

2018 ASCD Conference on  
**EDUCATIONAL  
LEADERSHIP**

# LEADER TO LEADER CONFERENCE

NOVEMBER 3-4, 2018  
Nashville, Tennessee



## Digital Program Guide

### Gaylord Opryland Resort & Convention Center Level M, Lincoln A, Presidential Mezzanine



Wi-Fi Network: cel2018 Password: cel2018!



## Digital Program Guide

After 10 years of high-quality professional learning for ASCD Constituent Services group leaders, the Leader to Leader (L2L) conference is evolving as a leadership event. This year, we are combining L2L with ASCD's Conference on Educational Leadership (CEL) in Nashville, Tennessee, November 3-4.

Change is hard, but not as hard as outdoing our success year after year! It is our sincere hope that this year's new format will continue the L2L tradition of excellence above and beyond our legacy of high-quality events.

This new format is in response to recent L2L participant feedback. Namely, you're asking for

- ✓ A dedicated space to meet and collaborate with teams
- ✓ Opportunities to meet and network with other CS group members
- ✓ More content for you to sink your teeth into
- ✓ Options to self-select professional learning
- ✓ Pathways to connect with ASCD

Wrapping L2L around CEL is an especially powerful strategy. Now, L2L is available all weekend for your participation, and you also have protected windows of time to make the most of CEL sessions and offerings. L2L activities are always offered as optional alternatives.

- Josh Garcia's Meet and Greet Friday evening
- Baruti Kafele's Meet and Greet Saturday morning
- Pete Hall's Meet and Greet Saturday evening

Also new this year, be sure to participate in our Leadership Spotlights throughout the weekend. Hear the journeys of ASCD affiliate and emerging leaders and share your own leadership story with them!

Please make note of the special opportunity Saturday afternoon at 4:00 p.m. to meet our brand-new 2018 class of ASCD emerging leaders. Come and welcome all 27 of these up-and-coming education stars!

Finally, be sure to visit our sponsor MeTEOR Education's learning lab while you're attending L2L!



Walter McKenzie  
@WalterinDC



CONNECTING THE DOTS

# MAINTAINING THE STATUS QUO ISN'T AN OPTION



Ask us, “how do you do that?”

We design and implement student-centered learning environments that support accelerated engagement and an innovative learning culture.

As a trusted partner, we guide educators in connecting their current and future instructional practices with their learning environments, supporting truly transformative learning experiences for every student.

To learn how MeTEOR Education™ can help you create innovative learning environments, contact us for more information or to schedule a consultation.



**The L2L Room is open all day Saturday and Sunday.  
Want to meet as a team, a board, or a C.S. group?  
Come in and make yourself at home in Lincoln A!**

**Coffee and refreshments are served Saturday and Sunday in the L2L Room. Morning coffee and pastries are served one floor down on Level 2. Lunch is served daily in the L2L Room in Lincoln A at 12:00 noon.**



**Emerging Leader  
Orientation  
is Saturday,  
November 3.**

**Come meet the  
Class of 2018  
at 4:00 p.m.  
Saturday in  
Lincoln A!**

**Make the most of  
your L2L experience;  
join our Meet and  
Greet, Spotlight and  
Get to Know Me  
sessions!**

**You must wear  
your conference  
badge to attend  
Conference on  
Educational  
Leadership  
sessions.**

## Digital Program Guide

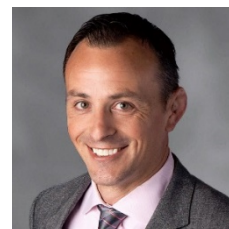
### Friday, November 2, Preconference Events

*If you're here Friday evening, please join us!*

**7:00–8:00 p.m. Lincoln A**

**L2L Meet and Greet: Josh Garcia** [@GarciaJ9Josh](#)

Come meet and speak with Class of 2006 emerging leader and current deputy superintendent Josh Garcia and learn more about his leadership in implementing the Whole Child approach districtwide for Tacoma Public Schools!



**8:00–8:30 p.m. Lincoln A**

**Leadership Spotlight: Colorado ASCD Teacher Leadership Microcredential**

Join us to learn about Colorado ASCD's first-of-its-kind [teacher leadership microcredential program](#) with board president [Jill Lewis](#), board member [Ceri Dean](#) of Dean Education Consulting, and executive director [Robin Wisniewski](#), director of education systems improvement for RTI International.



**8:30–9:30 p.m. Lincoln A**

**Get to Know Me! With Melissa Usiak** [@MelissaUsiak](#) and [Sara Bishop](#)

Come join our [Goosechase Educator Scavenger Hunt](#) with your fellow L2Lers!



### Saturday, November 3

**7:00–8:00 a.m. Lincoln A**

**L2L Meet and Greet: Baruti Kafele** [@PrincipalKafele](#)

Come meet and speak with world-renowned educator, speaker, and author Baruti Kafele before he presents at the Saturday morning General Session at CEL at 8:00 a.m.! Learn more about his leadership work and share your story, too!



**10:00–11:30 a.m. First Floor: CEL Concurrent Learning Sessions**

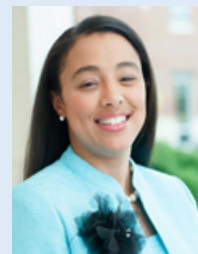
*You must wear your CEL conference badge to attend CEL sessions.*

**10:00–11:30 a.m. Lincoln A**

**Optional**

**Constituent Services Meeting with Melanie Kay-Wyatt and Ben Shuldiner**

Come meet with ASCD Board Vice-President [Melanie Kay-Wyatt](#) and past President [Ben Shuldiner](#) to hear and discuss the important work of the ASCD board, and to share your input, questions and concerns as leaders of ASCD Constituent Services groups!



**11:30 a.m.–12:00 noon Lincoln A**

**Leadership Spotlight: Craig Martin, 2012 ASCD Emerging Leader** [@CraigCMartin12](#)

Craig Martin is the leader of the Michael J. Perkins Elementary School in South Boston, Massachusetts, and is the [2018 Thomas C. Passios Elementary Principal of the Year](#). Come meet him and hear his success story!



## Saturday, November 3 (continued)

**12:00 noon–2:00 p.m. Lincoln A**

### **Lunch and L2L Leadership Plan with Jill Lewis @JillLewis8**

Join us to get your 2018 L2L Leadership Plan. Work with [Colorado ASCD](#) board president Jill Lewis as she walks you through how to create your personal leadership vision, identify your professional learning goals, and begin creating a pitch deck for your next big proposal to transform education.



**2:00–3:30 p.m. First Floor: [CEL Concurrent Learning Sessions](#)**

*You must wear your CEL conference badge to attend CEL sessions*

**2:00–3:30 p.m. Lincoln A**

### **Optional Constituent Services Meeting with Deb Delisle & Ronn Nozoe @DebDelisle**

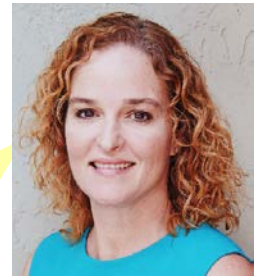
Come meet with ASCD CEO and Executive Director [Deb Delisle](#), and ASCD Associate Executive Director [Ronn Nozoe](#), to hear what's new and exciting at ASCD, and to share your input, questions and concerns as leaders of ASCD Constituent Services groups!



**3:30–4:00 p.m. Lincoln A**

### **Leadership Spotlight: Alina Davis, 2010 ASCD Emerging Leader @alinadavis**

A natural networker, Alina Davis is a familiar face to us all through her efforts to influence education in ways that champion children. Currently an exceptional education school staffing specialist at Princeton Elementary School in Orange County, Florida, Alina also serves on the [ASCD Board of Directors](#). Come learn about her journey as an ASCD leader!



**3:45–4:45 p.m. First Floor: [CEL Concurrent Learning Sessions](#)**

*You must wear your CEL conference badge to attend CEL sessions.*

**4:00–4:30 p.m. Lincoln A**

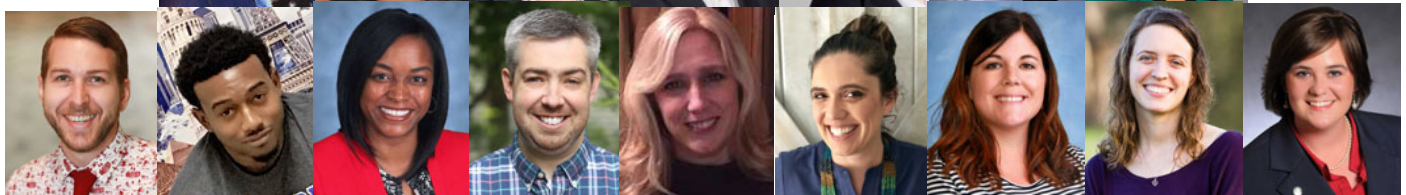
### **2018 ASCD Emerging Leader Meet and Greet**

ASCD is proud to welcome its 2018 class of emerging leaders, who are attending their orientation on Saturday and then joining us at L2L to meet you and participate through Sunday!



Come join us in celebrating these rising stars in education.

[Read more about them here!](#)



## Saturday, November 3 (continued)

4:30–5:00 p.m. **Lincoln A**

### Leadership Spotlight: ASCD Canadian Affiliates Cultural Intelligence Initiative

Come learn of the work of our ASCD Affiliates and Connected Communities across Canada ([Alberta ASCD](#), [British Columbia ASCD](#), [Manitoba ASCD](#), [Newfoundland & Labrador ASCD](#) and [Ontario ASCD](#)) on cultural intelligence, just launched this fall!

Marcelle DeFreitas [@Marcell33329085](#) is the executive director of Ontario ASCD, an instructor and coordinator in the teacher education program at the University of Toronto, a teacher of the Ontario Leadership Strategy to educators in China, and a writer for the Institute of Catholic Education.

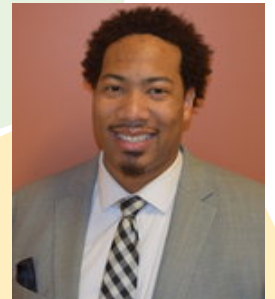
Ashley McLellan [@ashmac205](#) is Ontario ASCD board president, as well as impact coach for [@TheMabinSchool](#), an Ashoka Changemaker School in Toronto, a professional learning consultant for Ontario's Independent School Network ([@CISOntario](#)), and a professional learning consultant for Nelson to amplify awareness of ASCD's products and services in Canada while supporting the implementation of the Third Path and their relationship-based approach to student well-being and achievement ([@NelsonPK20](#), [@TheThirdPath](#)).



5:00–5:30 p.m. **Lincoln A**

### Leadership Spotlight: Basil Marin, 2017 ASCD Emerging Leader [@basil\\_marin](#)

Anastacio “Basil” Marin is the assistant principal at Churchland High School in Portsmouth, Virginia. He believes that the purpose of education is to help students reach their full potential, create a promising future, and give students life skills that they can use after graduating from high school. Basil has a strong desire to work with at-risk youth because he firmly believes they are our future. In 2016–17, he was named Teacher of the Year by the [SECEP Chesapeake Center](#). Come meet Basil and hear his story!



6:00–7:00 p.m. **Lincoln A**

### Affiliate Leaders Meeting

ASCD Affiliate executive directors, board presidents and board members are welcome to join us and discuss your work, needs and interests as they prepare to lead your affiliates into 2019. Bring your questions, ideas and opportunities to collaborate and contribute to a discussion of affiliate life, opportunities and challenges!

Optional



7:00–8:00 p.m. **Presidential Ballroom**

### Get to Know Me! with Melissa Usiak [@MelissaUsiak](#) and Sara Bishop

Join Pete Hall [@educationhall](#) and your fellow L2Lers to share what you've learned so far and what you would like to know before you go. Enjoy munchies and drinks and help build out the learning with your peers—and feel free to bring along new connections you've made at CEL!



On Saturday, you receive the tools you need to craft your proposal and begin building your Pitch Deck.

You can continue putting your presentation together on Sunday morning with Jill.

Let Walter know once you decide you are interested in making your pitch to the Shark Tank panel on Sunday to get feedback!

## Sunday, November 4

**7:00–9:30 a.m. Lincoln A**

**L2L Leadership Planning: Pitch Decks with Jill Lewis**

[@JillLewis8](#)

Rise and shine and join Jill Lewis to work on your Pitch Deck! Jill will be joined by Jake Szabo, head of operations for Bullseye Education, as they provide you support and a critical eye to hone your message and prepare your proposal for prime time. Proposals can be presented at our Shark Tank this afternoon at 2:00 p.m. for feedback from our talented panel of education experts! (*Note: this Pitch Deck session will continue until 9:30 for those who wish to stay and work.*)



**8:30–9:30 a.m. First Floor CEL Concurrent Learning Sessions**

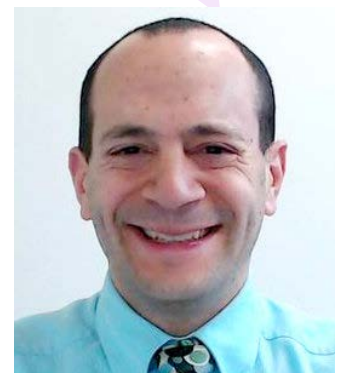
*You must wear your CEL conference badge to attend CEL sessions.*

**9:30–10:00 a.m. Lincoln A**

**Leadership Spotlight: Fred Ende, 2012 ASCD Emerging Leader, and Meghan Everette, 2014 ASCD Emerging Leader**

[@FredEnde](#)

Fred Ende is the assistant director of curriculum and instructional Services for the Putnam Northern Westchester BOCES. On any given day he is working with consultants to design and evaluate professional learning providing feedback to facilitators, leading regional curriculum projects, serving as a state-level liaison regarding curriculum and professional learning, and providing assistance to district curriculum leaders. Fred currently serves on the board of the ASCD Emerging Leader affiliate. Come learn more about his journey!





## Sunday, November 4 (continued)

### [@bamameghan](#)

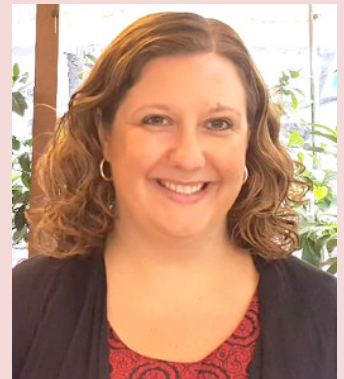
Meghan Everette is a K–6 math coach in the Salt Lake School District in Utah. She is executive director of the ASCD Emerging Leader Alumni Affiliate, and A Utah ASCD board member. Meghan was the 2013 Alabama Elementary Teacher of the year. As a 2015–17 Hope Street Group National Teacher Fellow, she researched teacher preparation programs in collaboration with the U.S. Department of Education. She is currently pursuing her doctorate from the University of Florida.



**10:00–11:00 a.m. First Floor CEL Concurrent Learning Sessions**  
*You must wear your CEL conference badge to attend CEL sessions.*

### **11:00-11:30 a.m. Lincoln A** **Leadership Spotlight: Allie Rodman, 2013 ASCD Emerging Leader** [@thelearningloop](#)

Allie Rodman is the founder of The Learning Loop, an education consulting firm that provides professional learning services to educators. She is deeply committed to connecting educators and sharing resources to personalize learning for both students and the teachers who support them. The goal of her work is to support the whole child and whole teacher to view learning as a process, not as a destination. Allie is thoughtful, reflective, and a popular collaboration partner among her colleagues. Come learn more about her growth as an ASCD leader and share your story, needs, and interests!



**11:30 a.m.–12:00 noon Lincoln A**  
**Global Competence Meet and Greet**  
Come welcome [Patrick Terrien](#) and [Brad Gosche](#) of the [Columbus Council on World Affairs](#) as they prepare to join us for a training demonstration of their important work on professional learning for educators about global competencies, which will take place during today's lunch!



**Columbus Council  
on World Affairs**

## Sunday, November 4 (continued)

**12:00 noon–2:00 p.m. Lincoln A**

**Lunch Sponsored by MeTEOR Education**

At MeTEOR Education, we partner with innovative and motivated educators to design and implement transformative learning experiences and environments. Building on our core design principles—authentic inquiry, inclusiveness, collaboration, and respect—we guide communities through the process of connecting the dots between the four elements of education’s elusive triangle. We ask the questions that help each stakeholder understand the educational challenges and the opportunities. Come visit us at our Learning Lab!



**12:30–2:00 p.m. Lincoln A**

**Global Fluency, Immigration, and the Classroom: How Global Fluency Can Help You Adapt to Your School's Changing Demographics**

**Patrick Terrien & Brad Gosche**

**[@GloballyFluent](#)**



Is your classroom increasingly globally diverse, as national trends suggest? How engaged are you to be fully active and effective in the school community? Are you reaching your immigrant students and families? Do you know their situations and needs for transitioning to the U.S. education system?

Global Fluency Training provides schools with the tools they need to serve an ever-growing multicultural student body. Investing in Global Fluency Training is a meaningful professional development opportunity that is crucial to successfully serve increasingly diverse schools and local communities.

All training sessions are delivered using hands on activities, an established theoretical framework for culture, and insightful dialogue to guide participants as they explore cross-cultural competency and develop tools to improve their global fluency. By the end of each session participants begin to develop the knowledge, skills, and mindset to work successfully in a interconnected world. Take part in this opportunity to experience the power and promise of putting global competencies into practice in education!



*“I have been connected to amazing friends who are as passionate about teaching and learning, and effecting positive change in our educational system to best benefit students.”*

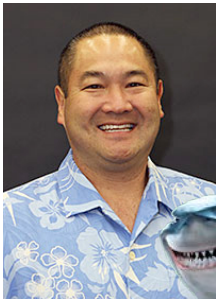
— Krista Rundell, ASCD member and Emerging Leader

Sunday, November 4 (continued)

# SHARK TANK



2:00–3:30 p.m. **Lincoln A**



**Ronn Nozoe**  
Associate Executive Director  
**ASCD**



Ronn Nozoe oversees ASCD’s efforts to build and develop stronger relationships with individual educators and educator groups—including ASCD affiliates and peer organizations—and strengthen the association’s connections to strategic partners and policymakers. Prior to joining ASCD, Ronn was deputy assistant secretary for policy and programs in the U.S. Department of Education’s Office of Elementary and Secondary Education. Previously, he served as deputy superintendent for the Hawaii State Department of Education, as well as a district superintendent, principal, and secondary language arts and social studies teacher.

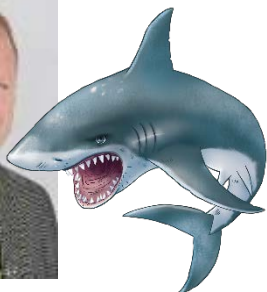
Kelly Gerstenberg joined ASCD this past March and is a former ESOL teacher and school counselor with a special interest in career development pathways for students. She lives in a bilingual German/English-speaking home with her family of five in a Virginia suburb outside of DC. Kelly enjoys watching musicals, following the Monkees on tour, and raising her secret backyard chickens.



**Kelly Gerstenberg**  
Director of Event Programming  
**ASCD**



**Sean Baum**  
Senior VP of Market Development  
**MeTEOR Education**



Sean Baum serves as senior vice president of market development at MeTEOR Education. He passionately believes we can all have our part in transforming education and challenges his peers and K–12 clients to charge ahead and innovate to avoid becoming irrelevant in the new education landscape. He is an expert in creating innovative learning environments that are properly aligned to the pedagogy and technology that lead to high-impact learning experiences for the students.

## Sunday, November 4 (continued)

The daughter of a high school English teacher and a librarian, Genny Ostertag grew up in the Chicago suburbs and will always be a Chicago girl at heart. After graduating from the College of William and Mary, she attended the Denver Publishing Institute and moved to New York City to begin a career in publishing. She worked in advertising and promotion at HarperCollins before acquiring and editing commercial fiction for New American Library (now a division of Penguin Random House), where she specialized in mystery, suspense, and women's fiction. Genny joined the ASCD Publishing team in 2004 and leads the Content Acquisitions unit, which finds and develops content for books and quick reference guides. She lives in Alexandria, Virginia, with her husband and Great Dane, and enjoys photography, cooking, and travel.



**Genny Ostertag**  
Director, Content Acquisitions  
**ASCD**



**Jake Szabo**  
EVP, Operations  
**Bullseye for Schools**

Jake Szabo was a classroom teacher in NOLA before joining Bullseye and loves getting to work with educators to bring innovation into schools. Bullseye partners with education leaders to promote school transformation and continuous improvement of all learners. We capture and surface every milestone of learning and feedback that is critical for top-tier differentiated learning, instruction and development. The goal is to save educators time and make data driven improvement more attainable.

Cameron Branchley creates and implements strategic visions that drive ASCD to excellence through a commitment to quality, reliability, and creativity, leading highly visible communication campaigns that stand out in a crowded media landscape. He specializes in cultivating a culture of innovation that brings an organization's mission to life. Previously, Cameron was deputy assistant secretary for communications at the U.S. Department of Education, where he implemented the Department's first strategic digital plan. He also served as a senior digital strategist at the White House Office of Digital Strategy, as press secretary for Congressman Jim McDermott, and as a new media specialist at the House Committee on Ways and Means. Cameron is an Air Force veteran and served four years of his six-year enlistment in Japan.



**Cameron Branchley**  
Managing Director, Communications  
**ASCD**

## Many thanks to the L2L Planning Team!



**Amanda Britt**  
[@amandalbritt](#)  
[Arkansas ASCD](#)



**Fred Ende**  
[@FredEnde](#)  
[Emerging Leader Alumni ASCD](#)



**Tom Hoerr**  
[@TomHoerr](#)  
[ASCD Multiple Intelligences  
Professional Interest Community](#)



**Richard Lange**  
[@MentorTeachers](#)  
[ASCD Mentoring Leadership  
Professional Interest Community](#)



**Jill Lewis**  
[@JillLewis8](#)  
[Colorado ASCD](#)



**Deanna Mayers**  
[@DMayersPASCOD](#)  
[Pennsylvania ASCD](#)



**Ryan Nevius**  
[@rcneviu](#)  
[Illinois ASCD](#)



**Melissa Usiak**  
[@MelissaUsiak](#)  
[Michigan ASCD](#)

