

*Together our journey  
continues*

Regions 1, 2, 3, 4  
of the  
Association of California  
School Administrators  
present

# *Program*

## *North State Spring Conference*



*April 24—26, 2015  
The Peppermill  
Reno*

# North State Spring Conference 2015

## Sponsored by ACSA Regions 1, 2, 3, 4

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# North State Spring Conference 2015 Committee

## *Region 1*

Jim Cloney ..... Shasta Union High School District, Redding  
Elsbeth Prigmore ..... Shasta Union High School District, Redding  
**Mike Vincelli**, Conference Chair ..... Shasta Union High School District, Redding

## *Region 2*

Kathleen Daugherty ..... Newcastle Elementary School District, Newcastle  
**Rick Judd**, Finance Chair ..... Loomis Grammar School, Loomis  
**Mary Sakuma**, Golf Tournament Chair ..... Butte Co. Office of Education, Oroville

## *Region 3*

Jonathon Brunson ..... Davis Joint Unified School District, Davis  
Dr. Christopher Morris ..... Discovery High School, Sacramento  
Brent Cushenbery ..... Winters Unified School District, Winters

## *Region 4*

**Dr. Rob Martinez**, Program Chair ..... Fairfield Suisun Unified, Fairfield  
Tim Gill, Sr. .... Lake Co. Office of Education, Lakeport

## *Exhibitors*

Linda Rooney ..... Eureka Union ESD, Granite Bay  
Lisette Estrella-Henderson ..... Solano Co. Office of Education, Fairfield

## *Registration*

Judy Bennett, Annette Stringer ..... Oroville

## *Region Consultants/Field Representatives*

Emilie Simmons ..... Region 3 Consultant  
Rob Phillips ..... Region 4 Consultant

# CONFERENCE INFORMATION

The North State Spring Conference 2015 sponsored by ACSA Regions 1, 2, 3 and 4 is an outstanding conference developed by members representing the four ACSA regions. This partnership was formed to bring the latest in educational programs and ideas to school administrators in Northern California.

## *When will registration be open and where is it located?*

Registration will open at 10:00 a.m. Friday, April 24, and remain open until 7:00 p.m. It will reopen at 7:30 a.m. Saturday morning and be open until 2:00 p.m. Registration will be located in the Tuscany Events Center E-F.



## *Assistance*

The Registration Desk will also serve as an information center for messages, lost and found, and general questions.

## *How will I know which sessions to attend?*

There is a detailed list of the keynote and breakout sessions in your program with times and locations and Sessions at a Glance. The program has a hotel map to assist you in locating the room for each session. **Note:** Saturday morning sessions begin at 8:10 a.m.

## *Where will coffee and continental breakfast be served?*



- **On Saturday** from 7:30 to 8:00 a.m., a continental breakfast, coffee and tea will be served in the Tuscany Conference and Exhibition Center exhibitor display area compliments of **North State Spring Conference Planning Committee**.
- **On Sunday** a buffet breakfast sponsored by the North State Spring Conference Planning Committee will be served in the Tuscany Events Center E & F beginning at 8:00 a.m. Dr. Adolph (Doc) Brown is our Keynote presenter.

## *Where will Saturday lunch be served?*

If you registered as an ACSA, CSBA or non-member or purchased a lunch ticket, you will find a LUNCH TICKET in your packet. Lunch will be served beginning at 11:45 a.m. Saturday in Tuscany Events Center A-B. The luncheon is co-sponsored by **Atkinson, Andelson, Loya, Ruud and Romo**. The noted keynote speaker Hall Davidson, is sponsored by Discovery Education. A limited number of lunch tickets are available for \$45 at the Registration Desk.

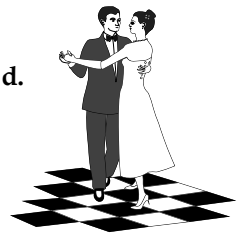


**Don't forget your lunch and event tickets**

# CONFERENCE INFORMATION, CONT.

## *Where will the evening activities take place?*

- ◆ CONFERENCE ORGANIZERS REQUEST THAT NO CHILDREN BE BROUGHT TO RECEPTIONS BECAUSE ADULT BEVERAGES WILL BE PROVIDED.
- **On Friday** evening the Charter Presidents' Reception will take place in the Tuscany Events Center C-D from 7:00 p.m. to 8:00 p.m. **Only registrants and registered guests will be admitted. Tickets are required.**
- **On Saturday** evening the Region President's Reception, hosted by **Regions 1, 2, 3, 4**, will take place in the Tuscany Events Center C-D from 6:00 to 7:00 p.m. followed by desserts and dancing. This event will be available until 10:00 p.m. **Only registrants and registered guests will be admitted. Tickets are required.**
- **One guest ticket will be in your packet if you indicated you were bringing a guest. Tickets for additional guests may be purchased for \$45 each at the Registration Table during the conference.**



Don't forget your event and drink tickets

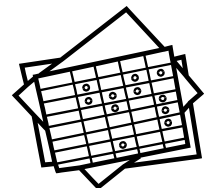


## *When do you give away those fabulous gift baskets and/or Charter gifts?*

Look for the gift basket icon for events where we will draw for wonderful region and charter gifts. Every registered person's name has been entered into the drawing, but you must be present to win. So, don't miss out.

## *Exhibitors*

Our exhibitors make it possible for us to keep the cost of this conference one of the lowest in the state. Please take time during lunch and breaks to visit their displays in the Tuscany Events Center and introduce yourself. Many have drawings for great prizes throughout the conference. Look for the special Drawing Card in your packet. Get it initialed by as many exhibitors as you can and qualify for a special drawing. A special Exhibitor Drawing will be held Saturday afternoon at 2 p.m. in the Exhibit Area. Don't miss this one!!



# CONFERENCE OVERVIEW

## Friday, April 24, 2015

9:00 a.m. – 9:30 a.m.	Pre-Conference Workshop Registration	Tuscany Events Center
9:30 a.m. – 3:00 p.m.	Pre-Conference Event hosted by Pearson	Tuscany Event Center A-B

10:00 a.m. -- 7:00 p.m.	North State Spring Conference Registration	Tuscany Events Center E-F
2:00 p.m. – 5:30 p.m.	Vendor Exhibits	Tuscany Events Center E-F
5:30 p.m. – 7:00 p.m.	North State Spring Conference Opening Keynote	Tuscany Events Center A-B
7:00 p.m. – 8:00 p.m.	Charter Presidents' Reception	Tuscany Events Center C-D

## Pre-Conference Workshop

### *5<sup>th</sup> Annual Friday Pre-Conference Event Pre-Conference Workshop & Luncheon*

9:00 – 9:30 a.m.	Registration (Tuscany Events Center A-B)
9:30 – 9:45 a.m.	<b>Pearson</b> Welcome/Introductions <i>Speaker: Mike Crepeau, MGM CA/HI</i>
9:45 – 10:15 a.m.	<b>Mathematics Common Core State Standards: Who, What, Why and How?</b> <i>Cathie Dillender, Director of Math/National Math Consultant (K-12)</i>
10:15 – 11:00 a.m.	<b>Create Idea-Makers and Make a World of Difference</b> <i>Heidi Bruhn, National Math Specialist</i>
11:00 a.m.	<b>Break</b>
11:15 – 12:00	<b>ELL Overview:</b> iLit is a tablet-based reading intervention program for grades 4-10 with everything needed to gain two years of reading growth in one year <i>Corey Chapman, Sr. Product Marketing Manager</i>
12:00	<b>Lunch</b> (Tuscany Events Center B)
12:15 – 1:00 p.m.	State/CDE Update on CCSS & ELL Implementation Plans, ELA/ELD Framework & K-8 Instructional Materials Adoption <i>Todd Ullah, Account General Manager CA/HI</i>
<b>Afternoon Sessions</b>	
1:00 – 2:00 p.m.	Tuscany 1 – Pearson System of Courses ELA Focus; Tuscany 2 – iLit Focus on Reading
2:00 – 3:00 p.m.	Tuscany 1 – Pearson System of Courses Math Focus; Tuscany 2 – iLit Focus on Writing

## General Session - Conference Opening Event

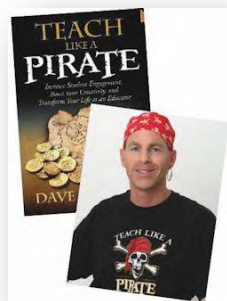
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5:30 p.m. - 7:00 p.m.

★ OPENING KEYNOTE ADDRESS ★

Tuscany Events Center A-B

*Welcome and Keynote Introduction by  
Mike Vincelli, Conference Chairperson*



**Dave Burgess**  
*Teach Like a Pirate*



7:00 p.m. - 8:00 p.m.

CHARTER PRESIDENTS' RECEPTION

*Sponsored by:*  
ACSA Region 1, 2, 3, 4 Charter Presidents

Tuscany Events Center C-D



## Saturday, April 25, 2015 — Conference Events

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7:30 a.m. - 2:00 p.m.

REGISTRATION  
Vendor Exhibits

Tuscany Events Center E-F

2:00 p.m.

Special Vendor Drawing

Tuscany Events Center E-F

7:30 a.m. - 8:00 a.m.

Continental Breakfast, Coffee and Tea  
*Compliments of the North State Spring  
Conference Planning Committee*

Tuscany Events Center E-F

8:10 a.m. - 9:10 a.m.

Concurrent Sessions I (A)

Page 17

9:20 a.m. - 10:20 a.m.

Concurrent Sessions II (B)

Page 19

10:20 a.m. - 10:30 a.m.

Break: Exhibits, Coffee and Tea  
*Compliments of the North State Spring  
Conference Planning Committee*

Tuscany Events Center E-F

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

Concurrent Sessions III (C)

See Page 21

## Saturday, April 25, 2015 — Conference Events, continued

11:45 a.m. – 1:45 p.m.

★ Second General Session ★

Tuscany Events Center A-B

### SESSION D – LUNCHEON KEYNOTE

*Welcome and Keynote Introduction  
by Mike Vincelli, Conference Chairperson*



## *Hall Davidson* **DIGITAL TRANSFORMATION**

*National Consultant, Author, Teacher  
Discovery Education*

*Luncheon Co-Sponsored by  
Atkinson, Andelson, Loya, Ruud and Romo*

*Speaker Sponsored by:*



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### 1:45 p.m. – 2:00 p.m. – Last Chance to Visit Exhibits – Special Vendor Drawing

2:15 p.m. – 3:15 p.m.

**Afternoon Sessions IV (E)  
TECH SLAM OR ED TALK/ROB TALK**

**Page 24**

3:30 p.m. – 4:45 p.m.

**Region 1, 2, 3, 4 Meetings and Activities**

**Page 25**

6:00 p.m. – 7:00 p.m.

**REGION PRESIDENT'S RECEPTION**  
*Receptions sponsored by:  
ACSA Regions 1, 2, 3, 4*

**Tuscany Events Center C-D**

7:00 p.m. – 10:00 p.m.

**DESSERT RECEPTION/DANCING**  
Firehouse Entertainment

**Tuscany Events Center C-D**





## Sunday, April 26, 2015 — Conference Events

### ✱ Third General Session – Conference Closing Event ✱

8:00 a.m. - 10:00 a.m.

SESSION F – BREAKFAST KEYNOTE

Tuscany Events Center E-F

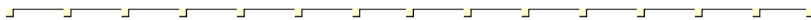
*Welcome and Keynote Introduction by  
Mike Vincelli, Chairperson*



### ***Dr. Adolph Brown (Doc)***

***Loving the Least of These:  
Every Student Every Day***

*Master Teacher, Anthropologist, Psychologist*



We hope you enjoyed the North State Spring Conference and will  
join us next year at the Nugget, Reno,  
April 29 – May 1, 2016.

Have a safe trip home.

# CONFERENCE PRESENTERS

JOE ALVAREZ, *Napa Valley Unified*  
 KATIE BRACKENRIDGE, *Partnership for Children & Youth*  
 JONATHAN BRUNSON, *Davis Jt. USD*  
 JOHN BARSOTTI  
 BRYAN BLATTEL, *Newark USD*  
 KIM BOGARD, *Folsom Cordova Unified*  
 DR. ADOLPH BROWN, *Sunday Keynote*  
 DAVE BURGESS, *Friday Keynote*  
 IVAN CHAIDEZ, *Napa Valley Unified*  
 LAURA COLE, *Cole Pro Media*  
 BRENT CUSHENBERY, *Williams Unified*  
 HALL DAVIDSON, *Saturday Keynote*  
 DR. PAUL FAWCETT  
 MARY FELDSTEIN, *Common Core Standards Plus*  
 CAROLYN GEMMA, *Atkinson, Andelson, Loya, Ruud and Romo*  
 VERN HAZARD, *The Flippen Group*  
 SCOTT K. HOLBROOK, *Atkinson, Andelson, Loya, Ruud and Romo*

DR. KEITH LARICK, *Brandman University*  
 ROBERT A. MARTINEZ, *Fairfield Suisun USD*  
 ANNA J. MILLER, *Atkinson, Andelson, Loya, Ruud and Romo*  
 RUTH MILLER, *EdCaliber*  
 DR. JAMIE VALENZUELA-MUMAU, *Newark USD*  
 STEVE MUZINICH, *Folsom Cordova Unified*  
 MATTHEW PAVAO, *Roosevelt Elementary School*  
 DR. CINDY PETERSEN, *Gateway Community Charters*  
 ELSBETH PRIGMORE, *Shasta Union HSD*  
 RYAN SANCHEZ, *Crisis Management Solutions LLC*  
 DONALD A. VELEZ, *Burke Williams & Sorensen LLP*  
 VASU YERRAMASETTI, *Evaluat'd by LogicLoft*  
 DR. MOHAMMAD WARRAD, *Franklin High School, Elk Grove Unified*  
 JOHN R. YEH, *Burke Williams & Sorensen LLP*

## SATURDAY CONFERENCE PLANNER

Time	Session	Room
8:10 - 9:10 a.m.		
9:20 - 10:20 a.m.		
10:30 - 11:30 a.m.		
2:15- 3:15 p.m.		
3:30 - 4:45 p.m.	Regional Meetings - Check Program	

# NOTES

# Sessions at a Glance

Friday, April 24

## Special Pre-Conference Sessions

Tuscany Events Center A-B		9:00 – 9:30 a.m.
		<b>Registration</b>
Tuscany Events Center A-B		9:30 a.m. to 9:45 a.m.
		<b>Pearson Welcome/Introductions – Mike Crepeau, MGM CA/HI</b>
Tuscany Events Center A-B		9:45 a.m. to 10:15 a.m.
		<b>Mathematics Common Core State Standards: Who, What, Why and How?</b> <i>Cathie Dillender, Director of Math/National Math Consultant (K-12)</i>
Tuscany Events Center A-B		10:15 a.m. to 11:00 a.m.
		<b>Create Idea Makers and Make a World of Difference</b> All new, all-digital tablet-based curriculum for Language Arts (ELA) and K-11 Mathematics <i>Heidi Bruhn, National Math Specialist</i>
Tuscany Events Center A-B		11:15 a.m. to 12:00 Noon
		<b>ELL Overview:</b> iLit is a tablet-based reading intervention program for grades 4-10 with everything you need to gain two years of reading growth in one year <i>Corey Chapman, Sr. Product Marketing Manager</i>
Tuscany Events Center A-B		12:00 p.m. to 1:00 p.m. Lunch
		<b>State/CDE Update on CCSS &amp; ELL Implementation Plans, ELA/ELD Framework, &amp; K-8 Instructional Materials Adoption</b> <i>Todd Ullah, Account General Manager CA/HI</i>
<b>Breakout Sessions – In-Depth Product Reviews</b>		
<b>Tuscany 1</b>	1:00 to 2:00 p.m. -- Pearson System of Courses ELA Focus	<b>Tuscany 2</b>
	2:00 to 3:00 p.m. – Pearson System of Courses Math Focus	
		1:00 to 2:00 p.m. – iLit Focus on Reading
		2:00 to 3:00 p.m. -- iLit Focus on Writing



# Sessions at a Glance

2013 ACSA Regions 1, 2, 3, 4 North State Spring Conference

Saturday, April 25

## Concurrent Session I – Session A

8:10 to 9:10 a.m.

Best Practices for Cyberspace and Technology Issues <i>Donald A. Velez, Page 17</i>	Understanding Teacher Burnout <i>Mohammad Warrad, Ed.D., Page 17</i>	Educator Effectiveness: It's All About Communicating, Relationships, and Procedures to Support Both <i>Rob Martinez, Jonathan Brunson, Vasu Yerramasetti, Page 17</i>
<b>Tuscany Room 1</b>	<b>Tuscany Room 4</b>	<b>Tuscany Room 2</b>
Presentation Transformation <i>Matthew Pavao, Page 18</i>	Today's Preparation is Tomorrow's Success <i>Ryan Sanchez, Page 18</i>	Common Core Success: Making the Most of Summer Time <i>Katie Brackenridge, Page 18</i>
<b>Tuscany Room 9</b>	<b>Tuscany Room 8</b>	<b>Tuscany Room 7</b>

## Concurrent Session II -- Session B

9:20 – 10:20 a.m.

Best Personnel Practices to Promote Student Safety <i>Donald A. Velez/John R. Yeh, Page 19</i>	Multiple Tier Systems of Support for Equitable Change: Behavior and Well Being <i>Ivan Chaidez/Joe Alvarez, Page 19</i>	"We've Burned the Ships, There's no Going Back! ...the journey to develop an educator effectiveness system" <i>Brent Cushenbery, Dr. Jamie Valenzuela-Mumau, Dr. Paul Fawcedtt, John Barsotti, Bryan Blattel, Page 19</i>
<b>Tuscany Room 1</b>	<b>Tuscany Room 2</b>	<b>Tuscany Room 3</b>
Let's Do These Things! <i>Hall Davidson, Page 19</i>	Crisis Response Active Shooter <i>Steve Muzinich/Kim Bogard, Page 20</i>	Title IX: Addressing Sexual Conduct on K-12 Campuses <i>Scott K. Holbrook/Anna J. Miller, Esq., Page 20</i>
<b>Tuscany Room 4</b>	<b>Tuscany Room 9</b>	<b>Tuscany Room 8</b>
Teaching Outside the Box: A Crash Course in Creativity <i>Dave Burgess, Page 20</i>		
<b>Tuscany Room 10</b>		

## Sessions at a Glance



### Concurrent Session III -- Session C

10:30 – 11:30 a.m.

Sustaining Momentum in your Common Core Implementation <i>Mary Feldstein, Page 21</i>	Adolescent Brain: Wiring for the Future <i>Elsbeth Prigmore/Vern Hazard, Page 21</i>	Taking People with You – Leading Innovation and Change! Dr. Cindy Petersen/Dr. Keith Larick, <i>Page 21</i>
<b>Tuscany Room 1</b>	<b>Tuscany Room 3</b>	<b>Tuscany Room 2</b>
Leadership, Key Processes, and Essential Tools for Successful Implementation of CCSS <i>Ruth Miller, Page 22</i>	Managing the Mainstream Media – School Style <i>Laura Cole, Page 22</i>	Search and Seizure of Students: The Special Case of Cell Phones <i>Carolyn Gemma, Page 22</i>
<b>Tuscany Room 4</b>	<b>Tuscany Room 7</b>	<b>Tuscany Room 8</b>

### Concurrent Session IV -- Session E

2:15 – 3:15 p.m.

Welcome to our new afternoon format – Attend on or both and join the fun!	
<b>TECH SLAM</b>	<b>ED TALK – ROB TALK</b>
<i>Tuscany Rooms 1-4</i>	<i>Tuscany Rooms 5-8</i>
 <p>All attendees may come and share an "APP" that they believe has assisted them in moving their work forward! In 3-5 minutes you should be able to call out an "APP," provide a brief demonstration, and speak to a few qualities, then sit back down!</p>	<p><b>Inspire-Innovate-Initiate-Instigate:</b> Come to the "Ed-Talk-Rob-Talk" Take center stage for only 5-10 minutes to share a concept, an idea, a story, a poem, words of inspiration that could inspire-innovate-initiate or instigate a colleague to shift into a new gear!</p> 

# NOTES

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## CYBER HIGH

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*Please Contact:*

**Rob Cords**  
[rcords@fcoe.org](mailto:rcords@fcoe.org)  
(800) 987-7277



# ACSA NORTH STATE SPRING CONFERENCE 2015

## SPONSORED BY ACSA REGIONS 1, 2, 3, 4

# PROGRAM

*Friday, April 24, 2015*

9:00 a.m. – 9:30 a.m.	Pre-Conference Workshop Registration	Tuscany Event Center A-B
9:30 a.m. – 12:00 p.m.	Pre-Conference Workshop hosted by Pearson	Tuscany Event Center A-B
12:00 p.m. – 1:00 p.m.	Lunch	Tuscan Event Center A-B
1:00 p.m. – 3:00 p.m.	Afternoon Sessions – In Depth Product Reviews	Tuscany Rooms 1& 2

10:00 a.m. – 7:00 p.m.	North State Spring Conference Registration	Tuscany Event Center E-F
2:00 p.m. – 5:30 p.m.	Vendor Exhibits	Tuscany Event Center E-F

### **Pre-Conference Workshop**

#### *5<sup>th</sup> Annual Friday Pre-Conference Event Pre-Conference Workshop & Luncheon*

9:00 – 9:30 a.m.	<b>Registration</b> (Tuscany Events Center A-B)
9:30 – 9:45 a.m.	<b>Pearson</b> Welcome/Introductions <i>Speaker: Mike Crepeau, MGM CA/HI</i>
9:45 – 10:15 a.m.	<b>Mathematics Common Core State Standards: Who, What, Why and How?</b> <i>Cathie Dillender, Director of Math/National Math Consultant (K-12)</i>
10:15 – 11:00 a.m.	<b>Create Idea-Makers and Make a World of Difference</b> <i>Heidi Bruhn, National Math Specialist</i>
11:00 a.m.	<b>Break</b>
11:15 – 12:00	<b>ELL Overview:</b> iLit is a tablet-based reading intervention program for grades 4-10 with everything needed to gain two years of reading growth in one year <i>Corey Chapman, Sr. Product Marketing Manager</i>
12:00	<b>Lunch</b> (Tuscany Events Center B)
12:15 – 1:00 p.m.	<b>State/CDE Update on CCSS &amp; ELL Implementation Plans, ELA/ELD Framework &amp; K-8 Instructional Materials Adoption</b> – <i>Todd Ullah, Account General Manager CA/HI</i>
<b>Afternoon Sessions</b>	
1:00 – 2:00 p.m.	Tuscany 1 – Pearson System of Courses ELA Focus; Tuscany 2 – iLit Focus on Reading
2:00 – 3:00 p.m.	Tuscany 1 – Pearson System of Courses Math Focus Tuscany 2 – iLit Focus on Writing

**9:00 a.m. – 3:00 p.m.** *Tuscany Events Center A-B  
Tuscany 1 & 2*

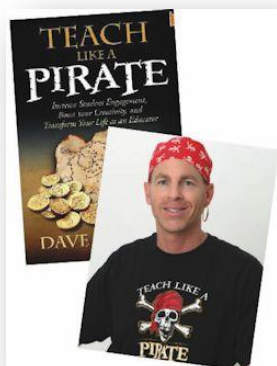


Friday, April 24, 2015

## ***Conference Opening Event First General Session***

**5:30 P.M. -- 7:00 P.M.**

*Welcome and Introductions by  
Mike Vincelli, Conference Chairperson*



# ***Dave Burgess***

## ***Teach Like a Pirate***

Join New York Times Best-Selling author for a high-energy, entertaining and inspirational program that will transform the way you look at your role as an educator.

**Tuscany Event Center A-B**

## **Charter Presidents' Reception**

*Sponsored by:*

**ACSA Regions 1, 2, 3, 4 Charter Presidents**

**7:00 P.M. – 8:00 P.M.**

(Tickets required)  
(Must be 21 or older to attend)



**Tuscany Event Center C-D**

**Saturday, April 25, 2015**

7:30 A.M. – 2:00 P.M.

Registration  
Vendor Exhibits

Tuscany Event Center E - F

7:30 to 8:00 A.M. – Continental Breakfast *compliments of the*  
*North State Spring Conference Planning Committee*

## Concurrent Session I

**Saturday Morning**

**Session A**

**8:10 A.M. – 9:10 A.M.**

**A-1**

**Tuscany Room 1**

### ***Best Practices for Cyberspace and Technology Issues***

**Donald A. Velez**, Partner  
*Burke Williams & Sorensen, LLP*

Facebook is ten years old. The first iPhone appeared eight years ago; and, the way people communicate has expanded. Increasingly, schools have been made responsible to address behavior that takes place in cyberspace or via technology, and must adapt to their expanded role. In this interactive presentation, participants will work through real life scenarios to learn the updated best practices for anticipating and handling issues arising from use of cyberspace and technology.

**A-2**

**Tuscany Room 4**

### ***Understanding Teacher Burnout***

**Mohammad Warrad, Ed.D.**, Vice Principal  
*Franklin High School, Elk Grove Unified*

Teacher burnout is a problem that can get in the way of teacher and student success. Teacher burnout is associated with a teacher's loss of idealism and passion for the day to day duties of their jobs. Teacher burnout is also a leading cause in teacher turnover. Nearly 200,000 new

teachers are hired on a yearly basis in the United States. Of those new hires, 10% quit the profession by the time summer vacation rolls around. Of those new hires, 30% will quit within three years and nearly 50% will quit within five years. Annually, teachers leave the profession at a rate of 20%. With the proper support and effective strategic planning, administrators can support teachers in an effort to prevent and combat teacher burnout.

**A-3**

**Tuscany Room 2**

### ***Educator Effectiveness: It's All About Communicating, Relationships, and Procedures to Support Both***

**Robert A. Martinez, Ed.D.**, Asst. Supt., HR  
*Fairfield Suisun Unified*  
**Jonathan Brunson**, Director, Personnel Services  
*Davis Joint Unified*  
**Vasu Yerramasetti**, Founder/Chief Engineer  
*Evaluat'd by LogicLoft*

Educator effectiveness is of paramount importance to every school system, and striving to communicate and build relationships with each person on your campus is an essential component of developing well-skilled, thoughtful, purposeful professionals. Come work with our team as we provide some useful strategies for holding Leadership Conferences with each of your employees, and see a secure, effective, efficient, accessible system to support you as you move your professionals forward.

## Saturday Morning, cont.

**A-4**

**Tuscany Room 7**

### ***Common Core Success: Making the Most of Summer Time***

**Katie Brackenridge**, Senior Director  
*Partnership for Children & Youth*

Schools transitioning to the Common Core face many challenges, including helping students adapt to changing expectations and criteria for success. Across California, educators are using summer programs to prevent the learning loss that keeps students back, and front loads skills students need for Common Core success. These programs are also giving teachers the time and flexibility to experiment with new strategies and curriculum. Participants will explore opportunities to leverage summer learning for their student's success.

**A-5**

**Tuscany Room 8**

### ***Today's Preparation is Tomorrow's Success***

**Ryan Sanchez**, Chief Executive Officer  
*Crisis Management Solutions, LLC*

This course is designed for all members in the education field, from superintendents and administrators to teachers and classified staff. We will define what the law says about school safety to be in compliance, and what are the components of a Safe School Plan (SB187)? We will also talk about critical incidents, how to handle and manage them, and most importantly how to prevent them. We will discuss updated proven methods to combat active threats on our campuses.

**A-6**

**Tuscany Room 9**

### ***Presentation Transformation***

**Matthew Pavao**,  
*Roosevelt Elementary School*

Ideas are the new currency. Without the ability to communicate effectively, ideas die. The goal of this session is to transform the way you, your students and your colleagues share ideas.

Even today, students still lack the ability to create visual stories that communicate ideas that will transform our future in positive ways.

Activities incorporate hands-on lessons about how to connect with your audience, how to unclutter your presentation and make your messages resonate.



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## Concurrent Session II

**Saturday Morning**

**Session B**

**9:20 A.M. – 10:20 A.M.**

### **B-1 Tuscany Room 1**

#### ***Best Personnel Practices to Promote Student Safety***

**Donald A. Velez**, Partner  
**John R. Yeh**, Attorney  
*Burke Williams & Sorensen LLP*

This session will address the child abuse prevention training requirements and cover the fundamental legal requirements for child abuse reporting as well as personnel laws and best practices that help promote student safety. Attendees will also receive helpful tips on personnel monitoring, job posting, and employee applications and interviews.

### **B-2 Tuscany Room 2**

#### ***Multiple Tier Systems of Support for Equitable Change: Behavior and Well Being***

**Ivan Chaidez**, Executive Director  
**Joe Alvarez**, Director of Student Services  
*Napa Valley Unified School District*

"If it doesn't challenge you, it doesn't change you." Get an in depth knowledge of System Transformation of Napa Valley Unified School District's Multiple Tier Systems of Support for Behavior & Well-being. Innovative, creative, and inclusive with their LCAP plan, the interactive session will guide you through a system-wide culture of change. Restorative practices and Positive Behavior Intervention and Support (PBIS) are consistent with human rights standards. Learn the Right Drivers of implementation.

### **B-3 Tuscany Room 3**

#### ***"We've Burned the Ships, There's no Going Back! ... the journey to develop an educator effectiveness system"***

**Brent Cushenbery**, **Dr. Jamie Valenzuela-Mumau**, **Dr. Paul Fawcett**, **John Barsotti**, **Bryan Blattell**  
*Winters JUSD, Newark USD, CDE, UC Davis and WestEd*

Winters JUSD and Newark Unified embarked on a process to recreate its teacher evaluation process using the principles of "Greatness by Design" and a team of support staff from CDE, UC Davis and WestEd. A year later, we want to share with you what we have learned, and the steps taken to date to work with our teacher associations to redesign our evaluation instrument to include individual professional growth, collaborative work, and student growth.

### **B-4 Tuscany Room 4**

#### ***Let's Do These Things!***

**Hall Davidson**, Presenter/Keynote  
*Discovery Education*

It is the time of fabulous transition. How and why you should: Start a media festival for teachers and students—see examples and models; open closed-captions for reading support; reemphasize vocational-education with augmented and virtual realities; make math digital with tools and techbooks; examples to challenge students to go beyond what's real today. Expose students to the tech they'll need for career and life. And have a good time doing it!

## Saturday Morning, cont.

**B-5**

**Tuscany Room 9**

### ***Crisis Response: Active Shooter***

**Steve Muzinich**

*Folsom Cordova Unified*

**Kim Bogard**

*Kingsley Board Attorneys*

Are you prepared and have you practiced for an active shooter? Have you performed a risk assessment of your school? This session will provide you with a prevention plan, a lock down drill, statistics and a definition of a school shooter, law enforcement response, (ICS-Incident Command System) and a reunification plan. A multi-media presentation including a power point and a question and answer session will be incorporated into this workshop.

**B-6**

**Tuscany Room 8**

### ***Title IX: Addressing Sexual Conduct on K-12 Campuses***

**Scott K. Holbrook**, Senior Associate

**Anna J. Miller, Esq.**, Associate

*Atkinson, Andelson, Loya, Ruud & Romo*

For several years now, both the U.S. Department of Education's Office of Civil Rights and the media have kept a watchful eye on colleges' and universities' handling of student-on-student sexual harassment and violence; and they are now turning their attention to these matters on K-12 campuses.

This presentation will 1) focus on the specific types of issues that may arise on K-12 campuses and the potential problems districts may encounter when addressing these issues; 2) provide an overview on published guidance from OCR, reporting and investigation requirements; and 3) offer recommendations for promoting awareness and prevention of sexual harassment and sexual violence on district campuses pursuant to Title IX.

**B-7**


**Tuscany Room 10**

### ***Teaching Outside the Box: A Crash Course in Creativity***

**Dave Burgess**, Teacher, Author

*DaveBurgess.com*

A fast-paced and fun session designed to teach techniques that will skyrocket creativity. You will learn how to use their brain like Google, create a GPS system for powerful teaching, and magically create new ideas through Creative Alchemy. In addition, learn how to overcome obstacles that stifle creativity by using the Wedding Photographer Principle. You'll leave truly believing you are a creative being and inspired to add memorable experiences for students to your lesson plan



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# Concurrent Session III

*Saturday Morning*

*Session C*

*10:30 A.M. – 11:30 A.M.*

**C-1**

**Tuscany Room 1**

## *Sustaining Momentum in your Common Core Implementation*

**Mary Feldstein**

*Common Core Standards Plus*

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**C-2**

**Tuscany Room 3**

## *Adolescent Brain: Wiring for the Future*

**Elsbeth Prigmore**, Principal

*Shasta UHSD Continuing Education High School*

**Vern Hazard**

*The Flippen Group*

We present an overview of how the adolescent brain differs from an adult's and how physical, chemical and emotional trauma can affect the wiring and learning during this critical phase of growth. Brain scan slides and research websites are provided. The Risk Reduction Model with drug and alcohol counseling is reviewed. The significance of relational capacity is covered and the research as to how it assists the adolescent population.

**C-3**

**Tuscany Room 2**

## *Taking People with You – Leading Innovation and Change!*

**Dr. Cindy Petersen**, Superintendent

*Gateway Community Charters*

**Dr. Keith Larick**, Chair

*Brandman University*

Great leaders know how to mobilize the energy and commitment of people. Successful leaders understand how the needs, desires and dreams of people build commitment and inspire through hope creating meaning and purpose. What are the leadership skills and attributes of great leaders that allow them to "take people with them" in the process of transformational change? Take a short inventory of your leadership skills that create meaning in the lives of others. Participate in the conversation with colleagues sharing your ideas and experiences of leadership.

## Saturday Morning, cont.

### C-4 Tuscany Room 4

#### ***Leadership, Key Processes, and Essential Tools for Successful Implementation of CCSS***

**Ruth Miller**, Chief Academic Officer  
*EdCaliber*

Successful implementation of a CCSS requires unique leadership skills, a dedicated implementation team and using innovative tools and practices. With proper intervention from an engaged team, a CCSS program can have a success rate of 80% implementation within three years, and 90% is achievable within four years. This presentation will look at essential site and district office leadership skills, key processes, and the curriculum tools that are resulting in high levels of implementation.

### C-5 Tuscany Room 7

#### ***Managing the Mainstream Media-- School Style***

**Laura Cole**  
*Cole Pro Media*

Managing the Mainstream Media: Tired of inaccurate stories? Sick of being taken out of context? Want to see some good news? Then this is the class for you. Master the tricks to get your messages out to the public. Understand the importance of transparency and how to build positive relationships with reporters through some very simple concepts. It's time for your District to control the message!

### C-6 Tuscany Room 8

#### ***Search and Seizure of Students: The Special Case of Cell Phones***

**Carolyn Gemma**  
*Atkinson, Andelson, Loya, Ruud & Romo*

This interactive presentation will use hypothetical scenarios to explore the legal issues implicated by searching and/or seizing student cell phones.



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## *Second General Session*

*Noon to 2:00 P.M.*

### *Session D –Luncheon and Keynote Presentation*

*Co-Sponsored by  
Atkinson, Andelson, Loya, Ruud and Romo*



*Welcome and Introduction by Mike Vincelli, Conference Chairperson*



# *Hall Davidson*

## *Digital Transformation*

*National Consultant, Author, Speaker  
Discovery Education*



*Tuscany Event Center A-B*

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## Concurrent Session IV

*Saturday Afternoon*

*Session E*

*2:15 - 3:15 P.M.*

**Welcome to our new afternoon format – Attend one or both and join the fun!**



**E-1**

*Tuscany Room 1-4*

### ***TECH SLAM***

All attendees may come and share an "APP" that they believe has assisted them in moving their work forward! In 3-5 minutes you should be able to call out an "APP," provide a brief demonstration, and speak to a few qualities, then sit back down!



**E-2**

*Tuscany Room 5-8*

### ***ED TALK -- ROB TALK***



Inspire-Innovate-Initiate-Instigate: Come to the "Ed-Talk-Rob-Talk" Take center stage for only 5-10 minutes to share a concept, an idea, a story, a poem, words of inspiration that could inspire-innovate-initiate or instigate a colleague to shift into a new gear!



*Saturday Afternoon*

*Other Events*

*3:30 to 4:45 P.M*

***Region Meetings and Activities***

**Region 2**

**Tuscany Room 2**

**Region 4**

**Tuscany Room 3**

*Saturday Evening*

*Social Events*

*6:00 to 10:00 P.M*



***Region Presidents' Reception***

**6:00 P.M. - 7:00 P.M.**

*Sponsored by Regions 1, 2, 3, 4*



**Tuscany Events Center C-D**

***Dessert Reception and Dance***

**7:00 P.M. - 10:00 P.M.**

*(Tickets required)*

*(Must be 21 or older to attend)*



**Tuscany Events Center C-D**

***DJ Entertainment by Firehouse Entertainment***



Sunday, April 26, 2015



***Third General Session  
Conference Closing Event***

**8:00 – 10:00 A.M.**

*Welcome and Introductions by Mike Vincelli, Conference Chairperson*



***Dr. Adolph (Doc) Brown, III***

*Corporate & Education Consultant & Keynote Speaker*

***Loving the Least of These: Every Student Every Day***

***Tuscany Events Center E-F***

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Please support our conference exhibitors! Take the time to stop and browse through their materials. They have much to offer! Please use your Vendor Card to enter a special drawing!

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