

# SUMMER 2015 LEADERSHIP INSTITUTE

**San Antonio**

June 11–13

Marriott Rivercenter

**Fort Worth**

June 18–20

Omni

**Post-Legislative  
Conference**

June 10 and 17

Same locations  
as SLI (see page 1)



Wednesday	3–6 p.m.	Registration for Wednesday–Saturday Attendees • 3–6 p.m.	
	5–8:30 p.m.	Post-Legislative Conference ( <i>Dinner included with registration fee.</i> ) • 5–8:30 p.m.	
Thursday	7–8 a.m.	Registration for Thursday–Saturday Attendees and Continental Breakfast ( <i>Included in registration fee</i> ) • 7–8 a.m.	
	8–9:15 a.m.	General Session • 8–9:15 a.m.	
	9:45–11 a.m.	In-Depth Sessions ( <i>Choose one.</i> ) 9:45 a.m.–12:30 p.m.	Breakout Sessions ( <i>Choose one.</i> ) 9:45–11 a.m.
	11:15 a.m.–12:30 p.m.		Breakout Sessions ( <i>Choose one.</i> ) 11:15 a.m.–12:30 p.m.
	12:30–1:30 p.m.	Lunch ( <i>Included in registration fee</i> ) • 12:30–1:30 p.m.	
	1:45–3 p.m.	In-Depth Sessions ( <i>Choose one.</i> ) 1:45–4:30 p.m.	Breakout Sessions ( <i>Choose one.</i> ) 1:45–3 p.m.
	3:15–4:30 p.m.		Breakout Sessions ( <i>Choose one.</i> ) 3:15–4:30 p.m.
	Friday	7–8 a.m.	Registration and Continental Breakfast ( <i>Included in registration fee</i> ) • 7–8 a.m.
8–9:15 a.m.		General Session • 8–9:15 a.m.	
9:45–11 a.m.		In-Depth Sessions ( <i>Choose one.</i> ) 9:45 a.m.–12:30 p.m.	Breakout Sessions ( <i>Choose one.</i> ) 9:45–11 a.m.
11:15 a.m.–12:30 p.m.			Breakout Sessions ( <i>Choose one.</i> ) 11:15 a.m.–12:30 p.m.
12:30–1:30 p.m.		Lunch ( <i>Included in registration fee</i> ) • 12:30–1:30 p.m.	
1:45–3 p.m.		In-Depth Sessions ( <i>Choose one.</i> ) 1:45–4:30 p.m.	Breakout Sessions ( <i>Choose one.</i> ) 1:45–3 p.m.
3:15–4:30 p.m.			Breakout Sessions ( <i>Choose one.</i> ) 3:15–4:30 p.m.
Saturday		7:30–8:30 a.m.	Continental Breakfast ( <i>Included in registration fee</i> ) • 7:30–8:30 a.m.
	8:30–9:45 a.m.	Breakout Sessions ( <i>Choose one.</i> ) 8:30–9:45 a.m.	
	10–11:15 a.m.	Breakout Sessions ( <i>Choose one.</i> ) 10–11:15 a.m.	

# Greetings!

The annual Summer Leadership Institute (SLI) is the flagship training conference for the Texas Association of School Boards (TASB). The purpose of the Institute is to (1) provide new school board members with immediate training following the May school board elections, (2) offer newly elected board presidents the training they need to lead effectively, and (3) provide experienced board members with current practices and information about the key concerns facing Texas school districts.

*You have a choice to attend the Institute that best fits your summer plans in San Antonio or Fort Worth. The schedule, general session speakers, and offerings for newly elected school board members and board presidents are **exactly the same in both locations.***

*In April, you will find the complete list of session offerings in an easily downloadable format at [LTS.tasb.org](http://LTS.tasb.org). Click on "Summer Leadership Institute" in the "News" box. Then select the location of your choice. **All registrants will need to preselect sessions to complete their registration.***

## Registration fees for both SLI locations are as follows:

### Option 1 (includes Post-Legislative Conference)—\$535

Wednesday evening–Saturday morning includes dinner Wednesday evening, breakfast all three mornings, lunch Thursday and Friday, refreshment breaks each day, and conference materials. *Earn up to 17 hours of continuing education credit.*

### Option 2—\$375

Thursday–Saturday includes breakfast all three mornings, lunch Thursday and Friday, refreshment breaks all three days, and conference materials. *Earn up to 14.5 hours of continuing education credit.*

### Option 3—\$310

Friday–Saturday includes breakfast both mornings, lunch Friday, refreshment breaks both days, and conference materials. *Earn up to 8.5 hours of continuing education credit.*

## 2015 TASB Post-Legislative Conference Wednesdays, June 10 and 17 5–8:30 p.m. (includes dinner)

Save time and travel costs by attending the 2015 TASB Post-Legislative Conference the night before SLI starts in both San Antonio and Fort Worth!

TASB staff will highlight new laws from this year's Legislative Session and how they will affect you, your community, and your schools. TASB Governmental Relations staff will walk you through the changes, focusing on what is required of school boards and superintendents. The session will feature briefings on all major legislation affecting public education and highlight issues that may arise during the interim.

All Post-Legislative Conference attendees also will receive a copy of the *TASB 2015 Legislative Summary for School Officials* when the final document is published. TASB's Legal Services and Governmental Relations staffs will work together to summarize major provisions of each piece of legislation affecting public schools.



Italy ISD Leadership Team



## Take a Picture. It'll Last Longer!

On Thursday and Friday, TASB staff members will be snapping photos for you. If you would like a photo taken of you and your leadership team members at work during the conference, look for the TASB Photo Shoot staff members.

*These photos and a news release will be available online after the conference.*

Let everyone in your community know what serving on the school board is all about, and show them what you are doing to learn more about public education and leadership to benefit the schoolchildren in your area.



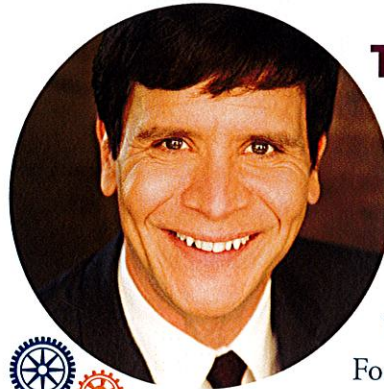
*Tuloso-Midway ISD Leadership Team*

## Newly Elected Board Members: Get OMA Training for FREE

TASB's Legal Services staff is offering the required Open Meetings Act (OMA) training just for you! Attend the OMA session Friday afternoon and you'll receive credit and a certificate.



## General Session Speakers



### Thursday

**Tim Sanders**

*Internet pioneer and best-selling author*



Tim Sanders advises Fortune 500 executives on leadership, marketing, and

new media strategies to grow their business. He was an early-stage member of Mark Cuban's **broadcast.com**. In 1999, Yahoo acquired **broadcast.com**, taking Sanders with it. He was later promoted to chief solutions officer and named leadership coach. Since leaving Yahoo, he has consulted with dozens of companies involved in business-to-business, government, and consumer industries.

*Always build relationships. Wherever you go, make warm connections through generosity and empathy. They are your strength.*

His background in economics, psychology, and debate gives him a rare blend of stories and science to move audiences to action. *Time* magazine called him a public consultant because of his extensive prekeynote research and highly customized advice points geared to each audience. For more than a dozen conferences, he's the top-rated speaker in each event's history.

Sanders has authored four books, including *The New York Times* best seller *Love Is the Killer App: How to Win Business and Influence Friends*. His second book, *The Likeability Factor: How to Boost Your L-Factor and Achieve Your Life's Dreams*, was featured in major media from *USA TODAY* to *The New York Times*. His latest book, *Today We Are Rich: Harnessing the Power of Total Confidence*, is an *Inc.* magazine business bestseller.

With valuable experience in cutting-edge businesses, sales, and marketing, Sanders has weathered the quality movement and dot-com crash, and emerged with precious insight. He worked at early-stage Southwestern

Bell Mobile Systems at the beginning of the US cell phone industry. He applied his quality, marketing, and sales expertise to help launch wireless communications for the masses.

Sanders attended Loyola Marymount University and studied communications in graduate school at the University of Arizona. Sanders attributes his success and generosity to his confidence, taught to him as a child by his grandmother. She taught him that rich was the belief that “you have enough to go around, enough to share. And when we share, we are worth something.” She knew from her own experiences, including the Great Depression, that the key was to possess total confidence: in yourself, the others you rely on, and a power greater than yourself.



## Friday

### Dave Berliner

*Educator and author*

David C. Berliner is regents' professor of education emeritus at Arizona State University.

He has also taught at the universities of Arizona and Massachusetts, Teachers College and Stanford University, and at universities in Canada, Australia, The Netherlands, Denmark, Spain, and Switzerland. He is a member of the National Academy of Education and International Academy of Education, and a past president of the American Educational Research Association (AERA) and the Division of Educational Psychology of the American Psychological Association (APA).

He is the winner of numerous awards, most notably the Brock award and AERA award for distinguished contributions to education, E.L. Thorndike award from the APA for lifetime achievements, and National Education Association Friend of Education award for his work on behalf of the education profession.

*In order to have a unified citizenry, this big, diverse, multieverything country of ours needs to share common historical and cultural knowledge. This requires sharing our common heritage with all our citizens. That is, in part, what a public education ought to provide.*

Berliner has published more than 200 articles, chapters, and books. Among his best-known works is the book coauthored with B.J. Biddle, *The Manufactured Crisis: Myths, Fraud, and the Attack on America's Public Schools*, and the book coauthored with Sharon Nichols, *Collateral Damage: How High-Stakes Testing Corrupts American Education*. He coedited the first *Handbook of Educational Psychology*, *Talks to Teachers*, and *Perspectives on Instructional Time*. His most recent book, *50 Myths and Lies that Threaten America's Public Schools: The Real Crisis in Education*, published in March 2014, was coauthored with Gene V. Glass and students.

**In addition to delivering the keynote address, Berliner will lead an in-depth session using *50 Myths and Lies that Threaten America's Public Schools: The Real Crisis in Education*. The in-depth session will have limited seating.**

## BOOK SALES

**Both general session speakers will have books for sale and will be available for signing following their presentation.**



*Sulphur Springs ISD Leadership Team*



# Registration Information

Online registration for both locations will be available beginning April 8 and will close at 5 p.m. May 29 for San Antonio and June 5 for Fort Worth.

**Before you register**, be sure to access the complete list of session offerings for the location of your choice to determine the sessions that will be included with your registration. **Registrations will not be processed without session selections indicated.**

After reviewing the session offerings, complete the **Session Selection Forms** and return them to your superintendent or designee so that he or she may complete your registration.

To speed up the process and to ensure accuracy, register through myTASB Event Registration, which automatically pulls individual and district information from the TASB membership database.

**If you need to register on site, complete the on-site registration form before coming to the conference** to help speed up the process once you arrive.

**To find either the Session Selection or on-site registration forms, go to [LTS.tasb.org](http://LTS.tasb.org).**

**Registration Option 1 (includes Post-Legislative Conference)—\$535** for programs offered Wednesday evening through Saturday morning, includes the following:

- Dinner Wednesday evening
- Breakfast all three mornings
- Lunch Thursday and Friday
- Refreshment breaks each day
- Conference and Institute materials
- *Up to 17 hours of continuing education credit*

**Registration Option 2—\$375** for programs offered Thursday morning through Saturday morning, which includes the following:

- Breakfast all three mornings
- Lunch Thursday and Friday
- Refreshment breaks each day
- Conference materials
- *Up to 14.5 hours of continuing education credit*

**Registration Option 3—\$310** for programs offered Friday morning through Saturday morning, which includes the following:

- Breakfast both mornings
- Lunch Friday
- Refreshment breaks both days
- Conference materials
- *Up to 8.5 hours of continuing education credit*



*Newly elected board members can complete their required OMA training by attending **School Law Basics** on Friday afternoon.*

## Cancellation Information

All registrations must be prepaid by check or credit card or include a school district purchase order. If you sign up but are unable to attend SLI, the following terms will apply:

**SLI San Antonio (all registration options):** *For a full refund, your **written** cancellation must reach TASB by Monday, June 1. If your cancellation reaches TASB after that date but by Friday, June 5, 50 percent of your registration fee will be refunded. No refunds will be provided after June 13, but another representative from your district or organization may attend in your place.*

### Questions?

**HOUSING ONLY:** Contact CHM directly, 800.563.6493, [sli@chmrooms.com](mailto:sli@chmrooms.com)

Visit [LTS.tasb.org](http://LTS.tasb.org) for other information, or contact TASB at 800.580.8272.

**HOUSING AND SPECIAL NEEDS:** Extension 2461, [mandy.begley@tasb.org](mailto:mandy.begley@tasb.org)

**REGISTRATION:** [registrar@tasb.org](mailto:registrar@tasb.org)

**PROGRAM:** Extension 2462, [kathy.dundee@tasb.org](mailto:kathy.dundee@tasb.org)



**SLI Fort Worth (all registration options):** For a full refund, your *written* cancellation must reach TASB by Monday, June 8. If your cancellation reaches TASB after that date but by Friday, June 12, 50 percent of your registration fee will be refunded. No refunds will be provided after June 20, but another representative from your district or organization may attend in your place.

You must use the TASB cancellation form to have your registration cancellation processed correctly. You can find the cancellation form at [LTS.tasb.org](http://LTS.tasb.org). Click on “Summer Leadership Institute” and choose the “Registration and Cancellation” page to find the form, or e-mail [registrar@tasb.org](mailto:registrar@tasb.org) to have a copy of the form e-mailed to you.

If TASB must cancel the event, TASB will refund registrations in full but will not be responsible for any indirect, special, or consequential damages (including transportation, lodging, and meal costs) sustained by the registrant.

## Hotel Reservations Information



### Housing Opens Wednesday, April 1

Housing for both SLI locations opens online at [LTS.tasb.org](http://LTS.tasb.org) (Click on “Summer Leadership Institute” under “Events.”) beginning at 8 a.m. April 1. All reservation questions must go through Convention Housing Management (CHM) at 800.563.6493 or [sli@chmrooms.com](mailto:sli@chmrooms.com). Requests will be time- and date-stamped by CHM and processed strictly in the order in which they are received.

### Deposits and Cancellations

A deposit of one night’s room rate plus applicable tax is required for each reservation and is due to CHM on or before Friday, May 8. Payment must be made by check or credit card. If your deposit is not received by the due date, the reservation will be canceled and the room will be made available to other districts. If you cancel after May 15, your deposit is nonrefundable.

### SAN ANTONIO HOTELS AND RATES\* SINGLE DOUBLE

GRAND HYATT 600 East Market Street	\$188	\$188
HILTON PALACIO DEL RIO 200 South Alamo Street	\$195	\$208
LA QUINTA INN RIVER WALK 303 Blum Street (at the corner of Bowie and Blum)	\$165	\$165
MARRIOTT RIVERCENTER 101 Bowie Street	\$196	\$209
MARRIOTT RIVERWALK 889 East Market Street	\$196	\$209

### FORT WORTH HOTELS AND RATES\* SINGLE DOUBLE

OMNI 1300 Houston Street	\$189	\$189
SHERATON 1701 Commerce Street	\$152	\$152

\* Rates do not include applicable city and county tax.



### Check in

- Present an original tax-exempt form for each room reserved at check-in (available through the CHM site).
- Provide a credit card for incidentals.
- If paying by district or personal check, provide the hotel with a check and an original tax-exempt form at check-in, OR mail a check to CHM prior to arrival.

**Hotel check-in time is 3 p.m.**

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