

“The ASQ [Education Leadership] Summit helped to create a roadmap for senior leadership to advance to the next level in the quality journey.”

John E. McKinney, Ed.D.
Danville Community
Superintendent of Schools

Your Personal Invitation

Event registration fee is \$495 per person for you (superintendent) and one of your key district leaders.

Registration deadline is June 9, 2006.

TO RESERVE YOUR SEAT AT THIS EXCLUSIVE EVENT:

COMPLETE the enclosed registration form and mail 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

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 enclosed form before calling.

ONLINE: Complete the online registration form from the Education Leadership Summit Web site at www.asq.org/edsummit.

FAX the completed registration form with payment information (credit card or purchase order) to Stefanie Pettigrew Simmons at ASQ, 414-765-8664.

Your Personal Invitation

You won't find this level of exploration and interaction with all of the topics and experts on continuous improvement in one place at any other event. *Space is limited to the first 60 participants.*

Registration
Deadline
is June 9, 2006



600 N. Plankinton Ave.
Milwaukee, WI 53201-3005
t: 414-272-8575
800-248-1946
f: 414-272-1734
www.asq.org

Non-Profit
U.S. Postage
PAID
Milwaukee, WI
Permit No. 5419

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!***

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

Leaders Make *It* Happen

Education Leadership Summit for Superintendents

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Success



Teamwork



Creativity



Opportunity



Achievement



Growth



Education Leadership Summit for Superintendents

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www.asq.org/edsummit

*Join us on Sunday, June 25, for an opening reception.

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.

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 Cokeley, APR**, Director of Quality and Community Relations, Pearl River School District, 2001 Baldrige Award Recipient

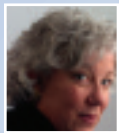
Education organizations are full of potential connections among their various elements—educational standards, professional development, and student results. Rather than being characterized by these connections, these organizations are often characterized by disconnections among the people, strategies, 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.

Deployment

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.

Afternoon Session

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



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?

Alignment

People and change management

Building capacity through professional development

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.

IMPORTANT! To speed registration, provide this priority code. PRIORITY CODE

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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.

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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 an 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.

By giving us the opportunity to interact and exchange ideas with not only the presenters but with each other, the ASQ [Education Leadership Summit] helped to create a roadmap for senior leadership to advance to the next level in the quality journey.

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 needed to be accomplished by our school district.

The Summit proved to be very impressive and provided insight to help understand ideas about quality and their applicability to our school district.

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.

