



AUG. 11-13, SIOUX FALLS CONVENTION CENTER | REGISTER BY JULY 16, SAVE \$40

2010 KEYNOTES: SCHMOKER CHALLENGES, KICKBUSCH INSPIRES

Seeking to drive home the 2010 Convention theme, ASBSD and SASD have booked two top-tier keynote speakers that will challenge and inspire conference-goers to deliver on the "Promise of Public Education."



Consuelo Castillo Kickbusch, a retired Army Lt. Colonel, is quickly earning a reputation as one of the best leadership speakers in the country. Her keynote, titled *The Power of One*, tracks her journey from poverty and illiteracy to become the highest ranking Hispanic woman in the Combat Support Field of the U.S. Army. Her emotional and inspiring tale is rooted in an unwavering gratitude to public education and the individuals who truly make a difference in the life of America's children.

Kickbusch will also facilitate a 90-minute breakout session titled *Servant Leadership: A New Call to Duty*. During the session, school board members and administrators will learn why the most successful companies in the nation - the NFL, Walmart, Verizon - are calling on Kickbusch to share her 20-point leadership framework.



A former administrator turned author and consultant, **Mike Schmoker** will open convention Thursday morning. His keynote, titled *From 'Brutal Facts' to the Best Schools We've Ever Had*, addresses and confronts the "brutal facts" about those practices which educators know are important but which have yet to occur in classrooms. According to **Schmoker**, educators can realize historic improvements in teaching and learning the moment our schools choose to emphasize focused teacher collaboration.

Schmoker will follow his keynote with a 90-minute breakout session titled *Results: the Essential Elements of Improvement*. Participants will leave the interactive workshop with simple tools to immediately improve learning. ASBSD and SASD have created teacher registration options for Schmoker's presentations.

REGISTRATION DEADLINE IS JULY 16

You can save \$40 per person by registering on or before July 16, 2010. To access registration forms, visit www.asbsd.org/convention and click the "Registration Information" graphic.

TEACHER REGISTRATION OPTION

District teachers can attend Mike Schmoker's keynote and breakout presentations. For more info, visit www.asbsd.org/convention and click the "Registration Information" graphic.

2010 CONVENTION THEME: THE PROMISE OF PUBLIC EDUCATION

This year, we've structured our convention around the central theme "The Promise of Public Education." The phrase speaks to an essential commitment our nation, state and communities make to our children – a steadfast promise to do our best to provide every child with a high quality education that prepares them to succeed in a 21st Century, regardless of their geographic location, socioeconomic condition or special needs. With four general sessions structured around our theme – two keynotes, a candidate debate and a candidate forum – the 2010 ASBSD and SASD Convention promises to be a must-attend event.

DAUGAARD, HEIDPRIEM TO SQUARE OFF IN GOVERNOR'S DEBATE

It's an election year, and as the state considers which person is best suited to lead our state into the future, ASBSD and SASD will serve up an opportunity for our members to help the entire state decide which candidate is committed to delivering on the Promise of Public Education. In place of the keynote that traditionally takes place on Thursday evening, **Lt. Gov. Dennis Daugaard** (R-Garretson) and **Sen. Scott Heidepriem** (D-Sioux Falls) will take part in an hour-long gubernatorial debate focusing specifically on K-12 education issues.

Our members will have an opportunity to submit the questions that will drive the debate. And we're partnering with South Dakota Public Broadcasting to moderate the debate. Following the live event, SDPB will broadcast the debate statewide on television, radio and the web, allowing all South Dakota citizens the opportunity to hear how the two candidates answer your questions. Both candidates have now confirmed with ASBSD and SASD that they will attend.

2010 CONVENTION TO FEATURE U.S. HOUSE CANDIDATE FORUM

This November, South Dakotans will choose one woman to represent the state as South Dakota's lone voice in the U.S. House of Representatives. The Obama Administration is hoping to usher in big changes in federal education policy, and our members will have an important opportunity to learn where U.S. Rep. Stephanie Herseth Sandlin (D-SD) and State Rep. Kristi Noem (R-SD) stand on important federal issues, including the reauthorization of the Elementary and Secondary Education Act.

The U.S. House Candidate Forum will take place on Friday, August 13. As of this publication, only Rep. Kristi Noem has confirmed plans to attend. U.S. Rep. Herseth Sandlin has been invited, but has not confirmed. ASBSD and SASD will update you with further developments.

SUBMIT YOUR QUESTIONS NOW

If you plan on attending the debate or forum, you can submit a question now or during convention. Send your questions to ASBSD Director of Communications Brian Aust at baust@asbd.org.

VISIT CONVENTION CENTRAL

Access every little detail about convention, including registration forms, from Convention Central, located at www.asbsd.org/convention. You can read about the program, find out how to book hotel rooms and more.

STATE, NATIONAL EDUCATION LEADERS LINEUP FOR BREAKOUTS

At the ASBSD and SASD Convention, our breakout session leaders don't take a back seat to anyone. We will have a wide range of well-respected experts ready to offer advice and insight on timely, hot-topic issues. Among the list of presenters, you'll notice current and former education secretaries, leading school administrators, experienced local school board members, top education department officials, respected school attorneys and a group of influential education consultants. We've even booked top officials from the National School Boards Association to offer our members big-picture perspectives from the national level.

In total, the ASBSD and SASD Convention offers more than 35 breakout sessions that allow you to design your own learning experience. Sessions are divided into six tracks – student achievement, school board governance, policy and legal, emerging issues, school finance and servant leadership. You'll have the choice of attending sessions on school improvement, 21st Century Skills, common core standards, bullying, school law trends, ESEA reauthorization, superintendent evaluation, health care reform, public records laws, bidding laws, performance pay and school health, just to name a few. Since there are so many sessions, we can't list them all here. To read our full line-up of breakout sessions, complete with detailed descriptions and presenter names, visit www.asbsd.org/convention and click the "Breakout Sessions" graphic.

AWARDS BANQUET

A gathering of this size is a great chance to celebrate success. Join us as we recognize outstanding commitment to K-12 public education at the ASBSD and SASD Awards Banquet on Thursday, Aug. 12.

EXHIBIT HALL

The convention experience wouldn't be complete without a visit to our large exhibit hall. Stroll exhibits, learn about the latest products and services and, of course, sign-up for vendor-sponsored prizes.