

“ Education is not the filling of a pail, but the lighting of a fire.”

*William Butler Yeats*



# LIGHTING THE WAY

**IASB • IASA • IASBO  
74<sup>th</sup> JOINT ANNUAL CONFERENCE**

**NOVEMBER 17-19, 2006  
CHICAGO**



# CONFERENCE PREVIEW

# IASB • IASA • IASBO

## 74th Joint Annual Conference

Lighting the Way—that's the theme of your 2006 Joint Annual Conference, a phrase that is derived from the motto of the Illinois Association of School Boards: Lighting the Way to Excellence in School Governance.

After all, that is your chosen mission—whether as a school board member, district superintendent, or business manager—to light the way to better schools and a brighter tomorrow.

So it is appropriate that “Lighting the Way” should be the theme of the 2006 Joint Annual Conference of the Illinois Association of School Boards, Illinois Association of School Administrators, and Illinois Association of School Business Officials.

At the Conference, school leaders will come together to explore the ideas and information essential to improving local schools today. Join your colleagues at this great gathering to study the solutions and examine the techniques that can truly light the way for Illinois schools.

On November 17 – 19, 2006, the Hyatt Regency Chicago and Sheraton Chicago hotels will serve as co-headquarters for the year's most comprehensive event for local school officials. A wide array of discussion sessions, workshops, and other invaluable learning opportunities have been assembled for you.

You'll hear from your peers in other school districts who have solved the very problems that confront you. You'll consult with experts on a wide variety of valuable topics, from funding and school finance issues to student assessment. You'll be inspired by keynote speakers. And you'll have ample opportunity to meet and talk informally with your counterparts from school districts around the state.

This brochure offers only a glimpse of all the entertaining, enlightening and engaging activities the Conference offers. So plan today to attend the 2006 Joint Annual Conference.



## Countdown

The following checklist maps out the key deadlines to watch to make sure your delegation is properly registered and housed at the Joint Annual Conference:

### October 13

Payments, registration and housing forms, as well as any changes in existing registrations, must be received by the IASB office by this date in order for registration materials to be mailed to you. Forms received in the IASB office postmarked after October 13 will be taken to the conference, where registrants will need to pick up their materials and I.D. badges. Registration fees after October 13 are \$325.

Registration refunds, minus a \$50 service

charge per registrant, can be honored only if made by letter postmarked or faxed by October 13. Refund requests after October 13 will be honored only in the case of serious illness or death in the immediate family. All refunds will be processed after the conference.

This is the last day for receiving registration changes by mail or fax (at 217/241-2144). After this date all changes must be made at the conference registration desk. Replacement badges will be issued only upon exchange of the original registration badge.

### November 3

Conference registration packets and badges, for registrations received prior to the October 13 deadline, will be mailed on this date.

## Conference hotels

All events will take place at three downtown hotels: Hyatt Regency Chicago (151 East Wacker Drive), Sheraton Chicago (301 East North Water Street), and Swissotel (323 East Wacker Drive). There is easy walking access among all three hotels.

To reach the Sheraton from the Hyatt, take the exit in the Grand Ballroom Foyer of the Hyatt (this is near the conference registration and coat check desks) to Columbus Drive. The Sheraton is just across the Chicago River bridge and to the right. To reach the Swissotel from the

Hyatt, take the up escalator located one flight above the escalators leading to the Riverside Center exhibit hall. Turn right from this upper escalator and proceed to the far end of One Illinois Center, the city's underground shopping mall.

**Note: Information is continuing to come in about the Conference. As a result, changes could create cancellations, relocations or additions to the list of conference events contained in this brochure. Please refer to the Program Guide you will receive at the Conference Registration Desk for an accurate, updated listing of events and activities.**

# MASTER SCHEDULE

**Please note:** some events will be held at the Sheraton Chicago, just across from the Hyatt Regency, and others at the adjacent Swissotel. These are noted. UNLESS NOTED all locations are in the Hyatt Regency.

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## Thursday, November 16

**Noon – 4 p.m.** IASB Board of Directors' Meeting

**Noon – 7 p.m.** Illinois ASBO Board Meeting

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## Friday, November 17

**7:30 a.m. – 3 p.m.**  
Illinois ASBO Workshops

**7:30 a.m. – 5 p.m.**

- Conference Registration
- Delegate Assembly Registration
- Legislative Information Counter

**7:30 a.m. – 5:30 p.m.**  
IASB Bookstore

**8 – 11 a.m.** IASA Board of Directors' Meeting

**8 a.m. – 2:30 p.m.** Illinois Council of School Attorneys' school law seminar

**8 a.m. – 4 p.m.** Food Fair

**8 a.m. – 5 p.m.**

- Exhibits
- IASB Service Associates Table
- Environmental Exhibits

**8 – 9 a.m.**

- Workshop Continental Breakfast, Sheraton
- Workshop Registration, Sheraton
- Chicago Schools Tour Breakfast

**8:30 a.m. – 3:30 p.m.**  
IASB Information Room

**8:30 a.m. – 4 p.m.**  
IASA Workshops

**9 a.m. – 3 p.m.** Pre-Conference Workshops, Sheraton

**10 – 11:15 a.m.** IASB Resolutions Committee Meeting

**11 – 11:45 a.m.** Welcome to Conference

**11:30 a.m. – 12:30 p.m.** Combined Workshops Luncheon, Sheraton

**Noon – 3 p.m.**  
IASB Information Desk, Sheraton

**Noon – 5 p.m.**  
INSPRA PR Counseling Room

**1:30 – 3 p.m.** Discussion Panels, Hyatt, Sheraton, Swissotel

**1:30 – 3 p.m.** Board Secretaries' Workshop, Swissotel

**3:30 – 5 p.m.** First General Session, Speaker: Troy Evans

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## Saturday, November 18

**7:30 a.m. – 5 p.m.**

- Conference Registration
- IASB Bookstore

**7:30 a.m. – 5:30 p.m.** Legislative Information Counter

**7:30 – 8:30 a.m.**  
IASB Service Associates Breakfast

**8 a.m. – 2 p.m.** Food Fair

**8 a.m. – 3 p.m.**

- Exhibits
- Environmental Exhibits
- IASB Service Associates Desk

**8:30 – 10 a.m.** Second General Session, Speaker: Erin Gruwell

**9 – 11 a.m.** Delegate Assembly Registration

**9 a.m. – 5 p.m.**

- INSPRA PR Counseling Room,
- IASB Information Desk, Sheraton

**10 a.m. – 5 p.m.**  
IASB Information Room

**10:30 a.m. – Noon** IASB Delegate Assembly

**10:30 a.m. – Noon** Discussion Panels, Hyatt, Sheraton

**10:30 a.m. – 5 p.m.** Board Secretaries' Workshop, Swissotel

**1:30 – 3 p.m.** Discussion Panels, Hyatt, Sheraton

**1:30 – 3:15 p.m.** Carousel of Panels, Sheraton

**3:30 – 5 p.m.** Discussion Panels, Hyatt, Sheraton

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## Sunday, November 19

**8 – 9:30 a.m.** Discussion Panels: coffee and conversation

**8 – 10 a.m.**

- IASB Bookstore
- Legislative Information Counter

**9:45 – 11:30 a.m.** Third General Session, Speaker: Bob Ash

**8 – 9:30 a.m.** IASB Board of Directors' Meeting



## For extra credit: Pre-conference workshops provide expert advice

Do you have some key questions about school leadership? One of our pre-conference workshops on Friday may be just the place to get the answers. Our carefully chosen experts will furnish advice on everything from collective bargaining to teambuilding on a school board, and from the critical role of school boards in a democracy to maintaining an effective relationship between the board and the superintendent in your school district. We'll also examine school board leadership, and provide a comprehensive workshop for school board presidents.

Yet another pre-conference workshop will help you focus on the 20 questions school board members should ask. And a session will also discuss an IASB service called Targeting Student Learning: Focusing on the Real Work of Boards. All of the workshops will include a combination of IASB LeaderShop Core programs, which relate directly to principles of effective school district governance, and LeaderShop Elective programs, which focus on additional board and board member skills and key issues affecting board work and decision making. These workshops will require an additional fee and advance registration.

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## LeaderShop Core Offerings

### School Board Leadership

An effective school board adds unique value to its public schools by ensuring that they meet the community's expectations for providing the best possible education. Make sure you are a member of an effective school board. Whether you're a 10-year veteran or recently seated, a board member or a superintendent, this workshop will provide you with an opportunity to think and talk about the unique role of the

school board and the important work it must do.

Participants will have an opportunity to:

- Analyze the unique and important role and work of the school board;
- Learn to identify effective board policies and practices and those that are ineffective (and even destructive);
- Practice valuable interpersonal and decision-making skills.

### When and Where?

Conference registrants can choose from one of the six full-day workshops, 9 a.m. to 3 p.m., and two half-day workshops, 9 to 11:30 a.m. or 12:30 to 3 p.m., on Friday, November 17. Workshops will be presented at the Chicago Sheraton Hotel, one level above the main lobby.

### How do I register?

A brochure with attached registration form is mailed separately. Full-day workshop fee is \$200 per person and includes continental breakfast, luncheon, breaks and workshop materials. Half-day workshop fee is \$130 per person. *Note: You must be registered for the conference to attend these pre-conference workshops. Participants may register for both half-day workshops for a total of \$200, which includes continental breakfast and luncheon.*

Workshop participants will be awarded 10 Master Board Member points for a full-day workshop or 5 points for a half-day workshop in addition to the 30 points earned for Conference attendance. Workshop participants will also receive credit toward membership in the IASB LeaderShop Academy. Descriptions of this year's pre-conference workshops begin below.

### The Critical Role of School Boards in a Democracy

Your school board enacts policies to address school needs or problems. When those needs or problems involve conflicting values, the board often finds itself embroiled in controversy. Why? Because not everyone agrees that student discipline should be rigid or permissive or that schools should be larger or smaller or that sports

*continued*

should take precedence over band...and the list goes on and on.

School board policies are *public* policies and public policies involve public values—often competing public values. The question facing school decision makers is “How do we do what is best for *both* our community and our schools?”

This workshop will help school board members and superintendents:

- understand what it means to govern and manage a public institution in a democratic society;
- develop the knowledge and skills needed to govern for the public good;
- discern the public values at work in school-related decision making;
- learn and practice an effective tool for making important public policy decisions.

## **The Board and Its Superintendent: Developing and Maintaining an Effective Relationship**

An effective school board works to develop and maintain a productive relationship with the Superintendent – a relationship consisting of mutual respect and a clear understanding of respective roles and expectations. The board-superintendent relationship does not have to be left to chance. Attend this workshop to learn how to engage in a deliberate process that benefits your board, superintendent and district.

Participants of this workshop will:

- Understand the legal responsibilities and the complementary roles of the board and the superintendent;
- Learn how to communicate clear expectations to the superintendent through policy and goals, and delegate authority to the superintendent for meeting those expectations;
- Walk away with a tool and process for developing a meaningful superintendent evaluation process.

## **Half-Day Workshop**

### **Targeting Student Learning: Focusing on the Real Work of Boards**

*Imagine knowing how to conduct an in-depth policy discussion that:*

- truly impacts student learning,
- is based on relevant data rather than individual perceptions, and
- encourages broad-based participation from community and staff.

*And, imagine that this discussion allows the board to:*

- provide district leadership and direction on learning,
- serve as models and leaders for continuous district improvement,
- fulfill its trustee role, and
- ensure alignment of policy, procedures and practices.

During this three-hour workshop, participants will learn and practice an effective four-part process for conducting essential policy discussions on student learning topics – *the real work of boards.*

## ***LeaderShop Elective Offerings***

### **A Comprehensive Workshop for Board Presidents**

Being an effective board president requires special skills. Participants will learn the role of the president as it relates to the rest of the board and superintendent, and the keys to effective meetings, parliamentary procedure, managing board conflict, communications, ethics and teamwork. This is a hands-on, interactive workshop, where you will have the opportunity to practice the leadership skills you are learning.

### **Introduction to Collective Bargaining for School Board Members and Administrators**

Attend this workshop to learn what every school board member needs to know about collective bargaining –

and every administrator, too:

- What the law requires of school boards and employee unions;
- Steps involved in bargaining labor contracts;
- Alternative processes;
- Politics and psychology of school bargaining;
- Roles and responsibilities of boards and administrators;
- How to handle labor disputes; and
- How to keep labor relations problems from destroying human relationships.

## **Team Building and the Board of Education**

Here's the place to get real ideas for the real world. Board members and superintendents want to be part of effective, well-working teams. What are the characteristics of an effective governance team? How can board members work cooperatively together to assure effective leadership for the district? Yona Lunken, a member of the Henry-Senachwine CUSD 5 school board in Henry, Illinois, makes his living helping organizations be more effective. We'll combine his experience and perspectives with yours to address key topics like communications, goal setting, leadership and trust.

## **Half-Day Workshop**

### **20 Questions Administrators and School Board Members Should Ask**

Accountability and results start with you! Are you asking the right questions? Are all of your students reaching their potential? In your efforts to support school district improvement, are you focusing on the right questions and the right data? This presentation will give you the questions to ask and the background knowledge to understand what you need to do to improve achievement for all students. Time spent with these two dynamic presenters will fly by, leave you wanting more, and it should shift your thinking about improvement accountability.

## FRIDAY, November 17 11 - 11:45 a.m.

**WELCOME TO CONFERENCE: AN ORIENTATION SESSION** — Is this your first time at the Joint Annual Conference? Does your district have a board member or administrator attending his or her first conference? Then this is the panel for you. This one-hour session will review the Conference program, explain where and how to find assistance, offer directions and maps to various events, and highlight some of the key sessions and activities you won't want to miss.

## FRIDAY, November 17 1:30 - 3 p.m.

**A Living Document: Your Board Policy Manual** — Learn how different school boards are keeping their policy manual a living, vital document that sets the direction for the district and guides the administration in its day-to-day operation.

**Need Information about Schools? Center for Public Education** — The center is a national resource for accurate, timely and credible information about public education. It provides up-to-date research, data, analysis and accountability on current education issues and explores ways to improve student achievement and engage public school support. Learn how to navigate the center's Web site and find the information you want.

**Discussion of New Superintendent Issues with the IASA Leadership Team** — This session is tailored for you administrators new to the Illinois superintendency. It is designed to help you take advantage of the Conference and spend some time with colleagues, and IASA's leadership, to discuss the first four months on the job. Q&A will be the format. This is a great opportunity to interact with IASA staff, and to benefit both from the answers to your questions, from your colleagues' questions as well.

### **The Truth About Premium Bonds, Debt Limits and Cost-Effective Finance Plans** —

Interested in an in-depth presentation about the debt financing mechanisms available to school districts? With the media attention given to school building financings and debt limits earlier this year, school leaders can't afford to miss this presentation. It will help you understand the types of bond structures school districts use to meet tax rate objectives and long-term capital project goals. You will come away better prepared to respond to community questions on the reasons bond structures are implemented.

### **Organization & Communication: "Vote Yes Twice" Wins Big at Polls** —

Needing voter approval for both a building bond and tax-rate increase on the March 2006 ballot presented a big challenge. Learn what strategies panelists used to communicate a complex issue, one that was made more difficult because they needed not one "yes" vote, but two!

### **Children and Schools, the Core of the Community** —

*National PTA Standard VI - Collaborating with the Community* — Discover how to create an environment in which the school becomes the core of the community. And see how it all starts by integrating parents, teachers, staff and administration with clubs, businesses and organizations to benefit the community.

### **Successful Long-Term Planning** —

Does your district have a long-range financial plan? Are you using the plan to its full potential? Learn how forward-thinking school districts are using financial forecasting models to anticipate revenue, expenditure, and debt to sustain educational services and programs that meet community expectations.

### **Superintendent Search** —

Selecting a superintendent may be the most important responsibility a board undertakes. Learn the steps all boards should take, and review the critical aspects of the process.

### **Strategies for Improving Your District's Financial Health** —

While there are numerous factors that create competing pressures on your budgets, there are tools and techniques available to optimize your future. Discover when and how to use them.

### **Best Practices Forum - Legal and Practical Steps for School Property Management** —

The legal requirements used to acquire, dispose and maintain annual exemptions will be addressed. Examine the practical steps to develop and manage master site plans, and inter-governmental relationships. Keep up-to-date on all this.

### **An Overview of the 2006 General Election** —

The governor's mansion and control of the legislature hung in the balance pending the November 7 General Election. What will the results mean for our state? How will the issues of state budgeting, tax reform, and school funding be affected? Statehouse insiders will give their perspective on where the state will go under this political leadership.

### **District Consolidation - Can We Improve Educational Opportunities for Students?** —

School districts typically consolidate to pool their resources and make them go further by becoming more efficient. Can two or more districts also ensure that consolidation will provide students with more and better educational opportunities? Let's discuss the challenges and some ways to address them.

### **Free Speech in School: How "Free" Is It?** —

Student expression, assembly, religion and employee griping are all common concerns in schools. Let us look at the parameters of the First Amendment in the public school setting.

### **Cast Your Electrical Future to the Wind** —

Learn how a rural district became the first in Illinois, and possibly the first in the nation, to provide electrical power to an entire school district through wind generation.

**The Medal Pride Program** — Do you want to increase your attendance,

reduce tardiness and discipline referrals at the high school level? Come and see how Virginia High School has accomplished that goal!

**Silver and Gold: One District's Successful Transition Story** — You've got the superintendent and board of your dreams: now what? Cultures differ; personalities differ; how do we work together in a way that puts the organization first while making best use of our strengths? Hear veteran board members and a first-year superintendent share their experiences.

**Guarding the Boundaries: Enforcing Student Residency Requirements** — With limited exceptions, only a student who is a district resident may attend the district's schools without paying tuition. But, how do schools determine residency and how do they enforce the residency requirement? Join us for a discussion of the legal and practical considerations, including immigration issues.

**Character Development: It Really Does Take a Village** — Learn how local school districts, businesses and civic organizations in Glenview work together to promote the goal of character development among those who live, work and play there.

**Help Teens Drive Safely with Project Ignition!** — Changing teen driving attitudes is a challenge, but Gibson City-Melvin-Sibley High School has an award-winning service learning project that truly promotes teen safe driving. Adopting a similar project could save many lives from the main teen killer — traffic accidents.

**Open Meetings Act: Crossing the Line** — The author of IASB's Meetings and Records Guide will highlight key provisions of the Open Meetings Act. Come and review common problems under the law: the purpose and provisions for closed meetings, verbatim recordings, and how the Act can help keep your board focused. Review revisions to Illinois law contained in SB 585, regarding use of e-mails and changes in quorum definitions.

**Reduce Your Administrative Costs Through Shared Services: A Unique Governance Model** — Concerned about administrative costs? Discover a management model for significantly cutting administrative costs while improving the quality of educational programs.

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## **SATURDAY, November 18 10:30 am – noon**

**Communicating Board Policy: The Internet Connection** — Get your policy manual off the shelf and out on the Web! Understand its importance as a dynamic, living document. Learn how publishing policies online gives stakeholders immediate access, allows keyword searching and provides links to *The School Code*, case law, and administrative code. Hear how this can empower school boards and see how it works.

**Locally Developed Superintendent Evaluations** — Like to know how to develop a superintendent evaluation based on specific criteria in your district? Learn how three Illinois districts piloted a process to develop a superintendent evaluation based on their own district's goals, board's expectations for their superintendent and the performance measures in the superintendent's contract.

**Minority Teacher Shortfall, or Are Districts Falling Short?** — How many times have you heard: "We'd like to hire more minorities, but there aren't enough candidates." Minority candidates can be found with attention to identifying the best candidates, using proven interviewing techniques, making real connections with candidates, and focusing on retention. Learn the tactics needed. Stray from the conventional and bring about diversity.

**Student Discipline – What's New in the Courts and What It Means for Your District** — Today, school officials often face serious and disruptive student misconduct involving drugs, bullying, threats and weapons. Obtain the latest legal information on investigating and disciplining students for misconduct on or off school grounds.

**Evaluating Wellness Policies: How Are You Doing?** — With school wellness policies now in place, how will your district evaluate the progress it makes? Learn about the evaluation process as well as what lies ahead as schools work to fight childhood obesity.

**SCHOOLTALK200: A Case Study of Best Practices in Public Engagement** — Learn how to conduct a successful public engagement program. Examine the multimedia and grassroots ingredients that led to a successful referendum in March 2006, and earned the highest award from the Illinois Chapter of the

National School Public Relations Association (INSPPRA).

**Targeting Student Learning: Linking Policies with Student Learning** — Examine a four-step process for conducting essential policy discussions about student learning— *the real work of boards*. Board members and superintendents will share their experiences, as well as their "before and after" outcomes and policies.

**Legislative Issues Impacting School Districts** — This experienced panel from the legislature and ISBE will discuss veto session issues that impact schools. Panelists also will discuss the 2006 legislative agenda.

**The Internet and the Law** — In Illinois, teachers, administrators and students have been charged with computer-based crimes, including predatory, pornographic and harassing practices on school-based networks. Learn the legal and operational parameters for dealing with and preventing cyber/Internet abuse.

**Are You Watching Your Cash?** — Who is responsible for safeguarding the cash and other assets of your district? It is the school board. Board policies direct such matters as internal controls for protecting cash, establishing the treasurer's bond, audits, financial reporting, and requirements for fiscal accountability on the part of the administration and staff.

**The Board's Scorecard – A Data-Driven Way to Continuously Improve School Performance** — What is the board's role in continuous improvement? How can the board: 1) align its goals with those of the school and classroom?, 2) coordinate its strategic vision with operational responsibilities of staff?, and 3) attend to data while avoiding the pitfalls of micro-management? Bring questions and get useful handouts.

**Practical Parliamentary Procedure: The Basics For School Boards** — When used appropriately, parliamentary procedure can turn your meetings into efficient, civil decision-making events. Review the rules that apply to boards, the importance of good board processes, and the power of the agenda. Pose your questions and get some useful handouts.

**A Student Assistance Program: What It Can Do For Your Schools** — Learn the nuts and bolts of a Student Assistance Program (SAP): What is it, for example, why do we need one, and how do we pay for it?

**Confidentiality in the Schools: Walking the Line Between Student Privilege and School Safety** — School mental health professionals are caught between conflicting provisions of Illinois statutes, walking a fine line between pupil privilege and school safety. An eight-step process describes how they make these decisions.

**How Your Leadership and Strategic Planning Defines You as a High-Quality School District** — Successful schools are the result of effective leadership, integrated and aligned throughout the school and district. Understanding the link between effective leadership, having a workable strategic plan, and achieving results, provides administrators leverage they can apply on a daily basis to drive performance excellence.

**Increasing Graduation Rates and Test Scores and Improving Student Achievement** — Riverside Brookfield High School has improved its graduation rate from a ten-year average of 91% to 99%, significantly increased test scores, and earned much recognition for student academic performance. We will share ideas, strategies and relevant programs based on four years of research that have produced significant gains in student achievement and learning.

**Your Role in the Battle Against Child Abuse** — What can school leaders do to advance society's battle against child abuse? They can nurture a pro-child environment, demand staff adherence to the Abused and Neglected Child Reporting Act, and never tolerate sexual harassment or misconduct. Explore these issues, including the new responsibility for board members to direct that a child abuse report be made.

**A Win for Wilmington 209-U: After Six Failed Referenda, How True Community Engagement Made the Difference** — Despite visible overcrowding, aging facilities, and growing government mandates, taxpayers have become more skeptical of districts' needs and are watching their tax rates. Learn how community engagement can make a difference.

**Expenses, Cost Control and AFR/Budgeting** — It is essential that you gain a basic understanding of methods to control expenses. Learn how various tools could help your district manage its financial resources.

**Organizational Health Improvement Process – A Systemic Approach to Charting a Path to**

**Quality and Achievement** — What is Organizational Health (OH)? How can it be measured? Can it be improved? How is OH related to student achievement? Come and see.

**On the "Wright" Track: Expanding School/University Partnerships** — DeKalb CUSD 428 and Northern Illinois University collaborated on Wright Elementary. Examine the process used in the school's development, see the advantages of such a partnership, and discover the innovations that make Wright unique.

**Protecting School Districts from Fraud and Deceit** — Discover protocols and business practices used to protect against fraudulent conduct, including forensic investigative techniques. Get specific, expert advice on how to respond to investigations by outside agencies. And examine the impact of the new law requiring each school board member, before taking his or her seat, to swear to "respect taxpayer interests by serving as a faithful protector of the school district's assets."

**The Ten Most Common Mistakes in Collective Bargaining** — Because collective bargaining is more art than science, there are many ways to negotiate teachers' contracts. Given this lack of precision, there are many opportunities to make an error that could prove costly – either on monetary or language items. Learn ten of the most common mistakes made by management negotiators at the bargaining table, and learn to avoid them.

**Superintendent Employment Contract** — It is generally agreed that the most important function of a school board is the employment of the superintendent. At the base of this function is the superintendent's employment contract. Hear a survey discussion of the elements of the contract, and seize this opportunity to ask questions.

**How to Lower Operating Costs with Sustainable Building Practices** — Discover the building practices available through the LEED Process, and see how they lower operating costs and improve building comfort. Learn how districts can obtain grants for sustainable design practices.

**Does Your Strategic Plan Add Up? Focus Groups + Planning Session = District Goals** — Develop district improvement goals using student and parent surveys, and focus groups, for data collection, and a strategic planning session with 85 members for prioritizing goals.

**NBLB (No Boys Left Behind)** — Wilmette's "community review committee" of parents, staff and board members share a collaborative, comprehensive process for identifying and resolving significant gender issues in student achievement and behavior.

**Latest Requirements for School District Safety** — Public Act 94-600 requires boards to review their district's school safety plan and administrators to conduct school safety drills. Come see what's new with the rules and regulations, and learn the required mandates for school leaders to follow when reviewing their school safety plans and conducting school safety drills.

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**SATURDAY, November 18  
1:30 – 3 pm**

**Good to Great: Boards and Districts** — Jim Collins' ground-breaking 2001 work *Good to Great*, and the 2005 companion monograph *Good to Great and the Social Sectors*, has inspired and informed leaders in organizations the world over. How might *Good to Great* inform boards and administrators? We'll gather with two districts now exploring this challenging topic. Join in if you have questions or ideas.

**Give Them Something to Talk About: Creating an Effective E-mail Notification System** — Learn how using a "push" e-mail notification system that provides real news in real time to targeted audiences will help quiet a crisis and create trust.

**PBIS on a Shoestring** — Schneider School, a pre-K through grade-three school in rural central Illinois, began Positive Behavioral Interventions and Supports (PBIS) in 2000 without much money. Learn how the school implemented PBIS economically, how faculty "bought in" 100 percent, and how discipline referrals dropped by two thirds.

**Beyond Blame. Understanding Roles, Responsibilities and Liability: Boards, Management and Employees** — What you don't know can hurt you. Explore the various roles and responsibilities at all levels of school district leadership, including: internal controls, policies, procedures, tax levies, budgeting, bond issues, debt management, reporting, auditing and other compliance matters. Learn how to clarify roles and responsibilities within your district to avoid confusion and maintain accountability.

**E-tools for Boards and Districts: Making Boards and Districts Virtually Paperless** — Learn about recent updates to e-tools for boards and districts, and how they improve access to vital information for school leaders and community members. Eliminating paper packets can improve board functions and keep citizens better informed on the issues. Learn how to move your board operations to an Internet format that's accessible anytime and anywhere!

**Board Self Evaluations: A Process for School Board Accountability** — We evaluate the performance of our superintendent. We monitor finances, programs and policies. But do we look at our strengths and weaknesses and evaluate our governing performance as a school board?

**Coaching Leaders to Attain Student Success** — The Consortium for Educational Change (CEC) is preparing and supporting a new generation of site leaders. The heart of its

effort, called CLASS (Coaching Leaders to Attain Student Success), is a rigorous model of intensive, one-on-one coaching of novice principals in their job. The coaching is provided by trained leadership coaches, mostly retired principals, who meet one-on-one with their "coachee" for three to six hours a month.

**School Development Fees: Soups to Nuts** — Is your district facing "growing pains" – student population growth without corresponding revenue growth? What's the solution? This panel will review various fee options.

**Working with School-Community Groups to Assess Facility Needs** — Flossmoor SD 161 sought the best use of its facilities for future student programs. Learn how a geo-demographic study was used to inform a community engagement process that directed facility updates, renovations, and re-use efforts.

**Student Mentoring Lunch Buddy Program** — Students need a positive learning environment to create success. A mentoring program gives students an opportunity to improve their school-year career one week at a time.

**Master Board Member? LeaderShop Academy? Me?** — How can you become a "Master Board Member" or a member of IASB's LeaderShop Academy? And for that matter, why would you want to? Find the answers as you learn more about IASB's board member recognition programs – their purpose, the benefits, and qualification requirements.

**You're Putting What In Your Vending Machines?** — Experts on school nutrition mandates explain what you should be doing to avoid lawsuits and second-guesses over your district's wellness policy.

**PTELL District Referenda – Clearer or Muddier?** — Get an overview of the impetus, passage and implementation of SB 1682, the bill that changes how we ask voters tax-rate referendum questions. Hear bill drafters, attorneys and practitioners discuss the impact on schools and taxpayers. If you hold a referendum in November, come and share your "hands-on" experience.

**The Law and Schools 2006: A Legal Update on Personnel and Labor Laws** — Enjoy developing a thorough understanding of some of the latest regulations affecting school districts today, with special emphasis on personnel and labor law. Recent case laws and rulings will be covered, along with old "favorites."

**24-12: Privacy, Retaliation and Teacher Dismissal** — Witness a case study (and dramatic portrayal) involving a Wicca-practicing teacher who provides a prohibited herb to a student with a stomachache. Learn from the subsequent dismissal proceeding under section 24-12 of the *School Code*; the teacher's attempt to speak out in defense of her privately held religious beliefs, and her claim of subsequent retaliation for such speech.

**The New District Reorganization Law** — Recently adopted legislation provides new options for school districts to use in reorganizing. The university panelists have completed dozens of reorganization feasibility studies in Illinois. Roger Eddy, the only superintendent and legislator in the state, was influential in the new law's passage last spring. Panelists will

## Get your new books signed by the authors

Come to the CONFERENCE BOOKSTORE, Columbus A/B, Ballroom Level, Hyatt East Tower, to meet the people who write the books you want to read.

### Friday, November 17

- 11:30 a.m. – 12:30 p.m. **Mary Roberts**, author of *Once Upon A Monday*
- 3 – 4 p.m. **Tim Pletkovich**, author of *Civil War Fathers: Sons of the Civil War in WWII*
- 3 – 4 p.m. **Maureen Hughes**, author of *Tiny Moccasins, Angry Fire, The Other Side and The Indian's General*
- 5 p.m. **Troy Evans, First General Session Speaker**, author of *From Desperation to Dedication: Lessons You Can Bank On*

### Saturday, November 18

- 9:30 – 10:30 a.m. **Jim Rosborg and Jim Burgett**, authors of *What Every Superintendent and Principal Needs to Know: School Leadership for The Real World*
- 10 – 11 a.m. **Erin Gruwell, Second General Session Speaker**, author of *The Freedom Writers Diary*
- 10 a.m. – Noon & 1 – 2:30 p.m. **Tim Pletkovich** Please see above
- 10 a.m. – Noon **Maureen Hughes** Please see above
- Noon – 1 p.m. **Jim Fritts**, author of *Essentials of Illinois School Finance, Third Edition*
- 12:30 – 1:30 p.m. **Mary Roberts** Please see above

explain this law and its ramifications for school districts.

### **Consolidating Schools within a Consolidated School District and Surviving to Tell About It** —

Review the steps Olympia CUSD 16 took to reduce a growing spending gap by successfully consolidating six elementary schools into three after two failed referendum attempts. Panelists will share steps taken by the board, teachers association and administration to maintain positive relationships.

### **A District-Wide Approach to Improving Student Performance**

— The North Central Association is undergoing exciting changes. Learn what's new, the benefits of district accreditation and how the NCA transitions process can help you improve outcomes for K-12 students.

**Achieving Stakeholder Satisfaction** — Learn how our panelists obtained feedback from the stakeholders in their communities, how they created value for these stakeholders, and how they communicated this value.

**Administrative Professional Development: Attracting and Retaining the Best** — Strong instructional leadership provides the foundation upon which student achievement is built. Strengthen your leadership capacity through internships for aspiring administrators, mentoring and induction for new administrators, and ongoing professional development for veteran leaders.

**Educating a New Majority** — Rapid demographic changes are presenting schools with enormous challenges. The NCLB Act intensifies these challenges by coercing schools to meet so-called adequate yearly progress (AYP) goals or face sanctions. Come weigh the strategies and best practices educators can use to ensure that all students succeed in a diverse school setting. Get specifics on discipline in a diverse culture, and instructional practices that are now proving effective.

**How to Avoid the Legal and Financial Risks When You Have to Fire a District Employee** — Learn how to avoid ending up in court the next time the need arises to dismiss an employee. Here is what you need to do in advance to defend yourself if you end up in court.

**Revenue Sources Local, State and Federal** — Looking to improve your understanding of the revenue sources that comprise your district's budget? If so, this session is a must.

Examine your main revenue sources, and discuss how funds are received from each. We'll also examine borrowing strategies, both short- and long-term.

### **Performance-Based Evaluation of the Superintendent** —

Interested in a powerful tool to help evaluate your superintendent? An internal review process can develop measurable terms for use in a superintendent's evaluation. Come hear how one small elementary district evaluates its superintendent based upon the goals and strategies it has adopted.

### **IHSA - Update on Current Issues and Happenings** —

The executive director of the Illinois High School Association will report on hot issues in Illinois interscholastic activities, and answer your questions.

**Intelligent Design, Christmas Programs and Book Banning: The First Amendment and the Public Schools** — Let's explore the role of religion in the schools, and recent challenges to curriculum decisions, including: selection and retention of books, both on reading lists and in libraries; course selections, such as intelligent design or Bible as literature; and holiday celebrations at school.

**The Fundamentals of Collective Bargaining and Contract Management** — Examine collective bargaining, contract management and the developing trends in labor relations. Here's a great opportunity for the novice, plus refresher information for more experienced school leaders.

**"Costing" Salary Schedules in Preparation for Negotiations** — When negotiating a contract, the cost of changes in the salary schedule, and of teachers' movement across steps and lanes, must be projected accurately, because errors can have alarming results. See how to make accurate projections and discuss general strategies.

**EAST Initiative: High Tech, High Touch, High Interest** — Learn about the Environmental and Spatial Technology (EAST) Initiative in rural western Illinois. This is where students are motivated and educated in performance-based schools, using problem-based service learning, and affordable high-tech applications.

**Financial Responsibility: Leadership without Paranoia** — How can the board and administration collaborate to avoid financial fraud and theft? Examine practical strategies for avoiding paranoid responses while providing good fiscal oversight.

**Assessment of Students with Disabilities** — Get an overview of the performance of students with disabilities on state assessments. We'll focus on accommodations and how districts should approach IEP team decisions regarding assessment participation. Districts that have demonstrated improved performance for this population will explain how they did it.

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## **SATURDAY, November 18 3:30 – 5 pm**

**Can You Hear Me Now?** — What happens when a board fails to establish and maintain a useful dialogue with its community? Knowing *why* it's important is critical to understanding *what* to communicate and *how*. Come learn more about the essentials of Principle Number Two in the *Foundational Principles of Effective Governance*: "The Board Connects With the Community."

**Interest-Based Communication Builds Positive Relationships** — Learn how to communicate through an interest-based process that leads to solutions without animosity. Discover why IBCC is a great communications tool for use between contracts.

**Better Board Meetings through Better Board Packets** — Gain meaningful insights into the importance of an effective board packet. Learn to understand the philosophy behind the recommended process. And find out how to develop a more efficient and effective board packet that will result in more effective board meetings.

**The Future of Technology in Schools** — What are the kids doing with technology that we need to know?

**Three Easy Steps to Improve Any School District** — Discover three steps school boards may take to create a professional learning community and establish a meaningful, aligned curriculum. Learn what role board members play in this vital process.

**Illinois State Student Assessment Program** — Obtain an overview of the Illinois state testing program on NCLB and current information on the various student assessment tests.

**Minimize Your Legal Risks** — Yes, you can minimize your exposure to individual liability. While it seldom happens, individual school officials can be held legally accountable in certain situations. Come examine those situations and enjoy ample opportunity to get your questions answered.

## HIV – An Issue at Your Schools?

— A Leadership Health Network for Healthy Students and Healthy Schools brought together IASB, ISBE and the Illinois Department of Public Health for a frank discussion of HIV issues in Illinois schools. Is this issue on *YOUR* radar? And where do we go from here?

## Exploring the Policymaking Role of the Board

— There's more to policy work than you think, and there are more benefits to schools. Learn from your colleagues how your board can achieve its full potential through developing, updating, reviewing, monitoring and communicating your board policy.

## Targeting Achievement Through Governance: The Board's Role in Student Learning

— Hear board members and superintendents talk about how they have sharpened their focus on the board's role pertaining to student achievement via their participation in IASB's *Targeting Achievement Through Governance* curriculum. Learn how to participate and whether your district might qualify for grant-funded services.

## A Successful Collaboration Model in Restructuring Health Care Benefits to Maximize Savings

— Learn how district officials and the board successfully collaborated with the teachers' union during a negotiating process to contain skyrocketing healthcare costs.

## The Latest on the Governor's Education Plan

— In May, the governor unveiled a public education plan. Leaders in the legislature will share their perspectives on the proposal's funding sources, reform propositions, and accountability provisions.

## How Much Do You Really Understand About the Property Tax Collection System?

— Review the entire property tax system, from local assessor through the collection process. Review tax objections, as well, for both assessment and tax rate. This session is designed for new business managers, superintendents and board members, or anyone who wishes to have a better understanding of the property tax system in Illinois.

## In School District Finance, What is Popular Is Not Always Right, and What Is Right Is Not Always Popular

— Learn how Pontiac C.C. District 429 was able to go from a budget deficit of approximately \$1 million per year to a positive balance in one year with minimal affect on students.

## Agriculture for Math Credit – Promising Practices, the Works

— Examine why agriculture programs must be an integral component of the total educational system by teaching and reinforcing academic concepts.

## Considering Civic Mission in Your School

— How can your school promote civic involvement that engages students and staff? Do they know the what/where/why of civic engagement or the tenets of representative democracy and their role in it? Do they know about volunteering and voting? Come to our "town meeting" to learn what you might do in your school.

**Utilizing Data Collection to Achieve and Track Results** — See how this panel learned how to combine data-based decision making with sys-

## Carousel of Panels

Join your colleagues as you benefit from an exciting assortment of panels. In one large room, 33 different presentations will be offered at one time. Over a one hour and 45 minute time block, you can pick and choose to participate in three different panels of 30 minutes each. Hop aboard the Carousel on Saturday, November 18, 1:30-3:15 p.m., Sheraton 5, Ballroom Level IV.

- Multi-Culturalism: Real Balance or Political Correctness
- Against the Odds: Making Progress Under NCLB
- How Are Your Finances?
- Getting a Handle on Energy Costs
- Coming Off the Academic Warning List
- Inspired Teaching and Learning Environments
- Portfolios That Promote Success for All Students: Bridging the Transition From High School to the Future
- Enhancing Student Learning Opportunities Through Public/Private Partnerships
- Dropping Your Dropout Rate
- Dabeling With DIBELS: Catch Them Before They Fail Using DIBELS Data to Design Interventions in Reading
- Supporting New Principals Through Mentoring
- District-Wide Facilities Master Planning: From Vision to Occupancy
- Performance Contracting
- Financing Options for Illinois School Districts
- Introducing the Illinois NCEA Best Practices Website
- ISAT Olympians Go For the Gold
- Throw Out the Cookie Cutter: Making Education Meaningful and Relevant Through Differentiated Instruction
- Who Says You Can't Run Schools Like a Business?
- Realities of Green Construction: A Contractor's Perspective
- Meet the Principal: Making Connections With School Leadership
- Old School + Performance Contracting = New Efficiencies and Improved Facilities
- From Community Attendance Centers to Grade-Span Building and One Common District Prep Period
- Co-Created Leadership: Unlocking the Potential in Your School
- A Two-Year, State-Approved Mentoring Program That Works: Attract & Retain Highly Qualified Teachers
- From Good to Better: Transitioning From a Traditional Math Program to a Standards-Based Program
- Conducting a Feasibility Study
- Controlling Energy Costs in K-12 Schools
- Response of Selected Illinois School Districts to the Failure to Make AYP
- Breaking Ranks to Ensure the Success of All Students
- Using External Consultants and Advisory Committees to Achieve District Goals
- Planning & Implementing a Newcomer Center
- Alternative Certification Initiative for Superintendents
- Educational Facility Planning

tematic process improvement to achieve student and school progress.

**Promoting and Practicing Positive Sportsmanship: One High School's Success Story** — Learn how one school's student sports fans went from demonstrating confrontational, obnoxious and argumentative conduct at athletic events to being cooperative, accommodating and supportive of good sportsmanship.

**The S.T.A.R. Approach to Hiring a Superintendent** — Discover how Lake Villa District 41 used staff, board and community "needs analysis profiling," and "S.T.A.R. methodology questioning," in hiring a skilled and experienced superintendent.

**Alternative Revenue Sources: On-Line Web Stores** — Developing and cultivating new and alternative sources of revenue has become increasingly important in today's economy. Join colleagues as they describe how their districts have developed a "web-presence" and cultivated it into a variety of revenue streams that increase the district's cash flow. Hear also how being online enhances student reporting, cafeteria services, community service programs, busing, and more.

**Worksite Prevention, Wellness and Disease Management - A Powerful Combination to Control Health Care Costs and Improve Productivity** — Examine new options to consider when designing health benefit programs to achieve lower costs and increased productivity. Case studies have shown a worksite wellness culture has saved employers from three to six dollars for every dollar invested. This program works with traditional, managed care, and consumer-driven health plans.

**Dealing with Growth: How to Develop and Implement a Long-Range Master Facilities Plan** — Many Illinois communities face the challenges of explosive growth. Learn how the Sycamore District and community worked together to implement a master facility plan to meet the needs of local students for years to come.

**Reading and High School Readiness** — Lack of high school readiness is a major cause of low student achievement. Participants will be handed a plan to assist "striving readers" in middle and high schools.

**Getting Reform: A Multi-faceted Approach to Improving Student Success** — Learn how District 303 took bold and strategic steps to turn

the NCLB mandate into an all-out, district-wide effort to improve student learning results.

**Mandate Shortfall Relief Levies: Powerful New Tools to Pay for Under-Funded Special Education and Student Transportation Mandates without Debt** — How are you finding \$1 million or more in local funds to pay for special education deficits each year? Are you depleting cash reserves and cutting everything "nonessential?" Taking on new debt? Those unfunded mandates require schools to make up the difference locally, but tax caps make finding local revenue harder. Meanwhile, special education and student transportation costs are skyrocketing. Fortunately, relief may be coming from the legislature via Mandate Shortfall Relief Levies, which promise a new era in school finance.

**Financial Indicators - How Does Your District Compare?** — School leaders often find themselves in the dark when dealing with a financial crisis. Some key financial indicators could furnish the insights they need to control spending and keep the district on a sound footing. Come see how your district's "financial profile" stacks up.

**Retirees Make a Difference in Schools** — The growth of the retiree population gives schools a rare opportunity to benefit from a valuable added resource. Learn about the Find Five project, and creative ways retirees are being recruited. Listen to a discussion of the HURRAH (Happy Upbeat Recycled Retirees Actively Helping) and how they are having an impact on reading, and how they also passed a bond issue. Fine-tune your volunteer program or get one started with information from this panel.

**Now That You Have Adopted the Mandated Wellness Policy Now What?** — Now the real challenge will be implementing, sustaining, monitoring and evaluating it. Looking after the health and wellness of students will require a comprehensive, ongoing program. Sponsored by the American Association of School Administrators, this session will also include practical suggestions and address key questions about the mandated policy and its evaluation.

**Illinois Preschool for All Children** — Illinois has become the first state to enact a law that will soon make a high-quality preschool education available for all three and four year olds whose parents choose to enroll them. This session will provide specific

information for school officials who are considering applying for PFA funds, or who just want to learn more about the program.

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**SUNDAY, November 19  
8 - 9:30 a.m.**

**SUNDAY MORNING COFFEE & CONVERSATION SESSIONS**

What are the issues in your district? Are you serving in a fast-growing district or are you considering consolidation? Like to talk with other board members about complex issues such as student learning or consolidation? Or maybe you would like to share ideas with board members from districts like yours, or with others facing the same challenges as you. Come and join in.

Complimentary coffee will be provided in each session to help wake you up and get the conversation going!

**Dual Role: Board Member/Parent** — Board members wear many hats, not the least of which may be that of a parent. Join fellow board members in a facilitated roundtable discussion of all the perks and perils.

**Issues in Rural Districts** — It remains a tough task to provide quality education in rural districts, with challenges like attracting qualified staff, upgrading older buildings, and living with less income from farmland. Talk with your colleagues who are dealing with these and other key issues, and share your challenges and solutions.

**Issues in Suburban School Districts** — From residency fraud and enrollment growth to tax caps, suburban districts face a myriad of issues uniquely their own. Exchange ideas with other board members and administrators as you examine common problems, solutions and emerging issues.

**School District Consolidation Issues** — Explore school district consolidation issues and network with board members and administrators from across the state. Bring your questions and issues. Share your insights.

**Issues in Fast-Growing Districts** — School districts experiencing significant enrollment growth have some common concerns. Get together with your peers to exchange ideas, viewpoints, questions and learning. Find out what we learned since last year.

**Roundtable: Multi-cultural Issues** — School districts experiencing multicultural demographics face similar concerns and problems. Join leaders from the two school districts located in West Chicago, both of which are working hard to serve their community and its large Hispanic population.

**Board Presidents Roundtable** — What issues or concerns are board presidents facing? Enjoy a cup of coffee and share conversation with fellow board presidents as they seek solutions.

**A Conversation About School Boards and Student Learning** — Can the board *really* impact student learning? Join us for a facilitated conversation on this vital question. See and react to current data and research, and share your best practices as you learn from others.

**Aspiring Superintendents** — Taking the course work to become a superintendent but have not quite finished? Come join others at the same point in their career, along with staff from IASB, IASA and IPA to discuss your upcoming opportunities.

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## Especially for Board/District Secretaries TRAINING FOR BOARD SECRETARIES

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November 17 and 18, 2006 • Swissotel, Chicago

Great news! This year, the Illinois Association of School Boards is expanding the educational strand for Board/District Secretaries at the 2006 Joint Annual Conference to include Friday afternoon and more sessions on Saturday. *“It’s all about education,”* and we hope your school district will take advantage of this professional development opportunity to improve the knowledge and skills of your board secretary. The sessions are geared to the special role of the board secretary, the one person in your school district that the school board, superintendent, staff, students, parents and community rely on most heavily.

Registration for these sessions is free but is open only to those registered for the Conference. Registrants for the 2006 Joint Annual Conference are entitled to attend all the general sessions, panel sessions, the exhibit hall and the bookstore. There is an additional fee if a board secretary wishes to attend one of the paid, pre-conference workshops on Friday.

### Tentative Schedule

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#### Friday, November 17, 2006

1:30 – 3:15 p.m. Opening Session for Board/District Secretaries

#### Saturday, November 18, 2006

10:30 – noon Choose from 4 sessions

1:30 – 3 p.m. Choose from 4 sessions

3:30 – 5 p.m. Choose from 4 sessions

### Topics

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- Elections
- Minutes/Agendas
- Parliamentary Procedure
- Student Record Retention
- Boot Camp for New Board Secretaries
- Policy Services/PRESS
- FOIA/email/Open Meetings
- E-Tools – Electronic Agenda Preparation and Distribution
- Board Packet Exchange/Networking
- and much, much more



# BOOKS YOU WANT TO READ!

## Conference Bookstore

Columbus A/B  
Hyatt East Tower

Throughout the  
conference

## DON'T MISS IT!

Pick up an IASB  
Service Associates

## Bingo Card

at many Conference locations

## Win \$ Prizes!

See Bingo Cards for details

## Educational Environments Exhibition

If you are thinking of building or remodeling your facilities, whether you have a physical plant problem to solve or you just like to dream about what your school facilities could be...

Visit the 2006 Educational Environments Exhibit in Riverside Center. IASB Service Associates have invited business

firms engaged in any aspect of designing, constructing or equipping public school facilities to show off their best work at the 2006 Joint Annual Conference. Winning entries will be chosen in various categories. Whether you're building, remodeling or just daydreaming, you'll find a wealth of ideas.



Conferencegoers can enjoy the sights and sounds of one of the world's most vibrant cities. Few can resist a shopping excursion on Michigan Avenue (seen here from the Hyatt).

## Tour Chicago schools

Join representatives of IASB and the Chicago Board of Education on a tour of a Chicago school. Tours will explore five separate selected schools on Friday, November 17, from 8:45 a.m. to 1 p.m. Your district's leaders can be assigned to different tours or opt to take one tour together. A separate fee for this event includes breakfast (8 - 8:45 a.m., Crystal Ballroom A&B, Hyatt Regency Chicago). Spouses are invited to attend at the same additional fee. *All tour participants must be paid conference registrants or guests of paid conference registrants.*

## School Public Relations Counseling Center

**What are your concerns?** – finance election? employee strike? pressure groups? Here's a chance to get advice—free of charge—from an experienced School PR professional who can help you deal with your district's communications or community relations problem. The School PR center is sponsored by INSPRA, the Illinois Chapter of the National School Public Relations Association.

Make an appointment or just drop in to meet someone who can help you.

**Grand Suite 1  
Ballroom Level, East Tower  
Hyatt Regency**

*Friday, November 17 –  
12 noon to 5 p.m.*

*Saturday, November 18 –  
9 a.m. to 5 p.m.*

## Conference speakers will inspire and challenge you

Opening this year's Conference on Friday afternoon will be acclaimed motivational speaker **Troy Evans**, a former addict, drug dealer, gambler and bank robber. Evans once risked his life and sacrificed his family to satisfy his demand for money, attention and independence. Ultimately, his disregard for values and discipline resulted in a 13-year federal prison sentence. But while behind bars he turned his life around by choosing education as his saving grace. Overcoming incredible obstacles, Evans walked out of prison carrying two degrees, both obtained with a 4.0 GPA, as well as a place on the dean's list. Since his release, Evans has taken speaking platforms by storm. Audiences are stunned by his endurance, accomplishments and remarkable personal transformation. With straightforward, real-life examples, Evans shows how the keys to his success in prison are the keys to his success today, and how these lessons can be applied. His story renews an appreciation for what is really important in all of our lives and motivates listeners to overcome adversity, adapt to change and realize their full potential.

The second general session, held on Saturday, will be led by **Erin Gruwell**, whose tenacity and commitment to her students is chronicled in the published text



**Troy Evans**



**Erin Gruwell**



**Bob Ash**

*Freedom Writers Diary – How a Teacher and 150 Teens Used Writing to Change Themselves and the World Around Them*. As the former two-time California Teacher of the Year, she has helped nearly 150 inner-city high school students, many of whom were written off by the education system, use the power of education to write a book, graduate from high school and achieve their dream of going to college. She and her students have appeared on numerous television shows, including the Oprah Winfrey Show. Her class also has been chronicled in many newspapers and periodicals, and publicized further by The Associated Press, and *People Magazine*. Paramount is currently developing her story into a major motion picture. Gruwell is the Founder and President of the Erin Gruwell Education Project ([www.gruwell-project.org](http://www.gruwell-project.org)), a non-profit organization that is helping put her for-

mer students through college.

The third general session, held on Sunday, will be **Bob Ash**, a humorist, former educator, and one-time professional baseball player. Ash founded his company, Life Lessons™, in 1995. Since then, he has provided training to over 750 organizations and businesses, numbering over 230,000 people. Prior to 1995, Bob served in several different positions in education. He was a janitor, teacher, principal, and superintendent of schools. In his presentations, he strives to provide people with practical, solid information; challenge them to look at their own behaviors to see if any need adjusting; and provide an enjoyable learning experience. Ash thinks laughter should be a part of every presentation, as well as practical ideas and tools to improve what we do in life.