



THE 2014 STATE EDUCATION CONVENTION:

Your Premier Professional Development Opportunity

We have been working hard to make the 93rd State Education Convention one of the best yet. For four days in January, we'll bring you top-notch speakers and the most relevant, up-to-date sessions possible for school leaders.

The selection of sessions and workshops reflects the many challenges and issues facing school leaders today. We have sessions on health care reform, the Common Core State Standards, educator effectiveness, and alternative compensation systems, as well as presentations on labor and employment law, school finance, and legislative updates. Other sessions will feature advice on how to engage your community, how to use social media effectively, tips on achieving referendum success, an in-depth look at school facilities issues, and improving student well-being through better nutrition and physical education. There is truly something for every board member and administrator.

In addition to gaining new information and knowledge, the annual State Education Convention is your premier opportunity to meet and learn from your colleagues from around the state. With a multitude of challenges facing school districts, networking can be a great way to

find and share solutions and learn about alternative approaches. A special Networking Reception will be held on Wednesday, Jan. 22 from 4-5 pm in the Crystal Ballroom in the Hilton Milwaukee City Center. All attendees are welcome.

We're also very excited to bring you a series of great pre-convention workshops. Held on Tuesday, Jan. 21, the workshops feature Kevin Honeycutt – a Kansas school board member who is a nationally recognized leader in integrating technology into schools; an in-depth session on charter schools by the Wisconsin Innovative Schools Network; the award-winning Investing in Wisconsin Public Schools™ interactive tool to bring school district stakeholders together in an informative discussion about shared community values and school finance; and finally, a new workshop by WASB attorneys on the legal and policy issues surrounding community engagement. I encourage you to attend a day early and take advantage of one of these great workshops.

In last month's *Viewpoint*, I introduced our three keynote speakers — Freeman Hrabowski III, Brad Meltzer, and Stacey Bess. You can learn more about these inspiring individuals in this issue. I want to

also introduce our keynote speaker for the WASB Breakfast program — C.J. Huff, superintendent of the Joplin School District. Dr. Huff has an amazing story of how his district reopened its school doors only 87 days after Joplin was hit by the deadliest tornado to strike the U.S. in 64 years. It's a keynote you won't want to miss.

While it's only November, I'm already excited about the upcoming State Education Convention. It will be a high-energy event with school leaders from all over the state meeting to discuss some of the most important topics in public education. After the last Convention, attendees told us it was, "*One of the best conventions I attended;*" "*Well done, great conference overall.*" We plan to top that. Visit the Convention website at wasb.org to get more details and use the itinerary tool to develop your own schedule. And for you smartphone and tablet users — watch for an announcement in coming weeks for a mobile app that you will be able to download to enhance your Convention experience.

We'll see you in Milwaukee! ■

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