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★ THEIR ★

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**FUTURES**  
**START WITH**  
**YOU**  
**NASHVILLE**



75<sup>th</sup> Annual  
Conference  
**nsba**

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2015  
**MARCH 21-23**  
★ **REGISTER AT**  
[www.nsba.org/conference](http://www.nsba.org/conference)

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## Schedule at a Glance

### ➔ Friday, March 20

8:00 a.m. – 6:00 p.m.	Registration
9:00 a.m. – 12:00 p.m.	Pre-conference, Half-day (morning) Workshops
9:00 a.m. – 4:30 p.m.	Pre-conference, Full-day Workshop
1:30 p.m. – 4:30 p.m.	Pre-conference, Half-day (afternoon) Workshops

### ➔ Saturday, March 21

7:00 a.m. – 5:00 p.m.	Registration
8:30 a.m. – 10:00 a.m.	General Session
10:30 a.m. – 11:45 a.m.	Sessions
10:30 a.m. – 4:00 p.m.	Exhibit Hall <i>(Exclusive hours are from 11:45 a.m. – 1:30 p.m. and 2:45 p.m. – 3:45 p.m.)</i>
12:00 p.m. – 2:00 p.m.	Luncheons
1:30 p.m. – 2:45 p.m.	Sessions
3:45 p.m. – 5:00 p.m.	Sessions

### ➔ Sunday, March 22

7:30 a.m. – 4:30 p.m.	Registration
7:30 a.m. – 8:15 a.m.	Inspiration Session
8:30 a.m. – 9:45 a.m.	Sessions
10:00 a.m. – 11:30 a.m.	General Session
11:30 a.m. – 4:00 p.m.	Exhibit hall <i>(Exclusive hours are from 11:30 a.m. – 1:30 p.m. and 2:45 p.m. – 3:45 p.m.)</i>
12:00 p.m. – 2:00 p.m.	Luncheons
1:30 p.m. – 2:45 p.m.	Sessions
3:45 p.m. – 5:00 p.m.	Sessions
5:15 p.m. – 5:45 p.m.	Drum circle

### ➔ Monday, March 23

7:30 a.m. – 12:00 p.m.	Registration
8:00 a.m. – 9:00 a.m.	Un-general Session
9:30 a.m. – 10:15 p.m.	Sessions
10:30 a.m. – 11:00 a.m.	Sessions
11:30 a.m. – 1:00 p.m.	Closing General Session

### ➔ Study Hall Session Schedule for Saturday and Sunday

11:45 a.m. – 12:15 p.m.
12:45 p.m. – 1:15 p.m.
2:45 p.m. – 3:15 p.m.
3:30 p.m. – 4:00 p.m.

## Your "Back to School" Experience

★ Visit this year's NSBA Exhibit Hall, transformed into the Campus Expo. ★

### Saturday, March 21

10:30 a.m. – 4:00 p.m.

#### Exclusive Exhibit Hall Only:

11:45 a.m. – 1:30 p.m.  
2:45 p.m. – 3:45 p.m.

### Sunday, March 22

11:30 a.m. – 4:00 p.m.

#### Exclusive Exhibit Hall Only:

11:30 a.m. – 1:30 p.m.  
2:45 p.m. – 3:45 p.m.

#### ★ Student Union

Relax and recharge in between learning experiences.

#### ★ Study Halls

Pop in for an interactive 30-minute upload of the latest knowledge on hot topics.

#### ★ Relaxation Station

Take a break at the Relaxation Station and enjoy a complimentary massage.

#### ★ The Green Zone

Discover how greening your schools doesn't just save money, but fundamentally changes how students learn.

#### ★ Music and Arts Main Street

Waltz on down to find companies who will offer arts and music programs that you can establish in your district.

#### ★ Technology Innovation Pavilion

Don't miss your chance to meet emerging businesses in the education market and take home ideas you won't see anywhere else!

#### ★ Cutting-Edge Ave

Be the first in your district to meet the newest companies and see the latest and greatest products on the block!

#### ★ Marketplace

Do some shopping at the ever-popular NSBA Marketplace!

## General Session Speakers



★ **Arianna Huffington**  
Saturday, March 21, 8:30 a.m. – 10:00 a.m.

Arianna Huffington is the chair, president, and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist, and author of fourteen books.

Her 14th book, *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder* was published by Crown in March 2014 and debuted at #1 on The New York Times Best Seller list.



★ **David Pogue**  
Sunday, March 22, 10:00 a.m. – 11:30 a.m.

David Pogue is the founder of Yahoo Tech, having been groomed for the position by 13 years as the personal-technology columnist for the *New York Times*. He's also a monthly columnist for *Scientific American* and host of science shows on PBS's "NOVA." He's been a correspondent for "CBS Sunday Morning" since 2002.

With over 3 million books in print, David is one of the world's bestselling how-to authors. He wrote or co-wrote seven books in the "for Dummies" series. In 1999 he launched his own series of complete, funny computer books called the Missing Manual series, which now includes 120 titles.



★ **Montel Williams**  
Monday, March 23  
11:30 a.m. – 1:00 p.m.

Montel Williams earned his media celebrity status as a riveting Daytime Emmy Award® winning television Talk Show Host. Williams hosted The Montel Williams Show, a nationally syndicated talk show distributed by CBS Paramount Television for 17 years.

He is a decorated naval officer, inspirational speaker, author, wellness entrepreneur, health advocate, and a national spokesperson for the Stand Up 4 Public Schools campaign.

## Un-General Session Speakers

Monday, March 23, 8:00 a.m. – 9:00 a.m.



★ **Sean McComb**  
Sean McComb, 2014 Teacher of the Year, is a 9-12th grade English teacher at Patapsco High School & Center for the

Arts in Baltimore, Maryland where he has spent his eight-year teaching career. In addition to teaching, McComb supports his Patapsco colleagues through coaching and training as the school's Staff Development Teacher. He also served as a curriculum writer for the school system and an adjunct instructor in Education and Writing at Towson University.



★ **Adora Svitak**  
Since the age of four, Adora has been exploring what she can do with the written word. Hoping to instill her

love of writing in others, she taught her first class at a local elementary school the year her first book, *Flying Fingers*, debuted; since then, she has spoken at hundreds of schools, classrooms and conferences around the world. She is a 2011 recipient of the National Education Association Foundation's Award for Outstanding Service to Public Education.



★ **David Zach**  
David Zach is one of the few professionally trained futurists on this planet, having earned a master's

degree in Studies of the Future from the University of Houston. Dave has worked with over 1500 associations, corporations and colleges offering insights on the personal and professional impact of strategic trends. Dave is on the board of the American Institute of Architects and on the board of the American Chesterton Society. In December 2012, he received an AIAS Presidential Citation from the American Institute of Architecture Students.

==== **Friday, March 20, 2015** ====

## Pre-Conference Workshops

at Music City Center

### ★ Half Day Sessions

#### Morning Sessions

9:00 a.m. – 12:00 p.m.

- #1 Education Content for the iPad – *limit of 20 participants*
- #2 It's About the Journey AND the Destination: Set Achievable District Goals and Objectives, and Begin the Process of Action Planning
- #3 Managing Communications on School Security and Crises in a World on Digital Steroids
- #4 Minding Your Ethics
- #5 On the Same Page: Putting College- and Career-Ready Standards into Practice through Labor-Management Collaboration
- #6 What Every School Board Member Should Know About School Law Issues Today

#### Afternoon Sessions

1:30 p.m. – 4:30 p.m.

- #7 Developing a Culture of Innovation in Your District that Leverages Crowdsourcing
- #8 Education Content for the iPad (repeat of #1 from morning) - *limit of 20 participants*
- #9 Get More Done and Achieve Higher Performance through Effective Planning and Board/Superintendent Evaluations
- #10 Leading Change to Make Students College & Career Ready
- #11 Leading with Purpose: Inspiring a Shared Vision
- #12 Social Media Primer – Everything You Need To Know About Today's Social Channels
- #13 They Snooze, You Lose: 10 Shots to Caffeinate Board Meetings

*Cost for each half-day morning and afternoon session: National Connection, Technology Leadership Network, and Council of Urban Boards of Education - \$170. All others, including guest - \$195*

### ★ Full Day Session

#### Full-Day Session

9:00 a.m. – 4:30 p.m.

- #14 The Board's Role in Community Engagement

*Cost for full-day session: National Connection, Technology Leadership Network, and Council of Urban Boards of Education - \$270. All others, including guest - \$320 (Box lunch included)*

### ★ Special Session

#### Special Afternoon Session

1:30 p.m. – 4:30 p.m.

New School Board Member Boot Camp Pre-Conference Workshop: Ethics, Board Meetings, and the Role of a School Board Member

*Advance registration and an additional \$100 fee are required for this special session*

75<sup>th</sup> Annual Conference  
**nsba**

CELEBRATING 75<sup>YRS</sup>

— SINCE 1940 —

# Learning Visits & Meal Events

These popular programs are ticketed events open to all conference attendees. Fees are in addition to full conference program registration fees. They are limited in size so be sure to register early!

## THURSDAY

MARCH  
19

### ★ Technology Transformation and Leadership in Today's Army

8:00 a.m. – 4:00 p.m.

101st Airborne Division (Air Assault) Fort Campbell, KY. Get an in-depth look at how technology has transformed the military in this visit to Ft. Campbell.

## FRIDAY

MARCH  
20

### ★ Music Makes Us®: Pearl-Cohn Entertainment Magnet High School and the Grand Ole Opry

9:00 a.m. – 3:00 p.m.

Music Makes Us® aspires to be a national model for high quality music education. Includes a special backstage tour of the Grand Ole Opry.

## SATURDAY

MARCH  
21

### 🎯 Best Practices for School Leaders Luncheon

12:00 p.m. – 2:00 p.m.

Location: Music City Center

Sponsored by Sodexo, the 2014 Magna Awards luncheon celebrates the spirit of innovation and excellence in public education. Attend this special event and be inspired to take what you hear and learn back to your districts.

### 🎯 National Caucus of American Indian/Alaska Native School Board Members Luncheon

12:00 p.m. – 2:00 p.m.

Location: Omni Nashville

Presenter: Dr. Denise Juneau

Montana's State Superintendent of Public Instruction, Dr. Denise Juneau, was the first American Indian woman elected to serve in a statewide elected position. Serving as a strong advocate, Dr. Juneau is committed

to creating a public education system that prepares every child for lifelong learning, work, and citizenship.

### ★ Rural School STEM Labs to Medical Simulations: How Vanderbilt University Transforms Learning

2:15 p.m. – 6:15 p.m.

Hear how rural Aspirnaut™ students around the nation can become scientists, through STEM labs led by university faculty and students. Then get a first-hand look at the Vanderbilt University School of Medicine Center for Experiential Learning and Assessment.

## SUNDAY

MARCH  
22

### 🎯 National Hispanic Council of School Board Members Breakfast

8:00 a.m. – 9:30 a.m.

Location: Omni Nashville

Presenter: Richard Santana

A former gang member, now a Harvard University graduate, nationally recognized speaker Richard Santana's journey provides a powerful and graphic illustration of cultural relevance in schools.

### 🎯 National Black Council of School Board Members Luncheon

12:00 p.m. – 2:00 p.m.

Location: Omni Nashville

Presenter: Roland S. Martin

Named as one of the 150 Most Influential African Americans in the United States, Roland S. Martin is nationally award-winning and multifaceted journalist. As the host and managing editor of Washington Watch with Roland Martin, that airs on the TV One Cable Network, he focuses on news and analysis of culture, entertainment, politics, and sports from an African American perspective.

## 🎯 TLN Luncheon

### Digital Leadership: Changing Paradigms for Changing Times

12:00 p.m. – 2:00 p.m.

Location: Music City Center

Presenter: Eric Sheninger, Senior Fellow, International Center for Leadership in Education

Attendees will learn how to harness the power of digital tools and social media accessible today to improve communications, increase student engagement, transform learning spaces, and grow professionally like never before.

### ★ Experience The Heritage—How the RACHEL Initiative Engages Students

2:15 p.m. – 5:30 p.m.

Learn how the Heritage's Reinforcing American History through Electronic Learning (RACHEL) initiative can bring history to life through its award-winning videoconferencing program as you step back in time to learn about the rich life of Andrew Jackson, the 7th President of the United States.

## MONDAY

MARCH  
23

### ★ Technology Innovation in Action: Rutherford County Public Schools

8:45 a.m. – 3:30 p.m.

Experience how the integration of instructional technology continues to be a key component of daily instruction for all students at all grade levels.

### ★ Driving Innovation: Nissan Plant Tour Showcases STEM in Action

8:30 a.m. – 1:00 p.m.

Get an insider's look at modern manufacturing. Learn about the Nissan's Smyrna plant's partnership with the Metro Nashville Schools to provide students with the skills they need to be competitive in an industry that has been transformed by technology. (No one under age 10)

★ Off-site Learning Visits, depart from Music City Center. Prices include transportation, meals and admission fees. 🎯 Meal Event

## NSBA Housing Block Hotels

No.	Hotel	Single	Double	Extra Person
<b>SoBro Hotels within walking distance</b>				
1	Hampton Inn and Suites Downtown <b>SOLD OUT</b>	(room) \$209	\$209	\$10
		(suites) \$235	\$235	\$10
2	Hilton Nashville Downtown <b>SOLD OUT</b>	\$236	\$236	\$10
3	Hyatt Place Downtown <b>SOLD OUT</b>	\$216	\$216	\$10
4	Omni Nashville Hotel* <b>SOLD OUT</b>	\$233	\$233	\$10
<b>Downtown Hotels within 1-5 Blocks</b>				
5	Courtyard by Marriott Downtown <b>SOLD OUT</b>	\$205	\$205	\$10
6	Doubletree Hotel Nashville Downtown <b>SOLD OUT</b>	\$220	\$220	
7	Holiday Inn Express Downtown	\$185	\$185	
8	Homewood Suites Downtown <b>SOLD OUT</b>	\$209	\$209	\$10
9	Hotel Indigo	\$189	\$189	\$10
10	Sheraton Nashville Downtown <b>SOLD OUT</b>	\$225	\$225	
11	Renaissance Nashville**	\$215	\$225	\$10
<b>Midtown/Elliston Place Hotels within 1-2 miles</b>				
12	Aloft Hotel West End	\$180	\$180	\$25
13	Courtyard Marriott Vanderbilt	\$189	\$189	
14	Embassy Suites Vanderbilt	\$205	\$205	\$10
15	Hampton Inn & Suites Vanderbilt Elliston Place	\$199	\$199	
16	Hampton Inn Vanderbilt West End	\$189	\$189	
17	Hilton Garden Inn Vanderbilt	\$185	\$185	
18	Holiday Inn West End	\$199	\$199	\$20
19	Home2 Suites by Hilton	\$169	\$169	
20	Homewood Suites Vanderbilt	\$189	\$189	\$20
21	Hutton Hotel	\$219	\$219	\$20
22	Loews Vanderbilt	\$193	\$193	\$20
23	Nashville Marriott Vanderbilt	\$216	\$216	
<b>Donelson/Airport Hotels 2 miles or more</b>				
24	Courtyard Nashville Airport	\$139	\$139	
25	Embassy Suites Airport	\$179	\$179	
26	Hotel Preston	\$144	\$144	\$10
27	Nashville Airport Marriott	\$149	\$149	\$10
28	Residence Inn	\$149	\$149	

\*Headquarters Hotel-Limited general housing available

\*\*COSA Hotel

## Housing Information

You must be registered for the conference and receive a confirmation I.D. number before you can reserve your housing.

**Online:** Visit NSBA's Attendee's Housing website [www.nsba.org/conference/travel/housing](http://www.nsba.org/conference/travel/housing) and follow the instructions to reserve your room online.

**Call:** 1-800-616-8210 (U.S./Canada) or 1-415-979-2264 (International). Service is available Monday through Friday 9:00 a.m. – 9:00 p.m. ET

**Fax:** 1-415-216-2535

All reservations should be made prior to February 20, 2015. Room availability and special conference rates cannot be guaranteed after that date. Should you fail to arrive on your confirmed date, one night's room plus tax will be charged to your credit card or forfeiture of your check deposit and your reservation will be cancelled for the remainder of your stay.

## Travel Information

MacNair Travel has been selected as the official Travel agency for the 2015 NSBA Annual Conference.

Go to the conference website [www.nsba.org/conference](http://www.nsba.org/conference) and click on the Travel tab for information. Or contact MacNair by visiting [www.macnairtravel.com](http://www.macnairtravel.com) or call 877-761-3727

Book air travel directly using the following I.D. numbers:

**Delta:** Meeting code NMK2H or call 800-328-1111

**United:** Zcode: ZTAB; agreement code: 455854 or call 800-426-1122

**Register Early and Save!**

Early registration discount ends

**January 16, 2015**