AASA WOMEN IN SCHOOL
LEADERSHIP FORUM

November 11-13, 2010  •  Arlington, Va.
The Ritz-Carlton Hotel Pentagon City

OPENING KEYNOTE SPEAKER

MICHELLE SINGLETARY
NATIONALLY SYNDICATED PERSONAL FINANCE COLUMNIST, The Washington Post
The AASA Women in School Leadership Forum is a networking and educational experience designed to engage, enlighten and empower women leaders from across the country. Focused on leadership excellence, this forum will help you build your skills, share solutions, strengthen professional networks and sharpen your career planning.

During this conference you will:

• Be inspired by stories of great accomplishment while renewing your passion for public education
• Learn to apply successful business principles to your ultimate advantage
• Strengthen your support network through dialogue with other school system leaders
• Advance your career goals with resume review and one-on-one coaching sessions

Opening General Session
Leaving a Legacy of Better Money Managers
Friday, Nov. 12, 2010
8:45 – 10:00 a.m.

Michelle Singletary is a nationally syndicated columnist for The Washington Post. Her award winning column “The Color of Money” is carried in more than 100 newspapers across the country including the Atlanta-Journal Constitution, Miami Herald, Boston Globe, Tampa Tribune and Philadelphia Inquirer. Her third book, The Power To Prosper, was released in January of 2010 to national acclaim. During her session she will engage, enlighten and empower you to take control over your own finances, while challenging you to lead your faculty and students to financial freedom.

Michelle Singletary, nationally syndicated personal finance columnist, The Washington Post
Thursday, Nov. 11, 2010

3:00 – 8:00 p.m.
Registration Open

5:00 – 6:00 p.m.
Opening Night Reception

Friday, Nov. 12, 2010

7:30 – 8:30 a.m.
Continental Breakfast

8:45 – 10:00 a.m.
Opening General Session – Featuring Michelle Singletary
See the session write up on the preceeding page.

10:15 – 11:15 a.m.
General Session - Education Industry Experts
From the Classroom to the Boardroom: Lessons in Leadership
Industry experts discuss how they made it to the top in their respective organizations. What did they have to overcome; how did they get there; what type of mentoring did they receive? Listen and interact with these women in leadership positions.

Catherine Smith, CEO of ING
Cathy Schlosberg, vice president of marketing, ARAMARK
Patty Hobson, director of strategic marketing, Farmers Insurance
Kathy Hurley, senior vice president of strategic partnerships, Pearson
Moderator: Ed Hatrick, superintendent, Loudoun County Public Schools, Loudoun County, Va. and President, AASA, Arlington, Va.

11:15 a.m. – 12:15 p.m.
Improving Educational Outcomes by Enhancing the Cognitive Skills of Students
Individual differences in basic perceptual and cognitive functions have been shown to affect speech perception, language and literacy skills, as well as social and emotional development. In turn, individual differences in language and literacy skills have been shown to be highly predictive of overall academic achievement. Understanding the role of basic perception and cognitive abilities in academic achievement has led to the development of novel, neuroplasticity-based cognitive skills training strategies (Fast ForWord www.scientificlearning.com) aimed at strengthening each student’s fundamental learning capacity. Results from intervention studies in laboratory, clinical as well as school settings will be presented.

Paula Tallal, director, Scientific Learning Corp. and Board of Governors’ professor of neuroscience, Rutgers University
Friday, Nov. 12, 2010

1:30 – 2:30 p.m.

Breakouts

Women in the Superintendency: Three Perspectives
Join these panel members as they share their thoughts, experiences and published research on women in the superintendency. Candid and open discussion along with an opportunity to directly interact with the members will yield insight into their personal journeys in leadership, identification of barriers and suggestions for women leaders.

- **Pat Neudecker**, AASA president-elect and superintendent, Oconomowoc Area School District, Oconomowoc, Wisc.
- **Sue Weisse**, principal, Slinger Elementary School, Slinger, Wisc.

Leadership Challenges and Opportunities for Women Administrators
Women at the top of school systems still carry the moniker of “lady” or “madam” superintendent, unlike their male counterparts who have no such tags. This session will explore the special challenges women administrators face on the job and frank and practical suggestions for overcoming them.

- **Elizabeth (Betty) Molina Morgan**, superintendent, Washington County School District, (Md.); AASA 2010 National Superintendent of the Year

2:45 – 4:00 p.m.

General Session - Advocacy and Policy

ESEA Won’t Get Done This Year. Will Schools Get Any Help from Washington?
Since the Administration and Congress were once again unable to reauthorize ESEA, will schools get any relief from onerous regulations and the impossible 100 percent proficiency goal? And, will Washington provide funding instead of more costly mandates? The answers to these questions from AASA’s fortune teller, Bruce Hunter.


4:30 – 5:30 p.m.

Happy Hour Reception
Don’t miss this opportunity to network and mingle with old and new friends alike.

6:30 p.m.

Dine A Rounds
Sign-up sheets will be available onsite for one of the many great restaurants in the D.C. area. Take this opportunity to sample some of the great food D.C. has to offer.
Saturday, Nov. 13, 2010

7:30 - 8:15 a.m.
Continental Breakfast

8:30 – 10:00 a.m.
General Session - Education Executives
A World-Class Education System: States Leaders on the Forefront
Hear from three distinguished educators as they discuss the road they traveled from local education agencies to one of the top posts in their respective states.

Chris Nicastro, commissioner of education, Missouri Department of Education, Jefferson City, Mo.
Lillian M. Lowery, secretary of education, state of Delaware
Denise Juneau, state superintendent of public instruction, Helena, Mont.

10:15 – 11:30 a.m.
The Traveling Sisterhood of Educational Leadership: Across Time and Space
This presentation uses information, humor and inspiration to remind us of the sisterhood we share that sustains us. Sharing ongoing work of Women Leading Education across the Continents, a group co-founded by AASA, we will discuss not only about women education leaders around the globe, but also show “sisterhood” has grown even across many miles. A “visit” from a 12th-century “sister”, the first feminist, will add humor, while a closing video inspires with a hymn to women. Opportunities for AASA members to participate in international work will be discussed.

Helen C. Sobehart, executive director of ASSET Inc.; former superintendent and university president; and editor/chair of Women Leading Education across the Continents: Sharing the Spirit, Fanning the Flame
Moderator: Sarah Jerome, superintendent, Arlington Heights School District 25, Illi. and past president, AASA, Arlington, VA

12:45 – 2:00 p.m.
General Session - Resilient Women Leaders Achieving Success in Leading Systems – Sharing the Spirit
The presenter will share her journey and experience as teacher, principal, and superintendent in leading a school district to focus on success for all students in the 21st-century. The nine strengths of resilient educational leaders will be discussed. Drawing from the book published in 2009 by AASA and Rowman and Littlefield titled “Resilient Leadership for Turbulent Times,” which the presenter co-authored, this session will provide participants with concrete, real-life strategies to recover and grow stronger in the face of adversity.

Diane E. Reed, associate professor and co-director of the Graduate Educational Leadership Department at St. John Fisher College in Rochester, N.Y.
Friday, Nov. 12, 2010       8:30 a.m. – 4:00 p.m.  
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Check out the Career Development Sessions.

Resume Review
Get feedback on your resume in a one-on-one session with an experienced search consultant, board member or superintendent. The Resume Review sessions are complimentary.

Mock Interview
Participate in a one-on-one mock interview and receive comments on how to improve your presentation from an experienced professional, board member or superintendent. Mock Interviews are provided complimentary.

Executive Coaching
Take advantage of executive coaching to close the gap between what you most want to achieve and what you are currently experiencing in work and life. Tap into your own brilliance as you address issues, concerns, goals or dreams in a way that most uniquely fits you. Your step into this realm of new possibilities will be guided by an expert executive coach. Executive coaching costs $75 for a 45-minute session.

If you would like to participate in one of the options listed, please e-mail Molly O’Neill, AASA meetings manager, to schedule an appointment. E-mail: MONeill@aasa.org

You may be able to sign up on-site during the conference, but space is limited so plan ahead.

IMPORTANT HOTEL INFORMATION

Book your hotel room by Oct. 21, 2010 in order to receive the special conference rate of $189/night.

Call the Ritz-Carlton Pentagon City at 703-415-5000 and be sure to reference “AASA” or the “American Association of School Administrators” to receive the discounted rate.
AASA I.D. #

First Name  □ Mr. □ Mrs. □ Ms. □ Dr. □ Other  M.I.

Last Name

Present Position  District/Institution

Office Address  City

State/Province  Zip+4/Postal Code

Office Phone  FAX

Preferred E-mail Address  

Note: notify AASA at 703-875-0704 if you have special needs.

□ AASA Member:  $499 = $_________
□ Nonmember  $699 = $_________

Total = $_________

□  PO# ________ (Please add $25 for processing)

□ Charge $______ to my Credit Card:  □ Visa  □ MasterCard  □ American Express  □ Discover

Credit Card #  Exp. Date

Print Cardholder’s Name

Cardholder’s Signature

AASA Cancellation Policy: All registration cancellations must be received in writing no later than Oct. 21, 2010, for a refund. A $75 processing fee applies to all cancellations. No refunds will be provided after Oct. 21, 2010. Requests for refunds can be faxed to 703-841-1543 attention Molly O’Neill.

Meeting Cancellation Policy: AASA reserves the right to cancel the meeting at any time due to low enrollment. Should AASA be required to cancel this event, AASA will inform all registrants in writing and will reimburse registration fees within 60 days. NOTE: AASA will not be responsible for refunds of travel costs incurred.

Accommodations:
Ritz-Carlton Pentagon City
1250 S. Hayes Street, Arlington, VA  22203

Group Rate: $189 Single/Double Occupancy
Reservation Phone Number: (703) 415-5000

Be sure to mention “AASA or American Association of School Administrators” to receive the AASA-discounted rate.

INTERNAL USE ONLY: Meeting Code  AASA18
American Association of School Administrators
801 N. Quincy Street, Suite 700
Arlington, VA  22203

AASA Women in School Leadership Forum

OPENING KEYNOTE SPEAKER

MICHELLE SINGLETARY
NATIONALLY SYNDICATED PERSONAL FINANCE COLUMNIST
THE WASHINGTON POST

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See inside for more information!