General Session: Diane Ravitch	9–10:15 a.m.	Ballroom D, Level 4
Breakout Sessions	10:30 a.m.–11:45 a.m.	

Related Meeting

Council of School Attorneys		
Continuing Legal Education Conference (CSA members only)	8 a.m.–3 p.m.	Hilton–Salon B
TASB School Board Advocacy Network (SBAN) Brunch	10:30–11:45 a.m.	ACC-17AB

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BOOTH 823

Breakout Sessions

7:30–8:45 a.m.

How to Survive and Thrive in the “New Normal” of Texas Public Education—Room 11AB

Presenters: Bob Thompson, Executive Director, Center for Executive Leadership, and Elvis Arterbury, Professor, Lamar University

A hard truth about Texas public education is that outside forces have fundamentally changed the rules for how districts operate. The two questions we must now answer are (1) what additional rule changes are in the work; and (2) what must we do to be successful under these new rules? This session focuses on the adjustments we must make in order for our districts to thrive in this new environment? (SBEC #4)

Individualized Learning Path for Every Student—Room 12A

Presenters: Ted Beard, Board Member, and James E. Wilcox, Superintendent, Longview ISD

The practical application of effective, data-driven instruction can be overwhelming. Longview ISD has lightened the load on teachers with the Classworks Individualized Learning Path (ILP) generator that takes the guesswork out of this process by automatically assigning an ILP for each student based on test results. The ILP generator automatically ties instruction to students’ assessments. (SBEC #7)

Providing World Class Learning in the Rural Texas Setting: Processes and Products—Room 12B

Presenter: Nelson Coulter, Superintendent, Guthrie Common School District

Attendees hear and see firsthand how one small school district is fostering a culture of learning that includes both students and teachers to provide world class learning. By use of 21st century tools; innovative professional development strategies; and an environment of autonomy, mastery, and purpose, this district is briskly adapting to the learning needs and desires of its 21st century learners. (SBEC #7)

How a 501(c)(3) Scholarship Charity Was Established to Benefit Students—Room 13AB

Presenters: Michael R. Lee, Retired Superintendent; and Mindi B. Zanowiak, Attorney, Sprouse, Shrader, Smith, P.C.

We tell our students they can be anything they want to be, as long as they get their education. Yet once they reach high school the cost of higher education is a harsh reality. How can students

pursue this dream? After improving academic performance and extracurricular performance, people in one community established a scholarship charity to help students pursue their dream of higher education, while at the same time building the foundation to attract students to their school. Increased parental involvement and higher grades are expected. How can charities be established in your community to offset continued decreases in state funding and benefit students? (SBEC #6)

Finance 101 for Small/Rural Schools—Room 14

Presenter: Bill Grusendorf, Executive Director, Texas Association of Rural Schools (TARS)

This session is a primer for small school administrators and board members, highlighting the unique aspects of small school funding. (SBEC #4)

Visionary Community Leadership for 21st Century Learning—Room 15

Presenters: Nolan Estes, L. D. Haskew Centennial Professor of Public School Administration Emeritus, Barbara Pazez, Assistant Professor, College of Education, and Chloe Reynolds, LMSW, Principalship Program Cohort 2011, UT–Austin; Steve Swanson P.E. (Inactive), Community Planning & Engagement Advocate and former Vice President and Co-founder of American Constructors, Inc.; and Robert Martinez P.E., Community Engagement Advocate and former Principal and Co-founder, MWM DesignGroup

In this session, participants learn (1) about The University of Texas’ current statewide research and learning effort to capture and share community-based school transformation experiences in order to inspire and equip visionary leadership—the research centers on the principles and premises in TASA’s “Creating a New Vision for Public Education in Texas” report; (2) about the relationship between the six principles in the TASA Vision report and the community-based leadership and action necessary for school transformation; (3) about leadership processes for re-conceptualizing the current educational structure and working relationships for meaningful and sustainable “public involvement and community support necessary to meet the demands of new learning standards essential to the success of the 21st century learner” (Principle VI)—specific examples and stories also are shared; (4) that the community-based leadership and action necessary for achieving school transformation is supported by the governance chapter of the Texas Education Code; and (5) about the need to raise questions concerning significant change or elimination of other chapters of the Code. (SBEC #8)

Sunday

Healthy Hunger Free Kids Act of 2010—Room 16A

*Presenter: Robin Roark, Director for Business Operations,
Texas Department of Agriculture*

This session highlights key financial changes impacting schools as a result of the Healthy Hunger Free Kids Act of 2010, including the 6 cent reimbursement. Participants also hear tips on how to manage financial practices (both revenue and costs) and discuss the differences between indirect/direct and allowable/unallowable costs. An opportunity for Q&A is included. (SBEC #4)

Third General Session

9–10:15 a.m.

Convention Center, Ballroom D

■ Diane Ravitch, Professor, New York University, and Author

The Attack on Public Education

See details, page 13

Book Signing:

*The Death and Life of the Great American School System:
How Testing and Choice Are Undermining Education*

10:15–10:45 a.m., outside Ballroom D, immediately following session



Breakout Sessions

10:30–11:45 a.m.

Formative Evaluation Made Simple and on a Scorecard—Room 11AB

Presenter: Bill Rutherford, TASB

Do you struggle with process, procedures, and purposes when it comes to the formative evaluation? Do you dread the possibility of yet another multipage form to complete in the evaluation process? Maybe the balanced scorecard is an attractive alternative. This session focuses on the popular performance assessment tool used in the for-profit world and explores possible applications to the world of Texas public education. One page, one look, and one result—a real understanding of where districts stand on accomplishing their goals. (SBEC #6)

The Digital Divide: A School Board Primer—Room 12A

Presenter: Diana B. Freeman, TASB

Interactive white boards, blogs, wikis, gaming, and podcasts—these are a few of the myriad tools available to bring your classrooms into

the Digital Age. Do these terms strike fear in your heart because you simply don't know what they are? This interactive session examines some of the digital tools and strategies available and how they can be infused in the learning enterprise to maximize the educational potential in your schools. You might even be able to impress your kids when you get home! (SBEC #6)

Focusing on Effective District Planning and Accountability—Room 12B

Presenter: David Koempel, TASB

When was the last time your board talked about the important priorities for your district? How well does your board determine whether district goals are being achieved? In this session, a TASB Leadership Team Services consultant shares some ideas and tools to help your board and superintendent team focus on achieving greater local accountability. Participants learn about proven methods in planning and evaluation to ensure that the desired results are being achieved in your district. (SBEC #6)

Visit the **TASA/TASB** **Marketplace**

Located in Level 1 corridor across from Member Services



- Publications
- Videos
- Shirts
- Bags
- Mugs

Hours:

Friday, September 28
8 a.m.–4 p.m.

Saturday, September 29
8 a.m.–3:30 p.m.

Exhibit Hall Overview/Hours

The Exhibit Hall is buzzing with new activities this year! Visit hundreds of vendors showcasing the newest products and services. See award-winning educational facilities, experience student creativity in the making and much more! Leave the hall with tools you can take back to your district to cut costs and increase efficiency.

Student Art

You don't want to miss the Texas Art Education Association student art exhibit in aisle 500. The nearly 150 incredible art pieces are a must-see!

In addition to the student art exhibit, stop by Art Central (between aisles 600 and 700) and see art in the making! Students from surrounding districts will put the creative process to work right before your very eyes! Demonstrations scheduled from 10 a.m. to 3 p.m. on Saturday.

Hall Hours	
Friday	8 a.m.–4 p.m.
Saturday	8 a.m.–3:30 p.m.

Designated Viewing Hours*	
Friday	11:45 a.m.–1 p.m.
Saturday	Noon–1:30 p.m. 2:45–3:30 p.m.

* There are no conflicting Convention events during these hours.

Digital Learning Pavilion

If you're curious about how our kids are using technology in and outside of the classroom, you won't want to miss the 2012 Digital Learning Pavilion. Now a regular feature at the TASA/TASB Convention, this year's DLP has a new twist. Secondary students from across the state display their ingenuity and collaboration skills in a project-based learning environment. Using technology and social media to accelerate their problem-solving skills, students team up to create innovative solutions to real-world problems. Exhibit attendees can do more than just watch, as students seek "experts" throughout the Exhibit Hall to help them develop creative solutions for their projects. Share the excitement as students engage in extraordinary activity with commonplace technology.

The Digital Learning Pavilion is open during Exhibit Hall hours:

Friday, 8 a.m.–4 p.m. ■ Saturday, 8 a.m.–3:30 p.m.

Join us in thanking the teachers and students from the following districts for their contribution to this year's DLP:

- Belton ISD
- Dayton ISD
- Lago Vista ISD
- Manor ISD
- Mansfield ISD
- Pflugerville ISD
- San Saba ISD
- Thrall ISD
- Winters ISD



Exhibit Hall Overview/Hours

Exhibit of School Architecture

Facilities have a powerful and direct effect on student learning. Visit the Exhibit of School Architecture to view the latest architectural designs that are cost effective, sustainable, and facilitate flexible and cohesive learning environments. See **page 62** for a complete list of projects.

2012 Caudill Winner

Lady Bird Johnson Middle School
Irving ISD

Corgan Associates

Texas School Public Relations Association Resource Center

Stop by **booth 405** to pick up samples of award-winning publications to enhance your district's communications. The TSPRA Resource Center—where communication professionals bring their best work to share.

Chair Massage

Drop by **booth 806** for a relaxing chair massage between training sessions. Brought to you by Southern Management.

Food Court

Grab a quick bite to eat from the Food Court in the Exhibit Hall. See **page 21** for hours of service.

Take a picture...it will last longer!

Take a picture of your leadership team at **booth 737**. Brought to you by Aramark.

2012 Exhibit of School Architecture

Caudill Winner

Lady Bird Johnson Middle School
Irving ISD

Dana Bedden, Superintendent
Ronda Huffstetler, Board President

Corgan Associates

Honorable Mention:	Kathlyn Joy Gilliam Collegiate Academy	Dallas ISD	SHW Group LLP
	Sarah Hollenstein Career and Technology Center	Eagle Mountain-Saginaw ISD	VLK Architects
	Shadow Oaks Elementary School	Spring Branch ISD	Pfluger Associates, L.P.

Architecture Exhibits by District

Winners of Criteria Awards are identified as follows:

D = Design	PP = Process of Planning
EA = Educational Appropriateness	V = Value
I = Innovation	S = Sustainability

District	Project	Superintendent	Board President	Architect Firm	Awards
Allen ISD	Allen Performing Arts Center	Ken Helvey	Gary Stocker	PBK	D
Anna ISD	Anna High School	Larry Johnson	Ty Chapman	Claycomb Associates, Inc.	V, EA
Austin ISD	McCallum Theater	Meria Carstarphen	Mark Williams	SHW Group LLP	
Belton ISD	South Belton Middle School	Susan Kincannon	Randy Pittenger	SHW Group LLP	V, I
Brownfield ISD	Brownfield High School	Jerry Jones	Wayne Taylor	Parkhill, Smith & Cooper, Inc.	
Bryan ISD	Kemp Elementary/Carver Early Childhood Center	Thomas Wallis	Maritza Hoffman	Bay Architects	
Burleson ISD	Centennial High School	Richard Crummel	Beverly Powell	SHW Group LLP	PP, D, EA, I, S
Carroll ISD	Carroll Middle School	David Faltys	Read Ballew	Natex	PP, D, I, S
Castleberry ISD	Irma Marsh Middle School Auditorium Renovation	Gary Jones	Bob Mullen	WRA Architects, Inc.	PP
Central Heights ISD	High School and Middle School	Jeremy Glenn	Steve Williams	Goodwin-Lasiter, Inc	
Collin County Community College	Collin Higher Education Center	Cary Israel	Mac Hendricks	PBK	
Comal ISD	Kinder Ranch Elementary School	Andrew Kim	David Drastata	SHW Group LLP	S
Copperas Cove ISD	House Creek Elementary School	Joseph Burns	Joan Manning	Huckabee & Associates, Inc.	
Cotulla ISD	Frank Newman Middle School	Jack Seals	Deonicio Ramirez	Pfluger Associates, L.P.	
Crandall ISD	L.F. Raynes Administration Building Renovation	Robert Jolly	Tex York	WRA Architects, Inc.	
Crosby ISD	Crosby Elementary School	Keith Moore	Gerald Blankenship	Cre8 Architects	
Cypress-Fairbanks ISD	Salyards Middle School	Mark Henry	Bob Covey	SHW Group LLP	V, PP, I
Cypress-Fairbanks ISD	Holbrook Elementary School	Mark Henry	Bob Covey	Bay Architects	
Cypress-Fairbanks ISD	Campbell Middle School	Mark Henry	Bob Covey	PBK	

Dallas County Community College District	North Lake College General Purpose Building G	Wright Lassiter	Jerry Prater	GSR Andrade Architects	S
Dallas ISD	George Herbert Walker Bush Elementary School	Mike Miles	Lew Blackburn	WRA Architects, Inc.	EA, I, S
Dallas ISD	Kathlyn Joy Gilliam Collegiate Academy	Mike Miles	Lew Blackburn	SHW Group LLP	Honorable Mention, D, I, S
Dallas ISD	Kennedy-Curry Middle School	Mike Miles	Lew Blackburn	PBK	I
Deer Park ISD	Abshier Stadium Improvements	Arnold Adair	Rhonda Lowe	Cre8 Architects	PP
Deer Park ISD	Education Support Center	Arnold Adair	Rhonda Lowe	Cre8 Architects	
Del Valle ISD	Joseph Gilbert Elementary School	Kelly Crook	David Mellenbruch	BLGY, Inc.	PP
Denton ISD	Popo & Lupe Gonzales School for Young children	Jamie Wilson	Mia Price	Corgan Associates	V, D, EA, I
Eagle Mountain-Saginaw ISD	Sarah Hollenstein Career and Technology Center	Jim Chadwell	Steven Newcom	VLK Architects, Inc.	Honorable Mention, PP, D, EA, I
East Central ISD	East Central High School	Gary Patterson	Steven Bryant	OCO Architects, Inc.	
Edinburg CISD	Elias Longoria Sr. Middle School	Rene Gutierrez	Carmen Gonzalez	PBK	V
Elkhart ISD	Elkhart High School	Raymond DeSpain	Paul Barnett	Claycomb Associates, Inc.	
ESC Region 2	Early Scholar's Academy			LaMarr Womack & Associates, LP	I
Everman ISD	Charles Baxter Junior High School	Jeri Pfeifer	Rick Burgess	Huckabee & Associates, Inc.	
Ferris ISD	Ferris ISD Administration	Mike Bodine	Thomas Griffith	Architects Rabe & Partners	
Fort Worth ISD	H.H. Peace Elementary School	Walter Dansby	Theoplous Sims	Hahnfeld Hoffer Stanford	S
Fort Worth ISD	John T. White Elementary	Walter Dansby	Theoplous Sims	Brown Reynolds Watford Architect	
Fort Worth ISD	Rosemont Elementary School	Walter Dansby	Theoplous Sims	Perkins & Will	
Fort Worth ISD	Jean McClung Middle School	Walter Dansby	Theoplous Sims	WRA Architects, Inc.	V, D, EA, I, S
Fort Worth ISD	Benbrook Middle School	Walter Dansby	Theoplous Sims	VLK Architects, Inc.	D, S
Frisco ISD	George & Debra Purefoy Elementary School	Rick Reedy	Renee Ehmke	Corgan Associates	
Grand Prairie ISD	South Grand Prairie High School	Susan Hull	Bebe Bingham	Corgan Associates	
Grandview ISD	Grandview Elementary School	Joe Perrin	Clint Ishmael	Huckabee & Associates, Inc.	
Grayson County College	Grayson County College	Alan Scheibmeir	Ruby Jo Williams	SHW Group LLP	
Hallsville ISD	North Elementary School	Jim Dunlap	Jason Coary Petersen	Thacker/Davis Architects, Inc.	
Houston ISD	Robert L. Frost Elementary School	Terry Grier	Michael Lunceford	RDC Architects	I, S
Houston ISD	Herod Elementary School	Terry Grier	Michael Lunceford	Kirksey Architecture	
Houston ISD	Crockett Elementary School	Terry Grier	Michael Lunceford	Natex	
Houston ISD	Clifton Middle School	Terry Grier	Michael Lunceford	Cre8 Architects	
Humble ISD	Turner Stadium	Guy Sconzo	Charles Cunningham	PBK	

Humble ISD	Humble Community Learning Center	Guy Sconzo	Charles Cunningham	SHW Group LLP	
Iola ISD	Iola Elementary School	Douglas Devine	David Moore	Hawkins Architecture, Inc	
Irving ISD	Lady Bird Johnson Middle School	Dana Bedden	Ronda Huffstetler	Corgan Associates	Caudill, V, PP, D, EA, I, S
Irving ISD	Barbara Caldwell Career Preparatory Center	Dana Bedden	Ronda Huffstetler	SHW Group LLP	
Judson ISD	Judson High School	Willis Mackey	June Adair	PBK	PP
Keller ISD	Multipurpose/Early Childhood Development Center	Randy Reid	Kevin Stevenson	Hahnfeld Hoffer Stanford	
Keller ISD	Timberview Middle School	Randy Reid	Kevin Stevenson	Hahnfeld Hoffer Stanford	D, I, S
La Vernia ISD	La Vernia High School Gymnasium-Auditorium Addition	Thomas Harvey	Michael Jendrusch	Bay Architects	
Leander ISD	Reagan Elementary School	Bret Champion	Pamela Waggoner	O'Connell, Robertson	PP
Leander ISD	John Gupton Stadium	Bret Champion	Pamela Waggoner	Pfluger Associates, L.P.	
Lewisville ISD	Hebron 9 th Grade Center	Stephen Waddell	Carol Kyer	SHW Group LLP	
Lindale ISD	Lindale Junior High School	Stan Surratt	Red Brown	Eubanks Harris Roberts Craig Architects	
Livingston ISD	Livingston High School	Darrell Myers	Vivian Ellis	Claycomb Associates, Inc.	PP, D
Lockney ISD	Lockney High School	Phil Cotham	John Quebe	BGR Architects, Inc.	
Lone Star College System	Additions to Lone Star College-Montgomery Campus	Richard Carpenter	Randy Bates	PBK	D, EA
Lone Star College System	North Harris Student Center	Richard Carpenter	Randy Bates	Joiner Partnership, Inc.	I
Lone Star College System	Veterinary Technology Building	Richard Carpenter	Randy Bates	Harrison Kornberg Architects	
Lubbock-Cooper ISD	Laura Bush Middle School	Patrick Henderson	Mike Cloud	Parkhill, Smith & Cooper, Inc.	
Malakoff ISD	Malakoff Elementary School Old Rock Building	Randy Perry	Gary Woolverton	Huckabee & Associates, Inc.	
Mesquite ISD	Elsie Shands Elementary Addition/Renovation	Linda Henrie	Kevin Carbo	WRA Architects, Inc.	
North East ISD	North East Agriscience Magnet Program	Brian Gottardy	Susan Galindo	Garza/Bomberberger & Associates	S
North Zulch ISD	North Zulch High School	Morris Lyon	Charles Drake	Architects Rabe & Partners	
Paris ISD	Paris High School	Paul Trull	George Fisher	PBK	D
Plano ISD	Mendenhall Elementary School	Richard Matkin	Tammy Richards	VLK Architects, Inc.	
Plano ISD	Aldridge Elementary School	Richard Matkin	Tammy Richards	SHW Group LLP	EA
Port Arthur ISD	Arreador P. Guidry Administration Building	Johnny Brown	Lloyd Marie Johnson	SHW Group LLP	
Round Rock ISD	Linda Herrington Elementary School	Jesus Chavez	Chad Chadwell	BLGY, Inc.	V
Round Rock ISD	Round Rock High School	Jesus Chavez	Chad Chadwell	PBK	
Round Rock ISD	Westwood High School	Jesus Chavez	Chad Chadwell	O'Connell, Robertson	
Schertz-Cibolo-Universal City ISD	Ray D. Corbett Junior High School	Greg Gibson	David Pevoto	Garza/Bomberberger & Associates	
Shepherd ISD	Shepherd Middle School	Jody Cronin	John Few	Pfluger Associates, L.P.	
Southwest ISD	Medio Creek Elementary School	Lloyd Verstuyft	Mike Frazier	Pfluger Associates, L.P.	
Southwest ISD	Hidden Cove Elementary School	Lloyd Verstuyft	Mike Frazier	Marmon Mok	V

Spring Branch ISD	Shadow Oaks Elementary School	Duncan Klussmann	Pam Goodson	Pfluger Associates, L.P.	Honorable Mention, V, PP, D, EA, I, S
Spring Branch ISD	Wilchester Elementary School	Duncan Klussmann	Pam Goodson	PBK	V, EA
Spring Branch ISD	Spring Branch Elementary School	Duncan Klussmann	Pam Goodson	Bay Architects	
Spring Branch ISD	Sheldon Networking Operations Center	Duncan Klussmann	Pam Goodson	SHW Group LLP	
Spring Branch ISD	Meadow Wood Elementary School	Duncan Klussmann	Pam Goodson	SHW Group LLP	
Spring Branch ISD	Spring Oaks Middle School	Duncan Klussmann	Pam Goodson	Pfluger Associates, L.P.	
Spring Hill ISD	Spring Hill High School	Wes Jones	Claudine Giffin	Thacker/Davis Architects, Inc.	D
Texas City ISD	Texas City High School	Cynthia Lusignolo	Hal Biery	Bay Architects	V, PP, D
Tomball ISD	Memorial High School	John Neubauer	John McStravick	PBK	
Tyler ISD	Mamie G. Griffin Elementary School	Gary Mooring (Interim)	Michelle Carr	Eubanks Harris Roberts Craig Architects	V, PP
Waco ISD	University High School	Bonny Cain	Pat Atkins	PBK	V, D, EA, I
Waxahachie ISD	Lumpkins Stadium	Thomas Collins	Mark Price	Huckabee & Associates, Inc.	
Ysleta ISD	Del Valle Elementary School	Michael Zolkoski	Rosa Kahoe	PBK	D, S



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Level 1 Corridor

Friday

8 a.m.–4 p.m.

Saturday

8 a.m.–3:30 p.m.



Don't forget to visit some of TASB's Related Entity Services in the exhibit hall:

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- **BuyBoard®** (Booth 1365)
- **OnSite Services**
- **SMART Medicaid Services**
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LifeTrack Services, Inc.–847

800-738-6466

Graduate surveys, middle school student surveys, athletic surveys and Title IX surveys.

Lift Aids, Inc./Home Elevator of Texas–1240

817-835-0035

Provider of inclined and vertical platform lifts, LULA lifts, and emergency evacuation chairs.



Lightspeed Technologies, Inc.–812

800-732-8999

Established in 1990, Lightspeed is the trusted provider of classroom audio.

Linebarger Goggan Blair & Sampson, LLP–1334

512-634-3843

A national law firm and leader in collection services for governmental entities.



Lone Star Furnishings, LLC–629

972-378-0199

Educational furniture and equipment to include auditorium seating, telescoping bleachers and science casework.



Longhorn Bus Sales—IC Bus—H

800-578-2659

International—IC Bus.

M Space Holdings–307

877-677-2231

Nationwide modular general contractor that provides efficient construction methods, custom designs, and integrated solutions.

MAXIMUS K-12 Education–519

480-483-7594

TIENET is a proven solution that helps manage instruction, assessment, intervention, special education and 504.

McCreary, Veselka, Bragg & Allen, P.C.–1246

512-323-3226

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

McGraw-Hill Education–965

469-567-5338

Leading global provider of educational materials.

McLemore Building Maintenance–1273

713-528-7775

Experienced building service contractor that provides turn key services including consulting for in house operations.

MDC Wallcoverings–1525

847-437-4000

Commercial wall coverings including vinyls, customs, digital, and dry-erase paint, impact walls.

Medicaid Finance and Consulting Services - HISD–1235

800-381-6334

Provides school districts with professional consulting and billing services that meet Medicaid compliance and maximize Medicaid revenue.

MedImmune, Inc.–622

210-381-0692

Teach flu a lesson, a school-located flu vaccination initiative.

MindMixer–1512

512-673-9197

Virtual town-hall that promotes engagement via dialogue and collaboration.

Moak, Casey & Associates–1340

512-485-7878

Experts in school finance and accountability.



Mobile Modular–871

925-453-3136

Rent and sell modular classrooms and relocatable buildings.



Modern Shade, LLC–1275

512-385-4100

Let this Austin-based shade structure manufacturer show you the Modern Shade difference in quality and customer service.



Musco Sports Lighting–937

800-825-6030

Lighting for indoor and outdoor athletic facilities.

MW Builders, Inc.–505

254-778-4241

A trusted provider of construction services committed to delivering an unparalleled construction experience.

Nana Wall Systems–716

415-380-2863

Large opening glass wall systems for exterior or interior use.

NATEX Architects–1361

713-975-9525

Architectural and planning services for the K-12 industry.

National School Boards Association–1443

703-838-6722

National affiliate program, annual conference, and American School Board Journal magazine.

NBC Learn–861

212-664-2939

The education arm of NBC News is making the resources of the NBC News archive available to teachers.



Newman Sports Flooring–1372

512-810-1193

Connor sports flooring products.

News for My School–208

214-620-2091

We generate revenue for districts, with no costs, by monetizing the district's current communication tools.

Exhibits by Name

NODD.org–1038

903-677-5333

No to Distracted Driving: X THA TXT Free presentation about the dangers of distracted driving.

NR2 Architects, Inc.–1140

214-752-8000

Architectural firm specializing in K-12 facilities.

OCO Architects–1149

210-829-1737

School planning and design/build issue assistance.

O'Connell Robertson–1046

512-478-7246

Founded in 1950, O'Connell Robertson is a Texas-based comprehensive architecture and engineering firm specializing in educational facility planning and design.

O'Hanlon, McCollom & Demerath–1341

512-494-9949

School and public law, special education and lobbying.



One Source Floors–417

972-422-2438

Premium floor covering products, K-12 educational and athletic facilities, with BuyBoard purchasing.

OnSite Environmental, Energy & Facilities Services–1365

800-580-8272

Provides services covering asbestos management, pest management, indoor air quality, and custodial management; electricity, transportation fuel, and energy efficiency and conservation related services; and facility assessment, construction program management, maintenance and operations staffing solutions, and other facility-related services.



Palmer Hamilton, LLC–873

262-723-8200

Mobile folding tables, wall-pocket systems, food court products and decor, accessories, and outdoor furniture.

Panel Specialists, Inc.–1534

254-774-9800

PSI Wall Panel Systems offers permanent paneling designed to provide flexibility, functionality, durability, and beauty.



Paragon Sports Constructors–1136

817-916-5000

Turn-key contractor of natural and synthetic sports fields and running tracks.

Parkhill, Smith & Cooper, Inc.–1135

806-473-2200

Architecture, engineering, interior design, and landscape architecture.

Parsons Roofing–1374

254-881-1733

Since 1948, free roof evaluations and energy savings analysis.



PASCO Scientific–1060

800-772-8700

Bringing you 21st century methods and tools like our SPARK Science Learning System.

Patterson Designs–516

281-253-1941

Hand painted murals for schools, and mascot design.

Pave Systems Inc.–222

972-907-2221

Trusted leader delivering safety and student conduct software to K-12 and higher education.



PBK–823

713-965-0608

Multi-disciplined architecture and engineering firm that maintains high levels of quality and exceptional client service.



Pearson–1128

800-441-1438

Elementary textbook products.

Pepco Energy Services–858

940-230-4833

Energy saving product services and programs, renewable energy generation.

Perdue Brandon Fielder Collins & Mott LLP–1022

817-461-3344

Delinquent tax collection, property value study appeals, taxable value audits, financial consulting.



Perkins+Will–912

214-283-8700

School planning and design, architecture, interiors and strategic planning.



pflugger–1317

512-476-4040

Architects with extensive experience, innovative design, facility assessment, master planning and bond program management.

Pogue Construction–1123

972-529-9401

General contractor.

Powell & Leon, LLP–1029

512-494-1177

Representing Texas school districts.

Pride Surveys–1542

678-641-6674

Providing reliable school climate data giving a context for the environment in which learning occurs.

Prime Source Construction, Inc.–955

817-426-5000

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

Progress Testing–429

800-930-8378

STAAR Test Maker: Easy-to-use progress monitoring software with STAAR-aligned test items.



Qualite Sports Lighting–305

281-392-8770

Design, installation or sale of energy efficient athletic lighting equipment.



Reasoning Mind–1539

313-574-3335

A 2nd-6th grade web-based math education and teacher professional development nonprofit.

Records Consultants, Inc. (RCI)–1471

877-363-4127

Providing turnkey services for schools, including records and fixed asset management and document destruction.

Red Dog Track, Inc.–1072

800-281-1431

Running tracks, baseball fields warning track.



REDD Team by SAPA–822

870-949-5179

Code-compliant aluminum ramps and stairs by REDD Team—durable, low maintenance, simple installation.

Redflex Traffic Systems Student Guardian–974

623-207-2543

School bus safety.

Region 10 Education Service Center–528

972-348-1336

Comprehensive administrative services, featuring RAMS Asset Management and student/business systems.

Region 20 Education Service Center–1537

210-370-5731

Products proven successful for building leadership capacity and state/federal/finance self-audit tools.

Region VI Education Service Center–523

936-435-8224

Our mission is to ensure excellence to the educational community by providing quality services.

Region XIII Education Service Center–525

512-919-5166

Collaborating with schools to promote quality instruction and student success.

Exhibits by Name



Renaissance Learning, Inc.–826
715-424-3636
The leader in computer-based assessment technology for schools.

Rice University STEMscopes–853
713-348-5433
Provides online curriculum products for Texas science, technology, engineering, and mathematics.



Robbins Sports Surfaces–1064
800-543-1913
Premier supplier of high performance wood and synthetic sports flooring to the religious, education and fitness markets.

Rogers-O'Brien Construction Co., Inc.–309
512-486-3800
Making complex construction projects more economical, efficient, and ultimately successful for over 40+ years.

Romine, Romine & Burgess, Inc.–958
817-336-4633
Mechanical, electrical, and plumbing engineering. Specializing in geo-thermal, solar, and LEED net zero designs.



Rush Bus Centers–E
210-800-8910
Blue Bird school bus sales, parts, and service.

RVJ Intl by Unique4u–1248
702-871-6377
Glycerin filled therapeutic massaging insoles; provides arch support and cushion; washable and very thin.

SAFARI Montage–617
610-645-4000
Provides school districts with an integrated learning object repository and digital media and curriculum.

Satterfield & Pontikes Construction, Inc.–739
713-996-1300
Established in 1989, Satterfield is an award winning general contractor and construction manager.

School Innovations, a division of SI&A–964
916-669-5127
A firm experienced in attendance management and special education; reviews and consulting.



SchoolMessenger–1270
888-527-5225
#1 in Texas for voice, SMS, email and social media communications with parents.



School Specialty Inc.–1171
920-243-5424
Leading provider of educational products and solutions.

Shader Productions–1474
281-380-7572
Swarovski jewelry and cubic zirconia.



SHW Group–1229
214-473-2400
One of the nation's leading architecture, engineering and planning firms dedicated to the design of learning environments.

Sika Sarnafil, A Division of Sika Corp–719
781-332-3258
Manufactures thermoplastic membranes for use in roofing and waterproofing applications.

Skyward, Inc.–1429
715-341-9406
Leading student, finance and human resources administrative software exclusively for K-12 school districts.

Smart Horizons–1373
850-475-4013
Providing relevant, interactive and trackable training for youth and adults in transitional situations.

SMART Medicaid Services–1365
800-580-3399
TASB's Medicaid reimbursement program, SMART, has helped school districts bill Medicaid eligible services under the School Health and Related Services (SHARS) program for nearly 20 years. TASB has the expertise and know-how to assist a district through this process and increase school revenues.

SOCS–1425
800-850-8397
Providing easy school websites.

Sodexo–1531
512-527-9191
Leader of Quality of Daily Life Solutions, helps over 480 school districts improve the learning environment by focusing on student well-being and achievement. From nutritious school meals to clean classrooms to safe playgrounds and more, Sodexo enhances every student's ability to learn and grow.

SolidSavingsNow–923
435-256-2930
Group buying power for school apparel and promotional products.



Southern Bleacher Company–1243
940-549-0733
Stadiums, grandstands, outdoor aluminum bleachers, and press boxes.



Southern Management, An ABM Company–807
770-850-3549
The leading provider of facilities management.

Southwest Foodservice Excellence, LLC–612
512-994-7240
Your total school foodservice management partners!

Southwest Terrazzo Association–424
830-990-0693
Long lasting, low maintenance, hard surface Terrazzo flooring.

Specialized Public Finance, Inc.–1535
214-373-3911
Assisting governmental clients in financing capital projects and debt management.



Specialty Supply & Installation, LLC–814
936-890-8997
Hussey Seating–Clarín–Grand Rapids Chair, Co.



Spectrum Corporation–840
713-944-6200
The leading Texas manufacturer/supplier of scoreboards and LED marquees.

SpedTrack/Ion Wave Technologies–725
417-823-8449
Special Education management software; Ion Wave - Electronic bidding, contract management, eprocurement solutions.



Sport Court of Texas–204
512-335-9779
Suspended synthetic flooring for gymnasium and multipurpose use.

Stewart School Signs–1413
941-378-4242
America's premier school sign company since 1968.

StopWalkTalk.org–1541
573-336-2530
The National bully reporting and alert system.

STS 360–1079
972-392-3635
Surveillance Systems, Access Control, Fire/Alarm Monitoring, and IT Integrated Solutions.

Student Transportation Specialists–1283
972-569-0653
Texas largest privately owned student transportation provider.



Sturdisteel Company–1043
800-433-3116
Design, manufacture and install stadium grandstands, bleachers and pressboxes.



Supercircuits, Inc.–860
512-913-3907
Nationally recognized leader for innovative audio and video surveillance solutions.

Exhibits by Name



T.F. Harper & Associates LP–954

800-976-0107

Providing turn-key solutions for your playground and recreational needs.

Tango Software–326

512-433-2126

The leader in electronic assessment administration. TPRI, DRS, STAAR Benchmarks.

TASB Energy Cooperative–1365

800-580-8272

Offers school districts an easy, cost-effective way to meet the bidding requirements that apply to electricity and transportation fuel. By aggregating districts' needs into large loads, participants achieve increased buying power and are able to obtain highly competitive fixed rates.

TASB Risk Management Fund–1465

800-482-7276

Since 1974, the TASB Risk Management 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.

TCPN: The Cooperative Purchasing Network–1447

713-554-0437

National governmental purchasing cooperative.

TD Industries–1253

972-888-6751

Facility operations and maintenance, energy controls, HVAC, kitchen service.

Teacher Retirement System of Texas–1080

800-223-8778

Information explaining the benefits of TRS and TRS-care (the retiree health insurance plan).

Teacher's Textures–226

214-208-1503

Quick and convenient coverings for bulletin boards, walls or windows during testing periods.

Teague Nall and Perkins, Inc.–1434

817-336-5773

Civil engineering, landscape architecture, sub surface utility engineering, oil and gas.



Tecline Sports Lighting, LP–1252

800-500-3161

Sports lighting for athletic facilities. Raise your expectations...lower your budget.

Technical Laboratory Systems, Inc.–829

800-445-1088

Learning systems for K-12 science, technology, STEM, health, pre-engineering, CATE, Green Technology Certification.

Technicoat Companies–1082

817-975-4266

Specialty coatings for roofs, floors and concrete - waterproofing.

Templeton Demographics–1152

817-909-5257

Demographics and planning forecasting.

Terrill Manufacturing Company, Inc.–1047

325-655-7133

Wood and plastic laminate modular casework, science casework, and architectural woodwork.

TESCO Industries–865

800-699-5824

Library shelving, circulation desks, computer furniture.

Texas Art Education Association–606

512-393-6842

TAEA offers training, advocacy, support, and other opportunities to visual arts educators in Texas.

Texas Association of Community Schools/ AIM–1322

512-440-8227

Service for superintendents and educators; insurance, legislation, conferences.

Texas Association of Public Schools Property and Liability Fund (TAPS)–1254

210-736-2600

Texas member owned risk management pool to protect schools against property and liability losses.

Texas Association of School Business Officials (TASBO)–1439

512-462-1711

THE trusted resource for school business and operations.

Texas Association of School Librarians–327

832-228-6218

TASL supports libraries in their mission to promote student academic achievement in Texas schools.

Texas College and Career–1375

210-558-1902

A free, one-stop resource site for Texas secondary students.

Texas Correctional Industries–1183, C

936-437-6033

Refurbished school buses, bleachers, manufactured lockers, custom modular designs.

Texas Mac Repair–1066

512-837-7700

Apple computer, laptop, iPad repair and parts. Full Apple repair and parts facility.

Texas Masonry Council–743

281-894-5100

A group of Texas masonry companies working together to promote the benefits of masonry.



Texas Multi-Chem, LTD–628

800-292-1214

#1 in Texas for sports field construction, renovation, maintenance and design.

Texas Music Educators Association–867

512-452-0710

Promoting and preserving quality music education in Texas schools.

Texas Parent Political Action Committee–1181

512-346-8899

Political action committee seeking to elect state legislators who will consistently support public education.

Texas Political Subdivisions–1348

972-361-6303

Total risk management services for self-funded programs.

Texas Schools Cooperative–953

512-944-3750

Providing quality Property and Casualty and Workers Compensation coverage to Texas school districts.

TexBuy Purchasing Cooperative (Region 16 ESC)–1370

806-677-5040

Texas Representative of AEPA that provides nationally bid contracts that are awarded locally in Texas.

TexPool–1430

972-809-0392

One of the nation's largest investment managers, with innovative solutions for your business needs.

The Faulk Company–966

817-341-2174

Contract custodial services for Texas schools for more than 20 years. Texas owned and operated.

The Gift Solution–1543

512-656-4436

Unique women's clothing, accessories, and yellow box shoes. We carry sizes petite to 3x.



The PlayWell Group, Inc.–323

972-488-9355

Since 1988, a provider of athletic, park, and playground equipment in Texas. BuyBoard pricing available.

The Trevor Romain Company–973

512-480-8818

We are an educational publishing company that develops sound and innovative curricula and other products.

Think Through Math–846

412-894-9935

Web-based math intervention proven to raise achievement for students in grades 4–Algebra 1.

Exhibits by Name



Thomas Bus Gulf Coast-AA

800-481-6564

New school busses; sales, service and parts.

TIPS (The Interlocal Purchasing System)-1141

866-839-8477

TIPS is a cooperative purchasing program specifically designed for use by governmental entities. Membership in TIPS is "FREE".

TK Design Group-1548

512-261-3132

Lab created diamonds of the truest essence and clarity. BACI Beads similar to Pandora.



Trane-1453

210-516-1737

Create high performance learning environments through Trane's comprehensive approach to HVAC energy and operating efficiency.

TSPPRA-Texas School Public Relations Association-405

512-474-9107

School communications and public relations counseling and resources.

Underwood Law Firm-1155

806-379-0331

Legal services.

University of Phoenix-1580

866-899-7404

Empower your employees. Stay on the leading edge. Discover what we can offer. www.phoenix.edu/colleges_divisions/workforce-solutions/industry

Vanir Construction Management, Inc.-1352

916-575-8888

Offers professional project, program, and construction management services.



Vector Concepts, Inc.-1172

972-399-1303

Commercial flooring specializing in multi-purpose sports flooring and low maintenance flooring.

Verdiem Corporation-1518

206-838-2800

Lower energy costs by up to 60% for PCs, Macs, and other network devices.



Vibra-Whirl Sports, Ltd.-961

806-537-3526

Sports surfacing contractor selling and installing synthetic running track surfaces and infill turf.

Video Insight-1042

713-621-9779

Incorporate IP video surveillance into your existing system.



VIRCO MFG. CORP.-513

800-448-4726

America's leading manufacturer and supplier of furniture and equipment for education environments.

VLK Architects, Inc.-712

817-633-1600

Designing exemplary learning environments, innovative structures and sustainable communities.

Walch Educational Consulting, LLC-1078

210-414-0826

We have assisted 102 ISDs with Tax Ratification Elections (TREs) since 2006, with a 93% success rate.

Walmart-1170

877-301-6400

Top value with George Schoolwear; In stores and on-line.

Walsh, Anderson, Gallegos, Green, & Trevino, P.C.-1329

512-454-6864

Legal services and training for school districts statewide.

We Build, Inc.-1234

903-785-1653

Specializes in construction management and design-build services.



Wenger Corporation-929

800-326-8373

Music room furniture, equipment and storage.

WillowTree Apps-404

888-329-9875

The leading developer of custom iPhone, Android, and mobile web apps for school districts.

Winsor Learning, Inc.-848

800-321-7585

Specializing in helping schools improve the performance of students identified for intervention.

WKMC Architects, Inc.-1247

361-215-9887

Bond planning, educational facility analysis and master planning; architecture.



Worthington Contract

Furniture-916

512-331-1628

Auditorium seating, bleachers, library, science, computer/classroom and office furniture.

WRA Architects-623

214-957-2602

Innovative award-winning design for districts committed to high quality schools.

Xella Aircrete North America, Inc.-975

210-402-3223

HEBEL-AAC (Autoclaved Aerated Concrete).

ZippSlip, Inc.-959

214-914-2225

Free cloud-based application designed to enable schools to go paperless in communication with parents.



Exhibits by Category

Architectural Services

Alvidrez Architecture, Inc.	218
Amtech Building Sciences, Inc.	1134
Architects Rabe + Partners	322
Architectural Concepts, Inc.	935
Bay IBI Group Architects	834
BLGY, Inc.	608
Brown Reynolds Watford Architects (BRW Architects)	941
Cadco Architects-Engineers	1034
Claycomb Associates Inc.	1023
CMA	1371
Corgan Schools	422
Fromberg Associates, Ltd.	308
Goodwin-Lasiter, Inc.	518
Grimes & Associates	1346
GSR Andrade Architects	406
Hawkins Architecture	1353
Huckabee	1311
Hunter Corral Associates	952
LaMarr Womack & Associates, LP	413
NATEX Architects	1361
NR2 Architects, Inc.	1140
OCO Architects	1149
O'Connell Robertson	1046
Parkhill, Smith & Cooper, Inc.	1135
PBK	823
Perkins+Will	912
pflugger	1317
SHW Group	1229
VLK Architects, Inc.	712
WKMC Architects, Inc.	1247
WRA Architects	623

Associations, Foundations, Educational & Public Service Organizations

Instructional Materials Coordinators' Association of Texas	715
KICKSTART KIDS	306
National School Boards Association	1443
Teacher Retirement System of Texas	1080
Texas Art Education Association	606
Texas Association of Community Schools/AIM	1322

Texas Association of School Business Officials (TASBO)	1439
Texas Association of School Librarians	327
Texas Masonry Council	743
Texas Music Educators Association	867
Texas Parent Political Action Committee	1181
TIPS (The Interlocal Purchasing System)	1141
TSPRA-Texas School Public Relations Association	405

Athletic Products & Services

Automated Display Systems	970
Daktronics	512
Electro-Mech Scoreboard Co.	224
Game Court Services, Inc.	1359
GT Grandstands	325
Gym Bleacher	304
Musco Sports Lighting	937
Qualite Sports Lighting	305
Southern Bleacher Company	1243
Spectrum Corporation	840
Stewart School Signs	1413
Sturdisteel Company	1043
T.F. Harper & Associates LP	954
Techline Sports Lighting, LP	1252
The PlayWell Group, Inc.	323

Books, Magazines & Periodicals

McGraw-Hill Education	965
Pearson	1128

Building & Roofing Materials & Services

A-Lert Roof System, a division of Centurion Ind., Inc.	1480
Armko Industries, Inc.	1024
DK Haney Roofing	1411
Duro-Last Roofing, Inc.	1335
Lift Aids, Inc./Home Elevator of Texas	1240
Modern Shade, LLC	1275
Panel Specialists, Inc.	1534
Parsons Roofing	1374
Prime Source Construction, Inc.	955
REDD Team by SAPA	822
Sika Sarnafil, A Division of Sika Corp	719
Technicoat Companies	1082
Xella Aircrete North America, Inc.	975

Business Operations Products & Services

American Clearinghouse on Educational Facilities	515
AssetWorks Inc.	817
BoardBook	1570
BoardDocs	212
Combs Consulting Group, LP	731
Engravers Network	1574
Harding Document Management Services	1524
Harris School Solutions	1458
HiTouch Business Services	1416
Lead Your School	1249
MAXIMUS K-12 Education	519
MindMixer	1512
Pride Surveys	1542
Records Consultants, Inc. (RCI)	1471
School Innovations, a division of SI&A	964
Skyward, Inc.	1429
SOCS	1425
SpedTrack/Ion Wave Technologies	725
Templeton Demographics	1152
Walch Educational Consulting, LLC	1078
WillowTree Apps	404

Career/College Preparation

Grand Canyon University	1437
Smart Horizons	1373
Texas College and Career	1375

Communication Systems

Aerowave Technologies	1540
Electro-Matic Visual Products	426
SchoolMessenger	1270
ZippSlip, Inc.	959

Computer Systems

Altex Electronics, Ltd.	1139
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Texas Mac Repair	1066
Verdiem Corporation	1518

Exhibits by Category

Construction Companies

Bartlett Cocke General Contractors	854
BTC (Buford-Thompson Co.)	1053
DSA, Inc.	1223
Gallagher Construction Services	723
Jamail & Smith Construction	813
JBK Associates	615
Joeris General Contractors	1523
Lee Lewis Construction, Inc.	1428
MW Builders, Inc.	505
Pogue Construction	1123
Rogers-O'Brien Construction Co., Inc.	309
Satterfield & Pontikes Construction, Inc.	739
Vanir Construction Management, Inc.	1352
We Build, Inc.	1234

Curriculum Materials & Resources

Agile Mind	509
Arts Attack Publications	1174
CSCOPE	423
Eclick	223
Education 2020	718
Educational Technology Learning	616
Frey Scientific	972
Imagine Learning, Inc.	1238
Learning A-Z	1442
Learning for Life	1070
NBC Learn	861
Reasoning Mind	1539
Rice University STEMscopes	853
SAFARI Montage	617
Tango Software	326
Technical Laboratory Systems, Inc.	829
The Trevor Romain Company	973
Think Through Math	846

District Services

Axiom	971
Bill Cook's-The Cambrian Group	1449
BuyBoard Purchasing Cooperative	1365
Choice Partners Cooperative-HCDE	1071
Dallas County Schools (DCS)	960

eSchoolSolutions, Inc.	517
News for My School	208
OnSite Environmental, Energy & Facilities Services	1464
Region 10 Education Service Center	528
Region 20 Education Service Center	1537
Region VI Education Service Center	523
Region XIII Education Service Center	525
SMART Medicaid Services	1367
TCPN:The Cooperative Purchasing Network	1447
TexBuy Purchasing Cooperative (Region 16 ESC)	1370

Energy and Operational Efficiency

Affiliated Energy Group-AEG	1049
Automated Logic	859
Axiom Solar	1154
Chevron Energy Solutions	1572
CLEARresult Consulting	1473
CNG Energy Partners, LLC	1280
ConEdison Solutions	713
Convergentz	727
Direct Energy Business	1460
DMI Entegral Solutions	1470
EarthTech	1354
Energy for Schools	1146
Energy Solutions of Texas	507
Energy Systems Group	1041
Johnson Controls	1440
Pepco Energy Services	858
TASB Energy Cooperative	1466
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Engineering Firms

Alderson & Associates, Inc.	729
CMTA	948
Estes, McClure & Associates, Inc.	419
Fratto Engineering	855
Image Engineering Group, Ltd. (IEG)	619
Romine, Romine & Burgess, Inc.	958
Teague Nall and Perkins, Inc.	1434

Environmental Services

Alpha Testing, Inc.	1536
Gerloff Company, Inc.	613

Facilities Management

Berger Transfer & Storage	815
GCA Education Services	1143
Grasshopper Company	1035
Gulf Coast Paper Co, Inc.	205
Hill Country Outdoor Power/ PartsTree.com	1546
IQS, Inc.	1153
John Deere Co.	1578
McLemore Building Maintenance	1273
Southern Management, An ABM Company	807
TD Industries	1253
The Faulk Company	966

Financial Services

AXA Equitable	1436
Belt Harris Pechacek, LLLP	G
First Public, LLC	1459
FirstSouthwest	1347
Government Capital Corporation	1031
Medicaid Finance and Consulting Services-HISD	1235
Moak, Casey & Associates	1340
Specialized Public Finance, Inc.	1535
TexPool	1430

Food Service Management, Equipment and Products

ARAMARK Education	735
Chartwells School Dining Services	946
HEB	1441
Sodexo	1531
Southwest Foodservice Excellence, LLC	612

Furnishings

A. Bargas & Associates, LLC	1147
Indeco Sales, Inc.	835
Lone Star Furnishings, LLC	629
School Specialty Inc.	1171
Specialty Supply & Installation, LLC	814

Exhibits by Category

TESCO Industries	865
VIRCO MFG. CORP.	513
Wenger Corporation	929
Worthington Contract Furniture	916

Insurance/Risk Management

Alton Lynch Associates	1236
Financial Benefit Services	1271
Humana Inc.	1522
TASB Risk Management Fund	1465
Texas Association of Public Schools Property and Liability Fund (TAPS)	1254
Texas Political Subdivisions	1348
Texas Schools Cooperative	953

Interactive Teaching Tools

Education 2000	1435
eInstruction	819
Everase	324
Lightspeed Technologies, Inc.	812
PASCO Scientific	1060

Interior Products & Materials

CCSW—Corpus Christi Stamp Works	1418
Facility Solutions Group	604
MDC Wallcoverings	1525
One Source Floors	417
Palmer Hamilton, LLC	873
Southwest Terrazzo Association	424
Terrill Manufacturing Company, Inc.	1047

Legal Services

Eichelbaum Wardell Hansen Powell & Mehl, P.C.	1129
Gravelly & Pearson	1438
Henslee Schwartz LLP	1528
Linebarger Goggan Blair & Sampson, LLP	1334
McCreary, Veselka, Bragg & Allen, P.C.	1246
O'Hanlon, McCollom & Demerath	1341
Perdue Brandon Fielder Collins & Mott LLP	1022
Powell & Leon, LLP	1029
Underwood Law Firm	1155
Walsh, Anderson, Gallegos, Green, & Trevino, P.C.	1329

Miscellaneous

LaQuinta Hotel Management LLC	1148
MedImmune, Inc.	622

Mobile & Modular Buildings and Classrooms

Adventure Playground Systems, Inc.	216
Fibrebond Corporation	1323
ILCOR	1338
M Space Holdings	307
Mobile Modular	871
Nana Wall Systems	716

Professional Development

Center for Educational ReVision	1454
University of Phoenix	1580

Safety & Security

Ameristar Fence Products	1058
IDville	1040
Interquest Detection Canines	630
JR3 Education Associates, LP	1075
Pave Systems Inc.	222
STS 360	1079
Supercircuits, Inc.	860
Video Insight	1042

Specialty Items

Eyeful Art Murals & Designs	1517
Hill Country Rocks	1452
Patterson Designs	516
RVJ Intl by Unique4u	1248
Shader Productions	1474
Teacher's Textures	226
The Gift Solution	1543
TK Design Group	1548



Exhibits by Category

Sports Surfacing

Action Floor Systems, LLC	624
Athletic Flooring Specialists	925
A-Turf	1510
Carter Construction	753
Dynamic Sports Construction, Inc.	214
FieldTurf/Beynon	1052
Fisher Tracks, Inc.	1039
Hellas Sports Construction	947
Newman Sports Flooring	1372
Paragon Sports Constructors	1136
Red Dog Track, Inc.	1072
Robbins Sports Surfaces	1064
Sport Court of Texas	204
Texas Multi-Chem, LTD	628
Vector Concepts, Inc.	1172
Vibra-Whirl Sports, Ltd.	961

Student Services

Aim Truancy Solutions	1423
ASVAB Career Exploration Program	717
Focus EduVation Inc.	761
Hobsons	747
JC Penney/IZOD	408
LifeTrack Services, Inc.	847
NODD.org	1038
SolidSavingsNow	923
StopWalkTalk.org	1541
Walmart	1170
Winsor Learning, Inc.	848
Testing, Evaluation Systems & Accreditation	
ALL In Learning	529
Evisions, Inc.	1529
Knowsys Educational Services	852
Progress Testing	429
Renaissance Learning, Inc.	826

Transportation Products & Services

ABC Companies	A
American Bus Sales	1081, D
Blue Star Bus Sales, LTD	F
Chastang Ford	209
Durham School Services	1538
First Student, Inc.	849
GoldStar Transit	1074
Innovative Transportation Solutions	1431
Longhorn Bus Sales—IC Bus	H
Redflex Traffic Systems Student Guardian	974
Rush Bus Centers	E
Student Transportation Specialists	1283
Texas Correctional Industries	1183, C
Thomas Bus Gulf Coast	B

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Hotels within walking distance of the Convention Center: Courtyard by Marriott Downtown, Four Seasons Austin, Hampton Inn & Suites Downtown, Hilton Austin, and Residence Inn Downtown.

Wheelchair-accessible transportation is provided during regular Convention shuttle hours. Call 888.267.8566 toll free to schedule (allow 30 minutes).

Hours

Friday	6–10 a.m.	(15–20 minute intervals)
	10 a.m.–2 p.m.	(30 minute intervals)
	2–6 p.m.	(15–20 minute intervals)
Saturday	6–10 a.m.	(15–20 minute intervals)
	10 a.m.–2 p.m.	(30 minute intervals)
	2–5:30 p.m.	(15–20 minute intervals)
Sunday	6:30 a.m.–12:30 p.m.	(30 minute intervals)



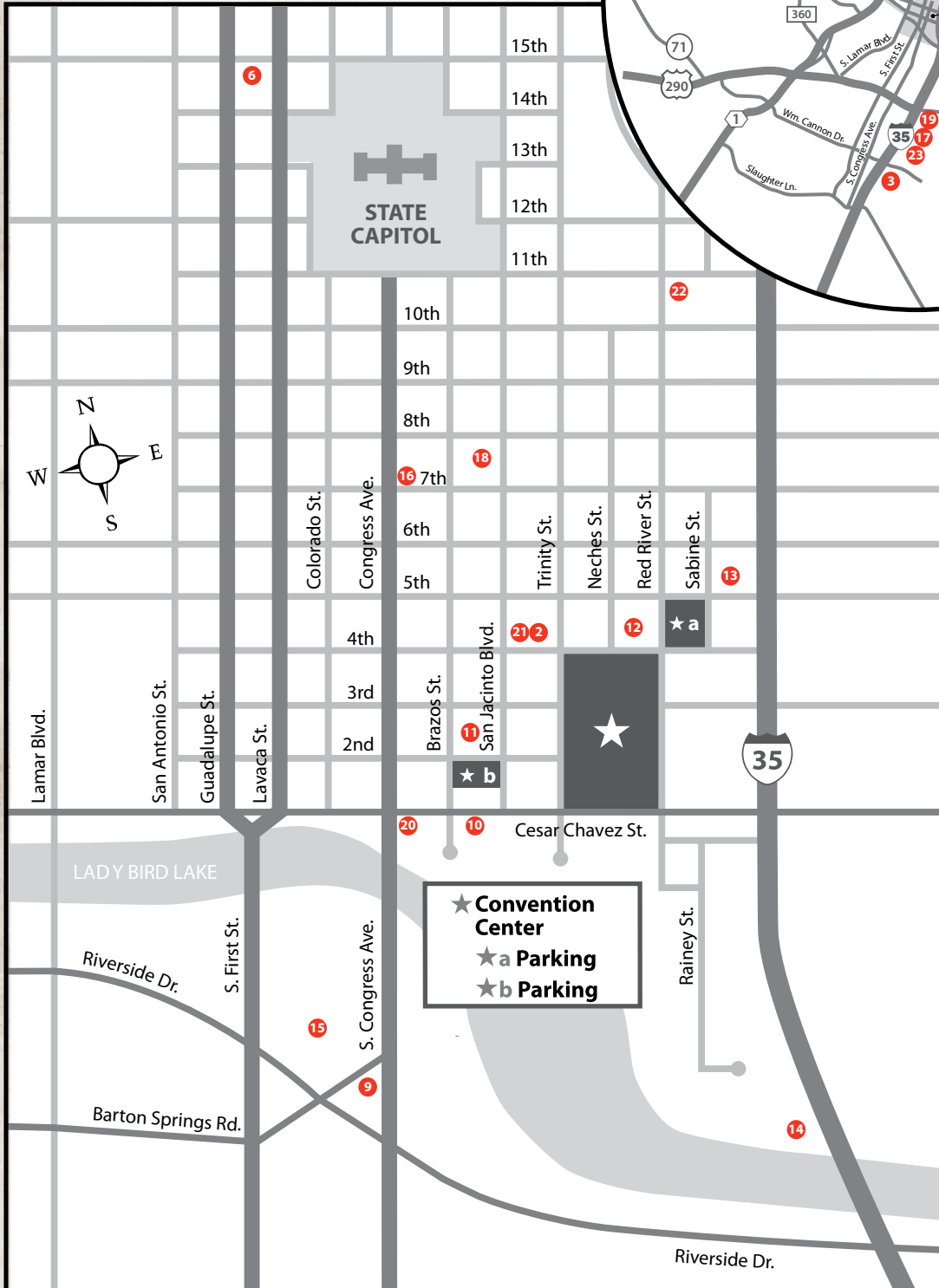
Routes

Route #	Color	Hotel	Boarding
1	Red	Embassy Suites Austin Downtown/Town Lake	Curbside on Barton Springs Road
		Hyatt Regency Austin	Bus entrance—west side
		Radisson Hotel & Suites Austin Downtown	Curbside on Congress Avenue
2	Blue	InterContinental Stephen F. Austin	Across from main entrance on 7 th St.
		Omni Austin Hotel Downtown	7 th & San Jacinto
3	Green	Hilton Garden Inn Austin Downtown	Outside main entrance
		Holiday Inn Austin–Town Lake	Outside main entrance
		Sheraton Austin Hotel at the Capitol	Curbside on 11 th St.
4	Purple	Courtyard by Marriott Austin South	Outside main entrance
		Marriott Austin South	Outside main entrance
		Omni Austin Hotel at Southpark	Outside main entrance
		Springhill Suites Austin South	Outside main entrance
5	Yellow	Crowne Plaza Hotel Austin	Outside main entrance
		DoubleTree by Hilton Hotel Austin	Outside main entrance
		Embassy Suites Austin–Central	Outside main entrance
6	Teal	AT&T Education & Conference Center	Curbside on MLK
		DoubleTree Suites by Hilton Hotel Austin	Outside main entrance
		DoubleTree by Hilton Hotel Austin–University Area	Outside main entrance

Hotel Map

Downtown Austin Area

Map Courtesy Austin Convention and Visitors Bureau

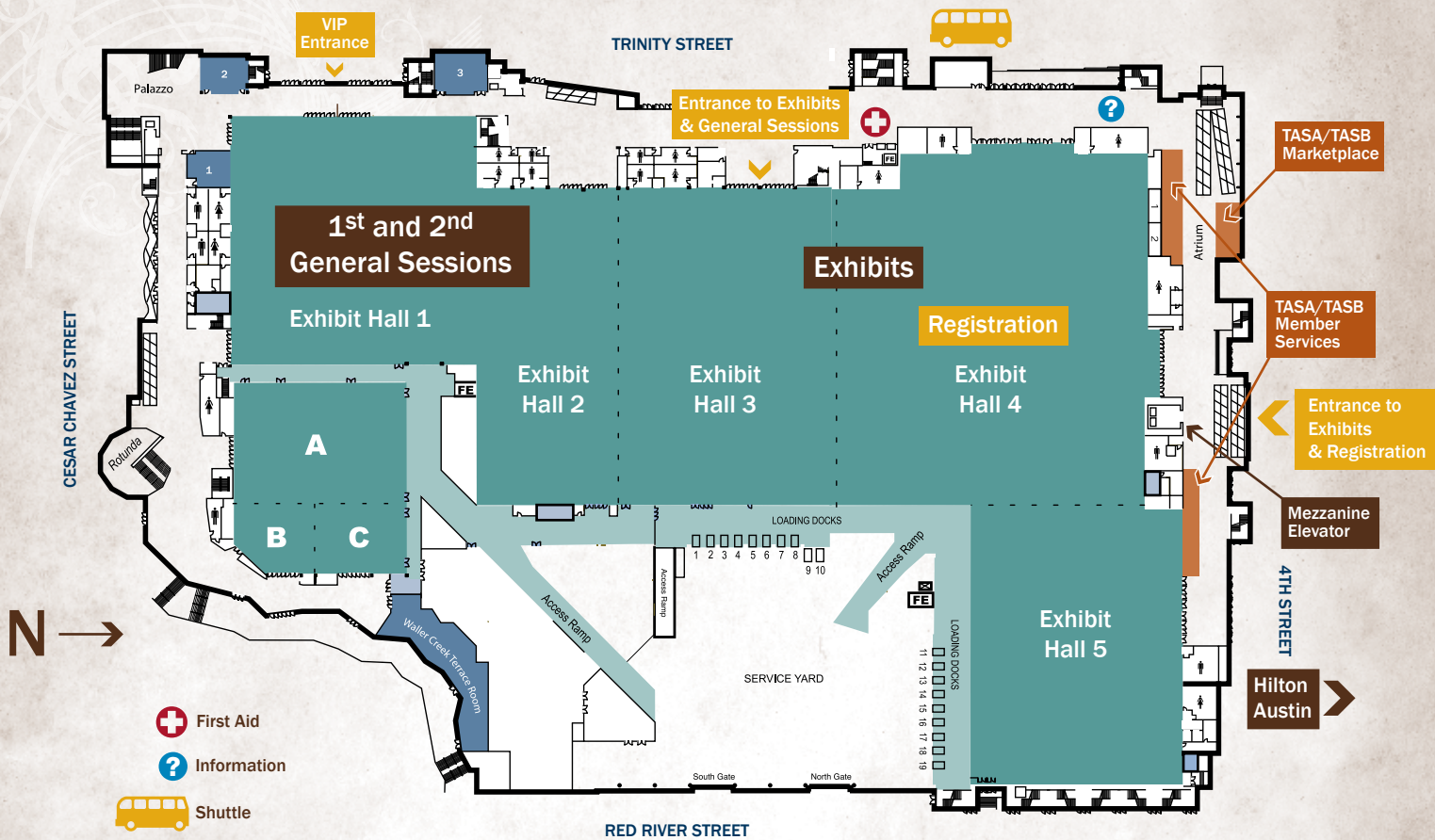


Hotel Key

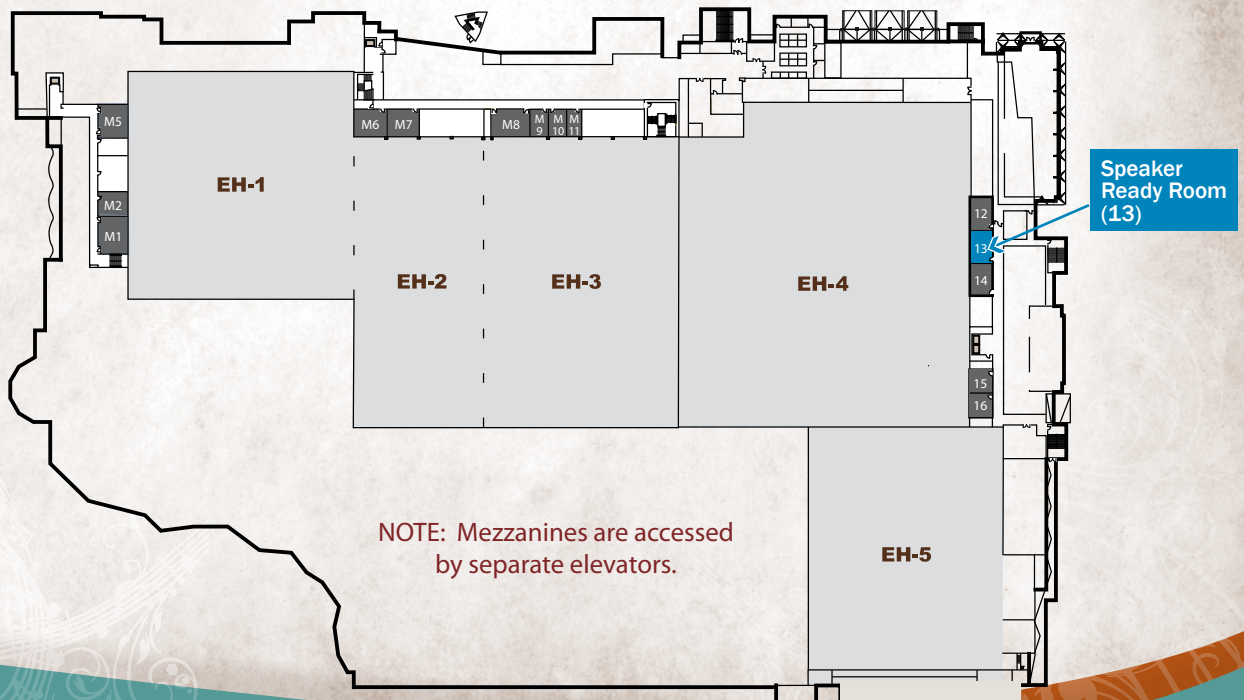
1. AT&T Executive Education & Conference Center
2. Courtyard Austin Downtown/ Convention Center
3. Courtyard Austin South
4. Crowne Plaza Hotel Austin
5. DoubleTree by Hilton Hotel Austin-University Area
6. DoubleTree Suites by Hilton Hotel Austin
7. DoubleTree by Hilton Hotel Austin
8. Embassy Suites Austin-Central
9. Embassy Suites Austin-Downtown/Town Lake
10. Four Seasons Hotel Austin
11. Hampton Inn & Suites Austin-Downtown
12. Hilton Austin
13. Hilton Garden Inn Austin Downtown
14. Holiday Inn Austin-Town Lake
15. Hyatt Regency Austin
16. InterContinental Stephen F. Austin
17. Marriott Austin South
18. Omni Austin Hotel Downtown
19. Omni Austin Hotel at Southpark
20. Radisson Hotel & Suites Austin Downtown
21. Residence Inn Austin Downtown/Convention Center
22. Sheraton Austin Hotel at the Capitol
23. Springhill Suites Austin South

Convention Center Floorplan

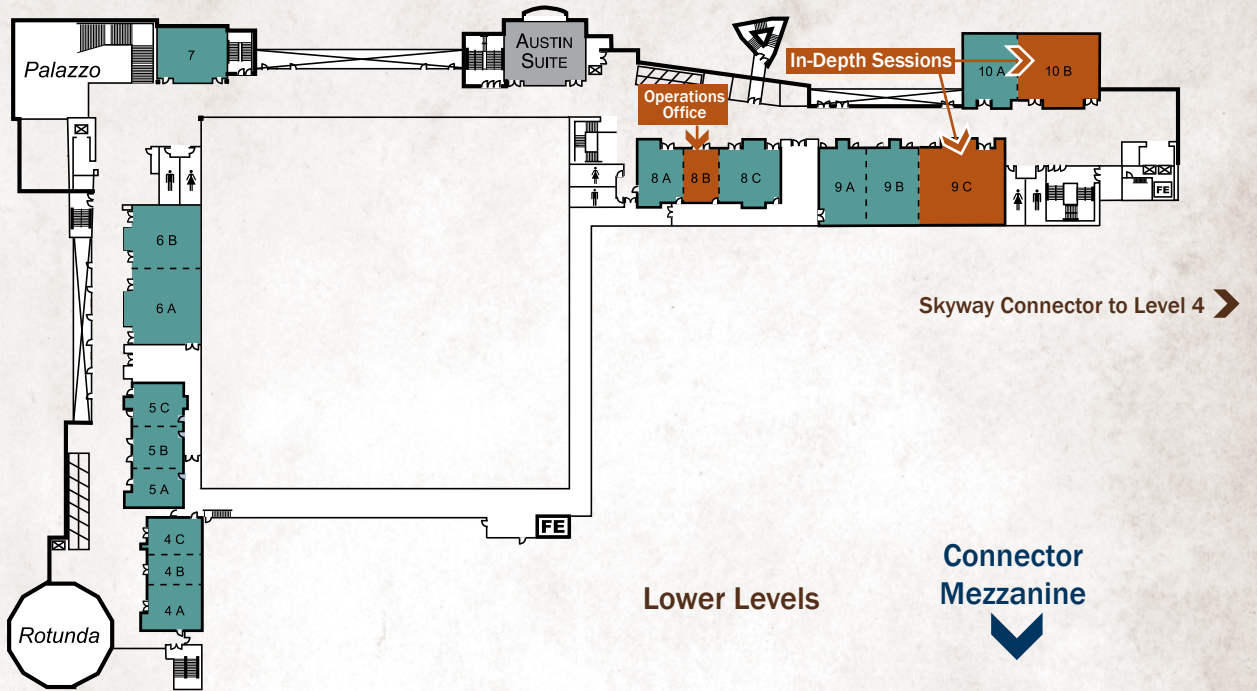
LEVEL 1: Exhibits, First Aid, Marketplace, Member Services



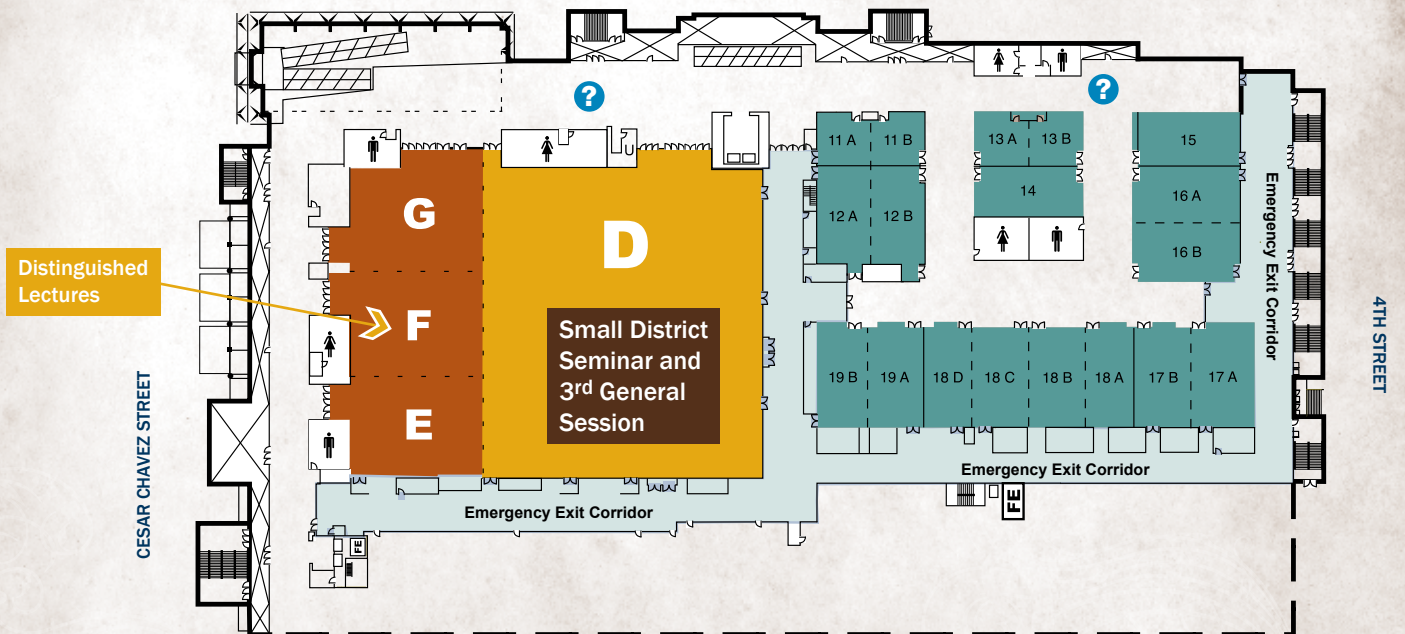
LEVEL 2: Mezzanine/Speaker Ready Room (no sessions)



LEVEL 3: In-Depth Sessions, Operations Office



LEVEL 4: Breakout Sessions, Small District Seminar, 3rd General Session



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Convention at a Glance

Thursday, September 27

Registration	3–6 p.m.
TASA Executive and Legislative Committees Joint Meeting	1–4 p.m.

Friday, September 28

Registration	6:30 a.m.–5 p.m.
Breakout Sessions	7:30–8:45 a.m.
Small School District Seminar	7:45 a.m.–noon
Exhibits Viewing, TASA/TASB Marketplace, and Member Services	8 a.m.–4 p.m.

Field Trips*

- Lady Bird Johnson Wildflower Center:
Board at 8 a.m.
Depart at 8:30 a.m. 8:15 a.m.–12:45 p.m.
- Bob Bullock Texas State History Museum:
Board at 8:15 a.m.
Depart at 8:30 a.m. 8:30 a.m.–noon

Breakout Sessions	9–10:15 a.m.
In-Depth Sessions	9–11:45 a.m.
Breakout Sessions	10:30–11:45 a.m.
Designated Exhibits Viewing	11:45 a.m.–1 p.m.

Breakout Sessions	1–2:15 p.m.
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Distinguished Lecture:

Don Reynolds 1–2:15 p.m.

In-Depth Sessions 1–3:45 p.m.

Breakout Sessions 2:30–3:45 p.m.

First General Session:

General William “Bill” Looney 4–5:30 p.m.

Saturday, September 29

Registration 6:30 a.m.–4:30 p.m.

Breakout Sessions 7:30–8:45 a.m.

In-Depth Sessions 7:30–10:15 a.m.

Exhibits Viewing, TASA/TASB Marketplace
and Member Services 8 a.m.–3:30 p.m.

Breakout Sessions 9–10:15 a.m.

Second General Session:

LeVar Burton 10:30 a.m.–noon

Designated Exhibits Viewing Noon–1:30 p.m.

TASB Named Delegate and
Alternate Lunch and Caucuses 12:30–1:45 p.m.

Breakout Sessions 1:30–2:45 p.m.

Distinguished Lecture:

Craig Watkins 1:30–2:45 p.m.

In-Depth Sessions 1:30–4:15 p.m.

TASB Delegate Assembly 2–4 p.m.

Designated Exhibits Viewing 2:45–3:30 p.m.

Breakout Sessions 3:30–4:45 p.m.

Sunday, September 30

Info Booth 7–10:30 a.m.

Breakout Sessions 7:30–8:45 a.m.

Third General Session:

Diane Ravitch 9–10:15 a.m.

Breakout Sessions 10:30 a.m.–11:45 a.m.

**Field Trips: Participants must check in at least 15 minutes before boarding. If you haven't checked in by that time, your seat may be given to someone on standby.*

Thanks for attending!

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