

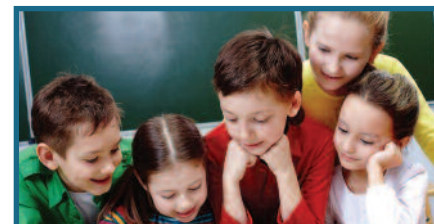


Support Utah Public Schools...
...where learning comes first!

Utah School Boards Association

860 East 9085 South
Sandy, Utah 84094
801-566-1207
www.usba.cc

Vision and Leadership for the 21st Century



**UTAH SCHOOL BOARDS ASSOCIATION
90TH ANNUAL CONFERENCE
JANUARY 10 - 12, 2013
LITTLE AMERICA HOTEL
SALT LAKE CITY, UTAH**

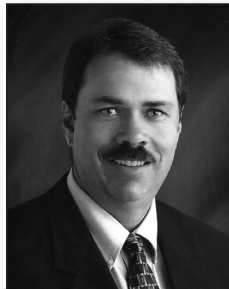
Greetings from your Officers



Peggy Jo Kennett
1st Vice President



Carolyn White
2nd Vice President



Mark Marsh
President



JoDee Sundberg
Past President



Richard C. Stowell
Executive Director

Welcome to the USBA 90th Annual Conference. We have planned this Conference with you in mind; thanks to your suggestions we have lined up some extraordinary speakers and outstanding presentations for the mini-sessions.

We recognize and appreciate that you are making a significant contribution of your time to participate in this Conference. We are confident that you will find it educational, and will return to your district inspired and equipped for today's tough challenges. We hope that you will build new friendships with fellow Board Members from around the State, and get acquainted with the many Superintendents and Business Administrators who attend and participate in the Conference.

IT'S BACK...

USBA Health Fair

Located in the Sinclair Room on the Main Level

Free Services provided by
Healthy Utah include:

- Blood Pressure Check
- Cholesterol
- Blood Glucose
- Body Composition
- Health Consultation
- And more...

Sponsored by USBA and Public Employees Health Plans (PEHP)

Check Out What's New —

Vision Screening located in the
Wasatch Room on the second level.

Sponsored by USBA and Friends of Sight

Thanks to Our Exhibitors and Sponsors

Each year at the Conference, Exhibitors and Sponsors help support our overall program and provide a wealth of information to Conference attendees. USBA extends a big "Thank You" to our Sponsors and Exhibitors.



David Warlick

Keynote Presentation

David Warlick's unique voice and message combine a wide range of experiences, both in and outside the education arena. Mr. Warlick worked for nearly ten years as a middle school social studies, math, and science teacher, during which he also wrote some of the earliest award-winning instructional software and introduced hundreds of teachers to the educational potentials of personal computers.

In 1984, David moved to a central office position as Director of Technology. He later moved to the North Carolina State Department of Public Instruction, serving as a technology integration consultant, building the nation's first state department of education website.

Mr. Warlick has been the owner and principal consultant of *The Landmark Project*, a professional development and innovation firm in Raleigh, North Carolina.

An innovative and prolific programmer, his classroom blogging site — Class Blogmeister — has served more than a quarter of a million teachers and students. Warlick's attribution tool — *Citation Machine* (<http://citationmachine.net/>) — receives nearly a million page views every day. All of his web tools for teachers are free of charge.

David Warlick is a teacher with a contagious passion and enthusiasm for helping people discover a brand new world of teaching and learning.



C. Ed Massey
President, Board of Directors
National School Boards Association

Featured Speaker

C. Ed Massey assumed the top-elected post at its 2012 National School Boards Association Conference in Boston, Massachusetts.

Ed was first-elected to the NSBA Board in April 2008, serving as a Central Region Director to the NSBA Board of Directors. He represented school board members in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, and Wisconsin.

Now in his fifth term, Ed is starting his sixteenth year on the Boone County Board of Education. A second-generation educator, his father is a retired elementary principal and his mother a retired schoolteacher. Ed has been involved in education since 1989 when he began as a substitute teacher in the Boone County School System.

Ed's deep ties to his local community explain his involvement in local schools as well as state and national educational associations. He previously conducted seminars and training in CPR, First Aid and water safety — skills he gained while serving his community as an EMT while in law school.

Ed resides in Hebron, Kentucky with Anita, his wife of twenty-four years, and their three daughters: Kayla, Brittany, and Breanna. A native of Northern Kentucky, Ed is a graduate of Lloyd High School, Eastern Kentucky University, and Chase College of Law. He is in private practice and is a member of the Kentucky Bar Association, Ohio Bar Association, and Indiana Bar Association.



Martell Menlove

Featured Speaker

Martell Menlove began his career in education in 1976 when he accepted a position teaching 5th grade at Oakdale Elementary in Jordan School District. Since then, he has taught at the elementary and middle school level, been a middle school counselor, elementary principal, high school principal, and spent two years in a variety of assignments in the Tooele School District Office. In 1987, he became superintendent of Rich County School District. Menlove left Rich to pursue a doctorate degree at Utah State University, and then became superintendent of Box Elder School District in 1997. In 2009 he became the State Deputy Superintendent and assumed the position of State Superintendent of Public Instruction in January 2013.

Martell has degrees from Snow College (A.S.), Utah State University (B.A. and Ph.D.), and the University of Utah (M.Ed.). In 2006, he was recognized as Utah's Superintendent of the Year, and received a Distinguished Service Award from Utah State University in 2007.

Martell attended elementary school at Ashman Elementary in Richfield and attended and graduated from Juab High School in Nephi. He is married to Ronda Rudd Menlove. They are the parents of five children and have six grandchildren.



Charley Jenkins

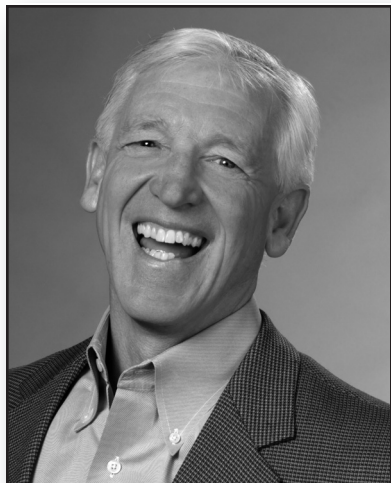
Featured Entertainment

“Born country?” Exactly! Charley Jenkins has country roots that run deep. He was raised on a farm in Eastern Utah where he learned how to rope, ride and work hard. Life on the Jenkins farm revolved around cows, horses and, of course, rodeo.

Country music is all about a real cowboy's life like Charley's. “Country is who and what I am. It is only natural for me to sing the songs that I love and relate to.” Charley's first album, *Greatest Hours*, was written and produced by Charley with the help of his friend, Jordan Allen. With the success of this album and some personal advice from George Strait, Charley decided to push his career to a new level.

In the summer of 2001 Charley loaded up his truck with everything he owned and headed off to Nashville, Tennessee. It didn't take him long to get his foot in the door in the country music industry. Charley was soon working on Music Row for a song writing publishing company. It was here that Charley learned the “ins and outs” of the country music business. He became personal friends with a number of Nashville “greats.”

Dan Truman of the musical group “Diamond Rio” said, “Charley Jenkins' album *Round Here* truly reflects the person he is. It's great, it's real, and it's full of energy and passion.” That's what Charley is all about!



Murray Banks

Keynote Speaker

Murray Banks has been a speaker and trainer since 1984 creating a niche with custom tailored keynotes. While all speakers aspire to personalize their presentations, Murray developed that skill as an educator, teaching at every level from grade school to graduate school. His ability to identify the needs of each student and zero in on best practices for their learning have served him well for researching an organization, reading his audience and creating an interactive presentation.

Murray was a passionate teacher. In 1982 he was honored as Vermont's Teacher Of The Year for Physical Education and in 1983 received the Outstanding Educator Award from the national association AAHPHRD. He taught in a city school district, a small rural school and a major university; coached teams that won state championships and teams that never won a game; 40 years later, Murray is still coaching youth sports in his community.

At the same time he was achieving educational honors, Murray was winning his first of four National Championships in the Triathlon. He took a sabbatical in 1984 to train and race internationally, work on an advanced degree in educational leadership and co-author a textbook.

Successful speakers are skilled storytellers. Murray draws on his teaching skills, athletic success and business savvy to engage an audience and weave a message that is easily applicable to their own work and personal lives.

USBA Annual Conference

**“Vision and Leadership
for the 21st Century”**

FIRST GENERAL SESSION

Thursday, January 10, 2013

7:00 p.m.-9:00 p.m.

Little America Ballroom

3:00 P.M.	Registration Foyer
7:00 P.M.	Conducting Mark Marsh, USBA President
	Reverence Dean Rowley, USBA Board of Directors
	Flag Ceremony West High School Navy National Defense Cadet Corps
	National Anthem. Morgan High School Ovation Choir
	Music Morgan High School Choir Directed by Michael Mills

Keynote Speaker

Dr. David Warlick Digital Learning

David Warlick has been an educator for 35 years. He has been a classroom teacher, district administrator and staff consultant with the North Carolina State Department of Public Instruction. For the past fifteen years, Mr. Warlick has operated *The Landmark Project*, a consulting and innovation firm in Raleigh, North Carolina. He is a teacher with a contagious passion and enthusiasm for helping people discover a brand new world of teaching and learning.

Co-sponsored by Lane Wardrop, Apple Inc.

Adjournment

SECOND GENERAL SESSION

Friday, January 11, 2013

8:00 A.M.	Registration and Booth Exhibits
9:00 A.M.	Conducting. Peggy Jo Kennett, 1st Vice President
	Reverence Cheryl Ferrin, USBA Board of Directors
	Music. North Summit High School Drum Line Directed by Kathy Chappell
	Remarks C. Ed Massey, President National School Boards Association

USBA Business Session

- Nominations for 1st Vice President
Peggy Jo Kennett, USBA 1st Vice President
- USBA Financial Report
Carolyn White, USBA 2nd Vice President
- Divide into Regions to elect Board of Directors
and Delegates at Large
JoDee Sundberg, USBA Past President

Region I – Sun Valley Room
Cache, Logan, Rich

Region II – Tucson Room
Box Elder, Morgan, Ogden

Region III – Ballroom
Davis

Region IV – Flagstaff Room
North Summit, South Summit,
Park City, Wasatch

Region V – Ballroom
Salt Lake City

Region VI – Ballroom

Region VII – Snowbasin Room
Murray, Provo, Tooele

Region VIII – Wyoming Room
Carbon, Daggett, Duchesne, Emery,
Grand, San Juan, Uintah

Region IX – Ballroom
Jordan

Region X – Idaho Room
 Juab, North Sanpete, Piute, Sevier,
 South Sanpete, Tintic, Wayne

Region XI – Arizona Room
Beaver, Garfield, Iron,
Kane, Millard

Region XII – Ballroom
Alpine

Region XIII – Ballroom
Weber

Region XIV – Ballroom
Nebo

Region XV – Ballroom
Washington

Region XVI – Ballroom Canyons

10:15 A.M. Break

BREAK-OUT SESSIONS

Friday, January 11, 2013

10:30 a.m. - 11:30 a.m.

HOT LEGAL TOPICS

Arizona Room

Presented by Brinton Burbidge, Attorney at Law
Facilitator: Sarah Meier, USBA Board of Directors

USBA General Counsel Brinton Burbidge returns to conduct this popular session covering hot legal issues in education. Mr. Burbidge has over 30 years of experience in Education Law and represents many Utah School Districts.

LEADING AND BECOMING PROFESSIONAL

LEARNING COMMUNITIES (PLC)

Idaho Room

Presented by Shannon Delaney, Brigham Young University
Facilitator: Ken Platt, USBA Board of Directors

In an era of increased accountability, it has become a matter of urgency for instructional leaders and policymakers to establish, promote and support clear performance standards for everyone involved in the education process. During this session, participants will gain an understanding of how the concepts and practices associated with becoming a PLC can help move districts and schools forward in meeting performance standards for all learners.

**MBA Level II Continuous Improvement*

LEGISLATIVE HOT TOPICS*

Wyoming Room

Presented by Kristi Swett and Patti Harrington

Two Utah legislators will join this break-out, bringing great insight into the 2013 Legislative Session. Representative Kraig Powell (R-Heber) and Representative Joel Briscoe (D-Salt Lake City) will provide an overview of legislation, highlight some bills, and answer questions from board members. As some 30 bills have already been filed for the 2013 Session, you will want to hear what is being proposed and how it may impact your schools.

*MBA Level II Advocacy

THEY'RE TALKING ABOUT YOU ANYWAY: WHY SCHOOL DISTRICTS SHOULD PARTICIPATE IN SOCIAL MEDIA*
Sun Valley Room

Presented by Jeff Haney, Chief Internal Communications Officer and Social Media Manager, and Jennifer Toomer-Cook, Chief External Communications Officer, Canyons School District
Facilitator: Kim Horiuchi, USBA Board of Directors

Students are on it, your staff uses it, and the public is more likely to get their news from it than any other source. Social media like Facebook and Twitter have permeated our daily lives as well as our jobs as district administrators and policymakers. We'll talk about why you should tap into social media, become part of the conversation, and how to create your own channels and effectively engage your community.

**MBA Level II Community Engagement*

IT'S THE DATA AND YOUR SCHOOL SCORES*
Snowbasin Room

Presented John Jesse, Utah State Office of Education
Facilitator: Maresa Manzione, USBA Board of Directors

New Accountability System and new Adaptive Assessment. What does this mean for schools and districts? What do board members need to know?

**MBA Level II Continuous Improvement*

WHOSE MONEY IS IT ANYWAY?
Flagstaff Room

Presented by Natalie Grange, Utah State Office of Education
Facilitator: Kim Burningham, USBA Board of Directors

Natalie will discuss the recent audits of high school activity accounts and their associated findings, what to expect from financial statement audits, and why internal controls are essential at the individual school level. She will also cover the new State Board of Education rule "LEA Fiscal Policies and Accountability."

WHAT IS A BOOK? OER (Open Education Resources) IN TEACHING AND LEARNING
Tucson Room

Presented by Rick Gaisford, USOE
Facilitator: Peggy Jo Kennett, USBA 1st Vice President

Today's and tomorrow's technologies are blurring the definition of what we traditionally call a book. This session will explore many of the new open education resources that are bringing new and exciting 'books' into teaching and learning.

11:30 A.M. – Lunch on your own

THIRD GENERAL SESSION
Friday, January 11, 2013

1:00 P.M. Conducting Carolyn White
USBA 2nd Vice President

Prize Drawing JoDee Sundberg, USBA Past President

Music Beaver High School Orchestra and Choir
Directed by Amanda Riley

Explanation of the UHSAA Elections Rob Cuff,
UHSAA Executive Director

BREAK-OUT SESSIONS
2:00 p.m.-3:00 p.m. – 3:15 p.m.-4:15 p.m.

HOT LEGAL TOPICS
Arizona Room

Presented by Brinton Burbidge, Attorney at Law
Facilitator: Ellen Aste, USBA Board of Directors

USBA General Counsel Brinton Burbidge returns to conduct this popular session covering hot legal issues in education. Mr. Burbidge has over 30 years of experience in Education Law and represents many Utah School Districts.

LEADING AND BECOMING PROFESSIONAL LEARNING COMMUNITIES (PLC)*
Idaho Room

Presented by Shannon Delaney, Brigham Young University
Facilitator: Carolyn White, USBA 2nd Vice President

In an era of increased accountability, it has become a matter of urgency for instructional leaders and policymakers to establish, promote and support clear performance standards for everyone involved in the education process. During this session, participants will gain an understanding of how the concepts and practices associated with becoming a PLC can help move districts and schools forward in meeting performance standards for all learners.

**MBA Level II Continuous Improvement*

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Sun Valley Room

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Facilitator: Nancy Kennedy, USBA Board of Directors

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Snowbasin Room

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**MBA Level II Continuous Improvement*

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WHAT IS A BOOK? OER (Open Education Resources) IN TEACHING AND LEARNING

Tucson Room

Presented by Rick Gaisford, USOE

Facilitator: Merri Shumway, USBA Board of Directors

Today's and tomorrow's technologies are blurring the definition of what we traditionally call a book. This session will explore many of the new open education resources that are bringing new and exciting 'books' into teaching and learning.

3:00 P.M. Break

3:15 P.M. Break-Out Sessions Continued

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Arizona Room

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LEADING AND BECOMING PROFESSIONAL LEARNING COMMUNITIES (PLC)*

Idaho Room

Presented by Shannon Delaney, Brigham Young University

Facilitator: Wes Christiansen, USBA Board of Directors

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**MBA Level II Continuous Improvement*

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Facilitator: Barbara Smith, USBA Board of Directors

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4:30 P.M. Utah High School Activities Association region elections to elect Board of Trustees

- Region 7 – Alpine SD, (Canyons SD**), (Granite SD**), Murray SD, Salt Lake Performing Arts (SPA) – Sun Valley Room
- Region 8 – Nebo SD, Provo SD, Wasatch SD – Flagstaff Room
- Region 10 – (Duchesne SD**), Morgan SD, Park City SD, Uintah SD, Juan Diego Catholic HS – Wyoming Room
- Region 13 – Beaver SD, Iron SD, Kane SD, Millard SD, (Washington SD**) – Tucson Room
- Current Region 14 –North Summit SD, South Summit SD, Maeser, Rowland Hall, Summit, Waterford – Arizona Room
- Future Region 14 – Layton Christian, Maeser, Merit, Rockwell, Rowland Hall, Waterford
- Region 15 – Emery SD, Grand County SD, (San Juan SD**), Sevier SD and Wasatch Academy – Snowbasin Room
- Region 20 – Beaver SD, Garfield SD, Kane SD, Piute SD, Wayne SD, Cross Creek, Diamond Ranch – Idaho Room

***District may vote (one ballot per school), but may not nominate a candidate*

FOURTH GENERAL SESSION

Evening Banquet

6:00 P.M.	Conducting Mark Marsh, USBA President
	Reverence John Burton, USBA Board of Directors
	Buffet. Ballroom
	USPRA Media Award Laken Cannon, USPRA
	Master Boards Award. USBA Officers
	Remarks. Dr. Martell Menlove Utah State Superintendent of Public Instruction
	Introduction of Entertainment Mark Marsh

Charley Jenkins

“Born country?” Exactly! Charley Jenkins has country roots that run deep. He was raised on a farm in Eastern Utah where he learned how to rope, ride and work hard. Life on the Jenkins farm revolved around cows, horses and, of course, rodeo. Country music is all about a real cowboy’s life like Charley’s. “Country is who and what I am. It is only natural for me to sing the songs that I love and relate to.” Charley’s first album, *Greatest Hours*, was written and produced by Charley with the help of his friend, Jordan Allen. With the success of this album and some personal advice from George Strait, Charley decided to push his career to a new level. Dan Trumen of “Diamond Rio” says this, “Charley Jenkins’ album *Round Here* truly reflects the person he is. It’s real, and it’s full of energy and passion.” That’s what Charley is all about!

FIFTH GENERAL SESSION

Saturday, January 12, 2013

– Casual Dress –

7:00-8:30 A.M.	Breakfast Buffet Arizona and Idaho Rooms
9:00 A.M.	Conducting. JoDee Sundberg, USBA Past President
	Prize Drawing . . . JoDee Sundberg USBA Past President
	Longevity Awards USBA Officers
	President’s Report Mark Marsh, USBA President
	President’s Gift Richard C. Stowell, USBA Executive Director

BREAK-OUT SESSIONS

Saturday, January 12, 2013

9:30 a.m.-10:30 a.m. – 10:45 a.m.-11:45 a.m.

IMPLEMENTATION OF UTAH CORE STANDARDS

Wyoming Room

Presented by Breanne Dedrickson, English/National Honor Society, Wasatch High School

Presented by Sheri Heiter, Math Specialist, Weber School District
Facilitator: Ellen Aste, USBA Board of Directors

In this session you will hear how Weber and Wasatch School Districts are implementing the Utah Core Standards from the district level to the classroom.

MASTERBOARDS AWARD (MBA)

Snowbasin Room

Presented by Master Boards Award Committee, JoDee Sundberg, Chair

Master Boardsmanship is all about becoming a high functioning school board. Check out what’s new for 2013 including the new Level I and Level II Program. Bring your laptop, log on, explore and get competitive.

SCHOOL FINANCE 101*

Idaho Room

Presented by Rob Smith, Business Administrator, Alpine School District
Facilitator: John Burton, USBA Board of Directors

Understanding school finance can be confusing and difficult to understand. In this session Rob Smith explains an easy way to understand terminology, how school districts are funded and how the budgeting process works.

*MBA Level I Accountability

GET UP TO DATE ON PUBLIC EDUCATION EMPLOYMENT REFORM **Flagstaff Room**

Presented by Martin Bates, Superintendent, Granite School District
Facilitator: Sarah Meier, USBA Board of Directors

Part 7 of SB 64 directs that the State Board establish, and local boards implement, an evaluation framework for administrators. It directs local boards to base a significant percentage of an administrator's salary on the evaluation no later than the 2015-16 school year. Granite District will share the steps it has taken already, as well as the thinking towards full implementation.

SHARE YOUR SUCCESS ROUND TABLE DISCUSSION **Sun Valley Room**

- Reading Improvement – Maurine Donovan, Sara Krebs, Patty Willis, Cache School District
- It's All About Technology – Jerre Holmes, Superintendent; Julie Marsh, North Summit High School

SEXTING, CYBERING AND eBULLYING **Arizona Room**

Presented by Jared Vernon, Summit County Sheriff's Office
Facilitator: Dean Rowley, USBA Board of Directors

This presentation focuses on the growing problem of children taking pornographic photos of themselves and sending them to others by electronic means. We will discuss current Utah law and definitions, as well as several case studies of sexting; as it relates to victims, student violators, teachers and administrators.

THE 5 MOST IMPORTANT MINUTES YOU CAN SPEND ON SCHOOL IMPROVEMENT **Tucson Room**

Presented by Rich West, Utah State University
Facilitator: Barbara Smith, USBA Board of Directors

Respondents to the Indicators of School Quality (ISQ) survey provide valuable information to administrators about improving our schools. The five minutes spent on these surveys can reveal critical information for guiding a school's efforts to improve quality as measured by academic achievement, school safety, and overall student success.

While the ISQ measures important aspects of school quality, it does not guarantee school improvement. By using ISQ data, teachers, students and parents can work together, making adjustments that will improve any school.

10:30 A.M. Break **10:45 A.M. Break-Out Sessions continued**

IMPLEMENTATION OF UTAH CORE STANDARDS **Wyoming Room**

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FIFTH GENERAL SESSION
LUNCHEON SESSION
Saturday, January 12, 2013

12:00 Noon Conducting . . . Peggy Jo Kennett, USBA 1st Vice President

Reverence Kristie Cooley, USBA Board of Directors

Luncheon Ballroom

Keynote Speaker
Murray Banks

Murray Banks is an honored educator and world champion athlete so you know his keynote will be inspirational, fun and loaded with skills for leading fellow educators. Armed with a masters degree and a passion for teaching, Murray taught at every level from grade school to graduate school, coached teams that won state championships and teams that never won a game and learned to eat school lunch in 14 minutes!

Election Results Mark Marsh, USBA President

Installation of Incoming President Mark Marsh, USBA President

Prize Drawing . . . JoDee Sundberg, USBA Past President

1:30 P.M. Adjournment. Peggy Jo Kennett, USBA President

Have a Safe Trip Home



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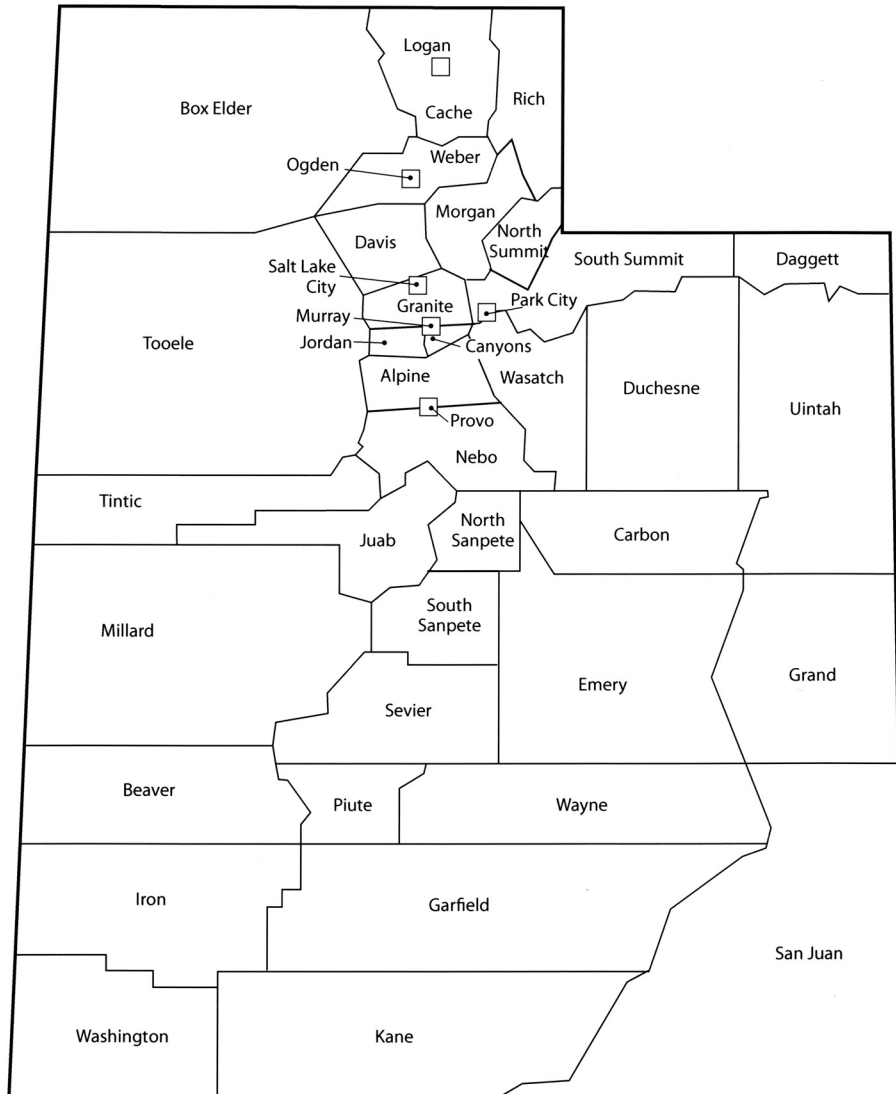
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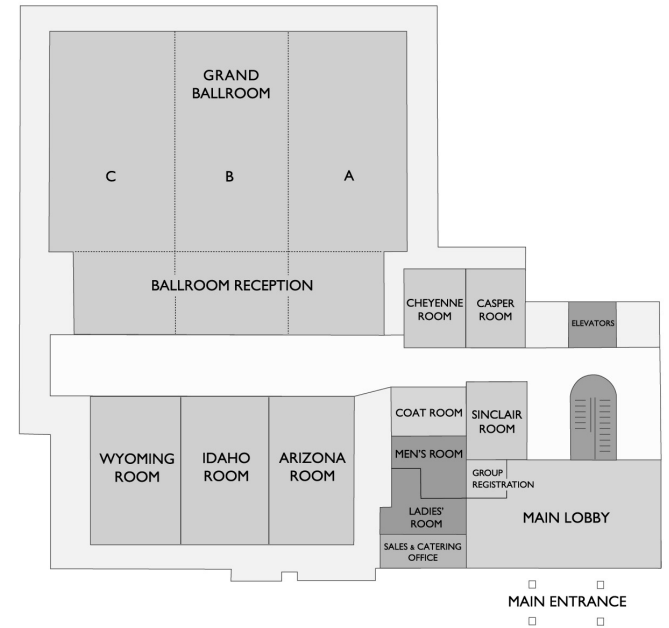
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Utah School Districts Map

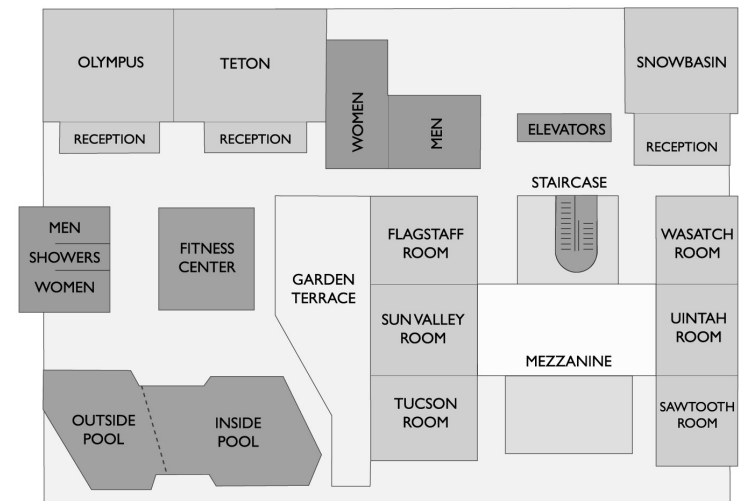


Little America Hotel Floor Plan Map

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