

## Thursday General Session

3 – 5 PM | Delta Center (formerly Frontier Airlines Center)



### ■ Chester Elton keynote speaker

Called the “apostle of appreciation,” by the *Globe and Mail*, Canada’s largest newspaper, and “creative and refreshing” by the *New York Times*, Chester Elton is co-author of several wildly successful leadership books.

*The Carrot Principle* was a *New York Times* and *BusinessWeek* best seller, and with his co-author Adrian Gostick, Elton has had five *New York Times* best-sellers in a row.

Elton’s latest book, *All In: Creating a Culture of Belief to Drive Big Results*, shares innovative leadership strategies to create a positive and productive work environment. Elton emphasizes the importance of using employee surveys and interviews to create an open-minded culture. He also encourages leaders to

listen to what frustrated employees have to say — perhaps they are voicing displeasure that many employees share but are afraid to step forward. Among other strategies, Elton also talks about the importance of communicating everything with employees, which creates an atmosphere of trust and efficiency.

As a motivation expert, Elton has been featured in the *Wall Street Journal*, the *Washington Post*, *Fast Company* magazine, and the *New York Times*, and has been a guest on CNN, *60 Minutes*, MSNBC, FOX News, and National Public Radio and has a weekly segment on CBS News Radio as “The Corporate Coach” on how to build a better workplace.

But he is most proud to be the father of four exceptional children.

“When employees know that their strengths and potential will be praised and recognized, they are significantly more likely to produce value.”

### · THURSDAY GENERAL SESSION HIGHLIGHTS ·

Presiding: **Patrick Sherman**, WASB President, Genoa City J2 School District



Patrick Sherman

The **Chequamegon High School Band** will open the second general session of the 2013 State Education Convention with the premier of a piece by a Wisconsin composer. The band will be followed up with school board member service awards. We will be **honoring school board members** who have served on their local school boards for 20, 30 or 40 years.

WASB President **Patrick Sherman** will share his thoughts on his term as president before passing the gavel onto the next WASB leader.

We are also excited to have best-selling author **Chester Elton** deliver the keynote address. Elton regularly receives top marks as a keynote speaker and brings valuable insight into school leaders roles and employee management.

### ENCORE FEATURED SESSION:

*Labor, Employment and School Law Update* will be repeated from Wednesday’s Featured Sessions (see page 6).

## ▶ Thursday Featured Sessions



Dr. Richard Halverson

### ■ From Technologies for Educators to Technologies for Learners

Data-driven technology advances have transformed how schools assess and monitor student and school performance. However, schools have not been able to take similar advantage of the kinds of personalized technologies that have fueled a consumer explosion in areas such as video-games, social networking and web interactivity. Hear how schools can bridge the gap from educators to learners by adopting tools that give learners more control over their learning process and lead to more personalized learning environments in ways that challenge current performance-based accountability systems.

**Dr. Richard Halverson**, fellow, Wisconsin Institutes for Discovery; affiliate member, UW-Madison Curriculum & Instruction and Educational Psychology departments

### ■ Funding Schools in Wisconsin: How Does It Work?

Develop a basic understanding of state general equalization and categorical aids, the financing of various student learning options, the revenue limit, and the school levy tax credits. Discussion of each component will include an exploration of the issues and concerns that have been raised by school district board members and staff over the years.

**David Carlson**, former school district administrator, retired director of the School Financial Services Team at the Department of Public Instruction; **Peter Ross**, district administrator, Seymour Community School District; **Bambi Statz**, Ph.D., Professor Emeritus UW-Whitewater



David Carlson



Peter Ross



Bambi Statz

## Thursday Idea Exchanges – Meet the Experts

### ► Relevance Through Implementation — The New Rtl

We'll take a hard look at the Rtl process, planning, involvement, and implementation as a means to high achievement for all students.

*Randall Consolidated School*

### ► Facility Services: Out Source or In House Staff?

Looking for budgetary savings might mean looking to contract out some services. What does contracting mean for your district and how would you go about it.

*WASBO*

### ► Moving to Charter

Board members, administrators, teachers, parents, and two legislators discuss their district's experience in the transition to a district-wide charter school setting.

*Montello School District*

### ► Restructuring for Success: Career Pathways for Educators

Learn how one district is building career pathways for educators while establishing teams of educators with a sharp focus on ensuring high reliability and integrity of the implementation of district initiatives.

*Kettle Moraine School District*

### ► Key Work of School Boards

The Key Work of School Boards provides clear guidance for board members looking to develop the leadership skills they need to deal with today's educational and political challenges.

*WASB*

### ► Energy Efficiency For Existing School Buildings

Hear how the Fort Atkinson School District became a state leader in green schools with the installation of modern geothermal systems to installing solar and wind systems.

*Sustainable Engineering Group, LLC*

### ► How to Make Your School Board Election Campaign a Success

The Port Washington-Saukville school board vice president will present the methods for a positive campaign that can lead to a successful victory.

*Port Washington-Saukville School District*

### ► Tight Budget? Modernize your Facilities in Challenging Times

Presenters will discuss the decision to go to referendum and offer solutions for your district to get the most out of your budget and facilities.

*J.P. Cullen & Sons, Inc.*

### ► Effective Communication that Drives Results: Six Steps to Creating a Powerful Message

Hear six steps to creating a powerful and influential message.

*School District of Janesville*

### ► Responding to Public Records Requests

This session will review basic public records law requirements with a focus on responding to personnel records requests.

*WASB*

### ► Working Together to Build Strong, Effective Educators

School leaders in southeast Wisconsin are discovering the power of teamwork by means of a consortium dedicated to improving student achievement through highly effective teachers and principals.

*Southeastern Wisconsin Teacher Evaluation Consortium*

### ► Project-Based Learning Meets Small Neighborhood School

Hear about the journey to develop Madison Metropolitan School District's Badger Rock Middle School within the new Resilience Research Center — a facility designed to accommodate office, retail, research, corporate, recreation, and education needs.

*Hoffman LLC*

## ■ Meal and Networking Programs

### PRE-REGISTRATION REQUIRED

#### ■ WASB Breakfast Program

*Thursday, Jan. 24, 7 – 8:30 am  
Pre-Registration Required, \$35*

**Will Allen**, son of a sharecropper, former professional basketball player, ex-corporate sales leader and now farmer, has become recognized as among the preeminent thinkers of our time on agriculture and food policy.

The founder and CEO of Growing Power Inc., a farm and community food center in Milwaukee, Will is widely considered the leading authority in the expanding field of urban agriculture. Using methods he has developed over a lifetime, Will trains community members to become community farmers, assuring them a secure source of good food without regard to political or economic forces.

Will's accolades include being named a John D. and Katherine T. McArthur Foundation Fellow —

only the second farmer ever to be so honored. In February 2010, he was invited to the White House to join First Lady Michelle Obama in launching her "Let's Move!" program. In May 2010, *Time* magazine named Will to the *Time* 100 World's Most Influential People.

*Will Allen*



#### ■ WASDA Luncheon

*Thursday, Jan. 24, Noon – 1:15 pm  
Pre-Registration Required, \$35*

Hosted by the Wisconsin Association of School District Administrators, featuring the 2013 Superintendent of the Year.

#### ■ WASBO Luncheon

*Thursday, Jan. 24, Noon – 1:15 pm  
Pre-Registration Required, \$35*

Join the Wisconsin Association of School Business Officials at its annual luncheon. Hear from the 2013 Wisconsin School Business Official of the Year.

► **Health Insurance Consortiums and Shared Purchasing Options to Ease Budget Pains**

Learn how shared health insurance purchasing can impact your district's bottom line. Hear success stories from three newly implemented consortiums, as well as how to create a consortium in your region.

*WEA Trust*

► **Using a "360° Leadership Performance Review" Tool**

Hear about "360° Leadership Performance Review" — a practical, online, efficient, and reliable approach used in evaluating superintendents, principals, and directors of learning and pupil services.

*Northland Pines School District*

► **Best Kept Secrets and Missed Opportunities**

Hear compelling information about how manufacturing has gone high tech, high skill and high pay. Learn how tightly connected technical colleges and universities are to the job market, how they have changed people's lives, and how your students' lives could be impacted.

*Manufacturing Works*

► **Effective Communication 101**

Presenters will discuss the value of effective communication in building credibility and relationships, enhancing public image, and ultimately improving student achievement.

*Wisconsin School Public Relations Association*

► **Open Session on School Law Issues**

This is your opportunity to ask school law questions. Listen to the discussion or come with questions.

WASB

► **How to Develop an Objective Budget Reduction Process**

Learn about a budget reduction process that is objective, quantifiable, and easily understood.

*Chilton School District*

► **The Strategic Planning Process with an Eye to Health Care Reform**

Hear a high-level overview of the major risks and opportunities of health care reform and how to develop a long-term strategic benefit plan to respond to those risks/opportunities.

*Associated Financial Group*

Harley-Davidson Museum  
**Spouse Excursion**

Spouses and registered guests: visit the Harley-Davidson Museum and enjoy lunch. For more information, visit [wasb.org/convention](http://wasb.org/convention).



► **Become a More Powerful Board by Creating a Strong Link between Strategic Planning, Goal Setting, and Learning Sessions**

Learn how to create a laser-like focus on what matters by employing strategic planning and linking strategic initiatives to board of education goals and learning sessions.

*Pewaukee School District*

► **Creative Ways to Reduce Health Care Costs in a Post-Act 10 Environment**

Learn about a process that challenges districts to think beyond network access, Rx rebates, and fixed costs. Understand how to: improve member health and wellbeing, use plan data to drive accurate and objective business strategy, and more.

*BeneCo of Wisconsin, Inc.*

► **Transforming the Classroom with Collaborative Technologies**

To achieve a 21st century standard of learning when many educational institutions are facing challenges with fewer resources, the implementation of technology has never been as important.

*Core BTS*

► **Exemplary 21st Century Learning — What Does it Take?**

Education leaders from Green Lake and Fond du Lac school districts will share their implementation stories, showcase community and business partnerships, and educational support systems that foster 21st century skills.

*Partnership for 21st Century Skills*

► **Board Policy Work: First Readings Can be Fruitful Instead of Frenzied**

Using samples of school board policy topics and the approach to policy development advocated by the WASB Policy Resource Guide, this session will enhance your ability to evaluate proposed school board policies.

WASB

► **Superintendent Search**

Learn how to conduct a successful search. Hear how a search firm can assist school board members wading through the technical and legal aspects of a quality search.

WASB

► **Value-Added Data from Assessments**

This presentation will provide a brief, non-technical overview of value-added methods, along with a discussion of important issues and considerations for their use in educator evaluation systems.

*Wisconsin Center for Education Research*

► **What to Do When a Referendum Fails**

Representatives from the Watertown School District, the School District of Elmbrook, and Eppstein Uhen Architects will share their experiences and tips to help you recover quickly and make the necessary changes to pass the next referendum.

*Eppstein Uhen Architects*

► **Wellness and Other Cost Control Mechanisms**

Learn about risk management approaches that not only control medical costs but also affect workers' compensation costs.

*M3 Insurance*

► **Top-Notch Board Performance Does Not Happen by Accident**

Learn how to use a school board planning tool and data to drive decisions and planning.

WASB

► **How to Deal with Negative People**

Learn how to deal with negativism and increase your own positive approach toward other people in everyday challenges.

*Port Washington-Saukville School District*

► **Beyond Dissolution: Reinventing Rural Education**

In 2009, the school districts of Wausaukee, Pembine, and Crivitz formed a partnership with Northeast Wisconsin Technical College to reinvent rural technical education opportunities for our youth.

*Wausaukee School District*

## 2013 Milwaukee School Tour

Thursday morning, January 24 | Milwaukee Vincent High School / Growing Power

**Utilizing urban farming strategies** developed by Milwaukee's Will Allen (see page 11), students at Milwaukee Vincent High School grow fresh produce, manage fish, keep bees, and more. This tour will also include a trip to Growing Power, a nationally recognized urban farming organization founded by Will Allen that provides fresh

food to people and restaurants across Milwaukee.

Attend this special school tour and learn about the nationally recognized urban farming movement taking place in Milwaukee.

**Interested?** Check the "School Tour" box on your registration.



### ► Raising Healthcare Standards While Bringing Your Cost Down

Hear about a revolutionary, yet simple approach that can not only lower your healthcare costs, but actually reverse the rising trend.

*National Insurance Services*

### ► Superintendent Evaluation

Gain valuable insight into performance assessment, meaningful tips for school board members trying to evaluate school leadership, and areas where compensation enhancement can be added to the evaluation system.

*WASB*

### ► RtI – Wisconsin's Framework for Improving Student Learning

The essential elements of a Response to Intervention (RtI) framework will be discussed, followed by the process and strategies used by schools across Wisconsin to implement RtI.

*Wisconsin RtI Center*

### ► How Communities Benefit from Quality Educational Facilities

Learn how VJS Construction Services and the West Bend Joint School District #1 engaged the community during the construction of a new middle school by hiring local workers and using local businesses and material suppliers.

*VJS Construction Services*

### ► Student Growth and Achievement Starts Here

Hear how the Edgerton School District developed partnerships with local businesses that have led to students serving in paid internships, on the job training, college scholarships, manufacturing and selling real products, and full-time employment.

*Edgerton School District*

### ► Improving your District Using a PLC Philosophy

Learn how following a Professional Learning Community (PLC) culture changed the School District of

Onalaska from one that focused on adults and teaching to one that focused on students and learning.

*Onalaska School District*

### ► Pay For Performance

The Cedarburg School District created its Effective Educator Initiative, which is locally designed to triangulate data collected from the teacher evaluation process ensuring performance assessment is consistent, fair and accurate.

*Cedarburg School District*

### ► New School Board Member Roundtable

Serving in your first-term of office and have questions? Attend this session for a roundtable discussion of the most pressing issues facing new school board members.

*WASB*

### ► Listening and Asking Questions

Learn how to identify obstacles to effective listening and improve your listening skills. You will also learn how to use questions to focus your conversations and understand how to communicate constructively to create productive relationships and building strong schools.

*WASB*

### ► Take Charge of Your District's Future: Strategic Planning

The WASB has developed and implemented a comprehensive strategic planning process, which will be described in this session as well as success stories from the districts that have implemented it.

*WASB*

### ► Digital Learning and Data Systems Moving Forward Statewide

Hear about the statewide student information system (WISEdash data warehouse), which will serve as a learning management system and a content repository for all teachers.

*Department of Public Instruction*

### ► Prioritizing Budget Decisions

Explore a method of prioritizing budget needs so that sound decisions are made with limited funds available.

*South Milwaukee School District*

### ► Honoring Diversity and Equity in Our Leadership Roles

This session will engage participants in a World Cafe conversation to begin a dialogue about communicating issues of diversity and equity. Come prepared to participate actively around essential questions.

*Kenosha Unified School District*

### ► Flip It Forward — Transform School Culture

Hear about the foundation and integration of a student-led program for both environmental change and targeted strategies. Flip It Forward strives to promote a school environment of understanding and acceptance that has been rapidly embraced by students.

*Hudson School District*

### ► Why Are My Taxes Always Going Up?

Hear a discussion of equalization aid, revenue limits, and how laws impact stability of long-range tax levy management.

*Hartford J1 School District*

### ► Wisconsin Opportunity to Learn — Assuring Success for All

What is essential in order to have all our students career or college ready? And how can we fund this in our current economically challenging times? Hear a panel address these central issues.

*Middleton-Cross Plains Area School District*

### ► School Accountability Initiatives

Get updated information on the Common Core State Standards, state assessments, school report cards, and more.

*Department of Public Instruction*