Your Personal Invitation

Leaders Make It Happen
This exclusive event brings together superintendents and key district leaders for a level of exploration and interaction that can’t be matched. The topics and experts on continuous improvement are what make this event unlike any other. Make It happen by registering today.

Open this invitation and discover It!

Leaders Make It Happen

Education Leadership Summit for Superintendents
June 26-27*, 2006 • Renaissance Vinoy Resort • St. Petersburg, FL
Leaders Make It Happen

What is It? What if It were all the necessary tools that district leaders are using to implement success? It is deployment, alignment, people, change management, and success. It is proactive, assertive, and often difficult to get your arms around, but It can be the optimism you need to achieve leadership success.

You are invited to explore It over two days with experienced superintendents who use the concepts of It to achieve high performance in their districts.

During this intense two-day summit...

You will hear dynamic presentations and participate in interactive dialogue and activities that will help you:

- Create a culture that includes buy-in and alignment
- Build leadership capacity to attain high performance results
- Generate momentum and sustainability
- Use systems management as your foundation
- Define and evaluate targets, goals, and measures in a positive environment

You’ll end each day with:

- Inspiration and real-world applications from meaningful discussions with your peers
- Access to a network of like-minded leaders
- A portfolio of resources to support your work in systematic improvement
- New strategies to help you get the results you strive for

And, ongoing support and learning through ASQ’s Education Division will be available to you long after you leave the event.

All sessions are interactive with time for sharing and networking with colleagues and speakers.

Monday, June 26

Morning Session

It Is All About Leadership!

Dr. Diane M. Bosworth, Assistant Superintendent
Curriculum & School Improvement, Jenks Public Schools,
2005 Baldrige Award Recipient

Jenks Public Schools senior leaders establish and deploy the vision, mission, and core values of the district as well as create and sustain an environment for continuous improvement. The steps in the planning process include action plans development and deployment to achieve the district’s goals and strategic objectives. Dr. Bosworth will actively involve the participants as she models the process used with the board of education and various administrators in reviewing and developing the district’s goals.

School and Classroom Level: Effective Professional Development Practices

Afternoon Session

The Power of Linkages: How Leaders Support Integration to Achieve Results

Sandra M. Byrne, Ph.D., Education Specialist, Baldrige National Quality Program, and Sandra Cookeley, APR, Director of Quality and Community Relations, Pearl River School District, 2001 Baldrige Award Recipient

Education organizations are full of potential connections among their various elements—educational standards, professional development, and student results. Rather than being characterized by these connections, these organizations are often characterized by disconnections among the people, strategies, and actions. Adopting the Baldrige model provides organizations with a systemized management approach with clear linkages between key elements. This session will focus on the power of these linkages and the role of school leadership in fostering them.

Tuesday, June 27

Morning Session

Great Things Don’t Just Happen

Chris Clarke-Epstein, CSP, Owner Chris Clarke-Epstein—SPEAKING!

Everyone wants to make his/her school district better. Who’s going to argue? So why isn’t it easier to turn important ideas into sustainable action? Good intentions aren’t enough; understanding how to lead people through change is required. Be led through the patterns of large-scale organizational change with both fun and real-life examples. During this interactive session, you’ll learn why emotions always count, viewpoints differ, and change initiatives fail. Discover how to turn emotions into fuel, create a common vision, and ensure success in your district. This guided opportunity, walking through the 11 steps to systemwide change, will challenge you to measure your stakeholders’ readiness for change, assess their ability and eagerness to learn, and construct a tailored model for your change work. Explore districtwide buy-in, long-haul communications, and leadership burnout. You’ll leave with a plan and the enthusiasm necessary to carry it through.

Providing Support for Change at the District, School and Classroom Level: Effective Professional Development Practices

Afternoon Session

J. Jay Marino, Ed.S., Associate Superintendent for Organizational Effectiveness and Accountability, Cedar Rapids Community School District

A school district’s central office is charged with the responsibility of supporting change and continuous improvement throughout the system. This interactive session will focus on how central office administrators can systematically align effective professional development practices to impact change and continuous improvement. Participants will engage in discussion around: What are effective, research-based professional development practices? How does an organization align professional development initiatives to support the vision, mission, core values, and goals of the district? How do educators build internal capacity and support for change at the district, school, and classroom levels? How can school districts measure the impact of professional development initiatives?

This event is hosted by the American Society for Quality (ASQ), which seeks to grow the network of superintendents who are using alignment, systemic improvement, accountability, benchmarking, buy-in, change management, and other facets of continuous improvement to drive change through their districts.

We are proud to offer you access to the largest body of knowledge and pool of subject-matter experts on continuous improvement in education in the world.
ASQ’s Education Leadership Summit for Superintendents
June 26-27*, 2006 • Renaissance Vinoy Resort • 501 Fifth Avenue, NE, St. Petersburg, FL 33701

REGISTRATION FORM
Limited space available! Register by Friday, June 9, 2006.

Each superintendent may bring along one key district leader. Please include your colleague’s information and payment along with your registration.

FOUR EASY WAYS TO REGISTER!
Online: Complete the online registration form on ASQ’s Web site at www.asq.org/edsummit.
Fax: a completed registration form with payment information (credit card or purchase order) to Stefanie Pettigrew Simmons at ASQ, 414-765-8664.
Call ASQ at 800-248-1946 or 414-272-8575 and have your credit card (Visa, MasterCard, American Express) ready. To speed registration, complete the form before calling.
Fill out the registration form below and mail it with payment information (copy of purchase order, credit card, check, or money order) to: ASQ Event Management/CC, P.O. Box 3005, Milwaukee, WI 53201-3005

SUPERINTENDENT    ☐ $495 each
ATTENDEE INFO  Please print clearly or type.
First name for badge ___________________________ Name ___________________________ Last First MI
Title ___________________________ District ___________________________
Address __________________________________________________________ Apt./Suite _________ ☐ Business ☐ Home
City _____________________________________________________________________ State_______ Zip __________
Phone ___________________________ Fax ___________________________ E-mail ___________________________

KEY DISTRICT LEADER    ☐ $495 each
ATTENDEE INFO  Please print clearly or type.
First name for badge ___________________________ Name ___________________________ Last First MI
Title ___________________________ District ___________________________
Address __________________________________________________________ Apt./Suite _________ ☐ Business ☐ Home
City _____________________________________________________________________ State_______ Zip __________
Phone ___________________________ Fax ___________________________ E-mail ___________________________

Note: Registration fee includes continental breakfast, refreshment breaks, and lunch daily in addition to all conference materials.
*Join us on Sunday, June 25, for and opening reception.

Total Payment Amount: $____________________

PAYMENT INFO
☐ Check enclosed       Check number _______________________
(make checks payable in U.S. funds to American Society for Quality)
☐ Purchase order enclosed    P.O. number ___________________
☐ Please charge my credit card:
       ☐ MasterCard           ☐ Visa           ☐ American Express
Credit card number _______________________
Expiration date _______________________
Name of cardholder _______________________
(please print)
Address of cardholder ___________________________________________
Signature ________________________________________________

PLEASE NOTE: All substitution, cancellation, and special needs policies are available on the Web site at http://www.asq.org/edsummit.
Advance registration must be accompanied by payment in full.
We accept purchase orders. They must be mailed along with your completed registration form. If you have registered by phone, fax, or online, the P.O. must be marked “confirming P.O., do not duplicate.”
All phone or fax registrations MUST include the number and expiration date of the major credit card (MasterCard/Visa/American Express) to be charged.
All registrations will be confirmed by mail. Additional information regarding shuttle service, taxi service, and parking will be provided in your confirmation letter.
Call the Renaissance Vinoy Resort 727-894-1000 or 800-468-3571.
Identify yourself as attending ASQ Education Leadership Summit.
Room rates ($145 single or double) are available until May 29, 2006, or when all contracted rooms have been filled, whichever occurs first. ASQ cannot reserve rooms. Call the hotel early to guarantee your reservations.

This form may be photocopied for additional registrations.
Bring your FAMILY!

Lodging

St. Petersburg is a great place to vacation with your family. The Renaissance Vinoy Resort & Golf Club offers an 18-hole golf course, two heated pools, and tennis courts.

The Renaissance Vinoy
501 Fifth Ave. N.E.
St. Petersburg, FL 33701

Located on the Tampa Bay waterfront, only 4 blocks from downtown St. Petersburg, 25 minutes from the Tampa International Airport. To get to the hotel from the airport: Super Shuttle offers transportation for approximately $20 per person, one-way, or $39 per person, round-trip (prices subject to change).

Special rates apply for attendees of the Education Leadership Summit.

$145 single/double occupancy plus applicable taxes.

Room rates are available until May 29, 2006, or when all the contracted rooms have been filled, whichever occurs first.

Call 727-894-1000 or 800-468-3571 to make your reservations.

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I so much appreciated the opportunity to interact with colleagues who are on the same quality journey. The time spent in group conversation was invaluable in helping square up on what we need to be accomplished by our school district.

Summit helped to create a roadmap for senior leadership and exchange ideas with not only the presenters but with each other, the ASQ [Education Leadership] attendees.

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