



2009 NSBA Presidents' Retreat Agenda

(events take place at the Sheraton New Orleans, unless otherwise indicated)

August 20-23, 2009
Sheraton New Orleans
New Orleans, Louisiana

Thursday – August 20, 2009

3:00 – 4:30 PM	Meeting Registration	<i>Outside of Maurepas Room (3rd Floor)</i>
5:30 – 7:30 PM	Welcome Reception – <i>sponsored by Satterfield & Pontikes Construction (LA)</i>	<i>National WWII Museum</i>

****Dinner/Evening on your own****

Friday, August 21, 2009

7:30 -8:45 AM	Breakfast - on your own (<i>vouchers provided registration</i>)	<i>Roux Bistro – 2nd Floor</i>
9:00 – 10:30 AM	<i>Making a Necessary Case for School Boards</i> The greatest threat to school boards today is the belief among many outspoken critics that Boards are not necessary. In this age of accountability, mayoral takeovers and sensationalism over boards behaving badly, the question “Why School Boards?” deserves robust consideration. Explore how state association leaders can take the lead in being advocates for local control and models of good governance.	<i>Borgne Room – 3rd Floor</i>
	<i>Frederick Hess, director of education policy at the American Enterprise Institute</i> <i>Nolton J. Senegal, Sr., Esq., executive director, Louisiana School Boards Association</i>	
10:30 – 10:45 AM	Break	

10:45 AM – 12:15 PM	<p><i>Maximizing the Media: Using what you know to weather the storm and tell the good news.</i> The session will introduce you to the basics of media relations and offer tips and tricks for maximizing your message when the media comes calling.</p> <p><i>Rochelle Cancienne-Touchard, director of public information, St. Charles Parish Public Schools and Christina Gordon, communications director, National School Boards Association</i></p>	<i>Borgne Room – 3rd Floor</i>
12:15 – 1:45 PM	Lunch & Icebreaker/Introductions	<i>Maurepas Room (next door to Borgne Room – 3rd Floor)</i>
2:00 – 4:00 PM	<p><i>The Power of Excellence</i> Competence. Collaboration. Character. Three qualities that when collectively possessed, can propel the influence of a leader to levels of effectiveness that can unify a nation. This unity can mobilize a state to focus on crucial behaviors that affect the face of public education. The very basis of this ability lies within the position held by school board members. This session will explore leadership strategies that when executed, will leave a legacy not only for your state but the nation as well.</p> <p><i>Mary Edwards, consultant; and Bonnie Louque, founder and president, Character Learning Systems (and former president-elect, Louisiana School Boards Association)</i></p>	<i>Borgne Room – 3rd Floor</i>
6:20 PM	Depart for Dinner – <i>within walking distance of hotel</i>	
6:30 – 8:30 PM	Friday Evening Dinner – <i>sponsored by Satterfield & Pontikes Construction (LA)</i>	<i>Brennan’s Bourbon House-114 Bourbon Street</i>
<u>Saturday, August 22, 2009</u>		
7:30 – 9:00 AM	Breakfast - on your own (<i>vouchers provided registration</i>)	<i>Roux Bistro – 2nd Floor</i>
9:30 AM - Noon	<i>NSBA Strategic Planning</i>	<i>Borgne Room – 3rd Floor</i>

The purpose of strategic planning is to provide an opportunity for NSBA to review past accomplishments, assess the current internal and external environment and consider future trends with the overall goal of developing a “road map” for the organization. Throughout this strategic planning process, NSBA is engaging key stakeholders to assist in guiding the process and outcomes for the planning effort. The contribution from state presidents is essential in collecting the necessary information and insights to develop strategic initiatives that reflect the desired future for NSBA and its members.

Lisa Yates, principal, ACS Quantum Strategies, LLC; and JoAnn Yee, senior director, senior director for Strategy Development, Achievement, Diversity and Urban Affairs, California School Boards Association

Noon – 1:30 PM

Lunch

Maurepas Room (next door to Borgne)

1:45 – 3:45 PM

U.S. Army Military Decision Making Process

As leaders, you need a systematic approach to make sound, factual-based decisions. Get an introduction to the U.S. Army’s Military Decision Making Process (MDMP). The MDMP is a planning model that establishes procedures for analyzing a mission; developing, analyzing, and comparing courses of action against criteria of success; selecting the optimal course of action and producing a plan or order. Designed especially for NSBA by a former school board member and U.S. Army officer, graduates from the U.S. Army Command and General Staff College will use scenarios to help teams apply this process to some of the tough choices educational leaders make.

Borgne Room – 3rd Floor

Major Brad Letner, Education Services Specialist, US Army 6th Recruiting Brigade (and former school board member, Adelanto Elementary School District, San Bernardino County, California)

5:00 – 8:30 PM

Buses Depart for Optional Event – Destrehan Plantation

Sheraton Main Lobby

Take in Louisiana’s history at the oldest documented plantation home in the lower Mississippi River Valley. You’ll tour this majestic antebellum home over the banks of the Mississippi

River and feast on Cajun cuisine while you enjoy music and storytelling that reflects the history and culture of the diverse people that make Louisiana such a unique place!

This complimentary event is *sponsored by the Louisiana School Boards Association and St. Charles Parish Public Schools*. Buses will return to the New Orleans Sheraton at 8:30 pm.

or Dinner/Evening on your own

Sunday, August 23, 2009

8:00 – 9:15 AM	Breakfast - on your own (<i>vouchers provided registration</i>)	<i>Roux Bistro – 2nd Floor</i>
9:30 – 11:00 AM	<i>Leaders Cultivating Leaders</i> Does your state association have a plan to identify, attract, and retain promising leaders amidst the membership? What challenges do state associations face as they try to cultivate new leaders? How can association leadership help make sure the best and brightest take on leadership positions and help carry out the organization’s mission and vision? <i>Billy Arcement and John Beck, Leadership Consultants (and past presidents, Louisiana School Boards Association)</i>	<i>Borgne Room – 3rd Floor</i>
11:00 – 11:30 AM	Acknowledgments and Closing Remarks	<i>Borgne Room – 3rd Floor</i>