Stepping into our Future…
Learning and Leading
2015 Conference Committee

Conference Coordinator
LaTonya M. Goffney, Lufkin ISD

Committee Members
Karla Burkholder, Schertz-Cibolo-Universal City ISD
Stacey Edmonson, Sam Houston State University
Danette Maldonado, Houston ISD
Stacey McGraw, Allen ISD
Karla Moyer, ESC Region 13
Sharon Ross, Mexia ISD
Karen Saunders, Ranger ISD
Tina Seaman, Katy ISD
Shelley Slaughter, Cumby ISD
Kathryn Washington, Goodrich ISD

Greeters
TCWSE Past Presidents

Focus Session Facilitators
TCWSE Regional Representatives

2014 Executive Board

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President
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Legal Counsel
Laura S. Fowler and Susan Morrison, Attorneys, The Fowler Law Firm, P.C.

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Shirley J. Mills, Associate Professor, University of Texas-Pan American

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Tina Herrington, Assistant Superintendent of Curriculum and Instruction, Wharton ISD

Region 4
Susie Garza, Assistant Principal, Katy ISD

Region 4
Danette Maldonado, Counselor, Houston ISD

Region 6
Stacey Edmonson, Dean, College of Education, Sam Houston State University

Region 8
Debi Crawford, Assistant Superintendent, Educational Services, Hawkins ISD

Region 8
Missy Walley, Elementary Principal, Chapel Hill ISD (ESC 08)

Region 9
Hope M. Appel, Assistant Superintendent, Vernon ISD

Region 10
Misty Shipley, Internal Auditor, Irving ISD

Region 13
Karla Moyer, Senior Coordinator for Human Resources, ESC Region 13

Region 14
Lindy Robinson, Superintendent, Rotan ISD

Region 17
Rhonda Dillard, Director of Human Resources, Frenship ISD

Region 19
Sylvia Hopp, Superintendent, San Elizario ISD

Region 20
Patricia Ann Welter, Assistant Principal, San Antonio ISD
Review Committee of Past Presidents (active)

Yvonne Katz, Superintendent (Retired)/Trustee, Alamo Community College District (1986–1987)
Janiece T. Campbell, Retired Professor (1987–1988)
Virginia L. Collier, Retired Superintendent/Professor (1990–1991)
Beverly J. Irby, Professor and Chair, K-12 Educational Administration Programs, Texas A&M University (1996–1997)
Anita M. Pankake, Retired Professor (2000–2001)
Elizabeth A. Clark, Associate Superintendent, Curriculum and Instruction, Birdville ISD (2001–2002)
Nancy K. Vaughan, Retired Superintendent; Consultant, NKV Consulting; and Assessment Coordinator, Lake Worth ISD (2005–2006)
Jennifer S. Blaine, Associate Superintendent, Administration and Operations, Spring Branch ISD (2006–2007)
Viviana Lopez, Director, Education Initiatives, Texas Education Agency (2007–2008)
Lu Stephens, Independent Consultant, University of Texas-Permian Basin, Webcentric
Denise Daniels, Assistant Principal, Katy ISD (2012)
Résumé Reviews (Room 414)
Coordinator: Sharon Ross, Superintendent, Mexia ISD

Sign up when you arrive at the conference for this opportunity to gain a fresh understanding of how to put your best foot forward and make your résumé rise above the crowd. This is a must-do session for administrators heading up the career ladder. You must bring a copy of your résumé to sign up for a one-on-one Résumé Review session.

(Please Note: Résumé Review sessions are conducted on Saturday only.)

Reviewers:
Debi Crawford, Assistant Superintendent, Educational Services, Crawford ISD
Vicki Dunn, Education Specialist, Former Superintendent
Donna Savage, Assistant Superintendent, Mexia ISD
Shelly Slaughter, Superintendent, Cumby ISD
Delores Warnell, Superintendent, Bloomington ISD
Terri Watkins, Superintendent, LaMarque ISD

2015 TCWSE Awards & Recognition

Margret Montgomery Leadership Award
Given to an outstanding Texas educator who has demonstrated exemplary leadership and supported professionalism for women in education and who exemplifies the mission of TCWSE. The recipient of the Margret Montgomery Leadership Award must be a member of TCWSE.

Recipient: Debi Crawford, Assistant Superintendent, Educational Services, Hawkins ISD

Friend Award
Given to an individual who has made a significant contribution to TCWSE.

Recipient: Texas Alliance of Black School Educators
Michael D. McFarland, President

Bravo Awards
Presented to exemplary practitioners, innovative programs, and initiatives that promote community and parental involvement.

Recipients:
Denise Daniels, Assistant Principal, Katy ISD
LaTonya Goffney, Superintendent, Lufkin ISD
Stacey McGraw, Education Specialist, Allen ISD
Terri Watkins, Superintendent, LaMarque ISD

Pat Shell Scholarship
Named in honor of Pat Shell, an outstanding Texas education leader and mentor to both men and women educators.

Recipient: Debi Crawford, Assistant Superintendent, Educational Services, Hawkins ISD

Special thanks to Howard Technology Solutions and Hitachi for donating the LCD projectors used in our sessions!

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PBK

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Step Into the Electronic Future

At Creating and Managing Wealth, we serve your busy life by offering multiple ways for you to stay informed of your current financial situation. Meetings can take place face to face at our office in Irving OR over the internet using an easy, uncomplicated program. Whether you are 1 mile or 1,000 miles away, keeping tabs on your finances has never been so easy!

CMW Staff includes highly trained People specializing in:
- State Retirement System Options
- Retirement Strategies for Superintendents and Executives
- Asset Management
- Long-Term/Disability/Life Insurance
- Contract Negotiation Strategies
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>3–6:30 p.m.</td>
<td>Registration</td>
<td>Salon D Foyer</td>
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<td>4–6 p.m.</td>
<td>TCWSE Executive Board Meeting</td>
<td>406</td>
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<td>Newcomer Session</td>
<td>414</td>
</tr>
<tr>
<td>8:15–9:30 a.m.</td>
<td>Continental Breakfast/1st General Session (Martha Salazar Zamora)</td>
<td>Salon D</td>
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<tr>
<td>9:45–10:45 a.m.</td>
<td>Focus Session #1</td>
<td>In Rooms Assigned</td>
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<tr>
<td>11 a.m.–Noon</td>
<td>Focus Session #2</td>
<td>In Rooms Assigned</td>
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<tr>
<td>Noon–2 p.m.</td>
<td>2nd General Session/Celebration and Awards Luncheon (Mary Ann Whiteker)</td>
<td>Salon D</td>
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<tr>
<td>2:15–3:15 p.m.</td>
<td>Focus Session #3</td>
<td>In Rooms Assigned</td>
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<tr>
<td>3:30–4:30 p.m.</td>
<td>Career Panels</td>
<td>In Rooms Assigned</td>
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## Daily Sessions and Events

### Friday, January 23

<table>
<thead>
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### Saturday, January 24

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If you’re new to TCWSE and this is your first year to attend, you’ll want to attend this session for a quick overview of the history of TCWSE and how the organization can help you and your colleagues become the best you can be throughout your educational career. Grab your breakfast and join us for a fun scavenger hunt and more!

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**Presiding:** Pat Ramirez, Assistant Superintendent, John H. Wood Jr. Charter District, and 2014 TCWSE President  
**Special Guest:** Johnny L. Veselka, Executive Director, TASA  
**Speaker:** Martha Salazar-Zamora, Chief Academic Officer, Tomball ISD

**Lead with Balance: Leadership Lessons Learned from the Past, Present and Future**

A female public school educational advocate shares lessons learned from leadership experiences that stem from the classroom, campus office, district/central office, and superintendency in small, midsize, large, and large urban school districts. How do we balance being a wife, daughter, mother, friend, colleague, and transformational leader while maintaining who you are and being true to your educational philosophical beliefs? Learn when to stay and potentially when to walk away as you lead with balance.

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**Presenter:** Christina Winters Gears, President/CEO, Creating & Managing Wealth, LLC

We answer two questions for our clients: (1) Am I going to make it? and (2) What are my financial blind spots? Get the tools you need to make informed decisions for yourself. Plus, TRS options are discussed and the TRS Rule of 80 & 90 is clarified.

**Walk-throughs and Learning Walks**

**Presenters:** Rosa Hernandez, Principal, Kylene Boswell-Jones, Instructional Coordinator, Maria Nuncio, Principal Intern/Teacher, and Anatassia Tatarskaja, Special Education Department Chair, Burbank Middle School, Houston ISD

Need tips on how to move your school to the next instructional level? Burbank Walk-throughs and Learning Walks are the way to go. In this session, leaders walk away with observation tools, optional walk-through systems, strategies on how to get an expansive instructional view of your campus, and tips on how to stay on top of all curriculum areas.
<table>
<thead>
<tr>
<th>Presenters:</th>
<th>Branding the Best 410</th>
<th>Sheila Adams, Director of Communications and Public Relations, Lufkin ISD; and Sonya Cole-Hamilton, Director of Communications, Lancaster ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>This session is all about sharing ideas to brand your school as the best while branding the best about your school. Learn how to utilize local media, technology, social media, campus communicators, and community forums to get the word out about the success of your school district and/or campus. Create a positive spin that will have the community talking about why your school is known as the best.</td>
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<tr>
<th>Presenter:</th>
<th>Quintessential Skills for Leading Ladies 412</th>
<th>Donna Janssen Coordinator, District Leadership Initiatives, Texas Center for District and School Support</th>
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<tbody>
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<td></td>
<td>Take a peek into the toolbox of successful women leaders. What leadership approaches are uniquely effective for women and why? In what ways do we limit our impact and how can we avoid this? In this interactive session you learn and practice high-leverage skills to embed in your work.</td>
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<tr>
<th>11 a.m.–Noon Focus Session #2 In Rooms Assigned</th>
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<tr>
<td><strong>406</strong></td>
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<tr>
<td>Presenters:</td>
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| **408** | Attitude, Altitude, and Atmosphere Start with YOU | Presenters: Shelly Slaughter, Superintendent, Cumby ISD; Missy Walley, Principal, Chapel Hill ISD (ESC 8); and Carrie Gray, Principal, Rivercrest ISD |
| Presenters: | | Become the leader whom others want to follow through understanding yourself and understanding what it takes to be a successful leader. Learn strategies for this success through books and sharing. |

| **410** | Building and Supporting a Student Learning Platform in Birdville ISD | Elizabeth Clark, Associate Superintendent for Curriculum and Instruction, Birdville ISD; and TJ Mears, Executive Director, and Ashley Sladeczek, Account Executive, Scholastic Achievement Partners |
| Presenters: | | Birdville ISD recognized the need for creating learning environments focused on providing students with rigorous tasks preparing them for a college and career pathway. In the words of the district leaders, “It’s all about the TASKS!” In this session, presenters share the Birdville story and provide information on how to create and support a “Student Learning Platform.” |

| **412** | Digital Leadership: ITs Not Just for Techies Anymore! | Karla Burkholder, Director of Instructional Technology, and Candee Mills, Assistant Technology Director, Schertz-Cibolo-Universal City ISD |
| Presenters: | | Sheninger identified seven pillars of digital leadership: communication, public relations, branding, professional growth, student learning, school environment, and opportunity. Learn what these mean for you as a school or district leader, and how you can model effective, responsible technology use for your students, staff, and community. Bring your own device to actively engage in collaborative learning opportunities. |
### Noon–2 p.m. 2nd General Session/Celebration and Awards Luncheon

- **Presiding:** Pat Ramirez, Assistant Superintendent, John H. Wood Jr. Charter District, and 2014 TCWSE President
- **Speaker:** Mary Ann Whiteker, Superintendent, Hudson ISD

**A Messenger for Change…Are You Ready?**

Schools face impossible challenges due to limited resources, testing/accountability, and 21st century workforce demands. The creative genius of Texas teachers has been overshadowed by “measuring what the state treasures—tests”! Students power-down when they enter the classroom, passion and interest ignored. It is time for educators to learn from the past and prepare for the future—it is time to become a messenger for change!

### 2:15–3:15 p.m. Focus Session #3

**Women School Superintendents: Stepping into the Rural School Experience**  
*(Pat Shell Scholarship Session)*

- **Presenter:** Sharon Ross, Superintendent, Mexia ISD

  With each superintendent appointment, therein lies an array of experiences! What's so different about leading rural districts? Step into this session wearing your best pair of shoes for the journey of leading and learning—the rural school way!

**What Does the Future Hold?**

- **Presenters:** Diane Stegall, Retired Superintendent/Financial Representative, Modern Woodmen of America; and Shelly Faulkner, Doctoral Student/Teacher, Mesquite

  We think we know what the future holds but then something happens that changes that picture. Is this change a good thing or not? This session explores what happens when plans change, how to cope with dreams that don’t get fulfilled, and how to embrace the new opportunities that come your way. Come share with us the possibilities for your future.

**Getting Ready to Negotiate**

- **Presenter:** Susan G. Morrison, Attorney, The Fowler Law Firm, PC

  Women are still paid less than men. Why? They fail to negotiate in their own best interest. Taking care of you is not unChristian. The better you do, the better your daughters will do, the better your female students will do. Come. Practice. Get the tools you need!

**Data Walls—Why and How**

- **Presenters:** Cynthia McFarland, Principal, and Sharon Alexander, Principal Fellow, Dallas ISD

  This presentation focuses on using an assessment tracking wall to plan strategically for individual students. Discover how one urban elementary school is posting evidence of student learning on data walls and how it has empowered their students to change their level of mastery. The administrators share how they are able to ensure that assessment and instruction are aligned while sparking professional dialogue among teachers as they improve instructional practice.

### 3:30–4:30 p.m. Career Panels

**Stepping into the Superintendency**

- **Moderator:** Diane Stegall, Retired Superintendent/Financial Representative, Modern Woodmen of America
- **Panelists:** Lisa Meysembourg, Superintendent, Schulenburg ISD; Cathy Booth Lauer, Superintendent, Nixon-Smiley ISD; Shelly Slaughter, Superintendent, Cumby ISD; Terri Watkins, Superintendent, LaMarque ISD; and Brenda Krchnak, Superintendent, Snook ISD

  Whew!! It’s a tall ladder but you can make it! The glass ceiling has been broken so climb right in to the sky view of what it takes to make it to the top of school leadership! You leave this session with
Stepping into Campus and District Administration

Moderator: Valerie Walker, Assistant Principal, Pflugerville ISD
Panelists: Henri Gearing, CFO and Former Superintendent, Lago Vista ISD; Delores Warnell, Superintendent, Bloomington ISD; Debi Crawford, Assistant Superintendent, Educational Services, Hawkins ISD; Donna Savage, Assistant Superintendent, Mexia ISD; and Helena Mosley, Assistant Superintendent, Early Childhood and Achievement, Lancaster ISD

Stepping into a campus- or district-level administrative position is to be commended! So, what are those top leaders looking for when they see my application and when they hear me during the interview? Aspiring principal candidates and individuals interested in central office vacancies will want to attend this panel and find out what superintendents and district-level hiring authorities have to say about “their choice” for the various positions!

Stepping into Our Future…Leading Our Schools

Moderator: Lupita Hinojosa, Chief Academic Officer, Spring ISD
Panelists: Hit the Ground Running: Shannon Hood, Principal, Lamar CISD
Time Management & Organization: Tammy Addison, Principal, Millsap ISD
Creating Your Principal Entry Plan: Rosa Hernandez, Principal, Houston ISD
Preparing for the Interview: Kim Lawson, Executive Director of Curriculum & Instruction, Katy ISD

Stepping into Our Future…Learning and Leading—Higher Education, Here We Come!

Moderator: Kathryn Washington, Principal, Goodrich ISD, and Adjunct Professor, Houston Baptist University
Panelists: Patti Monroe, Professor, Mary Hardin-Baylor University; Lu Stephens, Independent Consultant, University of Texas-Permian Basin, Webcentric; Stacey Edmonson, Dean, College of Education, Sam Houston State University; Laveria Hutchison, Associate Professor & Chair & Co-Principal Investigator in Curriculum and Instruction, University of Houston; Jennifer Butcher, Associate Professor in the Center for Doctoral Studies in Educational Leadership, Lamar University; and Erica Lawton, Assistant Director, School Science and Technology, Rice University

There are many different facets and areas of opportunities for careers and leadership in higher education. This panel of experienced professors and leaders from across the state gives you the tools you need to make that “Step Into Higher Education.”

4:30–6 p.m. Welcome Reception

TCWSE Conference attendees, presenters, sponsors, and guests come together at our Welcome Reception for relaxation and networking. It’s a great opportunity unwind after the day’s activities and to get to know any folks you haven’t met. We’ll also take a few minutes to introduce our Regional Representatives to attendees.
Sunday, January 25

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<td><em>Karen Rue, Superintendent, Northwest ISD</em></td>
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<td>President’s Address and Installation of 2015 Officers</td>
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<td><em>Facilitators:</em> LaTonya Goffney, Superintendent, Lufkin ISD; and Karla Moyer, Senior Coordinator for Human Resources, ESC Region 13</td>
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<td></td>
<td>New opportunity! Please join us for a dynamic opportunity to network with educators who have stepped up, stepped out, and stepped into a variety of positions in education. You sit at the table with selected mentors from across the state and engage in a conversation designed to help you continue to grow as a leader. These mentors have served in a variety of district and campus leadership roles, and they are prepared to serve as your mentor during this block of time and to continue this encouraging relationship throughout the upcoming year.</td>
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<td><em>Presiding</em> LaTonya M. Goffney, Superintendent, Lufkin ISD, and 2015 TCWSE President</td>
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<td><em>Speaker</em> Andrea J. Seale, CTE Testing Coordinator, Lumberton ISD</td>
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<td>I’m All about CHANGE…No Trouble</td>
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Sometimes “change” is self-imposed and sometimes change is totally unexpected. Many school leaders have experienced change during their careers and some have had to carry on while coping with change in their personal lives as well. Learn how one school leader has managed both and been able to “stay the course” and why this 27-year veteran feels change is “no trouble.”
## President’s Circle

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Person</th>
<th>Title</th>
<th>Address</th>
<th>Phone Number</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>Creating &amp; Managing Wealth, LLC</td>
<td>Christina Winters Gears</td>
<td>CEO/President</td>
<td>5201 N O’Connor Blvd., Suite 200, Irving, TX 75039</td>
<td>972.831.8866</td>
<td><a href="mailto:christina@cmwfinancial.com">christina@cmwfinancial.com</a></td>
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## Platinum

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<tr>
<td>Scholastic</td>
<td>Todd Zorros</td>
<td>Regional Director</td>
<td>2270 Springlake R., Suite 600, Farmers Branch, TX 75234</td>
<td>469.503.0863</td>
<td><a href="mailto:tzorros@scholastic.com">tzorros@scholastic.com</a></td>
</tr>
<tr>
<td>TCG Benefits</td>
<td>Sandy Stauffer</td>
<td>Regional Director</td>
<td>900 S. Capital of Texas Highway, Suite 350, Austin, TX 78746</td>
<td>512.600.5277</td>
<td><a href="mailto:sstauffer@tcggroupholdings.com">sstauffer@tcggroupholdings.com</a></td>
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## Gold

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<tr>
<td>AXA Advisors</td>
<td>Emily Persyn</td>
<td>Financial Consultant</td>
<td>8000 IH-10 West, Suite 750, San Antonio, TX 78230</td>
<td>210.275.1586</td>
<td><a href="mailto:emily.persyn@axa-advisors.com">emily.persyn@axa-advisors.com</a></td>
</tr>
<tr>
<td>First Financial Group of America</td>
<td>Kevin McCarthy</td>
<td>Account Development Coordinator</td>
<td>2009 RR 620 North, Suite 123, Austin, TX 78734</td>
<td>512.786.6039</td>
<td><a href="mailto:kevin.mccarthy@ffga.com">kevin.mccarthy@ffga.com</a></td>
</tr>
<tr>
<td>ImagineLearning</td>
<td>Clayton Renfroe</td>
<td>Area Partnership Manager</td>
<td>191 River Park Drive Provo, UT 84604</td>
<td>817.504.6220</td>
<td><a href="mailto:clayton.renfroe@imaginelearning.com">clayton.renfroe@imaginelearning.com</a></td>
</tr>
<tr>
<td>Learning List</td>
<td>Jackie Lain</td>
<td>President</td>
<td>406 East 11th Street, Austin, TX 78701-2617</td>
<td>512.852.2131</td>
<td><a href="mailto:jackiel@learninglist.com">jackiel@learninglist.com</a></td>
</tr>
<tr>
<td>Linebarger Goggan Blair &amp; Sampson</td>
<td>Steve Bird</td>
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<td>P.O. Box 17428, Austin, TX 78760</td>
<td>512.447.6675</td>
<td><a href="mailto:steve.bird@lgbs.com">steve.bird@lgbs.com</a></td>
</tr>
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## Silver

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<tr>
<th>Company</th>
<th>Contact Person</th>
<th>Title</th>
<th>Address</th>
<th>Phone Number</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>ARAMARK</td>
<td>Ron Gomez</td>
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<td>2864 Stackhouse St., Keller, TX 76244</td>
<td>415.760.4559</td>
<td><a href="mailto:gomez-ronaldo@aramark.com">gomez-ronaldo@aramark.com</a></td>
</tr>
<tr>
<td>Harrison, Walker &amp; Harper</td>
<td>Cory Wood</td>
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<td>903.495.4970</td>
<td><a href="mailto:cwood@hwh1887.com">cwood@hwh1887.com</a></td>
</tr>
<tr>
<td>Learning.com</td>
<td>Sally Robinson</td>
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<td>214.454.1164</td>
<td><a href="mailto:srobinson@learning.com">srobinson@learning.com</a></td>
</tr>
<tr>
<td>PBK</td>
<td>Darrell Pearson</td>
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<td>512.340.0676</td>
<td><a href="mailto:darrell.pearson@pbk.com">darrell.pearson@pbk.com</a></td>
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## LCD Projector Donation

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<tbody>
<tr>
<td>Hitachi</td>
<td>Keith Robinson</td>
<td>Sales Manager</td>
<td>512.337.7678</td>
<td><a href="mailto:keith.robinson@hal.hitachi.com">keith.robinson@hal.hitachi.com</a></td>
<td></td>
</tr>
<tr>
<td>Howard Technology Solutions</td>
<td>Holly Davis</td>
<td>TX Education Sales Manager</td>
<td>682.220.6083</td>
<td><a href="mailto:hdavis@howard.com">hdavis@howard.com</a></td>
<td></td>
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