

Face the
challenges.



Be the
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69th
Annual
Conference
NSBA
SAN DIEGO
APRIL 4-7, 2009

Take the first step toward leading the way forward in your school district. Join your peers and education experts from across the country at the **2009 NSBA Annual Conference.**

REGISTER TODAY. www.nsba.org/conference

General Session Speakers

SUNDAY, APRIL 5

*Get inspired
by high-profile
speakers who
have motivated
generations
of children.*



Toni Morrison

Nobel Prize-winning author

11:00 AM – 12:30 PM

Toni Morrison is one of the world's most prominent authors, having won the Nobel Prize in Literature in 1993 for her collected works. Several of her novels have taken their place in the canon of American literature, including *The Bluest Eye*, *Beloved*, and *Song of Solomon*. She received the 1988 Pulitzer Prize for *Beloved* and has been named the Jefferson Lecturer by the National Endowment for the Humanities. Morrison's writings are notable for their epic themes, vivid dialogue, and richly detailed African American characters.

SUNDAY, APRIL 5

Fellowship Speaker



Glenda A. Hatchett

Former Juvenile Court Judge

7:15 – 8:30 AM

Former Judge Glenda A. Hatchett is a visionary renowned in the legal community for her innovative courtroom style. Best known for her revolutionary "interventions," she is widely respected for her work with today's youth, which has established her as a leader in the justice system nationwide. Ms. Hatchett is also the author of the national bestseller, *Say What You Mean and Mean What You Say*, and she serves as national spokesperson for CASA (Court Appointed Special Advocates).

MONDAY, APRIL 6



Julie Andrews

Actress and best-selling author

9:30 – 11:00 AM

For more than half a century, the multi-talented Ms. Andrews has delivered beloved and much-honored performances on stage and screen. The Julie Andrews Collection, an imprint of Harper Collins Publishers, was launched in October 2003 and, more recently, Ms. Andrews has joined talents with her daughter to pursue the publishing of books committed to stimulating a sense of wonder in young readers.

TUESDAY, APRIL 7



Greg Mortenson

Author of *Three Cups of Tea*

9:30 – 11:00 AM

Co-founder of nonprofit Central Asia Institute, Pennies For Peace, and co-author of the number one New York Times best-seller *Three Cups of Tea*, Mortenson has dedicated his life to promoting education and literacy in remote, volatile regions of Pakistan and Afghanistan. He has established more than 61 schools, which provide education to over 25,000 children, including 14,000 girls.

Leadership begins at the National School Boards Association's 2009 Annual Conference

Join us April 6-7, 2009 in San Diego for motivational speakers, expert advice, and the opportunity to collaborate with a nationwide network of your colleagues. You'll return with real, workable solutions to give direction and leadership to your district in these challenging times.

Mark your calendar with these important dates:

- Registration opens September 15, 2008. www.nsba.org/conference
- Registration opens October 16, 2008. (Remember that you must register for the Conference and receive your confirmation QR before you can make housing reservations.)
- Be sure to don't planning early. www.nsba.org/conference on why it's so important to attend.

Wondering what's in store for you in San Diego?

Join Mortenson, one of the world's most prominent authors and winner of both the Nobel Prize in Literature and the Pulitzer Prize will be the General Session speaker on Sunday, April 5.

Actress and best-selling author Julie Andrews will be the speaker at the General Session on Monday, April 6. Stay tuned — other special speakers will be added soon!

Visit www.nsba.org/conference for the latest information, including the soon to be announced Saturday General Session speaker!

Focus on Education Lecturers

Learn from education experts how to define your leadership role and move your district forward.

SATURDAY, April 4

2:00 – 3:15 PM

National Teacher of the Year

According to 2008 National Teacher of the Year **Michael Geisen**, *"A great teacher is a unifier of ideas, a unifier of people, and a unifier of ideas with people. In my teaching I strive to bring together creativity and science, to unite my students into a community, and to help each person in this community connect with the big ideas of science."* Focusing on the research that shows when both sides of the brain are engaged, more authentic learning occurs, Geisen has ignited a passion for learning at Crook County Middle School in Prineville, Oregon.



Michael Geisen

3:45 – 5:00 PM

Board Superintendent Relations: Creating Winning Strategies for the Dream Team!

Anne Bryant and new AASA executive director **Dan Domenech** have invited two state association leaders to join them along with a superintendent (to keep the group honest)! Together the group will discuss what NSBA and AASA are doing to promote good governance/leadership relationships for board-superintendent teams. Then the state associations will describe their on-the-ground training. A board member-superintendent team who experienced the training will tell the audience what worked, what didn't, what he/she did to follow up on that experience, and more. The session wraps up with valuable questions and answers from the audience.



Daniel Domenech

SUNDAY, April 5

8:45 – 10:00 AM

Change and Stability: The Leadership Paradox for Complex Educational Systems

Board members and superintendents face extraordinary challenges in almost every system. There are unending demands for change, including making improvements in performance, accommodating budget restrictions, and dealing with new cultural, political, and economic realities. At the same time, leaders are admonished to build consensus, get buy-in, and go slow. They are receiving a mixed message: "Be sure you have a sense of urgency about change, but be sure that the greatest changes apply to someone else." How can policymakers and leaders address the dual challenges of change and stability? With new research and insights, **Dr. Douglas Reeves**, founder of The Leadership and Learning Center, offers practical ideas for everyone interested in education.



Douglas Reeves

2:00 – 3:15 PM

21st Century Leadership

Greg Bell contends that becoming a successful leader in the 21st century requires more than charisma, confidence, and vision. Today, the challenge is to find ways to increase the speed at which teams bring new ideas and creative solutions to the marketplace. Today's leader must possess a multitude of talents and skills that have more to do with enabling people than controlling them. Discover specific methods and techniques you can use to transition to the new role of 21st century leader, and explore how you can recognize your own leadership gaps and break through limitations to maximize your leadership potential.



Greg Bell

MONDAY, April 6 • 11:15 AM – 12:30 PM

Finding Our Way: The Leadership Role in Turbulent Times

For many years, **Meg Wheatley** has written eloquently about how to create resilient and adaptive organizations where people are seen as the blessing, not the problem. She has led the way in demonstrating how perspectives about chaos, networks, and relationships that come from the new sciences can be applied to human organizations. Join one of the most innovative and influential organizational thinkers of our time who has tested her ideas and perceptions in many different settings and cultures.



Meg Wheatley



Visit www.nsba.org/conference for the latest information.

Special Sessions

Discover workable solutions to the issues your district faces every day.

SATURDAY, April 4 • 2:00 – 3:15 PM

Making Arts Education Relevant to Today's Creative Economy

Creativity is absolutely necessary to success in the new economy. The future workforce of America will retain America's leading economic edge by employing the 21st century skills of creativity, innovation, and design. And the best route to these skills is a high quality arts education. Learn why and how to properly move your district towards creativity and the future.

SUNDAY, April 5 • 8:45 – 10:00 AM

The Changing Face of Public Schools: Immigration and the "Constitutional Right to Education"

Public schools have become the battle ground for a myriad of social and political issues involved in educating undocumented students. How should your schools handle immigration enforcement raids, uphold the rights of English language learners, ask about the documentation status of students, provide social services for immigrants, and much more? Join a panel of experts, including state association counsel in a dynamic discussion of these tough questions.

PRESENTED BY: **Francisco M. Negrón, Jr.**, NSBA Associate Executive Director and General Counsel

2:00 – 3:15 PM

Making the Connection: Healthy Development and Academic Success

Join **Jacquelyn G. Sowers**, Program Administrator for Coordinated School Health, Society of State Directors of Health, Physical Education and Recreation, for perspectives and research findings that school boards can use to support their commitment to the twin goals of learning and health.

Religion and Public Schools: Survival Tips for School Boards

Public schools continue to be ground zero in the nation's culture wars. Come learn about some of the trickiest current and emerging legal and political minefields for school districts, and get the latest rulings from the courts on church and state. Bring your own questions and experiences. Most importantly, discuss survival tips specifically for school board members — tips that remain useful even as the latest hot-button issues and court rulings continue to change.

PRESENTED BY: **Thomas Hutton**, NSBA Senior Staff Attorney

3:45 – 5:00 PM

All Star Advocates: School Board Members Prove "Lobby" Is Not a Four-Letter Word

Being an effective advocate for your school district with Congress and the statehouse is an important role. A panel of your peers will walk you through their experiences, share strategies and tools, and prepare you to make your district's case to lawmakers all year long.

Going Green

Green is all the rage these days, but what does it mean for your district? Join the editors of *American School Board Journal* to examine how the environmental movement is impacting K-12 education and which strategies are working best for schools. Find out how schools across the country can harness these trends and techniques to save money, help the environment, and use their actions as lessons for their students.

PRESENTED BY: **Glenn Cook**, Editor-in-Chief and **Kathleen Vail**, Managing Editor, *American School Board Journal*

MONDAY, April 6 • 8:00 – 9:15 AM

Partnering with Parents: A Key Strategy for Improving Both Student Health and Academic Achievement

Research tells us that involved parents and healthy and engaged students positively affect academic achievement. But how do you get and keep parents involved beyond their child's classroom? In this session, representatives from a variety of organizations who work at the national, state, district, and school levels will share their perspectives, proven strategies, tools, and success stories.

PRESENTED BY: **Kari Gloppen**, Health Scientist, Centers for Disease Control and Prevention; **Victoria Berends**, Marketing Director, California Project Lean; **Mary Haley**, Director, Partner Programs, Action For Healthy Kids; and **Kate Eig**, Project Associate, School Health Programs, National School Boards Association

"I have attended for at least fifteen years. I feel that I am a better board member by attending and using the knowledge that I receive at the Conference."

—Michelle Skinlo, Board Member, Mattoon, IL