



# 4th Annual Education Leadership Summit for Superintendents Leading for Tomorrow's Challenges • June 19-20, 2008 • Santa Fe, NM

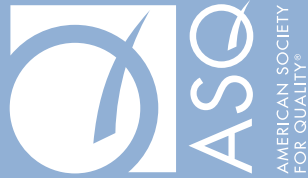
## Attending the Education Leadership Summit will:

- Help you make a positive change in your systems management strategy.
- Allow you to share lessons learned and address challenges in a facilitated forum.
- Provide your leadership team with a deeper understanding of systems management.
- Give you an opportunity to explore issues that matter to you.
- Introduce you to a sustainable network of peers on the same quality path.

## SUPERINTENDENTS AND THEIR LEADERSHIP TEAM

**SHOULD ATTEND!**

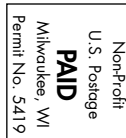
For more information, visit  
<http://leadership.asq.org>.



With an average of 300 sunny days and lots of Southwest culture, Santa Fe is perfect for learning and leisure.



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



**Keynote, Thursday, June 19**  
— Anne Barab, The Resilience Expert and former school board member and professional speaker

## Education Leadership Summit for Superintendents Leading for Tomorrow's Challenges June 19-20, 2008 • Santa Fe, NM

## ASQ's Education Leadership Summit for Superintendents

June 19-20, 2008 • Santa Fe, NM

## REGISTRATION FORM

Limited space available! **Register by Friday, June 1, 2008.**

### FOUR EASY WAYS TO REGISTER!

**Online:** Complete the online registration form on ASQ's Web site at <http://leadership.asq.org>.

**Fax:** a completed registration form with payment information (credit card or purchase order) to ASQ Customer Care at 414-272-1734.

**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 Customer Care, 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 Wednesday, June 18, for the Welcome Reception at 6:00 p.m.**

I will attend

I will not attend

### 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

Name of cardholder \_\_\_\_\_  
*(please print)*

Address of cardholder \_\_\_\_\_

Signature \_\_\_\_\_

I would like to receive the free *Education Brief e-Newsletter*.  Yes  No

**Total Payment Amount:** \$ \_\_\_\_\_

**IMPORTANT!** To speed registration, provide this priority code.

PRIORITY CODE **EDHJK38**

**PLEASE NOTE:** All substitution, cancellation, and special needs policies are available on the Web site at <http://leadership.asq.org>. 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 Hotel Santa Fe at 800-825-9876 by May 27, 2008, for a reservation. Room rates are \$179.

*This form may be photocopied for additional registrations.*

### Leadership Summit 2008—Pre-Assessment Questions: Leading Your District Into the 21<sup>st</sup> Century

What would you consider your district's best practices are in terms of systems management?

What needs to change in your system in order to meet the challenges of the 21<sup>st</sup> century?

What are you doing well in your district in leading toward the 21<sup>st</sup> century?

What would you say are your district's greatest challenges in leading for the 21<sup>st</sup> century?

What steps are you taking to address the issues challenging your district?

What does your district need help with in leading for the 21<sup>st</sup> century?

**You can also complete these questions online at [www.asq.org/lspa](http://www.asq.org/lspa).**

## THE EDUCATION LEADERSHIP SUMMIT 2008 EXPERIENCE

ASQ's Leadership Summit is two days of exploration that provides a structured approach to learning from other education professionals. Leadership teams engage in an interactive process that brings out innovative approaches to the toughest challenges faced by superintendents and their leadership team. The summit also provides opportunities for sharing best practices from school districts around the country.

Leadership Summit 2008 is the model of a process that you can use with your staff to discover questions and answers that impact the future of your schools. Join educational leaders from around the country as they refocus their mission and values to meet the challenges of the 21<sup>st</sup> century.

### Learning Objectives:

- Learn how to apply best practices in district systems management.
- Identify lessons learned from others and address current challenges in a facilitated forum.
- Provide leadership teams with a deeper understanding of a systems approach to leadership.
- Participate in strategic dialogues of high-interest and relevant issues.
- Develop a sustainable network of peers who value continuous improvement and are traveling a similar quality path.

## EDUCATION LEADERSHIP SUMMIT FOR SUPERINTENDENTS SCHEDULE

### WEDNESDAY, JUNE 18

6:00 p.m.

Welcome Reception – This event provides an opportunity for attendees to relax with their team and meet and network with representatives of school districts throughout the country.

### THURSDAY, JUNE 19

7:00 a.m. – 7:30 a.m.

Registration and Continental Breakfast



7:30 a.m. – 8:00 a.m.

Welcome

8:00 a.m. – 9:00 a.m.

**Keynote Speaker** – Anne Barab, The Resilience Expert and former school board member and professional speaker

Visionary education leaders realize that standardized testing creates a fundamental shift in focus from how the teacher teaches to how well the students learn. Barab explores what it would take to achieve passing rates of 90% or higher for all students. She also offers insight on

how to create a culture of extraordinary learning in your classrooms, your district, and your community.

9:00 a.m. – 9:30 a.m.

Networking Session

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:30 a.m.

Roundtable Discussion: Sharing of Best Practices

Discussion topic: This roundtable discussion will focus on best practices in your district's day-to-day operations. This can include academic, operational, or both.

10:30 a.m. – 11:00 a.m.

Leadership Toolbox Session A

These are workshop sessions where specific tools are used to explore issues and opportunities identified by participants as being most relevant to them.

Leadership Toolbox: Biggest Challenges

Data collected from the feedback given prior to the Leadership Summit is analyzed to see where school districts are excelling and to identify the issues they are struggling with.

### ABOUT THE LEADERSHIP TOOLBOX SESSIONS:

These sessions are designed around best practices and challenges faced by attendees. Using a host of quality tools and each district's pre-assessment data, attendees as a group will identify best practice topics and the specific challenges that will be used for strategic conversations throughout the summit. This is a powerful process in which attendees generate the topics of discussion that will be used during the summit ensuring content of the summit is designed for your specific needs.

11:00 a.m. – Noon

Lunch

Noon – 1:30 p.m.

District Dialogue: Hosting strategic conversations on your organization's big questions.

In this session the group will explore those best practices that speak directly to the challenges they face.

The group discussion will be conducted in small groups comprised of representatives of all the districts in attendance. Investigating these practices provides an opportunity for districts to learn from one another,

validate current practices, and gather new ideas on how to face challenges in each district.

1:30 p.m. – 2:00 p.m.

Break

2:00 p.m. – 3:00 p.m.

Continue District Dialogue.

3:00 p.m. – 3:30 p.m.

Prepare for Friday's session.

3:30 p.m. – 3:45 p.m.

Leadership Toolbox Session B

These are workshop sessions where specific tools are used to explore the issues and opportunities of the topic.

### FRIDAY, JUNE 20

7:30 a.m. – 8:00 a.m.

Continental Breakfast

8:00 a.m. – 8:30 a.m.

Networking Session

8:30 a.m. – 9:00 a.m.

Continue District Dialogue.

9:00 a.m. – 9:15 a.m.

Break

9:15 a.m. – 10:15 a.m.

**Keynote Speaker** – Terry Holliday, Superintendent of Iredell-Statesville School District  
Holliday provides a firsthand account of the successes and challenges of one school district's quality journey. In his address, Holliday describes how Baldrige can be leveraged to address 21<sup>st</sup> century issues and help districts ask the right questions that best help them address 21<sup>st</sup> century needs.

10:15 a.m. – 11:45 a.m.

Leading for the 21<sup>st</sup> Century Session:

In this session participants will examine the current approaches they are taking to leading for the 21<sup>st</sup> century. Participants will analyze the thoughts shared from the earlier discussions and the insights of Terry Holliday to identify the right questions to ask when facing their individual challenges.

11:45 a.m. – 12:45 p.m.

Working Lunch: Setting Goals and Asking the Right Questions

Generate the right questions and goals for your district.

12:45 p.m. – 1:30 p.m.

Districts report from the working lunch.

1:30 p.m. – 2:15 p.m.

Leadership Toolbox Session C

These are workshop sessions where specific tools are used to explore the issues and opportunities of the topic.

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 3:00 p.m.

District Group Discussion: How to apply this in your district.

3:00 p.m. – 3:30 p.m.

Leadership Toolbox Session D

These are workshop sessions where specific tools are used to explore the issues and opportunities of the topic.

### This is why our K-12 members are so EXCITED!

Here are just a few of the membership benefits:

- One complimentary registration for the National Quality Education Conference
- Customized training to fit the needs of your school
- Special offers on Quality Press books
- Member pricing on all of ASQ's products and services
- Access to the ASQ Quality Information Center staff and resources

For more information on K-12 membership, call 800-248-1946 or visit <http://www.asq.org/education/membership>.

### TRAVEL INFORMATION

Education Leadership Summit for Superintendents  
June 19-20, 2008

Hotel Santa Fe – Santa Fe, New Mexico

Hotel: Hotel Santa Fe  
1501 Paseo de Peralta  
Santa Fe, NM  
Phone: 800-825-9876  
Fax: 505-984-2211  
[www.hotelsantafe.com](http://www.hotelsantafe.com)

Please identify yourself as an attendee of the ASQ Education Leadership Summit 2008.

### RATES:

\$179.00 single/double plus applicable state and local taxes of 14.875% (subject to change); reservation requests will be confirmed and guaranteed only if accompanied by one night's room deposit by check, money order, or credit card (America Express/Optimum, Carte Blanche, Diners Club, MasterCard, Visa, and Discover). Deposits must be received within ten (10) days of making the reservation. Rates will be offered two (2) days pre- and post-conference, based on availability. NOTE: No additional fees or service charges are to be added to the above rate. In the event that you are charged for additional fees/service charges, please contact an on-site ASQ staff member prior to hotel check out to assist you.

**RESERVATIONS MUST BE MADE BY  
Tuesday, May 27, 2008.**

### CANCELLATION:

Reservations must be canceled 48 hours prior to the day of arrival in order to avoid a cancellation fee. Check-in: 4:00 p.m. Check-out: Noon

### 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 Tuesday, May 27, 2008, whichever occurs first.

### INTERNET RESERVATIONS:

Please note that when making hotel reservations with Internet booking companies, most reservations must be prepaid and are nonrefundable. Further, ASQ and Hotel Santa Fe cannot assist in changing rates and/or gaining refunds.

### AIRPORT LOCATION:

Santa Fe Municipal Airport is approximately 15 miles from Hotel Santa Fe. Albuquerque International Airport is approximately 60 miles from Hotel Santa Fe.

### AIRLINES:

Santa Fe Municipal Airport: Great Lakes Aviation  
Albuquerque International Sunport: American, Continental, Delta, ExpressJet, Frontier, Great Lakes Aviation, Mesa Airlines, New Mexico Airlines, Northwest, Southwest, United, US Airways

### AIRPORT TRANSPORTATION:

Santa Fe Airport – Roundtrip Shuttle: \$50  
Albuquerque International Sunport – Roundtrip Shuttle: \$55; Roundtrip Taxi: \$125. All prices are subject to change without notice.

Knowing that others face similar challenges and opportunities and seeing how they dealt with them helped our team with our thinking and planning.

– **Mark F. Keen, 2007  
Attendee**

As a team of three, we left with fresh ideas, tools and strategies, and most important—some action plans to apply when we return.

– **David Middleton, 2007  
Attendee**



The Leadership Summit provides practical ideas coupled with an opportunity to work with our team.

– **Bob Hassler, 2007  
Attendee**