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SUCCEED.

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MARK YOUR CALENDAR

AND MAKE PLANS TO ATTEND THE SOUTH CAROLINA
SCHOOL BOARDS ASSOCIATION ANNUAL CONVENTION!

THE LARGEST TRAINING EVENT OF THE YEAR WILL BRING
TOGETHER OUTSTANDING EXPERTS AND PRACTITIONERS IN
SCHOOL BOARD GOVERNANCE, COMMUNICATIONS
AND LEADERSHIP.

THIS YEAR'S CONFERENCE THEME, **LEARN. LEAD. SUCCEED.**,
FOCUSES ON BOARD GOVERNANCE AND EQUIPPING
BOARD MEMBERS WITH THE TOOLS THEY NEED TO WORK
TOGETHER TO STAND UP FOR PUBLIC SCHOOLS.

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GENERAL

NEW BOARD ORIENTATION

Thursday, February 15

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 15

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 also open to superintendents and other interested board members. The registration fee, which includes lunch, is \$135 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 advocacy efforts, community engagement, education innovation, equity in education, making sound board decisions, school board governance and more.

TRADE SHOW

Take home a wealth of ideas and product information from more than 70 exhibitors, including architectural firms, food service providers, suppliers 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. 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: Woodland High School Show Choir, Dorchester School District Four; Northeast Current, Richland School District Two; Irmo High School Bagpipe Group, District Five of Lexington and Richland Counties; and Chapman High School Percussion Ensemble, Spartanburg School District One.

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. Wristbands for guests are available for \$35 each and must be reserved through your board secretary at the time of Annual Convention registration.

INFORMATION

DRESS CODE

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

REGISTRATION

The registration fee through January 29, is \$275 for SCSBA members 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 29, 2018. Cancellations and registrations made 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 occupancy, plus taxes and fees, is available through January 24, 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 beginning at 6 a.m. on Friday, Saturday and Sunday in the Café. NOTE: Complimentary breakfast is only for those with reservations within the SCSBA block of rooms.

DIRECTIONS

Directions from I-95 South: Take S.C. 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.

[TWITTER.COM/SCSBA](https://twitter.com/SCSBA)
[#SCSBA2018AC](https://twitter.com/SCSBA)

[FACEBOOK.COM/SCSBA](https://facebook.com/SCSBA)
SCSBA.ORG

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 15

8 - 8:30 a.m.

Registration and beverage break

● *Co-sponsored by Oakbridge Consulting & Management*

8:30 - 9 a.m.

Welcome and purpose

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

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 Oakbridge Consulting & Management*

10:15 - 11:15 a.m.

Ethics for public officials

Cathy Hazelwood, *Deputy Superintendent, Division for Legal Affairs, South Carolina Department of Education*

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

Freedom of Information Act: What board members need to know

Jasmine Rogers Drain, Esquire, *Halligan Mahoney & Williams, P.A.*

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

12:15 - 1:15 p.m.

Lunch (included in registration)

1:30 - 2:30 p.m.

School finance 101

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

2:30 - 2:45 p.m.

Beverage break

● *Co-sponsored by Oakbridge Consulting & Management*

2:45 - 4 p.m.

A short course in meeting management and parliamentary procedures

Dr. Tiffany N. Richardson, *SCSBA General Counsel and Director of Policy and Legal Services*



Woodland High School Show Choir of Dorchester School District Four will perform during Friday's first general session.

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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 \$135 and includes lunch. Registration is for SCSBA members only.

Thursday, February 15

8 - 8:30 a.m.

Registration and beverage break

● Co-sponsored by Duff & Childs, LLC

8:30 - 9 a.m.

Welcome and purpose

Tony Folk, *SCSBA President-Elect, Dorchester School District Four*

9 - 10 a.m.

A short course in meeting management and parliamentary procedures

Dr. Tiffany N. Richardson, *SCSBA General Counsel and Director of Policy and Legal Services*

10 - 10:15 a.m.

Beverage break

● Co-sponsored by Duff & Childs, LLC

10:15 - 11:15 a.m.

Using the other side to advocate your position

Debbie Elmore, *SCSBA Director of Governmental Relations and Communications*

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

Using the other side to advocate your position, continued



Northeast Current of Richland School District Two will perform during Saturday's second general session.

12:15 - 1:15 p.m.

Lunch (included in registration)

1:30 - 2:30 p.m.

ABLE leader

Charles C. Weathers Sr., *Founder & CEO, The Weathers Group*

2:30 - 2:45 p.m.

Beverage break

● Co-sponsored by Duff & Childs, LLC

2:45 - 4 p.m.

ABLE leader, continued

CONVENTION

Thursday, February 15

4:30 - 7 p.m.

Convention registration and light refreshments

Friday, February 16

7:30 - 8:30 a.m.

Beverage break

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

Note: Only convention attendees staying in SCSBA's contracted room block in the Marriott will receive a complimentary full breakfast for two beginning at 6 a.m. on Friday, Saturday and Sunday in the Café.

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 Halligan Mahoney & Williams, P.A.*



Irmo High School Bagpipe Group of District Five of Lexington and Richland Counties will perform during Sunday's closing general session.



Chapman High School Percussion Ensemble of Spartanburg School District One will perform during Sunday's closing general session.

Welcome

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

Pledge of Allegiance

Introduction of SCSBA Board of Directors

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

Student performance

Woodland High School Show Choir, *Dorchester School District Four*

Greetings from the National School Boards Association

Kevin E. Ciak, *NSBA President, New Jersey School Boards Association*

Attitude changes everything!

Sam Glenn, *"The Attitude Guy," Sam Glenn, Inc.*



Kevin Ciak

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10 - 11 a.m.

Refreshment break

● Co-sponsored by Haynsworth Sinkler Boyd, P.A.

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

Trending topics (Choose one of three topics. Repeats at 1:30 p.m.)

1. Understanding the key work of school boards

Kanisha Williams, NSBA
Managing Director, Member and
Leadership Services

2. Connected conversations

Charles C. Weathers Sr., Founder
& CEO, The Weathers Group

3. Making dollars make sense

Tom K. DeLapp, President,
Communication Resources for
Schools



Kanisha Williams



Charles Weathers



Tom DeLapp

12:15 - 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 - 2:45 p.m.

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

2:45 - 3:15 p.m.

Refreshment break

3:15 - 4:15 p.m.

Breakout sessions (Choose one of six topics.)

Saturday, February 17

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

Tony Folk, SCSBA President-Elect, Dorchester
School District 4

Student performance

Northeast Current, Richland School District Two

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.)

Recognition of SCSBA President's Club sponsors

School choice: Myths and realities

Patte Barth, Program Director, NSBA Center for
Public Education

10:30 - 11 a.m.

Refreshment break and vendor door prizes

● Co-sponsored by Halligan
Mahoney & Williams, P.A.

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

Breakout sessions (Choose one of six 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.



DJ Alan Palchak

2 - 3 p.m.

Breakout sessions (Choose one of six topics.)

5 - 6:30 p.m.

Evening reception, featuring DJ Alan Palchak

● Co-sponsored by McNair Law Firm, P.A.

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Sunday, February 18

7:30 - 8:30 a.m.

Beverage break

● Co-sponsored by Halligan Mahoney & Williams, P.A.

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

Registration

8:30 - 11:30 a.m.

Closing general session

Welcome

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

Student performance

Irmo High School Bagpipe Group, *District Five of Lexington and Richland Counties*

Greetings from the 2018 National Principal of the Year

Dr. Akil Ross, *Principal, Chapin High School, District Five of Lexington and Richland Counties*

Greetings from the 2018 South Carolina Teacher of the Year

Erin Fox, *English Teacher, Gaffney High School, Cherokee County School District*

Student performance

Chapman High School Percussion Ensemble, *Spartanburg School District One*

The Power of One

Manny Scott, *CEO, Ink International, Inc.*



Akil Ross



Erin Fox

KEYNOTE

Sam Glenn

"The Attitude Guy," Sam Glenn, Inc.

With Sam Glenn, "It's all about attitude and it all starts with attitude!" Sam went from working nights as a janitor - negative, depressed and sleeping on the floor - to discovering renewed purpose, happiness and humor. He has been named Speaker of the Year on several occasions by meeting and event organizations and has won two national awards for his training videos. Hundreds of organizations use his videos monthly to kick off their staff meetings. For the past 20 years, Glenn has been traveling the country full time, speaking to audiences from every industry and some crowds as large as 75,000 people. In addition, he is a gifted artist and author of 18 books. He and his wife and two girls currently reside in Carmel, Indiana, but are originally from Minnesota. Glenn has a popular online newsletter - A Kick in the Attitude, where he gives away one of his large paintings every month to one of his subscribers. Sign up for a chance to win his artwork at SamGlenn.com.



Patte Barth

Program Director, NSBA Center for Public Education

Patte Barth is the director of the Center for Public Education (CPE), an initiative of the National School Boards Association. Launched in 2006, CPE provides practical information and analysis



SPEAKERS

about the successes and challenges facing public schools in the U.S. CPE currently reaches an estimated 80,000 visitors on its website each month.

Barth has three decades of experience working with education issues and policy. Prior to joining NSBA, Barth spent nine years at the Education Trust as a senior associate focusing on standards, assessments and accountability systems. She is the author of several reports for CPE, including studies on the misalignment between high school and college/career expectations; school choice; mayoral takeovers of school districts; and educational equity. With Ruth Mitchell, she is the co-author of two books on elementary education for the 21st Century. Her articles have appeared in the Washington Post, Education Leadership, Education Week and the American School Boards Journal, and she blogs for the Huffington Post.

Barth is a public school graduate and proud parent of three students in American public schools and universities.

Manny Scott

CEO, Ink International, Inc.

An original Freedom Writer whose story is told in part in the 2007 hit movie, *Freedom Writers*, Manny Scott has energized over a million leaders, educators, volunteers, and students worldwide with his authentic, inspiring messages of hope. Speaking to over 125 groups a year for the past decade, he is the speaker of choice for conferences, conventions, schools, fundraisers and banquets.



Scott has a gift: the ability to connect with, hold the attention of and energize all kinds of audiences. From inner-city youth to business executives, he has learned to speak, and command, the language of his audiences with relevant, riveting and compelling messages, moving them from cheers, to laughter, to tears and go-forward determination.

In 2007, he founded Ink International, Inc., an educational consulting team that is preventing thousands of suicides, raising student achievement, and improving teacher effectiveness. Through Ink's online Professional Speaker Academy, Scott is training people on how to survive and thrive as professional speakers.

He is the author of two books: *Your Next Chapter*, a book that shows people, step-by-step, how to create the life of their dreams; and *How to R.E.A.C.H. Youth Today*, a book that shares several proven practices and principles that engage, equip and empower people everywhere to reach people who seem unreachable.

He is now happily married, a doting father of three, a successful entrepreneur, a Ph.D. student and one of the nation's most sought-after speakers.

UPCOMING CONFERENCES

March 8, 2018

2DAC (Two Days at the Capitol)

Columbia, S.C.

April 7-9, 2018

NSBA Annual Conference

San Antonio, Texas

April 12, 2018

2DAC (Two Days at the Capitol)

Columbia, S.C.

June 7, 2018

New Board Orientation, Make-up

Columbia, S.C.

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SOUTH CAROLINA
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CONVENTION

FEB. 15-18, 2018

HILTON HEAD MARRIOTT
HILTON HEAD ISLAND