WITH CHANGE COMES OPPORTUNITY

2016 WASA SUPERINTENDENT WORKSHOP
MAY 1–3 | CAMPBELL’S RESORT, CHELAN
Change is the law of life. And those who look only to the past or the present are certain to miss the future.

JOHN F. KENNEDY
“When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us.”

ALEXANDER GRAHAM BELL

Welcome to With Change Comes Opportunity, this year’s WASA Superintendent Workshop, and to beautiful Lake Chelan!

When so much of the landscape around us is shifting and many unknowns await us in the coming months and years, we, as district superintendents, are in the position of framing the response and actions of those we lead. As the theme of the conference implies, we can view our ever-changing landscape as daunting challenges or as positive opportunities. As Alexander Graham Bell suggests, doors to a better future may actually be opening if we can summon the courage, resilience, and optimism to envision and embrace that better future. As leaders, we play a significant role in setting the tone and direction for others. As such, we need to be thoughtful and intentional about how we communicate—are we looking regretfully at the closed door in a dark room, or do we see an open door and brighter future ahead?

Each year at this conference, we gather with our fellow superintendents to learn with and from each other in a relaxed setting. This year is no different! We possess the capacity to acknowledge the ongoing hard work in which we engage while also looking toward the possibilities that await us.

I hope that your participation in this year’s conference helps you embrace the open doors that lie ahead. May you get what you need and want from our time together, and may you return home energized to address the opportunities before you.

LARRY FRANCOIS
Superintendent, Northshore School District
Chair, WASA Superintendents Component Group
SUNDAY, MAY 1

8 A.M.
GOLF TOURNAMENT SHOTGUN START
Lake Chelan Municipal Golf Course
Sponsored by
Shelgren Financial Group, Inc.

5–6:30 P.M.
RECEPTION
Terrace
Cosponsored by
BLRB architects
Beresford Company
Hill International
McInstry

6:30 P.M.
DINNER
Centennial Ballroom
WELCOME
LARRY FRANCOIS
Superintendent, Northshore SD Chair, WASA Superintendents Component
Cosponsored by
Foster Pepper PLLC
Kutak Rock LLP
Piper Jaffray

Entertainment provided by
Dimestore Prophets

“Change brings opportunity.”
—NIDO QUBEIN

2 | 2016 WASA SUPERINTENDENT WORKSHOP
MONDAY, MAY 2

7:30 A.M.—4 P.M.
REGISTRATION
Centennial Foyer

7:45–8:30 A.M.
BREAKFAST BUFFET
Stehekin Foyer
Sponsored by

8:30–10 A.M.
GENERAL SESSION
Stehekin Ballroom
WELCOME AND INTRODUCTIONS

CULTIVATING ACHIEVEMENT AND LEADERSHIP
What do students need to achieve and what do educational leaders need to thrive? This fast-paced session will equip educational leaders with a toolkit of strategies and research to boost productivity and enjoyment and cultivate an environment that is conducive to learning and leading.

SPEAKER

JULIE ADAMS
Educator, Consultant, Author
Adams Educational Consulting

Cosponsored by

agile Mind®
College Readiness Math Initiative partner with College Spark, OSPI, and Dana Center.

Larry Francois
Superintendent, Northshore SD Chair, WASA Superintendents Component
10:15–11:30 A.M.  
CONCURRENT SESSION I  
Stehekin A  
STRIKE PLANNING AND COMMUNICATIONS  
This year’s bargaining promises to be extremely challenging. When preparing for tough bargaining or potential strikes, a strategic communications plan is essential! Engage in a conversation regarding strategies to prepare for this year’s bargaining season.  
PRESENTERS  
JOHN DEKKER, Assistant Executive Director, Career and Contract Services, WASA  
J.MARIE RICHE, Founder and Principal, Ideal Communications  

Stehekin B  
LEARNING, LEADERSHIP, AND ACCOMPLISHMENT: LESSONS LEARNED WORTH SHARING  
Enjoy a chance to learn from a soon-to-be retired superintendent. Bill promises to share lessons learned over his tenure. Expect to hear at least one good “war story” with a lesson embedded in it!  
PRESENTER  
BILL JORDAN, ED.D., Superintendent, Walla Walla PS  

East  
YOUR FIRST STEP—NEW SUPERINTENDENT TRANSITION PLANNING  
This session will assist new superintendents with their transition plan and help get them off to a great start, putting their best foot forward as they enter their new positions.  
PRESENTERS  
RANDY RUSSELL, PH.D., Superintendent, Freeman SD  
HELENE PAROFF, Assistant Executive Director, Professional Development and Membership Services, WASA  

“

The power of social media is it forces necessary change.

ERIK QUALMAN
West

STRENGTHENING LEADERSHIP CAPACITY

How do we analyze adults’ frames of reference regarding change and student learning? This discussion contextualizes what a superintendent contends are the challenges of a change in mindset and changes in the structures in educational relationships to advance student learning.

PRESENTER
DANNA DIAZ, PH.D., Superintendent, San Juan Island SD

11:30 A.M.–12:45 P.M.

LUNCH
Centennial Ballroom

Lunch Cosponsored by

Cenergistic
The Energy Conservation Company

inspirus
Credit Union

SUPERINTENDENT OF THE YEAR AWARD

AWARD RECIPIENT
STEVE WEBB, ED.D.
Superintendent, Vancouver PS

Sponsored by

DAVIDSON

OSPI UPDATES

SPEAKER
RANDY DORN
Superintendent of Public Instruction, OSPI

12:45–2 P.M.

GENERAL SESSION
Centennial Ballroom

HARNESSING THE POWER OF SOCIAL MEDIA

Whether you are a novice or an expert, this session will provide the what, why, and how of successful digital branding and communication.

SPEAKER
JULIE ADAMS
Educator, Consultant, Author
Adams Educational Consulting

2–2:30 P.M.

ICE CREAM SOCIAL
Centennial Foyer

Cosponsored by

PresenceLearning

Seattle Pacific University

WITH CHANGE COMES OPPORTUNITY | 5

MONDAY, MAY 2
2:30–3:45 P.M.

CONCURRENT SESSION II

Stehekin A
CONSTRUCTIVIST PEDAGOGY:
MARYSVILLE STYLE
This session will provide a snapshot of the Marysville School District technology initiative and its role in impacting instruction.

PRESENTER
BECKY BERG, ED.D., Superintendent, Marysville SD

Stehekin B
HOW DO YOU LEAD A DISTRICT TO EXCELLENCE TO BE THE HIGHEST PERFORMING?
This session will provide insight and best practices to superintendents who are changing culture to ensure a fair and just system exists. This session will also require attendees to reflect on their individual practice and the importance of collective diverse viewpoints, always answering the question, “Is this fair and is this just?”

PRESENTER
NANCY COOGAN, ED.D., Tukwila SD

East
UNDERSTANDING AND EMBRACING A VITAL MARRIAGE—THE BOARD/SUPERINTENDENT RELATIONSHIP
The session will explore the multiple dynamics of the relationship between the Board of Directors, the Superintendent, and staff, and will include consideration and discussion on how to initiate, develop, and sustain a relationship that helps the district operate optimally and that leads to student, teacher, and staff success.

PRESENTER
MIKE DUNN, ED.D., Superintendent, NorthEast Washington ESD 101

West
SUPERINTENDENT CONTRACTS: WHAT’S HAPPENING OUT THERE?
Participants will explore current trends in superintendent contracts. Examples of problematic as well as recommended contract language will be shared. Compensation data and resources for contract negotiations and maintenance will be provided.

PRESENTER
JOHN DEKKER, Assistant Executive Director, Career and Contract Services, WASA
3:45–4:45 P.M.

GENERAL SESSION
Centennial Ballroom

KEY LEADERSHIP AND COMMUNICATION STRATEGIES FOR NEGOTIATIONS
Strong leadership and effective communications—both at the table and with your broader audiences—are critical to successful negotiations. In this informative and interactive session, you’ll hear from a seasoned veteran about changing trends in bargaining communications, get your questions answered, and learn what you can do now to prepare for negotiations this spring and summer.

SPEAKER
J. MARIE RICHE
Founder and Principal, Ideal Communications

5–6:30 P.M.

RECEPTION
Terrace
Cosponsored by
BLRB architects
Beresford Company
Hill International
McKinstry

6:30 P.M.

DINNER
Centennial Ballroom
Cosponsored by
DAVIDSON
Schneider Electric
thoughtexchange

“Change before you have to.”
JACK WELCH

WITH CHANGE COMES OPPORTUNITY | 7
TUESDAY, MAY 3

7–11 A.M.
REGISTRATION
Centennial Foyer

7:15–8 A.M.
BREAKFAST
Centennial Ballroom
Breakfast will be served as you are seated. Please arrive by 7:45 a.m. for service.
Sponsored by sodexo

8–9:45 A.M.
GENERAL SESSION
Centennial Ballroom

INTRODUCTIONS
LARRY FRANCOIS
Superintendent, Northshore SD
Chair, WASA Superintendents Component

FEDERAL LEGISLATION UPDATES
LESLEY FINNAN
Senior Legislative Analyst, AASA

STATE LEGISLATIVE UPDATES AND COMMUNICATING WITH LEGISLATORS
DAN STEELE
Assistant Executive Director, Government Relations, WASA

OSPI’S RESPONSE TO ESSA UPDATES
GIL MENDOZA, ED.D.
Deputy Superintendent, OSPI

9:45–10 A.M.
BREAK
Centennial Foyer
Sponsored by Renaissance Learning
10–11 A.M.
GENERAL SESSION
Centennial Ballroom

CHALLENGES AND CONCERNS ABOUT CHANGING SOCIAL MEDIA
With change comes opportunity—but changing technology also brings pitfalls and legal challenges to public school districts who struggle to follow records retention requirements, and to produce public records upon request. This presentation will provide you a framework to decide whether your district will choose social media and other forms of technology, and if so, some of the duties and obligations you need to consider.

SPEAKER
CHARLES LIND
Attorney, Patterson Buchanan Fobes & Leitch Inc. P.S.

11 A.M.–12 P.M.
GENERAL SESSION
Centennial Ballroom

STATE SUPERINTENDENT CANDIDATE PANEL WITH Q&A
Take this opportunity to hear from and pose questions to State Superintendent of Public Instruction candidates. Candidates confirmed to participate are Robin Fleming, Chris Reykdal, Larry Seaquist, Erin Jones, and Ronald Higgins.

12 P.M.
BOXED LUNCHES TO GO
Centennial Foyer
Cosponsored by

"If opportunity doesn’t knock, build a door."  
— MILTON BERLE
MEETINGS

SUNDAY, MAY 1
12–3 P.M.
EAST/WEST
ESD Superintendents

1–3 P.M.
MONFORT
WIAA Superintendent Advisory Council

3–4:30 P.M.
EAST/WEST
WSIPC Board

UPCOMING EVENTS

JUNE 26–28
WASA/AWSP SUMMER CONFERENCE
Spokane

JULY 25–26
WASA NEW SUPERINTENDENT WORKSHOP
Olympia

AUGUST 4–5
WASA/OSPI SPECIAL EDUCATION WORKSHOP
Tacoma

OCTOBER 11
WASA FALL CONFERENCE
SeaTac
SUPERINTENDENTS COMPONENT OFFICERS
Chair: Larry Francois, Northshore School District
Chair-elect: Randy Russell, Ph.D., Freeman School District
Past Chair: Jake Dingman, Ed.D., Oakesdale School District

OFFICERS
President: Frank Hewins, Ed.D., Franklin Pierce School District
President-elect: Lois Davies, Ed.D., Pateros School District
Past President: Michelle Price, Ed.D., Moses Lake School District

STAFF
Executive Director: Bill Keim, Ed.D.
Assistant Executive Director: Helene Paroff
Assistant Executive Director: John Dekker
Assistant Executive Director: Dan Steele
Professional Development Coordinator: Jamie Chylinski
SPONSORS

Agile Mind: Dana Foster
American Fidelity: Svetlana Volnycheva
BLRB Architects: Jonah Jensen, Greg McCracken
The Beresford Company: Ted Beresford, Buddy Butler, Merle Kirkley
Cenergistic, Inc.: Ed Graff
D.A. Davidson & Company: Jon Gores
DLR Group: Paul Okerlund
Foster Pepper PLLC: Jim McNeill
Hill International, Inc.: Mike Casey
Inspirus Credit Union: Kendra Edlin
Kutak Rock: Debbi Haskins, Brian Kistler, Roy Koegen
McKinstry: Melissa Pendleton, Moe Salem
PEMCO Insurance: Allison Leep
Piper Jaffray: Trevor Carlson, Ryan Swanson
PresenceLearning: Brett Gallagher
Renaissance Learning: Pierre Geurts, Gene Hertzke
Schneider Electric: David Palmer
Seattle Pacific University: Bill Prenevost
Shelgren Financial: Dan Grimshaw
Sodexo Education Services: Greg Johnson
Thoughtexchange: Kevin Skelcher
WSIPC: Marty Daybell
# Workshop at a Glance

## Sunday
- **8 A.M.**
  - Golf Tournament
  - Lake Chelan Municipal Golf Course
- **5–6:30 P.M.**
  - Reception
  - Terrace
- **6:30 P.M.**
  - Dinner
  - Centennial Ballroom

## Monday
- **7:30 A.M. – 4 P.M.**
  - Registration
  - Centennial Foyer
- **7:45–8:30 A.M.**
  - Breakfast Buffet
  - Stehekin Foyer
- **8:30–10 A.M.**
  - General Session
  - Stehekin Ballroom
- **10–10:15 A.M.**
  - Break
  - Stehekin Foyer
- **10:15–11:30 A.M.**
  - Concurrent Session I
  - See Program
- **11:30 A.M.–12:45 P.M.**
  - Lunch
  - Centennial Ballroom
- **12:45–2 P.M.**
  - General Session
  - Centennial Ballroom
- **2–2:30 P.M.**
  - Ice Cream Social
  - Centennial Foyer
- **2:30–3:45 P.M.**
  - Concurrent Session II
  - See Program
- **3:45–4:45 P.M.**
  - General Session
  - Centennial Ballroom
- **5–6:30 P.M.**
  - Reception
  - Terrace
- **6:30 P.M.**
  - Dinner
  - Ballroom

## Tuesday
- **7–11 A.M.**
  - Registration
  - Centennial Foyer
- **7:15–8 A.M.**
  - Breakfast
  - Centennial Ballroom
- **8–9:45 A.M.**
  - General Session
  - Centennial Ballroom
- **9:45–10 A.M.**
  - Break
  - Centennial Foyer
- **10–11 A.M.**
  - General Session
  - Centennial Ballroom
- **11 A.M.–12 P.M.**
  - General Session
  - Centennial Ballroom
- **12 P.M.**
  - Boxed Lunches to Go
  - Centennial Foyer