

2017

INDIVIDUALLY STRONG • COMMITTED TO THE TEAM



ACHIEVING THE GOAL

ANNUAL CONVENTION



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New Board Orientation **Thursday, February 16**

SCSBA's interactive learning experience for newly-elected or appointed board members provides essential skill building presentations and better understanding of the roles and responsibilities of school boards. Held from 8 a.m. to 4 p.m., the orientation is open to SCSBA members only and features a proven and praised line up of topics from ethics and decision making to financial oversight and basic regulations. Participants can comply with the state law requiring new board members to complete new board training free-of-charge and extend their stay to enjoy additional training during the Annual Convention. All other SCSBA members are welcome to attend for \$100 per person, which includes lunch.

Board Chair Workshop **Thursday, February 16**

Gain practical skills to effectively lead and manage at SCSBA's annual leadership session specifically for experienced and new board chairs. Held from 8 a.m. to 4 p.m., the workshop focuses on the specific roles, responsibilities and skills needed to address the demanding issues that come with the top job. It is open to superintendents and other interested board members as well. The registration fee, which includes lunch, is \$125 for SCSBA members only.

General sessions, trending topics, breakout sessions

From the general session keynote speakers to trending topic sessions to the breakout sessions, this year's convention features information on effective board governance, working as a team, legal responsibility and more.

Dress code

Dress code throughout the convention is casual. Dressing in layers is recommended, as some meeting rooms may be a little cool.

GENERAL

Trade show

Take home a wealth of ideas and product information from the more than 70 exhibitors, including architectural firms, food service providers, suppliers of instructional materials and more. Trade show hours are Friday, 7:30 -11:00 a.m. and 12:15 - 3:30 p.m. and Saturday, 7:30 -11:30 a.m. To find out who is going to be at the trade show, visit the Annual Convention web page: scsba.org/annual-convention.

Student performances

Various student performance groups will showcase their talents throughout the convention. Those scheduled to perform include: River Bluff High School Gator Band, Lexington School District One; Nation Ford High School Clarinet Choir, Fort Mill Schools; Eighth Grade Star Singers, Dorchester School District Two; and Kennedy On Stage, Aiken County Public School District.



Nation Ford High School Clarinet Choir (Fort Mill Schools) will perform during the Saturday second general session.

INFORMATION

Saturday evening reception

Before heading out on the town for dinner, join colleagues, convention speakers and SCSBA staff from 5-6:30 p.m. for a networking reception and a little fun, to include heavy hors d'oeuvres, live entertainment, a photo opportunity and door prizes.

NOTE: Each convention registration includes one Saturday evening reception admission. Registered attendees must wear their name badge for admittance to the reception. Additional wristbands for guests are available for \$30 each and must be reserved through your board secretary at the time of the Annual Convention registration.

Registration

The registration fee through January 25 is \$275 per SCSBA member and \$475 per non-member. The fee includes one admission for the Saturday evening reception. Cancellations and registrations after the deadline will be charged an additional \$25.

To prevent duplicate registrations, invoicing and credit card charges, SCSBA's online conference registration process is as follows:

- School board members must register through their board secretary
- All others may register by clicking on the "register now" link at scsba.org/annual-convention

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

Cancellations

Cancellations must be made in writing and emailed to Sandy Poole by January 25, 2017. Cancellations and registrations after the deadline will be charged an additional \$25.

Boardmanship Institute credit

- New Board Orientation: 10 points, 5 hours
- Board Chair Workshop: 10 points, 5 hours
- Annual Convention: 20 points, 14 hours

Convention hotel

The Hilton Head Marriott is located at 1 Hotel Circle on Hilton Head Island. A nightly room rate of \$138, single or double, plus taxes and fees, is available through January 25, or when the room block is full, whichever comes first. Hotel reservations will be accepted by emailing the appropriate forms. The reservation process, including instructions and forms, is available at scsba.org.

Complimentary breakfast for two

Attendees staying in the Hilton Head Marriott in the SCSBA contracted room block will receive a complimentary full breakfast for two Friday, Saturday and Sunday in the Café. Breakfast begins at 6 a.m., Friday through Sunday.

NOTE: Complimentary breakfast is for those with reservations within the SCSBA block of rooms only.

Directions

Directions from I-95 South: Take SC Exit 8 (North and South), Highway 278, follow sign to Hilton Head and continue on Highway 278, approximately 18 miles to the bridge, stay to the right for business district and go another eight miles to Palmetto Dunes Resort. Turn left at the Palmetto Dunes traffic light. The Marriott is located one mile inside Palmetto Dunes. Turn left before the guard gate.

Be sure to check scsba.org regularly for the latest convention details, including speaker information and a list of exhibitors.

PRE-CONVENTION

NEW BOARD ORIENTATION

This day-long, interactive session, open to SCSBA members only, features information on the roles and responsibilities of school boards and board members. Attendance may require a room reservation for Wednesday night. There is no cost for newly-elected or appointed board members. For all other SCSBA members, the fee is \$100, which includes lunch.

Thursday, February 16

8 - 8:30 a.m.

Registration and beverage break

— Co-sponsored by *Boykin & Davis, LLC*

8:30 - 9 a.m.

Welcome and purpose

About SCSBA

Scott T. Price, *SCSBA Executive Director*

9 - 10 a.m.

Understanding roles and responsibilities

Scott T. Price, *SCSBA Executive Director*

10 - 10:15 a.m.

Beverage break

— Co-sponsored by *Boykin & Davis, LLC*

10:15 - 11:30 a.m.

Ethics for public officials

Michael Burchstead, Esquire, *General Counsel, SC State Ethics Commission*

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

Freedom of Information Act: What board members need to know

Kathryn Long Mahoney, Esquire, *Childs & Halligan, P.A.*

Vernie L. Williams, Esquire, *Childs & Halligan, P.A.*

12:30 - 1:30 p.m.

Lunch (included in registration)

— Co-sponsored by *Duff & White, LLC*

1:30 - 2:30 p.m.

Conquering the school district's budget

J. Lyde Graham, III, CPM, *Finance Director, Lee County School District*

David Loadholt, *Assistant Superintendent of Business, Greenwood School District 50*

Leanne W. Lordo, CPA, *Assistant Superintendent of Finance & Operations, Fort Mill Schools*

2:30 - 2:45 p.m.

Beverage break

— Co-sponsored by *Boykin & Davis, LLC*

2:45 - 4 p.m.

Basic parliamentary procedures

Helen T. McFadden, *Attorney, Parliamentarian, Law Offices of Ronnie A. Sabb, LLC*



Kennedy On Stage (Aiken County Public School District) will perform during the Sunday closing general session.

PROGRAMS

BOARD CHAIR WORKSHOP

Learn about the chair's leadership role through skill-building sessions. Attendance may require a room reservation for Wednesday night. The registration fee for SCSBA members is \$125 and includes lunch. Registration is for SCSBA members only.

Thursday, February 16

8 - 8:30 a.m.

Registration and beverage break

← Co-sponsored by Childs & Halligan, P.A.

8:30 - 9 a.m.

Welcome and purpose

Wesley Hightower, *SCSBA President-elect, Aiken County Public School District*

9 - 10 a.m.

Lessons from the trenches

ElizaBeth D. Branham, Esquire, *SCSBA Past President and Ex-officio Board Member, NSBA Board Member, Lexington School District Two*

Garry Harper, *SCSBA Board of Directors, Spartanburg District Five Schools*

Sanya J. Moses, *Chairperson, Lee County School District*

James N. Sweeney, *Board Member, Chesterfield County School District*

10 - 10:15 a.m.

Beverage break

← Co-sponsored by Childs & Halligan, P.A.

10:15 - 11:15 a.m.

The legal responsibilities of the chair

Andrea E. White, *Attorney, Duff & White, LLC*

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

Your role as a communicator

Becky Bean, *SCSBA Communications Manager*

12:30 - 1:30 p.m.

Lunch (included in registration)

← Co-sponsored by Duff & White, LLC

1:30 - 2:30 p.m.

Executive meeting management for board chairs

Helen T. McFadden, *Attorney, Parliamentarian, Law Offices of Ronnie A. Sabb, LLC*

2:30 - 2:45 p.m.

Beverage break

← Co-sponsored by Childs & Halligan, P.A.

2:45 - 4 p.m.

Is this oversight, overstepping, no big deal or just not a good idea?

ElizaBeth D. Branham, Esquire, *SCSBA Past President and Ex-officio Board Member, NSBA Board Member, Lexington School District Two*



The River Bluff High School Gator Steel Band (Lexington School District One) will perform during the Friday opening general session.

Thursday, February 16

4:30 - 7 p.m.

Convention registration and light refreshments

Friday, February 17

7:30 - 8:30 a.m.

Beverage break – Only convention attendees staying in SCSBA's contracted room block in the Marriott will receive a complimentary full breakfast Friday, Saturday and Sunday in the Café. Breakfast begins at 6 a.m., Friday through Sunday.

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

Registration

7:30 - 11 a.m.

Trade show

8:30 - 10 a.m.

First general session

← *Co-sponsored by Childs & Halligan, P.A.*

Welcome

Queenie Boyd, *SCSBA President, Lee County School District*

Pledge of Allegiance

Introduction of SCSBA Board of Directors

Scott T. Price, *SCSBA Executive Director*

Student performance

River Bluff High School Gator Steel Band,
Lexington School District One

Greetings from the National School Boards Association

Thomas J. Gentzel, *Executive Director and CEO, NSBA*

Leading with passion...Keeping our balance

Murray Banks, *Motivational Speaker*

10 - 11 a.m.

Refreshment break

← *Co-sponsored by Haynsworth Sinkler Boyd, P.A.*

11 a.m. - 12 p.m.

Trending topics (*Choose one of three topics.*)

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12 - 1:30 p.m.

Lunch on your own – For your convenience, grab-and-go lunch will be available in the foyer and can be purchased with cash, credit card or room charges. Marriott restaurants will also be open.

12:15 - 3:30 p.m.

Trade show

1:30 - 2:30 p.m.

Trending topics (*Choose one of three topics.*)

2:30 - 3 p.m.

Refreshment break

3 - 4 p.m.

Breakout sessions (*Choose one of six topics.*)



Eighth Grade Star Singers (Dorchester School District Two) will perform during the Sunday closing general session.

CONVENTION

Saturday, February 18

7:30 - 8:30 a.m.

Beverage break

← *Co-sponsored by Haynsworth Sinkler Boyd, P.A.*

7:30 - 11:30 a.m.

Trade show

7:30 a.m. - 3 p.m.

Registration

8:30 - 10:30 a.m.

Second general session

← *Co-sponsored by Boykin & Davis, LLC*

Welcome and introductions

Wesley Hightower, SCSBA President-elect, Aiken County Public School District

Student performance

Nation Ford High School Clarinet Choir, Fort Mill Schools

Recognition of SCSBA past presidents

Greetings from the State Department of Education

The Honorable Molly Spearman, State Superintendent of Education

Recognition of SCSBA Boardmanship Institute Level 6 recipients (Level 6 is the highest level of Boardmanship Institute recognition.)

Scott T. Price, SCSBA Executive Director

Recognition of SCSBA President's Club sponsors

Paddling upstream in a public school canoe

Dr. John Draper, National Consultant, Expanding Support for Public Schools, National School Public Relations Association

10:30 - 11 a.m.

Refreshment break and door prize winners (Names of winners will be posted on the bulletin boards in the exhibit area.)

← *Co-sponsored by Childs & Halligan, P.A.*

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

Breakout sessions (Choose one of five topics.)

12:30 - 2 p.m.

Lunch on your own - For your convenience, grab-and-go lunch will be available in the foyer and can be purchased with cash, credit card or room charges. Marriott restaurants will also be open.

2 - 3 p.m.

Breakout sessions (Choose one of five topics.)

5 - 6:30 p.m.

Saturday evening reception

← *Co-sponsored by McNair Law Firm, P.A.*

Sunday, February 19

7:30 - 8:30 a.m.

Beverage break

7:30 a.m. - 12 p.m.

Registration

8:30 - 11:30 a.m.

Closing general session

Welcome

Queenie Boyd, SCSBA President, Lee County School District

Student performance

Eighth Grade Star Singers, Dorchester School District Two

Greetings from 2017

SCASA Superintendent of the Year

Dr. Steve Wilson, Superintendent, Calhoun County Public Schools

Student performance

Kennedy On Stage, Aiken County Public School District

Elevated excellence!

Mark L. Brown, World Champion of Public Speaking, Southwestern Consulting™

COMMITTED TO THE TEAM

SPEAKERS

Murray Banks

Motivational Speaker

Murray has been a speaker and trainer since 1984 creating a niche with custom tailored keynotes. While all speakers aspire to personalizing their presentations, Murray developed that skill as an educator, teaching at every level from grade school to graduate school! His ability to identify the needs of each student and zero in on best practices for their learning have served him well for researching an organization, reading his audience and creating an interactive presentation.

Murray was a passionate teacher. In 1982, he was honored as Vermont's Teacher Of The Year for Physical Education and in 1983 received the Outstanding Educator Award from the national association AAHPHRD. He taught in a city school district, a small rural school and a major university; coached teams that won state championships and teams that never won a game; and 40 years later is still coaching youth sports in his community.

At the same time he was achieving educational honors, Murray was winning his first of four National Championships in the Triathlon. He took a sabbatical in 1984 to train and race internationally, work on an advanced degree in educational leadership and co-author a textbook. Two times he has been one of the top finishers in the Ironman Triathlon World Championship in Hawaii. This



break from public education enabled Murray to blend two passions - racing at the highest levels and teaching outside the structure of a classroom. His audiences now get the best of both worlds...a dynamic, interactive teaching style and focused, world class mindset.

Successful speakers are skilled storytellers. Murray draws on his teaching skills, athletic success and business savvy to engage his audience and weave a message that is easily applicable to their own work and personal lives.

Murray lives in the beautiful Green Mountains of Vermont.

Dr. John Draper

National Consultant, Expanding Support for Public Schools, National School Public Relations Association

John Draper has energized audiences of educators, school leaders and community members in over 40 states. His presentations are marked by thoughtful analysis, engaging narrative and a refreshing passion for the mission of public schools. He makes research fun!

As the CEO of the Educational Research Service in Washington, D.C., Dr. Draper spawned conversations among school leaders nationwide on engaging staff and communities in active support of our schools. His presentations are



known for getting to the root of the research and translating it into focused, proactive leadership practices. He is now a nationwide consultant working with the National School Public Relations Association to expand support for public schools. NSPRA is a membership organization dedicated to helping educational leaders build community support for schools and school districts.

Mark L. Brown

**World Champion of Public Speaking,
Southwestern Consulting™**

Nationally acclaimed speaker Mark Brown has dedicated his career to getting inspirational messages out to young people all over North America. With his "tell it like it is" approach, Brown challenges some of the most serious problems in our schools today.



His Emmy-nominated presentation is part of a national outreach program against bullying, sponsored by Great American Opportunities. Great American has been helping schools raise the money they need for over 35 years. In 2012, Great American became even stronger with the acquisition of QSP, another well-respected fundraising company. Together they have raised over \$5 billion for schools and youth groups in the United States and Canada. Great American supports numerous educational activities that go beyond fundraising - like this speaker program featuring Mark Brown.

A native of Kingston, Jamaica, Brown immigrated to the United States at 18 - with \$40 in his pocket and a dream of a better life. He never imagined he'd devote his life to helping others.

During a brief career as a systems analyst at Reader's Digest, Brown developed a love for public speaking. But it wasn't until a life-threatening illness in 1993 that he began to focus on a career change.

In 1995, he won Toastmasters International's World Championship of Public Speaking, emerging first in a field of more than 20,000 entrants. The same year, the Harlem YMCA honored him with a Black Achievers in Industry Award.

In 1998, Brown joined QSP full-time as the Community Relations Manager. In 2012, QSP and Great American joined forces. He now spreads his positive messages to more than 200 audiences each year. He has also delivered addresses for numerous conferences, including the Maine Attorney General's Conference on Civil Rights, the California Association of Student Leaders, the National Association of Elementary School Principals, the National Middle School Association and the Canadian Student Leadership Conference.

Brown is a member of the National Speakers Association. He lives with his wife and their three children in Lizella, Georgia.

UPCOMING CONFERENCES

March 7, 2017

2DAC (Two Days at the Capitol)
Columbia, SC

March 25-27, 2017

NSBA Annual Conference
Denver, CO

April 25, 2017

2DAC (Two Days at the Capitol)
Columbia, SC

June 8, 2017

New Board Orientation, Make up
Columbia, SC



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FEB. 16-19

HILTON HEAD MARRIOTT
HILTON HEAD ISLAND

2017