



The journey continues . . .

South Carolina School Boards Association 2010 Annual Convention



CONVENTION
60TH ANNIVERSARY EDITION

Convention Overview



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Embassy Suites, Kingston Plantation, Myrtle Beach, SC • February 18 - 21, 2010

Celebrate 60 years of service

In 1950, a few visionaries began to breathe life into what eventually would become the South Carolina School Boards Association. Bob Davis, a board member from Columbia and vice president of local printing company, and Dr. E.R. Crow from the State Department of Education began travelling the state making contacts and collecting \$25 from each school board to help finance the creation of SCSBA. Their effort was no small feat. There were

statewide 1,700 school boards comprised of 5,000 school members. However, the task for the pioneers was made easier when the General Assembly later that year approved the massive consolidation of school districts, resulting in a manageable 100 school boards. On February 23, 1951, a group of high school trustees met in Columbia and proceeded to formally organize SCSBA to include all trustees in the state and members of the county boards of education. Over the next 60 years, many individuals persevered and contributed

to make SCSBA a strong and vital voice for public schools.

In addition to four days of outstanding speakers and presenters, SCSBA's 2010 Annual Convention will be a time of reflection of the association's past and a look into the future as the journey continues. The largest event of the year, the convention attracts national and state education leaders and hundreds of school board members. You don't want to miss this one.

Convention highlights

- **New Board Orientation, Thursday, February 18** – SCSBA's workshop for newly-elected or appointed board members will be held from 8 a.m. to 4:30 p.m. There is no cost for new board members. All others must pay a \$100 registration fee which includes lunch. State law requires all new board members to attend New Board Orientation within one year of being elected to the school board. This



Denise Ryan: Effective Communications Skills for Board Leaders

is your chance to comply with the state law, meet incoming new board members, and enjoy your first annual convention.

- **Board Chair Workshop, Thursday, February 18** – Experienced and new board chairs will have a full day of leadership and skill building from 8 a.m. to 4:30 p.m. to address the demanding issues that come with the position. The \$110 registration fee includes lunch. The workshop is also open to superintendents and other interested board members.
- **General Sessions and Special Interest Workshops** – From the three general session keynote speakers to the special interest workshops, the convention will feature information on increasing student achievement, reaching diverse populations, effective board operations, innovative programs and more.
- **Trade Show** – Take home a wealth of ideas and product information from the more than 70 exhibitors including architectural firms, food service providers, suppliers



Carolina Forest Elementary Taiko Drum Ensemble, Horry County Schools, will perform during the Saturday evening reception.

of instructional materials, and more. Trade show hours are Friday, 7:30 - 11 a.m. and 12:15 - 3:30 p.m. and Saturday, 7:30 - 11:30 a.m.

- **Dress Code** – Convention dress code, including the Saturday evening reception, is casual. We recommend dressing in layers as the meeting rooms may be a little cool.
- **Saturday Evening Reception** – Join your colleagues, convention speakers, and SCSBA staff from 5 to 7 p.m. for a casual, relaxed evening of entertainment, networking, and of course, delicious, heavy hors d'ouvres. Before you head off to dinner, stop by to listen to wonderful student entertainers - Carolina Forest Elementary Taiko Drum Ensemble from Horry County Schools. NOTE: Each convention registration includes one reception wrist band. However, you must RSVP your attendance with your district secretary/ clerk in advance to receive your event wrist band at registration. An attendance sheet sent from each district ensures your wrist



Dr. Paul Krohne: Sharpening your Presiding Skills for Effective Meeting Management

band(s) at registration.

Additional Reception Wrist Bands may be purchased for \$50 each and must be reserved on the convention registration form, as well as the district's attendance sheet.



Voices of Berkeley, Berkeley County Schools, will be the musical selection during the closing general session on Sunday, February 21

- **Saturday Evening Activity** – School boards that aren't afraid of a funny, team-building project won't want to miss this event from 7 to 9 p.m. Interested in learning more? Then be sure to attend.

Registration

The cost to register is \$250 per person and includes one wrist band for the Saturday evening reception. If registering after January 29, the registration fee is \$275.

SCSBA's online conference registration process as follows:

- school board members must contact their board secretary/clerk who will make confer-

ence registrations for all board members;

- all others can register by clicking on the "register now" link at scsba.org.

For more information, contact Sandy Poole at spoole@scsba.org or 1.800.326.3679.

Cancellations must be made

in writing to SCSBA by January 29, 2010. No refunds are made after this date and the entire registration fee of \$275 will be charged.

Convention Hotel

The Embassy Suites, located in the Kingston Plantation at 9800 Queensway Boulevard in Myrtle Beach, is the convention hotel. Rooms are available for \$139 single or double, plus taxes and fees. For room reservations, contact the Embassy Suites at 800.876.0010 and be sure to mention the SCSBA group code (SSB) to get the reduced rate. Deadline for room reservations is January 18 or when block is full, whichever comes first.

- **Free Breakfast** – A full breakfast in the Embassy Suites' Café Amalfi restaurant is included in with your room reservation for convention attendees staying in Kingston Plantation. Breakfast begins at 6:30 a.m. on Friday and 7 a.m. on Saturday and Sunday.
- **Directions** – Directions from I-95 South & Hwy 9: Travel I-95 south to Dillon. Take Hwy 9 east to North Myrtle Beach, picking up Hwy 31 south, toward Myrtle Beach/Georgetown. Follow Hwy 31 south for 7 miles to the Hwy 22 east exit marked Myrtle Beach (left lane). Follow Hwy 22 east, taking the Kings Road exit. Turn right at bottom of ramp onto Kings Road and follow for approximately 1.2 miles. Plantation entrance is on the left.

Boardmanship Institute points

- **New Board Orientation:** 12 pts., 5 hrs.
- **Board Chair Workshop:** 12 pts., 5 hrs.
- **SCSBA Annual Convention:** 25 pts., 14 hrs.

Check scsba.org regularly for the latest convention details, including speaker information and the exhibitors' list.



Agenda at-a-glance

The journey continues...

Pre-Conference Workshops

Thursday, February 18

New Board Orientation

Learn about the roles and responsibilities of school boards and school board members. Orientation attendance may require a room reservation for Wednesday night. No registration fee for new board members. For all others, the fee is \$100 and includes lunch.

8 - 8:30 a.m.

Registration, continental breakfast

8:30 - 10 a.m.

Greetings and purpose

SCSBA Working for You

Understanding Roles and Responsibilities

Leni Patterson, former NSBA Director, SCSBA Past President, former member Laurens 55 school board

10:15 - 11:30 a.m.

Ethics for Public Officials

Cathy Hazelwood, Esquire, Assistant Director and General Counsel, State Ethics Commission

11:30 a.m. - 12:30 p.m.

School Finance 101

John Gardner, Executive Director of Finance, Horry County Schools

12:30 - 1:45 p.m.

Lunch (included in registration)

1:45 - 2:45 p.m.

School Law Primer

Charles J. Boykin, Esquire, Shareholder with Boykin & Davis, LLC

3 - 4:30 p.m.

Effective Communications Skills for Board Leaders

Denise Ryan, MBA, CSP, FireStar

Board Chair Workshop

Learn about the chair's role in leading the board and participate in skill-building sessions related to the chair's role in meeting management. Workshop attendance may require a room reservation for Wednesday night. Registration fee is \$110 and includes lunch.

8 - 8:30 a.m.

Registration, continental breakfast

8:30 - 10 a.m.

Greetings and purpose

Board and Superintendent Relationships

Dr. Michael W. Waldrop, Executive Director Mississippi School Boards Association

10:15 a.m. - 12:30 p.m.

Sharpening Your Presiding Skills for Effective Meeting Management

Dr. Paul Krohne, *Executive Director, South Carolina School Boards Association*

12:30 - 1:45 p.m.

Lunch (included in registration)

1:45 - 2:45 p.m.

To be announced

3 - 4:30 p.m.

**Effective Communications Skills
for Board Leaders**

Denise Ryan, *MBA, CSP, FireStar*



Blackville-Hilda High School Chorus, Barnwell 19 Schools will be the musical selection during the second general session on Saturday, February 20.

7:30 a.m. - 4:30 p.m.

Registration

7:30 - 11 a.m. and 12:15 - 3:30 p.m.

Trade show

8:30 - 10 a.m.

Opening ceremony, welcome

Bruce Davis, *SCSBA President, Hampton Two Board*

Dr. Paul Krohne, *SCSBA Executive Director*

Musical selection

Myrtle Beach High School Orchestra,
Horry County Schools

Greetings

Sonny Savoie, *President, National School Boards Association*

Dr. Jim Rex, *State Superintendent of Education*

Charles "Chuck" Saylor, *President, National PTA*

11 a.m. - 12:15 p.m.

First general session

Keynote speaker

Dr. Rita Pierson, *aha! Process, Inc., Houston, Texas*

12:15 - 1:30 p.m.

Lunch on your own

1:30 - 2:45 p.m.

Special interest workshops

Choose one of six.

3:15 - 4:30 p.m.

Special interest workshops

Choose one of six

Saturday, February 20

7:30 - 8:30 a.m.

Refreshments (coffee, tea and water)

Note: full breakfast included in your Kingston Plantation room reservation in the Embassy Suites' Café Amalfi starting at 7 a.m.

7:30 - 8:20 a.m.

Early bird session - to be announced

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

Registration

7:30 - 11:30 a.m.

Trade Show

8:30 - 10:30 a.m.

Second general session and awards

Annual Convention



Thursday, February 18

4 - 7 p.m.

Registration, welcome reception

The Trade Show opens Friday, 7:30 - 11 a.m. and 12:15 - 3:30 p.m. and Saturday, 7:30 - 11:30 a.m.

Friday, February 19

7:30 - 8:30 a.m.

Refreshments (coffee, tea and water)

Note: full breakfast is included in your Kingston Plantation room reservation in the Embassy Suites' Café Amalfi beginning at 6:30 a.m.



Myrtle Beach High School Orchestra, Horry County Schools, will be the musical selection during the opening ceremony on Friday, February 19.

Musical selection

Blackville-Hilda High School Chorus,
Barnwell 19 Schools

Level 6 award recipients

Level 6 is the highest level of recognition awarded by SCSBA in the Boardmanship Institute.

SCSBA President's Club

Keynote speaker

Dr. Phillip Boyle, *President, Leading & Governing Associates, Inc., Carrboro, North Carolina*

10:30 - 11 a.m.

Break, door prize winners announced

11 a.m. - 12:15 p.m.

Special interest workshops

Choose one of six

12:15 - 1:30 p.m.

Lunch on your own

1:30 - 2:45 p.m.

Special interest workshops

Choose one of six

5 - 7 p.m.

Reception, student performances and door prizes

Musical selection

The Carolina Forest Elementary Taiko Drum Ensemble, *Horry County Schools*

7 - 9 p.m.

Team-building entertainment

Sunday, February 21

7:30 - 8:30 a.m.

Registration

7:30 - 8:30 a.m.

Refreshments (*coffee, tea and water*)

Note: full breakfast included in your Kingston Plantation room reservation in the Embassy Suites' Café Amalfi starting at 7 a.m.



Keynote speakers

Dr. Rita Pierson **aha! Process, Inc., Houston Texas**

An experienced and popular educational consultant, Dr. Pierson has presented hundreds of workshops for aha! Process, Inc. since 1997 for parents, staff, teachers, and school administrators. Known for maximizing and building on a person's strengths, she has been a professional educator since 1972 as an elementary regular and special education teacher, junior high school teacher, counselor, assistant principal, director, testing coordinator, and consultant.



Dr. Rita Pierson, aha! Process, Inc.

She has an established record of successful educational leadership and management experience, particularly in curriculum and instructional development, community relations and personnel supervision. Dr. Pierson, a

licensed professional counselor, was responsible for the development and implementation of a school community involvement program for a large urban elementary school, as well as the initiation, organization and training of an in-school crisis team for students in need of immediate intervention.

Dr. Phillip Boyle **President, Leading & Governing Associates, Inc., Carrboro, North Carolina**

Dr. Boyle is president of Leading and Governing Associates, a governance education and consulting practice that works with elected and appointed officials. He has taught in graduate programs in public policy and administration, leadership, and ethics



Dr. Phillip Boyle, Leading & Governing Associates, Inc.

for Regis University and the University of Colorado.

His articles about public decision making, the role of elected boards,



public engagement, and strategic navigation have appeared in Public Management, Nation's Cities Weekly, Popular Government, American School Board Journal, ICMA's IQ Report, and the Journal of Public Affairs Education. Dr. Boyle received a bachelor's degree from Monmouth University, a master's degree from Columbia University, and a doctorate from the School of Public Affairs at the University of Colorado in Denver.

Dr. Adolph Brown, III
Virginia Beach, Virginia

Dr. Brown (a.k.a. 'Doc,') overcame an upbringing of extreme poverty, violence, welfare, and fatherlessness to become a popular media personality, noted author, award-winning educator, trained anthropologist and psychologist, columnist, business consultant, coach, husband, and father of seven. A sought after motivational speaker, he uses 15 years of experience as a tenured educator, administra-



Dr. Adolph Brown, III, Virginia Beach, VA

tor, business owner, psychotherapist, trainer and speaker to entertain with humor and wealth of information.

Greetings speaker
C. H. "Sonny" Savoie
President, National School Boards Association, Alexandria, Virginia

C.H. "Sonny" Savoie, a member of the St. Charles Parish school board in Louisiana, is president of the National School Boards Association (NSBA) and has been a member of the NSBA board since 2002. A 23-year veteran school board member, Savoie has held various board offices including president and served as president of the Louisiana School Boards Association in 2001.



C.H. "Sonny" Savoie, National School Boards Association


Savoie worked for more than 32 years in the oil and gas industry for Chevron/Texaco as well as an independent consultant, including

a superintendent search consultant for several years. Savoie has been a HOSTS (Help One Student to Succeed) middle school math mentor for 10 years and for the past nine years has taught Junior Achievement to third graders. He and his wife, Merle, have two daughters and four grandchildren. They reside in Paradis, LA., where he is actively involved in numerous church and community activities.



THE JOURNEY

Student performers



Student musicians will showcase their talents throughout the convention. Those scheduled to perform include the Myrtle Beach

High School Orchestra (Horry County Schools), Blackville-Hilda High School Chorus (Barnwell 19 Schools), Carolina Forest Elementary Taiko Drum Ensemble (Horry County Schools) and Voices of Berkeley (Berkeley County Schools). Please visit scsba.org for photos of the student entertainment.

Voices of Berkeley

The Voices of Berkeley is a vocal group of sophomores, juniors and seniors from Berkeley High School in Moncks Corner.

Myrtle Beach High School Orchestra

The Myrtle Beach High School Orchestra is 100 students in grades 9-12 who are dedicated to musical excellence and sharing their talents through the community and state.

Carolina Forest Elementary Taiko Drum Ensemble

The Carolina Forest Elementary Taiko Drum Ensemble is an exciting and captivating group performing traditional Japanese Taiko.

Blackville-Hilda High School Chorus

The Blackville-Hilda High Chorus is comprised of students in grades 9-12 who enjoy singing choral literature from a variety of musical styles.

Upcoming Boardmanship Institute conferences

- **March 10, 2010**
2 DAC (Two Days at the Capitol)
Columbia, SC
- **April 10 - 12, 2010**
NSBA Annual Conference
Chicago, IL
- **April 28, 2010**
2 DAC (Two Days at the Capitol)
Columbia, SC
- **July 11 - 14, 2010**
NSBA Southern Region Conference
Williamsburg, VA
- **August 21 - 22, 2010**
School Law Conference
Charleston, SC

Journey continues

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