



**NEVADA  
ASSOCIATION  
of  
SCHOOL BOARDS**

**ANNUAL CONFERENCE  
RENO—AIRPORT PLAZA  
HOTEL & CONFERENCE CENTER**

**November 13-16, 2008**

***"Making Changes That Endure:  
School Boards, Student Achievement, and  
Transformational Change"***

## **November 13, 2008–Thursday**

<b>1100am–200pm</b>	<b>Executive Committee</b> Working lunch and business meeting Second Floor [Aztec]
<b>200pm–500pm</b>	<b>Board of Directors</b> Business meeting Second Floor [Aztec]
<b>300pm–600pm</b>	<b>Registration materials and name tags available</b> Second Floor [hallway outside Aztec]
<b>Dinner</b>	<b>On your own</b>

## **November 14, 2008--Friday**

<b>Breakfast</b>	<b>On your own</b>
<b>730am</b>	<b>Meeting rooms open</b> Second Floor [Lear, Piper, and Cessna]
<b>730am</b>	<b>Conference materials available</b> Second Floor [hallway outside Lear, Piper, and Cessna]

*Each Conference notebook includes an Evaluation Form. Please help us to provide you with the best future Conference possible by completing this form. You are asked to rate the activities or presentations based upon the usefulness and interest of the information presented as well as the effectiveness of the speaker then share your overall observations about the Conference facilities, food, etc. Evaluation ratings will be compiled then averaged and distributed to the Executive Committee and Board of Directors, along with all comments that attendees provide. Thank you in advance for completing the Evaluation Form and returning it to the Executive Director before you leave the Conference.*

<b>800am–830am</b>	<b>Welcome to the Conference and Introduction of Special Guests</b> Sharla Hales, NASB President Douglas County School District
	<b>Welcome to Washoe County School District</b> Barbara Price, President Board of Trustees, and Paul Dugan, Superintendent
	<b>What's Going on Today and Introduction of Corporate Friends</b> Dr. Dotty Merrill, NASB Executive Director

**830am–1000am**                    **No Place for Myspace? Legal Issues of Social Networking**  
Bill Hoffman, Esq.—Clark County School District, Legal Counsel

*The abundance of electronic communications capabilities expands the likelihood that school administrators will be faced with disciplinary issues for inappropriate communications by students and staff. This presentation reviews those issues and highlights policy choices that need to be made by school boards and administrators.*



See chapter 14, "In the Boardroom," in *BECOMING A BETTER BOARD MEMBER*, pages 235-260, with special emphasis on "Education Technology," pages 249-253.

**1000am–1015am**                    **Morning Break**

**1015am–1145am**                    **The Changing Face of the Superintendency: Leadership Matters**

Dr. Robert McCord—Co-Director, Center for Educational Policy Studies  
University of Nevada, Las Vegas  
College of Education, Department of Educational Leadership

*Dr. McCord's presentation concentrates on results of two recent nationwide studies that have documented the alarming shortage of qualified candidates to the position of superintendent and the effect of the recent economic downturn on superintendent decision making. Understanding these developments can have a material impact on the policy agenda of Nevada school boards.*



See chapters 6 and 7, "Boards and Superintendents" and "Selecting the Superintendent," in *BECOMING A BETTER BOARD MEMBER*, pages 109-151.

**Noon-100pm**                        **Lunch and Networking—Ultimate Salad Buffet**  
Second Floor [Concord]

**Guest Speaker: Senator Bill Raggio, Washoe No. 3,  
Nevada Legislature**

**Recognition of Corporate Friends**  
Dr. Dotty Merrill, NASB Executive Director

**115pm-215pm**                        **Future Forces Driving Change in American Education:  
Trends, Hot Spots, and Dilemmas**

Dr. Karlene McCormick Lee—Clark County School District  
Associate Superintendent: Superintendent's Schools

*Public education is at a critical crossroads. At a time of great scientific breakthroughs, we face exciting opportunities as well as multiple issues in education. Globalization, new technologies, changing demographics, economics, and population migration challenge the traditional industrial-era assumptions upon which our current public education system is built. This presentation is intended to expand your ideas*

*about policies that will drive the future of education in Nevada. The greatest hope of ensuring our future is the impact we have to create a stronger, more relevant, more engaging public education system.*



*See chapter 14, "Contemporary Issues," in BECOMING A BETTER BOARD MEMBER, pages 235-260, with special emphasis on "The Changing Face of Students," pages 239-241.*

**215pm-245pm**

**NASB Business Plan: Building for the Future**

Sheila Moulton, Immediate Past President and Clark County School District Board of Trustees, and Ruth Johnson, Past President and Clark County School District Board of Trustees

**245pm-300pm**

**Nutrition Break**

**300pm-415pm**

**What kinds of elected official behavior can raise red flags? How does the Nevada ethics system work?**

Rick Hsu, Esq.—Former Member of the Nevada Commission on Ethics and Attorney—Maupin, Cox & LeGoy

*The Nevada Revised Statutes governing the ethics of public officials can be confusing. During the 2007 Session, the Code of Ethical Standards was moved into a new section of the NRS. Using his experience while a member of the Nevada Commission on Ethics, Mr. Hsu will clarify some of the complexities that may confuse public officials and take a look at some scenarios [from outside Nevada] where ethics may be an issue of concern.*



*See chapter 3, "In the Boardroom," in BECOMING A BETTER BOARD MEMBER, pages 42-63.*

**415pm-445pm**

**The Grow Network Workshop on Best Practices in Parent Communication**

Tina Snowden—The Grow Network/McGraw-Hill, Program Director  
Second Floor [Lear]

*In this session, participants will discuss how to overcome the challenges of engaging and communicating with parents around student achievement. They will also be presented with strategies for effectively utilizing the Nevada Parent Network, which has been provided to all parents in the State, when discussing student performance and educational goals with parents.*



*See chapter 15, "Communications for You and Your Board," in BECOMING A BETTER BOARD MEMBER, pages 262-285.*

**415pm-445pm**

**NASB Business Meeting and Election of Officers**

Executive Committee, Board of Directors, and Interested School Board Members  
Sharla Hales, NASB President  
Second Floor [Piper or Cessna]

**530pm-630pm**

**No host cocktails available**

Second Floor [Landing Bar]

**630pm**

**Dinner Buffet**

[roasted pork loin with rosemary demi sauce or sautéed salmon with lemon chive cream, baked potato, green salad, vegetable, chef's choice of dessert, coffee, tea]

Second Floor [Concord]

**Recognition of Corporate Friends**

Dr. Dotty Merrill, NASB Executive Director

**Guest Speaker: Dr. Lenoar Foster (Len)—Making Changes That Endure: Transformational Change**

Professor and Associate Dean

College of Education

Washington State University

*Dr. Foster will explore and explain the principles, actions, and behaviors that lead to transformational change that is permanent, enduring, and self-perpetuating in educational organizations and communities.*

**800pm**

**Special Entertainment—Richard Elloyan**

Singer, Songwriter, Cowboy, and Poet

Introduction: Christine Miller, Storey County School District

**November 15, 2008—Saturday**

**730am**

**Conference materials available**

Second Floor [hallway outside Lear, Piper, and Cessna]

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**730am-800am**

**Continental Breakfast**

[assorted house baked Danish and muffins, assorted dry cereals, yogurt, granola, fresh fruit, juice, coffee, tea, or milk]

Second Floor [Concord]

**800am-830am**

**Welcome to the Conference and Introductions  
Reflections on the Last Year as NASB President**

Sharla Hales, NASB President

**830am-845am**                      **What's Going on Today and Recognition of Corporate Friends**

Dotty Merrill, NASB Executive Director

**845am-1030am**                      **School boards, superintendents, and Student Achievement: dispelling the myth of the "blob"**

Dr. Tim Waters—President and CEO, Mid-continent Research for Education and Learning (McREL)

*As U.S. Secretary of Education, William Bennett asserted that American education was burdened by a bloated, local, organizational bureaucracy: the "blob." The "blob," he wrote, consists of school board members and superintendents who soak up resources without adding value to the instructional program.*

*The assertion that school boards and superintendents comprise a "blob," draining resources away from students and classrooms without contributing to student achievement, is a myth when boards and superintendents fulfill key leadership responsibilities. McREL has dispelled the myth of the blob by quantifying the effects of district-level leadership on student achievement and identifying specific "value added" responsibilities and practices.*

*Dr. Tim Waters will share McREL's findings on district-level leadership. Building on McREL's work with principals across the state of Nevada, Dr. Waters will provide guidance on use of McREL's research to strengthen the effects of board and superintendent leadership. This session will be highly interactive, providing participants with opportunities to process McREL's research and its use in Nevada school districts.*



See chapter 4, "Exercising Board Leadership," in *BECOMING A BETTER BOARD MEMBER*, pages 64-85, with special emphasis on "Policy Making," pages 69-75.

**1030am-1045am**                      **Morning Break**

**1045am-1145am**                      **Building Consensus for Transformational Change and Meaningful Policy Decisions That Improve Student Achievement**

Jim Huge—Huge and Associates

*Boards that actively commit to service to children deliver on this commitment by owning and taking responsibility for specific board actions including adopting guiding principles for governance, defining success, measuring progress and accomplishment, and advocating for students and the district. Highly effective boards recognize the interdependent relationships between the board, the superintendent, staff, parents and community; and individual board members' behavior in those relationships embodies the values of the board as a whole. This presentation will include practical examples of what district leadership teams (school boards and superintendents' teams) have done to significantly reduce the number of students identified in special education, increase overall academic achievement for all students, and triple the number of students taking and successfully passing Advanced Placement courses.*



See chapter 4, "Exercising Board Leadership," in *BECOMING A BETTER BOARD MEMBER*, pages 64-85; also chapter 5, "The Board as Decision Maker," pages 86-108; and "Curriculum: The No. 1 Program," pages 220-234.

**Noon-100pm**

**Lunch and Networking—Italian Buffet**

[Caesar salad, traditional pasta salad, linguini with homemade bolognese sauce, fettuccini alfredo with grilled chicken, cheese tortellini with pesto and pine nuts, garlic cheese bread]

**Student Entertainment: String Quartet, North Valleys High School**, under the direction of Caroline Karl

Introduction: Paul Dugan—Superintendent, Washoe County School District

**100pm-230pm**

**Building Consensus for Transformational Change and Meaningful Policy Decisions That Improve Student Achievement (continued)**

Jin Huge—Huge and Associates

**200pm-400pm**

**Photo Opportunity**

Second Floor Foyer [at the top of the stairs]

*Scott Nelson, Regional Director for Herff Jones/Ross Photo, and his assistant will be available on the Airport Plaza's Second Floor in front of the Landing Bar to take photographs of all NASB officers, the Executive Committee, Directors, school board members, superintendents, school board secretaries/administrative assistants, and other Conference attendees. Business or business casual dress is preferred. Please be sure to get your photograph taken for use on the NASB website, in the NASB Directory, and for other purposes in your local school district. Please stop by for your photo opportunity after lunch or before and/or between small group workshops. We hope that everyone in attendance will take advantage of this opportunity; however, please do not skip the small group workshops!*

**230pm-245pm**

**Nutrition Break and Setting up Small Group Workshops**

**245pm-445pm**

**Small Group Workshops**

**Conference attendees have the opportunity to attend each of these three small group workshops. Each workshop will be limited to 30-35 participants and will be repeated three times. Each session will be last 30-35 minutes to be followed by a 10-15 minute break to facilitate moving from one session to another and taking advantage of the photo opportunity.**

- (1) Moving Ahead with New Board Policy Decisions: Q and A with School Board Members—Dr. Tim Waters and Jim Huge [Lear]
- (2) The Wells Fargo Workshop on GFOA Best Practices in Banking—Patrick Foley, Vice President/Government Banking, Wells Fargo, and Tom Ciesynski, CPA, Washoe County School District, Chief Accountant [Cessna]

*This presentation by Washoe County School District and Wells Fargo Bank will outline "Best Practices in Banking" as suggested by the Government Fiscal Officers Association (GFOA). Tom Ciesynski and Pat Foley will outline both required and suggested practices that each governmental agency should utilize to protect school district's accounts from potential fraud and from risk associate in general banking operations. This presentation will include discussion about the State of Nevada Pooled Collateral Program and Fraud Filters that protect the District's accounts from outside entities.*



See chapter 12, "Fundamentals of School Finance," in *BECOMING A BETTER BOARD MEMBER*, pages 202-219.

- (3) Building and Maintaining Community Support for Future Bond Issues—Marty Johnson and Jennifer Jensen—JNA Consulting Group [Piper]

*This workshop will begin with a review of the success or lack thereof on Election Day of the bond questions for Nevada school districts then move into public relations and policy considerations for school boards with future bond issues in the works.*



See chapter 12, "Fundamentals of School Finance," in *BECOMING A BETTER BOARD MEMBER*, pages 202-219, with special emphasis on "Referendum Strategies That Work," pages 215-218.

**530pm-630pm**

**No host cocktails available**

Second Floor [Landing Bar]

**630pm**

**Dinner Buffet**

[roasted prime rib of beef au jus or smoked turkey with giblet gravy, Canadian wild rice sauté, green salad, vegetable, birthday cake, coffee or tea]

Second Floor [Concord]

**Recognition of Corporate Friends**

Dr. Dotty Merrill, NASB Executive Director

**730pm**

**NASB Awards Ceremony and 45<sup>th</sup> Birthday Celebration, including Recognition of NASB Past Presidents and Departing School Board Members**

- ✓ Sharla Hales, President  
Douglas County School District
- ✓ Sheila Moulton, Immediate Past President  
Chair, Nominating and Awards Committee  
Clark City School District

- ✓ Irene Chachas, President Elect  
White Pine County School District
- ✓ Jim Lemaire, Vice President  
Carson City School District



**A Moment of Silent Recognition  
Lezlie Porter  
Washoe County School District  
Board of Trustees  
1947-2008**

Lezlie Porter, who passed away in July 2008, was completing her fourteenth year as a school board member in Washoe County. According to her colleagues, she had a "special passion for the education of ALL children." Ms. Porter advocated tirelessly for career and technical education, charter schools, and expanding educational opportunities.

As a school board member, Ms. Porter was concerned about the importance of setting a good example for students and the public, modeling courtesy and respect for everyone. She valued the importance of reaching out to the community and engaging others in conversations about Washoe County schools.

One of her fellow school board members said, "She was a model of what I wanted to become. She combined knowledge and graciousness. She always had the best interests of all children in her heart. I miss her..." as will the children of the Washoe County School District.

**November 16, 2008—Sunday**

**715am**

**Meeting rooms open**

**730am-830am**

**Classic Breakfast Buffet**

[scrambled eggs, apple wood smoked bacon, fresh fruit, home style breakfast potatoes, assorted muffins, Danish, juice and coffee, tea, or milk]  
Second Floor [Concord]

**830am-845am**

**The Importance of Public Service and What You Do as an Elected Official Makes a Difference  
Senator Mark Amodei—Capital Senatorial District, Nevada Legislature**



*See chapter 4, "Exercising Board Leadership," in BECOMING A BETTER BOARD MEMBER, pages 64-85, with special emphasis on "Policy Making," pages 69-75.*

**845am-900am**

**Thoughts about the Next Year for NASB**

Irene Chachas, New NASB President  
Second Floor [Piper, Lear, Cessna]

**900am-1045am**

**Panel Discussion: What Helped Us Improve Student Achievement? A Panel of Administrators from Recognized Achieving Title I Schools and Their School Board Members**

Murry Whipple, Moderator and Facilitator—Former NASB President and School Board Member, Lincoln County School District  
Second Floor [Piper, Lear, Cessna]

**Valerie Dockery**

Principal, Bordewich Bray Elementary School  
Jim Lemaire, School Board Member

Carson City School District

**Laura Petersen**

Principal, Lois Allen Elementary School  
Barbara Price, School Board Member

Washoe County School District

**Pete Peterson**

Principal, Panaca Elementary School  
Janice Barr, School Board Member

Lincoln County School District

**Lisa Primas**

Principal, Paul Culley Empowerment School  
Carolyn Edwards, School Board Member

Clark County School District

**Tim Wombaker**

Principal, Mt. Charleston Elementary School  
Harold Tokerud, School Board Member

Nye County School District

**Ben Zunino**

Superintendent/Principal  
Crescent Valley Elementary School

Eureka County School District

**1045am-1100am**

**Guest Speaker: Assemblywoman Debbie Smith, Washoe No. 30, Nevada Legislature**

Second Floor [Piper, Lear, Cessna]

**1100am-Noon**

**iNVEST '09—Effectively Advocating for Public Education in Nevada, Advocacy 101**

Randy Robison—Lobbyist for Nevada Association of School Superintendents, and Owner, Capitol Strategies [former NASB Executive Director]  
Second Floor [Piper, Lear, Cessna]

**Noon**

**Farewell and Conference Conclusion  
Submission of Conference Evaluations**

Irene Chachas, New NASB President

***THANK YOU IN ADVANCE FOR TAKING A FEW MOMENTS TO SHARE YOUR THOUGHTFUL COMMENTS and OBSERVATIONS on YOUR CONFERENCE EVALUATION FORM and FOR TURNING IN YOUR EVALUATION FORM!!!***