

SOUTH CAROLINA SCHOOL BOARDS ASSOCIATION  
2020 ANNUAL CONVENTION



LEADING WITH A CLEAR  
**VISION**

# MARK YOUR CALENDARS

## AND MAKE PLANS TO ATTEND SCSBA'S PREMIERE PROFESSIONAL DEVELOPMENT EVENT OF THE YEAR!

THE ANNUAL CONVENTION BRINGS TOGETHER  
SCHOOL BOARD MEMBERS AND OTHER EDUCATION  
LEADERS FROM ACROSS THE STATE TO OFFER AN  
IMPRESSIVE COLLECTION OF EDUCATIONAL  
PRESENTATIONS AND EXPERIENCES.

THIS YEAR AS WE FOCUS ON "LEADING  
WITH A CLEAR VISION," INSIGHTFUL  
AND INSPIRING SPEAKERS WILL  
CHALLENGE BOARD MEMBERS  
TO LEAD WITH PASSION AND  
SERVE WITH CIVILITY.



**NEW**  
for 2020

### **Civility and Professional Ethics Workshop**

**Thursday, February 20**

During this full-day training, board members will participate in discussions, activities and structured reflections, engaging in important conversations about professional ethics and civility. This workshop is designed specifically for the challenges faced by school board members, who more than any other public officials, conduct their business in a diverse public setting that includes students, parents, grandparents, teachers, administrators, clergy, media and business leaders. Participants will leave with important tools they can use, as one member of a collective board, as they serve with civility, keeping a keen eye on the ethical imperatives of leadership. The registration fee, which includes lunch, is \$135 for SCSBA members only.

# GENERAL INFORMATION

## **Board Chair Workshop** **Thursday, February 20**

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.

## **New Board Orientation** **Thursday, February 20**

SCSBA's interactive learning experience for newly-elected or appointed board members provides essential skill building presentations and a 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.

## **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 civil discourse, working styles for board teams, policy development, finance, 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](http://scsba.org/annual-convention).

## **Student performances**

Various student performance groups will showcase their talents throughout the convention. Those scheduled to perform include: Clinton Elementary Pan Jammers, Laurens County School District 56; CTE Chorus, Abbeville County School District; Jasper Gifted and Talented Band, Jasper County School District; and, The Fine Arts Center Jazz Combo, Greenville County Schools.



## Dress code

The 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 February 3 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](https://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 3, 2020. Cancellations and registrations after the deadline will be charged an additional \$25.

## 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 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.

## Boardmanship Institute credit

- **Civility and Professional Ethics Workshop:** 10 points, 5 hours
- **Board Chair Workshop:** 10 points, 5 hours
- **New Board Orientation:** 5 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 22, 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](https://scsba.org).

## Complimentary breakfast for two

Attendees staying in the SCSBA contracted room block at the Hilton Head Marriott 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](https://scsba.org) regularly for the latest convention details, including speaker information and a list of exhibitors.**





# PRE-CONVENTION PROGRAMS

## Civility and Professional Ethics Workshop

**Thursday, February 20**

8 a.m. - 4 p.m.

To lead effectively, board members must have multiple tools in their toolkit. During this workshop, board members will learn how important tools like effective communication and decision-making must be carried out with civility and a keen eye to the ethical imperatives of leadership. Attendance may require a room reservation for Wednesday night. The registration fee for SCSBA members is \$143 and includes lunch. Registration is for SCSBA members only.



*Dr. Sandra Lindsay*

**Dr. Sandra R. Lindsay** retired as Distinguished Clinical Professor Emeritus from the Educational Leadership and Policies Department of the College of Education at the University of South Carolina. Previously, she served as Deputy State Superintendent at the South Carolina Department of Education, and earlier in her career, as Assistant Superintendent for Instruction in Dorchester School District Two. She has assumed

numerous statewide leadership roles, including the presidency of both the South Carolina Association of School Superintendents and the South Carolina Association for Supervision and Curriculum Development. Dr. Lindsay has received numerous awards and honors for her work with

public schools and has served at the national level as President of the Deputies Leadership Commission of the Council of Chief State School Officers.

Dr. Lindsay is a partner in Lindsay Consulting, LLC. The firm helps clients in the private, public and non-profit sectors with building organizational trust; assessing, recruiting and retaining high quality staff; strategic planning; and building effective internal and external communication systems. She served a two-year stint as an on-call board training specialist from 2005-2007 for SCSBA and continues to provide customized services as requested for school boards across the state. She also serves as an adjunct faculty member in Executive Education at The Moore School of Business at the University of South Carolina where she is a key instructor for highly successful program offerings such as High-Performance Coaching, Leadership through People Skills and Supervisory Development for New Managers.

Since its inception, Dr. Lindsay has been involved with the development and delivery of leadership modules for the Center for Executive Education Leadership (CEEL). CEEL's purpose is to ensure the ongoing professional growth of leaders of the highest quality for South Carolina's schools and districts, a purpose that mirrors Dr. Lindsay's life-long commitment and professional body of work.



## 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 \$143 and includes lunch. Registration is for SCSBA members only.

### Thursday, February 20

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

**Cheryl Burgess**, SCSBA President-elect, Lexington School District Three

9 - 10 a.m.

#### Meaningful meetings: More than just going through the motions

**Timi C. Tullis**, Associate Executive Director, Association of Alaska School Boards

10 - 10:15 a.m.

#### Beverage break

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

10:15 - 11:15 a.m.

#### How your "working style" fits into your board team!

**Timi C. Tullis**, Associate Executive Director, Association of Alaska School Boards

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

#### The role of the board chair in navigating common pitfalls

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

12:15 - 1:15 p.m.

#### Lunch (included in registration)

● Co-sponsored by White & Story, LLC

1:30 - 2:30 p.m.

#### The good, the bad and the grey areas: Where are you on ethics?

**Tara McCall**, Esquire, Staff Attorney, SCSBA

2:30 - 2:45 p.m.

#### Beverage break

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

2:45 - 4 p.m.

#### Civility and board relations: Lessons from the trenches

**Aaron Bishop**, Vice Chair, Richland One

**Robert Gantt**, Chair, District Five of Lexington/Richland Counties

**Amelia B. McKie**, SCSBA Board of Directors, Richland School District Two

**Lisa H. Wells**, SCSBA Board of Directors, Greenville County Schools

## 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 to attend. For all other SCSBA members, the fee is \$100, which includes lunch.

### Thursday, February 20

8 - 8:30 a.m.

#### Registration and beverage break

● Co-sponsored by Boykin & Davis, LLC and Duff Freeman Lyon, L.L.C.

8:30 - 9 a.m.

#### Welcome

**Scott T. Price**, SCSBA Executive Director

#### About SCSBA and purpose

**Chuck Saylors**, SCSBA President, Greenville County Schools

9 - 10 a.m.

**Understanding roles and responsibilities**

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

10 - 10:15 a.m.

**Beverage break**

- Co-sponsored by Boykin & Davis, LLC and Duff Freeman Lyon, L.L.C.

10:15 - 11:15 a.m.

**The good, the bad and the grey areas: Where are you on ethics?**

*Tara McCall, Esquire, Staff Attorney, SCSBA*

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

**The South Carolina Freedom of Information Act: Government in the sunshine or in a fish bowl?**

*David T. Duff, Esquire, Duff Freeman Lyon, L.L.C.*

12:15 - 1:15 p.m.

**Lunch** (included in registration)

- Co-sponsored by White & Story, LLC

1:30 - 2:30 p.m.

**School finance 101**

*Lyde Graham, Director of Operations, Clarendon School District 2*

2:30 - 2:45 p.m.

**Beverage break**

- Co-sponsored by Boykin & Davis, LLC and Duff Freeman Lyon, L.L.C.

2:45 - 4 p.m.

**Meeting management 101**

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



## UPCOMING CONFERENCES

March 4, 2020

**2DAC (Two Days at the Capitol)**

Columbia, S.C.

April 4-6, 2020

**NSBA Annual Conference**

Chicago, Ill.

April 22, 2020

**2DAC (Two Days at the Capitol)**

Columbia, S.C.

June 4, 2020

**New Board Orientation, Make-up**

Columbia, S.C.

# #SCSBA2020AC

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



# 2020 ANNUAL CONVENTION

## Thursday, February 20

4:30 - 7 p.m.

**Convention registration and light refreshments**

## Friday, February 21

7:30 - 8:30 a.m.

**Beverage break**

- Co-sponsored by Duff Freeman Lyon, L.L.C.

**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**

Chuck Saylor, SCSBA President,  
Greenville County Schools

**Pledge of Allegiance**

**Introduction of SCSBA Board of Directors**

**Student performance**

Clinton Elementary Pan Jammers,  
Laurens County School District 56

**Greetings from the National School Boards Association**

Thomas J. Gentzel, Executive Director  
and CEO, NSBA

**Greetings from the National School Boards Association President**

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

**Civil discourse, democracy and education: Leadership in schools and civic life**

Timothy J. Shaffer, Ph.D., Principal  
Research Specialist, National Institute  
for Civil Discourse, and Assistant  
Professor of Communication Studies  
and Assistant Director of the Institute for  
Civic Discourse and Democracy, Kansas  
State University

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.)

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.)

2:45 - 3:15 p.m.

**Refreshment break**

- Co-Sponsored by Wells Fargo Bank and Wells Fargo Asset Management

3:15 - 4:15 p.m.

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

## Saturday, February 22

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**

Cheryl Burgess, *SCSBA President-elect, Lexington School District Three*

**Student performance**

CTE Chorus, *Abbeville County School District*

**Recognition of SCSBA Past Presidents**

**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**

**Greetings from the 2020 South Carolina Teacher of the Year**

Chanda Jefferson, *Biology Teacher, Fairfield Central High School, Fairfield County School District*

**The Relentless Principal**

Hamish Brewer, *Award Winning Educator and Principal, Author, International Speaker*

10:30 - 11 a.m.

**Refreshment break and vendor door prizes**

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**

● Co-sponsored by Burr Forman McNair

## Sunday, February 23

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**

Chuck Saylors, *SCSBA President, Greenville County Schools*

**Student performance**

Jasper County Gifted and Talented Band, *Jasper County School District*

**Greetings from the 2020 SCASA Superintendent of the Year**

Dr. Joanne Avery, *Superintendent, Anderson School District 4*

**Student performance**

The Fine Arts Center Jazz Combo, *Greenville County Schools*

**X-Ray vision: Seeing the leader within**

Dr. Kenston J. Griffin, *Chief Executive Officer, DreamBuilders Communication, Inc.*

# scsba.org



# FEATURED SPEAKERS

**Dr. Timothy J. Shaffer** is the Principal Research Specialist at the National Institute for Civil Discourse. He is also an Assistant Professor of Communication Studies and the Assistant Director of the Institute for Civic Discourse and Democracy at Kansas State University.

As an interdisciplinary scholar and practitioner of deliberative democracy, civic education and group communication, Dr. Shaffer focuses on the advancement of democratic practices by focusing on the role of civic professionals in institutional settings, such as higher education, local government and non-governmental organizations in relationship with diverse communities.



Dr. Timothy J. Shaffer

Dr. Shaffer is the editor of *Deliberative Pedagogy: Teaching and Learning for Democratic Engagement* (Michigan State University Press, 2017), *Jumping in to Civic Life: Stories of Public Work from Extension Professionals* (Kettering Foundation Press, 2018), *Agri-Culture and Future of Farming: An Interactivity Foundation Discussion Guidebook* (Interactivity Foundation, 2018), *A Crisis of Civility? Political Discourse and Its Discontents* (Routledge, 2019) and *Creating Space for Democracy: A Primer on Dialogue and Deliberation in Higher Education* (Stylus, 2019). He has published dozens of articles and book chapters in academic publications; presents and

engages diverse public audiences through radio, TV and print; and offers workshops and training to professionals in universities, non-profit organizations, government agencies and with legislative bodies.

Connected to these efforts, Dr. Shaffer serves as the associate editor of the *Journal of Public Deliberation* and as a country expert on deliberative democracy in the United States with the Varieties of Democracy project based at the University of Gothenburg. He received his B.A. from St. Bonaventure University, M.A. and M.P.A. from the University of Dayton and his Ph.D. from Cornell University.

**Hamish Brewer**, the relentless, tattooed, skateboarding principal in Northern Virginia isn't your normal principal. Brewer is high octane, constantly calling on his students to "Be Relentless." Brewer has become known as an educational disrupter who transcends the status quo and typical educational norms.

Brewer was recognized in 2017 as the NAESP Nationally Distinguished Principal and Virginia Principal of the Year. He has also been recognized with the 2016 VAESP School Bell Award and ASCD Virginia Impact Award. In 2018, Brewer was named a Northern Virginian of the Year by *Northern Virginia Magazine* and the 2018 Principal of the Year for the national publication, *Education Dive*. He was named the Prince William County Public Schools 2019 Principal of the Year.

Under his leadership, his elementary school was recognized as a Nationally Distinguished Title 1 School, and Brewer has since gone on to turn around one of the toughest middle schools in the state of Virginia.

Brewer spent years developing and honing his leadership and expertise as an emergency



Hamish Brewer

responder in the fire and rescue service, working at one of the busiest volunteer fire stations on the Eastern seaboard.

Brewer is a highly sought-after international keynote speaker, motivating and inspiring audiences everywhere, including being recognized as a TEDx speaker.

Originally from New Zealand where he earned his first degree from the University of Auckland, Brewer is currently a doctoral student at Virginia Tech University.

Brewer serves at the state level as the Federal Relations Coordinator on the Board of Directors with the Virginia Association of Elementary School Principals. He is a school turnaround and school improvement specialist, working with some of the most at-risk students in the United States.

Brewer was highlighted as a Hometown Hero by Fox 5 in Washington, D.C. With more than 32 million views, his story has become a viral sensation being highlighted on all the national news broadcasts, including on NBC with Lester Holt. Brewer is also being featured in a skateboarding humanitarian documentary called "Humanity Stoked."

**Dr. Kenston J. Griffin** is one of the nation's most sought after keynote speakers, a best-selling author and a top performing trainer and coach. He is internationally known throughout corporate, education, executive coaching, federal/judicial and nonprofit organizations for his award-winning presentations that are not only inspiring, but also transformational. He received his bachelor's degree from Livingstone College and master's degree, in just one year, from the University of South Carolina. He has also received an Honorary Doctor of Liberal Arts Degree from Wilberforce University. Dr. Griffin is the Founder and CEO of Dream Builders Communication, Inc., which provides training and development in the areas of: leadership, organization effectiveness, academic enhancement/retention, board development and executive coaching.



*Dr. Kenston J. Griffin*



**Friday first general session:** *Clinton Elementary Pan Jammers, Laurens County School District 56*



**Saturday second general session:** *CTE Chorus, Abbeville County School District*



**Sunday closing general session:** *Jasper County Gifted and Talented Band, Jasper County School District*



**Sunday closing general session:** *The Fine Arts Center Jazz Combo, Greenville County Schools*



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**ANNUAL CONVENTION**

20/20



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FEBRUARY 20-23, 2020

HILTON HEAD MARRIOTT  
HILTON HEAD ISLAND

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