

Greetings from your Officers



Brigit Gerrard
President-Elect



Teri Rhodes
Vice President



Linda Hanks
President



Amber Shill
Immediate Past President



Richard C. Stowell
Executive Director

Welcome to the USBA 91st 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 breakout 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)

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.



Clint Pulver

Keynote Speaker

Speaker, author, workforce expert, pilot, and musician, Clint Pulver is known as an expert in employee retention. Through his research as the Undercover Millennial, he has assisted large corporations like AT&T, McDonald's, and Keller Williams in creating lasting employee loyalty. His best-selling book *I Love It Here: How Great Leaders Create Organizations Their People Never Want To Leave* provides insight through thousands of employee interviews into the importance of connection, mentoring, engagement and inspiration.

Mr. Pulver won an Emmy Award in 2020 for his short film, *Be a Mr. Jensen*, the story of how a teacher changed his world and the course of his life in a single moment.



Frank S. Henderson, Jr.
President, National School Boards Association;
Board Member, Seaman School District (KS)

Featured Speaker

Frank S. Henderson, Jr. was elected President of the National School Boards Association (NSBA) in 2022.

Currently in his fifteenth year on the Seaman USD 345 Board of Education in Topeka, Kansas, Henderson is also its Past President as well as a Past President of the Kansas Association of School Boards. He has also served on the Board of Directors and Legislative Committee. Henderson has also served on the Board of Directors of the Kansas State High School Activities Association, the Governor's Advisory Council on Education, and as a commissioner on the Education Commission of the States.

He has also held several positions with NSBA including Secretary-Treasurer, Director of the Western Region, President of the National School Board Action Center, as well as two terms on the Board of Directors of NSBA's National Black Council.

In addition to his service to NSBA and as a school board member, Mr. Henderson worked in Kansas State Social Services and in the criminal justice system for more than twenty-five years, providing services to the poor and mentally ill including victims and offenders.

Henderson holds a bachelor's degree from Washburn University and a master's degree from Kansas State University. He and his wife, Lorraine, have two adult children and one grandchild.



The Bryce Canyon Wranglers

Featured Entertainment

The Bryce Canyon Wranglers entertain visitors from around the world at their home base — Ebenezer's Barn & Grill, located in Bryce Canyon, Utah. The band is a mixture of seasoned Nashville performers and up and coming talent. Their show, “A Song Like Me” debuted in 2019 and their subsequent album by the same name made it to Number 15 on the Billboard Country Album Charts. The Bryce Canyon Wranglers continue to create new music while fostering young talent both locally and regionally. Enjoy a special evening listening to a combination of traditional and contemporary country music.

Utah School Boards Association 91st Annual Conference

FIRST GENERAL SESSION Thursday, January 5, 2023 Little America Ballroom

3:00 p.m.	Registration and Booth Exhibits Foyer
7:00 p.m.	Conducting Linda Hanks, USBA President
	Reverence. Robin McClellan, USBA Board of Directors
	Flag Ceremony Northridge High School Air Force JROTC Honor Guard Commander: Major Eric Allen, USAF (retired), Senior Aerospace Science Instructor
	National Anthem Juab High School Choir Directed by Kelly Rowley
	Music Ridgeline High School Choir, Cache School District Directed by Jeremy Baer

Keynote Speaker Clint Pulver

Speaker, author, workforce expert, pilot, and musician, Clint Pulver is known as an expert in employee retention. Through his research as the Undercover Millennial, he has assisted large corporations like AT&T, McDonald's, and Keller Williams in creating lasting employee loyalty. His best-selling book *I Love It Here: How Great Leaders Create Organizations Their People Never Want To Leave* provides insight through thousands of employee interviews into the importance of connection, mentoring, engagement and inspiration.

8:30 p.m.	Adjournment
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SECOND GENERAL SESSION

Friday, January 6, 2023

- 8:00 a.m. Registration and Booth Exhibits
- 8:30 a.m. Conducting Brigit Gerrard,
USBA President-Elect
- Music Jordan High School Madrigals
Canyons School District
Directed by J. P. Kentros

USBA Business Session

- Nominations for USBA Vice President
Amber Shill, USBA Immediate Past President
- Annual Report
Teri Rhodes, USBA Vice President
- Divide into Regions to elect Single District Region
Board of Director Members and
Delegates at Large for Single District Regions
and Delegates at Large for Multi District Regions

Region I – Sun Valley Room

Cache, Logan, Rich

Region II – Ballroom

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

Granite

Region VII – Snowbasin Room

Murray, Provo

Region VIII – Wyoming Room

Carbon, Emery, Grand, San Juan

Region IX – Ballroom

Jordan

Region X – Idaho Room

Juab, North Sanpete, Tintic, Millard

Region XI – Arizona Room

Beaver, Garfield, Iron, Kane

Region XII – Ballroom

Alpine

Region XIII – Ballroom

Weber

Region XIV – Ballroom

Nebo

Region XV – Ballroom

Washington

Region XVI – Ballroom

Canyons

Region XVII – Ballroom

Tooele

Region XVIII – Ballroom

South Sanpete, Sevier, Piute, Wayne

Region XIX – Uintah Room

Daggett, Duchesne, Uintah

BREAKOUT SESSIONS

9:45-10:45 a.m. — 11:00-12:00 Noon

ETHICAL LEADERSHIP: SCHOOL BOARD PROFESSIONAL GOVERNANCE STANDARDS Wyoming Room

Presented by Linda Hanks, USBA President

In this breakout session, participants will gain insight into the power of the ethical leader. Ethical leaders understand the impact they have on both individuals and the team as a whole. As school board members, we understand that we are elected to represent the community and advocate for all public education students — the role requires ethical leaders who set high ethical standards and act in accordance with them. Strategies and resources will be explored that contribute to being an ethical and effective school board member. Effective school boards work within their authority to facilitate high-quality education for each child and recognize that qualities such as respect, integrity, accountability, engagement, and collaboration contribute to a highly effective and ethical leader.

TEEN DROP-IN CENTERS: AN INNOVATIVE AND COLLABORATIVE INITIATIVE Idaho Room

Presented by Jodi Lunt, Davis School District/Davis Education Foundation and Jenica Whitworth, Teen Center and DCLC Coordinator
Facilitator: Brigit Gerrard, USBA President-Elect

“Every kid is one caring adult away from being a success story.”
— Josh Shipp

We invite you to join in an innovative discussion about solutions to a quiet, but pervasive problem affecting our youth population: homelessness. In Davis School District there are more than 1,400 children experiencing homelessness, 300 which are high school students. These children live in cars, abandoned buildings, storage units, or couch surf every night. They may be on their own, with school acting as the only place they can obtain food and safety from the elements. Often, they do not have a place to shower, wash their clothes, or attend to basic hygiene needs.

The Davis Education Foundation has committed to removing these barriers to learning by constructing drop-in centers within our high schools. Currently, there are six operational centers in our high schools with three more scheduled to open fall of 2023. The “one-stop” centers provide essential services (showers, laundry, interventions, and food assistance) to students experiencing crisis. We know if we can keep students in school, we can equip them with lifelong skills as they are transitioning to adulthood that will disrupt cycles of chronic homelessness and poverty. Our discussion will include essential components of the project, stakeholders, timelines, partnerships, and strategies that have assisted in our successful implementation.

BOARD UNITY: INTERPERSONAL STYLE (2 HOURS)

Arizona Room

Presented by Sterling Petersen, Director of Custom Fit,
Bridgerland Technical College
Facilitator: Gregg Miller, USBA Board of Directors

This workshop explores a practical model to identify, understand, and work with diverse personalities and behavioral patterns. Learn how to understand why people behave the way they do and how we can improve our relationships in order to meet our greater goals. By better understanding our interpersonal style, we can improve how we interact with others.

RISK DEBRIEF: WHERE WE'VE BEEN AND WHERE WE'RE GOING

Snowbasin Room

Presented by Darin Dennis, Assistant Director, State Risk Management
Dennis Flynn, Assistant Attorney General, State Risk Management
Steve Huges, Loss Control Manager, State Risk Management
Facilitator: Merri Shumway, USBA Board of Directors

We will discuss what we cover, coverage and claims issues, claims statistics for the last 5 years, loss control training, and rates and premiums.

BEST PRACTICES FOR ADMINISTRATOR PROFESSIONAL DEVELOPMENT

Flagstaff Room

Presented by Gary Thomas and Tim Smith, Cache School District
Facilitator: Teri Rhodes, USBA Vice President

Do you know what your principals really want for professional development? Do you know what they really need? When was the last time you held a meeting without an agenda or at least a printed one? Join us as we walk you through a meeting where our principals actually choose to come when it's not required, and they beg us to never cancel it.

LEGISLATIVE PROCESS

Sun Valley Room

Presented by Lexi Cunningham, USBA Associate Executive Director and
Larry Bergeson, USSA President and Washington School District
Superintendent
Facilitator: Becky Dunn, USBA Board of Directors

Be a voice for Utah public schools! The need for advocacy on behalf of Utah's public schools has never been greater. The decisions made by the Utah State Legislature impact your districts, schools, teachers, and students. Each year during the legislative session, school board members, superintendents, and business administrators have an opportunity to advocate for our districts and schools.

Don't know where to start or what to do? This workshop will help you navigate the legislative session and provide you with the tools necessary to stay informed, stay connected, and take action. Together, we can make our voices heard on issues that matter for Utah education.

10:45 a.m. Break

11:00 a.m. Breakout Sessions Continued

ETHICAL LEADERSHIP: SCHOOL BOARD PROFESSIONAL GOVERNANCE STANDARDS

Wyoming Room

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Foundation and Jenica Whitworth, Teen Center and DCLC Coordinator
Facilitator: Jennifer Zundel, USBA Board of Directors

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Facilitator: Kristi Swett, USBA Board of Directors

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Larry Bergeson, USSA President and Washington School District
Superintendent
Facilitator: Cassie Beutler, USBA Board of Directors

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LUNCH ON YOUR OWN

THIRD GENERAL SESSION
Friday, January 6, 2023

1:30 p.m.	Conducting Teri Rhodes, USBA Vice President
	Prize Drawing Amber Shill, USBA Immediate Past President
	Music Carbon High School Wind Ensemble Carbon School District Directed by Adam Cunningham
	Remarks. Frank Henderson, Jr. National School Boards Association President
	Explanation of the UHSAA Elections Rob Cuff, UHSAA Executive Director

BREAKOUT SESSIONS
2:15-3:15 p.m. — 3:30-4:30 p.m.

**THE FIRST LADY’S SHOW UP INITIATIVE: WHAT WE’VE BEEN UP TO,
AND HOW YOU CAN MAKE AN IMPACT**
Wyoming Room

Presented by Abby Cox
Facilitator: Brigit Gerrard, USBA President-Elect

Show Up launched in 2021 as the brand-new First Lady stepped into her role and into the unknown. Nearly two years later, Show Up is proud to boast over 75 service projects, three educator conferences totaling over 2,500 attendees, more than 100 new Special Olympics Unified Sports programs in schools, meaningful awareness and advancement efforts in foster care, and much more.

Join First Lady Abby Cox and the Show Up team for a forward-looking dive into her ambitious “Show Up Utah” initiative, including how you can get involved — and why making an impact matters.

LEGISLATIVE HOT TOPICS

Idaho Room

Presented by Utah Legislators; Amber Shill, USBA Immediate Past President; Lexi Cunningham, Associate Executive Director

Happy New Year! Welcome to 2022! We are days away from the start of the 2023 Utah Legislative Session. Want to know what is going to be hot this session? If so, don't miss this session. Legislators will be asked a series of questions relating to the JLC Priorities. Time will also be provided to learn about bills that legislators might be working on this session. We are going to need you during the legislative session and want to make sure you are informed and prepared to be a champion for education.

BOARD UNITY: INTERPERSONAL STYLE (2 HOURS)

Arizona Room

Presented by Sterling Petersen, Director of Custom Fit, Bridgerland Technical College
Facilitator: Teri Rhodes, USBA Vice President

This workshop is designed to assist teams in building better relationships, cohesiveness and trust. Discussions and activities will assist teams in identifying their strengths and weaknesses and will include the function of a team, its life cycle and phases of development, and the types of intervention needed to keep teams moving in the right direction.

CURRENT LEGAL ISSUES

Snowbasin Room

Presented by Dan Harper, Canyons School District Attorney
Facilitator: Mont Millerberg, USBA Board of Directors

This session will review recent U.S. Supreme Court cases, including Mahanoy and Kennedy, federal and state court cases, and Utah bills and their impact on your educational practices.

PANDA EXPRESS OR PARAPROFESSIONAL: HOW CAN UTAH SCHOOL DISTRICTS COMPETE WITH PRIVATE INDUSTRY FOR CLASSIFIED WORKERS?

Flagstaff Room

Presented by Koby Willis, Superintendent, Piute County School District and Brent Bills, Business Administrator, Washington School District
Facilitator: Becky Dunn, USBA Board of Directors

Fast food and retail industries are fast advancing their starting pay for entry level workers. Wages across the nation went up at a faster rate in 2021 than the previous 20 years. Some industries saw wage increases of more than 7% in entry level positions. Despite great gains, however, these increases are not keeping up with inflation and many corporations are

expected to push wages higher and faster in coming years. Is your school district keeping pace with classified wages? How do your classified wages stack up with neighboring school districts? In this breakout session we'll explore classified wages and benefits that recruit and retain quality classified workers in our schools.

PUTTING THE "POPS" IN YOUR DISTRICT'S INTEGRATED ART PROGRAM

Sun Valley Room

Presented by POPS Educators from the Springville Museum of Art
Facilitator: Janis Christensen, USBA Board of Directors

Springville Museum of Art provides vibrant in-class, museum and virtual art experiences as a POPS (professional outreach program for schools) participant. SMOA Educators are available to students, teachers and art specialists, grades K-12, at no cost. You can learn more at www.smofa.org/k-12programs. **Today in this break-out session YOU will become the art student!**

3:30 p.m. Break

3:45 p.m. Breakout Sessions Continued

THE FIRST LADY'S SHOW UP INITIATIVE: WHAT WE'VE BEEN UP TO, AND HOW YOU CAN MAKE AN IMPACT

Wyoming Room

Presented by Abby Cox
Facilitator: Tracy Miller, USBA Board of Directors

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BOARD UNITY: TEAM BUILDING (2 HOURS)

Arizona Room

Presented by Sterling Petersen, Director of Custom Fit, Bridgerland Technical College

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CURRENT LEGAL ISSUES

Snowbasin Room

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Facilitator: Curtis Whipple, USBA Board of Directors

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Facilitator: April LeFevre USBA Board of Directors

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5:00 P.M. Utah High School Activities Association region elections to elect Boards of Trustees:

Idaho Room

6A Classification — Alpine, Canyons, Davis, Jordan, Weber and possibly Granite and Salt Lake, depending on the results of the most recent UHSAA realignment of member schools.

Wyoming Room

1A Classification — Beaver, Daggett, Duchesne, Emery, Garfield, Kane, Millard, Piute, Rich, San Juan, Tintic, Tooele, USDB and Wayne.

Announcement of the results of the balloting will be made during a USBA general session on Saturday, January 7, 2023. The UHSAA is pleased to have a positive relationship with the USBA and supports an ongoing cooperation between the Associations.

FOURTH GENERAL SESSION
Evening Banquet
Friday, January 6, 2023

6:00 P.M. Conducting Linda Hanks, USBA President

Reverence Kristi Swett,
President-Elect, National School Boards Association

Buffet Ballroom

Master Board Certification Awards USBA Officers

Introduction of Entertainment Linda Hanks,
USBA President

The Bryce Canyon Wranglers



The Bryce Canyon Wranglers entertain visitors from around the world at their home base — Ebenezer's Barn & Grill, located in Bryce Canyon, Utah. The band is a mixture of seasoned Nashville performers and up and coming talent.

FIFTH GENERAL SESSION
Saturday, January 7, 2023
Casual Dress

7:00-8:15 a.m. Networking Breakfast Buffet Arizona and
 Idaho Rooms

8:30 a.m. Conducting Amber Shill,
 USBA Immediate Past President

Reverence Mohamed Baayd,
 Board Member, Salt Lake City School District

Prize Drawing Amber Shill,
 USBA Immediate Past President

President's Report Linda Hanks, USBA President

BREAKOUT SESSIONS

9:30-10:30 a.m. — 10:45-11:45 a.m.

THE DIGNITY INDEX
Wyoming Room

Presented by Tami Pyfer
 Facilitator: Linda Hanks, USBA President

The Dignity Index is part of a national initiative to reduce polarization and promote solidarity across differences, and offers a new way to approach problem-solving in the public square. The Index is an eight-point scale that scores speech along a continuum from contempt to dignity, focusing attention on the language used in conflict, and not the people behind it.

The Dignity Index was recently piloted in Utah, in partnership with the University of Utah, the Hinckley Institute of Politics, and the Kem C. Gardner Institute. Although designed primarily to measure political speech of Utah's federal senate and congressional races, numerous businesses, civic, and community organizations have embraced the Index as a framework for their own culture and organizational communications. Universities have reached out asking for ways to incorporate the Index in their genEd classes, and one high school teacher asked how to bring the Index into his AP government coursework.

This breakout session will introduce school boards and district administration to the Dignity Index, and offer ideas on how to incorporate the Index in their board meetings and interactions with parents and the general public.

YOU TOO CAN BE A MASTER BOARD MEMBER!
Idaho Room

Presented by USBA Master Boards Certification Committee

Join us for learning the ins and outs of board member continuing education and certification.

CANYONS SCHOOL DISTRICT STRATEGIC VISION AND PLAN:
BUILDING OUR NORTH STAR
Arizona Room

Presented by Nancy Tingey, President and Dr. Rick Robins,
 Superintendent, Canyons School District
 Facilitator: Mont Millerberg, USBA Board of Directors

While the last 13 school years have been remarkable, CSD is looking to the future. To further the vision, mission, and tenets of CSD, the Canyons Board of Education and Administration developed a strategic plan through a process by design including stakeholder input from our school community. The vision of our community is reflected in the emerging focus areas of high quality learning, access and opportunity, human centered supports, and operating systems. Our goal was to develop a plan to guide CSD's direction for the coming decade and beyond. Join us for a brief overview and panel discussion with our board members as they share their experience and insight into the journey of building and implementing the CSD strategic vision and plan.

INCREASING STUDENT LEARNING THROUGH
BUILDING EMPLOYEE ENGAGEMENT
Snowbasin Room

Presented by Frank Stewart, Vice President and Frank Schofield,
 Superintendent, Logan School District
 Facilitator: Janis Christensen, USBA Board of Directors

We all know that the stresses educators have faced over the last few years have often had a negative impact on employee morale and engagement. However, data shows that as employee engagement rises, student achievement also increases. In order to promote employee morale, and provide the positive environment employees need to succeed, the Logan City School District uses an annual process of surveys and structured discussions to build employee engagement in every school. Session attendees will leave with an overview of basic principles that promote employee engagement, and the steps in the process that any leader can use to increase engagement in their organization.

DO YOU WANT TO GET REVVED UP ABOUT BOARD POLICY?

Flagstaff Room

Presented by Richard Stowell, USBA Executive Director and Patrick Tanner, USBA Attorney
Facilitator: Tracy Miller, USBA Board of Directors

This session will be as exciting as Top Gun with famous people like Superintendent Anthony Godfrey, Jordan School District and Superintendent Shane Farnsworth, Alpine School District. You can listen to how these two large districts adopt New Board policy and their secret to keeping their policies up to date.

AVOIDING THE PITFALLS OF POOR PERCEPTION

Sun Valley Room

Presented by Geoff Liesik, Communications Specialist, Uintah School District
Facilitator: Robin McClellan, USBA Board of Directors

We're all familiar with the phrase, "Perception is reality." The phrase admittedly has some flaws, but people's perceptions do affect what they believe about your school board and about you. The way board members conduct themselves in meetings, in other public settings, in media interviews, and online shapes the way your district is viewed as a whole. This presentation will provide participants with easy to implement steps that will improve public perception of their performance as elected officials, and help their district put its best foot forward.

10:30 a.m. Break

10:45 a.m. Breakout Sessions Continued

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Presented by Richard Stowell, USBA Executive Director and
Patrick Tanner, USBA Attorney
Facilitator: Linda Hanks, USBA President

This session will be as exciting as Top Gun with famous people like Superintendent Steve Carlsen, Box Elder School District and Superintendent Ben Dalton, Kane School District. You can listen to how these two districts adopt New Board policy and their secret to keeping their policies up to date.

AVOIDING THE PITFALLS OF POOR PERCEPTION
Sun Valley Room

Presented by Geoff Liesik, Communications Specialist,
Uintah School District
Facilitator: Lisa Livingston, USBA Board of Directors

We’re all familiar with the phrase, “Perception is reality.” The phrase admittedly has some flaws, but people’s perceptions do affect what they believe about your school board and about you. The way board members conduct themselves in meetings, in other public settings, in media interviews, and online shapes the way your district is viewed as a whole. This presentation will provide participants with easy to implement steps that will improve public perception of their performance as elected officials, and help their district put its best foot forward.

**SIXTH GENERAL SESSION
Luncheon Session
Saturday, January 7, 2023**

12:00 Noon	Conducting	Brigit Gerrard, USBA President-Elect
	Luncheon Buffet.	Ballroom
	Election Results	Linda Hanks, USBA President
	Installation of Incoming President	Linda Hanks, USBA President
	Prize Drawing	Amber Shill, USBA Immediate Past President
1:30 p.m.	Adjournment	Brigit Gerrard, USBA President

Have a Safe Trip Home



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Utah State Board
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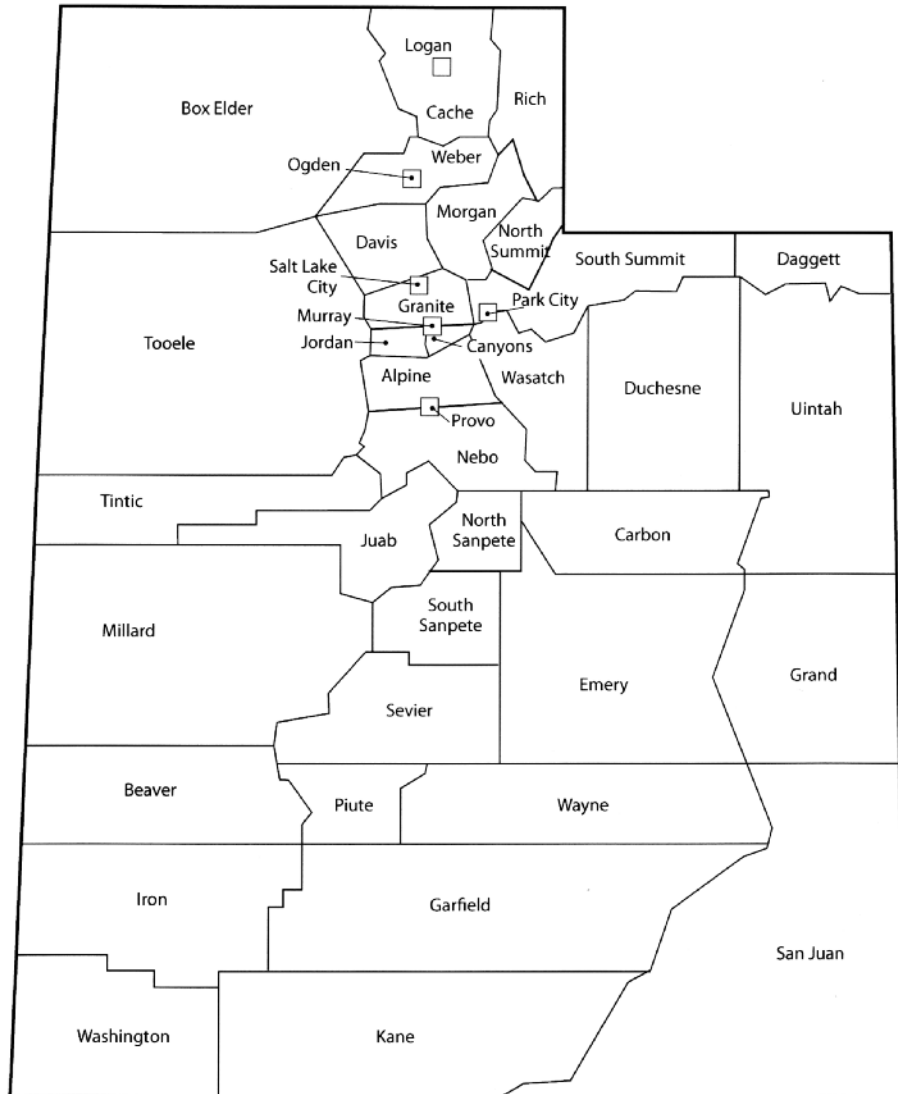
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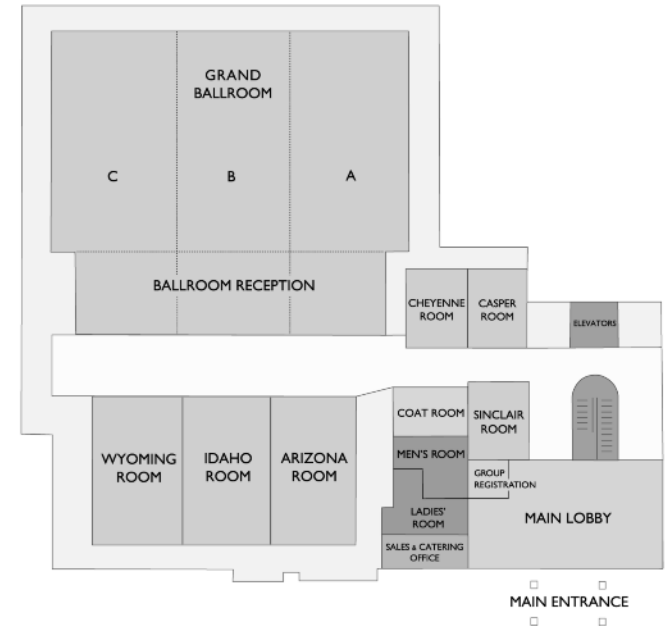
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Utah School Districts Map



Little America Hotel Floor Plan Map

MAIN LEVEL



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