



# safety

in our schools

SOUTH CAROLINA SCHOOL BOARDS ASSOCIATION  
2019 ANNUAL CONVENTION

# Mark your calendars

and make plans to attend the South Carolina School Boards Association's 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, *Safety in our Schools*, focuses on equipping board members with the tools and knowledge they need to work together to promote safety in our public schools.

**safety**  
in our schools



## **New Board Orientation** **Thursday, February 21**

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 21**

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. This workshop is open to superintendents and other interested board members as well. The registration fee, which includes lunch, is \$135 for SCSBA members only.



# information

## **General sessions, trending topics, breakout sessions**

From the general session keynote speakers to the trending topic session to the breakout sessions, this year's convention features information on school safety, technology, district finance, bullying and harassment, weapons on campus, emotional intelligence 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.

## **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 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](http://scsba.org/annual-convention).

## **Student performances**

Various student performance groups will showcase their talents throughout the convention. Those scheduled to perform include: Marching Stallions, Lee

County School District; Sims Middle School Singers, Union County Schools; Scott's Branch High School Singing Eagles, Clarendon School District One; Hilton Head Island High School Seahawk Singers, Beaufort County School District.

## **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 the Annual Convention registration.

## **Registration**

The registration fee through February 4 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](http://scsba.org/annual-convention).

For more information, contact Gwen Hampton at [ghampton@scsba.org](mailto:ghampton@scsba.org) or 1.800.326.3679.

## Cancellations

Cancellations must be made in writing and emailed to Gwen Hampton by February 4, 2019. Cancellations and registrations after the deadline will be charged an additional \$25.

## Boardmanship Institute credit

- New Board Orientation: 5 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 \$143, single or double, plus taxes and fees, is available through January 23, 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](http://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 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](http://scsba.org) regularly for the latest convention details, including speaker information and a list of exhibitors.

# Pre-convention programs

## 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 21

8 - 8:30 a.m.

### Registration and beverage break

● Co-sponsored by Boykin & Davis, LLC

8:30 - 9 a.m.

### Welcome and purpose

Tony Folk, *SCSBA President, Dorchester School District 4*

### About SCSBA

Scott T. Price, *SCSBA Executive Director*

9 - 10 a.m.

### Understanding roles and responsibilities

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

10 - 10:15 a.m.

### Beverage break

● Co-sponsored by Boykin & Davis, LLC

10:15 - 11:15 a.m.

### Ethics for public officials

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

**Freedom of Information Act: What board members need to know**

Andrea E. White, Esquire, *White & Story, LLC*

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 Boykin & Davis, LLC

2:45 - 4 p.m.

**Meeting management**

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

## 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 21

8 - 8:30 a.m.

**Registration and beverage break**

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

8:30 - 9 a.m.

**Welcome and purpose**

Chuck Saylor, *SCSBA President-elect, Greenville County Schools*

9 - 10 a.m.

**A conversation with veteran school board members**

Dr. Kenneth Jenkins, *Chair, Dorchester School District 4*  
Cynthia Legette, *Chair, Marion County School District*  
Kristy Spears, *Chair, Fort Mill Schools*

10 - 10:15 a.m.

**Beverage break**

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

10:15 - 11:15 a.m.

**Meeting management**

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

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

**Board-Superintendent relationships**

Dr. Burke Royster, *Superintendent, Greenville County Schools*  
Chuck Saylor, *SCSBA President-elect, Greenville County Schools*

12:15 - 1:15 p.m.

**Lunch** (included in registration)

1:30 - 2:30 p.m.

**How "smart" is your board? Build EQ (Emotional Intelligence) and avoid the "glue" of a sticky situation**

Paulette Cunningham, *Independent Consultant, Phenomenal Communications*

2:30 - 2:45 p.m.

**Beverage break**

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

2:45 - 4 p.m.

**How "smart" is your board? Build EQ (Emotional Intelligence) and avoid the "glue" of a sticky situation, continued**

# Annual Convention

## Thursday, February 21

4:30 - 7 p.m.

**Convention registration and light refreshments**

## Friday, February 22

7:30 - 8:30 a.m.

**Beverage break**

*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.

**Welcome**

Tony Folk, SCSBA President, Dorchester School District 4

**Pledge of Allegiance**

**Introduction of SCSBA Board of Directors**

**Student performance**

Marching Stallions, Lee County School District

**Greetings from the National School Boards Association**

Thomas J. Gentzel, Executive Director and CEO, NSBA

**Rewiring education. How technology can unlock every student's potential**

John D. Couch, First Vice President of Education, Apple Inc.

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. How "smart" is your board? Build EQ (Emotional Intelligence) and avoid the "glue" of a sticky situation**

Paulette Cunningham, Independent Consultant, Phenomenal Communications

**2. A high-performing mindset: Safe environments for student success**

Rick J. Kaufman, APR, Executive Director, Community Relations and Emergency Management, Bloomington Public Schools #271

**3. Understanding school district finance**

Dr. Harry W. Miley, Jr., Chief Financial Officer, Richland School District Two

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.)



The Lee County School District Marching Stallions will perform during Friday's first general session.



*The Sims Middle School Singers of Union County Schools will perform during Saturday's second general session.*

## Saturday, February 23

7:30 - 8:30 a.m.

### Beverage break

● Co-sponsored by Haynsworth Sinker 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

Chuck Saylors, SCSBA President-elect,  
Greenville County Schools

### Student performance

Sims Middle School Singers, Union County 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.)

### Recognition of SCSBA President's Club sponsors

### Introduction of speakers



*The Scott's Branch High School Singing Eagles of Clarendon School District One will perform during Sunday's closing general session.*

## School safety: challenges and opportunities

Rick J. Kaufman, APR, Executive Director, Community Relations & Emergency Management, Bloomington Public Schools #271  
Patty Jaye Garrett Patterson, Retired Chief of Police, Sumter Police Department  
Kevin Wren, Director of Safety, Security, Environmental Management, Rock Hill Schools

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.

2 - 3 p.m.

### Breakout sessions (Choose one of five topics.)

5 - 6:30 p.m.

**Evening reception**, featuring DJ Alan Palchak and Candid Jewells Selfie Photoboosts

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

## Sunday, February 24

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

Tony Folk, SCSBA President, Dorchester School District 4

### Student performance

Scott's Branch High School Singing Eagles, Clarendon School District One

**Student performance**

Hilton Head Island High School Seahawk Singers,  
Beaufort County School District

**Greetings from 2019 National Principal of the Year**

Dr. Luke Clamp, *Principal, Lexington County School District One*

**Greetings from 2019 South Carolina Teacher of the Year**

Jeff Maxey, *Special Education Resource Teacher, Anderson School District Three*

**Greetings from 2019 SCASA Superintendent of the Year**

Dr. J. Harrison Goodwin, *Superintendent, Chesterfield County School District*

**The balance is you**

Dr. Bertice Berry, *President, Bertice Berry Productions, Inc.*



*The Hilton Head Island High School Seahawk Singers of Beaufort County School District will perform during Sunday's closing general session.*

# Keynote Speakers

**John D. Couch**

*First Vice President of Education, Apple Inc.*

As Apple's vice president of Education, John Couch has been responsible for driving Apple's renewed success in the education market. He has over forty years experience as a computer scientist, executive and advocate for technology in education. During his current tenure at Apple, Couch has grown Apple's education business to 9 billion dollars.

Directly prior to his current position at Apple, Couch was the Chairman and Chief Executive Officer of DoubleTwist Inc., a leading provider of genomic information and bioinformatic analysis technologies which made headlines by providing a comprehensive annotation of the human genome. The year before joining DoubleTwist, he was Executive in Residence for Mayfield Fund, a Venture Capital firm, where



*Couch*

he provided strategic planning, management and technology advice to high technology companies.

Couch began his professional career in 1972 as a software engineer at Hewlett-Packard, where he held various management positions.

In 1978 he joined Apple as Director of New Products reporting to Steve Jobs. He was Apple's first Vice President of Software and Vice President/General Manager for the Lisa division, Apple's first Graphics User Interface computer.

In 1985, he turned his focus to education at the Santa Fe Christian School where he created a business plan for the debt-laden private school into one of the first examples of how the creative use of technology can revolutionize learning in the classroom. Under his leadership as Chairman of the Board, the school's annual losses were annulled and the student body grew from 150 to 1,000. The school's rented facilities were expanded via the purchase of the 17-acre site, offering a range of world-class resources, including a fiber optic network of Macintosh computers.

Couch holds a Bachelor's degree in computer science and a Masters degree in electrical engineering and computer science, both from the University of California at Berkeley where he was honored in 2000 as a Distinguished Alumnus. He is the author of the science research associates textbook, *Compiler Construction: Theory and Practice* and has taught at both University of California, Berkeley and at California State San Jose.



## Rick J. Kaufman, APR

*Executive Director, Community Relations and Emergency Management, Bloomington Public Schools #271*

Rick Kaufman is a nationally respected consultant and trainer on crisis management and communications, having worked in public schools and emergency management for more than 30 years. He is the Executive Director of Community Relations and Emergency Management for Bloomington (MN) Public Schools, where he is responsible for directing the district's communications, community relations and emergency management programs. Kaufman formerly served as the Executive Director of Public Engagement and Communications for Jefferson County Public Schools, Colorado's largest school system, from 1998-2006.



Kaufman

In 1996, Kaufman developed what is believed to be the first full-scale crisis drill involving an active shooter in a school. Three years later, the unthinkable happened when on April 20, 1999, two students attacked Columbine High School in Littleton, Colorado, killing 13 and wounding 26 others. Among the first to arrive on scene, Kaufman provided emergency triage and rescue operations before assuming leadership of the Crisis Response Team. He led all aspects of the school and district's communications, media relations and crisis response/recovery efforts.

For the past 19 years, Kaufman has worked with hundreds of law enforcement and emergency management agencies and school systems throughout the U.S. to improve safety and security measures and emergency response. Kaufman is the author of *The Complete Crisis Communication Management Manual for Schools* (4th edition, 2016), and served as a panelist at the We Are Columbine: 20 Years Later symposium (2018), content expert at the Wisconsin School Safety Summit (2015) and former U.S. Senator Al Franken's School Safety Summit (2014).

Kaufman holds a Bachelor of Science degree from the University of Wisconsin-Stevens Point and is accredited (APR) by the Public Relations Society of America.

## Kevin Wren

*Director of Safety, Security, Environmental Management, Rock Hill Schools*

Kevin Wren is the Director of Risk, Security and Emergency Management for Rock Hill Schools. Previously, Wren served as Deputy Director of Security and Emergency Management for Charleston County School District. He has been awarded the 2015 Safe Schools Leadership Award from the South Carolina School Resource Officer Association and the 2016 Campus Safety Magazine K-12 Director of the Year. Wren has presented on school safety at several events across the country, is a steering committee member for the Partner Alliance for Safer Schools, and is an advisor for Safe and Sound Schools.



Wren

## Patty Jaye Garrett Patterson

*Retired Chief of Police, Sumter Police Department*

Patty Jaye Garrett Patterson holds many "firsts" in her nearly 40-year career in law enforcement at the national, state and local levels. She has attended and has been a featured speaker at numerous national, state and local conferences on a variety of topics, including law enforcement, leadership, and motivational inspiration.

When she was officially sworn in as the first female and African-American Chief of Police for the City of Sumter Police Department in 2001, Patty also became the first female police chief of a South Carolina metropolitan city and one of the state's highest-ranking female officers for a law enforcement agency. Prior to becoming police chief, she served as the major of operations and assistant chief in which she oversaw patrol, traffic, detectives, organized crime and vice control, community oriented



Patterson

policing, Drug Abuse Resistance Education (DARE), School Resource Officers (SROs), teen court justice and more.

In 1994, she was the first female officer from Sumter Law Enforcement to attend and graduate from the Federal Bureau of Investigations National Academy (FBINA).

As a special agent in criminal investigations with the South Carolina Law Enforcement Division (SLED) from 1985-1991, Patty was the first female SLED SWAT Team member and first African-American female field agent assigned to the Pee Dee Region.

From 1983-1984, she was the first African-American female Criminologist Instructor at the South Carolina Criminal Justice Academy (SCCJA) where she graduated within the top ten graduates. She provided instruction in communications, report writing, crisis intervention and more.

From 1979-1981, she was the first African-American employee for the Sumter County Magistrate's Office, assigned as Traffic/Warrant Clerk.

Patterson received a master's degree in criminal justice from the University of South Carolina (USC) in 1999 and was the recipient of the J. P. Strom Fellowship Award in 1998 and 1999. She also received a bachelor's degree in interdisciplinary studies from USC and an associate's degree from USC Sumter.

She has attended numerous training, seminars, schools and lectures on the local, state and federal level inclusive of specialized investigations to enhance her realm of law enforcement expertise and disciplines.

She served in numerous professional organizations including the FBI National Academy Associates, the South Carolina Police Chief's Association (SCPCA), the International Chief's of Police (IACP), the Palmetto State Law Enforcement Officer's Association and the South Carolina Law Enforcement Officer's Association (SCLEOA).

She is a past recipient of numerous awards and recognitions, including the Miss South Carolina

Pageant Scholarship for Women of Achievement, was a South Carolina Black Hall of Fame inductee and was the recipient of the Strom Thurmond Award for Excellence in Law Enforcement, Police Officer of the Year and more.

## Dr. Bertice Berry

*President, Bertice Berry Productions, Inc.*

Sociologist Bertice Berry, PhD., a best-selling author and award winning lecturer, has been named Comedian of The Year, Lecturer of the Year and Entertainer of the Year. She has published 11 best-selling books in both fiction and non-fiction and has won numerous awards and accolades for both her writing and presentations.

Dr. Berry has had her own nationally syndicated television show and has hosted, interviewed and made numerous television, documentary and radio appearances on a variety of diverse venues including The Tonight Show, The Oprah Winfrey Show, Between The Lions, Crossfire, 20-20, NPR, PBS and Comedy Central and CNN.

She has used her unique gifts and talents as a writer and ghost writer for others on a wide range of topics, including race and gender issues, sociological studies, stratification, healthcare reform, humor, spirituality, sexuality, slavery and the abolitionist movement, weight loss and wellness, relationships, servant leadership, transformational leadership, diversity and love.

Dr. Berry has led parades, had classrooms named after her and has been awarded over 10 honorary doctorates. She earned her own doctoral degree from Kent State University at the age of 26 and still sees her most fulfilling achievement and role in life as that of mother to her five adopted children.

"If you ain't dead, you ain't done," a character in one of Dr. Berry's novels says. Dr. Berry believes that every one of us has been given a unique purpose and it is our obligation to find it and use it to improve first our own self and then for those we live and work with.



Berry

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**TWITTER.COM/SCSBA**  
**#SCSBA2019AC**

**FACEBOOK.COM/SCSBA**

**SCSBA.ORG**

## Upcoming conferences

March 13, 2019

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

March 30 - April 1, 2019

**NSBA Annual Conference**  
Philadelphia, PA

April 10, 2019

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

June 6, 2019

**New Board Orientation, Make-up**  
Columbia, SC

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A N N U A L C O N V E N T I O N

SOUTH CAROLINA SCHOOL BOARDS ASSOCIATION

# safety

in our schools



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South Carolina School  
Boards Association

Annual  
Convention

Feb. 21-24

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2019

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Hilton Head Marriott  
Hilton Head Island