

# Looking Beyond Challenges



## & Creating Opportunities



acsa 2011 classified  
educational leaders institute

**September 22-23, 2011**

hilton garden inn  
san francisco/oakland bay bridge  
emeryville, ca

This institute is designed for educational leaders in business/fiscal services, human resources/personnel, maintenance/operations, custodial, technology, facilities, student services/instructional, including confidential and administrative assistants. The institute is an opportunity to get together, share information, and learn about issues that affect education. Presenters from various fields of expertise will share strategies and useful techniques to assist in providing students in California with a first class education.

## join us!

Wednesday, September 21,  
7:30 p.m.

Join us for an evening of fun and networking at the Council President's Reception. An invitation will await you upon check-in at the hotel front desk. Refreshments will be served.

Thursday, September 22,  
4:30 p.m.

Reception at Chevy's Restaurant—  
Next to the Hilton Garden Inn

Join the fun and meet new friends!  
Share ideas and success stories  
with colleagues across the state.  
Light appetizers will be served.

# general sessions

## Thursday, September 22, 9:00 – 10:30 a.m. 1st General Session



### Every Monday Matters

*Matthew Emerzian, Co-Author, Co-Founder of Every Monday Matters—52 Ways to Make a Difference*

Upon graduating from the Anderson School of Management at UCLA with his MBA, Matt found himself in the music industry for 10 years. Matt spent most of his time as the SVP of a major music marketing company, working with the biggest artists in the world, U2, Coldplay, Tim McGraw, and more. Matt was “on top of the heap” as they would say, but felt like he was at the bottom of the world. Matt was empty as he realized that he had spent his career focusing on everything that didn't matter...the fame and fortune...and something was missing.

Enter... Every Monday Matters (EMM).

Even though it was his idea, he felt as though Every Monday Matters was a gift. Matt is excited to share EMM with the world...especially with the youth and those that work with our youth. Through EMM, not only is the goal to clean up the environment, become healthier people, and fill the many needs of people in our world, but we also shorten people's journey and quest to find themselves. Together, all generations, young and old, can change our world...one Monday at a time. There is nothing more fulfilling.

## Thursday, September 22, 3:15 – 4:30 p.m. 2nd General Session



### Leaders & Managers:

#### Which are You, and Why does It Matter?

*Dr. Jannett Jackson, Interim President, College of Alameda*

The price of leadership is risk, and many times, people retreat to management out of fear. Therefore, this presentation is designed to introduce the fundamental elements of leadership and management. Participants will explore leadership theories and models as well as their own values and beliefs to develop a personal philosophy of leadership that includes an understanding of self, others and community. Various scenarios will be used to elucidate how to apply theory into practice in preparation for future leadership roles in education, and in life.

## Friday, September 23, 11:30 a.m. – 1:00 p.m. 3rd General Session



### The Power of Appreciation—How to Inspire Yourself and Others to Greater Success by Focusing on the Good Stuff

*Mike Robbins, Speaker, Author, Coach*

Mike Robbins knows first-hand the importance of appreciation. As an athlete, a business executive, and a consultant, he has seen how vital and effective it is for individuals and organizations to put more attention on what is working, instead of focusing so much energy on all the “problems.” Appreciation is one of the most powerful, yet overlooked aspects of successfully motivating and empowering people and groups. Individuals, leaders, and groups who understand and utilize the power of appreciation work together effectively and produce extraordinary results. Through this

inspiring session, Mike Robbins illustrates exactly how appreciation impacts morale, productivity and success.

# session descriptions

**Thursday, September 22**  
**10:45 a.m. – 12:00**

(Choose one)

## Web 2.0 – Work Smarter, Not Harder

*Kevin Oda, Educational Technology Coordinator, Educational Services Division, Contra Costa County Office of Education*

The Internet has grown to much more than just an information repository. Today's Internet provides users with new methods of communicating and collaborating. This is Web 2.0. In this workshop, participants will learn how Web 2.0 tools can be used to make you more efficient and effective both at work as well as in your personal lives.

## Facebook: Friend or Foe?

*Namita Brown, attorney, Fagen, Friedman and Fulfrost*

Can online profiles influence employers when hiring? Should office staff/teachers "friend" students and parents on Facebook? As social media tools permeate society, they are also weaving their way into district and school-site communication habits. With the good (efficient and accessible information) comes the bad (employees crossing the boundaries between personal and personnel issues and cyber bullying). During this workshop, you will find out how to use Facebook positively in your district or county office.

## Stress – Handling Life's Lemons

*Kathy Espinosa, MBA, MS, CPE, CIE, director of Ergonomics, Keenan & Associates*

Stress...it is such an ugly word! Stress is like beauty... it's in the eye of the beholder. Sometimes we feel like we are never "out from under a rock... always putting out fires... never getting anything done." After work, we get to start all over again at home with the family! This training will help you realize the toll that stress is taking on your body, how to recognize signs of stress, how you typically react to them (right or wrong) and offer you practical tips at handling life better. Life isn't going anywhere, it's NOT getting any easier and stress (lemons) will always be a part of our lives. Learn which lemons in life are worth keeping and which lemons to leave at work!

**1:30 – 3:00 p.m.**

(Choose one)

## Where Did The Time Go? Techniques to Manage Your Time More Effectively

*Tom DeLapp, president, Communication Resources for Schools*

Budget cuts... layoffs... increasing accountability... more work and less time to do it. I'm falling behind and I can't catch up! Sound familiar? This is the new reality in public schools. You bring your talent and professionalism to the leadership table, but how you use your time (or lack of it) can defeat the other two every time! What would you do if you had an extra hour each day? If you said, "I'd get more work done" then shame on you! The idea behind being more efficient and effective is to help make your life less stressful! It's also about creating opportunities for you as a professional and as a person! Effective time management can buy you an extra hour a day! In this humorous and fast-paced presentation, school communications expert Tom DeLapp will help you identify and defeat the time bandits, time wasters, inefficiencies, and psychic vampires that could be sucking the life out of your work day.

## Facebook: Friend or Foe? (repeat session)

*Namita Brown, attorney, Fagen, Friedman and Fulfrost*

Can online profiles influence employers when hiring? Should office staff/teachers "friend" students and parents on Facebook? As social media tools permeate society, they are also weaving their way into district and school-site communication habits. With the good (efficient and accessible information) comes the bad (employees crossing the boundaries between personal and personnel issues and cyber bullying). During this workshop, you will find out how to use Facebook positively in your district or county office.

## Surviving the Unemployment Insurance Jungle (Beware of Reasonable Assurance Traps)

*Barbara DeGregorio, Unemployment Insurance Manager, Santa Clara COE; Charmein LoCascio,*

Workshop participants will receive an overview of the concept of Reasonable Assurance. Explanation of how and when to send the legally required notifications will be reviewed; and tips on how to protect your unemployment insurance fund.

**Friday, September 23**  
**8:00 – 9:30 a.m.**

(Choose one)

## The Yin and Yang of Evaluation & Discipline

*Toni Hyland, Interim Classified Director, Berkeley USD*

This session will show how evaluation and discipline are both separate and intertwined, provide information about setting the stage for a positive evaluation process, Skelly hearings, as well as developing a practical writing sample to say what you mean.

## Finding a Whole New Way – Leadership in the 21st Century

*Doug Paxton, Ph.D., Faculty and Co-Director, Leadership Center, Saint Mary's College; Jean Wells, M.A., Human Resources Manager, Contra Costa COE*

Have you ever wondered, or thought, "There must be a better way to get important things accomplished!" In this workshop we will explore the effect that today's complex and turbulent world has on organizational life and leadership. We present a "whole new way" of leadership, one that enhances the capacity of individuals and teams to skillfully navigate the turbulent seas of change. Join us in this workshop to explore:

- The changing nature of the 21st century educational system.
- Why a new paradigm of leadership is needed for today's challenges.
- How to mobilize people to make progress on the important work that needs to be done.
- The key values and competencies that are needed for 21st century leadership.
- How to begin a personal leadership plan that builds on your strengths and attends to what needs to be developed.

**9:45 – 11:15 a.m.**

(Choose one)

## The Time For Civility is Now!

*Tom Changnon, superintendent, Stanislaus COE*

Unfortunately we are living in a Jerry Springer world. We are constantly pounded with media messages that reflect the 'noisy' world that surrounds us. Negative and uncivil behavior is rampant. Where are the positive role models for our children? We all need to learn to treat others with more respect and kindness. Stanislaus County has launched an initiative to create more vibrant communities by "Choosing Civility."

Come hear what you can do to create a culture of Civility in your schools and neighborhoods.

## Finding a Whole New Way – Leadership in the 21st Century

*Doug Paxton, Ph.D., Faculty and Co-Director, Leadership Center, Saint Mary's College; Jean Wells, M.A., Human Resources Manager, Contra Costa COE*

**(Repeat of session from 8:00 a.m.)**

# institute agenda

## wednesday, september 21

7:30 p.m. . . . . Reception/Early Arrivals Networking  
7:30 – 9:00 p.m. . . . . Registration, Council President's Suite

## thursday, september 22

7:00 a.m. – 4:00 p.m. . . . . Registration  
9:00 – 10:30 a.m. . . . . Welcome/1st General Session · Matthew Emerzian  
10:30 – 10:45 a.m. . . . . Break  
10:45 – 12:00 p.m. . . . . Concurrent Sessions  
12:15 – 1:15 p.m. . . . . Lunch  
1:30 – 3:00 p.m. . . . . Concurrent Sessions  
3:00 – 3:15 p.m. . . . . Break  
3:15 – 4:30 p.m. . . . . 2nd General Session · Dr. Jannett Jackson  
4:30 – 5:30 p.m. . . . . Reception at Chevy's (Next door to hotel)  
5:30 p.m. . . . . Dinner on your own

## friday, september 23

7:00 – 8:00 a.m. . . . . Continental Breakfast  
8:00 – 9:30 a.m. . . . . Concurrent Sessions  
9:30 – 9:45 a.m. . . . . Break  
9:45 – 11:15 a.m. . . . . Concurrent Sessions  
11:30 a.m. – 1:00 p.m. . . . . 3rd General Session · Mike Robbins

**grand prize drawing**  
A chance to win a round trip on Southwest Airlines will be drawn at the end of the 3rd General Session on Friday at 1:00 p.m. You must be present to win!

## 2011 planning committee

- Jean Wells, chair, Contra Costa COE
- Claudia Vicino, president-elect, CEL Council, Empire UESD
- Sylvia Alvarez, Hollister ESD
- Monica Ross, Solano COE
- Lori Allred, ACSA staff liaison

## Not a member?

Join now for just \$2 a day and register for the CEL Institute at the member rate - a 50% savings on your registration, plus a chance to take advantage of membership at a deeply discounted rate. Go to [www.acsa.org](http://www.acsa.org) to sign up for membership or e-mail [memberservices@acsa.org](mailto:memberservices@acsa.org).

## frequently asked questions

- Casual dress is encouraged.
- Allow yourself adequate travel time. Make return flights after 4:00 p.m.

## location/registration

Hilton Garden inn  
San Francisco/Oakland Bay Bridge  
1800 Powell Street, Emeryville, CA 94608  
510.658.9300

[www.sanfranciscooaklandhgi.com](http://www.sanfranciscooaklandhgi.com)  
Hotel room reservations are the responsibility of the institute participant. Cut off date for lodging is **August 29, 2011**. Please refer to the registration form for further details on room reservations at the Hilton Garden Inn.

## hotel parking

Parking for overnight guests is \$5.00 per night. Parking is complimentary for daily attendees.

## airport shuttle

Shuttle service from either the Oakland or San Francisco airport can be arranged by calling Bay Porter Shuttle at 510.864.4000 (Oakland Airport) or 415.467.1800 (San Francisco Airport).

## questions?

For more information, contact **Lori Allred** in ACSA's Executive Department at **800.608.2272** or [lallred@acsa.org](mailto:lallred@acsa.org).

# 2011 cel institute registration form no. 3032

September 22-23, 2011

Hilton Garden Inn, San Francisco/Oakland Bay Bridge, Emeryville, CA

Name _____		Badge Name (First) _____	
Last Four Digits of Social Security No. _____		Region# _____	
Position _____		District _____	
Address <input type="checkbox"/> home <input type="checkbox"/> school <input type="checkbox"/> district _____			
City _____		State _____	Zip _____
Telephone _____		E-mail _____	

## registration fees (registration fees do not include housing costs.)

Please complete the hotel reservation form at right.)

Registration fee includes two continental breakfasts, one lunch, one reception, workshop materials and refreshment breaks.

INDIVIDUAL REGISTRATION RATE	EARLYBIRD RATE PRIOR TO JULY 30	AFTER JULY 30
1-10 <input type="checkbox"/> ACSA member . . . . .	\$240 . . . . .	\$275
1-60 <input type="checkbox"/> Non-member, eligible . . . . .	\$480 . . . . .	\$550
1-50 <input type="checkbox"/> Individual not eligible . . . . .	\$240 . . . . .	\$275

TEAM REGISTRATION RATE*	EARLYBIRD RATE PRIOR TO JULY 30	AFTER JULY 30
1-10 <input type="checkbox"/> 1st member . . . . .	\$240 . . . . .	\$275
1-160 <input type="checkbox"/> Additional attendee . . . . .	\$230 . . . . .	\$260

ONE-DAY REGISTRATION, SEPTEMBER 22	EARLYBIRD RATE PRIOR TO JULY 30	AFTER JULY 30
1-120 <input type="checkbox"/> ACSA member . . . . .	\$160 . . . . .	
1-140 <input type="checkbox"/> Non-member, eligible . . . . .	\$320 . . . . .	
1-130 <input type="checkbox"/> Individual not eligible . . . . .	\$160 . . . . .	

\* NOTE: TEAM RATES ARE AVAILABLE FOR TEAMS OF THREE OR MORE PARTICIPANTS FROM THE SAME DISTRICT. THE FIRST TEAM MEMBER MUST BE AN ACSA MEMBER; THE OTHERS MAY BE NON-MEMBERS. EACH MEMBER MUST COMPLETE A SEPARATE REGISTRATION FORM. ALL TEAM REGISTRATIONS MUST BE SUBMITTED TOGETHER.

## method of payment (Check one)

Check No. \_\_\_\_\_  Purchase Order No. \_\_\_\_\_

(Check or P.O. must be enclosed if not paying by VISA or MasterCard)

VISA/MasterCard No. \_\_\_\_\_ Expiration date \_\_\_\_\_

Billing Address (If different from above) \_\_\_\_\_

Signature \_\_\_\_\_

**Make checks and purchase orders payable and mail to:  
ACSA's Foundation for Educational Administration  
1575 Bayshore Highway, Burlingame, CA 94010.  
650.692.4300 or 800.608.2272; fax 650.692.6858**

ACSA is not responsible for travel expenses incurred due to cancelled programs. Cancellations must be in writing and postmarked a minimum of 15 days prior to the program date to be eligible for a refund. A service fee is charged for all cancellations. The following scale will be used for all cancellation requests. **Note: Each cancellation notice received is reviewed on an individual basis to determine if a refund is warranted.**

60 days prior . . . . .	Full refund less \$40 service fee
30 days prior . . . . .	Full refund less \$50 service fee
15 days prior . . . . .	50% refund
14 days or less . . . . .	No refund



# hotel reservations

Room reservations must be made by individual participant.

**Institute registration does not include housing costs.**

**ACSA Classified Educational Leaders Institute**

**September 22-23, 2011**

**Hilton Garden Inn San Francisco/Oakland Bay Bridge**

**1800 Powell Street**

**Emeryville, CA 94608**

**www.sanfranciscooakland.hgi.com**

## Three ways to make lodging reservations:

1. Call toll-free 1-888-597-1373 use group code ACS
2. Go to group web page at [http://hiltongardeninn.hilton.com/en/gi/groups/personalized/S?SF0BBGI-ACS-20110921/index.jhtml?WT.mc\\_id=POG](http://hiltongardeninn.hilton.com/en/gi/groups/personalized/S?SF0BBGI-ACS-20110921/index.jhtml?WT.mc_id=POG)  
**Group Code: ACS**
3. Complete and mail or fax housing form to hotel directly at address above or fax 510-595-1914.

## hotel reservation form

Please complete and mail or fax this portion to the Hilton Garden Inn at the address listed above. The cut off date for housing reservations is **August 29, 2011.**

All rooms must be guaranteed with either first night's deposit or credit card. Your confirmation will be mailed to you directly from the Hilton Garden Inn.

We encourage you to make your room reservations early, as the hotel tends to fill quickly.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

## Please select room and rate choice:

- Single room, \$120.00 plus tax  Triple room, \$120.00 plus tax
- Double room, \$120.00 plus tax  Quad room, \$120.00 plus tax
- Non-smoking room  Smoking room

Hotel tax is 12 percent

## Please guarantee first night with:

Check Number \_\_\_\_\_

Visa/MasterCard No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

## Important Hotel Information:

After the cut-off date of August 29, 2011, the hotel will continue to process reservations subject to availability; however, the institute rate of \$120.00 may not apply. Check in time is 3:00 p.m. Check out time is 12 noon.

# questions?

Contact Lori Allred in ACSA's Executive Department at  
916.329.3820, 800.608.ACSA or [lallred@acsa.org](mailto:lallred@acsa.org).



association of california  
school administrators

1000 Broadway, Suite 300, San Francisco, CA 94101

