

National Conference on **EDUCATION**[™]

FEBRUARY 23-26, 2006

SAN DIEGO CONVENTION CENTER
SAN DIEGO, CALIFORNIA

Program & Exposition

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AASA
2006

STAND UP
For Public
Education[™]

THE CORNERSTONE
OF OUR FREEDOM



AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS

Welcome to San Diego!

What a beautiful place to gather for AASA's 2006 National Conference. Warm sunshine, cool breezes, and a city that offers a wonderful blend of old and new. It's rejuvenating – and that's what this conference is all about.

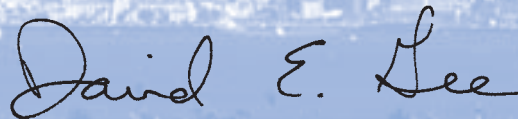
Consider the next few days your time to refresh, renew, and re-energize your commitment to all the students you serve. Take advantage of the professional development and networking opportunities this amazing conference has to offer by attending sessions on educational leadership, student achievement, systems change and continuous improvement, federal legislation, assessment, and community resources. Network with colleagues – old friends and new acquaintances – at sessions and at a variety of informal social events. These individuals are often your greatest resource and one of your most valuable support systems. Connecting with new people and with new ideas, you will take home relevant contacts and information to apply to your school district.

This year we have provided a series of “strands” to assist you in selecting presentations of interest. On page 6 you will find easy instructions for using these strands to help you plan your 2006 NCE experience. On page 6, notice another new feature called the AASA Zone. Far beyond serving as the central area for registration and information, the AASA Zone houses a welcome center, AASA membership information, Job Central area, AASA Bookstore, and informal areas to meet colleagues, rest, and /or regroup. Get used to hearing and saying, “Meet me in the AASA Zone!”

Your participation at this conference will help you strengthen your knowledge and abilities by acquiring the resources you need to hone your leadership skills. AASA's mission is to support and develop effective school system leaders. At this conference, I hope that you will also join AASA and me, as we **Stand Up For Public Education: The Cornerstone of Our Freedom.**

I trust that you will enjoy this conference, and I look forward to meeting with you.

Sincerely,



David E. Gee, President

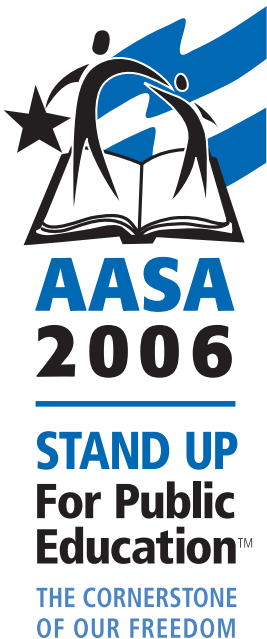


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**THIS CONFERENCE
PROGRAM BOOK IS ACCURATE
AS OF JANUARY 18, 2006.**

Program at a Glance

ALL EVENTS LISTED BELOW ARE HELD AT THE SAN DIEGO CONVENTION CENTER.

Thursday, February 23

7:30 A.M. – 5:30 P.M.

Registration Open
AASA Zone
EXHIBIT HALL E

8:30 A.M. – 12:00 P.M.

Morning Leadership Institutes
*See Daily Schedule for
Room Locations*

8:30 A.M. – 4:30 P.M.

Full Day Leadership Institutes
*See Daily Schedule for
Room Locations*

9:00 A.M. – 4:00 P.M.

Governing Board Meeting
ROOM 20A

1:00 – 4:30 P.M.

Afternoon Leadership Institutes
*See Daily Schedule for
Room Locations*

5:00 – 6:30 P.M.

Opening General Session and
Awards Ceremony
EXHIBIT HALL H
Featuring: **Marian Wright Edelman
and Don Knauss**

6:30 – 7:30 P.M.

Welcome Reception
SAILS PAVILION
AASA's 140th Anniversary
Celebration

Friday, February 24

8:15 – 10:00 A.M.

Second General Session
EXHIBIT HALL H
Featuring: **Joel Baker**

10:30 A.M. – 4:00 P.M.

Exhibit Hall Open
EXHIBIT HALLS F-G

10:30 A.M. – 11:30 A.M.

Program Sessions
*See Daily Schedule for
Room Locations*

Featured Presentation

ROOM 20A
Featuring: **Jane Hammond and
Invited Guests**

Distinguished Lecture

ROOM 20BC
Featuring: **James Pellegrino**

Distinguished Lecture

ROOM 20D
Featuring: **Steve Lundin**

10:30 A.M. – 12:30 P.M.

Two-Hour Program Sessions
*See Daily Schedule for
Room Locations*

11:45 A.M. – 12:45 P.M.

Program Sessions
*See Daily Schedule for
Room Locations*

12:00 – 1:30 P.M.

Federal Relations Luncheon
ROOM 30AB

1:00 – 2:00 P.M.

Focus on Exhibits and
Ice Cream Social
EXHIBIT HALLS F-G

2:00 – 3:00 P.M.

Program Sessions
*See Daily Schedule for
Room Locations*

Featured Presentation

ROOM 20BC
Featuring: **Michael Hall and
Jim Wilson**

Distinguished Lecture

ROOM 20A
Featuring: **Richard Farson**

2:00 – 4:00 P.M.

Two-Hour Program Sessions

Distinguished Lecture

ROOM 20D
Featuring: **Irma Tyler Wood**

2:00 – 5:00 P.M.

Afternoon at the Movies
ROOM 31ABC
“What the Bleep...”
Hosted by **Stephen Sokolow**

Saturday, February 25th

8:45 – 10:15 A.M.

Third General Session
EXHIBIT HALL H
Featuring: **Jennifer James**

10:30 A.M. – 4:00 P.M.

Exhibit Hall Open
EXHIBIT HALLS F-G

10:30 – 11:30 A.M.

Program Sessions
*See Daily Schedule for
Room Locations*

Featured Presentation

ROOM 20D
Featuring: **Gerald Bracey**

Distinguished Lecture

ROOM 20A
Featuring: **Ruby Payne**

Distinguished Lecture

ROOM 20BC
Featuring: **Connie Rice**

10:30 A.M. – 12:30 P.M.

Two-Hour Program Sessions
*See Daily Schedule for
Room Locations*

11:45 – 12:45 P.M.

Program Sessions
*See Daily Schedule for
Room Locations*

Featured Presentation

ROOM 20BC
Featuring: **John Conyers and
Lee Jenkins**

Featured Presentation

ROOM 20A
Featuring: **David Larson and
Betty Sternberg**

12:00 – 1:30 P.M.

Effie Jones Memorial Luncheon
ROOM 30AB

1:00 – 2:00 P.M.

Program Sessions
*See Daily Schedule for
Room Locations*

Featured Presentation

ROOM 20BC
Featuring: **Jonathan Kozol**

Featured Presentation

ROOM 20A
Featuring: **James Steffen**

2:00 – 4:00 P.M.

Focus on Exhibits and
Grand Slam Reception
EXHIBIT HALLS F-G

Sunday, February 26th

8:00 – 9:00 A.M.

Program Sessions
*See Daily Schedule for
Room Locations*

Featured Presentation

ROOM 20A
Featuring: **Rushworth Kidder**

Distinguished Lecture

ROOM 20D
Featuring: **Barry Lynn**

9:30 – 11:00 A.M.

Closing General Session
EXHIBIT HALL E
Featuring: **Wally Amos**

Exciting New Additions!



Your One-Stop Shop for All Your Conference and Association Needs

EXHIBIT HALL E, SAN DIEGO CONVENTION CENTER

For the first time, AASA combines a number of services in one area, a one-stop shopping area for conference attendees – the AASA Zone. Centrally located, the AASA Zone is a place to go between events for all your conference needs. Please make sure you stop by the AASA Zone to experience this new one-stop shop phenomenon.

AASA Zone Includes:

- Registration
- Housing
- Tours
- Speaker Check-in
- AASA Bookstore
- AASA Welcome Center
- Information Kiosk
- Job Central
- Lounge and Networking Area

AASA Zone Hours of Operation:

Thursday, February 23 7:30 a.m. - 5:30 p.m.
Friday, February 24 7:30 a.m. - 3:30 p.m.
Saturday, February 25 7:30 a.m. - 3:30 p.m.


AASA Bookstore

Special Hours of Operation:


Thursday, February 23 7:30 a.m. - 5:30 p.m.
Friday, February 24 7:30 a.m. - 3:30 p.m.
Saturday, February 25 7:30 a.m. - 3:30 p.m.
Sunday, February 26 7:30 - 10:00 a.m.

AASA Session Strands


The National Conference on Education™ offers valuable information and ideas for everyone in school system leadership, no matter your background, district size, or agenda. To help you identify topics that may have particular interest to you, we have created education session strands. Look for the icons below in the session descriptions to help you plan your conference agenda more easily.


 **21st Century Superintendents** – Discusses leadership, administration, and the career in the context of today and tomorrow. New and aspiring leaders may find particular interest in this strand. What's different about 21st Century leaders?


 **AASA Center for System Leadership** – Special series of sessions hosted by the AASA Center for System Leadership.


 **Conference within a Conference** – These sessions promote dialogue among professors and practitioners interested in the key issues in educational administration, policy and leadership.


 **Job Central** – These sessions focus on resume writing, interviewing, negotiating a contract, planning a career path, and more.


 **Of Interest to All** – These sessions are of interest to all attendees with a wide range of topics for all your educational needs.

 **Rural** – Ideal for leaders of rural and small school systems.

 **Student Assessment** – Discusses measurements of school progress, student progress, and teacher effectiveness. What do we know about stimulating learning, student and staff engagement, and testing?

 **Suburban** – Ideal for leaders of suburban school systems.

 **Systems Change and Continuous Improvement** – Sessions related to school systems change. How do we change entire systems? How do we create strategies to continuously improve? What do effective modern school systems look like?

 **Urban** – Ideal for urban and large suburban district leaders.

Other Exciting Events!

Opening General Session and Awards Ceremony

Thursday, February 23

5:00 – 6:30 P.M.

EXHIBIT HALL H, SAN DIEGO CONVENTION CENTER

The program for the Opening General Session focuses on the achievements of AASA members. Come see your colleagues receive awards for their outstanding work for public education in America. This year, special recognition will be given to those administrators directly and indirectly affected by Hurricane Katrina. We are pleased to have Donald R. Knauss, President and Chief Operating Officer, Coca-Cola North America, welcome each of you to the conference. Finally, this session Marian Wright Edelman, founder and Chief Executive Officer for the Children's Defense Fund in Washington, DC, will receive this year's AASA American Education Award.

Sponsored by:



Welcome Reception – AASA's 140th Anniversary Celebration

Thursday, February 23

6:30 – 7:30 P.M.

SAILS PAVILION, SAN DIEGO CONVENTION CENTER

Immediately following the Opening General Session, you are invited to attend the Welcome Reception. This special event, held in the Sails Pavilion at the San Diego Convention Center, will take you back to the golden days of the USO where you'll enjoy local flavors and special performers. This networking opportunity is one of the highlights of the conference!

Sponsored in part by: Johnson Controls; AIG Valic; The College Board; ING; Nova Southeastern University; SchoolNet



Focus on Exhibits

Friday, February 24 and Saturday, February 25

10:30 A.M. – 4:00 P.M.

EXHIBIT HALLS F-G, SAN DIEGO CONVENTION CENTER

Explore an exhibit floor brimming with bright ideas, innovative products, and services that offer solutions to your day-to-day district needs. From assessment and curriculum tools to facilities maintenance and technology products, we've assembled an exciting variety of exhibitors in one convenient spot. You'll be able to:

- View demonstrations, gather information, and learn about the highest quality education products and services offered by more than 300 exhibiting companies.
- Play AASA's Exhibit Hall Bingo and enter to win \$1,000 in cash or other great prizes.
- Check your e-mail or browse the World Wide Web in one of three Internet Cafes, located throughout the exhibit hall.
- Try your luck when you enter drawings offered by exhibiting companies to win valuable giveaways.
- Enjoy frozen treats at our annual Ice Cream Social from 1:00 – 2:00 p.m. on Friday afternoon.

Sponsored by:



- Cap off your exhibiting experience with our fun Grand Slam reception in the Exhibit Hall from 2:00 – 4:00 p.m. on Saturday.

Sponsored in part by:



Networking Reception: How to Experience the National Conference on Education™

Thursday, February 23

4:00 – 5:00 P.M.

ROOM 25C, SAN DIEGO CONVENTION CENTER

This reception is designed to welcome new superintendents, aspiring superintendents, and others who are attending the AASA National Conference on Education™ for the first time.

We look forward to welcoming you to a new conference experience – connecting you with some of veteran conference attendees as well as others who are new like you. This national conference is filled with learning opportunities – attending this reception will help you navigate all that is offered.

Thursday, February 23

All attendees are encouraged to attend the Opening General Session and Awards Ceremony, followed by the Welcome Reception!

Opening General Session and Awards Ceremony

Come see your colleagues receive awards for their outstanding work for public education in America. This year, special recognition will be given to those administrators directly and indirectly affected by Hurricane Katrina.



Donald R. Knauss, President and Chief Operating Officer, Coca-Cola North America, Atlanta, GA

Who better to lead off this conference for leaders than the chief operating officer of one of the largest, best-known, and respected organizations worldwide? Don Knauss will provide words of welcome and inspiration.



Marian Wright Edelman, Founder and Chief Executive Officer Children's Defense Fund, Washington, D.C.

AASA's American Education Award winner, Marion Wright Edelman, will speak about the state of America's children, explaining the differences between leaving no child behind and no child left behind.

Sponsored by:



AASA's Leadership Institutes

Explore the issues and challenges that face you, the school system leader, by attending a Leadership Institute. Institutes sell out quickly so check at the AASA registration desk to see if space is still available, prior to Thursday morning.

Morning Institutes

8:30 A.M. - 12:00 P.M.

- The Habits of Continuously Improving School Systems
- Answering Critics, Selling Yourself, Your School, Your Message
- Exploring the Future with the Implications Wheel® Strategic Exploration Tool
- Data Analysis for Systemic Change

Full Day Institutes

8:30 A.M. - 4:30 P.M.

- Ethics and Politics for the Superintendent
- Leader Know Thyself: A Review of Leadership Self-Assessment Techniques
- The Role of Leadership in the Changing Process

Afternoon Institutes

1:00 - 4:30 P.M.

- Excellence and Equity: Detracking to Improve the Achievement of ALL Students
- No Superintendent Left Behind: Implementing NCLB
- Meeting the Challenges of Declining Enrollment in Rural Districts
- Exploring the Future with the Strategy Matrix® Exploration Tool

Friday, February 24th

2:00 – 5:00 P.M.

AASA's Afternoon at the Movies

“What the Bleep Do We Know!?”

Hosted by **Stephen Sokolow**

Science and spirituality come together in this mind-bending trip down the rabbit hole. Come see the 2005 movie “What the Bleep Do We Know!?” which features Marlee Matlin as Amanda, a divorced photographer who tumbles down a metaphysical rabbit hole. Her mind-bending voyage through the worlds of science and spirituality include revelations by quantum physics experts, playful animation, and even a conversation with a wise 35,000-year-old being. The film helps us see the interconnect- edness of all things and offers many insights that could be useful to school leaders. Stay for a discussion with your colleagues about the thought-provoking issues raised in the film. Discussion leader will be Stephen Sokolow, former superintendent of schools and now executive director of the Center for Empowered Leadership.

Sponsored by:



American College of Education

Friday, February 24th

Second General Session



Joel Barker
See page 25

Distinguished Lectures



Steve Lundin
See page 27



James Pellegrino
See page 28



Richard Farson
See page 36



Irma Tyler-Wood
See page 38

Featured Presentations



Jane Hammond
See page 27



Ron Epps
See page 27



Jim Wilson
See page 37



Michael Hall
See page 37

Saturday, February 25

Third General Session



Jennifer James
See page 43

Distinguished Lectures



Ruby Payne
See page 45



Connie Rice
See page 45

Featured Presentations



Gerald Bracey
See page 46



David Larson
See page 50



Betty Sternberg
See page 50



John Conyers
See page 49



Lee Jenkins
See page 49



Jonathan Kozol
See page 54



James Steffen
See page 55

Sunday, February 26

Distinguished Lectures



Rushworth Kidder
See page 60



Barry Lynn
See page 61

Closing General Session



Wally Amos
See page 62

Important Conference Information and Phone Numbers

Badges

Please wear your AASA Conference badge at all times. Your badge is required to enter all educational sessions, exhibits, and general sessions and to ride the conference shuttle buses.

Baggage

Please note that there is NO space for baggage check at the San Diego Convention Center. If you need to check bags, please arrange to do so at your hotel.

AASA Bookstore • AASA Zone EXHIBIT HALL E

Browse AASA's best-selling books and resources prior to purchasing at the AASA Bookstore, located in the AASA Zone, EXHIBIT HALL E in the San Diego Convention Center. Books from other publishers that correlate with our education sessions and keynote speakers are also available for purchase.

The store is open during the following hours:

Thursday, February 23	7:30 a.m. – 5:30 p.m.
Friday, February 24	7:30 a.m. – 3:30 p.m.
Saturday, February 25	7:30 a.m. – 3:30 p.m.
Sunday, February 26	7:30 – 10:00 a.m.

Sponsored by:



The Conference Daily ROOM 22

AASA publishes an on-site newspaper, *The Conference Daily*, on Friday, Saturday, and Sunday of the conference. The newspaper, containing coverage of keynote speakers and major activities, is available each morning at various locations in the Convention Center. It is also available, with additional content and photos, on AASA's website (www.aasa.org) each night before publication. The newspaper's editorial office is in ROOM 22 of the San Diego Convention Center. To purchase additional copies following the conference, call AASA at 703-875-0748.

AASA Governing Board Meeting ROOM 20A

The AASA Governing Board Meeting is on Thursday, February 23 from 9:00 a.m. – 4:00 p.m. in ROOM 20A of the San Diego Convention Center.

Exposition EXHIBIT HALLS F-G

The AASA Exposition is located in HALLS F-G of the San Diego Convention Center and is open during the following hours:

Friday, February 24	10:30 a.m. – 4:00 p.m.
Saturday, February 25	10:30 a.m. – 4:00 p.m.

First Aid ROOM 21

First Aid service is located in ROOM 21 of the San Diego Convention Center. To reach First Aid, call 6205 from any Convention Center house phone.

Food Service

A variety of food service stations are open throughout the Convention Center from Thursday through Sunday. Food stations located in the Exhibit Hall are also open during exhibit hours.

Housing

A representative from AASA Housing is available to answer questions about hotels and reservations during registration hours. This representative can help you locate friends and colleagues who made their reservations through AASA's housing service.

State Chartered Affiliate Hotels

Alabama	Marriott Hotel & Marina
Alaska	Manchester Grand Hyatt
Arizona	Marriott Hotel & Marina
Arkansas	Marriott Hotel & Marina
California	Manchester Grand Hyatt
Colorado	Embassy Suites, Manchester Grand Hyatt
Connecticut	Embassy Suites, Marriott Hotel & Marina
Delaware	Embassy Suites, Marriott Hotel & Marina
Florida	Marriott Hotel & Marina, Wyndham San Diego at Emerald Plaza
Georgia	Marriott Hotel & Marina
Idaho	Westin Horton Plaza
Illinois	Marriott Hotel & Marina
Indiana	Manchester Grand Hyatt
Iowa	Hilton Gaslamp
Kansas	Hilton Gaslamp
Kentucky	Omni San Diego
Louisiana	Marriott Hotel & Marina
Maine	Marriott Hotel & Marina
Massachusetts	Manchester Grand Hyatt, Wyndham San Diego at Emerald Plaza
Michigan	Marriott Hotel & Marina, Sheraton Suites
Minnesota	Manchester Grand Hyatt, Marriott Hotel & Marina
Mississippi	Marriott Hotel & Marina
Missouri	Marriott Hotel & Marina
Montana	Marriott Hotel & Marina
Nebraska	Hilton Gaslamp
New Hampshire	Embassy Suites
New Jersey	Marriott Hotel & Marina
New Mexico	Manchester Grand Hyatt
North Carolina	Manchester Grand Hyatt
North Dakota	Marriott Hotel & Marina
Ohio	Marriott Hotel & Marina, Omni San Diego
Oklahoma	Marriott Hotel & Marina
Oregon	Manchester Grand Hyatt
Pennsylvania	Manchester Grand Hyatt, Omni San Diego
Rhode Island	Manchester Grand Hyatt
South Carolina	Manchester Grand Hyatt
South Dakota	Marriott Hotel & Marina
Texas	Marriott Hotel & Marina
Utah	Manchester Grand Hyatt
Vermont	Embassy Suites
Virginia	Hilton Gaslamp, Marriott Hotel & Marina, Omni San Diego
Washington	Embassy Suites, Manchester Grand Hyatt, Marriott Hotel & Marina
West Virginia	Marriott Hotel & Marina
Wyoming	Marriott Hotel & Marina

Canadian Affiliate Hotel

Manchester Grand Hyatt, Wyndham San Diego at Emerald Plaza

Important Conference Information and Phone Numbers

AASA Information Kiosk • AASA Zone

EXHIBIT HALL E

AASA staff members are available to answer your questions about the conference at the Information Kiosk located in the AASA Zone, EXHIBIT HALL E in the San Diego Convention Center. Information Kiosk hours are as follows:

Thursday, February 23	7:30 a.m. - 5:30 p.m.
Friday, February 24	7:30 a.m. - 3:30 p.m.
Saturday, February 25	7:30 a.m. - 3:30 p.m.
Sunday, February 26	7:30 - 10:00 a.m.

Lost and Found ROOM 23A

Misplaced items can be turned in to the conference management office, located in ROOM 23A of the San Diego Convention Center.

Press Information

Press information is available at the AASA Information Kiosk, located in the AASA Zone, EXHIBIT HALL E in the San Diego Convention Center.

Public Transportation

San Diego's public transportation options include bus, trolley, train, taxi, tour bus, and rental car. Bus and trolley routes are plentiful and offer service to many prime locations including Old Town, the Gaslamp Quarter, the Convention Center, Seaport Village, Fashion Valley Mall, San Ysidro, and the Mexican border.

Registration • AASA Zone EXHIBIT HALL E

General registration is located in the AASA Zone, EXHIBIT HALL E in the San Diego Convention Center and is open during the following hours:

Thursday, February 23	7:30 a.m. - 5:30 p.m.
Friday, February 24	7:30 a.m. - 3:30 p.m.
Saturday, February 25	7:30 a.m. - 3:30 p.m.

Hotel Shuttle Bus Service

Complimentary shuttle bus service will be provided to individuals who reserve a room at one of AASA's official conference hotels. Limited bus service will be available for the Leadership Institutes on Thursday with full service beginning on Thursday afternoon for the Opening General Session and the Welcome Reception. Schedules and pick-up locations will be posted in the AASA Zone, EXHIBIT HALL E in the San Diego Convention Center and at conference hotels.

Sponsored by:



Tours

Tour tickets are available at the tour booth in the AASA Zone, EXHIBIT HALL E. All tours will depart from the main lobby outside of EXHIBIT HALL E. The tour desk is open during the following hours:

Thursday, February 23	8:00 a.m. - 1:00 p.m.
Friday, February 24	8:00 a.m. - 12:30 p.m.

Important Telephone Numbers

AASA Information Kiosk	619-525-6200
The Conference Daily Office	619-525-6201
AASA Housing	619-525-6202
AASA Media Relations	619-525-6203
Conference Management Office	619-525-6204

EMERGENCIES

First Aid	619-525-2605
Scripps Mercy Hospital	619-294-8111

CONFERENCE HOTELS

Embassy Suites 601 Pacific Highway	619-239-2400
Hilton Gaslamp 401 K Street	619-231-4040
Hyatt Manchester Grand (Co-Headquarter Hotel) One Market Place	619-232-1234
Marriott Hotel & Marina (Co-Headquarter Hotel) 333 W. Harbor Drive	619-234-1500
Omni San Diego 675 L Street	619-231-6664
Sheraton Suites 701 A Street	619-696-9800
Westgate 1055 2nd Street	619-238-1818
Westin Horton Plaza 910 Broadway Circle	619-239-2200
Wyndham San Diego at Emerald Plaza 400 W. Broadway	619-239-4500



Job Central 2006

If you are looking for a new position, gain a competitive edge by attending sessions in the Job Central Program. Sessions focus on resume writing, interviewing, negotiating a contract, planning a career path, and more.

Finding That Next Job and Resume Review

This year, in conjunction with an outstanding series of Job Central workshop sessions, an intensive Job Fair will once again be offered. The purpose of the job fair is to provide efficient opportunities for State School Boards Associations and nationally recognized search firms to network with potential job seekers. Job Central offers members and conference attendees

the opportunity to gather information about job opportunities within specific states. Have your résumé reviewed by an industry professional. Stop in and stay connected.



MSA
ZONE

Job Fair -**Friday and Saturday • 8:00 a.m. – 3:00 p.m.**

AASA ZONE, EXHIBIT HALL E

State School Boards Association**8:00 a.m. – 3:00 p.m. • Friday and Saturday**

ARKANSAS	McPherson & Jacobson	(888) 375-4814	
ARIZONA	Roger Short	(602) 254-1100	
COLORADO	Ken DeLay	(800) 530-8430	
ILLINOIS	Doug Blair Dawn Miller	(217) 528-9688 (630) 629-3776	DMiller@iasb.com
KENTUCKY	Ken Scott	(502) 695-4630	kscott@ksba.org
LOUISIANA	McPherson & Jacobson	(888) 375-4814	
MARYLAND	McPherson & Jacobson	(888) 375-4814	
MASSACHUSETTS	James M. Hardy	800-392-6023	jhardy@masc.org
MICHIGAN	Carl Hartman	(517) 327-5923	
NEBRASKA	McPherson & Jacobson	(888) 375-4814	
NORTH CAROLINA	Allison Schafer	(919) 841-4040 x 316	aschafer@ncsba.org
NORTH DAKOTA	McPherson & Jacobson	(888) 375-4814	
OHIO	Richard Lewis Albert Meloy	(614) 540-400	r_lewis@osba-ohio.org
OKLAHOMA	Keith Ballard	(405) 528-3571	
OREGON	John Young	1-800-578-6722	jyoung@osba.org
SOUTH CAROLINA	Paul Krohne	(803) 799-6607	
SOUTH DAKOTA	McPherson & Jacobson	(888) 375-4814	
TEXAS	Benjamin O. Canada	512-467-0222	Benjamin.Canada@tasb.org
VIRGINIA	Gina Patterson	(434) 295-VSBA	gina@vsba.org
WYOMING	Mark Higdon	(307) 634-1112	mhigdon@bresnan.net

Search Firms**8:30 a.m. – 3:00 p.m. • Friday and Saturday**

McPherson & Jacobson: Thomas Jacobson	402-991-7031	t_jacobson@macnjake.com
PNR Associates: Paul Plath	541-747-3967	pnrassoc@aol.com
Ray & Associates: Gary L. Ray	319-393-3115 319-393-3115	
Hazard, Young, Attea & Associates, Ltd: William Attea	847-724-8465	billattea@comcast.net
RBL Enterprises: Ruth Love	510-622-7707	RBLEnterprises@aol.com
Harold Webb Associates: Nolan Estes	512-471-7551	nestes@mail.utexas.edu
Executive Coaching: Karla Reiss	303-530-9699	kreiss3@earthlink.net
TD & Associates: Terre Davis	616-977-9980	terredavis@aol.com

Don't Miss the AASA Exposition!

ENVISION new ways to address every aspect of your district's day-to-day objectives. **CONNECT** with more than 300 vendors and their varied offering of innovative education products and services. **SUCCEED** in improving the ease and efficiency of your role as an education leader... attain all this by simply visiting the 2006 exposition floor.

View demonstrations and collect information from an amazing gathering of exhibiting companies displaying both new and tried-and-true products and services. Exhibiting companies self-select the category/categories that best describe their area(s) of focus. Categories include:

- Administrative Software & Products
- Architecture & Construction
- Associations, Educational & Public Service Organizations
- Athletic Equipment & Services
- At-risk Student Services
- Audiovisual Materials & Equipment
- Auditorium/Stadium Seating, Signs & Scoreboards
- Books, Magazines & Printed Materials
- Colleges & Universities
- Communications Equipment & Services
- Computer & Electronic Equipment
- Curriculum & Instruction Materials
- Distance Education
- Educational Software, Computer-Assisted Training
- Emergency Equipment & Services
- Facilities Maintenance
- Financial Services
- Flooring, Wall Covering & Roofing
- Food Service Equipment & Management
- Fundraising Programs & Services
- Furniture
- Handicapped Equipment & Services
- Heating, Ventilating & Air Conditioning Equipment
- Insurance
- Lockers & Storage Equipment
- Maintenance-Building & Grounds Equipment & Supplies
- Management & Consultant Services
- Mobile & Relocatable Classrooms
- Music Equipment & Materials
- Recognition & Awards
- Reports & Public Information
- Safety Education & Security Systems
- School & Band Uniforms
- Staff/Professional & Organizational Development
- Student Records & Information Systems
- Teaching Aids
- Technology
- Tests & Assessment Measurement
- Transportation
- U.S. Government Activities & Services

ENVISION - - - >

CONNECT - - - >

SUCCEED - - - >

Exhibit Hall highlights include:



Internet Cafes

Check your e-mail or browse the World Wide Web in one of three Internet Cafes located throughout the Exhibit Hall.

Sponsored by: 
HOUGHTON
MIFFLIN



Exhibit Hall Bingo

Win \$1,000 in cash or other great prizes by playing Exhibit Hall Bingo on Friday and Saturday. Simply have participating exhibitors stamp the Exhibit Hall Bingo card included in your conference materials to enter to win. Bold depository boxes will be positioned at the front

of the Exhibit Hall with a detailed listing of prizes and will serve as a drop-off for your completed bingo card. Winners will be announced on Saturday during the Exhibit Hall reception.

Ice Cream Social

"I scream. You scream. We all scream for ice cream!" Enjoy a frozen treat and the sweet sounds of student entertainers while taking a break from walking the exciting exposition floor. An Ice Cream Social is planned for Friday afternoon from 1:00 - 2:00 p.m. Complimentary ice cream bars and entertainment are sponsored by VH1/Save the Music and NAMM.

Sponsored by:



Exhibit Hall Reception

We'll take you out to the ball game with our Grand Slam Reception. Join the AASA team while enjoying ballpark fare Saturday from 2:00 - 4:00 p.m. "Round the bases" one more time before the exhibit floor closes to visit a few more displays, network with colleagues, and cheer on the vendors in appreciation of their conference support.

Sponsored in part by:



Architectural Exhibit Highlights

Be sure to come see the
new and exciting look of the
Architectural Exhibit!

The AASA Architecture Awards and Exhibition

BALLROOM 20 LOBBY, SAN DIEGO CONVENTION CENTER

LEARNING Places, <<<<<<
>>>>>> LEARNING Spaces

Celebrating Architecture's Impact on Student Learning

Sponsored by: **HON**
For Learning

The Architecture Awards and Exhibition, co-sponsored by AASA, the American Institute of Architects (AIA), and the Council of Educational Facility Planners, International (CEFPI), recognizes and honors architects for excellence in educational facilities planning, design, and renovation of schools to better fit the educational goals of the district and the needs of the students. In addition, recognition is given to the superintendent of schools who administered the project.

The AASA/AIA/CEFPI Architectural Jury convenes in November to review the architectural projects. The winners are chosen each year by a jury panel made up of an equal number of representatives from the three organizations. The Shirley Cooper Award is presented to the school that best meets the educational needs of its students; the Walter Taylor Award goes to the school that best meets a difficult design challenge. Winners receive plaques, which are presented at the Opening General Session.

Information for submitting applications to this program is available in July of each year. Nominees also must be participants in the Exposition of School Architecture located in the Ballroom 20 lobby.

AASA is proud to announce the 2006 Architectural Award Winners:

SHIRLEY COOPER AWARD

Alpine School District Prototype Middle School (Willowcreek)

Alpine School District
Vernon Henshaw, Superintendent
American Fork, UT

VCBO Architecture, LLC
524 South 600 East
Salt Lake City, UT 84102

WALTER TAYLOR AWARD

Fossil Ridge High School

Poudre School District
Jerry Wilson, Superintendent
Fort Collins, CO

R B & B Architects
315 East Mountain Avenue
Suite 100
Fort Collins, CO 80524

2006 CITATION HONOREES

Valerie A. Larson Family Resource Center

Bristol Bay Native Association
Arnold Watland, Superintendent

Charles Bettisworth and Company, Inc.
212 Front Street
Fairbanks, AK 99701

South Anchorage High School

Anchorage School District
Carol Comeau, Superintendent

ECI Hyer, Inc.
101 West Benson Boulevard
Anchorage, AK 99503

Highland High School

Highland Local Schools
Bruce Armstrong, Superintendent

Fanning/Howey Associates, Inc.
4930 Bradenton Avenue
Dublin, OH 43017

Oak Prairie Middle School

Will County School District 92
Richard Maier, Superintendent

FGM Architects Engineers
1211 West 22nd Street
Suite 705
Oak Brook, IL 60523

Performing Arts Magnet School and Palace Theatre

Waterbury School District
David Snead, Superintendent

Kaestle Boos Associates, Inc.
416 Slater Road
Box 2590
New Britain, CT 06050

Denver School of Science & Technology

Denver Public Schools
Michael Bennet, Superintendent

Klipp
1512 Larimer Street, Bridge Level
Denver, CO 80202

Little Village Lawndale High School Campus

Chicago Public Schools
Anne Duncan, Superintendent

OWP + P, Inc.
111 West Washington Street, Suite 2100
Chicago, IL 60602

Perspectives Charter School

Chicago Charter School
Kimberlie Day, Head of School

Perkins + Will
330 North Wabash Avenue, Suite 3600
Chicago, IL 60611

San Bernardino Valley College

New Campus

San Bernardino Valley Community
College

Donald Averill, Chancellor

Steven Ehrlich Architects
10865 Washington Boulevard
Culver City, CA 90232

Harmony Primary School

Fremantle/Peel Education District
Pam Moss, District Director

Taylor Robinson
Level 4, 553 Hay Street
Perth, Western Australia, 06000

Davis High School Reconstruction

Davis School District
Bryan Bowles, Superintendent

VCBO Architecture, LLC
524 South 600 East
Salt Lake City, UT 84102



Bookstore and Book Signings



AASA Bookstore • AASA Zone

EXHIBIT HALL E

Sponsored by: **IBM**

The Bookstore features the latest collection of education and leadership books and is traditionally one of the most popular elements of the AASA conference experience.

IBM is making it even easier to get bookstore purchases home by providing free, onsite shipping for purchases of \$100 or more.

Visitors will find books that include topics of interest for every segment of school leadership – rural to urban, small to large and aspiring to veteran superintendents. There are books on balance and wellness plus specially selected children’s books. Books will also follow the conference strands. And be sure to check out the area reserved for “Paul’s Picks,” titles that AASA Executive Director Paul Houston has personally recommended.

Beyond the books will be Paul Houston’s popular “Top 10 T-shirt” along with an array of ties and pins with education and children’s themes. AASA-embossed shirts for women and men are on sale. The Bookstore also features T-shirts, pins and bumper stickers with the popular campaign logo “Stand Up for Public Education™.” Use these as gifts of appreciation for staff and school board members.

Please don’t miss the AASA Bookstore, located in the AASA Zone, EXHIBIT HALL E of the San Diego Convention Center, during the following hours:

Thursday, February 23	7:30 a.m. – 5:30 p.m.
Friday, February 24	7:30 a.m. – 3:30 p.m.
Saturday, February 25	7:30 a.m. – 3:30 p.m.
Sunday, February 26	7:30 – 10:00 a.m.



AASA Book Signings

Take advantage of the opportunity to meet several authors during their book signings! All book signings will take place in the AASA Bookstore, which is located in the AASA Zone, EXHIBIT HALL E.

AASA Book Signing Schedule

Friday, February 24

10:15 – 10:45 A.M.

Joel Barker, Founder & Chairman, The Institute for Strategic Exploration, will be on hand to sign copies of his book titled *Five Regions of the Future: Preparing Your Business for Tomorrow’s Technology Revolution*.

11:45 A.M. – 12:15 P.M.

Steve Lundin, Big Tuna, Working Creative, will be on hand to sign copies of his books titled *FISH! Sticks: A Remarkable Way to Adapt to Changing Times and Keep Your Work Fresh* and *FISH! For Life: A Remarkable Way to Achieve Your Dreams*.

2:45 – 3:15 P.M.

Gene White, Superintendent, Indianapolis Public School District, will be on hand to sign copies of his book titled, *Leadership Beyond Excuses: The Courage to Hold the Rope*.

3:15 – 3:45 P.M.

Richard Farson, President, Western Behavioral Science Institute, will be on hand to sign copies of his book titled, *Whoever Makes the Most Mistakes Wins*.

Saturday, February 25

10:15 – 10:45 A.M.

Jennifer James, Urban Cultural Anthropologist, will be on hand to sign copies of her book titled, *Thinking in the Future Tense and Twenty Steps to Wisdom*.

11:45 A.M. – 12:15 P.M.

Ruby Payne, Founder, aha! Process Inc., will be on hand to sign copies of her book titled, *A Framework for Understanding Poverty*.

11:45 A.M. – 12:15 P.M.

Gerald Bracey, Independent Researcher, Writer & Associate, High/Scope Educational Research Foundation, will be on hand to sign copies of his book titled, *Setting the Record Straight: Responses to Misconceptions about Public Education in the U.S. and Reading Educational Research Between the Lines*.

11:45 A.M. – 12:15 P.M.

Paul Houston, Executive Director, AASA & **Steve Sokolow**, Executive Director, Center for Empowered Leadership, will be on hand to sign copies of their book titled, *Spiritual Dimension of Leadership: 8 Key Principles to Leading More Effectively*.

2:15 – 2:45 P.M.

James Steffen, President, SSA International, will be on hand to sign copies of his book titled, *Aligned Thinking: Make Every Moment Count*.

2:15 – 2:45 P.M.

Jonathan Kozol, Author, will be on hand to sign copies of his book titled, *The Shame of the Nation: The Restoration of Apartheid Schooling in America*

Sunday, February 26

9:15 – 9:45 A.M.

Rushworth Kidder, President, The Institute for Global Ethics, will be on hand to sign copies of his book titled, *How Good People Make Tough Choices: Resolving the Dilemmas of Ethical Living and Moral Courage*.

Program at a Glance

Thursday, February 23, 2006

8:30 A.M. – 4:00 P.M.

AASA Governing Board Meeting

ROOM 20A, SAN DIEGO CONVENTION CENTER

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Morning Leadership Institutes

8:30 A.M. – 12:00 P.M.

The Habits of Continuously Improving School Systems

ROOM 31A, SAN DIEGO CONVENTION CENTER

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An Inside Look into the IDEA Regulations

ROOM 31B, SAN DIEGO CONVENTION CENTER

Page 18

Answering Critics, Selling Yourself, Your School, Your Message

ROOM 31C, SAN DIEGO CONVENTION CENTER

Page 18

Exploring the Future with the Implications Wheel® Strategic Exploration Tool

ROOM 32A, SAN DIEGO CONVENTION CENTER

Page 18

Reading Educational Research Between the Lines: How Not to Get Statistically Snookered

ROOM 32B, SAN DIEGO CONVENTION CENTER

Page 18

Data Analysis for Systemic Change

ROOM 33A, SAN DIEGO CONVENTION CENTER

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Full Day Leadership Institutes

8:30 A.M. – 4:30 P.M.

Ethics and Politics for the Superintendent

ROOM 30A, SAN DIEGO CONVENTION CENTER

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Leader Know Thyself: A Review of Leadership Self-Assessment Techniques

ROOM 30B, SAN DIEGO CONVENTION CENTER

Page 19

The Role of Leadership in the Change Process

ROOM 30C, SAN DIEGO CONVENTION CENTER

Page 19

Results for Kids: How Districts Make a Difference

ROOM 30D, SAN DIEGO CONVENTION CENTER

Page 19

Basic Needs of the Superintendency

ROOM 30E, SAN DIEGO CONVENTION CENTER

Page 19

Afternoon Leadership Institutes

1:00 P.M. – 4:30 P.M.

What Every Educator Should Know: Straight Talk from the IRS on Your School's Retirement Plans

ROOM 31A, SAN DIEGO CONVENTION CENTER

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No Superintendent Left Behind: Implementing NCLB

ROOM 31B, SAN DIEGO CONVENTION CENTER

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Meeting the Challenges of Declining Enrollment in Rural Districts

ROOM 31C, SAN DIEGO CONVENTION CENTER

Page 20

Exploring the Future with the Strategy Matrix® Exploration Tool

ROOM 32A, SAN DIEGO CONVENTION CENTER

Page 20

Ethics in School Administration

ROOM 32B, SAN DIEGO CONVENTION CENTER

Page 20

Equity and Excellence: Detracking to Improve the Achievement of ALL Students

ROOM 33A, SAN DIEGO CONVENTION CENTER

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2:00 – 4:00 P.M.

First Year Superintendents: Welcome Aboard

ROOM 25B, SAN DIEGO CONVENTION CENTER

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5:00 – 6:30 P.M.

Opening General Session and Awards Ceremony

Servant Leadership: A New Call to Duty

ROOM HALL H, SAN DIEGO CONVENTION CENTER

Page 21

6:30 – 7:30 P.M.

AASA Welcome Reception

SAILS PAVILION, SAN DIEGO CONVENTION CENTER

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9:00 A.M. – 4:00 P.M.

ROOM 20A, SAN DIEGO CONVENTION CENTER

AASA Governing Board Meeting

The annual meeting of the AASA Governing Board.

 **8:30 A.M. – 12:00 P.M.**

ROOM 31A, SAN DIEGO CONVENTION CENTER

The Habits of Continuously Improving School Systems

This pre-conference session will provide an overview of a comprehensive research-based framework for employing the habits of continuously improving school systems. Kathleen Fitzpatrick will share practical strategies for facilitating the work of school system teams in developing and sustaining four critical habits that consistently distinguish the work of continuously improving school systems.

PRESENTER

Kathleen Fitzpatrick, Executive Director, Leadership for Learning Alliance

 **8:30 A.M. – 12:00 P.M.**

ROOM 31B, SAN DIEGO CONVENTION CENTER

An Inside Look into the IDEA Regulations

Start your conference off right with this in-depth examination of the final Individuals with Disabilities in Education Act (IDEA) regulations released by the U.S. Department of Education. Learn the dynamic, interactive requirements of the new regulations, the process in which they were developed, and how closely they align with the actual statute. This fast-paced session will take attendees on a roller-coaster ride of insights into the new regulations and how these regulations will impact local district implementation of IDEA.

PRESENTER

Mary Kusler, Assistant Director, Government Relations, AASA, Arlington, VA

 **8:30 A.M. – 12:00 P.M.**

ROOM 31C, SAN DIEGO CONVENTION CENTER

Answering Critics, Selling Yourself, Your School, Your Message

When you are liked, you win people over and they listen. The skills you learn in this session will help make you into that likable person everyone is rooting for, in even the most hostile climates. You will learn to think on your feet, skillfully answer difficult and even embarrassing questions, know when to pause and what you should do during a pause, avoid the “ready, fire, AIM” syndrome, create an “open face” to send the right messages, and master “open body” techniques so you’ll look confident and comfortable. During this session, you will participate in on-camera mock interviews followed by a training session on making your mind, face, body, and voice work for you.

PRESENTER

Arch Lustberg, President, Arch Lustberg Communications, Arlington, VA

 **8:30 A.M. – 12:00 P.M.**

ROOM 32A, SAN DIEGO CONVENTION CENTER

Exploring the Future with the Implications Wheel® Strategic Exploration Tool

This interactive session will demonstrate how to engage your constituencies in helping you demonstrate the long-term implications of new ideas. You will participate in an actual I-Wheel® on the future of education, with the results available 24 hours after the session is over.

PRESENTER

Joel Barker, Founder & Chairman, The Institute for Strategic Exploration

 **8:30 A.M. – 12:00 P.M.**

ROOM 32B, SAN DIEGO CONVENTION CENTER

Reading Educational Research Between the Lines: How Not to Get Statistically Snookered

This workshop is perhaps the converse of the 1954 book *How to Lie With Statistics*. It demonstrates to readers of research some writing characteristics that should alert them to the possibility that they are being lied to with statistics. These alerts are presented through a series of Principles of Data Interpretation in Educational Research. Sample principles include “Be Aware if You’re Looking at Raw Ranks or Scores”—they often paint very different pictures; “If the Situation Is Really as Alleged, Ask ‘So What?’”; and “Do the Arithmetic.” For example, the National Reading Panel repeatedly claimed to have reviewed over 100,000 reading studies. Making reasonable assumptions about the work week, this figure works out to reviewing 1.6 studies per minute!

PRESENTER

Gerald Bracey, Independent Researcher, Writer & Associate, High/Scope Educational Research Foundation, Fairfax, VA

SESSION ICON KEY

 21ST CENTURY SUPERINTENDENTS

 JOB CENTRAL

 STUDENT ASSESSMENT

 AASA CENTER FOR SYSTEM LEADERSHIP

 OF INTEREST TO ALL

 SUBURBAN

 CONFERENCE WITHIN A CONFERENCE

 RURAL

 SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

 URBAN

 **8:30 A.M. – 12:00 P.M.**

ROOM 33A, SAN DIEGO CONVENTION CENTER

Data Analysis for Systemic Change

Participants will think deeply and systemically about the real work of the superintendent in the identification of salient data and the facilitation of its use in local school systems. The presenters will address several dimensions of assessment and data: the leadership context for the use of assessments and data; making sense of assessment in a high-stakes environment; examples of meaningful data analysis; using data to create systemic change; and using data to improve learning for all students. Participants will have opportunities for interaction throughout the session.

PRESENTERS

- James Ashby**, Director of Assessment and Accountability, Plano, TX
- Eliot Asp**, Assistant Superintendent, Cherry Creek, CO
- Jack Erb**, Superintendent, Peoria, AZ
- John Erickson**, Superintendent, Vancouver, WA
- David Livingston**, Coordinator, Western States Benchmarking Consortium
- Monte Moses**, Superintendent, Cherry Creek, CO
- Doug Otto**, Superintendent, Plano, TX
- Don Phillips**, Superintendent, Poway, CA
- Don Saul**, Superintendent, Lake Washington, WA
- Tom Trigg**, Superintendent, Blue Valley, KS

 **8:30 A.M. – 4:30 P.M.**

ROOM 30A, SAN DIEGO CONVENTION CENTER

Ethics and Politics for the Superintendent

This session will provide samples and simulations that indicate the importance and complexity of politics and ethics in decision making. The course will cover laws, regulations, and ethics standards. Participants will acquire skills to make quality decisions; understand ramifications of decision making; learn about laws, regulations, and ethics; and review standards for positive, meaningful leadership.

PRESENTERS

- Larry K. Fleming**, Superintendent, Lincolnshire Prairie School District, Lincolnshire, IL
- Charlie T. Kent**, Superintendent, Country Club Hills School District, Country Club Hills, IL

 **8:30 A.M. – 4:30 P.M.**

ROOM 30B, SAN DIEGO CONVENTION CENTER

Leader Know Thyself: A Review of Leadership Self-Assessment Techniques

This session will provide administrators with skills, resources, and self-assessment techniques to help you identify specific strengths and weaknesses and develop a personal professional development plan. Through self-analysis, you will identify and record your respective values and beliefs; identify and record individual characteristics impacting your own leadership effectiveness; develop and present personal action plans based on self-assessment data; and create a network of resources as strengths and areas of experience and expertise are identified.

PRESENTERS

- Elise S. Grimes**, Retired Superintendent, Western Springs, IL
- Ralph L. Marshall**, Superintendent, Hononegah Community High School District, Rockton, IL

 **8:30 A.M. – 4:30 P.M.**

ROOM 30C, SAN DIEGO CONVENTION CENTER

The Role of Leadership in the Change Process

Leadership and the change process go hand in hand. This program will explore the elements of change and the leadership characteristics necessary to facilitate change. Leaders will gain the knowledge, skills, resources, and expertise to demonstrate leadership characteristics necessary to facilitate change. You will identify the key elements of leadership as they relate to the change process; identify and report to the group an area of desired or necessary change within your organization; identify barriers to change strategies to overcome those barriers; reflect upon a variety of change strategies; and select one or more initiatives to bring about the identified change.

PRESENTERS

- Richard L. Berg**, Assistant Professor, Eastern Illinois University, Charleston, IL
- Nick R. Osborne**, Department Chair, Eastern Illinois University, Charleston, IL

 **8:30 A.M. – 4:30 P.M.**

ROOM 30D, SAN DIEGO CONVENTION CENTER

Results for Kids: How Districts Make a Difference

Attend this interactive session to learn about successful school district reform efforts and what it takes to increase achievement and close the achievement gap. Workshop leaders will share lessons learned from the Stupski Foundation's partnerships with 10 urban school districts and give you the opportunity to discover how this work applies to your reform efforts. Learn about current school reform research and explore new tools and strategies to provide leadership for meaningful district-wide reform.

PRESENTERS

- James Ray**, Superintendent-in-Residence, Stupski Foundation, Mill Valley, CA
- Larry Rowedder**, Superintendent-in-Residence, Stupski Foundation, Mill Valley, CA
- John Simpson**, Superintendent-in-Residence, Stupski Foundation, Mill Valley, CA
- Jim Sweeney**, Former Superintendent, Sacramento, CA

 **8:30 A.M. – 4:30 P.M.**

ROOM 30E, SAN DIEGO CONVENTION CENTER

Basic Needs of the Superintendency

This leadership institute will equip superintendents with the essential knowledge and skills needed to help their districts improve teaching and learning throughout the year. Combining current reading and research with hands-on activities, participants will develop and enhance their abilities. Participants will be able to budget and financially manage school district revenues and expenses; develop and execute school and district improvement plans; develop success factors for school administration; understand the components and ramifications of the No Child Left Behind Act; identify local, state, and national stakeholders, legislators, and media to facilitate collaboration for the improvement of teaching and learning; and enhance public relations.

PRESENTERS

- James T. Rosborg**, Retired Superintendent, Freeburg, IL
- Marleis Trover**, Superintendent, Vienna High School District, Vienna, IL



1:00 – 4:30 P.M.

ROOM 31A, SAN DIEGO CONVENTION CENTER

What Every Educator Should Know: Straight Talk from the IRS on Your School's Retirement Plans

Hear the IRS explain the latest developments on the 408(a) regulations, 403(b) and 457 plan audit issues, and 457 plan bases, all of which could impact your public school's retirement plans. This session, in conjunction with INCA, will help you understand how to make the most of your school's current and competing retirement plan offerings and will teach you to avoid the common pitfalls that the IRS finds upon audit.

PRESENTERS

Robert Architect, TEGE, Internal Revenue Service, Washington, DC

Linda Segal Blinn, National Director, ING, Hartford, CT



1:00 – 4:30 P.M.

ROOM 31B, SAN DIEGO CONVENTION CENTER

No Superintendent Left Behind: Implementing NCLB

Get the inside scoop on everything that's going on with the implementation of No Child Left Behind nationwide. Will the 2005 "failure" rates be high, or will state changes to accountability plans reduce the numbers? What is the story behind the "flexibility" on special education testing? What is the status of talks about use of a growth model? Get the answers! Find out the real story on how choice and supplemental services are being implemented, and how teacher quality is really working. And get the latest information on the most talked-about possible changes to the law and/or regulations. Finally, you'll receive a full briefing on strategies for communicating about NCLB with parents and the public, including AASA's latest polling data and talking points.

PRESENTER

Terri Duggan Schwartzbeck, Policy Analyst, AASA, Arlington, VA



1:00 – 4:30 P.M.

ROOM 31C, SAN DIEGO CONVENTION CENTER

Meeting the Challenges of Declining Enrollment in Rural Districts

Is your district one of the hundreds in rural America dealing with a significant decline in enrollment? You'll hear from two top speakers about the critical realities facing small rural districts and the hope for continuing to provide the highest quality education in challenging circumstances. John Keller, expert in demographic change and rural issues, will present a picture of rural America in ways that will make you laugh and give you something to think about. Rachel Tompkins of the Rural School and Community Trust will present the issues around declining enrollment with an emphasis on the schools themselves. You'll leave with a new way of viewing the challenges of declining rural enrollment and tools you can use in discussing these issues with your community back home.

PRESENTERS

John Keller, Professor, Kansas State University, Regional and Community Planning, Manhattan, KS

Rachel Tompkins, President, Rural School and Community Trust, Arlington, VA



1:00 – 4:30 P.M.

ROOM 32A, SAN DIEGO CONVENTION CENTER

Exploring the Future with the Strategy Matrix® Exploration Tool

How can you quickly find out the impact of a new idea on your strategic plans? This interactive session, using brand new software, will show you how to set up a Strategy Matrix® and how to use it to engage your key stakeholders in a quick, powerful examination of the future.

PRESENTER

Joel Barker, Founder & Chairman, The Institute for Strategic Exploration



1:00 – 4:30 P.M.

ROOM 32B, SAN DIEGO CONVENTION CENTER

Ethics in School Administration

Nationally renowned ethicist Michael Josephson (the founder of the Joseph & Edna Josephson Institute of Ethics and the CHARACTER COUNTS! Coalition) will offer a special condensed version of the Institute's two-day workshop on Ethics for School Administrators. Mr. Josephson, a dynamic and insightful facilitator and a long-time partner with AASA, will explore the major ethical issues facing school administrators and propose strategies for dealing with them. Topics will include: 1) dealing with parents, the press, and members of your board of education; 2) special challenges and opportunities in sports programs; 3) screening, hiring, and training of staff; and 4) creating an ethical culture that promotes student learning and discourages reputation-damaging and resource-diverting misconduct of students, staff, or other school personnel.

PRESENTER

Michael Josephson, Founder, Joseph & Edna Josephson Institute of Ethics, Los Angeles, CA

SESSION ICON KEY



21ST CENTURY SUPERINTENDENTS



JOB CENTRAL



SUBURBAN



AASA CENTER FOR SYSTEM LEADERSHIP



OF INTEREST TO ALL



SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT



CONFERENCE WITHIN A CONFERENCE



RURAL



URBAN

a 1:00 – 4:30 P.M.
ROOM 33A, SAN DIEGO CONVENTION CENTER

Equity and Excellence: Detracking to Improve the Achievement of ALL Students

Suppose all students in your district studied the honors curriculum? What would be the effect on student achievement? In this institute, you will learn how the Rockville Centre (NY) school district systematically detracked all academic subjects while providing students with the support needed for success. This reform resulted in dramatic growth in the New York State Regents Diploma rate for minority students (32% to 82% in four years); participation in IB English (25% to 80% in less than ten years); and enrollment in AP Calculus (31% to 60% in five years). This workshop will present effective strategies for detracking K-12, focusing on the complex political, normative, and curricular changes needed to successfully implement this reform.

PRESENTERS

Carol Burris, Principal, South Side High School, Rockville Centre, NY
Delia Garrity, Assistant Superintendent for Curriculum and Instruction, Rockville Centre, NY
William Johnson, Superintendent, Rockville Centre, NY

b 2:00 - 4:00 P.M.
ROOM 25B, SAN DIEGO CONVENTION CENTER

First Year Superintendents: Welcome Aboard

This session is specifically designed for those who are first time superintendents this year. The three presenters are all first time superintendents who are in the second year of their superintendencies. They will share their first year experiences, highlighting strategies that were successful and strategies that were not successful. Hearing from superintendents whose perspective is uniquely aligned with the perspective of this year's first time superintendents will provide them with very timely advice and suggestion regarding how to make the first year of a superintendency career the foundation for a long, successful and rewarding career as a superintendent.

MODERATOR

Joseph J. Cirasuolo, Leadership Development Consultant, AASA, Arlington, VA

PRESENTERS

Salvatore Menzo, Superintendent, Marlborough, CT
Robert Schultz, Superintendent, Eureka, CA
Scott Wakeley, Superintendent, Genoa, IL

c 4:00 – 5:00 P.M.
ROOM 25C, SAN DIEGO CONVENTION CENTER

Networking Reception: How to Experience the National Conference on Education™

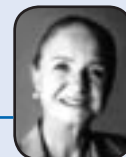
This reception is designed to welcome new superintendents, aspiring superintendents, and others who are attending the AASA National Conference on Education™ for the first time.

We look forward to welcoming you to a new conference experience — connecting you with some of veteran conference attendees as well as others who are new like you. This national conference is filled with learning opportunities — attending this reception will help you navigate all that is offered.

d 5:00 – 6:30 P.M.
Opening General Session
ROOM HALL H, SAN DIEGO CONVENTION CENTER
Servant Leadership: A New Call to Duty

National Anthem

Inspirational Message provided by Carolyn Warner



Greetings from **Donald R. Knauss**, President and Chief Operating Officer, Coca-Cola North America, Atlanta, GA

Who better to lead off this conference for leaders than the chief operating officer of one of the largest, best-known and respected organizations worldwide? Don Knauss will provide words of welcome and inspiration.

AASA President's Message, **David Gee**



AASA Awards Ceremony
MASTER OF CEREMONIES: Carolyn Warner



Marian Wright Edelman, Founder and Chief Executive Officer, Children's Defense Fund, Washington, DC

AASA's Champion of Children Award winner, Marion Wright Edelman, will speak about the state of America's children, explaining the differences between leaving no child behind and no child left behind.

Sponsored by: **ING** 

e 6:30 – 7:30 P.M.
SAILS PAVILION, SAN DIEGO CONVENTION CENTER
AASA Welcome Reception

Immediately following the Opening General Session, you are invited to attend the Welcome Reception. This special event, held in the Sails Pavilion at the San Diego Convention Center, will take you back to the golden days of the USO where you'll enjoy local flavors and special performers. This networking opportunity is one of the highlights of the conference!

Sponsored in part by: Johnson Controls; AIG Valic; The College Board; ING; Nova Southeastern University; SchoolNet

f 8:00 – 9:30 P.M.
BAYSIDE, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
New England Association of School Superintendents Reception

Program at a Glance

Friday, February 24, 2006

8:15 – 10:00 A.M.

Second General Session

The New Century's Challenge for Education

HALL H, SAN DIEGO CONVENTION CENTER

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10:30 A.M. – 4:00 P.M.

Exhibits Open

HALL F-G, SAN DIEGO CONVENTION CENTER

10:30 – 11:30 A.M.

Leadership Lessons from Hurricane Katrina

ROOM 30C, SAN DIEGO CONVENTION CENTER

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***Leadership for Effective and Productive Schools:
A Reasoned Approach***

ROOM 30E, SAN DIEGO CONVENTION CENTER

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***The Central Office: Accountable Up and Down
the Organization or a Necessary Evil***

ROOM 30D, SAN DIEGO CONVENTION CENTER

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***Leadership Strategies for Implementing
Educational Change***

ROOM 32B, SAN DIEGO CONVENTION CENTER

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***Transforming the Principal Leadership Team
from "Good to Great"***

ROOM 32A, SAN DIEGO CONVENTION CENTER

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***Rewriting the Rural Education
Achievement Program***

ROOM 33A, SAN DIEGO CONVENTION CENTER

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***Balancing Leadership Responsibilities and
Personal Growth***

ROOM 25A, SAN DIEGO CONVENTION CENTER

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The Early College Model

ROOM 25B, SAN DIEGO CONVENTION CENTER

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Special Issues for Urban School Administrators

ROOM 29D, SAN DIEGO CONVENTION CENTER

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Distinguished Lecture

FISH Goes to School

ROOM 20D, SAN DIEGO CONVENTION CENTER

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Featured Presentation

From District Improvement to Student Achievement

ROOM 20A, SAN DIEGO CONVENTION CENTER

Page 27

Distinguished Lecture

***How I Learned to Stop Worrying and Love NCLB:
Dr. Strangelove Redux***

ROOM 20 BC, SAN DIEGO CONVENTION CENTER

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Leadership and Learning in the 21st Century!

ROOM 24A, SAN DIEGO CONVENTION CENTER

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***Focusing on Preparing More Effective Leaders
in Education: It's About Time!***

ROOM 24B, SAN DIEGO CONVENTION CENTER

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***Critical Issues in the American School
Superintendency***

ROOM 24C, SAN DIEGO CONVENTION CENTER

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***Career Survival: Knowing Where the
Landmines Are***

ROOM 23B, SAN DIEGO CONVENTION CENTER

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A Board's Eye View of a Successful Candidate

ROOM 23C, SAN DIEGO CONVENTION CENTER

Page 29

The Contract from the Inside Out

ROOM 29B, SAN DIEGO CONVENTION CENTER

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10:30 A.M. – 12:30 P.M.

***The Effects of the Manager's Behavior
on the Retention of High Potential Employees
from Different Generations: What School Leaders
Can Learn from Business Research***

ROOM 26B, SAN DIEGO CONVENTION CENTER

Page 29

***Baldrige: Bringing about Change and Dramatic
Improvements in Student Achievement***

ROOM 26A, SAN DIEGO CONVENTION CENTER

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Program at a Glance

Friday, February 24, 2006

Business Ownership Inspires Academic Achievement

ROOM 25C, SAN DIEGO CONVENTION CENTER Page 30

11:45 A.M. – 12:45 P.M.

Using Value-Added Data to Dramatically Increase Student Learning: The Secrets, the Stories and the Realities of Success

ROOM 32B, SAN DIEGO CONVENTION CENTER Page 30

The Role of Leadership (CEO, CFO, COO) in Planning and Implementing a Comprehensive Information Technology Blueprint

ROOM 32A, SAN DIEGO CONVENTION CENTER Page 31

Lessons from Comprehensive School Reform (CSR) and Implications for Systemic Change Initiatives to Address Student Achievement

ROOM 33A, SAN DIEGO CONVENTION CENTER Page 31

Dilemmas of Transformational Leadership

ROOM 33B, SAN DIEGO CONVENTION CENTER, 33B Page 31

Leading Systemic Change: Three Success Stories

ROOM 29D, SAN DIEGO CONVENTION CENTER Page 31

Schools of FISH! Changing Your District's Environment through Motivation

ROOM 30D, SAN DIEGO CONVENTION CENTER Page 32

The Real Mission of Schooling: Creating Citizens for a Democracy

ROOM 25A, SAN DIEGO CONVENTION CENTER Page 32

Powerful Practices for Districts Addressing the Needs of Students with Asthma

ROOM 30E, SAN DIEGO CONVENTION CENTER Page 32

Increasing District Resources through Private Sector Funding

ROOM 30C, SAN DIEGO CONVENTION CENTER Page 32

Strengthening Student Achievement: Seriously!

ROOM 24A, SAN DIEGO CONVENTION CENTER Page 33

Leadership and Collaboration: Let's Get Authentic!

ROOM 24B, SAN DIEGO CONVENTION CENTER Page 33

Let's Get Serious about Assessment: Multiple Models for Educators

ROOM 24C, SAN DIEGO CONVENTION CENTER Page 33

Career Mobility: When Is the Right Time for a Move?

ROOM 23B, SAN DIEGO CONVENTION CENTER Page 33

The First Year: Extending the Honeymoon

ROOM 23C, SAN DIEGO CONVENTION CENTER Page 33

12:00 – 1:30 P.M.

AASA Federal Relations Luncheon

ROOM 30AB, SAN DIEGO CONVENTION CENTER Page 34

1:00 – 2:00 P.M.

AASA Focus on Exhibits and Ice Cream Social

EXHIBIT HALLS F-G, SAN DIEGO CONVENTION CENTER Page 34

2:00 – 3:00 P.M.

The Essentials of Superintendent-Board Relations

ROOM 30E, SAN DIEGO CONVENTION CENTER Page 34

Data Management Systems Unplugged: Transforming Schools to Gain Informed Instruction and Improved Learning

ROOM 33B, SAN DIEGO CONVENTION CENTER Page 35

The Bigger Picture: Focus on Student Learning by Aligning Professional Development, Evaluation, and Compensation

ROOM 32A, SAN DIEGO CONVENTION CENTER Page 35

Program at a Glance

Friday, February 24, 2006

Transforming the High School Experience: Challenging Every Student through Online Courses

ROOM 30D, SAN DIEGO CONVENTION CENTER

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Music Education = Brain Power: High-Performing Schools Provide Music Education!

ROOM 33A, SAN DIEGO CONVENTION CENTER

Page 35

Working with a Board of School Governors: What Can the Board Contribute to School Improvement? Lessons from the English Experience

ROOM 29D, SAN DIEGO CONVENTION CENTER

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The Future of Your Healthy School: The Healthy Schools Environmental Assessment Tool

ROOM 30C, SAN DIEGO CONVENTION CENTER

Page 36

Looking at the Latest Research, Answering False Criticism and Thinking About Growth Models – by invitation only

ROOM 25B, SAN DIEGO CONVENTION CENTER

Page 36

Distinguished Lecture

Educational Leaders as Designers

ROOM 20A, SAN DIEGO CONVENTION CENTER

Page 36

Featured Presentation

Stand Up For Public Education: What A Deal!!!

ROOM 20BC, SAN DIEGO CONVENTION CENTER

Page 37

Systemic Change in Emergency Situations

ROOM 25A, SAN DIEGO CONVENTION CENTER

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2:00 – 4:00 P.M.

New Hope for Low-Performing Schools: Leadership Lessons from the Virginia School Turnaround Specialists Program

ROOM 26B, SAN DIEGO CONVENTION CENTER

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Hidden Truths in English Learner Data Require Some New Thinking in Academic Language Proficiency

ROOM 26A, SAN DIEGO CONVENTION CENTER

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Distinguished Lecture

Creating a School Climate Conducive to Change: The Keys to Success

ROOM 20D, SAN DIEGO CONVENTION CENTER

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2:00 – 5:00 P.M.


AASA's Afternoon at the Movies

"What the Bleep Do We Know!?"

ROOM 31ABC, SAN DIEGO CONVENTION CENTER

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SESSION ICON KEY

 STUDENT ASSESSMENT

 21ST CENTURY SUPERINTENDENTS

 JOB CENTRAL

 SUBURBAN

 AASA CENTER FOR SYSTEM LEADERSHIP

 OF INTEREST TO ALL

 SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

 CONFERENCE WITHIN A CONFERENCE

 RURAL

 URBAN

 7:00 – 7:45 A.M.

CARLSBAD, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Healthy Learning Environment in Urban Schools Focus Group

Join this AASA focus group for urban school leaders on the topic of improving the school environment in urban districts.

7:30 – 8:30 A.M.

OCEANSIDE, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Mississippi Breakfast

8:15 – 10:00 A.M.

Second General Session

HALL H, SAN DIEGO CONVENTION CENTER

The New Century's Challenge for Education

8:15 – 8:45 A.M.

Student Entertainment and National Anthem

8:50 – 9:00 A.M.

Executive Director Remarks – Paul Houston

9:00 – 9:20 A.M.

Superintendent of the Year Program

9:20 A.M. – 10:00 A.M.
Keynote Address



Joel Barker, Founder & Chairman,
The Institute for Strategic Exploration



Introduction by David Gee, AASA President

Based on his new book, *Five Regions of the Future*, world famous futurist Joel Barker is going to take us on a visit to Tomorrow. He will focus on the array of technologies that will be important in the next 20 years and the importance of that technology to education. In particular he will show us a range of technology choices and how our values will determine which we choose.

More than ever before, technology is driving policy and educators must have a clear understanding of the alternatives. Barker will show us how to think about technology is a new and much clearer way. This presentation addresses education issues but also the larger issue of being an influential citizen in the new era of technology.

Sponsored by:



10:30 A.M. – 4:00 P.M.

AASA Exhibit Hall Hours – Halls F-G

Internet Cafes sponsored by:



 10:30 – 11:30 A.M.

ROOM 30C, SAN DIEGO CONVENTION CENTER

Leadership Lessons from Hurricane Katrina

In Katrina's aftermath, broad leadership questions are emerging about poverty, the government's role and funding at all levels, the economy, the environment, energy policy and race. This powerhouse session touches on our ability as a country to make sense of this tragedy, illuminates the leadership lessons learned by these superintendents, and analyzes how we move forward.

MODERATOR

Sara Wilcox, Superintendent, Martin County School District, Stuart, FL

PRESENTERS

Anna Hurt, Superintendent, Ocean Springs School District, Ocean Springs, MS

Diane Roussel, Superintendent, Jefferson Parish Public School District, Harvey, LA

Annie Wimbish, Superintendent, Hattiesburg Public School District, Hattiesburg, MS

Ora Watson, Acting Superintendent, New Orleans Public School District, New Orleans, LA

Sponsored by:



 10:30 – 11:30 A.M.

ROOM 30E, SAN DIEGO CONVENTION CENTER

Leadership for Effective and Productive Schools: A Reasoned Approach

As an outgrowth of action research/field-based investigation, a report was prepared over the past two years to determine what characteristics were present in school districts with successful/effective schools. Utilizing the components suggested by Thomas J. Sergiovanni, schools were assessed to ascertain whether the following were evident: schools that were student-centered, offered academically rich programs, provided instruction that promoted student learning, had a positive school climate, fostered collegial interaction, had extensive staff development, practiced shared leadership, fostered creative problem solving, and involved parents and the community. Schools were asked to cite concrete examples of effective school practices and indicate those characteristics present in their schools. As a result of evaluating/documenting practices in the field, educational leaders are in a better position to influence and change teaching and learning practices. This allows for turning theory into practice and reversing the trend of repeating the errors of the past.

PRESENTERS

William Adams, Superintendent, Salem County Vocational-Technical School District, Woodstown, NJ

Louis Centolanza, Associate Professor, Montclair State University, Montclair, NJ

S 10:30 – 11:30 A.M.
ROOM 30D, SAN DIEGO CONVENTION CENTER

The Central Office: Accountable Up and Down the Organization or a Necessary Evil

Administrators often get the bad rap from legislators, taxpayers, and even some principals. These presenters argue that administration is not only necessary, but also essential, if a school district is to change its culture and improve student achievement. This puts the Central Office in a dual role—accountable upward to the board of Education, but downward as a service provider to school leadership. How do you develop a Central Office that supports school principals and promotes student achievement and intra-district cooperation? Hear how principals in one district “rated” the central office and how Administration reorganized the delivery of administrative services — staff development, human resources, teacher supervision, finance and student services — to better serve children and schools.

MODERATOR

Teresa Rafferty, Coordinator of Community Education, Piscataway Township Schools, Piscataway, NJ

PRESENTERS

Robert Copeland, Superintendent, Piscataway Township Schools, Piscataway, NJ

Dermott Kehoe, Director of Student Services, Piscataway Township Schools, Piscataway, NJ

Patricia McFall, Principal, Piscataway Township Schools/Knollwood School, Piscataway, NJ

↗ 10:30 – 11:30 A.M.
ROOM 32B, SAN DIEGO CONVENTION CENTER

Leadership Strategies for Implementing Educational Change

“What a great idea! . . . Too bad it didn’t work.” This refrain is heard often, not because of inadequacies of the innovative idea, but because of difficulties encountered in implementing change. Leaders must not only be visionary and forward thinking, but must also have the tools to make that vision become a reality. Leadership requires knowledge of the dynamics of change and the change process. This session presents practical, proven strategies for successfully introducing ideas and programs. Experience, firsthand, the dynamics of the change process from identifying stakeholders to developing strategic communications.

PRESENTER

David Archibald, Superintendent, Lower Moreland Township School District, Langhorne, PA

S 10:30 – 11:30 A.M.
ROOM 32A, SAN DIEGO CONVENTION CENTER

Transforming the Principal Leadership Team from “Good to Great”

The Ysleta Independent School District has received national recognition for extraordinary student performance for students of low socioeconomic levels and who are limited English proficient. Participants will learn the effective tools to create high-performing Administrative Teams. Though individual campuses were being successful in increasing student performance, levels of collaboration and collegiality among administrators had hit a “glass ceiling.” Participants will both see and experience the process of “building on strengths” and taking the system to the next level. The transformation to greater levels of collegiality, collaboration, and vertical alignment was achieved by focusing on emotional intelligence and interpersonal relationships. Principles of the “Fish Philosophy,” “Good to Great,” and “Professional Learning Communities” will be discussed and “engaging activities” will be used to demonstrate the application of these principles.

PRESENTERS

Thomas Miller, Chief of Staff, Ysleta Independent School District, El Paso, TX
Hector Montenegro, Superintendent, Ysleta Independent School District, El Paso, TX

R 10:30 – 11:30 A.M.
ROOM 33A, SAN DIEGO CONVENTION CENTER

Rewriting the Rural Education Achievement Program – REAP Recipients Only

This invited session is for AASA members who are currently receiving the Rural Education Achievement Program (REAP) or have been a recipient of the program in the past. As members of Congress begin to look forward to the reauthorization of the Elementary and Secondary Education Act (ESEA), AASA will be given the chance to improve on the Rural Education Achievement Program. This interactive session will be designed to get feedback on how the current program is working in rural districts across the country and what improvements school administrators would like to see in the program. Be sure to come.

MODERATOR

Mary Kusler, Assistant Director of Government Relations, AASA, Arlington, VA

PRESENTER

Selected recipients of the Rural Education Achievement Program

SESSION ICON KEY



21ST CENTURY SUPERINTENDENTS



JOB CENTRAL



SUBURBAN



AASA CENTER FOR SYSTEM LEADERSHIP



OF INTEREST TO ALL



SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT



CONFERENCE WITHIN A CONFERENCE



RURAL



URBAN

21 10:30 – 11:30 A.M.

ROOM 25A, SAN DIEGO CONVENTION CENTER

Balancing Leadership Responsibilities and Personal Growth

Participants will learn about research-based Personal Growth practices that have the potential to achieve inner transformation for leaders. Busy administrators need to take time for themselves so that they may be better leaders for others. The presenter will include strategies from her recent book *The School Administrator's Guide to Balancing Leadership Responsibilities and Personal Growth: Physical exercise, reading, creative work, dreamwork, spending time alone and with others*. Stories of real administrators will illustrate how to find time to incorporate these in the workplace and in the administrator's personal life. If you want to learn strategies for better coping with stress, taking time for yourself, and being a more effective as a leader who will have a positive impact on your school and system, this session is for you!

PRESENTER

Christa Metzger, Professor, Department of Educational Leadership and Policy Studies, California State University, Northridge, Marina Del Rey, CA

S 10:30 – 11:30 A.M.

ROOM 25B, SAN DIEGO CONVENTION CENTER

The Early College Model

The Early College is a high school redesign model. In Early College students are focused on specific academic/career goals based on an evaluation of their aptitude, interest and academic level. The curriculum, delivery system and instructional model are designed to provide a learning experience that teaches the competencies required in each course to all students. Participants are presented a realistic understanding of career options, and then persuaded that they can successfully achieve the education necessary to be what they have chosen.

PRESENTERS

David Irons, American College of Education, Dallas, TX
Mike Moses, American College of Education, Dallas, TX
Carmyn Neely, American College of Education, Dallas, TX
Rod Paige, American College of Education, Dallas, TX

U 10:30 – 11:30 A.M.

ROOM 29D, SAN DIEGO CONVENTION CENTER

Special Issues for Urban School Administrators

Nationally renowned ethicist Michael Josephson (the founder of the Joseph & Edna Josephson Institute of Ethics and the CHARACTER COUNTS! Coalition) will offer a special one-hour session focusing on the special ethical challenges confronting administrators of urban school districts. Mr. Josephson, a dynamic and insightful facilitator and a long-time partner with AASA, will present an analytical framework to assist superintendents and principals better perceive, avoid, and deal with ethical issues. There will be some redundancy with the material presented in the Leadership Institute but the focus will be on special challenges presented to urban schools.

PRESENTER

Michael Josephson, Founder, Joseph & Edna Josephson Institute of Ethics, Los Angeles, CA

10:30 – 11:30 A.M.

Distinguished Lecture

ROOM 20D, SAN DIEGO CONVENTION CENTER

FISH Goes to School



PRESENTER

Steve Lundin, Big Tuna, Working Creative



Introduction by Mark Bielang, AASA Executive Committee Member

When I wrote FISH! I didn't know if it would sell one copy or a hundred. Five million copies in 38 languages wasn't even a dream. When I wrote FISH! I didn't think about the effect my life would have on the manuscript. Later I could see the direct impact of my work with exceptional children and my commitment to education and the principles of learning. But never in my wildest dreams did I envision FISH! swimming through schools all over the world and leaving a ripple of self-responsibility, a current of playfulness, a wave of safe learning environments, and a tide of student engagement in learning, all fueled with internal motivation. That is the story I have come to tell.

Sponsored by: **WALDEN UNIVERSITY**
A higher degree. A higher purpose.

10:30 – 11:30 A.M.

Featured Presentation

ROOM 20A, SAN DIEGO CONVENTION CENTER

From District Improvement to Student Achievement



PRESENTERS

Ron Epps, Former Superintendent, Richland County, SC
Jane Hammond, Director, The Stupski Family Foundation, Mill Valley, CA



Jim Sweeney, Former Superintendent, Freeburg, IL



Introduction by Bob Dillon, AASA Executive Committee Member

Successful school district reform requires taking sequential steps that lead to cultural transformation and a commitment by all stakeholders to increasing student achievement. This commitment is demonstrated by what people say and do, and their shared sense of accountability for results. Transforming the district culture is intentional and requires strong leadership. How do you provide this leadership and implement district-wide reform that makes a difference in every classroom for every student? In this workshop, educational leaders from the Stupski Foundation will share what they have learned from their own experiences as superintendents as well as their current work in supporting superintendents in reform. They will discuss how to sequence district reform efforts based on these partnerships with urban districts across the nation. Workshop participants also will have the chance to review the Foundation's approach to district reform, which focuses on seven core components, including strong leadership, stellar staff, standards-based curriculum, effective processes, alignment of resources, accountability, and stakeholder involvement.

Sponsored by:

COMOTIV

Friday, February 24

10:30 – 11:30 A.M.

Distinguished Lecture

ROOM 20BC, SAN DIEGO CONVENTION CENTER

How I Learned to Stop Worrying and Love NCLB: Dr. Strangelove Redux



PRESENTER

James Pellegrino, Professor of Cognitive Psychology and Education; Co-Director of the Center for the Study of Learning, Instruction and Teacher Development, University of Illinois at Chicago, Chicago, IL



Introduction by Rebecca Vail, AASA Executive Committee Member

At times the world of education seems as chaotic, absurd, and on the brink of self-destruction as the world depicted in the classic 1964 movie *Dr. Strangelove*. We have concerns about policies as well as the sanity of the people behind them. Such is the case today as educational leaders face the full onslaught of NCLB. But there is hope, for out of the chaos can come order and beauty. This presentation will explore how NCLB creates context for a much more rational and useful discussion of the role of assessment in the educational system, and most especially, the ways in which assessment needs to be designed to support fundamental teaching and learning processes. We will explore what contemporary research and theory about how students learn have to say about the design and use of assessment in the educational enterprise, and how NCLB creates the context for important changes in the status quo of educational testing and assessment.

Sponsored by:



10:30 – 11:30 A.M.

ROOM 24A, SAN DIEGO CONVENTION CENTER

Leadership and Learning in the 21st Century!

CHAIR: Pamela Salazar, University of Nevada, Las Vegas, NV

A Descriptive Overview of Leadership Factors Associated with NCLB

PRESENTER/AUTHOR: Pamela Salazar, University of Nevada, Las Vegas, NV

The Principal as a Spiritual Leader: Credibility and Efficacy in the Schoolhouse

PRESENTERS/AUTHORS: Judith C. Houle, University of Hartford, West Hartford, CT; Ruth I. Levy, Rocky Hill Board of Education, Rocky Hill, CT

The Role of the Principal in Developing a Professional Learning Community in Selected Chicago Public Elementary Schools

PRESENTER/AUTHOR: Donald A. McKinney, Northern Illinois University, Minooka, IL



10:30 – 11:30 A.M.

ROOM 24B, SAN DIEGO CONVENTION CENTER

Focusing on Preparing More Effective Leaders in Education: It's About Time!

CHAIR: Betty Alford, Stephen F. Austin State University, Nacogdoches, TX

What Works in Administrator Preparation Programs: Listening to the Field

PRESENTERS/AUTHORS: Julia Ballenger and Betty Alford, Stephen F. Austin State University, Nacogdoches, TX

Successful Principal Preparation Programs: From the Professors' Perspective

PRESENTERS/AUTHORS: George A. Carpenter Jr., Julia Ballenger and Betty Alford, Stephen F. Austin State University, Nacogdoches, TX

Responding to the Alabama Governor's Mandate for Improved Preparation of School Administrators: A Critical Review of the Task Forces' Proposals

PRESENTER/AUTHOR: Ron Lindahl, Alabama State University, Montgomery, AL



10:30 – 11:30 A.M.

ROOM 24C, SAN DIEGO CONVENTION CENTER

Critical Issues in the American School Superintendency

CHAIR: Marilyn Grady, University of Nebraska, Lincoln, NE

Women School Superintendents Promoting and Supporting Social Justice and Democratic Community

PRESENTER/AUTHOR: Susan J. Katz, Roosevelt University, Chicago, IL

Standards-Based Superintendency

PRESENTERS/AUTHORS: Ruth B. Love, University of California, Berkeley, San Francisco State University, CA, and San Jose State University, San Jose, CA; and Ray Garcia, California State University, Hayward, CA

Critical Issues in the Superintendency: The Termination That Won't Stick

PRESENTERS/AUTHORS: Marilyn L. Grady, University of Nebraska, Lincoln, NE; Kaye L. Peery, Maxwell, NM

SESSION ICON KEY





10:30 – 11:30 A.M.

ROOM 23B, SAN DIEGO CONVENTION CENTER

Career Survival: Knowing Where the Landmines Are

This session will present actual cases of superintendents who failed to realize their mistakes in time to repair the damage done. Discussion will focus on recognizing the mistakes and how to gain support from the individuals in the district who wield the power. All too often we hear of good school leaders getting into serious trouble for doing the right thing. Building support is an important key to survival, and relying on your board may not be enough. We will concentrate on knowing where to step to be an effective survivor.

PRESENTERS

- Richard Christie**, Midwest Regional Search Director, Ray and Associates, Cedar Rapids, IA
- William Newman**, Executive Director, Ray and Associates, Cedar Rapids, IA
- James Oglesby**, Eastern Regional Director, Ray and Associates, Cedar Rapids, IA
- Edward A. Rastovski**, Superintendent, Wahoo Public School District, Wahoo, NE
- Gary Ray**, President, Ray and Associates, Cedar Rapids, IA



10:30 – 11:30 A.M.

ROOM 23C, SAN DIEGO CONVENTION CENTER

A Board's Eye View of a Successful Candidate

This session will deal with how to find appropriate openings and the successful use of the application process, resume, interview, and contract to "land the position." The following questions will be discussed from the board perspective. What is the right match? What do boards look for? How do you present yourself? How do you seal the deal?

PRESENTERS

- Benjamin Canada**, Associate Executive Director, District Services, Texas Association of School Boards, Austin, TX
- Bea Gordon**, Lead Search Consultant, Maryland Association of School Boards, Washington, DC
- Dawn Miller**, Director of Field Services, Illinois Association of School Boards, Lombard, IL
- J. Curtis Rose**, Assistant Executive Director, Pennsylvania School Boards Association and Chair of National Association of Superintendent Searchers, Mechanicsburg, PA
- Ken Scott**, Superintendent Search Consultant, Kentucky School Boards Association, Frankfort, KY



10:30 – 11:30 A.M.

ROOM 29B, SAN DIEGO CONVENTION CENTER

The Contract from the Inside Out

The language in your employment contract provides the cornerstone for your relationship with the board. A school attorney and accomplished school superintendent share tips on getting what you want and what you need in your contract.

PRESENTER

- Marcilene Dutton**, Associate Director, Illinois Association of School Administrators, Springfield, IL



10:30 A.M. – 12:30 P.M.

ROOM 26B, SAN DIEGO CONVENTION CENTER

The Effects of the Manager's Behavior on the Retention of High Potential Employees from Different Generations: What School Leaders Can Learn from Business Research

Based upon groundbreaking research just completed, this presentation will identify the managerial behavior that enhances the retention of high potential individuals within organizations. A "high potential" is defined as an individual who exhibits the capabilities of developing into a future leader of the organization. High potential individuals who participated in the research were identified as belonging to one of the two generational categories: Baby Boomers (born between 1943 and 1960) and Generation X (born between 1961 and 1989) to determine if there were any generational differences within the high potentials regarding managerial behaviors. This presentation will also describe high potentials' perception about how effectively their expectations of those managerial behaviors are being met. The implication of this research for superintendents is clear in terms of the need to identify, attract, develop, and retain talented teachers and school administrators, the future leaders of our schools.

PRESENTERS

- James Henderson**, Professor of Educational Leadership, Duquesne University School of Education, Pittsburgh, PA
- Jay Liebowitz**, Professor of Business Administration, Duquesne University School of Business Administration, Pittsburgh, PA
- Kimberlee Rhule**, Organizational Consultant, Pittsburgh, PA



10:30 A.M. – 12:30 P.M.

ROOM 25C, SAN DIEGO CONVENTION CENTER

Business Ownership Inspires Academic Achievement

An entrepreneur and curriculum designer discusses how and why owning a business in school engages low-performing teens emotionally and cognitively: attendance and achievement improved, and NONE DROPPED OUT. EnterprisePrep™ students own and run a simple retail kiosk in school. They contract with each other to work hard and smart, set high expectations, and take home profits they earn. Student Owners want to learn and use literacy, math, reasoning, and business skills. Fulfilling challenging "bottom-line" responsibilities, they experience entrepreneurial values and attitudes, learn to believe in themselves and opportunity, and develop a positive perspective on education. The CEO's Guide® and Owner's Manuals® make running a Kiosk easy to teach and fun to learn: business management is set out in step-by-step checklists and research-based methods are built into daily learning and earning. The curriculum meets state standards and readily adapts to diverse classes and programs. Student businesses pay schools rent and taxes.

PRESENTER

- Scott Resnick**, Executive Director, EnterprisePrep™, Harvey Cedars, NJ

Friday, February 24

a 10:30 A.M. – 12:30 P.M.

ROOM 26A, SAN DIEGO CONVENTION CENTER

Baldrige: Bringing about Change and Dramatic Improvements in Student Achievement

In this session you will learn how a large, diverse school district dramatically increased student achievement. Five years ago Montgomery County Public Schools (MCPS), the 17th-largest system in the nation with nearly 140,000 students, faced rapid demographic changes and responded by developing a comprehensive reform initiative to boost academic achievement for all groups of students. To achieve excellence, MCPS adopted the Malcolm Baldrige Criteria for Performance Excellence. The efforts paid off! Improvements can be seen across the district. And, in 2004 MCPS was awarded the prestigious U.S. Senate Productivity Award for outstanding organizational development and results. This session explains how MCPS used a Baldrige Approach and attained outstanding results, both in student and system performance. Discussion will include how the system organized to implement the process and how the process, in turn, brought about change and a focus on improving the numerous processes in the school system.

PRESENTERS

Wanda Carroll, Principal, Waters Landing Elementary School, Germantown, MD
Sharon Cox, Board of Education Member, Montgomery County Public Schools, Rockville, MD

Darlene Merry, Associate Superintendent for Organizational Development, Montgomery County Public Schools, Germantown, MD

Michael Perich, Coordinator of Systemwide Continuous Improvement, Montgomery County Public Schools, Rockville, MD

Jerry Weast, Superintendent of Schools, Montgomery County Public Schools, Rockville, MD

11:00 A.M. – 1:00 P.M.

TORRANCE, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

AASA Singing Superintendents Practice

11:00 A.M. – 1:00 P.M.

SAN DIEGO BALLROOM, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

Century Club 100 Luncheon

a 11:45 A.M. – 12:45 P.M.

ROOM 32B, SAN DIEGO CONVENTION CENTER

Using Value-Added Data to Dramatically Increase Student Learning: The Secrets, the Stories and the Realities of Success

Managing the Business: Leadership for High Student Achievement

The Oak Hills Local School District will detail specific communication, organizational change, and data analysis strategies of a collaborative leadership team that moved a struggling school district from a state rating of Continuous Improvement to Excellent within two years. The vision of using data to ensure achievement for all students was widely deployed throughout the school community. Value-Added data, utilized as a teacher tool, then became a motivator to ensure that every child, from the most gifted to the most academically at-risk, achieves a minimum of one year's academic growth every year. Key district leaders will replicate an improvement model, data strategies, and professional development plans. There will also be a discussion of the human side of both internal and external stakeholders from a superintendent's perspective to move a district positively forward for meaningful and sustained school improvement.

PRESENTERS

Patricia Brenneman, Superintendent, Oak Hills Local School District, Cincinnati, OH

Jay Kemen, Director of Curriculum, Oak Hills Local School District, Cleveland, OH

SESSION ICON KEY

 21ST CENTURY SUPERINTENDENTS

 JOB CENTRAL

 SUBURBAN

 AASA CENTER FOR SYSTEM LEADERSHIP

 OF INTEREST TO ALL

 SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

 CONFERENCE WITHIN A CONFERENCE

 RURAL

 URBAN



11:45 A.M. – 12:45 P.M.

ROOM 32A, SAN DIEGO CONVENTION CENTER

The Role of Leadership (CEO, CFO, COO) in Planning and Implementing a Comprehensive Information Technology

Recent technology initiatives in Broward County Public Schools, Colorado Springs School District 11, and Miami-Dade Schools have incorporated the Information Technology Blueprint, a comprehensive planning process that formulates and directs the district’s overall technology plan. Panelists will describe how an Information Technology Blueprint presents a roadmap for careful planning to ensure effective and cost-efficient uses of technology for increased student performance and enhanced system productivity. The district leaders will describe how they developed and successfully implemented an Information Technology Blueprint, outlining the specific needs, challenges, and unique opportunities generated by this process. Commonalities and district differences, as well as tangible outcomes, will be shared. Emphasis will be on the use of technology-based tools and systems for students, teachers, administrators, and staff; pervasive information and communications infrastructures; and access to digital learning resources.

PRESENTERS

- Terry Bishop**, Deputy Superintendent, Colorado Springs School District 11, Colorado Springs, CO
- Ofelia San Pedro**, Deputy Superintendent, Miami-Dade County Public Schools, Miami, FL
- Frank Till**, Superintendent of Schools, Broward County Public Schools, Fort Lauderdale, FL



11:45 A.M. – 12:45 P.M.

ROOM 33A, SAN DIEGO CONVENTION CENTER

Lessons from Comprehensive School Reform (CSR) and Implications for Systemic Change Initiatives to Address Student Achievement

Comprehensive School Reform (CSR) has its roots in four decades of school improvement efforts. This session will identify successful elements for implementing change processes at the school and district levels. There is no single best solution for school improvement since different programs work best for certain students within certain contexts. There are many factors to consider such as professional development, teacher support, and funding availability. Specific corollaries and recommendations will be shared to determine best approaches. In considering the current and future direction of CSR, there is recognition that sustainable school change must include a systems approach. The focus on system-wide impact demands a synchronized change effort in the central office along with school-level changes. This session will address these topics from the perspectives of a well-established researcher and a practitioner who is a former superintendent.

MODERATOR

Libia Gil, Senior Fellow, American Institutes for Research, Bonita, CA

PRESENTER

Daniel Aladjem, Principal Researcher, American Institutes for Research, Bonita, CA



11:45 A.M. – 12:45 P.M.

ROOM 33B, SAN DIEGO CONVENTION CENTER

Dilemmas of Transformational Leadership

The aim of the 2006 National Society for the Study of Education volume *Dilemmas of Transformational Leadership* is to make explicit and available the tacit knowledge and wisdom of thoughtful educational leaders, in this case superintendents and former superintendents. Authors will provide insight and guidance to current and aspiring school leaders who want to transform schools into more democratic institutions. They will describe the kinds of dilemmas leaders face, the differing perspectives on the choices they make, the obstacles that must be overcome, and the mistakes that even the most successful leaders make—the human piece of the story. By the very nature of this project, the notion of “exemplary practice” takes a twist—superintendents will not tell stories about the time they solved problems and made everyone happy. They will, however, talk about learning from mistakes and struggles. Participants and audience members at this session will interact with presenters to unpack dilemmas of educational leadership and in particular to examine the personal aspects of these dilemmas. Alternative decisions and actions will be encouraged and examined. Diverse perspectives and insights will be offered and solicited, and participants should experience a renewed appreciation for the dispositional and relational aspects of leadership and the importance of these aspects for transformational school leadership. The idea is not to talk to the audience, but to involve them in the presentation and to draw upon their expertise in exploring alternative points of view, solutions, and conclusions.

PRESENTERS

- Allan Alson**, Superintendent, Evanston Township High School, Evanston, IL
- Linda Hanson**, Former Superintendent, Highland Park/Deerfield High School, Highland Park, IL
- Becky Hurley**, School Board Member, Winnetka, IL
- Paul Kelleher**, Murchison Professor and Chair, Trinity University, E. Orleans, MA
- Larry Leverett**, Superintendent, Greenwich Public School District, Greenwich, CT
- Rebecca Van der Bogert**, Superintendent, Winnetka School District 38, Winnetka, IL
- John Wiens**, Dean, Faculty of Education, University of Manitoba, Canada



11:45 A.M. – 12:45 P.M.

ROOM 29D, SAN DIEGO CONVENTION CENTER

Leading Systemic Change: Three Success Stories

Plan to attend this cutting-edge panel presentation sponsored by the AASA Center for System Leadership. Each superintendent, representing urban and suburban districts of varying sizes, will share his/her personal experience using systems thinking to transform one or more of the support processes within each district to increase student success. Don’t miss this practitioner-based sharing experience.

MODERATOR

Claudia Mansfield Sutton, Associate Executive Director, AASA, Arlington, VA

PRESENTERS

- Frederick S. Morton IV**, Superintendent, Henrico County, VA
- Joan Raymond**, Superintendent, South Bend, IN
- Chris L. Wright**, Superintendent, Hazelwood, MO

S 11:45 A.M. – 12:45 P.M.
ROOM 30D, SAN DIEGO CONVENTION CENTER

Schools of FISH! Changing Your District's Environment through Motivation

Imagine a school district where everyone brings energy, passion, and a positive attitude to the job everyday. Imagine an environment in which people are truly connected to their work, to their students, to their colleagues, and to their communities. Hear from a real-life superintendent who is addressing today's most pressing work issues (retention and burnout) and who is making changes in their districts based on the wisdom Steve Lundin explores in his book, FISH! Leave with the simple steps that allow you to do the same.

PRESENTER

Barbara Pulliam, Superintendent, Clayton County Public Schools, Jonesboro, GA

21 11:45 A.M. – 12:45 P.M.
ROOM 25A, SAN DIEGO CONVENTION CENTER

The Real Mission of Schooling: Creating Citizens for a Democracy

Paul Houston, AASA Executive Director, and Anne Bryant, NSBA Executive Director, explore the needs of young people in essential areas such as civic literacy, the arts, and 21st-century skills. Joining them are Monte Moses and Juanita Haugen, both with on-the-ground experience in the fight to save critical programs during tough budget battles. Come hear their beliefs on why it is essential to keep democratic principles and experiential learning alive in our schools today.

PRESENTERS

Anne Bryant, Executive Director, National School Boards Association, Alexandria, VA

Juanita Haugen, Board Member, Pleasanton Unified School District, Pleasanton, CA

Paul Houston, Executive Director, AASA, Arlington, VA

Monte Moses, Superintendent, Cherry Creek Public Schools, Greenwood Village, CO

a 11:45 A.M. – 12:45 P.M.
ROOM 30E, SAN DIEGO CONVENTION CENTER

Powerful Practices for Districts Addressing the Needs of Students with Asthma

Many of the decisions that school leaders make affect the health and well-being of the students in their district. Learn how school leaders can keep children with asthma in school and learning by creating and implementing policies and powerful practices that positively impact the lives and health of the children whom they serve. Go home with an assessment tool specifically created for school leaders and district staff to use to address asthma in school districts.

MODERATOR

Rebecca Nelson, Project Director, AASA, Arlington, VA

PRESENTERS

Ben Andersen, School Board Vice Chair, East Dubuque School District, East Dubuque, IL

Tony Buccì, Assistant Superintendent, Charlotte-Mecklenburg Schools, Charlotte, NC

Nancy Langenfeld, Asthma Nurse, Charlotte-Mecklenburg School District, Charlotte, NC

Sarah Mathew, Program Coordinator, School District of Philadelphia, Philadelphia, PA

21 11:45 A.M. – 12:45 P.M.
ROOM 30C, SAN DIEGO CONVENTION CENTER

Increasing District Resources through Private Sector Funding

A collaborative major gifts campaign is in progress with the K-12 public schools districts, the Los Alamos National Laboratory (LANL) Foundation, and the Clements Group in Northern New Mexico (NNM). This strategically systemic approach will enhance and endow districts financially in the areas of birth-three, public education programs, and scholarship, working toward a collective goal of \$33-37 million. The session will address the project's strengths: the supportive and coordinating role of the LANL Foundation in its vision and mission to assist school districts in NNM; and an incremental approach to building capacity funds for staff and campaign over five years. It will also address the challenges, including the role of the superintendent in major-gifts fundraising, establishment of development advisory teams, the role of a district foundation or collaboration with the LANL Foundation or Community Foundation, overcoming perceptions for the need for private support and long-held attitudes that education is supported by "government"; and learning best practices to obtain significant investments.

MODERATOR

Louis Baca, Director of Development, Los Alamos National Laboratory Foundation, Los Alamos, NM

PRESENTERS

James Anderson, Superintendent, Los Alamos Public Schools, Los Alamos, NM

Ron Crooks, former IA Superintendent

Sandra Henson, Superintendent, Jemez Valley School District, Jemez Pueblo, NM

Susan Herrera, Executive Director, Los Alamos Laboratory Foundation

Joseph Sabatella, former NY Superintendent

Marc Space, Superintendent, Taos Municipal School District, Taos, NM

Jan Van Note, Vice President, The Clements Group, Salt Lake City, UT

SESSION ICON KEY

21 21ST CENTURY SUPERINTENDENTS

C JOB CENTRAL

a STUDENT ASSESSMENT

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11:45 A.M. – 12:45 P.M.

ROOM 24A, SAN DIEGO CONVENTION CENTER

Strengthening Student Achievement: Seriously!

CHAIR: Van E. Cooley, Western Michigan University, Kalamazoo, MI

A Report on the Wallace Foundation's Michigan Initiative: Improving Student Achievement through Data Driven Leadership

PRESENTERS/AUTHORS: Van E. Cooley, Jianping Shen, Walter Burt, Patricia Reeves, Western Michigan University; David Whale, Central Michigan University; Sharon Banks, Lansing School District, Lansing, MI

Standards and Indicators for School Improvement: Statistically Significant Findings of Differences Between Successful and Under-Performing Schools

PRESENTERS/AUTHORS: Tricia Browne-Ferrigno and Lawrence W. Allen, University of Kentucky; Michael Rowe, Kentucky Department of Education, Frankfort, KY; Patricia Hurt, Metcalfe County Public Schools, Edmonton, KY

The Impact of Classroom Organization on Student Achievement

PRESENTERS/AUTHORS: Edward Duncanson, Pine Bush CSD (ret.); Charles Achilles, Eastern Michigan University, Ypsilanti, MI and Seton Hall University, NJ

Ethical Behaviors: An Insiders Look at High Stakes Assessment Strategies in the U.S.

PRESENTERS/AUTHORS: Connie Ruhl-Smith, Bowling Green State University, Bowling Green, OH; James M. Smith, BGSU Firelands, Huron, OH



11:45 A.M. – 12:45 P.M.

ROOM 24B, SAN DIEGO CONVENTION CENTER

Leadership and Collaboration: Let's Get Authentic!

CHAIR: Robert Buchanan, Southeast Missouri State University, Cape Girardeau, MO

Authentic Leadership Program: Mastering School Leadership and Management

PRESENTERS/AUTHORS: Virgil Freeman and Michael Graham, Northwest Missouri State University, Maryville, MO

Authentic Leadership Preparation: A New Approach

PRESENTERS/AUTHORS: Kristina Alexander and Frank Grispingo, Northwest Missouri State University, Maryville, MO

Partnerships: How One Missouri University Developed a Partnership with Sixty-Two Public School Districts and 6424 Teachers and Administrators!

PRESENTERS/AUTHORS: Robert Buchanan, Ruth Ann Roberts, Margaret Dalton, Lisa Bertrand and Thomas Kiehne, Southeast Missouri State University, Cape Girardeau, MO



11:45 A.M. – 12:45 P.M.

ROOM 24C, SAN DIEGO CONVENTION CENTER

Let's Get Serious about Assessment: Multiple Models for Educators

CHAIR: George Perreault, University of Nevada, Reno, NV

Assessing Professional Development

PRESENTERS/AUTHORS: Christopher H. Tienken, Monroe Township SD, Spring Lake Heights, NJ; Charles M. Achilles, Eastern Michigan University, Ypsilanti, MI, and Seton Hall University, NJ

Nebraska STARS: Challenging the Present...Creating a Possible Future for Assessment

PRESENTERS/AUTHORS: Leon Dappen and Jody Isernhagen, University of Nebraska, Lincoln, NE

Plus ça change: Charter School Reactions to High Stakes Testing

PRESENTERS/AUTHORS: George Perreault, University of Nevada, Reno, NV; Lori Perreault, Dilworth Middle School, Sparks, NV



11:45 A.M. – 12:45 P.M.

ROOM 23B, SAN DIEGO CONVENTION CENTER

Career Mobility: When Is the Right Time for a Move?

Many individuals indicate they want to move to something more challenging but, when asked to consider an opportunity, respond in the negative because it isn't the right time. Is there a right time for a career move? What are the issues to consider when provided a once in a lifetime opportunity?

PRESENTERS

Bill Attea, President, Hazard, Young, Attea & Associates, Ltd., Glenview, IL
Ted Bleising, Superintendent, Hazard, Young, Attea & Associates, Ltd., White Bear Lake, MN

Jim Rickabaugh, Superintendent, Hazard, Young, Attea & Associates, Ltd., White Fish Bay, WI

David Smith, Senior Associate, Hazard, Young, Attea & Associates, Ltd., Glenview, IL



11:45 A.M. – 12:45 P.M.

ROOM 23C, SAN DIEGO CONVENTION CENTER

The First Year: Extending the Honeymoon

A hallmark of a successful superintendent search is a smooth transition. To ensure that a successful transition occurs, the board of education and new superintendent need to establish clearly defined performance objectives for the new superintendent's first year. In this session, consultants from McPherson & Jacobson L.L.C. Executive Recruitment and Development will discuss identifying clear, concise, and measurable performance objectives; creating performance indicators; developing a workable action plan; and creating an appropriate evaluation model.

PRESENTERS

Thomas Jacobson, CEO, McPherson & Jacobson L.L.C., Omaha, NE
Steve Joel, Executive Director, McPherson & Jacobson L.L.C., Omaha, NE
Randy Nelson, Director, McPherson & Jacobson L.L.C., Omaha, NE

FRIDAY

Friday, February 24

12:00 – 1:30 P.M.

CARLSBAD, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

JA Worldwide Educators' Advisory Council

The Educator's Advisory Council is composed of 22 school superintendents and serves as an advisory body to the JA Worldwide Board of Directors.

The Council meets annually in conjunction with the AASA National Conference. The Council is chaired by Dr. Leonard Merrell, Superintendent of the Katy Independent School District.

12:00 – 2:00 P.M.

SAN DIEGO BALLROOM A, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER

AASA National Superintendent of the Year Luncheon

12:00 – 1:30 P.M.

ROOM 30AB, SAN DIEGO CONVENTION CENTER

AASA Federal Relations Luncheon

Teachers and administrators seem too afraid to talk about the limits of school reform efforts, perhaps because they would be seen as expecting too little of their students and themselves. But poverty does limit what schools can accomplish. This presentation uses studies of genetics, epidemiology, and neighborhoods to demonstrate that poverty is the biggest single problem facing America's public schools. Discussed also are studies showing how increased family income actually does result in school improvement.



PRESENTER

David Berliner, Regent's Professor of Education,
College of Education, Arizona State University, Tempe, AZ

Sponsored by:



FARMERS

Gets you back where you belong.

1:00 – 2:00 P.M.

EXHIBIT HALLS F-G, SAN DIEGO CONVENTION CENTER

AASA Focus on Exhibits and Ice Cream Social

The AASA Exhibit Hall is overflowing with vendors offering both new and time-tested products and services to help you and your district work more effectively. Be sure to stop by the Exhibit Hall during this focus on exhibit time!

Sponsored by:



1:00 – 3:00 P.M.

COLUMBIA 2, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

Association of State Executives Business Meeting

1:00 – 5:00 P.M.

CHICAGO, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

NCPEA Executive Board Meeting



2:00 – 3:00 P.M.

ROOM 30E, SAN DIEGO CONVENTION CENTER

The Essentials of Superintendent-Board Relations

Does your board of education include a micro-manager, a curriculum expert, a security risk, a partisan politician, or a super data enthusiast? A positive superintendent-board working relationship is critical to effective leadership and a superintendent's survival. Maintaining a positive working relationship when one or more members of a board exhibit a personal agenda is a challenge. Drawing on a 34-year career as a superintendent, the presenter will share ideas and facilitate a conversation relative to the essential elements of maintaining positive superintendent-board relations, some that work and some that don't. Equally important to this session—bring your stories and suggestions to share with attendees.

PRESENTER

Lew Finch, Superintendent (Retired), Grant Wood Area Education Agency,
Cedar Rapids, IA



 **2:00 – 3:00 P.M.**

ROOM 33B, SAN DIEGO CONVENTION CENTER

**Data Management Systems Unplugged:
Transforming Schools to Gain Informed Instruction
and Improved Learning**

Today, educators know that meeting AYP requirements hinges on one thing—unleashing the information buried within their student data. In this session, Superintendent Brian Smith and Debra Miller from Southwest Allen County Schools in Fort Wayne, IN, will share how their district implemented a comprehensive, Web-based performance analysis and decision support tool for accessible and effective reporting on student, school, and district performance. Using real examples, they will illustrate how this approach has allowed one school in particular to experience nothing short of a revolution in how they do everything, from gathering data to assessing performance to delivering instruction. They will elaborate on how easy this solution is to use as it provides consistent, easy-to-understand information on student and school performance; analyzes student assessment, proficiency, and demographic data from multiple sources; and delivers accurate, timely, graphical reports to meet NCLB and Adequate Yearly Progress reporting requirements.

PRESENTERS

Debra Miller, Principal, Haverhill Elementary, Southwest Allen County School District, Fort Wayne, IN

Brian Smith, Superintendent, Southwest Allen County School District, Fort Wayne, IN

 **2:00 – 3:00 P.M.**

ROOM 32A, SAN DIEGO CONVENTION CENTER

**The Bigger Picture: Focus on Student Learning
by Aligning Professional Development, Evaluation,
and Compensation**

All decisions that we make are part of a system, in the organic sense of the word. The goal of that system is student learning. In systems thinking, we realize that we cannot pluck at one piece of the fabric of the system without affecting another. Thus it is necessary to conceptualize our efforts in the context of a unifying vision. The three components—professional development, evaluation/appraisal, and compensation—will be viewed in the context of how they can be positively related to student learning.

MODERATOR

Richard Warner, Assistant Professor, North Dakota State University, Fargo, ND

PRESENTER

David Flowers, Superintendent, Fargo Public Schools, Fargo, ND

 **2:00 – 3:00 P.M.**

ROOM 30D, SAN DIEGO CONVENTION CENTER

**Transforming the High School Experience:
Challenging Every Student through Online Courses**

In this session, participants will learn how students taking online courses, including AP, pre-AP, technical, specialized, and elective courses, gain 21st-century learning skills, as well as the skills necessary to successfully transition from school to higher education and careers. Superintendents from urban and suburban schools will discuss how they are meeting the needs of all their students, from underperforming to high-achieving; how their students are gaining 21st-century learning skills, including technological literacy, information literacy, global awareness, collaboration, and interactive communication; and how their staff are working with students to help determine their readiness for online learning. Virtual high school (VHS) courses are in schools in 23 states and 14 countries. Students are engaged in global collaboration and gain global citizenry skills through VHS courses.

MODERATOR

Liz Pape, CEO, Virtual High School, Maynard, MA

PRESENTERS

Sheldon Berman, Superintendent, Hudson Public Schools, Hudson, MA

Doris Kurtz, Superintendent, New Britain Public Schools, New Britain, CT

 **2:00 – 3:00 P.M.**

ROOM 33A, SAN DIEGO CONVENTION CENTER

**Music Education = Brain Power: High Performing
Schools Provide Music Education!**

A vast body of research shows that a student's involvement in school music programs is crucial to a complete education. Musical study develops critical thinking and self-discipline skills. It also improves a child's early cognitive development, math and reading abilities, self-esteem, ability to work in teams, spatial reasoning skills, and school attendance. Researchers have also found that these children are more likely to graduate from high school and attend college. The No Child Left Behind Act recognizes the value of the arts in children's core curriculum. Session attendees will be introduced to the research. Then administrators from around the country will showcase how their districts ensure access to music as a core subject and speak to the success of music programs. The VH1 Save the Music Foundation will give attendees an overview of how and where the Foundation has restored music education programs. Since 1997, the Foundation has donated nearly \$30 million worth of new musical instruments to 1,200 public schools in 80 cities, improving the lives of more than 500,000 children.

PRESENTER

Laurie Schopp, Director of Programs and Policy, VH1 Save the Music Foundation

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 URBAN

21 2:00 – 3:00 P.M.
ROOM 29D, SAN DIEGO CONVENTION CENTER

Working with a Board of School Governors: What Can the Board Contribute to School Improvement? Lessons from the English Experience

The Board of Governors consists mainly of lay representatives of stakeholders. The Board appoints the headteacher/principal and oversees the running of the school and its budget. Yet the board has a vital, but often neglected, role in school improvement. This session will consider the board's role in agreeing with aims, setting standards, staff development, pupil achievement, and securing support from outside agencies.

PRESENTER

Chris Waterman, Executive Director, Confederation of Children's Services Managers, Manchester, England

21 2:00 – 3:00 P.M.
ROOM 30C, SAN DIEGO CONVENTION CENTER

The Future of Your Healthy School: The Healthy Schools Environmental Assessment Tool

Mold, indoor air quality, asbestos, drinking water, chemicals in classrooms... and the list goes on. Schools are inundated with environmental issues that are sometimes hard to prioritize. This session will demonstrate how districts can adopt and customize the Healthy School Environments Assessment Tool to identify and address all potential health and safety hazards in their school facilities. This one comprehensive system includes key regulatory requirements and recommendations of federal agencies including EPA, OSHA, CDC/NIOSH, CDC/Division of Adolescent and School Health, the Consumer Product Safety Commission, Department of Education, and Department of Transportation.

MODERATOR

Ericka Turner, Project Director, AASA, Arlington, VA

PRESENTERS

Bob Axelrad, U.S. Environmental Protection Agency, Indoor Environments Division, Washington, DC

Mark Fulmer, Assistant Superintendent, Visalia Unified School District, Visalia, CA

U 2:00 – 3:00 P.M.
ROOM 25B, SAN DIEGO CONVENTION CENTER

Looking at the Latest Research, Answering False Criticism and Thinking About Growth Models – Urban Association Members Only

Renowned for poking holes in anti public education arguments in his research column for *The Kappan* and his listserve dedicated to debunking disinformation about public information, Gerry Bracey will answer questions regarding research on educational issues and speak to the politics of education based on his work debunking information. Allan Olson of the Northwest Evaluation Association is one of the foremost experts in the growth model accountability systems. Dr. Olson who brings experience with over 1800 school districts implementing accountability systems that measure the growth of individual students as well as cohorts of students will answer questions related to measuring student learning more accurately. Dr. Bracey and Dr. Olson will also answer questions related to the accountability in NCLB.

PRESENTERS

Gerald Bracey, Independent Researcher, Writer and Associate, High/Scope Educational Research Foundation

Alan Olson, President and Executive Director, Northwest Evaluation Association

2:00 – 3:00 P.M.
Distinguished Lecture
ROOM 20A, SAN DIEGO CONVENTION CENTER
Educational Leaders as Designers



PRESENTER

Richard Farson, President, Western Behavioral Science Institute, La Jolla, CA



Introduction by Eric Bartelson, AASA Executive Committee Member

Traditionally, educational leaders have assumed that behavior and learning were determined largely by personal characteristics—such as character, personality, intelligence, and genetics. Largely ignored is the evidence that situations are highly determining in what people do and in what they learn, which explains why students are more likely to remember what was taught by the form and ritual of the classroom than by the curriculum. This calls for educational leaders to become designers of environments and systems conducive to effective management, teaching, and learning, utilizing a wide range of situations in the community, well beyond the school buildings.

Sponsored by:



SESSION ICON KEY

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SC SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

U URBAN

2:00 - 3:00 P.M.

Featured Presentation

ROOM 20BC, SAN DIEGO CONVENTION CENTER

Stand Up For Public Education: What A Deal!!!



PRESENTERS

Michael Hall, Managing Partner, National Education Consulting Network, Cleveland, TX



Jim Wilson, Superintendent, Salida R-32-J, Salida, CO



Introduction by Ed Hatrick, AASA Executive Committee Member

The Colorado Cowboy and the Cultured Crooner are back! The “Know When to Hold ‘Em—Know When to Fold ‘Em” guys return to AASA with their latest program, “What A Deal.” Come and enjoy a zany, hilarious series of songs, quips, quotations and homilies that will make you proud that you chose the profession of education. The revised lyrics of both classical and country songs will have you laughing one minute and ready to “Stand Up” for public education the next. Mike Hall and Jim Wilson are two school administrators whose passion for the profession permeates their entire program. Their laid-back, practical style is both entertaining and challenging. If you have attended one of their featured presentations before, you know what you are getting into...if this is your first opportunity, as the Colorado Cowboy would say, what you’re expectin’ is not necessarily what you’re gonna’ get!

Sponsored by:



2:00 PM - 3:00 PM

ROOM 25A, SAN DIEGO CONVENTION CENTER

Systemic Change in Emergency Situations

This session will feature three superintendents whose districts accepted at least 1,000 student victims of Hurricane Katrina. The panelists will describe how they had to initiate systemic change in an emergency situation. Their experiences will shed light on the issue of systemic change in general because often valuable insights which would otherwise go unnoticed are gained in emergencies.

MODERATOR

Joseph J. Cirasuolo, Director of Leadership Development, AASA, Arlington, VA

PRESENTERS

Sandra Mossman, Superintendent, Clear Creek Independent School District, Clear Creek, TX

David G. Anthony, Superintendent, Cypress/Fairbanks Independent School District, Cypress Fairbanks, TX

Betty Baitland, Superintendent, Fort Bend Independent School District, Fort Bend, TX



2:00 - 4:00 P.M.

ROOM 26B, SAN DIEGO CONVENTION CENTER

New Hope for Low-Performing Schools: Leadership Lessons from the Virginia School Turnaround Specialists Program

The Virginia School Turnaround Specialists Program (VSTSP) is a unique collaboration between school systems with low-performing schools, the state department of education, and the University of Virginia’s Curry School of Education and Darden Graduate School of Business Administration. Blending together proven practices in school organization and business, the VSTSP provides advanced training and executive coaching to principals charged with turning around low-performing schools. Based on the success of the first cohort of “turnaround specialists,” participants in the VSTSP have identified a set of common characteristics and promising practices for school systems engaged in the process of raising student performance. Those attending this session will learn about the education and business principles around which principal training is based, the role of school system leaders in supporting the school turnaround process, and the programs, policies, and practices that have contributed to successful school turnaround.

PRESENTERS

Daniel Duke, Professor and Research Director, University of Virginia, Charlottesville, VA

Pamela Tucker, Associate Professor, University of Virginia, Charlottesville, VA



2:00 - 4:00 P.M.

ROOM 26A, SAN DIEGO CONVENTION CENTER

Hidden Truths in English Learner Data Require Some New Thinking in Academic Language Proficiency

English learners constitute more than 2 of every 3 students in Rowland USD. Under NCLB, the English learner subgroup must meet the same proficiency goals as native speakers. Recent California English learner test results hailed the percentage of students who scored “proficient” as now reaching more than half of all test takers. What is not explained is that “proficient” on the English learner assessment is not very likely going to correlate any higher than “basic” on the State standards tests, which is not sufficient to make AYP goals. See how Rowland USD analyzed their data to break down the NCLB English Learner subgroup and specifically identify areas for growth, especially for re-designated Fluent English Proficient (rFEP) students. Understanding the meaning of the term “proficient” based on English learner assessment scores and its correlation to the skills needed for students to attain “academic language proficiency” is critical to ensure student achievement.

MODERATOR

Tony Wold, Director, Student Assessment, Rowland Unified School District, Rowland Heights, CA

PRESENTER

Gilbert Garcia, School Board President, Rowland Unified School District, Rowland Heights, CA

Friday, February 24

2:00 – 4:00 P.M.

Distinguished Lecture

ROOM 20D, SAN DIEGO CONVENTION CENTER

**Creating a School Climate Conducive to Change:
The Keys to Success**



PRESENTER

Irma Tyler-Wood, Managing Partner and Founding Member, ThoughtBridge, Cambridge, MA



Introduction by Randy Collins, AASA Executive Committee Member

During this presentation, Irma Tyler-Wood will discuss her extensive work in education, which ranges from training and advising educators in universities and public school systems in such areas as collective bargaining contracts, to school reform initiatives and the implementation of major change initiatives. Her most recent book is *Expand the Pie: How to Add More Value to Any Negotiation*.

Sponsored by: **WALDEN UNIVERSITY**
A higher degree. A higher purpose.

2:00 – 5:00 P.M.

ROOM 31ABC, SAN DIEGO CONVENTION CENTER

AASA's Afternoon at the Movies:

"What the Bleep Do We Know!?"

Science and spirituality come together in this mind-bending trip down the rabbit hole. Come see the 2005 movie "What the Bleep Do We Know!?" which features Marlee Matlin as Amanda, a divorced photographer who tumbles down a metaphysical rabbit hole. Her mind-bending voyage through the worlds of science and spirituality includes revelations by quantum physics experts, playful animation, and even a conversation with a wise 35,000-year-old being. The film helps us see the interconnectedness of all things and offers many insights that could be useful to school leaders. Stay for a discussion with your colleagues about the thought-provoking issues raised in the film. Discussion leader will be Stephen Sokolow, former superintendent and now executive director of the Center for Empowered Leadership.

Sponsored by:  American College of Education

SESSION ICON KEY

 21ST CENTURY SUPERINTENDENTS

 JOB CENTRAL

 STUDENT ASSESSMENT

 AASA CENTER FOR SYSTEM LEADERSHIP

 OF INTEREST TO ALL

 SUBURBAN

 CONFERENCE WITHIN A CONFERENCE

 RURAL

 SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

 URBAN

3:00 – 4:00 P.M.

ATLANTA, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

AASA Urban Schools: Effective State Associations

Urban Association Executive Directors will meet to discuss their issues and concerns with respect to AASA, and their ad hoc and ongoing member and policy issues. By invitation only.

3:00 – 4:30 P.M.

ANAHEIM, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

USAA Executive Committee Meeting

3:00 – 5:00 P.M.

RANCHO LAS PALMAS, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Horace Mann League Board of Directors Meeting

4:00 – 6:00 P.M.

EDWARD A-D, THE MANCHESTER GRAND HYATT

Indiana University Reception

 **4:30 – 5:30 P.M.**

MANCHESTER 1-2, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER

AASA Rural and Small School Networking Reception

Sponsored by:  **BELLSOUTH**
Listening. Answering.®

4:30 – 6:30 P.M.

MARINA BALLROOM F-G, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

NSU's Reception for Alumni, Colleagues and Friends

Nova Southeastern University cordially invites alumni, colleagues, and friends for cocktails and hors d'oeuvres. Network with colleagues, catch up with old acquaintances, and make new friends.

5:00 – 6:00 P.M.

DEL MAR, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

AASA Educational Administration Scholarship Senate

AASA honors the recipients of the 2006 Educational Administration Scholarships and welcomes past scholarship winners at this annual event. By invitation only.

5:00 – 8:00 P.M.

CORONADO TERRACE, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

**NTI Leadership Through Communications Reception –
By Invitation Only**

5:30 – 6:30 P.M.

BAYSIDE PAVILION, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

AASA Minority and Women Administrators Reception

Sponsored by:



5:30 – 6:30 P.M.

SAN DIEGO BALLROOM A, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER

USAA Annual Reception for Members

5:30 – 7:00 P.M.

MARINA BALLROOM D, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Harvard Graduate School of Education Reception

The Harvard Graduate School of Education invites alumni, friends, and conference attendees to the annual cocktail reception.

5:30 – 7:00 P.M.

PACIFIC, THE HILTON SAN DIEGO GASLAMP QUARTER

Kansas Association Reception

Kansas and former Kansas Association members and their guests are invited to visit and acquaint themselves with one another in an informal setting with refreshments and hors d'oeuvres provided.

Sponsored by: Cytex Corporation

5:30 – 7:00 P.M.

COLUMBIA 1-3, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

North Dakota, South Dakota, Wyoming Reception

5:30 – 7:00 P.M.

MARITIME MUSEUM OF SAN DIEGO

Pennsylvania Reception

We invite all Pennsylvanians attending the conference to attend the PASA reception.

5:30 – 7:00 P.M.

SAN DIEGO BALLROOM C, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER

Southeastern States Reception

5:30 – 7:00 P.M.

SEAVIEW, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Texas Reception

Join us at this reception for Texans attending the National Conference.

5:30 – 7:00 P.M.

CROCE'S RESTAURANT AND BAR

VASS Reception

Cocktails and Hors d'oeuvres

Sponsored by: Ameresco and Rodriguez Ripley Maddux Motley Architects

5:30 – 7:30 P.M.

CORONADO, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Eastern Michigan University Alumni and Friends Reception

All EMU alumni and friends are welcome to attend this reception. EMU President Dr. John A. Fallon III will be in attendance. Stop by and GO GREEN!

Sponsored by: EMU Alumni Association

6:00 – 7:30 P.M.

CORONADO ISLAND MARRIOTT • SOUTH TOWER

New York State Reception

Please join New York State for our beautiful reception at the Coronado Island Marriott. Water taxi service will be provided.

Sponsored by: NYS Council of School Superintendents

6:30 – 9:00 P.M.

RANCHO LAS PALMAS, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

***AASA Past President's Dinner –
By Invitation Only***

Sponsored by:



9:00 – 11:00 P.M.

BAYSIDE PAVILLION, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

***AASA President's Reception –
By Invitation Only***

Sponsored by: Johnson Controls; AIG Valic; The College Board; ING;

Nova Southeastern University; SchooNet

Program at a Glance

Saturday, February 25, 2006

8:15 – 10:00 A.M.

Third General Session

Cultural Intelligence: Understanding a New World

HALL H, SAN DIEGO CONVENTION CENTER

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10:30 A.M. – 4:00 P.M.

Exhibits Open

EXHIBIT HALLS F-G, SAN DIEGO CONVENTION CENTER

10:30 – 11:30 A.M.

***Preparing for the Worst:
Working Effectively with FEMA***

ROOM 25B, SAN DIEGO CONVENTION CENTER

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***Is the Investment in Public Education Worth It?
A Debate about the Value and Preservation of
Quality Public Schools***

ROOM 30C, SAN DIEGO CONVENTION CENTER

Page 44

***Stressed Over NCLB? Create Time Using
an Alternative Calendar***

ROOM 30E, SAN DIEGO CONVENTION CENTER

Page 44

***Essential Skills of the School District
Chief Technology Officer***

ROOM 33B, SAN DIEGO CONVENTION CENTER

Page 44

***Learning Places, Learning Spaces:
Construction of the Instruction***

ROOM 32A, SAN DIEGO CONVENTION CENTER

Page 44

The Spiritual Dimension of Leadership

ROOM 29D, SAN DIEGO CONVENTION CENTER

Page 45

***National Superintendent of the Year:
Reforming Education Reform***

ROOM 25A, SAN DIEGO CONVENTION CENTER

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***Addressing Active Living and Healthy
Eating in Schools: National, State and
Local Perspectives***

ROOM 32B, SAN DIEGO CONVENTION CENTER

Page 45

Distinguished Lecture

A Framework for Understanding Poverty

ROOM 20A, SAN DIEGO CONVENTION CENTER

Page 45

Distinguished Lecture

***To Rise Above: Overcoming Adversity
with Diversity***

ROOM 20BC, SAN DIEGO CONVENTION CENTER

Page 45

Featured Presentation

***International Comparisons, Global Competitiveness,
and No Child Left Behind***

ROOM 20D, SAN DIEGO CONVENTION CENTER

Page 46

***A Foundation Goes to the Schools, Part One:
Building Excellent Schools through Goal Setting,
Mentoring, Community Service and Early College
Awareness Activities for Students: The Selma,
Alabama, Story***

ROOM 24A, SAN DIEGO CONVENTION CENTER

Page 46

***Improving Learning and Teaching
with Technology***

ROOM 24B, SAN DIEGO CONVENTION CENTER

Page 46

***Navigating the Superintendency:
What Should Leaders Know and Do?***

ROOM 24C, SAN DIEGO CONVENTION CENTER

Page 46

How to Deal with a Difficult Board Member

ROOM 23B, SAN DIEGO CONVENTION CENTER

Page 47

Getting the Job You Want

ROOM 23C, SAN DIEGO CONVENTION CENTER

Page 47

10:30 A.M. – 12:30 P.M.

***How to Keep Your School Board Meeting
Focused on Teaching and Learning and Improving
Student Achievement***

ROOM 26B, SAN DIEGO CONVENTION CENTER

Page 47

***School Districts and Foundations Partnering
Together to Raise Student Achievement***

ROOM 25C, SAN DIEGO CONVENTION CENTER

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Program at a Glance

Saturday, February 25, 2006

The Superintendent as Instructional Coach
ROOM 26A, SAN DIEGO CONVENTION CENTER Page 48

11:45 A.M. – 12:45 P.M.

Communication Accountability: Dealing with Difficult Ethics Issues and Controversy in Your School District
ROOM 32B, SAN DIEGO CONVENTION CENTER Page 48

The Power of Perception: The Key to Relational Leadership
ROOM 32A, SAN DIEGO CONVENTION CENTER Page 48

Crafting a Response to No Child Left Behind by Assuring That All Children Are Ready for School
ROOM 29D, SAN DIEGO CONVENTION CENTER Page 49

National School Change Award Winners: Successes and Challenges
ROOM 30D, SAN DIEGO CONVENTION CENTER Page 49

Featured Presentation
Education Benchmarking through Business Experience
ROOM 20BC, SAN DIEGO CONVENTION CENTER Page 49

Learning Systems to Develop Urban Policy Leaders
ROOM 33A, SAN DIEGO CONVENTION CENTER Page 49

Transforming the Business: Radical Reform in England
ROOM 33B, SAN DIEGO CONVENTION CENTER Page 50

Featured Presentation
Connecticut Dissents on NCLB
ROOM 20A, SAN DIEGO CONVENTION CENTER Page 50

A Foundation Goes to the Schools, Part Two: Building Excellent Schools through Goal Setting, Mentoring, Community Service, and Early College Awareness Activities: The Winder, Georgia, Story
ROOM 24A, SAN DIEGO CONVENTION CENTER Page 50

Best Practices in Learning, Teaching, and Instruction
ROOM 24B, SAN DIEGO CONVENTION CENTER Page 51

Improving the Tools and Strategies for Learning in the Classroom
ROOM 24C, SAN DIEGO CONVENTION CENTER Page 51

How to Work with Search Consultants to Secure That “Perfect Superintendency”
ROOM 23B, SAN DIEGO CONVENTION CENTER Page 51

Electronic Portfolios: What Goes into One
ROOM 23C, SAN DIEGO CONVENTION CENTER Page 51

Principal Success: A Key to Superintendent Survival
ROOM 29B, SAN DIEGO CONVENTION CENTER Page 51

12:00 – 1:30 P.M.
Effie Jones Memorial Luncheon
ROOM 30AB, SAN DIEGO CONVENTION CENTER Page 52

1:00 – 2:00 P.M.

Improving the Quality of Your School's AP Courses: The New AP Course Audit and Other Major AP Program Changes
ROOM 25A, SAN DIEGO CONVENTION CENTER Page 52

Data, Data Everywhere: Morphing from Data Desperate to Data Driven
ROOM 30E, SAN DIEGO CONVENTION CENTER Page 52

“Bad Apple” Improvement: A Focused Teacher Evaluation System
ROOM 25B, SAN DIEGO CONVENTION CENTER Page 52

How Can the Superintendent Impact Classroom Learning?
ROOM 26A, SAN DIEGO CONVENTION CENTER Page 53

Program Evaluation: A Template for Accountability
ROOM 32A, SAN DIEGO CONVENTION CENTER Page 53

Program at a Glance

Saturday, February 25, 2006

How to Strengthen Leadership Resilience Capacity in Tough Times

ROOM 33A, SAN DIEGO CONVENTION CENTER Page 53

The 2004-2005 Term of the United States Supreme Court and Its Impact on Public Education

ROOM 26B, SAN DIEGO CONVENTION CENTER Page 53

Schools for Successful Communities

ROOM 30D, SAN DIEGO CONVENTION CENTER Page 54

Systemic Thinking: Basic Tools to Sophisticated Processes

ROOM 25C, SAN DIEGO CONVENTION CENTER Page 54

Women in the Superintendency: Discarded Leadership

ROOM 29D, SAN DIEGO CONVENTION CENTER Page 54

Eating Safely in Schools: Essential Policies and Practices for Promoting Food Safety and Preventing Food-Borne Illnesses

ROOM 33B, SAN DIEGO CONVENTION CENTER Page 54

Featured Presentation

The Shame of the Nation

ROOM 20BC, SAN DIEGO CONVENTION CENTER Page 54

Distinguished Lecture

Aligned Thinking: A Quantum Leap in Accomplishment and Satisfaction

ROOM 20A, SAN DIEGO CONVENTION CENTER Page 55

The Good News about Leadership Preparation: Positive Research Findings

ROOM 24A, SAN DIEGO CONVENTION CENTER Page 55

Vision, Culture, and Change in Education: A Reality Check

ROOM 24B, SAN DIEGO CONVENTION CENTER Page 55

Leadership, Learning, and Student Achievement

ROOM 24C, SAN DIEGO CONVENTION CENTER Page 55

Making a Career Change: On Your Terms or Theirs?

ROOM 23B, SAN DIEGO CONVENTION CENTER Page 56

How to Become a "Peak Performer" and Practice the 8th Habit When the Sharks Are Biting

ROOM 23C, SAN DIEGO CONVENTION CENTER Page 56

AASA Post Graduate Course in Lobbying for Current Statehouse Lobbyists

ROOM 29B, SAN DIEGO CONVENTION CENTER Page 56

Crisis Communication: An Anchor in the Storm

ROOM 25A, SAN DIEGO CONVENTION CENTER Page 56

2:00 - 4:00 P.M.

AASA Focus on Exhibits and Grand Slam Reception

EXHIBIT HALLS F-G, SAN DIEGO CONVENTION CENTER Page 56

Saturday, February 25

7:00 – 8:00 A.M.

BALBOA, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
Obesity/Physical Activity Breakfast Focus Group

7:00 – 8:30 A.M.

CARDIFF, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
Arkansas Breakfast

7:00 – 8:30 A.M.

CORONADO, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
GSSA's Georgia Delegate Networking Breakfast

Join us for this opportunity to meet with fellow Georgia delegates to meet, visit and network over breakfast.

7:30 – 8:30 A.M.

MANCHESTER 1-2, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER
Arizona Breakfast

Sponsored by: Rodel Charitable Foundation

7:30 – 8:30 A.M.

MADLINE AB, THE MANCHESTER GRAND HYATT
Indiana Breakfast

The Indiana Breakfast is an annual state event at AASA. During breakfast, attendees receive a state legislative update.

Sponsored by: Gibraltar Design and Hilliard Lyons

7:30 – 8:30 A.M.

PACIFIC, THE HILTON SAN DIEGO GASLAMP QUARTER
Kansas Association Breakfast

Join us for breakfast for Kansas Association members and their partners/guests followed by a short discussion of the latest happenings in Kansas and the nation.

Sponsored by: PLATO Learning, Inc.

7:30 – 8:30 A.M.

TORREY 1-3, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER
Minnesota Association of School Administrators Breakfast

The Minnesota Association of School Administrators' annual breakfast event is a great way to start off your Saturday morning with all of your fellow Minnesota administrators!

Sponsored by: PLATO Learning, Inc.

7:30 – 8:30 A.M.

COLUMBIA 1-3, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER
Missouri Association of School Administrators Breakfast

7:30 – 8:30 A.M.

BETSY A-C, THE MANCHESTER GRAND HYATT
North Carolina Breakfast

Sponsored by: Aramark, Inc. and PLATO Learning, Inc.

7:30 – 8:30 A.M.

GALLERY ROOM, THE MANCHESTER GRAND HYATT
South Carolina Breakfast

7:30 – 8:30 A.M.

SEAVIEW, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
Texas Breakfast

8:00 – 11:00 A.M.

CARLSBAD, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
AASA Journal of Scholarship and Practice: Board of Editors Annual Meeting

8:15 – 10:00 A.M.

Third General Session

HALL H, SAN DIEGO CONVENTION CENTER

Cultural Intelligence: Understanding a New World

8:15 – 8:20 A.M.

Greetings from Joan Schmidt, NSBA President

8:30 – 8:45 A.M.

National Civic Star Award

9:00 – 10:00 A.M.

PRESENTER



Jennifer James, Urban Cultural Anthropologist, Seahurst, WA



Introduction by Don Kussmaul, AASA Former President

One of the most difficult aspects of adapting to rapid change, particularly when it is accompanied by complex technology and multiplying data sources, is to give up an old way of thinking about how things ought to be and develop a new way of thinking based on current realities. Cultural intelligence is the ability to observe, learn, and understand our own culture, as well as the cultures of others. It is an essential skill in a diverse community and a global market. This session will help you develop skills in cultural intelligence.

Sponsored by:

AIG VALIC

SATURDAY

Saturday, February 25

10:00 A.M. – 4:00 P.M.

ANAHEIM, MARRIOTT SAN DIEGO HOTEL & MARINA
NCPEA Executive Board Meeting

10:30 A.M. – 4:00 P.M.

AASA Exhibit Hall Hours – Halls F-G

Internet Cafes sponsored by:



HOUGHTON
MIFFLIN

U 10:30 – 11:30 A.M.

ROOM 25B, SAN DIEGO CONVENTION CENTER

Preparing for the Worst: Working Effectively with FEMA

In the last few years, schools have been damaged by floods in North Dakota, tornados and hurricanes in several states, fires in Arizona and faced heightened concerns about terrorism. Yet, the only public school-related certainty in a natural or man-made disaster in this country is that people expect their schools to reopen before almost any other public or private service is up and running. Conference participants will have a unique opportunity to learn more about how to work with FEMA and state and local police and fire departments, starting from the most basic communications information to more complex tasks related to assessing damage and recovering as quickly as possible. Attendees will gain better understanding of how to be the most effective in reaction to disaster and recovery from disaster.

PRESENTER

FEMA Speaker Invited

U 10:30 – 11:30 A.M.

ROOM 30C, SAN DIEGO CONVENTION CENTER

Is the Investment in Public Education Worth it? A Debate about the Value and Preservation of Quality Public Schools

Is the preservation of a high-quality public school system in the United States a viable and the most effective and efficient way to preserve our democracy? If so, should our state and federal political leaders encourage and support only the funding of public school systems? If not, should our political leaders encourage and support alternatives to public education such as private charter schools, vouchers, and other alternatives to public education?

MODERATORS

Spike Jorgensen, Educational Consultant, Harold Webb Associates, Tok, AK
Jack McKay, Executive Director, The Horace Mann League, Port Ludlow, WA

PRESENTERS

Mark Edwards, Dean, College of Education, University of South Alabama, Florence, AL

Terry Grier, Superintendent, Gilford County Public Schools, Greensboro, NC

Barry Lynn, Executive Director, Americans United for Separation of Church and State, Washington, DC

Gary Marx, President, Center for Public Outreach, Vienna, VA

Susan Purser, Superintendent, Moore County Public Schools, Carthage, NC

U 10:30 – 11:30 A.M.

ROOM 30E, SAN DIEGO CONVENTION CENTER

Stressed Over NCLB? Create Time Using an Alternative Calendar

Participants will see how school districts can provide extended learning opportunities using an alternative calendar. This presentation will focus on the rationale for adoption, as well as planning and implementation, of an alternative calendar. Participants will also see the district-wide impact that a four-day week, with Friday intersessions, can have on student achievement, discipline and morale.

PRESENTERS

Bev Banks, School Board Member, Belle Fourche School District 9-1, Belle Fourche, SD

Bill O'Dea, Superintendent, Belle Fourche School District 9-1, Belle Fourche, SD

Steve Willard, High School Principal, Belle Fourche School District, Belle Fourche, SD

U 10:30 – 11:30 A.M.

ROOM 33B, SAN DIEGO CONVENTION CENTER

Essential Skills of the School District Chief Technology Officer (CTO)

This session explores the essential skills of the district Chief Technology Officer as defined by the CTO Council of the Consortium for School Networking and focuses on online safety, data-driven decision making, cyber security, smart budgeting for school technology, and emerging technologies.

PRESENTER

Jim Hirsch, Associate Superintendent for Technology, Plano ISD, Plano, TX

U 10:30 – 11:30 A.M.

ROOM 32A, SAN DIEGO CONVENTION CENTER

Learning Places, Learning Spaces: Construction of the Instruction

With the current educational emphasis on the annual progress of every child and the academic performance by all student groups, understanding how the facility impacts student learning has never been more critical. While the facility in and of itself cannot be the driver for instructional change, it often serves as the catalyst for implementing an instructional vision. Facility design concepts that support learner-centered environments are the focus of this session.

PRESENTERS

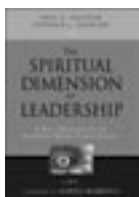
Jim Brady, Executive Director, America's Schoolhouse Council, Austin, TX

David Kuckuk, President, America's Schoolhouse Council, Austin, TX

21 10:30 – 11:30 A.M.

ROOM 29D, SAN DIEGO CONVENTION CENTER

The Spiritual Dimension of Leadership



Paul D. Houston, AASA executive director, and Stephen L. Sokolow, executive director of the Center for Empowered Leadership, will present an overview of their just-released book *The Spiritual Dimension of Leadership: 8 Key Principles to Leading More Effectively*. They will model mini-dialogues and discuss the following eight principles of enlightened leadership: The Principle of Intention, The Principle of Attention, The Principle of Our Unique Gifts, The Principle of Gratitude, The Principle of Our Unique Life Lessons, The Principle of a Holistic Perspective, The Principle of Openness, and The Principle of Trust. The authors will explain how these eight spiritual principles of leadership can empower you and others throughout your organization.

PRESENTERS

Paul Houston, Executive Director, AASA, Arlington, VA

Stephen Sokolow, Executive Director, Center for Empowered Leadership, Allentown, NJ

21 10:30 – 11:30 A.M.

ROOM 25A, SAN DIEGO CONVENTION CENTER

National Superintendent of the Year: Reforming Education Reform

Monte Moses will discuss the need to alter perceptions about school reform in order for it to be effective in improving achievement and preparing students for democracy. Actions essential to reforming education reform will be examined, and how they can be applied in different situations, particularly in the current focus on high schools.

PRESENTER

Monte Moses, Superintendent, Cherry Creek School District, Greenwood Village, CO

21 10:30 – 11:30 A.M.

ROOM 32B, SAN DIEGO CONVENTION CENTER

Addressing Active Living and Healthy Eating in Schools: National, State, and Local Perspectives

Overweightness and obesity is becoming more and more of an issue for children in this country, and many of these children are in our public schools. School leaders are searching for ways to address the issues of daily physical education; the availability of healthy, affordable foods; and educating children about lifelong healthy habits. Learn about AASA's newest initiatives to address this issue, as well as the perspectives and insights of state and local school system leaders.

MODERATOR

Rebecca Nelson, Project Director, AASA, Arlington, VA

PRESENTERS

Rich Abramson, Superintendent, Union #42/CSD #10, Readfield, ME

Gary Sharpe, Executive Director, Missouri Association of School Administrators, Jefferson City, MO

10:30 – 11:30 A.M.

Distinguished Lecture

ROOM 20A, SAN DIEGO CONVENTION CENTER

A Framework for Understanding Poverty



PRESENTER

Ruby Payne, Founder, aha! Process Inc., Highland, TX



Introduction by Barbara Pulliam, AASA Executive Committee Member

Economic realities create ways of thinking and behaving. The closer one is to merely "surviving," the less time there is for the pursuit of learning. Hidden rules of behavior, language registers, resources, interventions, discipline, and creating relationships are the major topics to be discussed in understanding and successfully teaching children who come from generational poverty.

Sponsored by:



10:30 – 11:30 A.M.

Distinguished Lecture

ROOM 20BC, SAN DIEGO CONVENTION CENTER

To Rise Above: Overcoming Adversity with Diversity



PRESENTER

Connie Rice, Esq., Co-Director, The Advancement Project, Los Angeles, CA



Introduction by Mark Keen, AASA Executive Committee Member

Don't miss this chance to hear from Connie Rice, renowned for her unconventional approaches to tackling problems of inequity and exclusion. Rice is a co-founder of The Advancement Project, a public policy and legal action group that supports organizations working to end community problems and address racial, class, and other barriers to opportunity. Hallmarks of her work include solving problems, reducing conflict, turning opponents into allies, and winning.

Sponsored by:



SESSION ICON KEY

21 21ST CENTURY SUPERINTENDENTS

OC JOB CENTRAL

a STUDENT ASSESSMENT

CS AASA CENTER FOR SYSTEM LEADERSHIP

HO OF INTEREST TO ALL

S SUBURBAN

C CONFERENCE WITHIN A CONFERENCE

R RURAL

SI SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

U URBAN

SATURDAY

10:30 – 11:30 A.M.

Featured Presentation

ROOM 20D, SAN DIEGO CONVENTION CENTER

International Comparisons, Global Competitiveness, and No Child Left Behind



PRESENTER

Gerald Bracey, Independent Researcher, Writer & Associate, High/Scope Educational Research Foundation, Fairfax, VA



Introduction by Leonard Merrell, AASA Executive Committee Member

This talk will review the results of the recent international comparisons such as the Program of International Student Assessment (PISA), Trends in Mathematics and Science Study (TIMSS), and Progress in International Reading Literacy (PIRLS). These results will be held up against the many contentions that, unless achievement improves, the performance of U.S. students signals hard economic times ahead. A history of dire predictions will be provided. The predictions will be evaluated in terms of the U.S. economy's global competitiveness rating from the World Economic Forum and the Twelve Pillars of Competitiveness that underlie that rating. The talk will conclude by considering, given the international comparisons and their causes, if No Child Left Behind is an appropriate reform.

Sponsored by: **WALDEN UNIVERSITY**
A higher degree. A higher purpose.

10:30 – 11:30 A.M.

ROOM 24A, SAN DIEGO CONVENTION CENTER

A Foundation Goes to the Schools, Part One: Building Excellent Schools through Goal Setting, Mentoring, Community Service and Early College Awareness Activities for Students: The Selma, Alabama, Story

CHAIR: Rick Dalton, President, Foundation for Excellent Schools, Cornwall, VT

PRESENTER/AUTHOR: James Carter, Superintendent, Selma City Schools, Selma AL

DISCUSSANTS: Rick Dalton and David Holmes, Foundation for Excellent Schools, Cornwall, VT; Michael Martin, University of Colorado, Boulder, CO

10:30 – 11:30 A.M.

ROOM 24B, SAN DIEGO CONVENTION CENTER

Improving Learning and Teaching with Technology

CHAIR: Floyd Boschee, University of South Dakota, Vermillion, SD

Student Perceptions of E-Learning in South Dakota High Schools

PRESENTERS/AUTHORS: Floyd Boschee, University of South Dakota, Vermillion, SD; Daniel J. Hoelsing, Laurel-Concord Public Schools, Laurel, NE

Change Process for Implementing a High School One-to-One Laptop Initiative

PRESENTERS/AUTHORS: Randall Turk, Wichita State University; Julie Fisher, Allison Traditional Magnet Middle School, Wichita USD, Wichita, KS; Regina Wallace, Miltonvale High School, Southern Cloud, USD 334, KS; Devon Walker, St. John's Military School, Salina, KS

On-Line Graduate Education: Guidelines for Determining Quality

PRESENTERS/AUTHORS: Leonard R. Bogle and Daniel Matthews, University of Illinois, Springfield, IL

10:30 – 11:30 A.M.

ROOM 24C, SAN DIEGO CONVENTION CENTER

Navigating the Superintendency: What Should Leaders Know and Do?

CHAIR: Suzanne Gilmour, SUNY Oswego, Oswego, NY

The Search for the School Superintendency: What Women Should Know

PRESENTERS/AUTHORS: Suzanne L. Gilmour, SUNY Oswego, NY; Mary P. Kinsella, SUNY Cortland, Cortland, NY

Novice Superintendent Views on Professional Preparation and Problems of Practice

PRESENTERS/AUTHORS: Theodore J. Kowalski, University of Dayton, Dayton, OH; Lance Fusarelli, North Carolina State University, Raleigh, NC; George Peterson, California State Polytechnic State University, San Luis Obispo, San Luis Obispo, CA

Getting the Superintendency You Desire: Navigating the Search Process

PRESENTERS/AUTHORS: Margaret A. Noe, University of Illinois, Springfield, IL; Brent Clark, Belleville TWP High School District, Belleville, IL; and Brad Colwell, Southern Illinois University, Carbondale, IL



10:30 – 11:30 A.M.

ROOM 23B, SAN DIEGO CONVENTION CENTER

How to Deal with a Difficult Board Member

Learn tips and techniques for handling personal and public confrontations with difficult board members and ways to keep your board members focused, despite disruptions. There will be a presentation and audience interaction.

PRESENTERS

Terre Davis, President and Search Consultant, TD & Associates, Westcliffe, CO

Carole Ricotta, President, Education Positive, Pueblo, CO



10:30 – 11:30 A.M.

ROOM 23C, SAN DIEGO CONVENTION CENTER

Getting the Job You Want

If you have been out of the job search process for a period of time or are currently in the middle of or contemplating applying for a superintendent position, this workshop is for you. Inventory your skills and abilities, evaluate different jobs to determine which positions are appropriate, prepare and receive input on your resume, learn how to work with a search consultant and the difference between types of consultants, and work through the entire search process.

PRESENTERS

Jess Butler, Senior Associate, Harold Webb Associates, Ltd., Austin, TX

Benjamin Canada, Associate Director, Texas Association of School Boards, Austin, TX

Nolan Estes, Senior Associate, Harold Webb Associates, Ltd., Austin, TX

John Sullivan, Executive Director, New England School Development Council, Marlborough, MA



10:30 A.M. – 12:30 P.M.

ROOM 26B, SAN DIEGO CONVENTION CENTER

How to Keep Your School Board Meeting Focused on Teaching and Learning and Improving Student Achievement

For superintendents, board meetings are mission-critical work. If meetings do not go well, the district's ability to achieve its teaching and learning mission, and superintendent-board relations, are compromised. When board meetings focus on the right topics, they can directly contribute to high levels of student achievement. In this session, three experienced superintendents will share the key findings and recommendations from their recently published book *A Practical Guide to Effective School Board Meetings*. Through use of film clips, cartoons, and text, they will share the ways that good school board meetings model powerful teaching and learning and strengthen the board's governance role and the leadership/management roles of the superintendent. Participants will be asked to share specific strategies they have used to make sure their board meetings model and reinforce their district's teaching and learning mission.

PRESENTERS

James Brown, Education Consultant, Springboard Schools; Leadership Associates; Innovative Strategies, Novato, CA

Walt Buster, Director & Education Consultant, Central Valley Education Leadership Institute; Innovative Strategies; Leadership Associates, Fresno, CA

Rene Townsend, Executive Director and Education Consultant, Urban Education Dialog; Leadership Associates; Innovative Strategies, Encinitas, CA



10:30 A.M. – 12:30 P.M.

ROOM 25C, SAN DIEGO CONVENTION CENTER

School Districts and Foundations Partnering Together to Raise Student Achievement

Nonprofit foundations are appearing all over the nation to help school districts with the challenges they face in the 21st century. This session will explore the ways the Public Education Foundation of Little Rock has partnered with the Little Rock School District to raise student achievement, provide quality professional development, and increase parent/community support. We will discuss both the obstacles to and benefits of working with a foundation. A question-and-answer session with a Foundation executive and a principal from the partner district will follow the presentation.

PRESENTERS

John Bacon, Principal, Dunbar Middle School, Little Rock School District, Little Rock, AR

Linda Remele, Director of Education Programs, Public Education Foundation of Little Rock, Little Rock, AR

SESSION ICON KEY

21ST CENTURY SUPERINTENDENTS

JOB CENTRAL

SUBURBAN

AASA CENTER FOR SYSTEM LEADERSHIP

OF INTEREST TO ALL

SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

CONFERENCE WITHIN A CONFERENCE

RURAL

URBAN

Saturday, February 25



10:30 A.M. – 12:30 P.M.

ROOM 26A, SAN DIEGO CONVENTION CENTER

The Superintendent as Instructional Coach

The role of the superintendent has become focused on everything but instruction. Superintendents sometimes need to ask themselves how they are modeling as instructional leaders. This presentation demonstrates how a superintendent can easily become an instructional coach working with principals to sharpen their observation and conferencing skills. This is a hands-on presentation in which we will view an actual teacher lesson and you will role-play a conference with another participant in order to demonstrate how an administrator can improve instruction in a very non-threatening way using reflective questioning.

PRESENTERS

Caroline Bordinaro, Research Librarian, California State, Dominguez Hills, Orange, CA

Robert Clark, Associate Professor, California State, Dominguez Hills, Orange, CA

John Fitzpatrick, Superintendent-in-Residence, Pepperdine University, Westlake Village, CA

10:30 A.M. – 12:00 P.M.

DEL MAR, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

Condition of Rural Education Focus Group – By Invitation Only

11:00 A.M. – 1:00 P.M.

TORRANCE, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

AASA Singing Superintendents Practice

11:30 A.M. – 1:00 P.M.

SAN DIEGO BALLROOM A, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER

Teachers College Luncheon

11:30 A.M. – 1:30 P.M.

SAN DIEGO BALLROOM C, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER

The Horace Mann League Annual Meeting & Luncheon



11:45 A.M. – 12:45 P.M.

ROOM 32B, SAN DIEGO CONVENTION CENTER

Communication Accountability: Dealing with Difficult Ethics Issues and Controversy in Your School District

All leaders eventually face controversies in their schools. Whether it be curriculum decisions, boundary changes, eligibility requirements, misuse of funds by staff, perceived inappropriate relationships with vendors, or sexual misbehavior by staff with students, the need for ethical leadership and methods to make it symbolic to staff and community is a priority for today's superintendent. Communication accountability is at the core of moving forward, without major distraction to teaching and learning, when these situations hit your schools. Learn how the Sarbanes-Oxley movement is influencing the practice of leading superintendents and what you should consider changing in your own district. You will be given a series of effective communication accountability tactics that you can modify and replicate for your system, no matter its size. Maintaining a positive reputation in controversial times requires solid reactive as well as proactive tactics that will make a big leadership difference for you and your schools.

PRESENTERS

Richard Bagin, Executive Director, National School Public Relations Association, Rockville, MD

Ken Bird, Superintendent, Westside Community Schools, Omaha, NE



11:45 A.M. – 12:45 P.M.

ROOM 32A, SAN DIEGO CONVENTION CENTER

The Power of Perception: The Key to Relational Leadership

Faculty members from the Center for Creative Leadership in Greensboro will engage participants in developing a deeper understanding and appreciation of relational leadership—the intricate web of inter- and intra-relationships that impact and/or influence an organization. Using the self-assessment instrument The Change Style Indicator, participants will identify personal approaches to change, as well as explore the power of perception when attempting to change paradigms.

PRESENTERS

Karen Dyer, Manager of Education and Non-Profit Sectors, Center for Creative Leadership, Greensboro, NC

Michael Renn, Senior Program Associate, Center for Creative Leadership, Greensboro, NC

SESSION ICON KEY



21ST CENTURY SUPERINTENDENTS



JOB CENTRAL



STUDENT ASSESSMENT



AASA CENTER FOR SYSTEM LEADERSHIP



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RURAL



SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT



URBAN



11:45 A.M. - 12:45 P.M.

ROOM 29D, SAN DIEGO CONVENTION CENTER

Crafting a Response to No Child Left Behind by Assuring That All Children Are Ready for School

In order for schools to meet the expectations of NCLB, children should ideally come to school with certain readiness skills, but public schools must serve all children, regardless of how “ready” a child is. The Ready School Assessment (RSA) was developed by the High/Scope Educational Research Foundation, nationally known for its historic Perry Preschool outcomes with young disadvantaged children. RSA provides clear, measurable characteristics that increase the likelihood that a school will be able to serve all of the children that come through its doors. You will hear the amazing results of 70 schools in 16 states (77% free and reduced lunch and 17% English language learners) and learn how you, too, can use this assessment in your district to help all children be ready for school.

PRESENTER

Charles Hohmann, Ready Schools Project Coordinator, High/Scope Educational Research Foundation, Ypsilanti, MI



11:45 A.M. - 12:45 P.M.

ROOM 30D, SAN DIEGO CONVENTION CENTER

National School Change Award Winners: Successes and Challenges

AASA, Fordham University and Pearson Learning are sponsors of the *National School Change Award Program*. Winners of the Award each year are schools that have successfully implemented systemic change that results in improved learning for students. Three administrators who were principals of schools who won the *Award in 2005* are the presenters for this session. They will discuss what the schools did to win the *Award* and what the leaders of the respective school systems did to support those schools in this endeavor.

MODERATOR

Joseph J. Cirasuolo, Leadership Development Consultant, AASA, Arlington, VA

FACILITATOR

Lew Smith, Associate Professor, Graduate School of Education, Fordham University, Director - National School Change Award Program

PRESENTERS

William Adreopoulos, Superintendent, Milwaukee, WI, Award Winner - 2001

Joanne Cockrell, Retired Principal, San Antonio, TX, Award Winner - 2001

Michelle Hancock, Director of Leadership Development, Rochester, NY, Award Winner - 2003

11:45 A.M. - 12:45 P.M.

Featured Presentation

ROOM 208C, SAN DIEGO CONVENTION CENTER

Education Benchmarking through Business Experience



PRESENTERS

John Conyers, Executive Coach and Consultant, Johns Island, SC



Lee Jenkins, Author and President, LtoJ Consulting Group, Inc, Scottsdale, AZ



Introduction by Wayne Doyle, AASA Executive Committee Member

Currently about 99% of kindergartners initially love school, but gradually the love of school drops to about 40%. This is a system problem that can be reversed and increased learning is the result!

School districts do not usually approach improvement from a systems or process management perspective. John Conyers and Lee Jenkins illustrate, in quick-paced presentations, a systemic path to performance excellence. You will hear a process management approach that focuses on improving results. Presentation topics include:

- Emphasize process management as well as results
- Align the entire district for total focus
- Know the value of benchmarking
- Consider the Malcolm Baldrige Criteria
- Include the board, administrative staff, unions and internal/external customers
- Concentrate on research and improvement data
- Remove system disconnects
- Gain maximum insights from district-level data
- Gain maximum insights from classroom data

Sponsored by:



U 11:45 A.M. – 12:45 P.M.

ROOM 33A, SAN DIEGO CONVENTION CENTER

Learning Systems to Develop Urban Policy Leaders

The increased “greening” of our young building principals, combined with the meddling of our School Boards involvement in operations, stifles some districts from true policy governance and systemic leadership in our Urban settings. Large School districts can both, build capacity within, while assisting boards to focus on positive public engagement. This session will focus on rethinking strategies for effective Board/Cabinet relationships in policy, while supporting school-based personnel in developing their leadership for learning.

PRESENTER

Donna W. Lewis, Assistant Superintendent for Curriculum & Instruction, Phoenix Elementary School District #1, Phoenix, AZ

Robert McCord, Associate Professor, University of Nevada, Las Vegas, NV

U 11:45 A.M. – 12:45 P.M.

ROOM 33B, SAN DIEGO CONVENTION CENTER

Transforming the Business: Radical Reform in England

England’s Children Act 2004 and the “Every Child Matters” program sought to ensure that education, social services, and health provision was delivered in an integrated way. Local education authorities were renamed Children’s Services Authorities to reflect the new priorities. In October 2005, a white paper entitled *Higher Standards, Better Schools for All – More choice for parents and pupils* was published that seeks to transform the education system in England. This presentation will raise the key issues for education in England and will ask whether these reforms offer a way forward for the provision of education in the United States. After a short analysis of the main features of the proposals, the presenter will pose issues for discussion. The intended outcome will be a greater understanding of the reforms in England and the applicability of the ideas that underpin them to the context in the United States.

PRESENTER

Chris Waterman, Executive Director, Confederation of Children’s Services Managers, Manchester, England

11:45 A.M. – 12:45 P.M.

Featured Presentation

ROOM 20A, SAN DIEGO CONVENTION CENTER

Connecticut Dissents on NCLB



MODERATOR

David Larson, Executive Director, Connecticut Association of Public School Superintendents, West Hartford, CT



PRESENTER

Betty Sternberg, Commissioner of Education, Connecticut Department of Education, Hartford, CT



Introduction by Don Phillips,

AASA Executive Committee Member

This must-see session will detail the fascinating story of Connecticut’s dissent on the way No Child Left Behind (NCLB) was being implemented and funded, and the difficulty Connecticut has had in their relations with the U.S. Department of Education regarding NCLB implementation. The main actor in the Connecticut dissent, Dr. Betty J. Sternberg, Commissioner of Education, will tell why they sought waivers from NCLB regulations and eventually brought litigation to make NCLB work effectively and reduce federal authority over educational decisions in Connecticut. The speakers will also address questions regarding current and future plans they have regarding implementation of No Child Left Behind. David Larson, executive director of the Connecticut Association of Public School Superintendents, will moderate the session.

Sponsored by:

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C 11:45 A.M. – 12:45 P.M.

ROOM 24A, SAN DIEGO CONVENTION CENTER

A Foundation Goes to the Schools Part Two: Building Excellent Schools through Goal Setting, Mentoring, Community Service, and Early College Awareness Activities: The Winder, Georgia, Story

CHAIR: David Holmes, Foundation for Excellent Schools, Cornwall, VT

PRESENTER/AUTHOR: Ron Saunders, Superintendent, Winder-Barrow School District, Winder, GA

DISCUSSANTS: Rick Dalton, Foundation for Excellent Schools, Cornwall, VT; Michael Martin, University of Colorado, Boulder, CO



11:45 A.M. – 12:45 P.M.

ROOM 24B, SAN DIEGO CONVENTION CENTER

Best Practices in Learning, Teaching, and Instruction

CHAIR: Patti L. Chance, University of Nevada, Las Vegas, NV

Emerging Leadership Practices of National Board Certified Teachers

PRESENTERS/AUTHORS: Jeffrey T. Schuler, School District 27, Northbrook, IL; Susan Stratton, Northern Illinois University, DeKalb, IL

Effective Staff Development to Alter Classroom Practices during Curricular Changes

PRESENTER/AUTHOR: Deborah J. Hamm, Wichita State University, Wichita, KS

Checking Out the Knowledge Base: How Do Principals Use Research-Based Instructional Strategies in Their Supervision of Teachers?

PRESENTERS/AUTHORS: Patti L. Chance and Carmen Benedict, University of Nevada, Las Vegas, NV



11:45 A.M. – 12:45 P.M.

ROOM 24C, SAN DIEGO CONVENTION CENTER

Improving the Tools and Strategies for Learning in the Classroom

CHAIR: Patrick W. Carlton, University of Nevada, Las Vegas, NV

Communication in Schools: The Influence of Technology

PRESENTERS/AUTHORS: William Berube and Suzanne Young, University of Wyoming, Laramie, WY; Suzanne Perry, Albany County School District 1, Laramie, WY

Leading with Story

PRESENTERS/AUTHORS: Sarah J. Noonan and Thomas Fish, University of St. Thomas, Minneapolis, MN

Using Oral History Interviews in Graduate Level Leadership Training

PRESENTERS/AUTHORS: Patrick W. Carlton and James R. Crawford, University of Nevada, Las Vegas, NV; Gerald Villa, Clark County School District, Las Vegas, NV



11:45 A.M. – 12:45 P.M.

ROOM 23B, SAN DIEGO CONVENTION CENTER

How to Work with Search Consultants to Secure That “Perfect Superintendency”

This presentation will focus on the things you need to know and do to secure your next superintendency. When you leave this session you should have a good perspective of the search process, have an understanding of what you, the candidate, need to do, and what you should expect from search consultants.

PRESENTERS

Ronald Barnes, Managing Partner, The Bickert Group, Bloomington, IN
Paul Plath, President, PNR Associates, Eugene, OR



11:45 A.M. – 12:45 P.M.

ROOM 23C, SAN DIEGO CONVENTION CENTER

Electronic Portfolios: What Goes into One

Times have changed! Not only can you not fit all your experience on a one-page resume, but also the method of creating that resume has changed. Consultants from McPherson & Jacobson L.L.C., Executive Recruitment and Development will describe how to create and submit an electronic portfolio. They will describe what should be included in the portfolio and how to apply online.

PRESENTERS

William Berube, Consultant, University of Wyoming, McPherson & Jacobson L.L.C., Omaha, NE
Robert Neely, Consultant, University of Sioux Falls, McPherson & Jacobson L.L.C., Omaha, NE



11:45 A.M. – 12:45 P.M.

ROOM 29B, SAN DIEGO CONVENTION CENTER

Principal Success: A Key to Superintendent Survival

Your success is dependent on the success of your principals. What have you done lately to enhance their probability of success based on the current demands placed upon all schools? This presentation focuses on the emerging research of factors that impact the success of principals in leading change. McREL's Balanced Leadership materials will be utilized to provide you with a few key areas for focus as you provide the leadership and direction to help your principals be successful.

PRESENTERS

Dean Halverson, Assistant Professor, Western Illinois University, Macomb, IL
Lloyd Kilmer, Associate Professor, Western Illinois University, Macomb, IL

SESSION ICON KEY

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URBAN

Saturday, February 25

12:00 – 1:30 P.M.

ROOM 30AB, SAN DIEGO CONVENTION CENTER

AASA Effie H. Jones Memorial Luncheon

PRESENTER

To be announced

As a networking opportunity for women and minorities and all who support their leadership, this lunch annually features a powerful speaker who addresses an important current issue. Purchase your ticket to attend this luncheon at the AASA registration desk, located in the AASA Zone. (No tickets will be sold at the door.)

Sponsored by:



1:00 – 2:00 P.M.

ROOM 30C, SAN DIEGO CONVENTION CENTER

Improving the Quality of Your School's AP Courses: The New AP Course Audit and Other Major AP Program Changes

Schools starting or expanding their AP programs frequently experience some challenges ensuring that new AP courses provide sufficient levels of rigor and quality. To assist schools in providing the highest quality experience for their students in courses labeled "AP," the College Board will require all schools wishing to use the "AP" designation in course titles and on student transcripts to qualify by completing an annual AP Course Audit beginning fall 2006. This session will provide an overview of the requirements of the new AP Course Audit, and will also describe the new AP Instructional Planning Reports the AP Program sends each school principal each fall for use in improving the quality of individual courses. Finally, this session will describe the changes that will be made to AP courses over the coming years to reduce the breadth of content coverage required and to facilitate more in-depth study of particular topic areas. Attendees will also receive a copy of the new AP School Leadership manual.

PRESENTER

Trevor Packer, Executive Director, Advanced Placement Program



1:00 – 2:00 P.M.

ROOM 30E, SAN DIEGO CONVENTION CENTER

Data, Data Everywhere: Morphing from Data Desperate to Data Driven

The purpose of this presentation is to share how one district went from no use of data to a highly data-driven district. The vision back in 1997 was to increase student achievement through a data-driven initiative to organize resources and focus on learner outcomes and ultimate success. This presentation will share the details of how one district went from a totally paper-driven organization to a fully technological enterprise system in eight years.

PRESENTER

Jo Campbell, Assistant Superintendent, Council Bluffs Community School District, Council Bluffs, IA



1:00 – 2:00 P.M.

ROOM 25B, SAN DIEGO CONVENTION CENTER

"Bad Apple" Improvement: A Focused Teacher Evaluation System

Good employees and good policy make all the difference in schools. A school with one "bad apple" of a teacher may not alter the public's perception of the school in the short run. However, not dealing with the "bad apple" can make all the difference over time. One district has implemented a teacher evaluation model that devotes most of the supervisor's time to the teachers most in need: those non-tenure teachers and tenure teachers with serious problems. The audience will interact with the presenters in a discussion of one district's success in implementing a teacher evaluation model that incorporates a systematic approach to teacher evaluation coupled with professional development.

MODERATOR

James Hanna, Superintendent, Rossville Consolidated School District, Rossville, IN

PRESENTER

Bradley Balch, Chair, Educational Leadership, Administration and Foundations, Indiana State University, Terre Haute, IN

SESSION ICON KEY



21ST CENTURY SUPERINTENDENTS



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STUDENT ASSESSMENT



SUBURBAN



SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT



URBAN

21 1:00 – 2:00 P.M.

ROOM 26A, SAN DIEGO CONVENTION CENTER

How Can the Superintendent Impact Classroom Learning?

Each year, members of the Urban Superintendents Association of America focus on a single critical issue facing urban superintendents. At our 2005 Summer Academy, the topic selected by the membership was “How Can the Superintendent Impact Classroom Learning?” Because of the many demands for improved achievement in this era of high-stakes accountability, urban superintendents face some unique challenges. Many superintendents desire not to delegate the responsibility for instructional achievement, yet are often ill-prepared to directly affect the outcomes themselves. Superintendents attending this session will be able to take back specific ideas presented by a distinguished panel to become more knowledgeable, know what to look for, and know what steps to take to directly impact teaching and learning in the classrooms of their schools.

MODERATOR

Fred Bateman, Executive Director, Urban Superintendents Association of America, Chesapeake, VA

PRESENTERS

Connie Neale, Superintendent, School District U-46, Elgin, IL

Dodge Watkins, Superintendent, Haverstraw Stony Point CSD, Garnerville, NY

a 1:00 – 2:00 P.M.

ROOM 32A, SAN DIEGO CONVENTION CENTER

Program Evaluation: A Template for Accountability

Does the program that we developed in 1994 still meet our needs? Should the program be phased out, expanded, or given more resources? Does the program meet our district’s overall goal? This session will discuss Wheeling District #21’s effort to answer these questions using a template for program evaluation.

PRESENTERS

Kate Hyland, Assistant Superintendent for Curriculum Learning, Wheeling School District #21, Wheeling, IL

Gary Mical, Superintendent, Wheeling School District #21, Wheeling, IL

Phil Pritzker, School Board Member, Wheeling School District #21, Wheeling, IL

21 1:00 – 2:00 P.M.

ROOM 33A, SAN DIEGO CONVENTION CENTER

How to Strengthen Leadership Resilience Capacity in Tough Times

Participants will learn why personal and organizational resilience are essential to success. They will learn how to apply personal values, personal efficacy, and personal energy to expand resilience capacity effectively in themselves and their organizations during tough times. The presenters draw from their research interviews with 25 school leaders facing adversity. From this research, they have identified six strengths that resilient school leaders exemplify. Through the real stories of these school leaders, they will show participants how to accurately assess past and future reality, remain positive about future possibilities, clarify and be true to personal and organizational values, maintain a strong sense of personal and collective efficacy, invest and replenish energy wisely, and act on the courage of convictions.

PRESENTERS

Paul Kelleher, Murchison Professor and Chair, Trinity University, E. Orleans, MA

Jerry Patterson, Professor, University of Alabama at Birmingham School of Education, Birmingham, AL

house icon 1:00 – 2:00 P.M.

ROOM 26B, SAN DIEGO CONVENTION CENTER

The 2004–2005 Term of the United States Supreme Court and Its Impact on Public Education

Maree Sneed who serves as counsel to many of the nation’s urban school districts heads the education law practice at the Washington firm Hogan and Hartson. Maree has counsel to the school districts or to amicus curia on most of these cases concerning urban school districts that make it to the Supreme Court or the Federal Circuit Courts defending school district pupil assignment plans to end racial isolation and local special education decision making. Maree will discuss the special education and pupil assignment cases active in the Federal courts and the implications of the case law to this point. Maree has also been active on local plans to comply with No Child Left Behind and will review both the active litigation on NCLB and the status of urban school districts who plan to make NCLB work better for them. Maree brings a wealth of large school district experience to her work having been a teacher, principal and central office administrator in one of the 25 largest school districts before becoming an attorney.

PRESENTERS

John Borkowski, Partner, Hogan & Hartson LLP, New Orleans, LA

Maree Sneed, Partner, Hogan & Hartson LLP, Washington, DC

 **1:00 – 2:00 P.M.**

ROOM 30D, SAN DIEGO CONVENTION CENTER

Schools for Successful Communities

Successful schools are the result of effective and efficient planning that utilizes the total available resources of the community. Reinforcing the connection between school facilities and their impact on student learning, communities can play a significant role in supporting the educational program. A collaborative planning process is essential to defining a new vision for school buildings and revitalizing communities. The focus of this presentation will be the relationship between the education of students and the importance of community engagement.

PRESENTER

Hugh Skinner, President, CEFPI, Scottsdale, AZ

 **1:00 – 2:00 P.M.**

ROOM 25C, SAN DIEGO CONVENTION CENTER

Systemic Thinking: Basic Tools to Sophisticated Processes

Come to this session to learn about a high-level model that allows K-12 educators to see school system activities from a process viewpoint. Educators have tried for years to manage by focusing on inputs. No Child Left Behind shifted the focus to outcomes. What has been neglected is a focus on process. This session explores results of a pilot program involving 23 districts that focused on incomes and outputs and processes to achieve more dramatic results more quickly.

PRESENTER

Jack Grayson, Founder and CEO, American Productivity & Quality Center, Houston, TX

 **1:00 – 2:00 P.M.**

ROOM 29D, SAN DIEGO CONVENTION CENTER

Women in the Superintendency: Discarded Leadership

During this one-hour session, learn about the research that is represented in part in *Women in the Superintendency: Discarded Leadership* (2006) and the early findings from a 2005–2006 national study of factors influencing the employment and dismissal of women and men in the superintendency. Participants will have an opportunity to complete a rating scale of the influencing factors related to employment and dismissal as a public school superintendent and to compare their ratings to the early findings. A 15-minute period will be scheduled for questions and answers. Anticipated outcomes for participants include 1) participant awareness of (a) superintendent preparatory program needs, (b) factors influencing employment as a public school superintendent, (c) factors influencing dismissal of a public school superintendent; and 2) use of a self-rating sheet to self-check participant vulnerability to loss of employment as a public school superintendent.

PRESENTERS

Diana Bourisaw, President, Education Options & The Bourisaw Group, St. Louis, MO

Joyce Dana, Assistant Professor, Saint Louis University, St. Louis, MO

 **1:00 – 2:00 P.M.**

ROOM 33B, SAN DIEGO CONVENTION CENTER

Eating Safely in Schools: Essential Policies and Practices for Promoting Food Safety and Preventing Food-Borne Illnesses

With millions of students, staff, and visitors eating meals and other foods in schools on a daily basis, it makes sense for school officials to ensure that preventing food-borne illness is addressed effectively. Not only will very serious, and sometimes fatal, illnesses be prevented, along with the resulting crisis atmosphere, but also less learning time will be missed due to absences and visits to the health room. Student and staff safety will be improved. In this session, you'll learn about the risks present in schools, strategies for eliminating or minimizing them, and tools to help you review your current policies and practices and plan for improvements.

PRESENTER

Brenda Greene, Director, School Health Programs, National School Boards Association, Alexandria, VA

1:00 – 2:00 P.M.

ROOM 32B, SAN DIEGO CONVENTION CENTER

AASA Presidential Forum

Come meet the candidates for AASA President Elect. Join Past President Don Kussmaul in a lively town hall discussion with the candidates seeking to become AASA's next nationally elected leader. This is your time to ask questions, listen to the answers, and learn what their goals are for AASA. Take the time now to become a knowledgeable voter. Ballots will be mailed the week after the National Conference on Education™.

1:00 – 2:00 P.M.

Featured Presentation

ROOM 20BC, SAN DIEGO CONVENTION CENTER

The Shame of the Nation



PRESENTER

Jonathan Kozol, Author, Byfield, MA



Introduced by Judith Johnson,

AASA Executive Committee Member

Jonathan Kozol will talk about the issues raised in his latest book, *The Shame of the Nation: The Restoration of Apartheid Schooling in America*, with special emphasis upon the unfair and unhealthy pressures—sudden boosts in “AYPs” and proof of “instant turnarounds”—imposed on school officials and “the sword of high-stakes testing” that has placed too many of our schools within a stage of siege.

Sponsored by:


Chartwells

1:00 - 2:00 P.M.

Featured Presentation

ROOM 20A, SAN DIEGO CONVENTION CENTER

Aligned Thinking: A Quantum Leap in Accomplishment and Satisfaction



PRESENTER

James Steffen, President, SSA International, Brookfield, CT



Introduced by Steven Crawford, AASA Executive Committee Member

For administrators to take public education to the next level, they need to be free to increase their personal accomplishments and satisfaction with a quantum leap. In the day-to-day operation of the school district, the administrator must deal with school board, media, safety, and bond issues. Where does this leave time for building the leadership team and improving student achievement? This presentation will help you do something most people think impossible: align every action to what you really want. With this take-home skill, administrators can focus on what is really important to them, taking the leadership team and student achievement a quantum leap.

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1:00 - 2:00 P.M.

ROOM 24A, SAN DIEGO CONVENTION CENTER

The Good News about Leadership Preparation: Positive Research Findings

CHAIR: John Hoyle, Texas A & M University, College Station, TX

PANELISTS/PRESENTERS: Michelle Young, University Council for Educational Administration, University of Texas, Austin; Theodore Creighton, Samuel Houston State University, Nacogdoches, TX; John Hoyle, Texas A & M University, College Station, TX

DISCUSSANTS: Paul Houston, American Association of School Administrators; Charles Achilles, Eastern Michigan University, Ypsilanti, MI, and Seton Hall University, NJ



1:00 - 2:00 P.M.

ROOM 24B, SAN DIEGO CONVENTION CENTER

Vision, Culture, and Change in Education: A Reality Check

CHAIR: Tricia Browne-Ferrigno, University of Kentucky, Lexington, KY

Reflecting Forward: An Essential Skill for Educational Change Agents to Transform Vision into Reality

PRESENTERS/AUTHORS: Tricia Browne-Ferrigno and Lawrence W. Allen, University of Kentucky, Lexington, KY

How to Destroy a School's Culture and Climate in One Afternoon!

PRESENTERS/AUTHORS: James R. Crawford, Carl Steinhoff and James Hager, University of Nevada, Las Vegas, NV

Cultural Proficiency: Providing Educational Equity for Democracy

PRESENTERS/AUTHORS: Richard A. Gregory and Steve Jenkins, University of Texas, Permian Basin, Odessa, TX; Reba Roberson, Academy of Ector County Junior High School, Odessa, TX



1:00 - 2:00 P.M.

ROOM 24C, SAN DIEGO CONVENTION CENTER

Leadership, Learning, and Student Achievement

CHAIR: Carleton Holt, University of Arkansas, Fayetteville, AR

Leadership Responses to Conditions in Under-Performing Schools

PRESENTERS/AUTHORS: Pamela Tucker and Dan Duke, University of Virginia, Charlottesville, VA; Catherine Thomas, Berkeley Elementary School, Spotsylvania, VA

RSVP: A Format for Learning and Leading

PRESENTERS/AUTHORS: Joseph M. Saban, Northern Illinois University, DeKalb, IL; Thomas P. Wensch, Community High School District 155, Crystal Lake, IL

Influences Affecting Elementary Mathematics Achievement in One Kansas School District: A Case Study

PRESENTERS/AUTHORS: Carleton R. Holt, University of Arkansas, Fayetteville, AR; Matthew A. Wendt, Kansas USD 250, Pittsburg, KS

Reconceptualizing the Rural School District Superintendent

PRESENTERS/AUTHORS: Robin Dexter, Robert McCarthy and William Berube, University of Wyoming, Laramie, WY

SESSION ICON KEY

21ST CENTURY SUPERINTENDENTS

JOB CENTRAL

STUDENT ASSESSMENT

AASA CENTER FOR SYSTEM LEADERSHIP

OF INTEREST TO ALL

SUBURBAN

CONFERENCE WITHIN A CONFERENCE

RURAL

SYSTEMS CHANGE & CONTINUOUS IMPROVEMENT

URBAN

SATURDAY



1:00 – 2:00 P.M.

ROOM 23B, SAN DIEGO CONVENTION CENTER

Making a Career Change: On Your Terms or Theirs?

Is it time for you to move? Timing is everything. In everyone's career, there comes a time to decide to stay or to move on. This session will present proactive strategies to make such a transition a matter of your professional choice, not the board's. Discussion will include how to recognize those indicators that time is running out and that it may be too late to salvage your job, but not too late to preserve your career. Expect to hear about actual cases where careers were resurrected, as well as those who battled to the end and lost (even though they were "right").

PRESENTERS

William Newman, Executive Director, Ray and Associates, Cedar Rapids, IA

Edward A. Rastovski, Superintendent, Wahoo Public School District, Wahoo, NE

Gary Ray, President, Ray and Associates, Cedar Rapids, IA

Joseph Scalzo, Midwest Regional Search Director, Ray and Associates, Cedar Rapids, IA

John Young, Northwestern Regional Search Director, Ray and Associates, Cedar Rapids, IA



1:00 – 2:00 P.M.

ROOM 23C, SAN DIEGO CONVENTION CENTER

How to Become a "Peak Performer" and Practice the 8th Habit When the Sharks Are Biting

This presentation will focus on achieving "peak performance" and practicing Covey's 8th Habit when the sharks are biting. Participants will learn tools and techniques to help them revitalize their spirit, energy, passion, and purpose as school administrators. Participants will go home with a new set of "lenses" and will learn strategies to deal with "the sharks" and their agendas. Research and writings from Heifetz, Covey, Collins and Goleman will be integrated into the presentation.

MODERATOR

Kent Johansen, Assistant Professor, Western Illinois University, Macomb, IL

PRESENTERS

Curt Simonson, Superintendent, Liberty School District, Liberty, IL

Sandra Watkins, Assistant Professor, Western Illinois University, Macomb, IL

1:00 – 2:00 P.M.

ROOM 29B, SAN DIEGO CONVENTION CENTER

AASA Post Graduate Course in Lobbying for Current Statehouse Lobbyists

Statehouse lobbyists of AASA affiliates meet and discuss issues that consume their lobbying work, to share ideas on how "battles" have been won, and on those that could benefit from suggestions for a different approach.

1:00 – 2:00 PM

ROOM 25A, SAN DIEGO CONVENTION CENTER

Crisis Communication: An Anchor in the Storm

Crisis communication is always challenging, but natural disasters make it even more difficult to communicate swiftly and effectively. Learn how recognized districts used communication as the virtual lifeblood of their warning and recovering efforts. These districts, recognized by AASA and NSPRA in a partnership with Notification Technologies Inc, (NTI), will share how their practical and collaborative approaches in dealing with the record-breaking impact of hurricanes Katrina and Wilma made a huge difference in crisis response and reputation management for their school districts and communities. Learn how effective communication can play a critical role in any crises you may face throughout your leadership career.

MODERATOR

Richard Bagin, Executive Director, National School Public Relations Association, Rockville, MD

PANEL

Panel will be comprised of AASA members that have been recognized for exemplary communications during the hurricanes.

Sponsored by:



2:00 – 4:00 P.M.

EXHIBIT HALLS F-G, SAN DIEGO CONVENTION CENTER

AASA Focus on Exhibits and Grand Slam Reception

Join the AASA team while enjoying ballpark fare at our Grand Slam Reception. "Round the bases" one more time before the exhibit floor closes to visit a few more displays, network with colleagues, and cheer on the vendors in appreciation of their conference support.

Sponsored in part by:



SESSION ICON KEY

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URBAN

4:00 – 5:00 P.M.

TORREY 1-2, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER
NCEPA Executive Board Meeting

4:30 – 6:00 P.M.

BAYSIDE PAVILION, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
Buckeye Association of School Administrators

Join us for this Reception for Ohio members and guests of the National Conference.

4:30 – 7:30 P.M.

RANCHO LAS PALMOS, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
NABSE Superintendent's Commission Reception

Reception for NABSE Superintendents and Friends of the National Alliance of Black School Educators. This annual reception is one of many activities of the NABSE Superintendents' Commission. Join us in congratulating Dr. Eugene White, AASA President-Elect, Dr. Emma Epps, NABSE's new President and Dr. David Sneed, the new chair of the NABSE Commission.

Sponsored by: Houghton Mifflin

5:00 – 6:30 P.M.

SEAVIEW, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
IASA Reception Honoring the 2006 Illinois Superintendent of the Year

5:00 – 6:30 P.M.

LA FIESTA RESTAURANT
Iowa & Nebraska Reception

5:00 – 6:30 P.M.

Large City School's Superintendents Reception

By invitation only.

Sponsored in part by:



5:00 – 6:30 P.M.

SAN DIEGO BALLROOM A, MARRIOTT SAN DIEGO HOTEL & MARINA
NORTH TOWER
National Civic Star Award Reception

AASA and Sodexo School Services honor 2006 state and national Civic Star Award winners and the leadership of AASA's state association affiliates at this annual event. By invitation only.

5:00 – 7:00 P.M.

AMERICA'S CUP, THE MANCHESTER GRAND HYATT
Indiana Delgates Reception

Sponsored in connection with IAPSS, by Ice Miller, Schmidt Associates, Inc., The Skillman Corporation and Therber & Brock

5:30 – 7:00 P.M.

COLUMBIA 2, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER
MASA Michigan Member Reception

The Michigan Association of School Administrators (MASA) would like to welcome and thank those members who are attending this conference and offer a social time to interact on what has been presented and what information will be taken home to share with others who could not attend.

5:30 – 7:00 P.M.

CARDIFF, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER
Texas A&M University Former Students and Friends Reception

5:30 – 7:30 P.M.

MANCHESTER 1-2, MARRIOTT SAN DIEGO HOTEL & MARINA
Missouri Association of School Administrators President's Reception



SATURDAY

Program at a Glance

Sunday, February 26, 2006

8:00 – 9:00 A.M.

Ossining's First Steps to Literacy from Birth: A Public Education Cutting-Edge Initiative

ROOM 33A, SAN DIEGO CONVENTION CENTER

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Leading the Discussion to Improve Learning in a Changing World

ROOM 25B, SAN DIEGO CONVENTION CENTER

Page 59

Zero-Based Budgeting... A New Tool for School Finances

ROOM 26B, SAN DIEGO CONVENTION CENTER

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Without Data You're Just Another Person with an Opinion

ROOM 32B, SAN DIEGO CONVENTION CENTER

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Fifty Ways to Replenish Your Energy after a Board Meeting

ROOM 32A, SAN DIEGO CONVENTION CENTER

Page 60

School District Wellness Policies: Ideas from the Field

ROOM 33B, SAN DIEGO CONVENTION CENTER

Page 60

Distinguished Lecture

The Guts of a Tough Decision: Moral Courage and How to Get It in a Values-Challenged Age

ROOM 20A, SAN DIEGO CONVENTION CENTER

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Distinguished Lecture

Separation of Church and School

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Emerging Policy Issues and Dilemmas in American Education

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Building the School, Parent, and Community Partnership

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Open Forum on the School Superintendency: Sharing Diverse Views of the Position – Past, Present, and Future

ROOM 24C, SAN DIEGO CONVENTION CENTER

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The Anatomy of a Superintendent Search

ROOM 23B, SAN DIEGO CONVENTION CENTER

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The Superintendent Search Process: What Are Consultants Looking For?

ROOM 23C, SAN DIEGO CONVENTION CENTER

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9:30 – 11:00 A.M.

Closing General Session

The Cookie Never Crumbles

HALL H, SAN DIEGO CONVENTION CENTER

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7:30 – 9:00 A.M.

MANCHESTER 2, MARRIOTT SAN DIEGO HOTEL & MARINA • NORTH TOWER

Alabama Breakfast

Members of School Superintendents of Alabama and their spouses are invited to share breakfast and fellowship together in San Diego on Sunday morning prior to the return home trip.

7:30 – 9:00 A.M.

CARLSBAD, MARRIOTT SAN DIEGO HOTEL & MARINA • SOUTH TOWER

The School Administrator Focus Group

A focus group hosted by The School Administrator magazine.
By invitation only.

8:00 – 9:00 A.M.

ROOM 33A, SAN DIEGO CONVENTION CENTER

Ossining's First Steps to Literacy From Birth: A Public Education Cutting-Edge Initiative

Ossining's "First Steps/Primeros Pasos" program promotes literacy for all children from birth and for their families. The "First Steps" seminar will share successes regarding a partnership that crafted a school-community literacy project, a birth to four-year-old literacy program, and an initiative that led to improved literacy for school-aged children. "First Steps" reaches out to multi-racial, multi-ethnic, and multi-lingual families with very young children, works with local agencies, and offers services to support children's families. Impressive gains have been demonstrated with respect to parent and child involvement, readiness to learn, literacy outcomes, and support for the schools.

PRESENTERS

Phyllis Glassman, Deputy Superintendent, Ossining Union Free School District, Ossining, NY

Robert Roelle, Superintendent, Ossining Union Free School District, Ossining, NY

Raymond Sanchez, Assistant Superintendent for Elementary Education and Human Resources, Ossining Union Free School District, Ossining, NY

8:00 – 9:00 A.M.

ROOM 25B, SAN DIEGO CONVENTION CENTER

Leading the Discussion to Improve Learning in a Changing World

With the changing dynamics of our democratic society, the need for leaders to engage in dialogue among themselves and with teachers, parents, and the community requires reconsidering ways to lead that discussion. It is critical that we lead by example. The technique developed and used by the presenters provides a novel approach, used by many administrators, to examine the issues in a given community and develop "insight into action." Participants will practice using the approach in the session and will receive materials to lead a discussion on one of three topics: social realities, diversity, and community conundrums. This is an active learning session.

PRESENTERS

Jacqueline Jacobs, Professor, Western Carolina University, Cullowhee, NC

Sandra Tonnsen, Professor, Western Carolina University, Cullowhee, NC

8:00 – 9:00 A.M.

ROOM 26B, SAN DIEGO CONVENTION CENTER

Zero-Based Budgeting... A New Tool for School Finances

This award-winning school district in suburban Pittsburgh has innovatively implemented zero-based budgeting (ZBB). All financial line items in the operating budget are linked to specific strategic plan goals/objectives, prioritized, and ranked for potential funding. The budget is developed through online applications, and each component has to be justified as supporting one of the major accountability goals of the district's strategic plan. Building the budget line by line and using a zero-based approach enables the district to utilize strong accountability measures.

PRESENTERS

Sean Flaherty, Administrative Technology Manager, North Allegheny School District, Pittsburgh, PA

Michael Hopkins, Financial Services Manager, North Allegheny School District, Pittsburgh, PA

MODERATOR

Patricia Green, Superintendent, North Allegheny School District, Pittsburgh, PA

SESSION ICON KEY

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8:00 – 9:00 A.M.

ROOM 32B, SAN DIEGO CONVENTION CENTER

Without Data, You're Just Another Person With An Opinion

Gilbert School District serves 35,000 K–12 students in the greater Phoenix metropolis. Wanting to move teachers beyond a summative view or “opinion” about student performance, the district started using monthly electronic benchmarks to provide teachers with a formative and “timely” view of student progress towards year-end standards. By continuously engaging in analysis designed to inform and differentiate instruction, teachers are triangulating data to identify instructional strategies that offer students the most effective opportunities to master concepts and skills necessary to meet state standards. The result is a culture that has increased achievement and engaged the school community (including students) in the process of collecting and analyzing data to drive teaching and learning.

PRESENTER

Barbara Osland, Principal, Gilbert Public Schools, Gilbert, AZ

MODERATOR

Caroline Chilton, Director of Testing and Assessment, Gilbert Public Schools, Gilbert, AZ

8:00 – 9:00 A.M.

ROOM 32A, SAN DIEGO CONVENTION CENTER

Fifty Ways to Replenish Your Energy after a Board Meeting

A key factor in strengthening district performance and transforming the organization is to retain effective top-level school leaders. Yet, the research shows that superintendents are most likely to pursue another position after attending a difficult board meeting, resulting, on average, in tenure of less than three years. Research shows that one needs at least five years as chief executive officer to create a lasting effect and eight years to transform an organization. This workshop presents a fresh perspective of what to do right after a difficult board meeting using proven, age-old techniques on the art of balancing the demands of the superintendency and sustaining enthusiasm for organizational growth. Participants will learn ways to raise their awareness during challenging times, enhance their personal growth, and ultimately secure their longevity.

PRESENTERS

Jan Hammond, Chair, Department of Educational Administration, State University of New York, New Paltz, NY

Rita Senor, Doctoral Student, Columbia University, New York, NY

8:00 – 9:00 A.M.

ROOM 33B, SAN DIEGO CONVENTION CENTER

School District Wellness Policies: Ideas from the Field

Concern over childhood obesity, the asthma epidemic, and other children’s health problems has been growing for several years. The concern manifested itself in a new federal mandate for every school district that participates in the federal Child Nutrition Programs to establish a wellness policy or policies by July 2006. The battle within school districts frequently concerns funds generated by vending machines. This session will feature ideas for policies that maintain vending machines filled with healthy products and how well those policies have worked out. The session will highlight several policies that have been adopted.

PRESENTERS

Gayden Carruth, AASA Superintendent in Residence, Former Superintendent, Park Hill School District, Kansas City, MO

Melanie White, Director, Coca-Cola Channel of Education, Coca-Cola Enterprises Inc., Atlanta, GA

8:00 – 9:00 A.M.

Distinguished Lecture

ROOM 20A, SAN DIEGO CONVENTION CENTER

The Guts of a Tough Decision: Moral Courage and How to Get It in a Values-Challenged Age

PRESENTER

Rushworth Kidder, President,
The Institute for Global Ethics, Camden, ME



Introduced by Chester Floyd, AASA Executive
Committee Member

The difference between talking ethics and doing ethics can be summed up in two words: moral courage. But what is it, how does it work, and how do we get it? This talk is rooted in current news and based on extensive research into the stories of leaders, whistleblowers, and ordinary individuals. It explains moral courage as the intersection of three vectors: overarching principles, awareness of risk, and endurance of hardship. It explores some litmus-test questions for our actions, including: Is the risk proportional to the benefit? Am I motivated by principle, or just by pride in my own personal beliefs? Will my actions create collateral damage among those with no stake in the outcome? Finally, the talk examines ways ethical organizations can create clear, values-based decision-making cultures where courage gets saved for big issues because it is less needed for everyday management.

Sponsored by:



8:00 – 9:00 A.M.

Distinguished Lecture

ROOM 20D, SAN DIEGO CONVENTION CENTER

Separation of Church and School



PRESENTER

Barry Lynn, Executive Director, Americans United for Separation of Church and State, Washington, DC



Introduced by Steve Rasmussen, AASA Executive Committee Member

This lecture will examine the efforts of some religious groups to control school curriculum and treat public schools as mission fields. It will address “creationism,” school book censorship, and religious activities at school events.

Sponsored by: **WALDEN UNIVERSITY**
A higher degree. A higher purpose.

8:00 – 9:00 A.M.

ROOM 24A, SAN DIEGO CONVENTION CENTER

Emerging Policy Issues and Dilemmas in American Education

CHAIR: Randall L. Turk, Wichita State University, Wichita, KS

Course-Taking Patterns and Academic Consequences in a Comprehensive High School: A Study of Tracking

PRESENTERS/AUTHORS: Doug Archbald, University of Delaware, Newark, DE; **Ellen Furbush**, Cape Henlopen High School, Lewes, DE

One District’s Focus on Instructional Leadership

PRESENTERS/AUTHORS: William Berube and **Robin Dexter**, University of Wyoming, Laramie, WY; **Brian Recht**, Albany County SD 1, Laramie, WY

Reduction of Expenditures in a Rural School District: Research Process and Results

PRESENTERS/AUTHORS: Randall Turk, Wichita State University, Wichita, KS; **Russell Miller**, Hyde Elementary School, Wichita, KS; **Martin Stessman**, Shawnee Heights USD 450, KS; **Diane Gross**, Haysville USD 261, Haysville, KS

Superintendent Evaluation: Conflict or Collegiality and the Relationship to Student Learning

PRESENTERS/AUTHORS: Ronald Williamson and **Sara Duvall**, Eastern Michigan University, Ypsilanti, MI

8:00 – 9:00 A.M.

ROOM 24B, SAN DIEGO CONVENTION CENTER

Building the School, Parent, and Community Partnership

CHAIR: Angus Macneil, University of Houston, Houston, TX

Leadership Issues Affecting Parent Involvement in Schools

PRESENTERS/AUTHORS: Angus MacNeil and **Sheila Emery**, University of Houston, Houston, TX

Learning Together What Works in Parental Involvement Programs: Parental Perceptions of Progress in Public Schools in Implementing Mandated Parental Involvement Programs

PRESENTERS/AUTHORS: Jackie McBride and **Marcia Lamkin**, Arkansas State University, Jonesboro, AR; **Shelly Albritton** and **Jack Klotz**, University of Central Arkansas, Conway, AR; **Mary Beth Wyatt**, Mountain View High School, Calico Rock, AR

Characteristics of After-School Programs: What Is Really Happening?

PRESENTERS/AUTHORS: Scott L. Day and **Martin Martsch**, University of Illinois, Springfield, IL

8:00 – 9:00 A.M.

ROOM 24C, SAN DIEGO CONVENTION CENTER

Open Forum on the School Superintendency: Sharing Diverse Views of the Position – Past, Present, and Future

CHAIR: Marilyn Grady, University of Nebraska, Lincoln, NE

PRESENTERS/AUTHORS: Marilyn L. Grady University of Nebraska, Lincoln, NE; **Ruth Love**, University of California at Berkeley, Berkeley, CA; **Ray Garcia**, California State University at Hayward, Hayward, CA
DISCUSSANTS: John Hoyle, Texas A & M University, College Station, TX; **James Hager**, University of Nevada, Las Vegas, NV

8:00 – 9:00 A.M.

ROOM 23B, SAN DIEGO CONVENTION CENTER

The Anatomy of a Superintendent Search

Let’s eradicate the mystique many have regarding superintendent searches. Experienced consultants will discuss how searches are initiated, what constitutes a quality search, why your application may or may not have floated to the top of the candidate list, the interview process, and how you might prepare for that all-important interview. Come prepared with your questions for this “no holds barred” discussion, whether you are looking for your first superintendency or you are looking for that crown jewel with which to end a successful career.

PRESENTERS

Bill Attea, President, Hazard, Young, Attea & Associates, Ltd., Glenview, IL
Hank Gmitro, Superintendent, Associate, Hazard, Young, Attea & Associates, Ltd., Carol Stream, IL
Mike Kremer, Superintendent, Senior Associate, Hazard, Young, Attea & Associates, Ltd., Hopkins, MN

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SUNDAY



8:00 - 9:00 A.M.

ROOM 23C, SAN DIEGO CONVENTION CENTER

The Superintendent Search Process: What Are Consultants Looking For?

Experienced search consultants will share the search process from the perspective of the consultant. They will provide tips and tactics including what to include in cover letters, resumes, and portfolios. You will also learn what to expect from the process and the consultant.

PRESENTERS

Donna Johnson, Director of Field Services, Illinois Association of School Boards, Lombard, IL

Dawn Miller, Director of Field Services, Illinois Association of School Boards, Lombard, IL

9:30 - 11:00 A.M.

Closing General Session

HALL A, SAN DIEGO CONVENTION CENTER

The Cookie Never Crumbles

9:30 - 9:55 A.M.

AASA Singing Superintendents

DIRECTOR: **Benny Gooden**, Superintendent, Fort Smith Public Schools, Fort Smith, AR

ACCOMPANIST: **Barry N. Furze**, Retired Superintendent, Sturgis, SD

9:55 - 10:05 A.M.

Executive Director Remarks - Paul Houston

10:05 - 10:15 A.M.

AASA Incoming President Remarks - Eugene White

10:05 - 11:00 A.M.

Keynote Address



***Wally Amos,
Actor and Television Star,
Famous Amos***



Introduced by Gene White, AASA Incoming President

Wally Amos is a man of wisdom, a man of humor, and a man of joy. And he has learned the greatest secret in life: You can be happy no matter what. Wally will share his inspiring collection of “recipes,” and tell you how adversarial situations are often blessings in disguise and how the lessons we learn in life sometimes come from the most unexpected places. The Cookie Never Crumbles is Wally’s philosophy. During his lecture he will tell you, through touching, hilarious, and thought-provoking stories, how you can adopt this philosophy for yourself. From Wally’s childhood, up through his days in the entertainment business, to the creation and loss of “Famous Amos” cookies, and to his current way of life, Wally Amos struggled, adapted, and finally triumphed. His inspirational advice will make you laugh, make you dream, and make you think. This is a message built on faith!

Sponsored by:



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Welcome to the Exposition!

Your educational experience is not complete without a visit to the exhibit hall (located in **HALLS F-G**) at AASA's National Conference on Education™! More than 1,000 exhibit personnel will be on hand to offer product and service information along with money-saving solutions from over 300 leading education companies. Three hours of exclusive exhibit time will allow you to visit these vendors without missing valuable education sessions. In addition to a wealth of information, dozens of exhibitors will also offer fabulous prizes and giveaways. Don't forget to bring your business cards to enter the following listed drawings. Also you're invited to join us for a fun ice cream social on Friday afternoon and for our Saturday afternoon exhibit hall "Grand Slam" reception. The exhibit hall will be open to explore anytime from 10:30 am - 4:00 pm on Friday and Saturday. The Alphabetical, Classified and Booth Number directories provided in the following pages will help you find the solutions and services to meet your school district's needs. Thank you for joining us!

Ice Cream Social

Friday, February 24

1:00 P.M. - 2:00 P.M.

MUSIC PAVILION

HALL G

Co-sponsored by:



Exhibit Hall "Grand Slam" Reception

Saturday, February 25

2:00 P.M. - 4:00 P.M.

HALLS F/G

Sponsored in part by:



Exhibit Hall Bingo Prize Drawings

Saturday, February 25

3:45 P.M.

Exhibitor Prize Drawings

Friday Prize Drawings

Exhibitor Booth Prize Drawing Time

EXHIBITOR	BOOTH	PRIZE	DRAWING TIME
Ribas Associates & Publications	424	Book entitled "Teacher Evaluation That Works," second edition	10 a.m./ 2 p.m.
EDUWARE, Inc.	640	EduGame! 26 pack of remotes	12:00 p.m.
PowerIT	416	A \$1,000 discount on SchoolCMS school or district website	2:00 p.m.
Remo, Inc.	153	Arthur Hull Facilitators Kit	2:00 p.m.
Brother International	335	P-Touch Labeling Machine	3:00 p.m.
Innovative Educational Programs	941	iPod	3:00 p.m.
EduLink Systems	842	iPod	3:30 p.m.
Fourier Systems, Inc.	107	Nova5000	3:30 p.m.
Palm, Inc.	141	Palm mobile/handheld device	3:30 p.m.
School Improvement Network	627	Video Journal Program	3:30 p.m.
SunGard Pentamation	1121	Portable DVD Players	3x daily

Saturday Prize Drawings

Exhibitor Booth Prize Drawing Time

EXHIBITOR	BOOTH	PRIZE	DRAWING TIME
Ribas Associates & Publications	424	Book entitled "Teacher Evaluation That Works," second edition	10 a.m./ 2 p.m.
Gee Guides	1135	Dell/Axim X30 pocket PC	1:00 p.m.
Spectra Services	831	Briefcase	1:00 p.m.
Williams Scotsman	637	Bose Radio	1:00 p.m.
Kraus-Anderson Construction Co.	1000	DeWalt Heavy Duty 7.2 volt Cordless Screwdriver Kit	2:00 p.m.
Knowledge Learning Corp.	918	\$100 Gift Certificate to Pottery Barn	2:00 p.m.
Laidlaw Education Services	727	Hand crafted Wooden School Bus	2:00 p.m.
PowerIT	416	One year's free service of ClassWebs for your entire school or district	2:00 p.m.
Remo, Inc.	153	HealthRHYTHMS Training	2:00 p.m.
Durham School Services	634	Golf Bag	2:30 p.m.
National Institute for Direct Instruction	1237	Funnix Reading Program	2:30 p.m.
Jani-King Inc.	1049	Race Car Leather Jacket	3:15 p.m.
ASQ	723	Portable DVD Player	3:00 p.m.
AIG VALIC	712	iPod Shuffle	3:30 p.m.
Atomic Learning	650	1-year Individual Subscription to Atomic Learning	3:30 p.m.
FISH! for Schools	1034	5 Fish! 2006 Calendars	3:30 p.m.
Comotiv Systems	205	Dell Laptop Video Cam/Headset	3:30 p.m.
EduLink Systems	842	iPod	3:30 p.m.
GRAD MOMENTS	102	Nikon Coolpix L1	3:30 p.m.
Palm, Inc.	141	Palm mobile/handheld device	3:30 p.m.
PAS Systems International	308	Alcohol Screening & Verification System	3:30 p.m.
School District Online	946	California Wine and Cheese Basket	3:30 p.m.
School Improvement Network	627	Video Journal Program	3:30 p.m.
Xap Corporation	653	TI-84 Plus Silver Edition Calculator	3:30 p.m.
SunGard Pentamotion	1121	Portable DVD Players	3x daily
Cognos Corporation	530	Weber Portable Grill	after conference
King Joe Educational Enterprises	1226	Unit 2: King Joe's Garden Math Storybook & Vocabulary Flashcards	after conference
Master Lock Company	431	Donation to a School [Winner's Choice]	after conference
TAC Energy Solutions	927	2-\$50 Barnes and Noble Gift Cards	after conference
School Specialty Educators' Symposium	652	All expense paid trip to attend the First Symposium in Chicago, Aug. 2-3, 2006	after conference
Preferred Educational Software	704	The Administrative Observer Desktop and Handheld Software	after conference

Alphabetical Directory of Exhibitors

3D/International 507

1900 West Loop South, Suite 400

Houston, TX 77027

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Kaplan K12 Learning Services provides solutions to school districts toughest challenges, delivering a range of programs and services to improve academic achievement for all students at all levels.
www.kaplank12.com

Kelly Educational Staffing 1142

999 W. Big Beaver
Troy, MI 48084
Kelly Educational Staffing provides comprehensive staffing solutions, including recruiting, screening, orientation, scheduling, quality control and retention for substitute teachers, clerical, food service and other positions to schools nationwide. Contact: Debbie Baldwin at 713-522-5892 or BALDWDE@kellyservices.com
www.kellyeducationalstaffing.com

King Joe Educational Enterprises 1226

P.O. Box 86
Los Alamitos, CA 90720
Give your students a nearly 800 word math vocabulary advantage, improve their self esteem, classroom performance and standardized test scores with no prep time.
www.kingjoe.com

Knowledge Delivery Systems 1043

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Knowledge Learning Corporation 918

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Kraus-Anderson Construction Company 1000

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Circle Pines, MN 55014
A full service construction company specializing in construction management, general construction, design/build services, referendum assistance and facilities planning and management.
www.krausanderson.com

Laidlaw Education Services 727

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Naperville, IL 60563
Contracted student transportation services
www.laidlawsschoolbus.com

Lakeshore Learning Materials 104

2695 East Dominguez Street
Carson, CA 90895
Lakeshore offers a complete line of essential learning materials appropriate for infants through school-aged children. Many of these items are exclusive to Lakeshore.
www.lakeshorelearning.com

Laserfiche 1047

3545 Long Beach Blvd.
Long Beach, CA 90807
Laserfiche document management helps schools optimize business processes and reduce NCLB, FERPA and other regulatory compliance costs. Laserfiche solutions are proven in over 21,000 organizations worldwide.
www.laserfiche.com

Laureate Learning Systems, Inc. 535

110 East Spring Street
Winooski, VT 05404
Larureate's innovative software for special education offers a cost-effective way to provide daily intervention without hiring additional personnel.
www.laureatelearning.com

Leader Services 206

P.O. Box 0
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Hazleton, PA 18201
Medicaid Direct Service and Administrative Billing Service - Exceptional Customer Service.
www.leaderservices.com

LeapFrog SchoolHouse 317

6401 Hollis Street, Suite 100
Emeryville, CA 94608
www.leapfrogsschoolhouse.com

LearningExpress, LLC 1030

55 Broadway, 8th Floor
New York, NY 10006
LearningExpress Advantage is the only web-based solution that brings instant essay scoring, skill-building, test preparation, assessment, reporting and vocational resources together in one online platform.
www.learningexpressllc.com

Let's Go Learn 907

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Kensington, CA 94708
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www.letsoglearn.com

LifeTrack Services, Inc. 602

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www.lightspeed-tek.com

Lindamood-Bell Learning Processes 716

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The ability to process language is the primary factor in school success. A Lindamood-Bell® School Partnership provides process-based education for ALL students.
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LRP Publications 220

360 Hiatt Drive
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LRP Publications is the leading publisher of legal and regulatory compliance resources for education administrators - newsletters, pamphlets, books, videos, audio conferences and online resources, such as Education Daily™, Special Ed Connection™ and DirectSTEP™ eLearning.
www.educationdaily.net

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MagnetStreet specializes in custom-designed school magnets, calendars, phone directories, and sports schedules. Keep valuable information in front of your staff, parents and students. www.schoolmagnets.com
www.magnetstreet.com

Master Lock Company 431

137 W. Forest Hill Avenue
Oak Creek, WI 53154
Locker security products, combination locks and locker management software.
www.masterlock.com

Math Resources, Inc. 118

312-5516 Spring Garden Road
Halifax, Nova Scotia B3J 1G6
Software for building math literacy and a completely computer-based curriculum that improves student achievement in mathematics, saves teachers time and reduces cost of instruction.
www.mathresources.com

Alphabetical Directory of Exhibitors

Maxim Staffing Solutions 739

7080 Samuel Morse Drive
Columbia, MD 21086

Maxim Staffing Solutions is a leading provider of Nursing and Allied Health professionals. Maxim offers its clients per-diem, temporary, temp-to-perm and direct placement assignments.

www.maximstaffing.com

MGM Educator Plans 1234

2121 N. Glenville Drive
Richardson, TX 75082

Employee benefit plans specially designed for school employees.

www.mgmtpa.com

Mimio Virtual Ink 1236

20 Guest Street, Suite 520
Brighton, MA 02135

Mimio Xi is a portable and affordable device that attaches to any whiteboard and turns it into an interactive whiteboard.

www.mimio.com

Miracle Recreation Equipment Company 701

878 Hwy 60
P.O. Box 420
Monett, MO 65708

www.miracle-recreation.com

Mistral Security, Inc. 547

7910 Woodmont Avenue, Suite 820
Bethesda, MD 20814

www.mistralgroup.com

Mitchell Furniture Systems, Inc. 320

1700 W. St. Paul Avenue
Milwaukee, WI 53233

Doublers wall mounted cafeteria systems; portables cafeteria tables with seating; fold-roll shaped tables; Saturna adjustable folding tables. Stage platforms and risers. Health/training room tables heavy duty.

www.mitchell-tables.com

MySchoolBucks.com 442

2540 Warren Drive, Suite A
Rocklin, CA 95677

A unique online payment center that pays for itself, and parents just love! Parents pay all school services — meals, transportation, yearbooks... even fund raising!

www.myschoolbucks.com

NAMM: The International Music Products Association 253

5790 Armada Drive
Carlsbad, CA 92008

NAMM, the International Music Products Association, leads SupportMusic.com efforts to share research on the benefits of active music making and to encourage access for all children to quality music education.

www.namm.com

National Assessment of Educational Progress .. 1040

1990 K Street NW
Washington, DC 20006

NAEP, known as the "Nation's Report Card", is the only nationally representative assessment of what America's students know and can do in various subjects.

www.nces.ed.gov/nationsreportcard.com

National Athletic Trainers Association 531

2952 Stemmons Freeway, Suite 200
Dallas, TX 75247

Certified athletic trainers are allied health care professionals who deliver programs to reduce obesity, improve physical activity and treat injuries and illness in students and athletes alike.

www.nata.org

National Automatic Merchandising Association .. 648

2 Professional Drive, Suite 228
Gaithersburg, MD 20879

Balanced for life – campaign to combat childhood obesity.

www.vending.org

National Dissemination Center for Career & Technical Education 1138

1900 Kenny Road
Columbus, OH 43210

The National Dissemination and National Research Center for Career and Technical Education will display current research reports, 2006 webcast schedule and information about 2006 projects.

www.nccte.org

National Fire Adjustment Co. 606

One NFA Park
Amherst, NY 14228

By having NFA create and negotiate your school district's property insurance claim, the result will be increased claim proceeds and recovery options.

www.nfa.com

National Institute for Direct Instruction 1237

P.O. Box 11248
Eugene, OR 97440

NIFDI, a CSR provider, is a not-for-profit corporation dedicated to providing schools with customized training for implementing Direct Instruction in districts or individual schools.

www.nifdi.org

National School Boards Association 800

1680 Duke Street
Alexandria, VA 22314

Find out about the National Affiliate program, the annual conference, the American School Board Journal magazine, and NSBA's technology programs.

www.nsba.org

National School Public Relations Association 928

15948 Derwood Road
Rockville, MD 20855

Public relations products, services and solutions for schools.

www.nspr.org

National Student Clearinghouse 301

13454 Sunrise Valley Drive, Suite 300
Herndon, VA 20171

With successful outcomes from the National Student Clearinghouse, high schools can measure the college success of their graduates to better prepare students for higher education.

www.studentclearinghouse.org

Navajo Jewelry & Crafts 626

2904-18th Street, NW
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NetTrekker D.i. 631

15 Triangle Park Drive
Cincinnati, OH 45246

An academic search engine that supports educators as they differentiate their instruction by delivering more than 180,000 educator-selected, online resources that support the K-12 curricula.

www.nettrekker.com

New Century Education Corporation 608

220 Old New Brunswick Road
Piscataway, NJ 08854

The New Century Integrated Instructional System provides a complete and comprehensive curriculum for individualized instruction in reading, writing and mathematics.

www.ncecorp.com

**Nova Southeastern University /
Fischler Graduate School 835**

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www.schoolofed.nova.edu

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101 Commerce Drive
P.O. Box 1005
Montgomeryville, PA 18936

www.interactivewhiteboards.com

OdysseyWare 1228

300 N. McKerny Avenue
Chandler, AZ 85226

Odysseyware computerized curriculum is an edutaining experience. Available grades 3-12 in all core subjects, used as core or supplemental curriculum. 1-877-795-8904

www.odysseyware.com

Oldcastle Precast Modular Group 607

514 Township Line Road
Telford, PA 18969

www.opmg.com

Ombudsman Educational Services 1112

1585 North Milwaukee Avenue
Libertyville, IL 60048

Ombudsman, a cost effective alternative program accredited by NCA, SACS and CTA, provides individualized instruction for at-risk students in grades 6-12. It has been helping school districts deliver an opportunity of learning and success for students who have difficulty finding such rewards in the traditional school environment.

www.ombudsman.com

Outdoor Aluminum, Inc. 605

P.O. Box 118
Hwy 52 East
Geneva, AL 36340

Manufacturer of grandstands, bleachers, benches, picnic tables and other related seating.

www.outdooraluminum.com

Oxford University Press 315

198 Madison Avenue
New York, NY 10016

www.oup.com

Palm, Inc. 141

950 W. Maude Avenue
Sunnyvale, CA 94085

Palm, Inc. a leader in mobile computing, offers powerful handheld computers and Treo™ smartphones that are affordable, mobile, and easy to use. The company's vision is simple—enable 1:1 computing and communication for everyone. Palm's goal is to provide tools that can enrich, empower and simplify teaching, learning and communicating for administrators, teachers and students. For education discounts and special purchase offers: www.palm.com/education/store

www.palm.com

PARS 1118

5141 California Avenue, Suite 150
Irvine, CA 92617

PARS provides customized retirement plans for public agencies including FICA alternatives, early retirement incentives, match plans, enhancements to existing state retirement. PARS — making retirement work for you.

www.parsinfo.org

PAS Systems International 308

P.O. Box 330
Fredericksburg, VA 22404

Manufacturer of innovative instruments focused on detection of alcohol in breathe or ambient air. Used widely on campuses and after school functions.

www.pasintl.com

PBK Architects 734

11 Greenway Plaza, Suite 2210
Houston, TX 77046-1104

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www.pbkarchitects.com

Pearson Achievement Solutions 1235

1900 E. Lake Avenue
Glenview, IL 60025

Pearson Achievement Solutions provides comprehensive professional development solutions, graduate courses, and master's degree programs. Pearson Achievement Solutions' programs fuse a unique learning model and research with innovative technology to impact student achievement.

www.lessonlab.com

Pearson Digital Learning 1107

6710 East Camelback Road
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www.pearsondigital.com

Pearson Education 1206

One Lake Street
Upper Saddle River, NJ 07458

Pearson Education is the global leader in educational publishing. Home to such renowned publishing brands as Prentice Hall, Longman, Scott Foresman, and Addison Wesley, it is part of Pearson, the international media company.

www.pearsoned.com

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99 Brower Avenue
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Oaks, PA 19456-0378
Penco manufactures a full range of lockers for schools, gymnasiums, health clubs, business and industry. Available in K.D. and All Welded construction in 21 powder coat colors.
www.pencoproducts.com

Phi Delta Kappa International 840

408 North Union Street
Bloomington, IN 47402
Phi Delta Kappa is a not for profit organization. The mission of Phi Delta Kappa International is to promote quality education.
www.pdkintl.org

PhoneMaster By USNetcom 541

710 South Maiden Lane
Joplin, MO 64801
PhoneMaster, from US Netcom - Powerful, automated parent notification solution delivering homework, tests, attendance, grades, lunch balances, bus schedule information and more by phone and email.
www.usnetcomcorp.com

PLATO Learning, Inc. 615

10801 Nesbitt Avenue, South
Bloomington, MN 55437
PLATO Learning is a leading K-Adult provider of computer-based and e-learning instruction, assessment, accountability, standards-based curriculum management systems and professional development.
www.plato.com

Positivo Informatica – E-Blocks 446

Senador Accioly Filho, 1021
Curitiba-PR, 81310000
E-Blocks, a research-based, innovative method for teaching English and emerging literacy skills for children ages 4-10.
www.eblocks.net

Power IT 416

P.O. Box 1193
Woodbury, CT 06798
School communications solutions including school and district websites, staff email, online surveys, email alerts, teacher websites and more. PowerIT strengthens the home and school communications link.
www.poweritschools.com

PowerSchool, a division of Apple Computer, Inc. 407

80 Iron Point Circle, Suite 200
Folsom, CA 95630-8574
PowerSchool is the leading web-based student information system focused on automating core district processes that is a platform independent solution built upon SQL database technology.
www.powerschool.com

Preferred Educational Software. 704

221 Rivers Edge Drive
Cherry Valley, IL 61016
The Administrative Observer is a software product that allows an administrator to create high quality staff evaluations, observation summaries, and performance appraisals for any job category. Work on a desktop, a Palm, or Pocket PC for "Walk Through" observations.
www.pes-sports.com

Previdence Corporation 714

5677 S. 1475 E., Suite 4A
South Ogden, Utah 84403
Previdence is a behavioral risk management company dedicated to helping schools deal with students who are at risk of suicide, violence or sexual harassment.
www.previdence.com

Primex Wireless, Inc. 447

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Completely wireless and easy to install, the Command Point GPS Wireless System from Primex Wireless is guaranteed to synchronize all clocks and timing devices in your facility.
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Project 7th Grade 243

333 West Indian School Road
Phoenix, AZ 85013
Project 7th Grade, an innovative national program, was designed to dramatically reduce drug use among our youth, through education and prevention.
www.project7thgrade.org

PS Mailers 1031

220 East Monument Avenue
Dayton, OH 45402
PS Mailers encompasses 10 models designed for durability and many different capabilities. We offer forms that can be used for payroll, tax forms, grade reporting and more!
www.psmailers.com

Qualite Sports Lighting 818

250 Industrial Drive, P.O. Box 765
Hillsdale, MI 49242
Athletic field and court lighting.
www.qualite.com

Quality Counts International 237

5742 Ballantrae Circle
Dublin, OH 43016
Quality Counts International's mission is to create high performance systems. They accomplish this utilizing research based quality practices and principles. This results in improved performance by students, faculty and administrators.
www.qualitycountsinternational.com

Ramco/Susis Paper Cutters 628

2605 East 3rd Street
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Self-sharpening Susis Rotary paper cutters in 6 sizes from 7" to 39". Great replacements for old, dull, dangerous "guillotine" paper cutters.
www.rotarypapercutters.com

Rediker Software, Inc. 1120

2 Wilbraham Road
Hampden, MA 01036
Administrators Plus- school administrative software.
www.rediker.com

Remo Inc. 153

28101 Industry Drive
Valencia, CA 91355
Since 1957 Remo® Inc. has created instruments for adults, children, educators, amateurs and professionals and is among the largest manufacturers of drumheads and percussion instruments.
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Renaissance Learning 1007

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Renaissance® reading, math, writing, and standards mastery solutions give educators the vital information they need to get the best results from their curriculum and instructional methods.
www.renlearn.com

Resun Corporation 1131

22810 Quicksilver Drive
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Resun has developed a wide range of educational facilities that can accommodate virtually any need.
www.resuncorp.com

Ribas Associates and Publications, Inc. 424

9 Shermans Way
Westwood, MA 02090
Training and consulting company dedicated to the growth and development of teachers and administrators, and publisher of books useful to educators in their daily practice.
www.ribasassociates.com

Rigby & Steck-Vaughn 1137

10801 N. Mopac-3
Austin, TX 78759
Harcourt Achieve is an educational publisher providing innovative and proven learning solutions for all young and adult learners under the Rigby, Steck-Vaughn and Saxon imprints.
www.harcourtachieve.com

RISO, Inc. 1021

300 Rosewood Drive, Suite 210
Danvers, MA 01923
RISO provides hardware & software that allows schools to help identify student needs and meet No Child Left Behind legislation.
www.riso.com

Robson Corporation 834

2231 Whitfield Park Loop
Sarasota, FL 34243
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www.aqualitysign.com

Rosetta Stone 338

135 West Market Street
Harrisonburg, VA 22801
Rosetta Stone produces state-of-the-art programs for learning 29 languages, on CD and online. The global leader in language-learning software, Rosetta Stone teaches new languages with its award winning Dynamic Immersion™ method.
www.rosettastone.com

Royal Seating Ltd. 225

1110 Industrial Blvd.
Cameron, TX 76520
Classroom and Computer Furniture
www.royalseating.com

Sanford Brands 101

2707 Butterfield Road
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www.sanford.com

SAS InSchool 646

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Cary, NC 27513
www.sasinschool.com

Scantron Testing & Assessment 812

34 Parker
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www.scantron.com

School CheckIn 113

P.O. Box 17979
Tampa, FL 33682
Know who is on your campus. Track visitors, volunteer hours. Track tardy and early dismissal students. STOP offenders at the door.
www.schoolcheckin.com

School Construction News 515

1241 Andersen Drive, Suite N
San Rafael, CA 94901
School Construction News is a news magazine for the educational facility building & maintenance team. SCN covers the planning of K-12 and higher education facilities nationwide, including pre-planning, budget approvals and project bids.
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School District Online 946

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www.teachstream.com

School Planning & Management/Peter Li, Inc. . . . 601

2621 Dryden Road, Suite 300
Dayton, OH 45439
School Planning & Management is the industry's leading publication for construction, facilities, business and technology. More than 48,000 top-level decision makers in K-12 districts nationwide depend on SP&M for information on topics from planning, design and construction, to maintenance and operations, safety/security, technology and trends in education.
www.educationmarketplace.com

Alphabetical Directory of Exhibitors

School Specialty Educators' Symposium 652

2000 Kentucky Street
Bellingham, WA 98229
Educators' Symposium is an accredited two-day professional development opportunity. Leading-edge techniques presented in an engaging format provide K-12 educators with practical skills for their classrooms and inspiration for successful learning.
www.educatorsymposium.com

SchoolMessenger/Reliance Communications, Inc. . . . 436

603 Mission Street
Santa Cruz, CA 95060
The School Messenger Family of parent-notification solutions empowers educators to connect with families via phone, web and e-mail messaging. Get SchoolMessenger and get your message home.
www.schoolmessenger.com

SchoolNet, Inc. 406

75 9th Avenue, 6th Floor
New York, NY 10018
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SchoolSpan 752

205 Hallene Road, A6
Warwick, RI 02886
SchoolSpan offers K-12 schools a suite of public relations tools for existing web sites, including calendars, newsletters, alumni portal, emergency alerts, teacher homework boards, web page builders and more.
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Schoolwires 1130

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State College, PA 16803
Schoolwires delivers the most powerful and affordable way to create and manage web sites. No system is easier to learn, to use or to support. Period!
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Seating Concepts, LLC 719

2225 Hancock Street
San Diego, CA 92110
Auditorium Seating
www.seatingconcepts.com

Skyward, Inc. 526

5233 Coye Drive
Stevens Point, WI 54481
Fully integrated K-12 financial and student management administrative software since 1980. It's all we do. Skyward Software is made and supported in the USA.
www.skyward.com

SMART Technologies, Inc. 421

1207 11th Avenue SW, Suite 300
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SMART Technologies Inc. is the world's leading manufacturer of interactive whiteboards. SMART products seamlessly bring together instructional tools and computer-based materials to improve learning outcomes.
www.smarttech.com

SnapCourt, LLC 312

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Modular athletic surfacing for indoor or outdoor use.
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Sodexo School Services 707

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Southern Bleacher Company 1004

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Southwest Educational Development Laboratory . . . 215

211 East Seventh Street, Suite 200
Austin, TX 78701
SEDL is a private, non-profit research and development organization working to solve significant problems educational systems and communities face to ensure a quality education for all learners.
www.sedl.org

SP SnapShot™ 622

1809 E. Broadway Street, Suite 191
Oviedo, FL 32765
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Spectra Services 831

10210 S. 50th Place
Phoenix, AZ 85044
Spectra Services provides Supplemental Educational programs for students in grades K-8. We focus on math and language arts. We offer computer tutorial, small group instruction and one-on-one assistance where necessary.
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Spectrum Industries, Inc. 822

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SportsGraphics, Inc. 1012

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SSC Service Solutions 221

1845 Midpark Rd. Suite 201
Knoxville, TN 37921
SSC Service Solutions provides janitorial and housekeeping services to K-12 schools, colleges and universities, shopping centers, and industrial/commercial facilities nationwide.
www.sscserv.com

Stewart School Signs 1019

2201 Cantu Court, Suite 218
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Stewart School Signs has been providing America's schools with signage solutions since 1968.
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Student and Youth Travel Association 1334

936 S. Baldwin Road, Suite 104
Clarkston, MI 48348
SYTA is a non-profit, professional trade association that promotes student & youth travel and seeks to foster integrity and professionalism among student and youth travel services. SYTA is the "Voice of Student & Youth Travel."
www.syta.org

Sturdisteeel Company 908

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Waco, TX 76702-2655
Design, manufacture and installation of grandstands, bleachers, aluminum seating and press boxes.
www.sturdisteeel.com

SunGard Pentamation, Inc. 1121

3 West Broad Street, Suite 1
Bethlehem, PA 18018
SunGard Pentamation's Education Systems provides complete K-12 Information Systems for financial, human resource and student management functions utilizing the PLUS SERIES, SunGard Pentamation's software suite to support their administrative, performance analysis, informational access and reporting needs.
www.pentamation.com

Synergistic Learning Systems 501

PO Box 1708
Pittsburg, KS 66762
Kindergarten to careers is the solution for school districts looking for a continuum of hands-on, multimedia delivered, grade level specific, correlative, curriculum products K-12.
www.synergistic-systems.com

TAC - Tour Andover Controls 927

1650 West Crosby Road
Carrollton, TX 75006
TAC's Energy Solutions division provides building improvements funded through guaranteed energy savings.
www.tac.com

Tango Software 520

2101 S.I.H. 35, Suite 410
Austin, TX 78741
Tango Software is a complete PK-12 technology and curriculum integration solution that embraces the latest computing and handheld technologies to facilitate student performance analysis and data disaggregation in the classroom, at the campus and within the district.
www.tangosoftware.com

Taraflex Sports Flooring By Gerflor 1134

3715 Northcrest Road, Suite 23
Atlanta, GA 30340
Taraflex is the world leader in indoor synthetic sports flooring with over 300 million square feet installed worldwide.
www.taraflexusa.com

Teacher's Pal, Inc. 551

2333 W. Northern Avenue, Suite 5
Phoenix, AZ 85021
Administrative/Instructional survey and management software designed to monitor district, school and outcomes by generating real-time data for decision making and/or intervention.
www.teacherspal.com

TetraData Corporation 112

3 Independence Point, Suite 101
Greenville, SC 29615
TetraData provides K-12 education solutions that help educators manage data and information across the district with best-of-breed end user analysis tools.
www.tetradata.com

The Cambridge Group 427

5795 Carmichael Parkway
Montgomery, AL 36117
www.colonialcambridge.com

The Clements Group 749

175 S. Main Street
Salt Lake City, UT 84111
The Clements Group specializes in assisting K-12 districts to change lives...change communities. We have developed a 4-phase fundraising solution allowing districts to enter the process at the right level.
www.clmgroup.com

The College Board 201

45 Columbus Avenue
New York, NY 10023
The College Board's mission is to connect students to college success and opportunity. We are a not-for-profit membership organization committed to excellence and equity in education.
www.collegeboard.com

The Durrant Group, Inc. 223

700 Locust Street, Suite 942
Dubuque, IA 52001
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www.durrant.com

The HON Company 935

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Muscatine, IA 52761
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1 Horace Mann Plaza
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Horace Mann provides financial solutions to educators. We provide personal products to assist you and your employees with financial and retirement planning.
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The Learning Springs 1046

P.O. Box 907
Ojai, CA 93024
The Learning Springs is a complete online curriculum resource and lms for grades 4-12 courses contain full lesson plans, assessments, answer keys, reporting capabilities, communication tools, all at an affordable cost.
www.learningsprings.com

The NTI GROUP 1026

14144 Ventura Blvd., Suite 200
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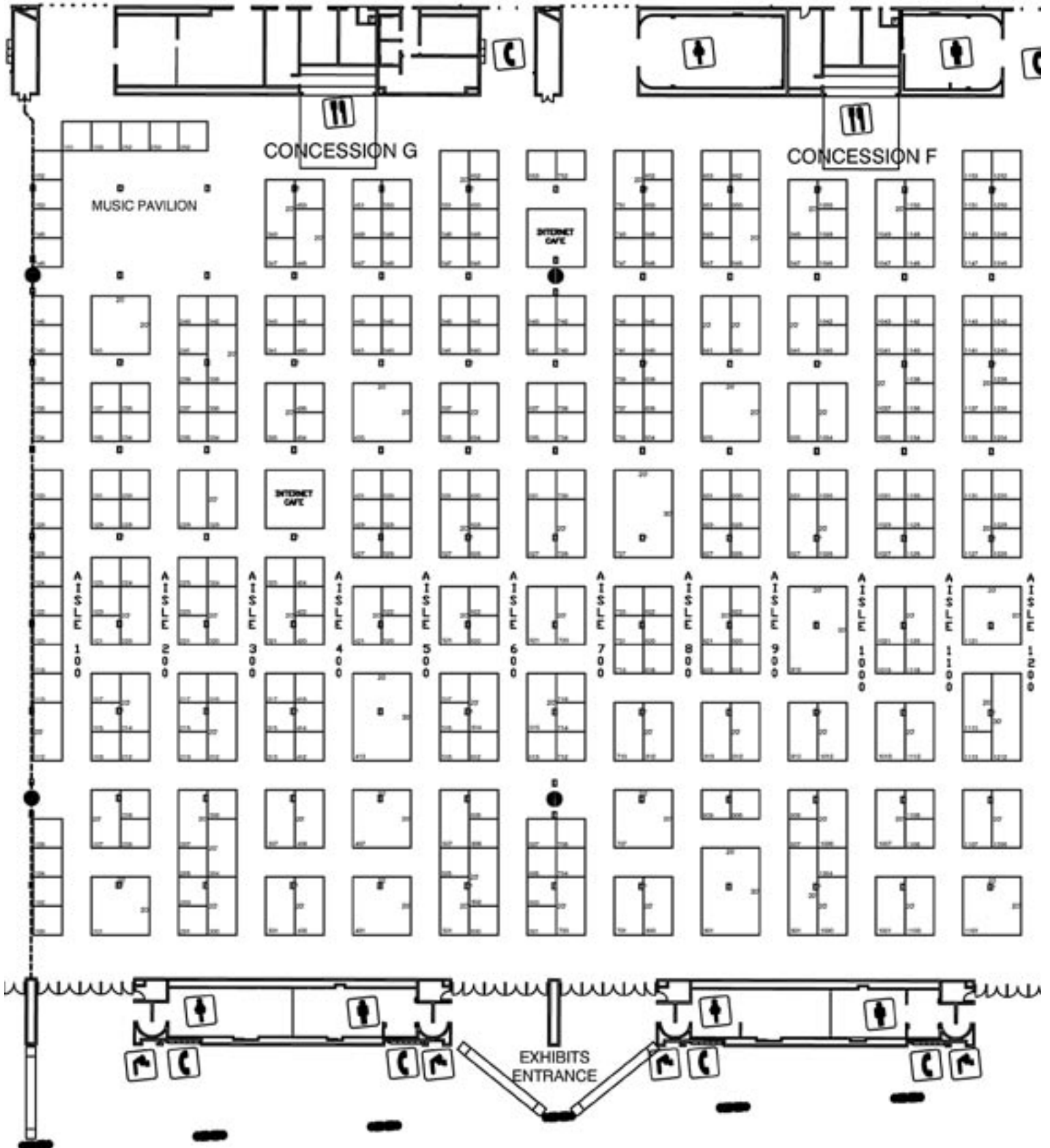
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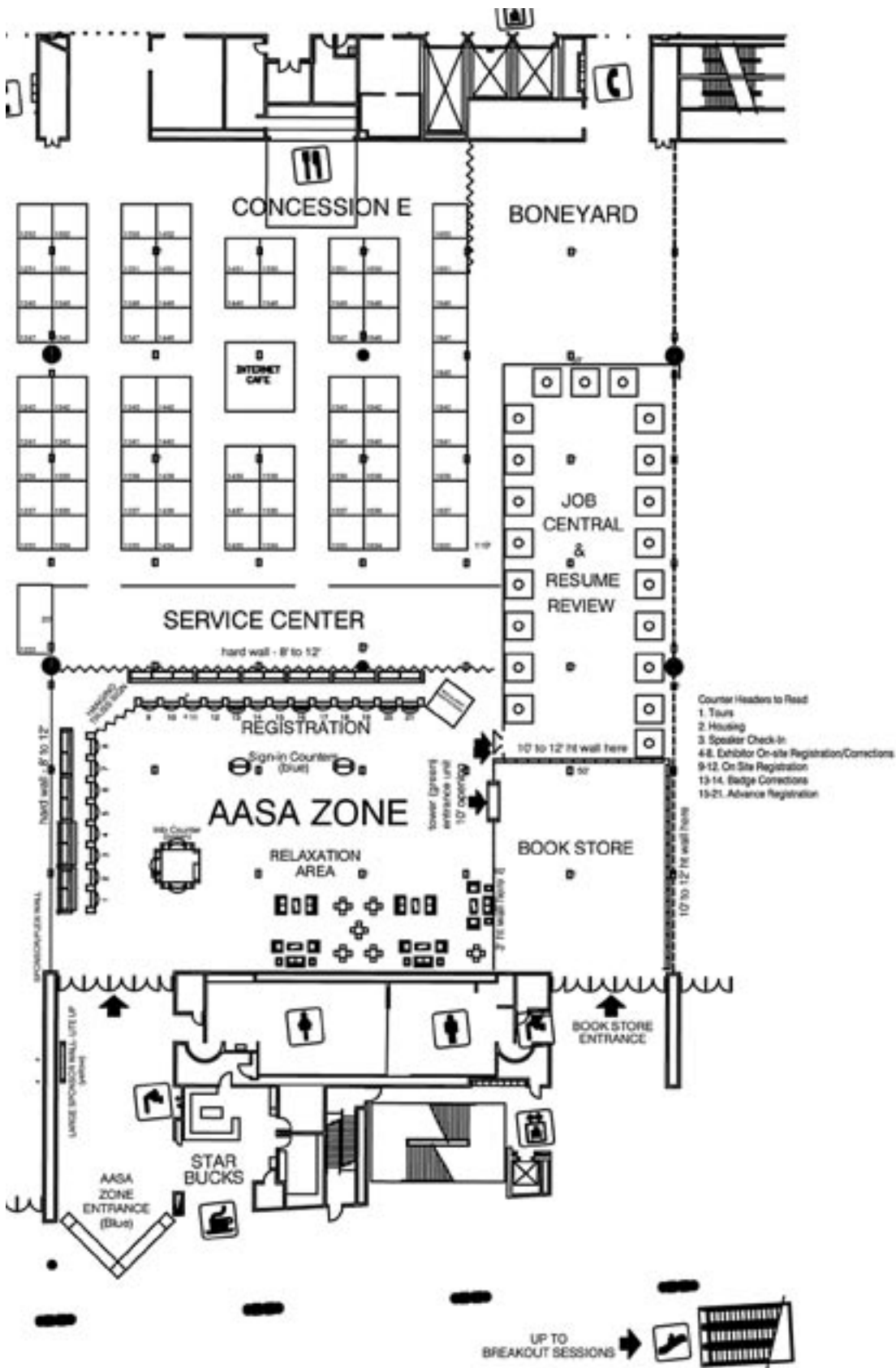
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235	First Student, Inc.	416	Power IT	543	CHARACTER COUNTS!	648	National Automatic Merchandising Association
237	Quality Counts International	420	Harris Graduate Connection	546	Davis Demographics & Planning, Inc.	650	Atomic Learning
243	Project 7th Grade	421	SMART Technologies, Inc.	547	Mistral Security, Inc.	652	School Specialty Educators' Symposium
252	VH1 Save The Music Foundation	422	Excel Math	548	Trapeze Software	653	Xap Corporation
253	NAMM: The International Music Products Association	424	Ribas Associates and Publications, Inc.	550	University Alliance	700	Educational Testing Service
		427	The Cambridge Group				
		429	Virtual High School				
		431	Master Lock Company				
		434	Century Consultants Ltd.				

701	Miracle Recreation Company	818	Qualite Sports Lighting	941	Innovative Educational Programs, LLC	1112	Ombudsman Educational Services
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Fernando Elizondo, Executive Director, California Latino Superintendents Association, Salinas, CA

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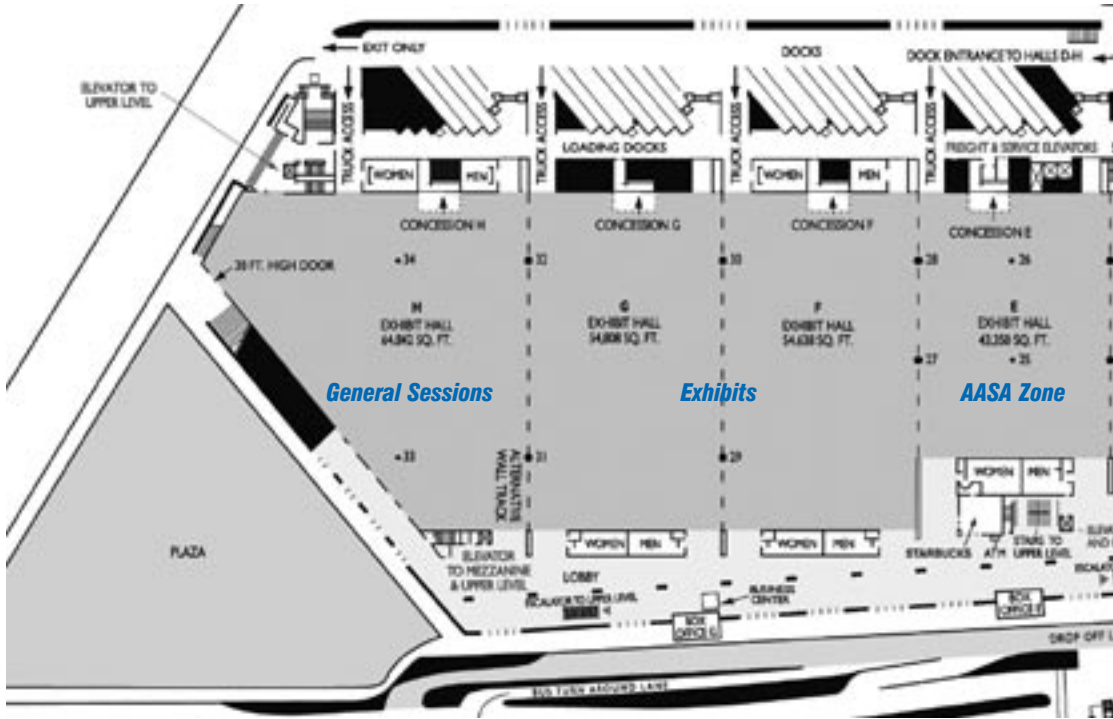
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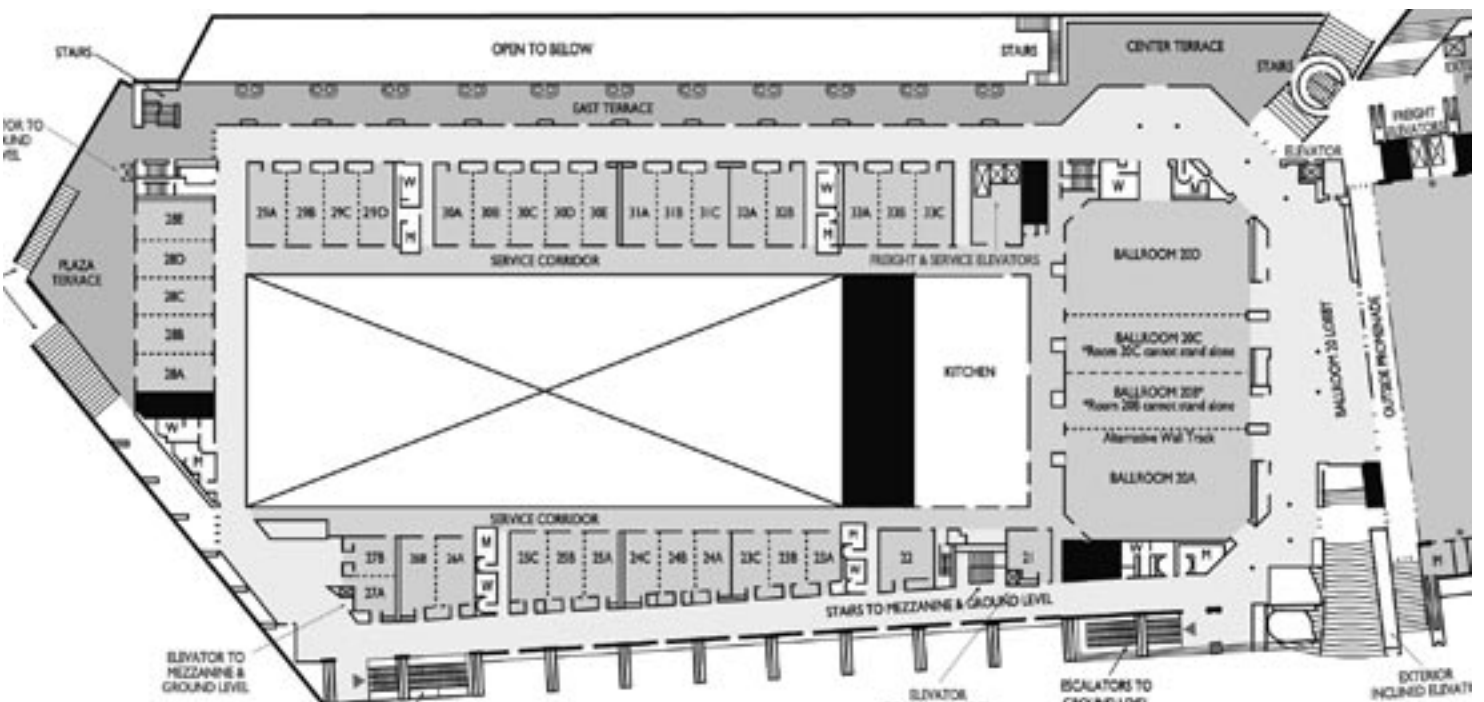
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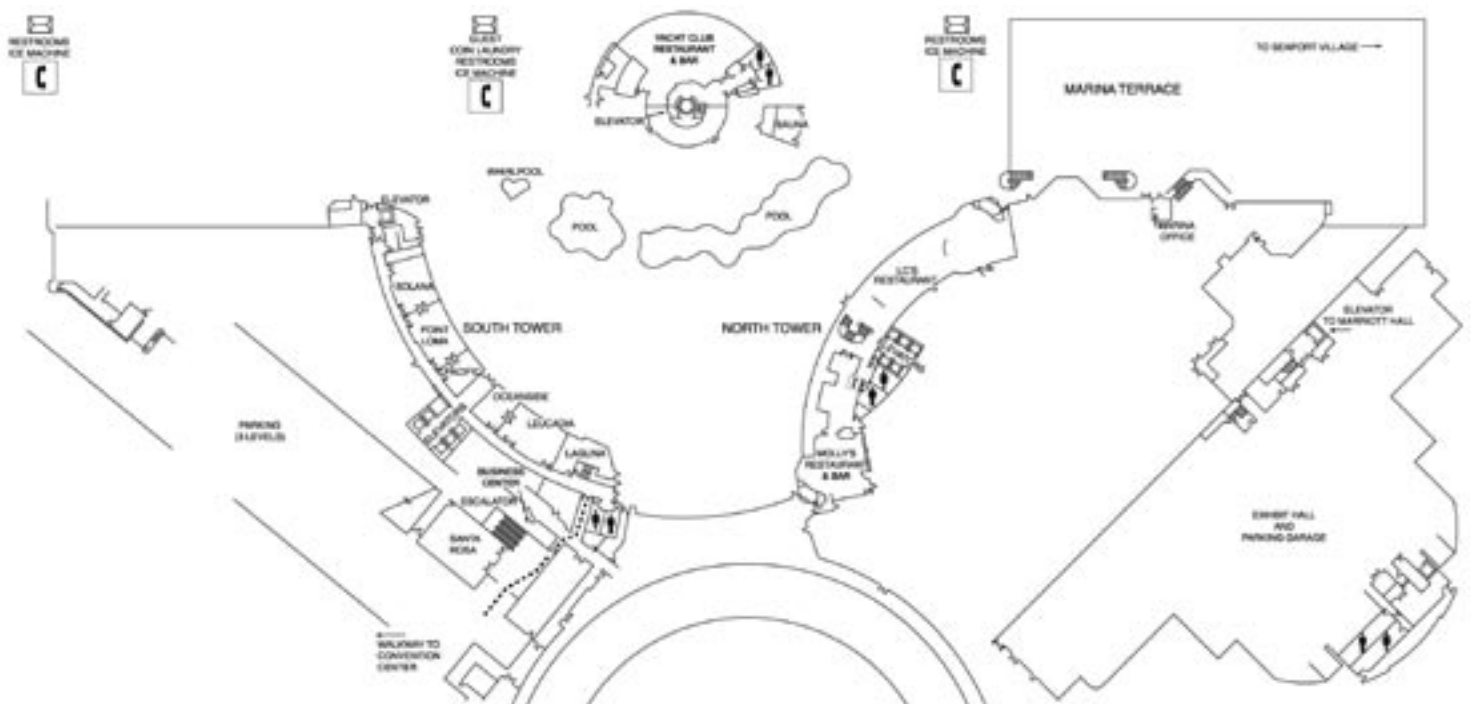
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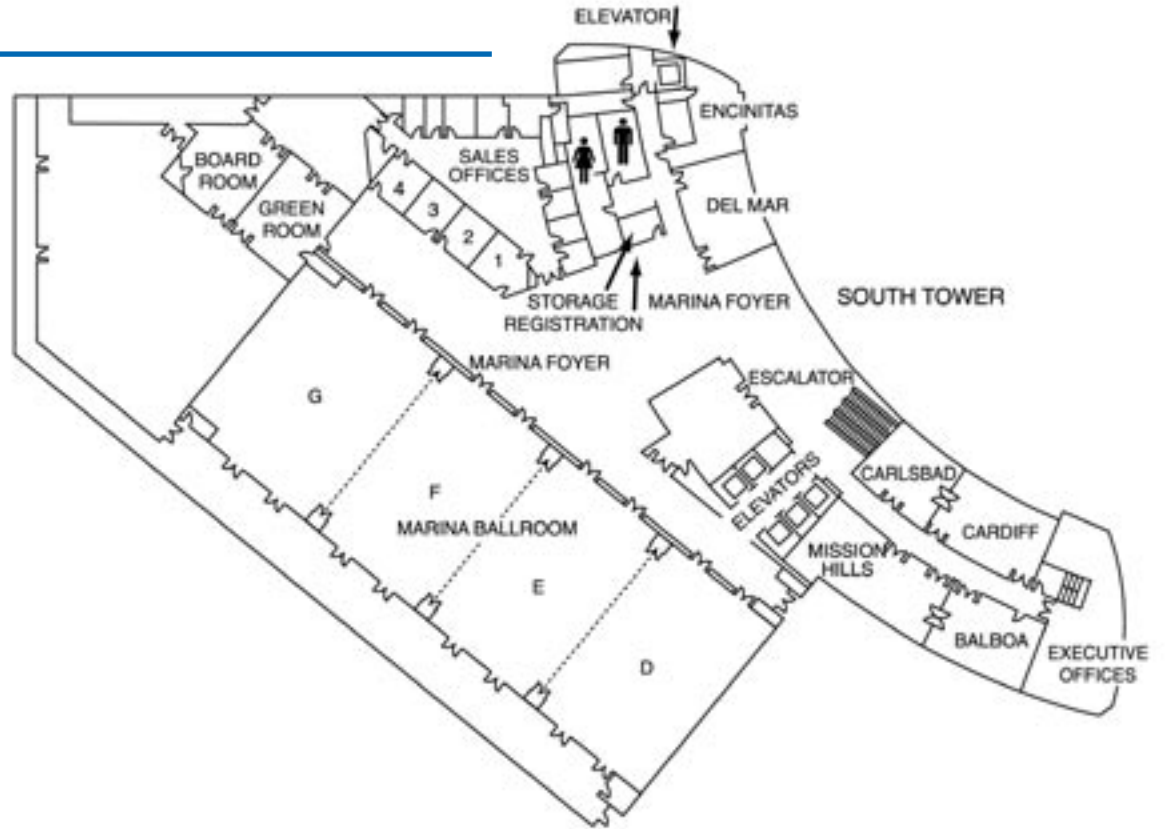
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Level 1



Level 3



Level 4

