

ASQ's Education Leadership Summit for Superintendents

June 18-19, 2007 • Omni Interlocken Resort • 500 Interlocken Blvd., Broomfield, CO 80021

Registration Form

Limited space available!
Register by Friday, June 1, 2007.

IMPORTANT! To speed registration, provide this priority code. PRIORITY CODE **E D E L S O 7**

FOUR EASY WAYS TO REGISTER!

Online: Complete the online registration form on ASQ's Web site at www.asq.org/conference/education-summit.

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

Complete one form per attendee. Form may be photocopied.

ATTENDEE INFO \$495 ASQ Member \$595 Nonmember

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 Sunday, June 17, for the Welcome Reception at 6:00 p.m.

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 _____

I would like to receive the free Education Brief e-Newsletter.

Yes No

PLEASE NOTE: All substitution, cancellation, and special needs policies are available on the Web site at www.asq.org/conference/education-summit. 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.

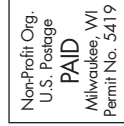
Hotel Information: Call the hotel early to guarantee your reservations. Call Omni Interlocken Hotel at 303-438-6600 or 800-400-1700 by May 16, 2007, for a reservation. Room rates are \$179.

This form may be photocopied for additional registrations.

Look inside for THE solution
to your most challenging task—
building a better system.



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



"This was a great opportunity to see firsthand what world-class school districts are doing with quality – fantastic people and superb content!"

Maurice Ghysels, Ed. D.,
Superintendent, Mountain View
Whisman, CA School District

"The dialogue with others who are on the same journey of continuous improvement was invaluable."

David Belding
Director of Assessment/Staff Development,
Weatherford ISD, TX

ASQ's Education Leadership Summit 2007

June 18-19, 2007
Omni Interlocken Resort
Broomfield (Denver), CO

Created for
superintendents and
their leadership
team or cabinets!

Building Better Systems
Through Integration
and Innovation

www.asq.org/edsummit



MAKE GOOD GREAT™

BUILDING BETTER SYSTEMS THROUGH INTEGRATION AND INNOVATION

2007 Education Leadership Summit June 18–19, 2007

For the first time ever, the Leadership Summit is open to superintendents and their cabinet members—creating more value for your district.

REGISTRATION DETAILS

Systems require planning and choices to incorporate all the pieces needed in a way that makes the whole greater than the sum of individual parts. Nothing happens by chance! What does happen results from the choices each of us makes and how we deliberately move forward. The **2007 Education Leadership Summit** will provide you and your senior team the opportunity to hear from leading thinkers and professionals who have built successful systems.

The format immerses participants in an environment that nurtures creativity and leads to:

- Free-flowing discussions
- Analysis and further development of your district's current improvement efforts
- Discovery of new opportunities for improvement and innovation
- Exploration of your peers' improvement efforts
- A renewed energy and confidence that will follow you back to your district and be instilled in your future improvement efforts.

Structure of the Summit

The summit is a unique opportunity to link the knowledge, experience, and talents of leading improvement experts with the specific needs and goals of your district. This opportunity is best realized for districts that enter the summit with pre-identified goals that can be focused on throughout the event. Each day will consist of keynotes and workshops.

This summit also distinguishes itself from others by providing:

- Cabinet sessions allowing you and your senior team to further develop special project(s) in your district.
- Team presentations in which your leadership team will have the opportunity to present an established plan for the future and receive feedback from both experts and peers.

Together you will build a better system

ASQ Member registration fee: \$495

Nonmember registration fee: \$595

Does your school need access to information on quality programs? Could your district benefit from information on putting quality tools to use? ASQ's Educational Institution membership is a new membership designed specifically for K-12 schools and districts. Enjoy your benefits immediately—if your district becomes an Educational Institution member, each participant you register can take advantage of the member rate.

Contact Julie Sharp at 800-248-1946 x7647

to discuss an Educational Institution membership for your district.

Hotel Arrangements

Special discounts for conference attendees

Omni Interlocken Resort
500 Interlocken Boulevard
*Broomfield, Colorado 80021

Phone: 303-438-6600 or
800-400-1700

Fax: 303-438-7224

*Located 15 miles from Denver

Welcome Reception

Attendees are invited to network at the Sunday evening Welcome Reception beginning at 6:00 p.m.

When making hotel reservations, please identify yourself as an attendee of ASQ's Education Leadership Summit to receive the special rate.

Rates

\$179.00 single/double occupancy, plus applicable state and local taxes of 9.85% (subject to change). Reservations must be guaranteed with a credit card, cash, or check for the first night's stay. Reservations must be made by **Wednesday, May 16, 2007.**

Note: No additional fees or service charges are to be added to the above rate. In the event that you are charged

additional fees/service charges, please contact an ASQ staff member on site prior to hotel check out to assist you.

Cancellations: Reservations must be canceled by 6:00 p.m. (Mountain Time) two days prior to the day of arrival in order to avoid a cancellation fee.

Extended Dates: The above hotel rate is good three days pre- and post-conference, based on availability.

Hotel/Rate Availability: The above rate is guaranteed until either 1) the contracted block of rooms has been filled or, 2) if reservations are made before Wednesday, May 16, 2007, whichever occurs first.

Monday, June 18



Susan Leddick

MORNING SESSION

The System Is the Solution...a Summit for Leadership Teams in Education

It is common to have some uncertainty about working on the right goals and strategies in district plans. Creating a system that aligns attention, effort, and resources of the district with the outcomes you want can be challenging. Continual improvement is entering a second generation characterized by a new question. Instead of the first-generation question, "How do we make what we have better?" second-generation continual improvement asks, "What would we have if we could have what we want?" Planning methods for the second generation aim to produce systemwide innovation and breakthrough, rather than incremental improvement on single variables.

The Learning

- How the two generations of continual improvement differ
- How context, function, structure, and processes work together in a system... and why they matter
- How to tell when innovation is needed
- New tools and processes for planning

Leddick will also offer a workshop on this topic following the keynote address.



Margaret Byrnes



Jay Marino

AFTERNOON SESSION

The Leader's Role in Assuring Integration Across the System and Monitoring Organizational Progress

Topic: Integration—A Systems Approach

Effective school districts ensure integration of the entire system, not just the pieces. This session will build upon the components identified during the morning session in a way that recognizes the requirements of the whole, yet understands that the process of integration requires different approaches from different groups of stakeholders.

After a joint presentation the group will be divided between superintendents and cabinet members to spend time separately understanding the implications and areas of focus necessary to accomplish an overall, systemwide, integration strategy.

The Learning

- Setting and communicating clear direction; the strategic plan
- Measuring progress; dashboards from the central office to the classroom
- Being part of the solution; the role of the central office
- Integrating and aligning all departments; getting everyone connected to the plan

Tuesday, June 19



Sandra Byrne



Jeff Lucas

MORNING SESSION

Direction, Communication, and Performance: Leadership's Role in Organizational Alignment

Topic: Alignment—A Systems Approach

Achieving districtwide, breakthrough performance is often hampered by district environments in which there are multiple, well-intentioned, and innovative efforts being undertaken, but no structure to align those efforts toward a common goal. Aligning district initiatives with one another and with the overall strategy of the district is a vital ingredient in establishing performance excellence. This session will explore the role of senior leaders in ensuring organizational alignment as set out by the Baldrige Criteria for Performance Excellence—that of setting direction, communicating expectations, and reviewing performance.

The Learning

- Realizing alignment's complexities
- Frameworks that help to establish parameters
- The linkage to strategic planning
- Critical aspects associated with leadership



Kirby Lehman



Diane Bosworth