



ACSA Bay Area Women's Leadership Network

Leading the Way

January 18, 2014

Alameda County Office of Education
313 Winton Avenue
Hayward, CA 94544

8:00 Registration

8:30 Breakfast



Keynote Speaker

Shelly Ashwill is the Group Vice President of Integrated Services within Verizon Enterprise Solutions. Shelly has global responsibility for providing client services and delivery including customer service, lifecycle operations, solution management and governance for the Integrated Base of customers. The base

includes approximately 30+ of Verizon's most custom solutions and contracts across both the enterprise and public sector valued at approximately \$2B+.

Shelly continues to be an advocate for community service and currently serves as President for Verizon's WAVE southwest chapter.

9:45 Break Out Session I

Session 1: How to Have One of THOSE Conversations: Crucial Conversations

Taken from the best seller *Crucial Conversations: Tools for Talking When the Stakes are High*, participants will learn their communication style under stress. An overview of the strategies to design and then harness the power of meaningful dialogue will also be shared.

Dr. Lisa Andrew - Director of Assessment; Santa Clara COE

Session 2: Developing and Staying on YOUR Positive Message

Quality communications skills are a must-have for school leaders. This session will help you learn how to develop and stick to a positive message. Get tips on what to say, and what not to say; staying on message; knowing your audience; and avoiding communications pitfalls. Learn how to navigate difficult situations with the media and within our school communities through effective communications.

Julie White - Assistant Executive Director, Communications; Association of California School Administrators

Session 3: Transforming Your Leadership - Adapting to Opportunities

During an era of downsizing and reorganization in education, it is important to be able to flex your leadership skills. Learn how to keep your options open as opportunities present themselves.

Dr. Mary White - Associate Superintendent, Monterey County Office of Education

11:00 Break

11:15 Break Out Session II

Session 3: Networking Your Way to Success Networking your way to Success.

Did you know serving your community while developing your resume can lead to a lifetime of rewards and success? This session will provide ways to find and keep mentors and sponsors, expand your career by taking leadership roles at local, State and Federal levels, all of which will help you reach your goals. Alice Petrossian - past ACSA President; retired Chief Academic Officer, Pasadena Unified

Session 4: Strong, Focused Boards of Education Don't Just Happen - They Are Created By Strong, Focused Leaders

Community relations is an essential part of the trustee's job, but sometimes this single area of responsibility can pull trustees into management's role. Parent concerns, student needs, employee frustrations are just some of the voices that target your board members, daily. What can you do to help your board members demonstrate connection while properly and thoughtfully directing these messages to the proper member person - not a board member! Terilyn Finders, a former trustee and corporate communications veteran, will present some strategies for building a strong board of education, one that is focused on vision, setting goals, policy including the budget, advocacy and community relations. As we face LCFF and CCSS, now more than ever it is imperative that leaders build strong boards. Terilyn Finders - Fagan Friedman & Fulcrost, LLC
Director of Communications & Legislative Affairs

12:30 Lunch

Women Speak® - Facilitated Discussion Groups

1:45 Nordstrom's Fashion Event

3:00 Closing

To register go to:

<http://bit.ly/leadingtheway2014>

Early Bird Registration by 12/1/13 \$25.00

After 12/1/13 \$40.00

Questions? Contact

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