Windows & Mirrors: Framing Your School’s Culture
Dear Colleague,

On behalf of the OAESA Board of Directors, I want to take this opportunity to extend an invitation to you for the 56th Annual Professional Conference and Trade Show. Our theme this year is a nod to the new changes and initiatives with which we are challenged: “Windows and Mirrors: Framing Your School’s Culture.” We must open our windows to let change in while still reflecting our core values and school culture.

This year, we are thrilled to introduce a captivating keynote speaker, Lonnie Moore, author of *The High-Trust Classroom* and a consultant with FranklinCovey, the company behind the *7 Habits of Highly Effective People*. Our Awards Luncheon will also feature a warm conversation with Lauren Tarshis, editorial director at Scholastic, editor of *Storyworks* magazine and author of the children’s book series *I Survived*. We’re sure you will find both of our speakers to be highly motivational. We also have a wide array of outstanding clinic sessions that will energize you with new tools and information for your professional development.

During the opening day of our conference, we will offer a professional trade show that will benefit you in countless ways. Be sure to visit our vendor booths to become more knowledgeable about the products and services available to you for making your school or district the most effective educational setting possible. The support and participation of our vendors is critical to our ability to provide a high-quality conference experience at an affordable rate for you.

Finally, we are excited to again host this year’s conference at the largest convention location in Ohio! The beautiful African-themed Kalahari Resort offers expansive convention space, luxurious accommodations, and America’s largest indoor waterpark—all under one roof! We encourage you to take advantage of the early summer dates of our conference by bringing your family along to make it a wonderful vacation for all. Feel free to go online at www.kalahariresorts.com and explore all that it has to offer.

We are confident you will enjoy this tremendous opportunity for networking with your colleagues from around the state in a relaxing yet informative environment. Embrace and energize your school’s culture, and join us in June!

Sincerely,

Beth Johnson-DiDonato
OAESA President-elect

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**SCHEDULE of EVENTS**

**Tuesday, June 18th**

- **7:30 am – 3:30 pm** Trade Show & Book Fair
- **7:30 am – 9:00 am** Registration
- **9:00 am – 10:30 am** First General Session
- **10:30 am – 11:15 am** Coffee Break inside Trade Show
- **11:15 am – 12:30 pm** Clinics
- **12:30 pm – 1:30 pm** Lunch Buffet inside Trade Show
- **1:30 pm – 2:45 pm** Clinics
- **2:45 pm – 3:30 pm**Envelope Exchange inside Trade Show

**Wednesday, June 19th**

- **7:30 am - 3:00 pm** Book Fair
- **7:30 am - 8:30 am** Representative Assembly
- **8:45 am – 10:00 am** Second General Session
- **10:00 am – 10:15 am** Break
- **10:15 am – 11:15 am** Clinics
- **11:15 am – 11:30 am** Break
- **11:30 am – 12:30 pm** Clinics
- **12:45 pm – 3:00 pm** Annual Awards Luncheon & Program
Lonnie Moore’s experience as a classroom teacher, author, and inspirational speaker prepared him to help his clients find solutions that result in long-term change. Lonnie is passionate about teaching the principles of effectiveness to individuals and organizations. His dynamic style makes his presentations fun, challenging, and thought provoking.

Since he joined FranklinCovey in 2000, Lonnie has successfully contributed to sales, marketing, content development, and organizational consulting. His experience in working with groups from diverse backgrounds has given him a clear vision of what it takes to deliver impactful programs.

Prior to his work with FranklinCovey, Lonnie taught math to middle and high school students. In his third year in the classroom, he was recognized as Mainstream Teacher of the Year in Pinellas County, Florida.

While teaching full-time, Lonnie started the Power in You Company. He authored and designed a student planner for teens and facilitated a workshop to help parents improve communication with their teens.

Lonnie is a graduate of Eckerd College in St. Petersburg, Florida, where he earned a B.A. in human resources with a specialized track in youth services.

Lonnie and his wife, Margie, live in Tampa, Florida. They have two daughters. Lonnie enjoys running, biking, and swimming which led to his successful completion of more than 80 triathlons including the Clermont Ironman in Florida.

Dr. Bobby Moore’s career in education has focused on inspiring and motivating educators through collaboration, professional development, innovation, and a laser-like focus on the mission to ensure that all students reach their fullest potential.

In this session participants will hear about current research from the field of leadership and high growth schools. Learn what skills and dispositions highly effective principals possess and how they deal with conflict, build strong teams and cultivate a culture that is always improving.

Bobby began his career in the classroom, teaching at the middle school, high school and post-secondary level. He served as an assistant principal and athletic administrator in the Jonathan Alder School District and was recognized as the Ohio Assistant Principal of the Year by the Ohio Association of Secondary School Administrators in 2003.

Bobby has worked with school leaders throughout the United States and has presented at national and international conferences on the topics of creating professional learning communities, crafting high performing teams, leadership, and emotional intelligence. He has also authored professional articles and a book on the same topics.

Currently, Bobby is Senior Director of Strategic Engagement for Battelle for Kids. In this position, he works directly with schools, districts, and state departments of education to help them find areas of opportunity for school improvement and to provide them with the training, support, and tools needed to reach their educational goals. He also leads Battelle for Kids’ SOAR school improvement collaborative of more than 120 Ohio school districts, one of the largest collaboratives in the United States focused on discovering innovative ways to accelerate student progress.
Lauren Tarshis is an editorial director at Scholastic, and the author of the *I Survived* book series and the critically acclaimed novels *Emma-Jean Lazarus Fell out of a Tree* and *Emma-Jean Lazarus Fell in Love*. Her *I Survived* books bring readers to historic tragedies through the eyes of a fictional young boy who lived through each one. The books are used in classrooms across the country, as students connect emotionally with the strong, resilient characters while gripped by the facts of true historic events.

She is also the editor of Scholastic’s *Storyworks* magazine, a supplemental classroom resource that helps teachers meet Common Core standards by providing articles written at high Lexile® levels and providing reading tasks that challenge students.

Tarshis will speak on the Common Core State Standards and how she as an author and editor views them as a tool for teachers to make reading material applicable to students’ every day life, even beyond elementary and middle school.

Tarshis has spent 24 years writing for kids and has visited many classrooms to connect with teachers and students first-hand. She, along with the editorial staff at Scholastic, works hand-in-hand with teachers to grasp the Common Core State Standards through interactive resources and exciting supplemental materials and activities.

Originally from Albuquerque, New Mexico, Tarshis lives in Westport, Connecticut with her husband and four children.
### CLINICS

**Tuesday, June 18, 2013**  
1:30 pm – 2:45 pm

| G | Finding Causes and Cures for Academic and Behavioral Problems (Margaret Searle) | Trying random interventions before carefully diagnosing a problem’s root cause is like a mechanic fixing your car by randomly replacing parts. This could be costly without yielding positive results. In this session we will use case studies to demonstrate an effective team approach to developing a clear action plan that solves student problems efficiently while promoting higher achievement.  
*This is a repeat of Clinic C.* |
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<td>H</td>
<td>STRS (Representative from STRS)</td>
<td>Fuel your knowledge of the State Teachers Retirement System of Ohio, one of the largest public pension funds in the country. Learn how to best plan for your retirement, retire with confidence while understanding your health care plan, and more. Come with questions—this will be a great opportunity to enhance your understanding of your pension plan. (Also, be sure to visit the STRS booth in the trade show.)</td>
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<td>I</td>
<td>Restraint &amp; Seclusion (Sue Zake, ODE)</td>
<td>On January 15, 2013, the State Board of Education approved the policy on Positive Behavior Interventions and Support (PBIS) and Restraint and Seclusion. This session will cover the standards concerning the implementation of positive behavior interventions and supports, and the use of restraint and seclusion.</td>
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<td>The Principal’s Role in Developing Academic and Behavioral Expectations That Systematically Support School Culture (Jeromey Sheets, EdD &amp; Paul G. Young, EdD)</td>
<td>When framing a school’s culture, the principal sets the tone. This presentation is full of useful tips and take-home tools to help principals assess school culture, clarify and teach a common vision, set goals, structure a safe and secure learning environment, establish student and staff behavioral expectations, build relationships, and share staff leadership. <em>This is a repeat of Clinic C.</em></td>
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<td>K</td>
<td>Retired Principals’ Roundtable (OAESA)</td>
<td>This breakout session will speak to the mental and physical transitions that transpire in moving from a fast paced life with great responsibility to a slower paced life; examine administrative skills that are transferable to other rewarding employment and/or volunteer opportunities; explore leisure time activities; and will speak to the ongoing benefits of retaining membership as a retired OAESA member as we join with others in celebrating the contributions given to the field of education.</td>
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<td>Professional Learning Communities: It’s Not Just Another Teacher’s Meeting (Karen Bachman, EdD)</td>
<td>This presentation will provide elementary principals with a framework for the implementation of PLCs. Learn through modeling and specific examples how teacher leadership is developed, how a vision, mission and goals and group norms are established and why using the Common Core State Standards and formative assessment can be the catalyst for change in schools.</td>
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### CLINICS

**Wednesday June 19, 2013**  
10:15 am – 11:15 am

| A | Understanding Our Beliefs and Needs by Creating Urban Learning Teams and Uniting Our Energies (Julie Kenney-Smith and Cheryl Spain) | Building a positive school culture can be a daunting task even in the best of situations. In an urban school setting with high poverty rates, a transient population, and at-risk learners, it is possible for teachers to stay happy, focused, and working collaboratively. This session will provide tangible strategies for improving the culture of the building through accomplishments, assessments, and collaborations. |
| B | Building Preschool Partnerships (Carrie Corder and Sissy Rasmussen) | In the midst of difficult financial times, the BCESC and Middletown City School District have developed a collaborative agreement to provide preschool programming while maintaining fiscal stability. The partnership uses a collaborative approach and federal, state and local dollars; building on community partnerships to further expand the services provided. |
| C | Primary Literacy in the Age of the Common Core State Standards: What Every Administrator Needs to Know (Meg Walters) | How do the CCSS and scientific research impact teacher knowledge and instruction of reading? Driven by the imperative of high standards, CCSS delineate the critical skills students must master before third grade to read accurately, fluently, and with understanding. There is a consensus in research about what works in the classroom to ensure all students develop critical foundational skills. This presentation shares the logical connections among the factors: CCSS, research, and implementation in primary grades. |
| D | OTES (Matt Lutz, ODE) | The Ohio Evaluation Systems are research-based models designed to assess the performance of Ohio teachers or principals. The systems are created to ensure professional growth of educators. The interactive presentation will provide information on the structure of the evaluation models within the summative evaluation scoring system. Suggested tools to be used in the evaluation processes will be given. Attendees will learn the components and the requirements for evaluation of teachers in Ohio per legislation. |
| E | Building a Culture for Academic Success (Larry Bell) | This high-energy presentation provides participants with hands-on, instructional strategies that significantly improve student achievement. Participants also receive concrete ways to create a school culture of high expectations. Data presented shows that this systematic approach has worked for dozens of schools and districts throughout the nation. |
| F | Review of Ohio Pension Reform (Bob Hyneman) | On Sept. 12, the Ohio Legislature passed pension reform bills to improve the financial condition of all five Ohio pension systems, including STRS Ohio. The session will review the changes and present financial planning opportunities that you can take to mitigate the impacts of the changes to your retirement plans. |
This is a repeat of Clinic C.

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problems, reduce stress, improve school culture, and promote academic excellence.

It is any administrator's nightmare: when tragedy strikes your school community, the steps you take following the event will define the path to healing. Planning your response now can help make that path a little easier. What resources are in place? Who should you reach out to for assistance? Learn from a panel of administrators who are making those decisions daily.

Do principals respond to issues facing an organizational environment as a threat or an opportunity? In this clinic, participants will look at the teacher evaluation process as a development tool for growth, a judgment opportunity, or a managerial item on a to-do list. Reflect on your beliefs of efficacy in correlation to the purpose of the evaluation process.

As we move through the 21st Century, our students need more motivation to read. E-readers and other technologies are gaining momentum, and we must prepare to meet our students with their technology skills. We need to give them tools that will boost their reading skills to match their technology skills. Be a part of the groundbreaking solutions that will surely engage the 21st Century reader.

our students with their technology skills. We need to give them tools that will boost their reading skills to match their technology skills. Be a part of the groundbreaking solutions that will surely engage the 21st Century reader.

Principal Resources for Motivating the Reluctant Reader (L. Rob Furman and Don Small) As we move through the 21st Century, our students need more motivation to read. E-readers and other technologies are gaining momentum, and we must prepare to meet our students with their technology skills. We need to give them tools that will boost their reading skills to match their technology skills. Be a part of the groundbreaking solutions that will surely engage the 21st Century reader.

Consider discipline the biggest obstacle to effective teaching. Discipline is a major cause of teacher burn-out and negative school climate. This lively, interactive session, will teach participants classroom skills that eliminate most discipline problems, reduce stress, improve school culture, and promote academic excellence.

Primary Literacy in the Age of the Common Core State Standards: What Every Administrator Needs to Know (Meg Walters) How do the CCSS and scientific research impact teacher knowledge and instruction of reading? Driven by the imperative of high standards, CCSS delineate the critical skills students must master before third grade to read accurately, fluently, and with understanding. There is a consensus in research about what works in the classroom to ensure all students develop critical foundational skills. This presentation shares the logical connections among the factors: CCSS, research, and implementation in primary grades.

This is a repeat of Clinic C.
General Information

Presidents’ Reception. Join us for an informal gathering on Monday evening 7-9 p.m. to kick off the conference, to thank outgoing president, D. Mark Jones, and to welcome our new president, Elizabeth Johnson.

Trade Show. The Trade Show will be Tuesday from 7:30 am to 3:30 pm. Be sure to allow time to visit these vendors who make it possible to keep the cost of your registration down. There will be door-prize drawings throughout the day in the Trade Show.

Book Fair. Scholastic Book Fair will be available both days of the conference.

Lunch on Tuesday. A buffet lunch on Tuesday is included in your registration. Guest tickets will be available for $25. The buffet will be located in the Ballroom.

Kalahari Resort. We encourage you to enjoy all the amenities at the Kalahari Resort—outstanding restaurants and lounges; first-class spa; and, of course, America’s largest indoor water park. Daily water park admission is included for all registered hotel guests. For more information, visit KalahariResorts.com.

Rooms. Rooms are African-themed, decorated with authentic imported artifacts. Each include a microwave, refrigerator, and coffee pot. Kalahari allows guests to bring outside food and beverage as long as it is consumed in your room.

Sandusky, Ohio. If you feel like venturing off the resort in the evenings or extending your stay before or after the conference, the surrounding area is full of fun things to do: Cedar Point, Put in Bay Island, Kelley’s Island, scenic Lake Erie, several local wineries, fine dining, art galleries, etc. For more information, please visit http://www.lakeerie.com.

Dress Code. Please dress in business casual attire.

Awards Luncheon. The 2013 Hall of Fame Schools, the Distinguished Principal, the Outstanding Assistant Principal, and the D. Richard Murray recipient will be honored during the luncheon on Wednesday. Conferees’ lunches are included in the registration fee, and luncheon tickets for guests will be available for $25.

Certificate of Participation. Certificates of Participation are available for attendees to give to their Local Professional Development Committees (LPDC).

Graduate credit from Ashland University will be available upon the satisfactory completion of all requirements. For one-half hour of credit, you must attend all sessions on Tuesday and Wednesday. The cost will be $138 for one-half hour of credit, payable on the first day of the conference. Payments by credit card will include an additional $3.95 processing fee.

Conference Registration

Register online at www.oaesa.org, fax to 614-794-9191, or mail to:

Ohio Association of Elementary School Administrators
2600 Corporate Exchange Drive, Suite 168
Columbus, OH 43231
(614) 794-9190 (888) 646-2372

Purchase Orders will be accepted but are not considered payment. Please make checks and purchase orders payable to FACE (Foundation to Advance Childhood Education).

Cancellations or Refunds. Full refunds or credits will be given for cancellations received by OAESA no later than June 8th. Cancellations on or after June 9th will receive a refund, less $50 for administrative costs. No refunds will be given for "no shows" or cancellations received on or after the first day of the conference.

Hotel Reservations

Sleeping rooms are held for conference attendees at Kalahari Resorts
7000 Kalahari Dr., Sandusky OH 44870
877-KALAHARI

Make your reservation through the OAESA Web site at www.oaesa.org or by calling Kalahari at 877-253-5466 on or before May 15. Please request the OAESA 2013 Annual Conference room block when you make your reservation. The discounted room rate is $144 per night for a Desert or Hut room.

Check-in: 4:00 p.m. Check-out: 11:00 a.m.

If you arrive before check-in, you may enjoy early access to the water park.

For more information on all of the amenities the Kalahari Resort has to offer, please visit www.KalahariResorts.com/ohio
**THE 56TH ANNUAL PROFESSIONAL CONFERENCE & TRADE SHOW**
**JUNE 18 & 19, 2013**

**Registration Form**

Name ___________________________________ Position__________________________
Company/District___________________________________________________________
School ____________________________________________________________________
Address ___________________________________________________________________
Phone ____________________________________________________________________
Email ________________________________________________________________

(Confirmations will be sent via email.)

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**Please circle the sessions you plan to attend:**

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<th>Time</th>
<th>Session</th>
<th>Tuesday</th>
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<td>11:15</td>
<td>Clinic</td>
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<td></td>
<td>Awards Luncheon*</td>
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Vegetarian meal: ______
Number of guest tickets at $25 ea.: ______

*RSVP & ticket are REQUIRED to attend the Awards Luncheon.

- Member registration: $250 for both days
- One day registration: $175 for either day
- Retired member registration: $125 for both days
- Non-member registration: $500

Payment or PO must be included with registration. P.O. No. _________________________
Make checks and purchase orders payable to FACE.

- MasterCard □ Visa □ Discover □

Card No. ________________________________________________________________
Name on Card ___________________________________________________________
Card Billing Address _____________________________________________________
Security Code: _______ Amount _______ Expiration Date _______