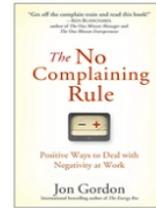


Keynote Presenter, Friday Morning

Keynote Presenter: Jon Gordon *The No Complaining Rule*



Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous NFL, NBA, college coaches, teams and Fortune 500 companies. He is the author of *The Wall Street Journal* bestseller *The Energy Bus* and *The No Complaining Rule*. Jon has been featured on The Today Show, CNN and in numerous magazines and newspapers. His clients include The Atlanta Falcons, Campbell Soup, Wells Fargo, State Farm, and Bayer. Jon is a graduate of Cornell University and holds a Masters in Teaching from Emory University. He and his training/consulting company are passionate about developing positive leaders, organizations and teams.

Breakout Session Speakers, Friday Morning

1. **Mike Rutherford**, breakout session speaker, **The Artisan Teacher**, is president of Rutherford Learning Group, Inc., a research and professional learning consultancy based in Charlotte, NC. Mike has created and developed numerous award-winning educational programs for students, teachers, and education leaders including *The Artisan Teacher™*, *Developing the Artisan Teacher™*, *Creating the Learning Centered School™*, *Skillful Observation and Coaching Laboratory™*, *LeaderNext™*, and *Requisites of a Leader™*. **Session Description:** *The Artisan Teacher* is an in-depth look at 23 themes of successful teaching gleaned from over 40,000 classroom observations. This breakout session will focus on five Artisan themes that are especially potent in developing already excellent teachers into even more skilled and productive practitioners: Stagecraft, Complementary Elements, Time & Timing, Personal Presence, and Delight.



2. **Brenda Anderson**, breakout session speaker, **SAM's Got Data**, currently serves as the SAM Implementation Specialist for Georgia and has done extensive work as a Time Change Coach. She has presented at state SAM conferences and workshops in Georgia, Florida, and Iowa. **Session Description:** TimeTrack charts and graphs are a valuable tool when planning instructional work. In this hands on session participants will learn how to use this data to improve a leader's practice.



Breakout Session Speakers, Friday Morning

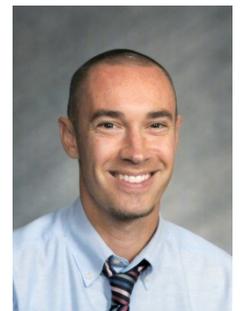
3. **LaVonna Roth**, breakout session speaker, **Engage Me... Please!**, serves the educational community internationally as an author, speaker and consultant. Her passion is in bridging neuroscience components of how the brain learns with educational practices. **Session Description:** Are you ready to liven up a faculty meeting with strategies easily implemented in the classroom? If so, let's make learning fun and engaging, while meeting the educational needs of our students using SAM instructional descriptors as a guide. This session focuses on strategies from LaVonna's book, Brain-Powered Strategies to Engage All Learners, that integrate engagement, higher-order thinking, differentiation, and formative assessments based on how the brain learns.



4. **Carol Owen** and **Beverly Moore**, breakout session presenters, serve as SAM Implementation Specialists and Time Change Coaches for Charlotte Mecklenburg Schools in Charlotte, NC. **Session Description:** The SAM World Cafe is an opportunity to interact with SAM teams from across the country. The Cafe structure recognizes that conversation is a core meaning and making process. Through the use of strategic questions, participants have the opportunity to learn together as they cross-pollinate ideas and experiences with the SAM process. Ever wonder how another SAM team operates? Come to the SAM Cafe and find out.



5. **Pete Hall**, breakout session speaker, **Building Teachers' Capacity for Success**, is currently the principal of Shaw Middle School in Spokane, Washington. In addition, he holds a National Principal Mentor Certificate from NAESP and is the author of three books on school leadership, including one sharing its title with this session. **Session Description:** Teacher quality is the #1 determinant of student success, and every teacher is unique and has strengths, weaknesses, goals, ambitions, gaps, and special qualities. Discussion will focus on how to build teachers' capacity through individualized motivation, personalized feedback, and differentiated supervision. Aiming to build on the SAM emphasis on reflective questioning, we will discuss the application of a strengths-based approach, using the innovative Continuum of Self-Reflection.



Breakout Session Speakers, Friday Morning

6. **Shelly Arneson**, breakout session speaker, **Trust and Communication in Schools**, is an author and consultant for Charlotte Danielson. Shelly also presents workshops on communication, motivation, and trust. **Session Description:** Develop the skills to communicate effectively with teachers, specifically in the evaluation process. Arneson shares strategies to motivate school leaders towards success. Based on her research on trust in schools, this informative and often humorous multi-media presentation will improve trust and communication and promote student-centered achievement.



7. **Willow Sweeney**, breakout session speaker, **Listening in the Zone**, is a co-founder of Top 20 Training. A former teacher, Willow uses humor to captivate and motivate every audience. **Session Description:** Our effectiveness is enhanced by our ability to focus. This session presents five levels of listening and a simple technique you can use to be more focused and stay in the zone.



8. **Gilda Garcia, Shelly Linford** and **Alice Fessler**, breakout session speakers, **SAM to the Power of 2**, are the principal and SAM Team at DeSoto Elementary School, Hillsborough County Public Schools in Tampa, Florida. **Session Description:** Discovering that the principal is not the only instructional leader in your school will serve as the catalyst to turn this insight into a management system that might actually improve day to day instruction. Participants will explore the procedures, practices and protocols that help them coordinate the coaching of various team members into a cohesive process that is manageable and easily implemented.



9. **Kim Marshall**, breakout session speaker, **Time and Priority Management for School Leaders**, is a former Boston principal, author of the weekly **Marshall Memo** and coaches principals on instructional leadership and teacher evaluation. This session will describe the H.S.P.S problem, *Hyperactive Superficial Principal Syndrome*, and suggest ten specific ways that principals and assistant principals can work hard, work smart, and work deep.



Breakout Session Speakers, Friday Morning

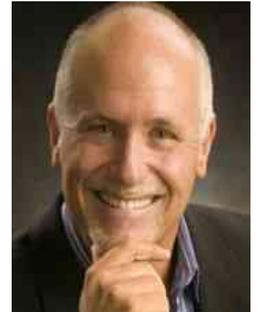
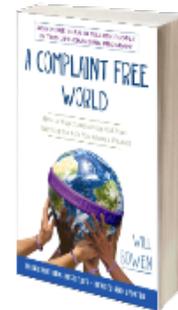
10. **Paul Bernabei**, breakout session speaker, **From the Inside Out: What Gets Activated**, is a co-founder of Top 20 Training. Paul is an engaging speaker with a passion for making the lives of students and educators better. **Session Description:** Effective leaders know the outcomes they want to achieve. They are aware of their mission, purpose and the values they bring to their work. However, conditions that occur throughout the year can diminish their clear sense of purpose and value. This session will explore (1) what our individual mission, purpose or values are, (2) those conditions that detract from our mission, (3) how we can be aware when we are getting off purpose, and (4) how we can regain focus on what is truly important.



Keynote Presenter, Friday Afternoon



Keynote Presenter: **Will Bowen**
A Complaint Free World



In July, 2006 Will Bowen offered a simple idea for people to monitor their success at eradicating complaining from their lives. His idea exploded around the world with nearly ten million people trying his approach.

Will, a practicing minister, has been featured on Oprah, NBC's The Today Show, CBS Sunday Morning, The ABC Evening News and in hundreds of interviews in publications around the world. His first book, *A Complaint Free World*, is an international best seller.

Breakout Session Speakers, Friday Afternoon

1. **Rick Delagardelle, Carol Merritt and Brenda Anderson**, breakout session speakers, **The SAM First Responder Framework**, are national SAM

Implementation Specialists. Rick teaches classes for SAI, School Administrators of Iowa, Carol develops professional development content for NISP and Brenda is a full-time SAM Implementation Specialist in Georgia's largest school district, Gwinnett County.

Session Description: The First Responder component of the SAM process promotes the principal's focus on instructional improvement while building leadership capacity within the school. The purpose of this session is to determine the elements of a successful First Responder framework, to examine the current level of implementation in schools, and to explore and practice opportunities to grow and embed the First Responder process. Participants will enhance their understanding and effective implementation of First Responders through discussion, sharing examples, practice, and developing action steps.



2. **Kimberly Odom, Cheryl Moran, Julie McKinney and Nichole Bryant**, breakout session speakers, **Culture, Capacity and Communication**, serve as principal,

assistant principal, principal intern and senior administrative secretary, respectively, at River Gate Elementary School in Charlotte, NC.

Session Description: The climate of the school permeates every aspect of it. The purpose of this session is to learn how this school worked to effectively move towards a standard of excellence through culture building, building leadership capacity in teachers and communicating effectively with stakeholders. Participants will learn how building a collaborative and collegial culture empowered their team to embrace the SAM process.



Breakout Session Speakers, Friday Afternoon

3. **Nathan Roberts**, breakout session speaker, **The Millennial Student: Coaching teachers to help understand and teach millennial students in today's classroom**,

coordinates SAM work in Louisiana and serves as a member of the NSIP Board. Nathan is a professor and EDFL department head at the University of Louisiana at Lafayette. He is a former school board attorney and teaches masters and doctoral courses in school law. **Session Description:** This session will provide an overview of millennial students, how they utilize technology and social media, their beliefs about work and politics and a review of the nine orientations of the millennial generation. The session will also focus on common issues among millennial students, some suggestions for working with them that will help principal/SAM teams work with teachers to better understand how millennial students think.



4. **Kim Marshall**, breakout session speaker: **During-the-Year Student**

Assessments - How Not to Screw Them Up, is a former Boston principal, author of the weekly **Marshall Memo** and coaches principals on instructional leadership and teacher evaluation. **Session Description:** This session will start by looking at three kinds of assessments, summative, interim, and on-the-spot, and the potential each has for improving teaching and learning. Kim will then describe ways that each can be implemented poorly and recommend specific steps to maximize their great potential.



5. **Deli Moussavi-Bock**, breakout session speaker, **A Preview of Fierce SAMS: Effective Feedback**,

is the Director of Training for Fierce in the Schools. Deli has spent over a decade working with schools, developing skills and protocols to shift school culture to one of capacity, transparency, collective responsibility and trust: one conversation at a time. **Session Description:** This session gives participants a hands-on "taste" and overview of the one-day Fierce SAMS workshop for effective feedback. Participants will learn an overview of protocols which guide the art and skill of productive feedback conversations (celebration, directive and non-directive) and interrogate reality, provoke learning, tackle tough challenges and enrich relationships. Participants will practice one feedback conversation during the session.



Breakout Session Speakers, Friday Afternoon

6. **Shelly Arneson**, breakout presenter, **Book Talk: Communicate and Motivate**, is an author and consultant for Charlotte Danielson. Shelly also presents workshops on communication, motivation, and trust. **Session Description:** This book talk will be based on Shelly's first book *Communicate and Motivate: The School Leader's Guide to Effective Communication*. Develop the skills needed to communicate effectively in schools. "It's not what you say; it's how you say it". This presentation, filled with real-world examples, will improve trust and communication as the author walks you through her book.



7. **LaVonna Roth**, breakout session speaker, **Stress Makes Things A Mess!**, serves the educational community internationally as an author, speaker and consultant. Her passion is in bridging neuroscience components of how the brain learns with educational practices. **Session Description:** Today is the day we look into how the brain affects us and learning and how you can turn the mess of stress into success! During this session, LaVonna will explore how some stress is good while other stress is damaging. Participants should be prepared to share ideas and concerns around time management and balance. This session is about celebrating you!



8. **Willow Sweeney** and **Paul Bernabei** breakout session speakers, **Resolve Conflict Heart-to-Heart**, are co-founders of Top 20 Training. A former teacher, Willow uses humor to captivate and motivate every audience. Paul is an engaging speaker with a passion for making the lives of students and educators better.

Session Description: For most people conflict seldom results in satisfactory resolution. After examining several habitual but ineffective responses to conflict, this session focuses on a new way to see conflict. It presents (1) a number of strategies for making conflict situations productive for all involved, (2) a process for preparing for effective conflict resolution, and (3) a simple but practical tool we can use when we have handled a situation in a problematic way.



Breakout Session Speakers, Friday Afternoon

9. **Mike Rutherford**, breakout session speaker, ***7 Tools for Developing Teachers and Teaching***, is president of Rutherford Learning Group, Inc., a research and professional learning consultancy based in Charlotte, NC. Mike has created and developed numerous award-winning educational programs for students, teachers, and education leaders including *The Artisan Teacher™*, *Developing the Artisan Teacher™*, *Creating the Learning Centered School™*, *Skillful Observation and Coaching Laboratory™*, *LeaderNext™*, and *Requisites of a Leader™*. **Session Description:** This session provides participants with a spirited and participative review of strategies, demonstrations, and practice for providing growth-evoking feedback and coaching. Participants will experience an overview of all seven tools with an emphasis on providing quick, yet effective, bursts of positive feedback to teachers using the tools *30 second feedback* and *5 minute feedback*.

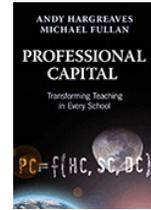


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Keynote Presenter, Saturday Morning

Keynote Presenter: **Andy Hargreaves** *Professional Capital*



Andy Hargreaves is the Thomas More Brennan Chair in Education at Boston College. The mission of the Chair is to promote social justice and connect theory and practice in education. Andy completed his PhD in England, and lectured in a number of English universities including [Oxford](#). In 1987 he moved to the [Ontario Institute for Studies in Education](#) in Canada where he co-founded and directed the International Center for Educational Change. He has written or edited more than 25 books which have been translated into a dozen languages. An entertaining and delightfully honest and irreverent speaker, Andy expands and stretches the thinking of educational leaders.

Breakout Session Speakers, Saturday Morning

1. **Paul Katnik**, breakout session speaker, **Improving Teacher Practice Improves**

Student Performance, is the Assistant Commissioner for the Office of Educator Quality at the Missouri Department of Elementary and Secondary Education. Paul coordinates the Department's support and development efforts for Missouri teachers and principals and serves as a member of the NSIP Board. **Session**

Description: The growth and learning of children is the primary responsibility of those who teach in our classrooms and lead our schools. Improving student performance requires the continuous improvement of the professional practice of teachers. The purpose of this session is to explore how a principal and their SAM can leverage a school's evaluation process to promote the use of high impact instructional strategies by teachers to improve learning for students.



2. **Carolyn Rodd** and **Brittany Slagle**, breakout session speakers, **Into the Box, Into Success: A Team's Guide to Supporting the Right-Brained Principal**, serve as the

principal of Huntingtowne Farms Elementary and SAM/ district reading coach in Charlotte, NC. **Session Description:** It takes a toolbox! Or at least a motivated, high functioning team to SAM a right-brained principal. Come and hear practical tips and strategies from our team who uses the SAM process as a guide for the instructional work within the school. This workshop is for the team whose principal is constantly "on the move" and resists structure. Learn the nuts and bolts of how this team works together to build off each other's strengths and creatively use the core values of the SAM process to create successful learning outcomes for students.



Breakout Session Speakers, Saturday Morning

3. **Peggy Goodman, Christine Douthart, and Cindy Bloodworth**, breakout session speakers, **SAM for “Really Smart” Dummies**, serve as principal, assistant principal and administrative assistant, respectively, for Five Forks Middle School in Gwinnett County Public Schools in Georgia. **Session Description:** A practicing SAM team will share their journey of how they are working together to increase student learning in their school, using the SAM process. The team will model a SAM daily meeting, share instructional triumphs as well as opportunities for growth, present strategies that have helped them be instructionally focused each day, and answer specific SAM role-related questions from session participants.



4. **Mary B. Martin and Gayle B. Sawyer**, breakout session speakers, **Generational Differences and the Impact on Effective Coaching**, are educational leadership professors at Winthrop University in Rock Hill, South Carolina. They have served as SAM Time Change Coaches in Charlotte-Mecklenburg Schools. Mary continues to provide principal training for CMS and Gayle serves as a member of the advisory board for the NetLEAD grant management team. **Session Description:** Effective instructional coaching requires open, honest dialogue. When generational differences exist the approach to coaching conversations may need to be adjusted. After identifying key characteristics of three generations in the current workforce, participants will discover and practice specific communication strategies for bridging the generation gap.



5. **Carol Lensing**, breakout session speaker, **Riding the Energy Bus**, coordinates SAM work across the state of Iowa and serves as the vice president of the NSIP board. **Session Description:** This presentation discusses the premise that we each are the drivers of our own bus, and as such we are able to control the energy and environment within that bus, even when people come on our bus and create negative energy. The presentation will focus on how to make this concept a priority in our schools and is based on the book, The Energy Bus, by Jon Gordon.



Breakout Session Speakers, Saturday Morning

6. **Shelly Arneson**, breakout session speaker, **Trust and Communication in Schools**, is an author and consultant for Charlotte Danielson. Shelly also presents workshops on communication, motivation, and trust. **Session Description:** Develop the skills to communicate effectively with teachers, specifically in the evaluation process. Arneson shares strategies to motivate school leaders towards success. Based on her research on trust in schools, this informative and often humorous multi-media presentation will improve trust and communication and promote student-centered achievement.



7. **Kevin Ballard**, breakout session speaker, **What? So what? Now what? – Questions to Help SAM Teams Achieve Their Goals**, is a National Board Certified teacher in library media who serves as a SAM for a middle school principal in Illinois. Kevin is also a certified advanced facilitator for the University of Phoenix where he has taught more than 200 undergraduate courses since 2006. **Session Description:** The purpose of this session is to discover how three questions – What? So what? Now what? – can help SAM teams achieve their goals by becoming more reflective, purposeful, and effective as they engage in the reiterative process of collecting, evaluating, synthesizing, and using data to inform decisions.



8. **Arnie Adler** and **Christine Huley**, breakout session speakers, **The Principal's Role in Professional Learning Communities**, work in the state of Arizona as school improvement specialists, Time Change Coaches and principal coaches for AZ LEADS. They are both adjunct professors in educational leadership for Northern Arizona University. **Session Description:** In this session participants will identify the key components of the PLC concept as it relates to instructional supervision in the SAM process, analyze their role as instructional leaders with PLC's, demonstrate strategies with a PLC that focuses on curriculum, instruction and assessment and identify a strategy to implement after the conference.



Breakout Session Speakers, Saturday Morning

9. **Clayborn Knight** and **Susan Jones**, breakout session speakers,

Protecting the SAM Principal at All Costs, serve as SAM principal and SAM assistant principal at Nesbit Elementary in Tucker, Georgia. of Nesbit Elementary School in Tucker, GA. Session Description: There are many situations, matters, and issues that can easily pull the focus of the principal from being involved with instructional matters. A principal and his SAM share how they identify DTKs (Daily Time Killers) and how they “shift the Monkeys” back to where they belong.



10. **David Sechler**, breakout session speaker, **Principal Practices: Planning for Instructional Leadership**,

serves on the NSIP Board and is the former state director. He is a Time Change Coach for schools in Delaware, New Jersey and New York. Dave also works through the Delaware Academy for School Leadership (DASL) and as an independent consultant on a range of improvement projects for schools and school boards. **Session Description:** Good principals “live with one foot in the present and one foot in the future.” Always looking ahead, they clearly articulate goals and expectations for their staffs at the beginning of each school year, and they execute and evaluate progress against those goals and expectations during the school year. This session provides tools and templates to help principals develop clear school-wide expectations to guide teachers and staff through years of continuous instructional improvement.



Luncheon Keynote Speakers, Saturday Afternoon

Keynote Presenters: **Willow Sweeney** and **Paul Bernabei**

Top 20 SAMs Reduce Negativity: Eliminating Thought Circles and Tornadoes

Willow Sweeney and **Paul Bernabei** are co-founders of Top 20 Training. A former teacher, Willow uses humor to captivate and motivate every audience. Paul is an engaging speaker with a passion for making the lives of students and educators better. Top 20 is developing a day-long SAM specific workshop, similar to Fierce SAMs and Carnegie SAMs that will debut in Tampa in February and Charlotte in March.



Featured Speakers, Saturday Afternoon

Susan Scott, Featured Speaker, **My Fierce Story**, is the author of the national best-selling book, *Fierce Conversations: Achieving Success at Work and in Life, One Conversation at a Time* and founder of Fierce, Inc., a global leadership development and training company that drives results by improving workplace communication. Susan began her career as a high school teacher and went onto run executive think tanks. **Session Description:** In a fireside-like chat, Susan shares her own experience as a high school teacher in two different schools, her path to building Fierce, and her journey of building capacity: transforming a one-woman show to a growing, worldwide organization which continues to bring her vision and mission to life.



Mike Rutherford, Featured Speaker, **How Talent-Friendly is Your School?**, is president of Rutherford Learning Group, Inc., a research and professional learning consultancy based in Charlotte, NC. Mike has created and developed numerous award-winning educational programs for students, teachers, and education leaders including *The Artisan Teacher™*, *Developing the Artisan Teacher™*, *Creating the Learning Centered School™*, *Skillful Observation and Coaching Laboratory™*, *LeaderNext™*, and *Requisites of a Leader™*. **Session Description:** This session is a thoughtful treatment of specific school characteristics that attract and retain teaching talent. Talented teachers have options and not every school gets an equal allotment. This session will make the case that teaching talent accrues to schools where it is valued, appreciated, recognized, developed.



LaVonna Roth, featured speaker, **Engage Me... Please!**, serves the educational community internationally as an author, speaker and consultant. Her passion is in bridging neuroscience components of how the brain learns with educational practices. **Session Description:** Are you ready to liven up a faculty meeting with strategies easily implemented in the classroom? If so, let's make learning fun and engaging, while meeting the educational needs of our students using SAM instructional descriptors as a guide. This session focuses on strategies from LaVonna's book, *Brain-Powered Strategies to Engage All Learners*, that integrate engagement, higher-order thinking, differentiation, and formative assessments based on how the brain learns.



Featured Speakers, Saturday Afternoon

Pete Hall, featured speaker, **Every Bird Can Sing**, is currently the principal of Shaw Middle School in Spokane, Washington. In addition, he was honored by ASCD as its Outstanding Young Educator Award recipient for his work as the principal of a turn-around school in Reno, Nevada. **Session Description:** Come hear the story of the dramatic, but replicable, school resurgence and collectively ask the questions, How did they do it? What made the difference? Discuss the 12 Conditions of Successful Schools, reflect on their status in your own school, and take a step or two towards making a concrete plan for improvement. This session is a combination of tales from the trenches, research-based action plans, and reflective inquiry.

