

5th Annual Education Leadership Summit for Superintendents and Their Leadership Teams

# SHAPING THE FUTURE OF EDUCATION: Leading and Learning for Organizational Excellence

SANIBEL HARBOUR RESORT • FORT MYERS, FL • JUNE 18-19, 2009

## This Summit Focuses on Leaders Coaching Leaders

Nationally recognized district leaders will coach you on:

- Using data to inform decision-making.
- Seeing results in student achievement.
- Closing the achievement gap and improving graduation rates.
- Implementing continuous improvement systems that realize results.

**SUPERINTENDENTS AND  
THEIR LEADERSHIP TEAM  
SHOULD ATTEND!**

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



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

- 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 district
  - 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

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



Keynote, Thursday, June 18  
– Terry Holliday, Superintendent of the 2008 Baldrige  
Award-Winning Iredell-Statesville School District



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## SHAPING THE FUTURE OF EDUCATION: Leading and Learning for Organizational Excellence

JUNE 18-19, 2009 • FORT MYERS, FL

Education Leadership Summit for Superintendents

## ASQ's Education Leadership Summit for Superintendents

June 18-19, 2009 • Fort Myers, FL

### REGISTRATION FORM

Limited space available! **Register by Friday, June 12, 2009.**

#### 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**  \$560 ASQ Member  \$810 Nonmember

Save \$650! A group of five nonmembers would save \$650 by becoming K-12 members and then registering for the Leadership Summit. With a \$200 discount on each registration, how much could your group save?

#### General Group Rates

Group Discount (group of 5-9) **\$745 each**    Group Discount (group of 10+) **\$595 each**

**Group Discounts:** Groups of five or more will receive the discounted rate. All registrants must be from the same organization and all registrations must be received at the same time to qualify for this discount. In order to ensure your group rate, please write the group member names on the lines below AND submit a registration form for each member of the group.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Interested in taking advantage of the K-12 School or District member rate?

Call ASQ at **800-248-1946** to register your school or district. K-12 School membership is an additional \$350 and K-12 District membership is an additional \$750.

#### K-12 Member Group Rates

ASQ K-12 School/District Member Number or School/District Name (to receive K-12 member pricing):

\_\_\_\_\_

Group Discount K-12 Member (5-9) **\$545**    Group Discount K-12 Member (10+) **\$495**

*Please print clearly or type.*

Member number \_\_\_\_\_

First name for badge \_\_\_\_\_

Name \_\_\_\_\_  
Last First MI

Title \_\_\_\_\_ District \_\_\_\_\_  Business  Home

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.

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

PRIORITY CODE **EDJDD99**

**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 the Sanibel Harbour Resort at 800-767-7777 by May 18, 2009, to make a reservation. Room rates are \$149.

*This form may be photocopied for additional registrations.*

## EDUCATION LEADERSHIP SUMMIT FOR SUPERINTENDENTS RECEPTION

WEDNESDAY, JUNE 17  
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.

I will attend the Superintendents Reception.

#### 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: \$** \_\_\_\_\_

## The Leadership Summit Experience

This conference is organically structured and features coaching from education leaders, discussion of your questions, and a focus on your preconference assessment. This summit is unique because it is two full days focused on solving your specific challenges.

### All three coaches are INVOLVED! After each presentation there are:

- Intra-District Dialogues – Discussion and coaching with your leadership team on barriers, opportunities, best practices, and application in your district.
- Inter-District Dialogues – Discussion and coaching to share best practices, hear examples of application, and generate ideas for overcoming obstacles in your district.
- Group Dialogues – Large group discussions where participants will share lessons learned and next steps for implementation.

The balance among our leaders' experiences, the ability to work with other districts, and the targeted time within our district was invaluable.  
– 2008 Attendee

Terry Holliday's presentation was detailed, specific, and could be immediately applied to my home district.  
– 2008 Attendee

## THE EDUCATION LEADERSHIP SUMMIT LEADING A SYSTEM OF CONTINUOUS IMPROVEMENT

ASQ's Leadership Summit is two days of exploration that provides an organically structured approach to learning from education leaders using systems of continuous improvement to realize results.

Leadership teams will engage in coaching from Baldrige Award-winning leaders and discussions in an interactive process that brings out innovative approaches to your toughest challenges.

### Leadership Summit 2009 features coaching and group discussions in:

- Process management
- Alignment and deployment
- Operationalizing systems thinking

### At Leadership Summit 2009, you will learn how to:

- Apply best practices in district systems management.
- Provide leadership teams with a deeper understanding of a systems approach to leadership.
- Develop a sustainable network of peers who are involved in continuous improvement.

Read case studies on each speaker and coach at <http://leadership.asq.org>.

## THURSDAY, JUNE 18 MORNING FOCUS: PROCESS MANAGEMENT

7:00 a.m. – 8:00 a.m.  
Registration, Breakfast, and Welcome



8:00 a.m. – noon

**Featured Speaker/Coach:** Terry Holliday, Superintendent of the 2008 Malcolm Baldrige Award-Winning School District, Statesville, NC

### Process! Process! Process!

This interactive session will focus on how school districts can become process-centered organizations with cross-functional teams to achieve system improvement. Using examples from his Baldrige Award-winning district, Holliday will show you how to improve district processes. Holliday's presentation will kick off the discussion around your process needs and how to improve processes in your district. Holliday is superintendent of the 2008 Baldrige Award-winning Iredell-Statesville School District in Statesville, NC.

The presentation will be followed by question and answer and coaching sessions.

### Organizational Performance Coaching

- Strategic dialogue with your leadership team.
- Inter-district dialogues/networking time to discuss strategies for implementing principles of a process-centered organization.
- Our expert coaches will circulate during district and inter-district dialogues to engage in the conversation, coach districts through roadblocks, and answer questions.
- Coaching and consultation time regarding the Organizational Performance questionnaire.

**Bio:** Terry Holliday is the superintendent of Iredell-Statesville Schools in North Carolina. He has worked in public education for more than 35 years, including 20 years in administrative roles and 15 years as a music teacher and band instructor. Under Holliday's leadership, Iredell-Statesville Schools became the 2008 Malcolm Baldrige National Quality Award recipient.

Noon – 1:00 p.m.  
Lunch

## THURSDAY, JUNE 18 AFTERNOON FOCUS: ALIGNMENT AND DEPLOYMENT



1:00 p.m. – 4:00 p.m.

**Featured Speaker/Coach:** Bob Ewy, author, consultant, and former director of planning and quality programs for Community Consolidated School District 15, 2003 Malcolm Baldrige Award-winning school district, Palatine, IL

### Getting to Organizational Excellence by Systems Alignment, Integration, and Deployment

- Learn the keys to alignment, integration, and deployment from examples of Bob Ewy's work with his district and with others.
- Ewy's presentation will lead right into an afternoon of leadership coaching and answering your questions about alignment, integration, and deployment planning.

### Organizational Performance Alignment and Deployment

- Strategic dialogue with your leadership team.
- Inter-district dialogues/networking time to discuss strategies for alignment and deployment.
- Our expert coaches will circulate during district and inter-district dialogues to engage in the conversation, coach districts through roadblocks, and answer questions.
- Coaching and consultation time regarding the Organizational Performance questionnaire.

**Bio:** Bob Ewy is a consultant in quality improvement. He was director of planning and quality programs for Community Consolidated School District 15 in Illinois. At CCSD 15 he was responsible for organizational improvement district-wide. Ewy introduced the Baldrige criteria to the district and trained district leadership on the practices of continuous improvement. His district is also the 2003 Baldrige recipient.

## FRIDAY, JUNE 19 MORNING FOCUS: OPERATIONALIZING SYSTEMS THINKING

7:30 a.m. – 8:00 a.m.  
Continental Breakfast

8:00 a.m. – 10:00 a.m.

### Coaching Follow-Up with Terry, Bob, and Mike

- Follow-up to yesterday's coaching session regarding getting to organizational excellence.
- How is your district leading for organizational excellence? What are your challenges? Be prepared to share with the larger group.



10:00 a.m.

**Featured Speaker/Coach:** Mike Miles, Superintendent, Harrison School District Two, Colorado Springs, CO

### A Systems Approach to School or District Effectiveness: Systemic Reform Putting Systems Thinking Into Practice

Mike Miles will outline a powerful and easy-to-understand model that teaches you how to operationalize systems thinking for better results. Using this model has helped several districts improve effectiveness and raise achievement system-wide.

He will also help participants identify system connections, focus on leverage points, and use system archetypes. The presentation also describes how the close integration of the four major areas of any system—philosophy, processes, implementation, and leadership—is necessary to maximize effectiveness.

**Bio:** Mike Miles is the superintendent of the Harrison School District Two in Colorado. He also is an education consultant and motivational speaker. Miles is an accomplished practitioner of curriculum alignment, organizational effectiveness, leadership development, and systems thinking.

Noon – 1:00 p.m.  
Lunch

## FRIDAY, JUNE 19 AFTERNOON FOCUS: APPLICATION OF CRITICAL COMPONENTS

1:00 p.m. – 4:00 p.m.

### District Discussion—Operationalizing Systems Thinking

- How do I make this work in my district?
- Biggest challenges in operationalizing systems thinking. Leadership coaching and question and answer sessions.
- Coaching with Bob Ewy regarding performance questionnaire.

### Intra-district Dialog—Pulling it all together: Application and wrap-up

- Focus: How do we put these insights into practice in our district?
- Final inter-district networking and dialog session and Education Leadership Summit debriefing.

Summit Sponsor:



## TRAVEL INFORMATION

**Sanibel Harbour Resort**  
17260 Harbour Pointe Drive  
Fort Myers, FL 33908  
**Phone:** 239-466-4000  
**Reservations:** 800-767-7777  
**Fax:** 239-466-2150

When making hotel reservations, please identify yourself as attending the ASQ Education Leadership Summit to receive the special rate.

**Rates**  
\$149.00 single/double occupancy, plus applicable state and local taxes of 11% (subject to change). Rates will be offered three (3) 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 Monday, May 18, 2009.

Check-in: 3:00 p.m.  
Check-out: 11:00 a.m.

**Cancellations**  
Reservations must be canceled seven (7) days prior to the day of arrival in order to avoid a cancellation fee.

### Extended Dates

The above hotel rate is good three (3) 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 Monday, May 18, 2009, whichever occurs first.

### Internet Reservations

Please note that when making hotel reservations with Internet booking companies, most reservations must be prepaid and are non-refundable. ASQ and the Sanibel Harbour Resort cannot assist in changing rates and/or gaining refunds.

## TRANSPORTATION

### Airport Location

Southwest Florida International Airport is approximately 19 miles from the hotel.

### Airlines

Air Canada, TransAir, American, Continental, Cape Air, Conair, Delta, Jet Blue, Northwest, Southwest, Spirit, Sun Country, Sunwing, United, US Airways, USA 3000, and WestJet

### Airport Transportation

Town Car (up to three (3) passengers one-way): \$80; Taxi Service (one-way): \$50

All prices are subject to change without notice.