POWER UP YOUR DISTRICT
2014 MSBA Annual Conference
in Cooperation with MASA

September 25-28 @ Tan-Tar-A in Osage Beach

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TABLE OF CONTENTS

Welcome & Leadership
- MSBA Welcome ................................................................. 7
- MSBA Board of Directors .................................................. 9
- MASA Welcome & Leadership ............................................. 11

Conference and Facility Information
- General Session Highlights ............................................... 13
- Conference Information .................................................... 15
- Tan-Tar-A Dining Options ................................................. 18
- Facility Map .................................................................... 19

Conference Schedules
- Thursday, September 25 .................................................. 21
- Friday, September 26 ........................................................ 23
- Saturday, September 27 ................................................... 31
- Sunday, September 28 ...................................................... 43
- Conference Sponsors, MSBA Partners &
  Associate Members .......................................................... 48

Create Your Own Conference Schedule
See the entire conference schedule including session descriptions at
www.2014msbaannualconference.sched.org or scan the QR code.
Create a login to make your own schedule and view it on your mobile device.
Session presentations and handouts will be posted HERE after conference.

New Location for Leadership Development Center
Look up CBM credits, get help with the Advanced or Master certification,
find out the criteria for the Governance Team Award and learn about
board development opportunities upstairs in the Hotel Foyer.

FutureBuilders Silent Auction and Photo Booth
Support the efforts of FutureBuilders, MSBA’s education foundation
by bidding on many items in the annual silent auction. Then capture a
conference memory in the Building Missouri Futures Photo Booth!
With all you do, let us take care of you.

Your to-do list is hectic enough. Let American Fidelity lend a hand.

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Welcome
FROM THE MSBA PRESIDENT

Welcome to the 2014 MSBA Annual Conference in cooperation with MASA! This year’s conference promises to provide you with outstanding learning opportunities designed to improve your knowledge and skills as an education leader in Missouri. Once again this year we have an outstanding group of keynote speakers along with more than 100 concurrent sessions on a wide range of topics. Also, don’t forget to visit our exhibit hall where you can find out the latest information on products and services for your school district.

I urge you to take advantage of the numerous learning opportunities available to you at this conference. And don’t forget to spend some time talking with board members and administrators from other school districts. Sometimes those conversations are the most important learning opportunities of all.

The Missouri School Boards’ Association is proud to have helped school boards succeed for more than 50 years and we look forward to continuing that support for many years to come. Welcome to Tan-Tar-A and thanks for being a part of the 2014 Annual Conference!

Doug Whitehead, Jefferson City
MSBA President
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Contact Elliott and ask for a FREE Demonstration!
Thank you so much for participating in the 2014 MSBA Annual Conference in cooperation with the Missouri Association of School Administrators! I hope you find this event to be valuable as you carry out your critical leadership role in your community and school district. We have faced significant challenges during the past year and the coming year will be no different. By working together, we have demonstrated the power of the school board voice in our state and that will be even more important in the coming months. Thank you for your service on your local school board and for your commitment to public education in our state.

Carter D. Ward, Ph.D.
MSBA Executive Director
Would you like your own secure, private network with UNLIMITED bandwidth for about what you pay now with NO rate increases for decades?


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Welcome
FROM THE MASA PRESIDENT

Welcome to the 2014 Missouri School Boards’ Association (MSBA) in Cooperation with the Missouri Association of School Administrators (MASA) Annual Conference. We are fortunate to have this opportunity to learn from each other and share our visions of public education. As President of MASA, I would like to extend a sincere thank you for being here and your strong commitment to the students and school districts across our state.

MASA is the only statewide association in Missouri that exists for the purpose of serving the needs of school superintendents and central office administrators. MASA has grown to include over 600 key leaders in our school districts. Missouri public school administrators have been working diligently to improve student learning and together with our partners at MSBA, we can indeed make a difference.

As leaders, we must take charge of the direction our districts take in the education of our students. With the current economic challenges and ever-increasing demands being placed on our public schools, we must demonstrate even greater vigilance. The strength we share comes from the associations we form and the continued opportunities to increase our knowledge base. Without a doubt, this conference can be the catalyst which impacts the success of our districts and our students. It is my sincere hope that we take the time to learn from each other and to forge bonds that will bring us together for the betterment of our public schools.

John Jungmann, Springfield, MASA President

MASA Staff
Roger Kurtz,
Executive Director
Lonnie Schneider,
Assistant Executive Director
Mike Lodewegen,
Director of Legislative Advocacy
Ann Ainsworth,
Administrative Assistant
Missouri Educators Unified Health Plan
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113 Missouri School Districts have joined the MEUHP to work together on a district, regional and statewide basis for strength, stability and service for health insurance benefits.

Why should your district consider joining the MEUHP?

- **Transparency.** Eight superintendents direct the program with complete plan expenses disclosed
- **Strength.** 113 districts and 11,500 lives covered
- **Stability.** Quality benefits and provider networks with competitive premiums
- **Service.** Emphasis on member education and streamlined administration, including new online enrollment
- **Flexibility.** 15 plans available and compatible with the Affordable Care Act – including six that work with Health Savings Accounts

The MEUHP is administered by Forrest T. Jones & Company, a full-service employee benefit broker with 60 years experience serving Missouri school districts.

For more information, contact Executive Director, Tom Quinn at (573) 881-3625 or tquinn@meuhp.com or Mark Iglehart at (800) 821-7393, ext. 1298

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MEUHP Third-Party Plan Administrator
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More of your premium dollars working for you!
First General Session
Jim Bearden

From military officer to corporate executive, Jim Bearden has learned why some people step up and others don’t. An advocate for the heroic effort, Jim helps leaders close the gap between what sounds good and what gets done. Jim Bearden’s many rich life experiences form the basis for his anecdotes, his humor and, most importantly, the insights he shares to create hero-friendly environments. One of fewer than 500 speakers to earn the prestigious Certified Speaking Professional designation from the National Speakers Association, Jim has been a professional speaker for 24 years. During that time he has conducted training and delivered presentations for corporate audiences, trade and professional associations and government agencies in the U.S., Canada and Mexico.

Sponsored by Tueth, Keeney, Cooper, Mohan and Jackstadt, PC

Second General Session
Dr. A.J. Nottingham, International Center for Leadership in Education

Dr. Nottingham’s life has been a testimony to the mantra that “No significant learning occurs without a significant relationship.” He has worn many hats in his almost twenty years as an educator including life-long learner, mathematics teacher, STEM director, instructional coach, entrepreneur/business owner, father, professor, mentor, author, advocate, consultant, and motivational speaker. Most recently, Dr. Nottingham served as an administrator and principal at middle schools and high schools in Virginia, Maryland and North Carolina. In his capacity as a transformational school leader, he implemented Professional Learning Communities, Baldrige School Improvement tools, a one-to-one device initiative, and data-informed decision making to turn around school achievement in traditionally struggling urban communities. Dr. Nottingham has an inspiring speaking style and has contributed invaluable community service to all the districts in which he has worked. He is a phenomenal, dynamic, motivational speaker.

Provided by Scholastic and International Center for Leadership in Education

Third General Session
Celebrate the Stars of Public Education!
Shelby Ringdahl

Shelby Ringdahl is a graduate of Rock Bridge High School in Columbia and is a senior at Texas Christian University majoring in musical theater. In 2013, she won the title of Miss Missouri and was a finalist for Miss America. She will share her story of the power of public education and will perform during the Third General Session.

Sponsored by George K. Baum & Co.

Ticketed Event

Fourth General Session
Donny Bynum

Dale County, Alabama, School Superintendent Donny Bynum, helped guide his school system and community through the trauma of a young student’s kidnapping at gunpoint and the murder of an employee. Bynum was a stalwart for Dale County through a dramatic situation in early 2013 when a gunman shot and killed bus driver Charles Poland, Jr. and then kidnapped a student from the school bus.

Donny Bynum began his career in education as a teacher and coach in Dale County schools, later becoming principal of G.W. Long Elementary School. He collaborated with MSBA’s Center for Education (CES) to develop training based on lessons learned from his school’s incident. He was named the 2014 Superintendent of the Year by the School Superintendents of Alabama.

Ticketed Event
Missouri educators can trust Scholastic to help implement effective solutions that ensure all students are college and career ready.

**Tiered Literacy Solutions**
- Targeted Intervention: READ 180 Next Generation
- Intensive Intervention: System 44 Next Generation
- Literacy Support: Guided Reading, Leveled Bookroom
- Foundational Reading: iRead
- Universal Screening/Progress Monitoring: Scholastic Reading Inventory (SRI), Scholastic Phonics Inventory (SPI)

**School Improvement Solutions**
- Professional Development and Coaching for Leaders and Teachers
- Comprehensive School Improvement Services
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**Tiered Mathematics Solutions**
- Core Foundation: Do The Math, Do The Math Now!
- Intervention: MATH 180
- Fact Fluency: FASTT Math Next Generation
- Universal Screening/Progress Monitoring: Scholastic Math Inventory (SMI)

**Engaging the Family and Community**
- Family and Community Engagement (FACE)
- Summer Reading: My Books Summer

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For more information, contact your local Missouri Account Executive:

**Steve Culver**
Classroom & Community
Phone: (913) 558-9398
Email: sculver@scholastic.com

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CONFERENCE INFORMATION

Conference Policy
• Seating for concurrent sessions is on a first come, first served basis and limited to paid registrants.
• Smoking is prohibited in meeting rooms, sessions, and hallways during the Annual Conference.
• The Missouri School Boards’ Association and the Missouri Association of School Administrators endorse no individual or groups of individuals or any sentiment expressed by any speaker or other participant in this program, except by official action of the MSBA Delegate Assembly or the MASA Business Meeting.
• Admission to conference programs is limited to paid registrants. Registration is open in the Hotel Foyer at the following times:
  - Thursday 7:00 am – 7:00 pm  
  - Friday 7:00 am – 7:00 pm  
  - Saturday 7:00 am – 1:00 pm  

Badges
Your badge is the only requirement for admission to most conference activities, such as exhibits, general sessions, clinics, panel discussions and other workshops that do not require a paid ticket. Badges are required of all persons using the free shuttle buses.

Concurrent sessions scheduled for the conference carry one CBM credit each. Board members seeking CBM credit must register their attendance by swiping their plastic badge from Elliott Data Systems through the card readers available at each session they attend.

Badge Colors
- **Gold:** MSBA Board of Directors
- **Blue:** Board Members
- **Green:** Exhibitors
- **Orange:** Speakers
- **Silver:** MSBA Staff
- **White:** Guests
- **Red:** Superintendents & District Staff

CBM Credit
Board members seeking higher levels of Certified Board Member (CBM) certification status beyond the essential 16 hours required by state law, must accrue additional credits. Advanced certification requires 12 additional credits and Master certification requires an additional 12 beyond advanced (40 credits total).

Each Annual Conference concurrent session carries one CBM credit; sessions are organized into four topic strands. To receive concurrent session credit, board members must record attendance by swiping their plastic conference badge through the card readers in each session room.

Further information about these strands and credit requirements may be found on the Advanced and Master application forms in the MSBA Leadership Development Center in the Hotel Foyer or at www.msbanet.org, under Board Training.

CBM Strands
- **BOG** Board Operations & Governance
- **CIE** Contemporary Issues in Education
- **SA** Student Achievement
- **SLF** School Law & Finance

Missouri Education Vision Project
- **CCO** Climate, Culture & Organization
- **ELS** Early Learning & Student Success
- **FR** Financial Resources
- **GLA** Governance, Leadership & Accountability
- **HOC** Human & Organizational Capital
- **TLA** Teaching, Learning & Assessment
- **PR** Physical Resources

Exhibit Hall Schedule
- **Friday** 12:30 – 6:30 pm
- **Saturday** 8:00 am – 1:00 pm
  (Closed during General Sessions)

MSBA Leadership Development Center
MSBA will operate a Leadership Development Center located in the Hotel Foyer. Take advantage of these learning opportunities designed to be of special interest, depending upon your responsibilities in your school district.

Social Media
Follow MSBA on Facebook, www.facebook.com/msbanet and Twitter, @MissouriSBA, to receive conference announcements. Ask questions by posting on MSBA's Facebook page and tweeting #2014MSBA. Photos of the conference and award winners are posted on the MSBA's Flicker Photostream, www.flickr.com/photos/msbanet.

Table Reservations
If you wish to have a reserved seat at the Third General Session Banquet, it is necessary for you to make table reservations. You may reserve your seats by visiting the table reservation desk in the Hotel Foyer during registration hours. Reserved seats not claimed 15 minutes prior to the beginning of the session will be opened for general seating.

Transportation
Shuttles are provided from the headquarters hotel to other lake area hotels. Shuttle buses will transport conference participants during the times listed below.

Buses will run approximately every 20-30 minutes. Please make plans to use The Oaks parking lot as parking will be very limited at Tan-Tar-A. Please use shuttle buses whenever possible.

- **Friday** 8:00 am – 11:00 pm
- **Saturday** 7:00 am – 11:00 pm
- **Sunday** 7:00 am – 1:00 pm

Special thanks to Tan-Tar-A for providing the shuttle service.
In August 2011, we began the first step in the FEMA Safe Room application process to provide protection for over 51,000 residents across the State of Missouri. Since 2012, our team has initiated grants that have led to over 71 million dollars in construction. We strive not only to enrich every community with quality design, but to do so through innovative thinking and focused expertise. That’s the Paragon Approach.
Becoming a Parents as Teachers (PAT) Model Affiliate means that you are committed to delivering the highest quality of service to children. Your dedication to your community’s families will be well received by federal, state and private funders and show a commitment to research-based education.

In return, the PAT national office staff will continue to provide assistance, technical support and any other help as your program positively impacts early education in your community and strengthen families.

For programs that missed the June 30 deadline and wish to remain a PAT Model Affiliate, please contact Ann Young at ann.young@ParentsAsTeachers.org.

Every day, you work to make effective parenting possible for so many families. Thank you for your dedication. Thank you for believing in Parents as Teachers.
For hours of operation, see Tan-Tar-A’s “What To Do, When To Do It” publication available at the Hotel Front Desk, Guest Services and at the entrance to Building B.


"Have it your way, right away" Burger King favorites served daily for breakfast, lunch and dinner. Located in the Food Court in Building B. Resort Complex-Dial 8614. Estates Complex-Dial 573-348-8614.

Piping hot pizza, by the slice or whole pie. Eat in, take-out, or order through Room Service. Located in the Food Court in Building B. Resort Complex-Dial 8493. Estates Complex-Dial 573-348-8493.

The Tree Top Snack Shack, located in Timber Falls Indoor Waterpark, offers a variety of snacks, sandwiches, pizza, and drinks.

Enjoy snacks and beverages overlooking the Oaks championship golf course. A full service bar and several TV’s are available. Contact Guest Services for transportation services at extension 5 or dial (573) 348-8623. (Seasonal) Resort Complex-Dial 8494. Estates Complex-Dial 573-348-8494.

The perfect place to start any day. Our gourmet coffee bar serves specialty pastries, flavored coffee, espresso and cappuccino. Drop in for a relaxing drink in the afternoon or early evening, then later catch the game. Located in Building A in the Main Lobby. Resort Complex-Dial 8271. Estates Complex-Dial 573-348-3131.

On the water and specializing in summer time thirst quenchers, the “Jetty Bar” is your perfect place in the sun. Located at Arrowhead Deck. (Seasonal)

Before or after dining, enjoy a cold draft beer or that special scotch in the unique setting of the Black Bear Lodge Bar. Located in Building B. Resort Complex-Dial 6. Estates Complex-Dial 573-348-8619.

Safe and Productive Learning Environments

CTS Group: Turnkey Engineering and Construction Services for Sustainable Energy Solutions

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Building B Meeting Rooms

Crystal Ballroom: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past all the gift shops, down three flights of stairs to the Social Lobby. At the Social Lobby, take the short flight of carpeted steps up to the Crystal Ballroom, on the left.

Drawing Room Terrace: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past all the gift shops, down three flights of stairs to the Social Lobby. At the Social Lobby, take the short flight of tile steps down, go past the entrance to the Black Bear Lodge Restaurant and the Bowling Alley. Proceed down the ramp, turn right and go straight ahead to the Drawing Room Terrace.

Hawthorn: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past the #1 Gift Shop. Hawthorn is on the right side of the hallway, across from Wood’n Ya WanIt.

Sycamore: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past Wood’n Ya WanIt. Sycamore is on your left before Lindee’s.

Magnolia: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past all the gift shops, down one flight of stairs. Magnolia is on your right.

Dogwood: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past all the gift shops, down one flight of stairs. Dogwood is on your left.

Cedar Cove: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past all the gift shops, down two flights of stairs. Instead of going down the next flight of stairs to the Social Lobby, Cedar Cove is on your left.

Eastwinds: On the 7th floor of Building A (floor above the Main Lobby) go down Market Lane, past all the gift shops, down two flights of stairs. Instead of going down the next flight of stairs to the Social Lobby, go around to your left, up a short flight of steps. Eastwinds is on your right.

Building B Meeting Rooms

Having trouble with stairs?
Take the connecting corridor from Building A to Building B. From Building A, go to the double elevators where the guest rooms are located and ride to level 4. Go through the guest room hallway, exiting at the end. Turn left and follow the hallway to Building B.

Auditorium
The Auditorium is a building on the waterfront. Proceed down our main road, toward the Marina and the Arrowhead Pool. When walking toward these areas, you will see the Playground. The Auditorium is located to the right of the Playground.

Building D Meeting Rooms

Northwinds: Take the escalator or elevator from the Main Lobby to the catwalk to Building E. Cross the catwalk, walking to the 3rd level of Building E. Go left at Building E’s main corridor and exit into the stairwell. Exit the building using the door on your left. Go across the road and into Building D, entering through the double glass doors on your left. Northwinds is straight ahead.

Suite G: Take the escalator or elevator from the Main Lobby to the catwalk to Building E. Cross the catwalk, walking to the 3rd level of Building E. Go left at Building E’s main corridor and exit into the stairwell. Exit the building using the door on your left. Go across the road and into Building D, entering through the double glass doors on your left. Suite G is straight ahead, on your right.
The Future of Education Starts Here!

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THURSDAY, SEPTEMBER 25

7:00 am – 7:00 pm  Conference Registration
Location: Hotel Foyer

8:00 am – 3:00 pm  Board Secretary Workshop
Room: Salon A
7:30 – 9:00 am  Registration
8:00 – 8:30 am  Practical Pre-Conference
9:00 am – 3:00 pm  Workshop
Sponsored by eBOARDsolutions

7:45 am – 6:30 pm  CBM Essential Training
Room: Salon C
7:45 – 8:30 am  Registration  Location: Hotel Foyer
8:30 am – 6:30 pm  Training  Room: Salon C

9:00 am  MSBA FutureBuilders Golf Tournament
Courses: The Oaks & Sycamore Creek
9:00 am  Golf Registration Opens at Both Courses
10:45 am  Announcements and Shotgun Start
Silent Auction & Awards Ceremony following the tournament

1:00 – 5:00 pm  Pre-Conference Workshops
Active Shooter Training & Drill Development Workshop
Room: Parasol I
Psychological First Aid for Schools
Room: 76/77
Developing Behavior Risk Assessment Teams
Room: Parasol II
Emergency Planning for Schools Workshop - ERIP
Room: Redbud

6:30 pm  MSBA Board of Directors/REC Chairs Reception & Dinner
Room: Crystal Ballroom
Sponsored by Tan-Tar-A

You can’t miss the MSBA Leadership Development Center this year!
It’s located in the Foyer of the main level of the hotel.
Peruse books for CBM credit, obtain assistance with Advanced or Master certification, get information about the Governance Team Award, and find out about board development opportunities.

After the conference, visit www.msbanet.org or call 800-221-MSBA (6722) to learn more about MSBA Board Development Opportunities.
This information is for institutional investor use only, not for further distribution to retail investors, and does not represent an offer to sell or a solicitation of an offer to buy or sell any fund or other security. Investors should consider the investment objectives, risks, charges and expenses before investing in any of the Missouri Securities Investment Program’s portfolios. This and other information about the Program’s portfolios is available in the Program’s current Information Statement, which should be read carefully before investing. A copy of the Information Statement may be obtained by calling 1-877-MY-MOSIP or is available on the Program’s website at www.mosip.org. While the MOSIP Liquid Series seeks to maintain a stable net asset value of $1.00 per share and the MOSIP Term portfolio seeks to achieve a net asset value of $1.00 per share at the stated maturity, it is possible to lose money investing in the Program. An investment in the Program is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Shares of the Program’s portfolios are distributed by PFM Fund Distributors, Inc., member Financial Industry Regulatory Authority (FINRA) (www.finra.org and Securities Investor Protection Corporation (SIPC) (www.sipc.org). PFM Fund Distributors, Inc. is a wholly owned subsidiary of PFM Asset Management LLC.
FRIDAY, SEPTEMBER 26

7:00 am – 7:00 pm  Conference Registration
Location: Hotel Foyer

7:30 – 8:45 am  Regional Executive Committees Meeting
Room: Salon C

8:00 – 8:50 am  Concurrent Sessions Block descriptions page 24

8:30 – 11:30 am  MASA Executive Committee Meeting
Room: Eastwinds

9:00 – 9:50 am  Concurrent Sessions Block descriptions page 24

10:00 am – 10:50 am  COSA Meeting
Room: Redbud
9:00 am Registration

10:00 – 10:50 am  Concurrent Sessions Block descriptions page 26

11:00 am – 12:30 pm  First General Session – Jim Bearden
Room: Salon A, B
Music provided by Parkview High School Concert Choir
under the direction of Director William T. Grega
Sponsored by Tueth, Keeney, Cooper, Mohan & Jackstadt, PC

12:30 – 6:30 pm  Exhibits Open
Room: Windgate Hall
12:30 – 2:30 Exclusive Exhibit Hall Time

2:40 – 3:30 pm  Concurrent Sessions Block descriptions page 28

3:45 – 5:00 pm  MSBA Delegate Assembly
Room: Salon C
Refreshments sponsored by American Fidelity Assurance Co.
Response Pads by Interactive Educational Technologies

3:45 - 5:00 pm  MASA Business Meeting
Room: Crystal Ballroom

5:00 – 6:30 pm  Reception in Windgate Hall
Sponsored by PFM Asset Management, LLC

7:00 – 10:00 pm  Family Fun Night at Tan-Tar-A
Sponsored by Tan-Tar-A

Conference bags sponsored by Standard & Poor’s
Regional Executive Committees Meeting
Room: Salon C  BOG
Regional Executive Committee meeting for ALL regions. Learn more about the expanded advocacy role for REC members, current MSBA membership numbers, and programmatic highlights. Time will also be allotted for you to visit with your own regional members and to meet those new to REC positions.
Presenter(s): Missouri School Boards’ Association

Understanding the Role of Your Board Attorney
Room: 60/61  BOG, SLF/GLA
The board attorney represents the board, yet the vast majority of the attorney’s contact is with school administrators. When the board is united, this rarely creates issues. But what if the board is divided? This session will explain the proper role of the board attorney, and share ideas for policies your district can adopt to minimize conflicts and keep the board, the administration and the attorney on the same page.
Presenter(s): Joe Hatley, Partner, Spencer Fane Britt & Browne

Addressing Sexual Abuse by School Employees
Room: 62/63  CIE, SLF/CCO, GLA, HOC, FR
Unfortunately, sexual abuse by school employees is an issue that your school may face. In this session, we will discuss steps a school should take once a report of possible sexual abuse is received, including cooperating with law enforcement and addressing the student’s needs. We will also discuss training and prevention programs that can be implemented by schools.
Presenter(s): Margaret A. Hesse, Attorney, Tueth Keeney Cooper Mohan & Jackstadt, PC.

The Value of Setting an Energy Standard
Room: 64  CIE, SLF/PR, FR
Do you know the value of setting an energy standard? Come learn ways different school districts have set and implemented energy standards. This focused effort has helped them bring their energy costs 30%-50% lower than the average school in Missouri.
Presenter(s): Koby Kampschroeder, Director of Business Development, Navitas; Jay Harris, Assistant Superintendent, Raymore-Peculiar

Leverage E-Rate to Make Smart Communications
Room: 74/75  CIE
As an educator, you know that budget constraints force you to do more with less while trying to stay current with the latest technology. With new innovations and cloud technology, there is an option that can fit both your desire to make your classroom cutting-edge while finding smart ways to pay for technology that will stay up-to-date as technology evolves. Introducing Smart Communications, a Cisco Powered cloud-based phone system that replaces the need to update aging phone equipment, train staff on complicated technology and make-do with low-tech communication options in your classrooms.
Presenter(s): Rosanna Bisages, Director, Netelligent Corporation

Missouri Observation Simulation Tool
Room: 60/61  CIE, SA/CCO, GLA, TLA
This presentation will introduce school board members to the Missouri Observation Simulation Tool (MOST). Specifically, how the tool provides districts a free leadership development. MOST supports the following four out of seven principles: Principle 1: Using research-based practices for evaluation; Principle 2: Rating teachers with a rubric that includes differentiated performance levels; Principle 5: Providing meaningful feedback; Principle 6: Training evaluator. As districts are required to align their evaluation systems to the Essential Principles by the 2014-15 school year, MOST will serve as a powerful tool to help meet those requirements.
Presenter(s): Paul Katnik, Assistant Commissioner, Missouri Department of Elementary & Secondary Education; Tyler Barnett, Coordinator, DESE

Cybercrime in the Public School District
Room: 62/63  SLF
The question is not if, but when will a Missouri public school district be a victim of cybercrime. International organized crime no longer targets banks as the source of stealing funds electronically. They are now focused on the clients by penetrating network systems and gaining access to banking transactions. In addition, the syndicates are penetrating systems to obtain personal identification information for sale to criminals. The session will discuss the vulnerability and risks that currently exist and provide a reasonable approach to system protection, banking relations and cyber-insurance.
Presenter(s): Darrell Songer, Principal, CliftonLarsonAllen, LLP

Parliamentary Procedure
Room: 64  BOG/GLA
This session will discuss rules of parliamentary procedure that every school board member needs to know; special highlights will be on the different rules that apply to small governing boards.
Presenter(s): Leonard Young, Professional Registered Parliamentarian, National Association of Parliamentarians

CBM Strands
BOG  Board Operations & Governance
CIE  Contemporary Issues in Education
SA  Student Achievement
SLF  School Law & Finance
Creating a Legislative Advocacy Committee
Room: 70/71  CIE/GLA
Learn about one school district’s journey in creating a legislative advocacy committee. A focus on the stages of team development will anchor the conversation in working towards the development of a high functioning team. The committee is made up of school administrators, teachers, board members, citizens, elected officials and members of the faith community. Now more than ever, a unified voice is crucial around legislative issues impacting students and communities.
Presenter(s): Chris Kilbride, Superintendent, Ritenour School District; Bob Young, Board Member, Ritenour School District; Mike Schneider, Mayor, City of Overland

Don’t Just Communicate, Engage
Room: 72/73  CIE/CCO, GLA
Community engagement is a challenge for school boards. While traditional communication can be effective in engaging stakeholders, new media is essential. Schools are on Facebook and Twitter, but many don’t leverage them effectively. The key is clear messaging that unifies communication across media. This session will outline how to develop a strategic communication plan, identify methods for evaluation, and integrate social media.
Presenter(s): Courtney Niemuth, Manager of New Media Communications, University of Central Missouri; Robin Krause, Director of Marketing and Promotions, University of Central Missouri

Is Green Hair a Hill to Die On?
Room: 74/75  CIE/CCO
Have you had issues with the Confederate battle flag? With “I ♥ boobies” bracelets? A male student wearing a kilt to prom? We will discuss the law on student dress/appearance codes. This will include the dangers of gender-specific requirements and rules that disproportionately affect discrete cultural groups. Other topics include dress codes related to expression (including religious expression), school uniforms, and anti-gang dress codes.
Presenter(s): Robert A. Useted, Attorney, Shands, Elbert, Gianoulakis & Giljum, LLP; Thomas A. Durphy, Attorney, Shands, Elbert, Gianoulakis & Giljum, LLP

IDEA ABCs
Room: 76/77  SLF/GLA
What School Board Members Need to Know about Special Education. Ever wonder why there are separate discipline rules for students who receive special education services? Is a nut allergy a disability? Does a wheelchair bound student have a right to make the football team? The Individuals with Disabilities Education Act and Section 504 of the Rehabilitation Act are federal laws that address these questions, and apply to every public school district in the state. This session will cover basic provisions and requirements of IDEA and Section 504. Questions are welcome and encouraged!
Presenter(s): Amy Leech Clendenen, Shareholder, Tueth Keeney Cooper Mohan & Jackstadt, PC.

Bond Issuance - A School District Perspective
Room: Parasol I  SLF/FR
Legislation has been proposed to require school districts to use only competitive bond sales. This session will explore the relative advantages of competitive and negotiated bond sales, from the perspective of two practicing CFOs.
Presenter(s): Kevin F. Supple, CFO, Francis Howell R-III School District; Linda Quinley, CFO, Columbia Public Schools

Mobile Device Comparison
Room: Parasol II  CIE/PR, TLA
It’s not about the device. It’s ALL about the device! Over the past 2 years, MOREnet has acquired and deeply explored labs of the major mobile device platforms. Together with techs, teachers and students, we have done much research on these platforms and this session is our opportunity to share what we have learned. We will have stations set up with the devices set out (iPad, Android and Chromebook) and will offer analysis and a list of questions to consider when moving toward mobile device purchases.
Presenter(s): Bob Martin, Technical Trainer, University of Missouri – MOREnet

It Takes a Village: A Community School Model
Room: Sycamore  CIE, SA/CCO, ELS
Community schools take a whole child approach to education, providing an integrated focus on academics, services, supports and opportunities which lead to improved student learning, stronger families and healthier communities. In 2012, Springfield Public Schools (SPS) implemented the community school strategy into one elementary school. The community school strategy addresses current challenges and accompanying needs including overcoming issues associated with poverty, stronger family engagement and gaps in educational and social services. Since implementation, Robberson Community School has partnered with more than 35 unique partners to provide wrap-around services to students and families based on their feedback and interests. The second phase was to implement a continuous learning calendar to provide continuity throughout the year in addition to addressing summer learning loss. This presentation will provide attendees information about the community school model and lessons learned.
Presenter(s): Christine Jones, Specialist, Choice & Innovation, Springfield Public Schools; Ben Hackenwerth, Associate Superintendent, Elementary Operations, Springfield Public Schools

CCR? Bringing Universities to Rural Campus
Room: Hawthorn  CIE, SA/CCO, TLA
Every Missouri student deserves the same educational experiences that ensure they are College and Career Ready. A rural setting should not penalize students. Come learn how our rural school district partners with a University over 50 miles away to provide college level classes during the school day to our high school students.
Presenter(s): Teresa Nash, Ava High School Principal, Ava R-I School District; Heather Snelson, Ava High School Counselor, Ava R-I School District; Nancy Lawler, Superintendent, Ava R-I School District
Northland CAPS - Thinking Outside of the Desk  
Room: Crystal Ballroom  
CIE, SA/CCO  
Northland CAPS is revolutionizing education through a profession-based educational model designed to provide high school students the skills needed to succeed in the competitive college environment and global workforce. Students are paired with mentors—individuals who are working each day in these professions. In addition to important profession-based learning skills the students acquire, they also gain professional skills such as problem solving, time and project management, business ethics and self-discipline. Northland CAPS is an example of how private industry and the public education system can partner to produce personalized learning experiences that educate the workforce of tomorrow. 

Presenter(s): Donna Deeds, Regional Executive Director, Northland CAPS; Todd White, Superintendent, North Kansas City Schools; Bill Nicely, Superintendent, Kearney Schools

Opportunities with Energy Loans  
Room: Suite G  
CIE/PR, FR  
We will discuss project planning, meeting state requirements and energy modeling. KRJ helped New Haven School District apply for an Energy Loan from MO Division of Energy. New Haven’s loan has the advantage of enhancing the quality of a new construction project. KRJ upgraded the design for the project to gain energy efficiency. Upgrades that were too much for the original budget are now financed by a loan to be paid off by the energy savings in 10 years or less. This loan does not count against debt limits or require a public vote. 


That’s What They Said - Sexual Health in MO  
Room: Northwinds  
CIE  
Learn free resources available from the Bureau of HIV, STD and Hepatitis to address issues identified in the Missouri School Health Profile and learn more about adolescent sexual health in Missouri. 

Presenter(s): Craig Highfill, Program Coordinator, Missouri Department of Health

Transforming Learning: Technology on a Budget  
Room: 60/61  
CIE, SA/CCO, GLA, TLA  
Can’t go 1-to-1? We can help you understand ways to reach large numbers of students with technology integration on a small school budget. Through focused planning, professional development and targeted allocation of resources, we are transforming instruction across the district, preK-12. We will present a variety of options for strategies you can begin implementing tomorrow in your district, from leadership practices to classroom applications. 


Board Rights, Responsibilities & Liabilities  
Room: 62/63  
BOG, SLF/GLA, FR  
This session will provide practical and legal guidance regarding the rights and authority of board members as compared to patrons of a school district. It will explore communications between board members and legal counsel; rights, obligations, and potential liability of board members; limitations on individual member authority; and the importance of confidentiality. Board members and administrators are encouraged to attend, ask questions, and share experiences. 

Presenter(s): Celynda L. Brasher, Attorney / Founding Shareholder, Tueth Keeney Cooper Mohan & Jackstadt, P.C.

Parliamentary Procedure for Delegates  
Room: 64  
BOG/GLA  
This session is strongly recommended for all MSBA Delegates who might address the Assembly. Learn the basics of voting, making amendments, and commenting on resolutions. 

Presenter(s): Leonard Young, Professional Registered Parliamentarian, National Association of Parliamentarians

What Investment Questions You Should Ask to Help Protect Your District’s Monies!  
Room: 70/71  
SLF/FR  
What questions should you ask as a school board member about your district’s investments and the risks associated with them? 

Presenter(s): William Sullivan, Managing Director, PFM Asset Management, LLC; Maria Altomare, Managing Director, PFM Asset Management, LLC

Community Strong  
Room: 72/73  
CIE/CCO  
Our school board’s goal was to find a way to begin to re-engage our community and improve staff morale in our school district. This session will focus on the steps we did to begin that process. Borrowing ideas from other schools we created Oriole Strong, Oriole Strong is an attitude dedicated to developing a strong and positive environment in the district and in our community. Through Oriole Strong we work to develop students who have a sense of belonging and ownership in the district and the community. We will share our success and challenges to help you foster a strong school and community environment in your school district without a huge budget or additional staff. 

Presenter(s): Mary Beth Scherer, Superintendent, Concordia R-II School District; Kimberly Brunkhorst, Counselor, Concordia R-II School District

Missouri Education Vision Project  
CCO Climate, Culture & Organization  
ELS Early Learning & Student Success  
FR Financial Resources  
GLA Governance, Leadership & Accountability  
HOC Human & Organizational Capital  
TLA Teaching, Learning & Assessment  
PR Physical Resources
Increasing Rigor Through STEM
Room: 74/75 CIE, SA/TLA
What began as a vision for a new course offering, Intro to Engineering, has exploded into a full blown fabrication lab. Find out how the vacant Industrial Arts classroom and shop area have been repurposed and transformed into a state-of-the-art Fab Lab with the help of grant funding from MOREnet, which has been the springboard for students to explore the engineering field. An emphasis on technical reading and writing skills partnered with higher-order thinking skills in mathematics has resulted in an academically diverse group of students using technology to design practical and intriguing items every day. Come and listen to our journey and gather ideas on how you can also create 21st Century technology-rich spaces and learners.
Presenter(s): Jim Hall, Fab Lab Director, Fulton 58 School District; Jacque Cowherd, Superintendent, Fulton 58 School District

CES - Your Gateway to School Safety Resources
Room: 76/77 CIE
This session will examine the range of services and initiatives available to promote school safety through the Missouri Center for Education Safety. While “active shooter” is on everyone’s mind and one of the focus areas being addressed by CES, safety assessments, creating positive school climates, bullying and suicide prevention, and a variety of other topics will be discussed in this session.
Presenter(s): Paul Fennewald, Director, CES

Amendment 3: What Is It and How Does It Affect Your District
Room: Parasol I SLF
In November Amendment 3 to the Missouri Constitution will be on the ballot. This session describes what the amendment states, how its passage will affect school districts and what you can do to oppose this proposed amendment.
Presenter(s): Mike Reid, Associate Executive Director, Missouri School Boards’ Association

Google Forms for the Administration
Room: Parasol II BOG/GLA, HOC, TLA
If you are tired of printing, organizing, storing, and even chasing paper just to collect the information you need to run the school. Google Forms is the tool for you. If you’re a Google Apps in Education School, you already have the tools available. Google forms can collect, store, backup, sort, and merge your data online...for free. Come and see how easy it is to build forms that many schools are using for walk-through evaluations, parent contact collection, maintenance requests, and many other uses.
Presenter(s): John Riley, Technical Trainer - Principal, University of Missouri - MOREnet; Bob Martin, Technical Trainer - Expert, University of Missouri – MOREnet

Star Summit / The Power of Collaboration
Room: Sycamore BOG
21st Century Learning is focused upon collaboration as one of the essential elements for high quality instruction. Districts should not only be teaching students to utilize this strategy they should be setting the model in practice. Best practices for the classroom are continually developed by the practicing teacher; however these effective strategies are not shared with others. Willard, Nixa, and Ozark Public Schools launched the STAR Summit in the Fall of 2013 which provided an in-service opportunity for over 1,300 teachers at a combined cost of less than $20,000. The strategy was based upon “Teachers Teaching Teachers.” The wealth of collaboration and sharing of ideas coupled with the inter-district conversation created an unique culture of learning for all involved. Teacher evaluations of the STAR Summit were through the roof!
Presenter(s): Kent Medlin, Superintendent, Willard R-II

MSBA Cost Saving Purchasing Program - BuyBoard
Room: Hawthorn SLF/HOC, FR
Budgetary pressures are coming from all sides. This session is designed to educate MSBA members on an MSBA provided, value-added program created to save time and money on a wide-range of commodity and service based purchases. This program is provided to members at no cost, and there is no fee or obligation to purchase. The program leverages the power of nationwide volume, so prices are substantially reduced and are often lower than individual districts can get on their own.
Presenter(s): David Ricketts, Assistant Director, BuyBoard; Steve Fisher, Director, BuyBoard

Content Area Literacy Plan
Room: Cedar Cove SA/TLA
The Francis Howell School District initiated a three-year professional development plan to train secondary teachers in literacy strategies that support the transition to the new Missouri Learning Standards using the model of reflection, new learning, and collaboration. This presentation will provide details about planning, implementing and evaluating the roll-out plan.
Presenter(s): Erin Thurston, Secondary English Language Arts Content Leader, Francis Howell R-III School District

MSIP: Plan for Support and Intervention
Room: Crystal Ballroom BOG, SA/GLA
The Missouri School Improvement Program: Support and Intervention Plan holds districts and schools accountable for the same performance standards and indicators, yet takes a differentiated approach to state support based on district performance and need. The following principles are central to the implementation of this Plan: a focus on children and families; access to high-quality schools for every child; solutions to meet the needs of each district and community; early intervention and prevention; and high expectations for all students. This presentation will provide an overview of the MSIP Plan for Support and Intervention. The central focus of the presentation will be the role of the local board of education in school improvement efforts. Specific information on the role and responsibility of the local board of education in the development of the Performance Contract (when required) will be provided.
Presenter(s): Dennis Cooper, Assistant Commissioner of The Office of Quality Schools, Missouri Department of Elementary & Secondary Education
**FRIDAY 10:00 – 10:50 AM**

**How to Effectively Use PAT Impact Data**  
Room: Suite G  
SA, SLF/ELS  
Early learning has been shown to increase success in school, but early learning programs like Parents as Teachers continue to be underfunded. During this session Parents as Teachers National Center staff will share impact data collection guidelines. Participants will gain knowledge on how to apply these guidelines to their individual programs and how the data can open the door to both public and private funders.  
**Presenter(s): Alison Gee, Director of Public Policy, Parents as Teachers National Center; Ann Young, Manager of Missouri Affiliations, Parents as Teachers National Center**

**Healthy Students = Successful Learners Project**  
Room: Northwinds  
SA/ELS  
A panel of school and district leaders will describe their initial experience with creating healthy school environments, lessons they learned along the way, and how school board members can support these efforts. Panelists will also discuss how they used their School Health Advisory Committee to complete a School Health Index Self-Assessment.  
**Presenter(s): Marjorie Cole, State School Nurse Consultant, Missouri Department of Health and Senior Services; Pat Simmons, Assistant Chief, Bureau of Health and Wellness, Missouri Department of Health and Senior Services**

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**FRIDAY 2:40 – 3:30 PM**

**OCR Enforcement Initiatives and Trends**  
Room: 60/61  
BOG, SLF/GLA  
The Office for Civil Rights uses several tools and strategies in its attempt to identify and root out various types of race, sex, and disability discrimination in public schools – from broad-based data collection to specific investigation into student complaints. This presentation will provide practical information needed to help your district anticipate, understand, and respond to OCR initiatives involving student-discrimination and other issues that impact many public school districts. It will also provide insight into the latest high-focus areas of investigation.  
**Presenter(s): Brian Mayer, Attorney, Guin Mundorf LLC; Shellie Guin, Attorney, Guin Mundorf LLC**

**Closing the Gaps: Theory to Practice**  
Room: 62/63  
BOG  
In this hand-on, interactive breakout session, Jim will walk participants through the first in his six-step process for consciously creating “hero-friendly” cultures. Materials include specific examples and worksheets participants can use to continue the process back in their districts. Participants will acquire the understanding and tools necessary to translate leadership theory into specific leadership behavior for closing the gaps between what sounds good and what gets done.  
**Presenter(s): Jim Bearden, Bearden Resource Group**

**Experiential Learning Adventures In Science**  
Room: 64  
SA/TLA  
The Columbia Public School District Science Department has increased achievement, participation, and teacher enthusiasm by offering experiential learning adventures for students in grades 6-12. The science department spends three weeks in the Grand Tetons and Yellowstone National Park, while rotating over 300 students through in weeklong programs....at no cost to the district! The program has grown to the biggest in the country. We will discuss this trip, other smaller district science adventures, and the results and tracking of past participants. We will also discuss how these trips helped develop the concept of a Nature School in the district.  
**Presenter(s): Mike Szydlowski, K-12 Science Coordinator, Columbia Public Schools**

**EmployABILITY: A New Look at Transition**  
Room: 70/71  
CIE, SA/TLA  
This presentation will focus on the impact of Special Services with a transition focus. The EmployABILITY Program is offered to students who need to meet Indicator 13 for Special Education and Transition. The program is structured around three sectors: internship, classroom curriculum and a school store, was designed to give students life skills that will make them more employable in the work service area.  
**Presenter(s): Ashleigh Mitchell, Transition Coordinator, Clinton School District; Lisa Kaiser, CTS Counselor, Clinton; Jake Fowler, Director of Career Tech Ed, Clinton; Sarah Mason, Process Coordinator, Clinton**

**Developing a Communication Program**  
Room: 72/73  
CIE/CCO, ELS, GLA, FR  
Nixa Public Schools was named the top school communication program in the nation by the American Association of School Administrators and the National School Public Relations Association. Come learn how Nixa started from the ground up to establish a program and how it has grown into the successful program it is today. The session will present an overview of ideas to help establish a program.  
**Presenter(s): Stephen Kleinsmith, Superintendent, Nixa Public Schools; Zac Rantz, Chief Communication Officer, Nixa Public Schools**

**Same-Sex Parents: Is Your District Ready?**  
Room: 74/75  
CIE, SLF/CCO  
While Missouri’s Constitution defines marriage to be solely between a man and a woman, court decisions in other states call into doubt the legality of this provision. The Supreme Court will ultimately decide the issue—and soon. This presentation will give a brief overview of where the law stands, and how a Supreme Court decision striking down state bans on same-sex marriage will likely affect school districts.  
**Presenter(s): Joe Hatley, Partner, Spencer Fane Britt & Browne**

**Superintendent Search - The MSBA Process**  
Room: 76/77  
BOG/HOC  
The most important employment decision and perhaps the most important decision of any type that a BOE will face, is that of choosing a new superintendent to lead the district. Attendees will learn about the search process MSBA offers to districts in order to help them be successful in their decision. Discussion will focus on the process in general and why the process may be right for a district. Along with some attention to detailed issues such as timing, search time frame, establishing expectations, common practices and some pitfalls to avoid, this is always an enlightening session.  
**Presenter(s): Paul James, Lead Consultant, Missouri School Boards’ Association**
State Board of Education
Room: Parasol I  BOG
The state’s governing board of education presents its views and responds to school board members in this moderated panel discussion. Questions from the audience are welcome.
Presenter(s): Representatives from the State Board of Education; Brent Ghan, Chief Communications Officer, Missouri School Boards’ Association

Overview Of The Teacher Tenure Act
Room: Parasol II  BOG, SLF/HOC
This session will provide an overview of the Teacher Tenure Act for Board Members and Administrators.
Presenter(s): Ransom A Ellis, III, Attorney, Ellis, Ellis, Hammons & Johnson, P.C

How to Make School Work When Nothing Else Does
Room: Sycamore  CIE, SA/TLA
This session will introduce the audience to how the Nevada R-5 at Heartland campus provides educational services to over 200 students a year. Attendees will gain knowledge in how we utilize the frameworks of Positive Behavior Interventions and Supports for our population: Tiger Bucks, Tiger Town Market, Friendship Club, and how we develop positive life-long relationships with our demanding population.
Presenter(s): Michelle Branham, Director, Nevada R-5; Sharon Noel, Teacher, Nevada R-5; Carolyn Bolek, Teacher, Nevada R-5

Implementing a 1:1 Initiative
Room: Hawthorn  CIE/TLA
The purpose of this presentation is to give insight at the district and building level as to how to implement a 1:1 initiative.
Presenter(s): Desmond Mayberry, Superintendent, Central R-III; Brad Coleman, High School Principal, Central R-III

Missouri K-12 Analytics Alliance
Room: Cedar Cove  BOG
The use of data and analytics has transformed private sector organizations, making them more efficient, innovative, and profitable. Missouri school districts now have a similar opportunity, using data that they are already collecting, to impact the decision making process. The Missouri K-12 Analytics Alliance (MASA, EdPlus, CSUGKC, Southwest Center and Forecast5 Analytics, Inc.) is providing tools and a collaborative platform to empower districts to identify actionable insights from all this data and improve education.
Presenter(s): Roger Kurtz, Executive Director, Missouri Association of School Administrators; Jeff Carew, Forecast 5

National Action Plan for Sports Safety
Room: Suite G  BOG, CIE/HOC
The National Action Plan for Sports Safety has been created to bring to light the benefits and potential risks to student athletes while playing sports. The inherent risk in sports may result in catastrophic or fatal injuries and illnesses. The majority of these occur in four major areas: cardiac events, neurologic injuries, environmental/exertional conditions, dietary/substance-induced conditions. Fortunately, risks and adverse outcomes can be minimized or eliminated when secondary school athletes have proper equipment, available health care professionals and a safe environment.
Presenter(s): Michelle Padgett, MS, ATC, Athletic Trainer, Sport Medicine & Training Center

How to Make and Pay for Teacher Home Visits
Room: Northwinds  SA/CCO, ELS
Missouri students spend 13.9% of each year in school, 35% of their time sleeping and 51% of the year out of school – at home, with family and friends. When parents don’t read and talk to their children daily, make sure they go to school every day, show them the value of education, it’s impossible for students to succeed academically. The lack of parent engagement is a key challenge facing schools. Many educators are unsure how to make the connection to home. Come learn the how, who, and what of effective teacher home visits.
Presenter(s): Karen Kalish, Founder and Executive Director, HOME WORKS! The Teacher Home Visit Program; Nan Fritschle, Teacher, Valley Park

Delegate Assembly
Room: Salon C  BOG
Be sure your school board is represented at the Delegate Assembly where MSBA’s positions on legislative issues are determined. Each MSBA member-board is entitled to at least one voting delegate. Even if you are not registered for the Annual Conference, your district still may be represented at the Delegate Assembly. Do not miss this opportunity for your board’s voice to be heard.

Refreshments sponsored by American Fidelity Assurance Co.

MASA Business Meeting
Room: Crystal Ballroom

SILENT AUCTION
Located in Windgate Hall
Bidding will close at Noon on Saturday.
Winners announced at 12:15 pm at the FutureBuilders booth
Auction items must be picked up by 12:45 pm.
Cash, check and credit cards welcome
Thank you for supporting MSBA FutureBuilders!
Know instantly what she needs.

Teachers don’t have a shortage of data; they have a shortage of time.

STAR 360™ offers a new performance dashboard that provides comprehensive insight into students’ performance and a clear picture of their needs.

Now teachers can spend less time with student data—and more time with students.

To learn more, call (800) 338-4204 or visit www.renaissance.com
7:00 am – 1:00 pm  Conference Registration  Location: Hotel Foyer

7:00 – 8:20 am  Forrest T. Jones Fun Walk/Run  Location: Tan-Tar-A Lobby  
Sponsored by Forrest T. Jones & Co.

8:00 am – 1:00 pm  Exhibit Hall Open  Location: Windgate Hall  
8:00 – 9:00 am  Exhibit Hall Coffee Break  
Sponsored by Charter Business  
11:30 am – 1:00 pm  Exclusive Exhibit Time

8:30 – 10:20 am  Legal and Policy Update  descriptions page 32  
Room: Salon C  
Early Childhood: Programs that Work  descriptions page 32  
Room: Redbud

8:30 – 9:20 am  Concurrent Sessions Block  descriptions page 32

9:30 – 10:20 am  Concurrent Sessions Block  descriptions page 34

10:30 – 11:20 am  Concurrent Sessions Block  descriptions page 36

11:30 am – 12:30 pm  MSBA Board of Directors/MASA Executive Committee Luncheon  
Room: 60/61  
Sponsored by Forrest T. Jones & Co.

12:30 pm  Exhibit Hall Grand Prize Drawing  
Location: Windgate Hall  
Sponsored by Missouri Lottery

1:00 – 2:30 pm  Second General Session, A.J. Nottingham  
Room: Salon A, B, C  
Music provided by Jefferson City High School J-City Riot  
under the direction of Directors Beth Dampf and Kiesha Daulton  
Provided by Scholastic and International Center for Leadership in Education

2:00 – 4:20 pm  Superintendent Mentors and Mentees Meeting  
Room: Northwinds

2:40 – 3:30 pm  Concurrent Sessions Block  descriptions page 38

3:40 – 4:30 pm  Concurrent Sessions Block  descriptions page 40

6:00 – 7:00 pm  Conference Reception  
Room: Hotel Foyer, 62/63/64  
Sponsored by Lashly & Baer, P.C.

7:00 – 9:00 pm  Third General Session & Banquet, Celebrate the Stars of Public Education!  
Room: Salon A, B, C  
FutureBuilder’s Paul Morris Community Service Award, Superintendent of the Year Award,  
2014 MSBA Student Video Contest Winner, Stand Up for Public Education Award, Recognition  
of Outstanding Public School Graduate and musical performance by Shelby Ringdahl  
Sponsored by George K. Baum & Co.  
Ticketed Event

9:00 – 11:00 pm  Conference Gala  
Room: 62/63/64  
Sponsored by Stifel
Legal and Policy Update
Room: Salon C
SLF/GLA
This session will cover new laws and court cases school districts and superintendents should know about and be prepared to implement.
Presenter(s): Susan Goldammer, Senior Director, Missouri School Boards’ Association; Kelli Hopkins, Associate Executive Director, MSBA; Scott Summers, Staff Attorney, MSBA

Early Childhood: Programs that Work
Room: Redbud
SA
Investments in quality early childhood education pay significant returns through improved student achievement and enhanced economic vitality. MSBA FutureBuilders identified three school districts with exemplary early childhood programs who are experiencing positive results from their efforts. Learn how these school districts implemented innovative ideas to improve early childhood education while involving parents and communities.
Presenter(s): Representatives from: Ava R-I, Belton 124 and Melville R-IX

Engaging your Community in Planning
Room: 60/61
SLF/PR, FR
This is our district’s three year journey to engage our community in Master Facility Planning in order to achieve the desired result of passing a tax levy to prepare for over crowding, projected growth and outdated buildings.
Presenter(s): Chris Hon, Superintendent, Poplar Bluff; Tim Krakowiak, Public Relations Coordinator, Poplar Bluff R-I

Innovating Teaching, Engaging Students: Your Role
Room: 62/63
CIE (repeat at 2:40 pm)
More than ever, teachers are using digital content to create interactive, engaging experiences for their students. This means students can connect to subject matter and demonstrate knowledge in exciting new ways. In order to encourage and support this critical transformation, administrators and school board members need to be familiar with the newest technology tools, best practices and research. In this hands-on session you’ll have the opportunity to explore a wide variety of digital content, including education apps, interactive iBooks Textbooks, and the amazing repository of free learning resources and courses on iTunes U. You’ll also get an introduction to a key research-based model for effective integration of technology, and learn from Apple Distinguished Educators through their interactive One Best Thing iBooks.
Presenter(s): Apple Inc.

A Team Approach to Improving Student Safety
Room: 64
CIE/CCO
Learn how the School District of Washington has taken a community and team approach to improving student safety in our schools. We will share how we approach the safety walk-throughs process, prioritize safety improvements, coordinate with emergency personnel, and develop our building safety plans.
Presenter(s): Lori VanLeer, Superintendent, Washington School District; Brendan Mahon, Asst. Superintendent, Washington; Kevin Blackburn and Dan Contarini, Board of Education Members, Washington; Andy Robinson, Assistant Director, Four Rivers Career Ctr, Washington

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Hot Topics! Current Legal Issues for Boards
Room: Parasol I  BOG, SLF/GLA
Given the dynamic legal landscape of public education, the legal issues faced by Boards of Education are ever-developing, sometimes on a daily basis. Through the use of current events and real-time legal scenarios, we will examine what's hot and what's not for Board members and provide guidance on how to address the pressing legal issues affecting public education in a manner that minimizes legal risk.
Presenter(s): Shellie Guin, Attorney, Guin Mundorf LLC; Guin Mundorf LLC Legal Team

What We Have Here Is a Failure to Communicate
Room: Parasol II  CIE/CCO, GLA, HOC, TLA
Ever have messages that need to go out now, or messages that need to be delivered quickly and quietly, or want to text someone but don’t want to give out your number? Discover safe ways for you to do all this and more with free and private online tools. There is never an exchange of personal cell phone numbers; yet everyone is connected in the way that works best depending on the need. You can send important notes and updates to your staff, parents, and even students with these online tools.
Presenter(s): John Riley, Technical Trainer - Principal, University of Missouri - MOREnet

Drug Abuse Prevention and Curriculum Needs
Room: Hawthorn  CIE/CCO PR TLA
What are the current drug abuse trends in grades 4-12. What is the cause and effect of choices made by our students, and what do we need to focus on to reduce the statistic of a youth dying every nineteen minutes to overdose? As an educator, and a father who lost a son, I see a greater need for doing more in this area. I will share what I know about the causes of drug abuse, and what we can do to attack this problem in our school curriculum.
Presenter(s): Jim Marshall, Codysgift Not For Profit foundation founder, Codysgift

A District’s Journey
Room: Sycamore  SA/ELS, TLA
District level leaders will share how they implemented Assessment for Learning practices system-wide in a district of 18,000 students. We will give concrete examples of implementation practices, from crafting the vision, setting the goal and designing a professional development plan to support the implementation. We will answer the questions: Where have we been; Where are we now?; Where are we going?; and How will we close the gap?
Presenter(s): Grayling Tobias, Superintendent, Hazelwood School District; Cheryl Latham, Board President, Hazelwood School District; Crystal Reiter, Assistant Superintendent, Hazelwood School District

Organizational Partnerships that Pay Off
Room: Cedar Cove  SA/CCO, GLA, TLA
Engage in the leadership journey of how one high poverty elementary school made teaching visible, student learning viable, and the process replicable. Collaborate around the idea of choosing a focus to drive results, using learning communities, and uncovering the powerful practices of peer observations and data teams. Evaluate the effectiveness and impact an instructional coach can have. Learn how this partnership transferred the practices from building level to district level systems.
Presenter(s): Jennifer Doshier, Executive Director of Elementary Education, Joplin Schools; Sarah Stevens, Director of Curriculum, Instruction, and Assessment, Joplin Schools

School Security and Learning From Sandyhook
Room: Suite G  CIE/GLA, PR
Presentation and discussion of current philosophy, policies, techniques, building features that help keep our kids safe. We will review the Sandyhook report, and look at case studies of new construction techniques, and retrofitting existing buildings.
Presenter(s): Steve Telscher, Project Manager, Sapp Design Associates, Arch.; Vaughn Baker, President, Strategos International; Chris Ford, Superintendent, Fordland R-III

Teen Summit: Leadership & Positive Climate
Room: Northwinds  SA/CCO, TLA
Teen Summit develops student leadership and interpersonal skills. Students identify key issues and create solutions related to school climate and a safe school environment. An increased positive school climate leads to significant achievement results. Learn strategies for helping students deal with issues, build social-emotional competence, and voice concerns related to bullying and anti-social behavior.
Presenter(s): Tami Bopp, Director of Implementation, The CHARACTERplus Way; Melissa Massey, Director of Professional Development, Southwest Center

Don’t miss the MSBA FutureBuilders’ Building Missouri Futures Photo Booth!
Located in Windgate Hall by the MSBA FutureBuilders Booth 164.
SATURDAY 9:30 – 10:20 AM

READ 180 - Seeing Significant Results in Lexile Growth
Room: 60/61 SA/TLA
Scholastic READ180 has been a game changer for many students in the Joplin School District. From third grade through high school this intervention has taken struggling readers to grade level readers. Students have been able to be successful in the general core classroom, and graduated with their peers knowing they are capable of attending college, vocational school or career ready workforce. READ 180 classrooms are designed for engagement. Joplin Schools READ 180 is a proven model for instruction. Using this model of rigor, relevance, and fidelity the students have made huge gains. Teachers design their lessons to meet the needs of all learners within the Missouri Learning Standards.

Presenter(s): Lisa Orem, Director of Special Services - Federal Programs, Joplin Schools; Jolene Alexander, District Coordinator - Scholastic, Joplin Schools; Anne Sharp, Board President, Joplin Schools

Why One to One Learning: A Superintendent Panel Discussion (repeat at 10:30 am)
Room: 62/63 CIE
Thousands of schools across the country and around the world have started down the path of one to one learning. The key question is Why? In this session you’ll hear from Missouri superintendents who have one to one learning programs in their schools. They’ll share their Why and their outcomes, and answer your questions about how to successfully implement one to one learning in your schools. Whether you have already started down this path or are considering it, you won’t want to miss taking part in this important conversation.

Presenter(s): Apple Inc.

The Chelsea Experiential Learning Center
Room: 64 BOG, SA/CCO, ELS, TLA
Webster Groves High School is the home of the only Experiential Learning Center at the high school level in the nation. This session will share information on how the center was developed, how it functions, types of experiences provided, and the steps any district could consider taking to create a focus on experiential learning in their district. The experiences this center provides take the students way outside the walls of the HS and engages them in real life experiences that foster learning, passion, and possibilities for the future. Students will also be on hand to answer questions and share their experiences. Learning comes alive for students who participate in the Chelsea Experiential Learning Center.

Presenter(s): Jon Clark, Principal of WGHS, Webster Groves School District; Julie Burchette, Experiential Learning Teacher, Webster Groves School District; Sarah Riss, Superintendent, Webster Groves School District; Steve Loher, Board Member, Webster Groves School District

Baldrige - from Board Room to Classroom
Room: 70/71 BOG, CIE
Is your district considering pursuing the Baldrige Performance Excellence Criteria as a framework for continuous improvement? The School of the Osage School District Board of Education President, Superintendent, and Assistant Superintendent will provide an overview of their strategic planning process and share implementation strategies, resources and leadership insights from their Baldrige journey.

Presenter(s): Brent Depee', Superintendent, School of the Osage School District; Laura Nelson, Assistant Superintendent, School of the Osage; BJ Page, Board of Education President, School of the Osage

SATURDAY 9:30 – 10:20 AM

Actively Identifying & Responding to Priorities
Room: 72/73 BOG/GLA
Participants will be provided with practical application in effectively identifying priorities and making decisions to improve the outcome of the system. Participants will be introduced to various types of needs assessments, processes of collecting and analyzing data, and tools of how to devise action plans. Real-world examples will be provided demonstrating what translating data to action looks like at the classroom, school, department and district levels.

Presenter(s): David Bishop, Director of Facilities, Springfield Public Schools; Rick Emling, Director of Transportation, Springfield Public Schools; Tim Rosenbury, Board Member, Springfield Public Schools

Creating a Culture of Technology Literacy
Room: 74/75 CIE, SA/CCO
This session will discuss how Republic Schools developed an ITC (Instructional Technology Coach) program to support their Technology Literacy initiative. This presentation will include a snapshot of year one, including aha moments, recognized successes, and next steps.

Presenter(s): Douglas Greek, Instructional Technology Coach, Republic R-III School District; Stephanie Long, Instructional Technology Coach, Republic R-III; Zachary Best, Instructional Technology Coach, Republic R-III

Proud to be a Positive Coaching School
Room: 76/77 CIE, SA/CCO
The purpose of this workshop is to promote POSITIVE COACHING in sports at all levels, and to enhance lives and society by “Winning Kids With Sport!” You can join in this initiative by declaring your school to be “Proud to be a Positive Coaching School” stating your school's intention to teach, promote, and uphold the Principles of Positive Coaching. Learn about the benefits and impact for your school!

Presenter(s): Rick McGuire, Director of Sport Psychology, University of Missouri; Bernie DuBray, Superintendent, Fort Zumwalt School District; Brandon Orr, Assistant Professor, University of Missouri; Robert Low, Assistant Director, Missouri Institute for Positive Coaching

Extra! Extra! (Legally) Avoid Being the News!
Room: Parasol I BOG, SLF/GLA
Regardless of the size of your district, there will always be hot-button issues for your board to address. These can range from personnel decisions, to student bullying, to concerns over the performance of the football team. This presentation will discuss the limitations imposed by law, and by board policy, on what information can and cannot be disclosed. It will also focus on practical tips for controlling the message, issuing press releases, dealing with the media, and answering questions from the public.

Presenter(s): Steve Book, Attorney, Guin Mundorf LLC
SATURDAY  9:30 – 10:20 AM

Cat Herding 101: Managing Mobile Devices
Room: Parasol II    CIE/PR, TLA
Even as your district gets closer to 1:1, the game constantly changes. Technologies change, tools improve or disappear, and considerations pop up that you never even imagined. Just the simple management of apps and documents on a mobile device can be a costly, frustrating nightmare if not considered as a part of the overall process of going 1:1. But many districts don’t even realize mobile device management is possible until it’s too late. This informational session hosted by Bob Martin, technical trainer with MOREnet, will share experiences gained over the last 2 years assisting dozens of schools in researching, preparing and implementing 1:1 in districts from large to small throughout Missouri.
Presenter(s): Bob Martin, Technical Trainer, University of Missouri - MOREnet;

Communication 101
Room: Sycamore    BOG, CIE/CCO, ELS, GLA, TLA, FR
Every district big or small needs an effective communication program. Guidelines and ideas will be presented to get your program up and running on a path to success. Many districts try to do too much, or focus on the wrong areas, or do not even find out what the problems are and their communication programs suffer. This workshop will give an overview of where to start and how to develop a successful program.
Presenter(s): Zac Rantz, Chief Communication Officer, Nixa Public Schools; Stevie Stryker, District Web Manager, Nixa Public Schools; Josey McPhail, Director of Communications, Republic Schools; Lana Snodgras, Communications & Community Relations Director, West Plains Schools

Transforming Your Professional Development
Room: Hawthorn    CIE/CCO, TLA
Too often traditional “sit and get” PD without choice and voice becomes the norm in districts due to lack of planning and vision. Hear how administrators have not only the opportunity but the obligation to transform PD in their district by providing a customized and personalized approach to learning and growth. Just as we expect classroom teachers to differentiate instruction and learning opportunities in their classrooms, we should similarly expect districts to do the same for their educators.
Presenter(s): Justin Tarte, Union R-XI School District

It’s Time for Around the Clock Tech Support
Room: Cedar Cove    CIE/CCO, GLA, HOC, PR, TLA, FR
Technology issues can’t wait. Today’s students and teachers need rapid response with exceptional service. Anytime. Anywhere. Learn how the Grain Valley School District is providing students and teachers with live technology support online, by phone and via chat, during and beyond traditional school hours. Through extended technology support, learning never stops at Grain Valley School District.
Presenter(s): Nick Gooch, Director of Technology, Grain Valley R-V School District; Brad Sandt, President, k12Itc

SATURDAY  9:30 – 10:20 AM

A “How To” Guide for Employee Investigations
Room: Crystal Ballroom    SLF/HOC
This workshop will help administrators and human resource professionals understand the legal requirements and best practices for conducting legally sound, thorough, and effective workplace investigations. This session will explain the legal requirements that control such investigations, and will highlight example cases of workplace investigations that were conducted properly - or improperly. The presenter will discuss the legal and practical consequences that can result when administrators or HR professionals perform effectively - and when they make mistakes - in this area, and will share valuable guidance to help you avoid making the same mistakes in your district.
Presenter(s): D. Shane Jones, Shareholder, Tueth Keeney Cooper Mohan & Jackstadt, P.C.

Making “Climate Studies” More Effective
Room: Suite G    BOG, CIE/CCO
“Climate studies” are all the rage, and with good reason. Staff, parents, and students will tell you that the environment in the school building has a meaningful impact on a student’s ability to succeed. What questions should you ask? How should you go about collecting and reporting the data? What do you do with the data once you have it? This program will provide you with information, drawn from 22 years of conducting research for school districts, about how to make certain your climate study efforts produce actionable information and are a low-stress process for everyone involved.
Presenter(s): Ken DeSieghardt, CEO/Partner, Patron Insight, Inc.; Melody Smith, Partner, Patron Insight, Inc.
Why One to One Learning: A Superintendent Panel Discussion (repeat)
Room: 62/63 CIE
Thousands of schools across the country and around the world have started down the path of one to one learning. The key question is Why? In this session you’ll hear from Missouri superintendents who have one to one learning programs in their schools. They’ll share their Why and their outcomes, and answer your questions about how to successfully implement one to one learning in your schools. Whether you have already started down this path or are considering it, you won’t want to miss taking part in this important conversation.
Presenter(s): Airick West, Board Member, KCPS

Finance & SDAC—Shared Knowledge—Improved Outcomes
Room: 64 SLF/FR
District administrators work hard to bring revenue into the district but there are ways to work smarter for improved results. This session will give specific strategies for better communication and management of the MO HealthNet (Medicaid) claiming process to ensure districts are receiving all of the federal revenue to which they are entitled.
Presenter(s): Kim Ratcliffe, AED Student Services, Missouri School Boards’ Association

Legislative Advocacy Collaborations
Room: 70/71 BOG, CIE, SLF/CCO, GLA
The Webster Groves School District will share information on the development and growth of their Legislative Advocacy Committee. Their committee now includes the Kirkwood and Maplewood Richmond Heights School Districts which broadens their influence and creates more efficient contacts for the shared legislators. Participants will learn how to develop their own committee, receive suggested activities for their committee, and be able to identify potential partnerships that will strengthen and enhance the work of their legislative advocacy committees.
Presenter(s): Sarah Booth Riss, Superintendent, Webster Groves School District; Emerson Smith, Board Member, Webster Groves School District; Steve Loher, Board Member, Webster Groves School District; Jean Dugan, Board Member, Webster Groves School District

Cultural Competency
Room: 72/73 CIE, SA/CCO, HOC, TLA
This session with address sustaining educational achievement for all students amidst diverse and/or changing school demographics.
Presenter(s): Airick West, Board Member, KCPS

Redefining Professional Development: ONLINE
Room: 74/75 CIE/CCO, PR, TLA
With two 1:1 initiatives in the Belton School District, as well as new technology being brought into PreK & elementary classrooms for students and staff, the need to ensure all are prepared for the changes in teaching and learning became evident. Integrating technology into daily instruction was easily identified as that area of need. An extra 7 hours of professional development for certified and non-certified staff was added to the district calendar. Finding ways to share the same information with all involved led to the idea to use an online learning management system to teach, track, and train all staff in a variety of methodologies, activities, and tools. The staff had 7 modules of learning to complete on their own time. Using the 4 C’s was the driving force behind the effort: Collaboration, Communication, Critical Thinking, & Creation. Participants in this session will learn how to make this happen within their own districts, discover where the hiccups might be & how to handle them, and--best of all--see the successes experienced along the way.
Presenter(s): Melissa McConnell, Technology Integration Specialist, Belton School District #124; Brad Moser, Technology Integration Specialist, Belton School District #124

Liberate to Innovate
Room: 76/77 CIE, SA/CCO, TLA
Experience the journey of Quality Classroom Improvement implementation from the planning stages to current reality and beyond. Figure out how to combat the “one more thing on my plate” feeling that teachers experience when faced with implementing continuous improvement. Platte County’s team of practitioners will demonstrate how to use the continuous improvement framework to directly impact the achievement of students in the classroom.
Presenter(s): Mike Reik, Superintendent, Platte County R-3 School District; Mike Brown, Assistant Superintendent, Platte County R-3 School District; Rob Gardner, Assistant Superintendent, Platte County R-3 School District; Jen McClure, Principal, Siegrist Elementary, Platte County R-3 School District

Religion in Missouri Public Schools
Room: Parasol I BOG, CIE, SLF/CCO, GLA, HOC, TLA
This program will discuss the challenges presented by the legal balancing act required to avoid the endorsement of religion in schools while simultaneously honoring the individual rights of students, staff and patrons to the free exercise of religion in the school environment. The program will focus on best practices in addressing religious conduct in school, school-sponsored activities and on school property.
Presenter(s): Duane Martin, Attorney, Missouri EdCounsel, LLC

MSBA Board Development Opportunities

If your board is committed to professional development and continuous improvement, MSBA’s research-based whole board workshops can help. With an individual or a sequence of work sessions, MSBA can help achieve your governance goals.

Visit www.msbanet.org or call 800-221-MSBA (6722) to learn more about MSBA Board Development Opportunities.
PG-13: Free Speech in Schools
Room: Parasol II  CIE, SLF
This session will focus on what board members need to know about the First Amendment and Missouri’s Constitution in relation to schools. The presentation will include discussion of legal precedent regarding what constitutes protected speech and student and staff members’ rights. Topics will include: student and staff member expression, prayer and religion, social media, advertising, and related matters. For mature audiences only!
Presenter(s): Melanie Gurley Keyney, Attorney, Tueth Keney Cooper Mohan & Jackstadt, P.C.; Mallie E. Hennessie, Attorney, Tueth, Keney, Cooper, Mohan & Jackstadt, P.C.

Using Data to Increase Student Achievement
Room: Redbud  SA/TLA
This session will focus on development of a systematic approach to data driven instruction based on Acuity assessments. Emphasis will be placed on creation of pacing calendars hyperlinked to resources and units of instruction using the UbD (backwards design) format. Utilization of student data folders to allow students to set individuals goals and develop plans to reach those goals will be highlighted as a way to increase student achievement. These tools can be used with any test employed by a district.
Presenter(s): Jennifer Ritter, 5th Grade Teacher, Republic R-III School District; Melanie Gilliland, 5th Grade Teacher, Republic School District; Brigitte Golmen, Elementary Principal, Republic School District; Beth Engelhart, Elementary Principal, Republic School District

Let’s C.H.A.T.!
Room: Sycamore  SA/TLA
Having regularly scheduled conversations to C.H.A.T. about Children, High Expectations, Academics and Teacher Growth, is essential for moving students and teachers forward. This engaging presentation will provide participants with a blueprint for developing the ongoing conversations with teachers and administrators to establish goals while monitoring progress and identifying research based strategies to help make progress across the board. Examples of progress monitoring templates, along with various questions used during these conversations will allow participants to return to their school ready to tell their colleagues, Let’s C.H.A.T.!
Presenter(s): Grayling Tobias, Superintendent, Hazelwood School District; Cheryl Latham, Board President, Hazelwood School District; Lisa Strauther, Assistant Superintendent, Hazelwood School District

Find a Hurt Heal It, Find a Need Fill It
Room: Cedar Cove  CIE/CCO, ELS
This presentation will highlight the Branson School District and community resources working to meet the physical and emotional needs of our poverty stricken population. Reference materials will connect systemic action steps that enable leaders to recognize a need and take appropriate action. Eye-opening scenarios and refreshing communication skills will reset your purpose and enable you to generate a “cause and effect” momentum of change in your district.
Presenter(s): Michelle Collins, Cedar Ridge Elementary Principal, Branson R-IV Schools; Shelly Worley, Cedar Ridge Primary Principal, Branson R-IV Schools

Collective Bargaining: New Lessons Learned
Room: Crystal Ballroom  SLF/HOC
Teachers and other school employees continue to organize and more districts are negotiating with employee groups. This session will cover how collective bargaining is evolving in Missouri, new laws districts should be aware of, and mistakes to avoid.
Presenter(s): Susan Goldammer, Senior Director of Employment and Labor Relations, Missouri School Boards’ Association

Restrictions on Use of Bond Financed Property
Room: Suite G  SLF/PR, FR
Significant penalties can result from failure to comply with IRS restrictions for property financed with tax-exempt bonds or lease purchase agreements. This session will review these restrictions and the common types of potentially problematic agreements, such as advertising, exclusive-vendor agreements, rental agreements for placement of cell antennas and cafeteria services agreements.
Presenter(s): Toni Stegeman, Bond Counsel, Gilmore & Bell, P.C.; James Dummitt, Bond Counsel, Gilmore & Bell, P.C.; Linda Quinley, Chief Financial Officer, Columbia Public Schools

Building State-wide Leadership Capacity
Room: Northwinds  BOG, CIE, SA/CCO, GLA, HOC, TLA
Missouri Leaders for Excellence Achievement and Development (MoLEAD) Program is a new leadership development program in Missouri. It is a collaborative partnership with the National Institute for School Leadership (NISL) and the Missouri Department of Education. Hear from Missouri leaders who have completed the program and how they implemented powerful changes to increase student achievement in their schools. Also, hear how some Missouri universities are partnering with MoLEAD to further develop leadership capacity within the state. Learn about the key tenets of highly effective instructional leadership in this engaging session.
Presenter(s): Pam Hedgpath, State Coordinator, National Institute for School Leadership; Kim Finch, Assistant Professor, Missouri State University; Sherry Copeland, Assistant Superintendent, Cape Girardeau Public Schools
Communicating with Millennials  
Room: 60/61 CIE/CCO, ELS, GLA
Communication evolves, and with each evolution, school districts must adapt in order to effectively communicate with their community. Effective communication leads to higher student achievement and a more engaged community. The next group of parents who are in or will be entering your schools are millennials. Is your district prepared for how this group likes to communicate? Come learn how your district can reach out to Millennials to engage and communicate with them.

Presenter(s): Stevie Stryker, District Web Manager, Nixa Public Schools

Innovating Teaching, Engaging Students: Your Role (repeat)  
Room: 62/63 CIE
More than ever, teachers are using digital content to create interactive, engaging experiences for their students. This means students can connect to subject matter and demonstrate knowledge in exciting new ways. In order to encourage and support this critical transformation, administrators and school board members need to be familiar with the newest technology tools, best practices, and research. In this hands-on session you’ll have the opportunity to explore a wide variety of digital content, including education apps, interactive iBooks Textbooks, and the amazing repository of free learning resources and courses on iTunes U. You’ll also get an introduction to a key research-based model for effective integration of technology, and learn from Apple Distinguished Educators through their interactive One Best Thing iBooks.

Presenter(s): Apple Inc.

All You Need to Know About WGU Missouri — an Online, Competency-Based University  
Room: 64 CIE
Western Governors University houses four colleges: the Teachers College, the Business College, the College of Information Technology, and the College of Health Professions. The fundamental academic structure of the institution is based on the notion that we measure learning rather than seat-time; thus, we award competency units rather than semester hours. All competency units are awarded as a result of degree candidates passing required assessments. In this session, Drs. Schmidt and Ross-Fisher will present the basics of WGU: what are the assessments like? How are they constructed? What is the role of faculty in student assessment preparation and success? What is the structure of pre-clinical and clinical work in the Teachers College? What kinds of learning resources are provided for and employed by students? These and other questions will be explored.

Presenter(s): Angela Besendorfer, Western Governors University; Roberta Ross-Fisher, Western Governors University

Implementing the Art & Science of Teaching  
Room: 70/71 SA/CCO, ELS, GLA,TLA
The Webster Groves School District will share how they used the work of Robert Marzano in The Art and Science of Teaching to refocus all educators on sound research on teaching and learning. Participants will learn how the district focused on the research, engaged all staff in learning together, and rewrote their PBTE process to focus on what truly works in education. Their leaders are in classrooms more often providing more feedback to staff and engaging in powerful conversations about learning in all educational environments.

Presenter(s): Kris Denbow, Principal, Webster Groves School District; Sarah Riss, Superintendent, Webster Groves School District; Jean Dugan, Board Member, Webster Groves School District; David Addison, Board Member, Webster Groves School District

Expanding Early Childhood Opportunities  
Room: 72/73 CIE/ELS
Are you looking for ways to expand your district’s early childhood opportunities? This presentation will focus on how the Branson R-IV Schools creatively expanded our preK programming. We will share our planning, implementation, and financial processes, as well as how our four preK programs came together to implement common curriculum and assessments.

Presenter(s): Shelly Worley, Cedar Ridge Primary Principal, Branson R-IV Schools; Carri Rosebrough, Cedar Ridge Primary PreK Teacher, Branson R-IV Schools

Empower Students to be 21st Century Experts  
Room: 74/75 SA/TLA
Joplin’s eLeader program empowers students to develop and use critical thinking skills related to information, media, and technology on a daily basis, and cultivating 21st Century experts. From troubleshooting to providing professional development for teachers, our students are resources for 21st Century learning in the classroom and beyond. Discover how your district can empower students to be technology leaders as well.

Presenter(s): Heather Van Otterloo, Instructional Coach, Joplin Schools; Darren Morgan, Social Studies Instructor and eLeaders Sponsor, Joplin Schools

Teaching, Learning & Assessment Success  
Room: 76/77 SA/TLA
As a result of teacher collaboration, we have seen an average increase of 5% in the number of students performing proficient and advanced in English Language Arts and Mathematics over the last four years. Our district is providing administrators and teachers specialized professional development in the Literacy in Assessment and Data Designed for Effective Results (LADDER) to better meet the instructional needs of our second language learners. Carthage High School has been a leader in the adoption of Project Lead the Way (PLTW) courses. We are now a PLTW Certified School.

Presenter(s): Lee Elliff Pound, BOE President, Carthage R-IX School District; Blaine Henningsen, Superintendent, Carthage R-IX School District; Michael Goolsby, Vice President, Carthage R-IX School District; Justin Baucom & Jeff Jones, Secretary & Board Member, Carthage R-IX School District
SATURDAY 2:40 – 3:30 PM

"Google-fy" Your Board Meetings - For Free
Room: Parasol I  BOG, CIE/CCO, GLA, HOC
Still running your Board meetings the old fashioned way by providing your board members paper packets or using an outdated program? Learn how you can design, create and run your electronic board meeting for free using the Google Shared Drive. What used to take hours to create, copy, add to or amend to your board packet can be created, linked and amended in Google documents in minutes! Agenda items, documents/video whether they are created in Google drive, PDF, Word, Youtube, etc. can be uploaded and linked to your agenda that you display at your board meeting. The entire one page board packet can be shared with board members for review prior to meeting. Find an error that you have to correct? Fix it...and as it is a shared file, the corrections will take place in real time before everyone’s eyes. 
Presenter(s): Michael D. Murphy, Superintendent, St. Clair R-13 School District; Nadine Myers, Assistant Superintendent, St. Clair R-13 School District

Effective Practice in Compliance with MSIP 5
Room: Parasol II  BOG, CIE, SA/CCO, ELS, GLA, TLA
MSIP 5 brings with it efforts to create high quality data reporting to inform educational accountability and improvement. West Plains Public Schools will present current efforts toward evidence-based improvement in teaching and learning. The presentation will include strategic planning steps utilized to ensure curricular rigor and the district’s current reality in technology integration for improved student achievement.
Presenter(s): John Mulford, Superintendent of Schools, West Plains R-VII; Jim Thompson, School Board President, West Plains R-VII; Julie Thompson, Assistant Superintendent, West Plains R-VII

Staff Training: How Much and When?
Room: Redbud  SLF/HOC
School districts are required to provide staff training on a number of topics such as reporting child abuse and neglect, responding to an active shooter, student discipline and many others. An MSBA attorney will share what training is required, what training is a good idea and how to provide all that training without adding 30 days to your calendar.
Presenter(s): Kelli Hopkins, Associate Executive Director, Missouri School Boards’ Association

District’s School Safety Response
Room: Sycamore  CIE/CCO, PR
In response to the Sandy Hook shooting, the Hazelwood School District re-examined our process and procedures regarding school safety. We began a partnership with local police departments and fire departments in an effort to be better prepared for intruder situations. We also partnered with local police to train our staff on Alert, Lockdown, Inform, Counter, Evacuate (A.L.I.C.E.) procedures. We will share our journey and present our school safety response.
Presenter(s): Grayling Tobias, Superintendent, Hazelwood School District; Cheryl Latham, Board President, Hazelwood School District; Julia Thorpe, Assistant Superintendent for Student Services, Hazelwood School District

Differentiated Instruction Begins with the Leader
Room: Cedar Cove  SA
Differentiated Instruction gives teachers and students a philosophy to effectively meet the demands of growth in student achievement required by M.S.I.P. 5. This session, designed for board of education members and school leaders, will highlight research-based components of differentiated instruction leadership. Participants will come to understand how school organizations must change in order to implement differentiated instruction with fidelity and how to overcome the common barriers school leaders face in the implementation process.
Presenter(s): Stan Seiler, Superintendent, Advance R-IV Schools; Adrian Eftink, Oak Ridge Elementary School Principal, Oak Ridge R-VI; Michele Williams, Chaffee Elementary School Principal, Chaffee R-II

Legislative Update: What Happened? What May Happen Next Session
Room: Crystal Ballroom  SLF
This session discusses the bills passed by the General Assembly and the budget outlook for the state and legislation that may be proposed next session.
Presenter(s): Mike Reid, Associate Executive Director, Missouri School Boards’ Association

Construction: From Bids to Binding Agreements
Room: Suite G  BOG, SLF/GLA, FR
This session will highlight initial policy and statute based threshold considerations for boards when bidding and advertising construction projects as well as specific contractual provisions that should be considered when drafting contracts for construction projects. Topics will include when to use architects, engineers, construction managers, prevailing wage, indemnification, insurance, dispute resolution, liquidated damages, sovereign immunity, background checks, and commonly encountered risks.
Presenter(s): Aaron Mutnick, Attorney, Missouri EdCounsel, LLC; Duane A. Martin, Attorney, Missouri EdCounsel, LLC

CBM Strands

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Missouri Education Vision Project

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<td>Early Learning &amp; Student Success</td>
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<td>Governance, Leadership &amp; Accountability</td>
<td>Human &amp; Organizational Capital</td>
<td>Teaching, Learning &amp; Assessment</td>
<td>Physical Resources</td>
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Launching the Missouri Network for Educational Improvement (MNEI) and EdPlan
Room: 60/61
BOG
The MNEI began this year as a collaborative project of the University of Missouri College of Education, the MSBA, and MAS, with other statewide professional associations collaborating. Board members and administrators interested in building strong systems of continuous improvement in their districts will hear what resources are available to you to support your work and about the new MU tool, EdPlan, to support district efforts to convene around date for improvement.
Presenter(s): Blake Naughton, University of Missouri - College of Education

Savannah R-III's Journey Using DESE Programs
Room: 62/63
CIE, SA/ELS
Savannah has been working hard the past three years trying to provide programs for at risk students to help increase graduation rates, lower the dropout rate, and increase our daily attendance. After joining the Missouri Alternative Education Network, Savannah High School has turned to DESE policies to help meet state requirements for MSIP. Savannah has developed Missouri Options Program that meets state requirements, establishes credit recovery classes within the school day, and has utilized the state Flex-Program scheduling in order to meet the needs of the at risk students at Savannah High School. Hear about the steps used to raise the attendance rate from 89% to 94%, increased graduation rate by 2%, and decreased drop out rate to 1%.
Presenter(s): Zac Coughlin, Principal, Savannah R-III High School; Ron Jackson, Assistant Principal, Savannah R-III High School

Administrators as Instructional Leaders
Room: 64
SA/GLA, TLA
Join us as we share the wide variety of systems Francis Howell School District has put in place to ensure our administrators are instructional leaders. We will share details about our two-year aspiring administrator program, new principal mentor program, and monthly principal meetings focused on curriculum instruction and assessment. You’ll learn about our work with the Center for Educational Leadership to provide administrator professional development throughout the school year and the details behind our annual school improvement training. We’ll also give you a peek into our twice annual site visits with building leaders and central office staff members, building and district instructional walk throughs, and more.
Presenter(s): Mary Hendricks-Harris, Chief Academic Officer, Francis Howell R-III School District

Adaptive Learning Environments
Room: 70/71
CIE/PR
This session will look at a brief history of educational models and how they shaped school design in the past, how our new generations think and learn differently, and how that translates to modern school design. We will look at some case studies, current publications, trends and what to expect in coming years. We will look at ideas for new buildings, as well as simple low-cost modifications to existing buildings. The session will include thoughts and advice from leading educators and architects and time for questions and dialogue.
Presenter(s): Jim Stufflebeam, VP, Sapp Design Assoc. Architects; Stephen Kleinsmith, Superintendent, Nixa; Ben Hackenwerth, Asst. Superintendent, Joplin

Transforming Governance
Room: 72/73
BOG/CCO, GLA
This session will describe KCPS’ work in reforming governance.
Presenter(s): Steve Green, Superintendent; Airick West, Board Member, KCPS

Our Blended Approach for Student Success
Room: 74/75
CIE, SA/CCO, TLA
Blended Learning is transforming our district with an engaging and literacy-rich blend of face-to-face and online learning opportunities. Students and adults are energized by our enhanced ability to extend and deepen conversations on complex topics, to maximize learning time, and to differentiate more seamlessly. We'll share specific tools for breaking down barriers and growing your blended approach to increase student success.
Presenter(s): Marty Moore, Assoc Supt of Educational Services, Springfield Public Schools; Gerry Lee, School Board Member, Springfield Public Schools; Justin Herrell, Superintendent of Secondary Operations, Springfield Public Schools

Retirement Plan Basics for Board Members
Room: 76/77
BOG, SLF/HOC
This session will provide a basic overview of the types of plans school district employees may have available to them for retirement savings, generally 403(b) plans and 457(b) plans. Also covered will be the basic characteristics of defined benefit plans, the primary source for retirement savings – the structure used by the Public School Retirement System and the retirement systems for teachers in the City of St. Louis and Kansas City.
Presenter(s): Rhonda A. O’Brien, Attorney, Lashly & Baer, PC.

(Google Apps + Culture) Leadership = Innovation
Room: Parasol I
CIE, SA/CCO, ELS, GLA, HOC, PR, TLA, FR
The St. Clair R-13 School District partnered with Google Apps to implement a “Power Up” Learning Initiative to integrate a cloud-based storage solution for students and adults. This free utility provides a systematic approach of collaboration. Come learn about our journey as we analyzed budget, devices, PD opportunities for teachers, IT support, and much more! Learn how we took bold steps to transform a learning environment as we expedited budgetary allocations.
Presenter(s): Michael D. Murphy, Superintendent, St. Clair R-13 School District; Nadine Myers, Assistant Superintendent, St. Clair R-13 School District; David Berkel, School Board President, St. Clair R-13 School District; Andy Geisert, School Board Vice President, St. Clair R-13 School District

Getting Technology Integration Right
Room: Parasol II
CIE, SA/TLA
The Affton School District has become the first district in the state to use an innovative survey and analysis tool called Clarity from BrightBytes to measure and further implement technology integration in their district. This tool provides data, resources, and ideas on how to grow the classroom use, access to, skills for, and environment needed for excellent learning through technology in the classroom. This session will be a case study of the opportunity that Clarity brings to districts.
Presenter(s): Robert Dillon, Director of Technology and Innovation, Affton School District
Foundation Partnerships for Smaller Schools
Room: Sycamore CIE, SLF/HOC, TLA, FR
Small to medium sized school districts may struggle to establish a sustainable school foundation. However, a partnership with a larger foundation, such as the Community Foundation of the Ozarks, can support not only local school foundation purposes but may also lead to other supports. The CFO has provided financial support as well as teacher and student study opportunities, balancing local control with significant financial leverage.
Presenter(s): Dustin Kallmeyer, Board Member, Gasconade Co. R-I; Niki Buschmann, Teacher/A+ Coordinator, Gasconade Co. R-I Schools; Maribeth Dann, Teacher, Gasconade Co. R-I Schools

Finally a “TIF” Success Story
Room: Hawthorn BOG, SLF/FR
This session is designed to provide an outline of the process that led the Orchard Farm School District in capturing Tax Increment Financing (TIF) revenue from an existing TIF. We will review our TIF and give specific details of how other districts could benefit from hiring an outside consultant to review an existing or new TIF district. The presentation will provide practical and useful ideas that may allow your district to improve your financial position if faced with the creation or extension of a TIF.
Presenter(s): Tom Muzzey, Superintendent, Orchard Farm; Kurt Kaup, Chief Financial Officer, Orchard Farm; Tom Kaleko, Senior Vice President, Springsted Incorporated

Legal Issues in Extra-Curricular Activities
Room: Crystal Ballroom CIE, SLF/CCO, ELS, TLA
General overview of legal issues associated with extra-curricular activities in schools including bullying, social media and discipline.
Presenter(s): Scott T. Summers, Staff Attorney, Missouri School Boards’ Association

Leverage Unsolvable Problems in Schools
Room: Suite G BOG, CIE/CCO, GLA, HOC, TLA
While the Baldridge Criteria provides the “what,” the challenge remains, “how?” Many ongoing dilemmas can be described as polarities - two valued approaches to the same issue. Knowing how to balance two seemingly opposite yet intertwined ideals may seem impossible, but understanding there is a way to leverage them can lead to new paths of excellence. Learn to recognize tensions to leverage unsolvable problems! Discover how to map polarities, minimize conflict, and supplement “either/or” thinking with “both/and.”
Presenter(s): Jay Roth, Director of Curriculum and Instruction, SWRPDC / MOPLC

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SUNDAY, SEPTEMBER 28

7:30 – 8:00 am  Hymn Sing
Room: 74/75

8:00 – 8:50 am  Concurrent Sessions Block
Description Below

9:00 – 10:30 am  Fourth General Session
& Brunch - Donny Bynum
Room: Salon B, C
Ticketed Event

10:30 am  Conference Adjourns

SUNDAY  8:00 – 8:50 AM

The Superintendent Evaluation Process
Room: 60/61  BOG/HOC
Boards and superintendents are in the process of learning a new way to use the superintendent evaluation process to impact student and district performance. The presenter will address the keys to successful implementation of a performance and standards based superintendent model. While the presentation will focus on the model developed by the Department of Elementary and Secondary Education, information will be applicable to all models based on the essential principles of evaluation.
Presenter(s): Kelli Hopkins, Associate Executive Director, Missouri School Boards’ Association; Janet Tilley, Director, Board Development, MSBA

Creating a Culture of Continuous Improvement
Room: 62/63/64  BOG/CCO
Continuous Improvement is not another program for school leaders to implement. It is a mindset or approach to school leadership that can enhance efficiency and improve outcomes throughout the organization. Recommendations for teams just getting started or who are struggling will be provided.
Presenter(s): Patty Polster, Director, Continuous Improvement, Missouri School Boards’ Association

Legal Issues and School Security
Room: Parasol II  CIE, SLF/CCO, GLA, PR, TLA
This session will include an in depth discussion of the legal concerns for districts involving active shooter training, weapons in schools, working with school resource officers, and other security related issues. This will be a joint session between the MSBA legal department and CES.
Presenter(s): Scott T. Summers, Staff Attorney, Missouri School Boards’ Association; Paul Fennewald, Director, Missouri Center For Education Safety

The Affordable Care Act and Schools
Room: Redbud  SLF/FR
This new federal law is complicated and constantly evolving. Come learn how the Affordable Care Act impacts school districts in particular and what your district should be considering NOW!
Presenter(s): Susan Goldammer, Senior Director, Missouri School Boards’ Association

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