

SOUTH CAROLINA SCHOOL BOARDS ASSOCIATION  
2021 ANNUAL CONVENTION

LEADING THROUGH

CHANGE

FEBRUARY 18-21, 2021 • HILTON HEAD MARRIOTT • HILTON HEAD ISLAND





2022

**LEADING  
THROUGH  
CHANGE**

# **THIS YEAR'S SOUTH CAROLINA SCHOOL BOARDS ASSOCIATION'S ANNUAL CONVENTION**

**WILL BRING TOGETHER SCHOOL BOARD MEMBERS AND OTHER  
EDUCATION LEADERS FROM ACROSS THE STATE WITH A FOCUS  
ON "LEADING THROUGH CHANGE." THE CONFERENCE WILL LOOK  
A LITTLE DIFFERENT THIS YEAR AS A RESULT OF THE COVID-19  
PANDEMIC, BUT WE ARE EXCITED TO HEAR FROM SOME OUTSTANDING  
EXPERTS AND PRACTITIONERS IN SCHOOL BOARD GOVERNANCE,  
DIVERSITY, INCLUSION AND LEADERSHIP IN A  
SAFE ENVIRONMENT FOR OUR MEMBERS.**

**SCSBA.ORG**



# GENERAL INFORMATION

## Board Chair Workshop

**Thursday, February 18**

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 year, due to limited space and attendance restrictions, the workshop is only open to the board chairs or vice chairs and superintendents in our member districts. The registration fee, which includes lunch, is \$135 for SCSBA members only.

## General sessions and breakout sessions

From the general session keynote speakers to the breakout sessions, this year's convention features information on effective team communication, working styles for board teams, policy development, school board governance and more.

## Safety

In order to allow for social distancing, attendance is capped at 300 people for the Annual Convention and 125 people for Board Chair Workshop. Our meeting rooms will be larger with separation between chairs, and masks will be provided and required. You'll notice many safety measures will be implemented during the conference, including sanitizer stations, directional signage 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 exhibitors. 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.

## Student performances

Various student groups will showcase their talents throughout the convention via video performance. Those scheduled to perform include: Pelion High School Orchestra, Lexington County School District One; Fairfield District Honors Chorus, Fairfield County School District; Blue Fire Drumline, Williston School District 29; Johnsonville Middle School Choir, Florence County District Five Schools; and Brookland-Cayce Honors Choir, Lexington School District Two.

## Registration

The registration fee is \$225 per SCSBA member.

To prevent duplicate registrations, invoicing and credit card charges, school board members must register through their board secretary using SCSBA's online registration process. For more information, contact Blair Warren at [bwarren@scsba.org](mailto:bwarren@scsba.org) or 803.988.0260.

## Cancellations

There will be no refunds or cancellations for this event; however, we will accept substitutions or name changes.



## Boardmanship Institute credit

- Board Chair Workshop: 10 points, 5 hours
- Annual Convention: 15 points, 14 hours

## Convention hotel

The Hilton Head Marriott is located at 1 Hotel Circle on Hilton Head Island. A nightly room rate of \$146, single or double occupancy, plus taxes and fees, is available through January 20. The room reservation instructions have been provided to the district administrative assistants for registered attendees.

## 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  
REGULARLY FOR THE LATEST CONVENTION  
DETAILS, INCLUDING SPEAKER  
INFORMATION AND A LIST OF EXHIBITORS.**

# BOARD

## 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 18

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

Jamie Devine, *SCSBA President-elect, Richland One*

9 - 10:15 a.m.

### Your Board and You:

#### A Tale of Responsibility and Relationship

Join this duo for a new twist on understanding the roles and responsibilities of the leadership team. In this interactive session, you will explore case studies on board governance and superintendent and board relationships.

Elizabeth "Beth" Branham, *2019-20 NSBA President; SCSBA Past President; Vice Chair, Lexington School District Two*

Dr. Nicolas Wade, *Superintendent-elect, Lexington School District Two*

---

# PRE-CONVENTION PROGRAM

# CHAIR WORKSHOP

10:15 - 10:30 a.m.

## **Beverage break**

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

10:30 - 11:45 a.m.

## **The Core Work of Highly-Effective School Boards**

High-performing school districts are led by school boards and superintendents that value and practice continuous improvement, align their work and hold themselves accountable for improving their school district. In this session, key components of school board best practices will be emphasized with special attention given to strategic planning, superintendent evaluation and assessing the performance of the school board. Sample tools and instruments will be shared.

**Tony Arasi**, *former Director of Professional Development, Georgia School Boards Association*

11:45 a.m. - 1 p.m.

## **Lunch** (included in registration)

● Co-sponsored by White & Story, LLC

1 - 2:15 p.m.

## **Let's "Meet" In The Room**

As board chair, it is critical to have a working knowledge of Robert's Rules of Order, as well as the Freedom of Information Act (FOIA), to ensure the success of your board meetings. During this session, we will dive into the mechanics of both authorities and provide tools to assist with meeting management.

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

2:15 - 2:30 p.m.

## **Beverage break**

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

2:30 - 3:45 p.m.

## **Leading during Crisis**

Join this panel of school board members from around the state as they discuss challenges and opportunities the COVID-19 pandemic has presented in their communities. Hear some of their best practices related to communicating with stakeholders, managing constant change, adapting policies and budgets and working cooperatively with district administration.

**Elizabeth "Beth" Branham**, *2019-20 NSBA President; SCSBA Past President; Vice Chair, Lexington School District Two*

**Cindy Bohn Coats**, *SCSBA Board of Directors, Charleston County School District*

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

**Tim Rhodes**, *SCSBA Board of Directors, Abbeville County School District*

4 p.m.

## **Workshop closing and door prizes**

**Jamie Devine**, *SCSBA President-Elect, Richland One*



# 2021 ANNUAL CONVENTION

## Thursday, February 18

4:30 - 7 p.m.

**Convention registration and light refreshments**

## Friday, February 19

7:30 - 8:30 a.m.

**Refreshment 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**

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

**Pledge of Allegiance**

**Introduction of SCSBA Board of Directors**

**Student performance video**

*Pelion High School Orchestra, Lexington County School  
District One*

**Introduction of keynote speaker**

Join NSBA Executive Director and CEO Anna Maria Chávez as she discusses the current state of public education and NSBA's transformation and initiatives to advance access, equity and innovation in public education, in support of the federation of school boards associations.

*Anna Maria Chávez, Executive Director and CEO, NSBA*

10 - 11 a.m.

**Refreshment break**

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

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

**Second general session**

- Co-sponsored by *Burr Forman McNair*

**Welcome**

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

**Student performance video**

*Fairfield District Honors Chorus, Fairfield County School District*

**Greetings from SCASA Superintendent of the Year**

*Dr. JR Green, Superintendent, Fairfield County Schools*



### **Introduction of keynote speaker**

#### **Be Like Steel in the Hour of Chaos: Leadership in the era of pandemics, social change and economic uncertainty**

Anton Gunn, *President, 937 Strategy Group, LLC*

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 - 2:30 p.m.

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

2:30 - 3 p.m.

### **Refreshment break**

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

3 - 4 p.m.

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

## **Saturday, February 20**

7:30 - 8:30 a.m.

### **Refreshment break**

7:30 - 11:30 a.m.

### **Trade show**

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

### **Registration**

8:30 - 10:30 a.m.

### **Third general session**

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

### **Welcome and introductions**

Jamie Devine, *SCSBA President-elect, Richland One*

### **Student performance video**

Blue Fire Drumline, *Williston School District 29*

### **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**

### **Introduction of Keynote speaker**

#### **UnStuck – How to Unlock and Activate the Wisdom of Others**

Craig Lemasters, *CEO, GXG*

10:30 - 11 a.m.

### **Refreshment break and vendor door prizes**

● *Co-sponsored by White & Story, LLC*

11 a.m. - 12 p.m.

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

12 - 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 three topics.)

## **Sunday, February 21**

7:30 - 8:30 a.m.

### **Refreshment break**

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

### **Registration**

8:30 - 11:30 a.m.

### **Closing general session**

### **Welcome**

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



## **Student performance video**

Johnsonville Middle School Choir, *Florence County District Five Schools*

## **Greetings from the 2021 South Carolina Teacher of the Year**

Sarah Schumacher Gams, *English Teacher, Spring Hill High School, Lexington-Richland School District Five*

## **Student performance video**

Brookland-Cayce Honors Choir,  
*Lexington School District Two*

## **Introduction of keynote speaker**

**Leading through Change ... What happens when daily change is your only certainty and strong leadership is your only hope?**

Beth Chapman, *CEO, Beth Chapman & Associates, LLC*

# #SCSBA2021AC

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

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

# FEATURED SPEAKERS

## **Anna Maria Chávez**

Anna Maria Chávez is the Executive Director and Chief Executive Officer of the National School Boards Association (NSBA) and serves as an ex-officio member on its Board of Directors. NSBA, the leading advocate for public education, represents state school boards associations and the U.S.



*Anna Maria Chávez*

territory of the Virgin Islands, and their locally-elected school board members. To advance the association's mission, serve its members, and champion educational equity, Chávez leads a team of policy, member services, legal, communications and business experts.

Chávez is a skilled, multi-dimensional leader. Prior to joining NSBA, she was Executive Vice President and Chief Growth Officer for the National Council on Aging, where she oversaw the day-to-day operations of the National Council on Aging (NCOA), the nation's oldest service and advocacy organization dedicated to improving the health and economic security of older Americans. Chávez ensured that NCOA's fiscal, operations, fundraising, marketing, consumer experience, advocacy, human capital, technology, programmatic and organizational culture strategies were effectively implemented across all segments of the organization. She led the NCOA operations team in achieving NCOA's 2020 social impact goal one year early in 2019.



Chávez developed the leadership skills growing up in Eloy, Arizona, that would propel her into a career of public service. Her desire to transform the world through servant leadership led her to Yale University, before pursuing a juris doctorate at the University of Arizona. She held numerous posts in President Bill Clinton's administration and later returned to Arizona to serve then-governor Janet Napolitano.

Chávez's success led to her appointment as CEO of Girl Scouts of the USA, where she served from 2011-2016 as the first woman of color to lead the 104-year group with 2.7 million members in over 90 countries and 59 million alumnae in America. In 2016, she was named as one of the World's 50 Greatest Leaders by Fortune magazine, cited for her vision and creativity in working to revitalize the Girl Scout brand for a new century and was named number 22 by Fast Company in its annual list of the most creative people in business.

As one of the world's top experts on women's leadership, youth development and aging issues, Chávez achieved that recognition by drawing on her 25 years of public service and nonprofit leadership. She brings a wealth of experience from previous legal, public policy, nonprofit management and brand management positions in Arizona, Texas, Washington, D.C. and New York City.

### **Dr. J.R. Green**

Fairfield County School District Superintendent, Dr. J.R. Green was named the 2021 South Carolina Superintendent of the Year by the South Carolina Association of School Administrators (SCASA).

Dr. Green's vision and determination has led to many accomplishments and successes. Dr. Green began his duties as superintendent of Fairfield County Schools in July 2012, after a successful tenure as an assistant superintendent for Curriculum and Instruction for the



*Dr. J.R. Green*

Chesterfield County School District. He spent several years as a principal in Pageland, South Carolina, after serving as both an assistant high school principal and a teacher. Dr. Green earned a doctorate degree in Education Leadership from the University of South Carolina. He also received his Master of Arts degree, Master of Education degree and Bachelor of Science degree from the University of South Carolina.

Dr. Green strongly believes he is purposed to work with and to inspire young people. He impresses upon students that education is the foundation of their future. Dr. Green leaves quite a lasting impression on others and enriches their lives with his noble deeds.

A native South Carolinian, Dr. Green currently resides in Winnsboro with his wife Tonya and daughters, Jamara, Janelle and Jacia. He is an active member of many organizations, including: the Omicron Iota Lambda Chapter of Alpha Phi Alpha Fraternity, Inc., Providence Health Board of Trustees, Board of Directors for Midlands Education and Business Alliance, Mt. Pisgah Baptist Church, Bow Tie Mentoring Club and the Big Brothers Big Sisters Mentoring Organization.

Dr. Green's philosophy is simply, "Do your best."

### **Anton Gunn**

Anton Gunn is a former senior advisor to President Barack Obama and the world's leading authority on Socially Conscious Leadership. He has a master's degree in Social Work from USC and was a Resident Fellow at Harvard. He is the bestselling author of *The Presidential Principles* and has been featured in TIME magazine, the Wall St. Journal, INC Magazine, BBC, NPR and on Good Morning America.

As an international speaker and consultant, he has worked with organizations like Microsoft, KPMG, Vanderbilt Health, Sodexo, Verizon Wireless, Aetna, American College of



*Anton Gunn*



Surgeons, Blue Shield of California and the Boeing Company. From playing SEC football and being the first African American in history elected to the South Carolina legislature from his district early in his career, to now working as a leadership development consultant and serving on multiple boards, he has spent his life helping people build diverse, high performing teams and world class leadership culture.

## **Craig Lemasters**

Craig Lemasters is an author, entrepreneur, investor and board member with more than two decades of success in executive leadership positions, now dedicated to helping senior leaders get unstuck on the major growth challenges to their businesses.

Craig works with global enterprises, focused on identifying knowledge gaps, aligning organizations around their strategic direction and enabling critical decision making. Craig previously served as the CEO of Atlanta-based Assurant Solutions, a subsidiary of Fortune 500 Assurant, Inc. During his tenure, he led Assurant's digital transformation and expansion into a global enterprise with a presence in 25 new markets around the world.

Craig speaks for a wide variety of industry and leadership audiences around the world and recently published the best-selling book *Unstuck*, which deep dives into his journey as CEO and teaches readers how they can leverage his unstuck methodology to tackle their most pressing business challenges.

## **Sarah Schumacher Gams**

Sarah Gams is a National Board Certified English teacher. She taught for 17 years, and she currently serves as the 2021 South Carolina Teacher of the Year. Sarah majored in English at the Honors College of the University of South Carolina and earned her Master of Arts in Teaching. Sarah studied



*Craig Lemasters*

abroad at the University of St. Andrews in Scotland and discovered a passion for travel and the global classroom. Believing that multicultural experiences create global citizens, she partnered with Education First (EF) Tours in 2006 and has led nine student tours abroad for over 250 students in Australia, New Zealand, Germany, France, Italy, Spain, England, Ireland, Scotland, Switzerland and Costa Rica. She was a keynote speaker for EF in Paris, France. Sarah created a Community Book Club (CBC) for her students and their parents. CBC partnered with Dominos and Little Caesars to provide free pizza once a month as students and their parents and community members talked about a selected book from the South Carolina Junior and Young Adult Book Awards Lists. Sarah designs field studies for her courses, most recently partnering with Broadway and the Koger Center to take Spring Hill's English 2 students to see *Wicked* last year. As an adjunct professor, Sarah teaches Young Adult Literature, English Methods in Education and APEC Module 3, a graduate program for teacher certification, at Columbia College. Sarah loves providing a strong foundation in literacy for her students to pursue personal and career goals.



*Sarah Schumacher Gams*

## **Beth Chapman**

Beth Chapman has worked in executive positions in four of the seven Constitutional Offices, being elected statewide to two of them – Secretary of State and State Auditor. She has worked as a cabinet member for a Governor and as a press secretary for a Lt. Governor, working closely with the Alabama legislature and multiple state agencies.



*Beth Chapman*



Her years of experience in the public relations and political arena span various aspects: successfully lobbying for legislation, campaign management, event planning, fundraising, managing non-profit organizations, advocating for and managing associations with a specialty in lobbying, media relations, community relations and grassroots organization.

Chapman is an award-winning writer, an experienced public speaker and a leading authority in the political and public relations arena. Her firm is eminently qualified to meet all your government or public relations needs.

After working in executive positions with a national non-profit organization, a Governor and a Lt. Governor, then being elected and serving four years as Alabama's State Auditor and seven years as Alabama's Secretary of State, Beth Chapman retired from public office. She now owns and operates Beth Chapman and Associates, a public relations and political consulting firm working with corporations and non-profit organizations. She has an undergraduate degree in communications and a master's degree in education, Magna Cum Laude. She is an award-winning writer and public speaker.

# STUDENT PERFORMERS



## **First General Session**

*Pelion High School Orchestra  
Lexington County School District One*



## **Second General Session**

*Fairfield District Honors Chorus  
Fairfield County School District*



## **Third General Session**

*Blue Fire Drumline  
Williston School District 29*



## **Closing General Session**

*Johnsonville Middle School Chorus  
Florence County District Five Schools*



## **Closing General Session**

*Brookland-Cayce Honors Choir  
Lexington School District Two*







LEADING THROUGH  
**CHANGE**

**SOUTH CAROLINA  
SCHOOL BOARDS ASSOCIATION**

**2021  
ANNUAL  
CONVENTION**

**FEBRUARY 18-21  
HILTON HEAD MARRIOTT  
HILTON HEAD ISLAND**

111 RESEARCH DRIVE • COLUMBIA, SC 29203

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
COLUMBIA, SC  
PERMIT NO. 1270