



[\(/Home.aspx\)](#)

TASA | TASB Convention txEDCON

Virtual Event
September 30–
October 2, 2020

[Home \(/Home.aspx\)](#) > Program

Program

We are working to curate a great experience for attendees again this year! Check back for updates on sessions, virtual field trips, speakers, and more.

The live programming will take place on September 30–October 2. Attendees are encouraged to participate by using the chat, Q&A, and polling features in the virtual platform.

The recorded sessions will be available for 30 days after the virtual conference for all registered attendees.

Wednesday, September 30

3–3:45 p.m.	Exhibit Hall Grand Opening
3:45–4 p.m.	Opening Remarks
4–5 p.m.	Panel Discussion
5–5:15 p.m.	Intermission
5:15 p.m.	Texas Teacher of the Year Award (TOY) Announcement
5:30–6:30 p.m.	Panel Discussion
6:30–7:30 p.m.	Networking
5:30 p.m.	Exhibit Hall Closes

Thursday, October 1

7–8 a.m.	Networking
8–8:30 a.m.	Kermit ISD Student Performance
	Introduction - TASB President Lee Lentz-Edwards
8:30–9:15 a.m.	Opening General Session
9 a.m.	Exhibit Hall Opens
9:15–9:30 a.m.	Intermission

9:30–10:20 a.m.	Concurrent Sessions
10:30–11:20 a.m.	Concurrent Sessions
11:30 a.m.– Noon	Northside ISD Student Performance Introduction - TASA President Brian T. Woods
Noon–1:20 p.m.	Lunch Break/ Intermission
1:20 p.m.	Texas School Public Relations Association (TSPRA) Key Communicator Award Recognition
1:30–2:20 p.m.	Concurrent Sessions
2:30–2:45 p.m.	Intermission
2:45–3:35 p.m.	Concurrent Sessions
3 p.m.	Exhibit Hall Closes
3:35 p.m.	Superintendent of the Year Award (SOTY) Announcement
4–5 p.m.	Networking

Friday, October 2

7–8 a.m.	Networking
8–8:50 a.m.	Concurrent Sessions
9 a.m.	Exhibit Hall Opens
9 a.m.	Honor School Board Award Announcement
9:15–9:30 a.m.	Intermission
9:30–10:15 a.m.	Concurrent Sessions
10:15–11 a.m.	Exhibit Hall Closing
11 a.m.–Noon	Closing General Session



TASA | TASB Convention txEDCON

Virtual Event
September 30–
October 2, 2020

[\(/Home.aspx\)](#)

[Home \(/Home.aspx\)](#) > [Program \(/program.aspx\)](#) > [Speakers](#)

TASA | TASB Convention Speakers

General Session



Thursday, 8:30 a.m.
Shawn Achor

Author

Shawn Achor, best-selling author of *The Happiness Advantage* and *Big Potential*, spent 12 years at Harvard where he delivered lectures on positive psychology in the most popular class at the university, earning him more than a dozen distinguished teaching awards.

Achor has since become one of the world's leading experts on the connection between happiness and success and has worked with more than a third of all Fortune 100 companies, including the NFL, the Pentagon, and the US Department of Treasury. He has traveled to 51 countries, speaking to farmers in Zimbabwe, CEOs in China, doctors in Dubai, and schoolchildren in South Africa.

His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with more than 22 million views, and his lecture airing on PBS has been seen by millions.



Friday, 11 a.m.
Cynthia "Cynt" Marshall

CEO of Dallas Mavericks

Cynt Marshall has been a dynamic force for inclusion and diversity within the Dallas Mavericks organization and during her 36-year career at AT&T. Hired as the new CEO in March 2018, Marshall's vision for the Mavericks organization was to become the NBA standard for inclusion and diversity, bringing transparency, trust, and her values-based leadership style that evolved the company culture in her first 100 days.

Prior to joining the Mavericks, she founded Marshalling Resources, a consulting firm specializing in leadership, diversity and inclusion, culture transformation, and overall optimization of people resources.

As senior vice-president of human resources and chief diversity officer at AT&T, she led the team that created a world-class diversity and inclusion culture, landing AT&T in the top three on Diversity Inc.'s 2017 Top 50 list of companies.