



**Small School Districts' Association:
25 Years of Strengthening
Education and Empowering Youth!**



25th Anniversary Annual Conference

**March 27 – 29, 2008
Doubletree Hotel – 2001 Point West Way
Sacramento, CA 95815**

SSDA



Small School Districts' Association

25th Anniversary Annual Conference

Wine & Cheese Roundtable Discussion Topics

Enjoy a refreshing
break while sharing
and learning new tools!

Roundtable 1 – Health Benefit Options

*Roundtable 2 – How to Find Grant
Money for Your Districts*

Roundtable 3 – Retirement Planning

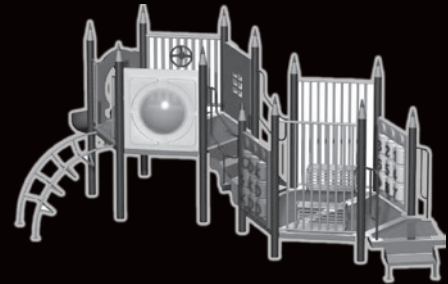
*Roundtable 4 – Facilities Options for
Declining Enrollment Districts*

*Roundtable 5 – The One Minute Reader
& Learning Plus Software*

Fun, Networking & Relaxation

- *Golf Tournament*
Thursday morning, March 27, 2008
- *Monte Carlo Night:*
“Here’s Looking At You Kid!”
Friday evening, March 28, 2008
- *SSDA Superintendent Action Summit*
Saturday, March 29, 2008

GRAND PRIZE:



PRE-SCHOOL PLAYGROUND
EQUIPMENT FROM THE
CALIFORNIA PLAYGROUND
COMPLIANCE PROGRAM
VALUE: \$31,000

**ATTEND &
WIN BIG
FOR YOUR
DISTRICT!**

**REGISTER
TODAY!**

Prizes will include
inkjet printers,
office chairs and
other school items!

AND MORE...



455 Capitol Mall, Suite 315
 Sacramento, CA 95814
 Tel: (916) 444-9335
 Fax: (916) 441-4851
 Website: www.ssda.org

EXECUTIVE COMMITTEE

Henry Bietz, Superintendent
 Westwood Unified SD

Dale Drew, Superintendent
 Washington Colony Elementary SD

Allan Gordon, Superintendent
 St. Helena Unified SD

Dr. David Hutt, Superintendent
 San Bruno Park SD

Steve Lund, Superintendent
 Fort Bragg Unified SD

Chris McGriff, Superintendent
 Happy Valley Elementary SD

Mike Michelon, Superintendent
 Butteville Union Elementary SD
 Dunsmuir Elementary SD
 Grenada Elementary SD
 McCloud Union Elementary SD

Debbie Pearson, Superintendent
 Wheatland School District

Dr. Rich Rhodes, Superintendent
 Pacheco Union Elementary SD

Dr. Michelle Steagall, Superintendent
 Chowchilla Elementary SD

Chris von Kleist, Superintendent
 Orland Joint Unified SD

FOUNDERS

Dr. Don Brann, Emeritus & Superintendent
 Wiseburn Elementary SD

Dr. David Evans, Emeritus

Ray Edman, Emeritus
 1926-2006

SSDA OFFICE

Dr. Melissa M. Brown
 Executive Director
 (916) 444-9335

December 18, 2007

Dear Superintendent, Board Members, and Staff:

The Small School Districts' Association is pleased to announce its 25th Annual Conference. It will be held at the Doubletree Hotel in Sacramento—on March 27-29, 2008. We are celebrating our Silver Anniversary—our 25th year of providing dedicated support services to small school districts in the state!! You are cordially invited to join us to celebrate this special occasion.

Our theme this year: *Small School Districts' Association: 25 Years of Strengthening Education and Empowering Youth!* reflects the commitment, goals and successes of California's small school districts. Come and celebrate your successes with us. **Take advantage of our Silver Anniversary special early bird registration rate and save—but remember it is only available until February 1, 2008.**

This year's Silver Anniversary conference promises to be another huge success with many exciting features in addition to the numerous highly qualified keynote speakers and presenters. The SSDA Executive Committee leadership team will host the second "Superintendent's Action Summit" to involve superintendents and board members directly in the SSDA program planning and development process for the upcoming year. Superintendents and Board Members will get a special high octane, energy boost from our nationally known keynote speaker, Harvey Alston. He is sure to motivate us to continually achieve our best.

In addition, we will be joined by Senator Tom Torlakson, a champion educator and former science teacher who has helped provide billions of dollars in support of the state's lowest performing schools. Senator Torlakson Chairs the Senate Appropriations Committee and the Senate Select Committee on School and Community.

Superintendents and Board Members will have free access to the web throughout the conference at the SSDA Cyber Café. The SSDA Pavilion will provide opportunities to meet and chat with SSDA Executive Committee members, staff, and colleagues.

The conference will also include some fun networking activities such as the 12th Annual Golf Tournament and a Monte Carlo night activity with the theme: *Here's Looking at You Kid!* Put on your best Casablanca attire and join in the fun and games!

Read through this brochure for a sampling of our activities and fill out your registration form now! You may also register online by visiting our website at www.ssda.org. Space is limited, so be sure to make your hotel reservations too! If you have any questions, call the SSDA staff at (916) 444-9335. See you at the conference!

Sincerely,

Dr. Rich Rhodes
 2008 Conference Co-Chair
 Pacheco Union Elementary
 School District

Chris von Kleist
 2008 Conference Co-Chair
 Orland Joint Unified School
 District



25th Annual Conference Schedule "Tentative"

Thursday, March 27, 2008

7:30 a.m.	12th Annual Golf Tournament Registration, Lincoln Hills Golf Club, Lincoln, CA 95648
9:00 a.m.	Golf Tournament Shotgun Start Time
4:00 p.m. to 7:00 p.m.	Annual Conference Registration
5:30 p.m. to 6:30 p.m.	Associate Member Hosted Reception
6:30 p.m. to 7:30 p.m.	General Session Welcome & Introductions: Dale Drew, President, SSSA Dr. Melissa Brown, Executive Director, SSSA <ul style="list-style-type: none">• Golf Sponsor Recognition• Conference Sponsor Recognition Keynote Speaker: Harvey Alston, Best, Inc.

Friday, March 28, 2008

6:30 a.m. to 6:00 p.m.	Annual Conference Registration
7:30 a.m. to 8:00 a.m.	Continental Breakfast
8:00 a.m. to 9:00 a.m.	General Session Welcome & Introductions: Rich Rhodes & Chris von Kleist, 25th Annual Conference Co-chairs Presentations: Executive Committee Members <ul style="list-style-type: none">• Golf Tournament Scholarship Winners• Charlie Binderup Award Presentation
9:00 a.m. to 9:35 a.m.	Exhibit Hall Open
9:35 a.m. to 10:45 a.m.	Workshops—Session 1
10:55 a.m. to 11:55 a.m.	Workshops—Session 2
12:00 p.m. to 12:30 p.m.	Exhibit Hall Open
12:30 p.m. to 1:30 p.m.	Lunch and Keynote Speaker: Senator Torlakson
1:30 p.m. to 2:00 p.m.	Exhibit Hall Open Dessert Served (Exhibit Hall) SSDA Pavilion & Store, SSSA Cyber Café (Exhibit Hall)
2:00 p.m. to 3:00 p.m.	Workshops—Session 3
3:10 p.m. to 4:10 p.m.	Workshops—Session 4
4:30 p.m. to 5:00 p.m.	Wine & Cheese Roundtable Networking Discussions (see list of topics inside cover page)
5:00 p.m. to 6:30 p.m.	Reception, Hors d'œuvres & Raffles, Exhibit Hall SSDA Pavilion & Store, and Cyber Café Open, Exhibit Hall
6:30 p.m.	Exhibit Hall Closes
7:00 p.m. to 11:00 p.m.	SSDA Monte Carlo Night, "Here's Looking At You Kid!" Fun, Food & Grand Prize Raffles (Semi-Formal 25th Anniversary Casablanca Theme)

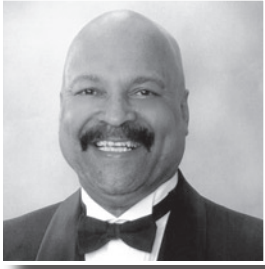
Saturday, March 29, 2008

7:00 a.m. to 9:00 a.m.	Annual Conference Registration
7:30 a.m. to 8:30 a.m.	Continental Breakfast
8:30 a.m. to 9:15 a.m.	General Session Keynote Speaker: David Walrath, SSSA, Legislative Advocate
9:15 a.m. to 10:00 a.m.	Superintendent Action Summit <i>Dr. Melissa Brown, Executive Director, SSSA</i> <i>SSDA Executive Committee Leadership Team</i>

Special Note

Message Board and Website Access: Available to participants throughout the Conference in the SSSA Pavilion and Cyber Café inside Grand Ballroom/Exhibit Hall.

Conference Speakers and Workshops



Harvey Alston

You Are The Best!

Harvey Alston is considered one of the most dynamic, “high-octane” speakers in America. He has spoken to millions of people throughout the United States with unforgettable words of individual responsibility for achievement that have improved spirits, spurred growth, and changed lives. His powerful, soul-searching presentations uplift audiences to a higher standard, and to a level where they strive only for the best. As one of the most in-demand educational speakers in America, Harvey Alston’s career has spanned positions from head football coach of East High School in Columbus, Ohio, to assistant director of student financial aid at the university level. Harvey Alston’s enterprise is called Best, Inc., based on his philosophy of “Be the Best.” During Harvey’s keynote address you can expect to learn: How to be the Best!



Senator Tom Torlakson

Senator Tom Torlakson chairs the Senate Appropriations Committee and the Senate Select Committee on School and Community. He is a member of the Education Committee and the Transportation and Housing Committee. Of the 20 bills Senator Torlakson sent to Governor Schwarzenegger in 2006, 18 were signed into law, including legislation to streamline and improve California’s after school programs. The Senator helped provide \$2.9 billion in additional funding to the state’s lowest performing schools. He is the Chair and Founder of the California Task Force on Youth and Workplace Wellness, a group seeking to raise the profile of health and fitness in public schools and in the workplace. The Senator’s career in public service began as a science teacher in 1972. He was elected to the Antioch City Council in 1978, and then served

on the Contra Costa Board of Supervisors for 16 years. He was elected to the California’s 11th Assembly District in 1996 and 1998. Senator Torlakson was elected to the State Senate in 2000 and was re-elected without opposition in 2004.



David Walrath,

SSDA Legislative Advocate

David Walrath is the Legislative Advocate for the SSDA. He has been involved with developing California education policy for more than 25 years. In addition to developing long-term school finance proposals for Governor Jerry Brown, he also worked with Legislature in developing state and local finance legislation of Proposition 13. He is considered one of the leading experts in California on a number of K-12 policy issues, including teacher retirement and school capital outlay funding. Mr. Walrath has been the Legislative Advocate for the Small School Districts’ Association since its inception in 1983.



Dr. Melissa Brown,

SSDA Executive Director

Dr. Melissa Brown became the full-time Executive Director of the Small School Districts’ Association in July 2005. In addition to her educational expertise in achievement gap closure, she has co-created numerous school community and parenting programs which are being replicated in several states. Dr. Brown is also an expert grant writer. She has secured over \$400,000,000 in grant awards for her employers with a 70% win ratio. She will conduct a Friday workshop, “Grant Writing Supervision for Winning Big” and facilitate the 2008 Superintendent Summit on Saturday March 29th with members of the SSDA Executive Committee.

25th Annual Conference Workshops

Workshop Strands Include:

- Best Practices for Small School Districts
- Personnel
- School Governance
- Collective Bargaining
- Curriculum and Instruction
- Facilities Management
- Hands-On Technology
- Fiscal and Finance
- Arts
- Legal Issues
- Effective Practice for Small School Districts

A sampling of the workshops....

Workshop Strand:

Best Practices for Small School Districts

BRINGING IMPROVEMENT TO SCALE AT ALL GRADE LEVELS

Find out how to raise student academic achievement and close achievement gaps.

NETWORKING FOR TINY SCHOOLS (ADA 100 OR LESS)

For tiny districts (100 ADA or less), it is essential that we share and learn the best, most efficient and effective practices for running our unique districts. Bring your ideas and be ready to share and learn.

Workshop Strand: Personnel

EFFECTIVE PERSONNEL PRACTICES

This workshop focuses upon mastery of critical personnel practices from recruitment to retirement or termination. Participants will learn: 1) How to ensure the best productivity from employees; 2) How to navigate through the Education Code of employee status including substitutes, temporary, probationary, and permanent staff classifications; and 3) How to avoid the pitfalls of small school district personnel management. Participants will also learn the basics and primary impacts of ERA, FERPA, HIPAA and other legislation on day-to-day personnel practices in small school district settings.

TEACHER EVALUATION AND DISCIPLINE

School districts are required to take extraordinary steps to evaluate and to discipline teachers. State law, local policy, and the collective bargaining agreement form a complex maze. Learn how to navigate the maze efficiently and thoroughly so that personnel decisions are effective and can withstand challenges. Drawing on practical experience and audience questions and comments, the presenters will cover the following topics: 1) Effective evaluation systems and techniques; 2) How to properly classify teachers – probationary, temporary, intern, permanent; 3) How to issue letters of reprimand and notices of unprofessional conduct or unsatisfactory performance; and 4) Processes for suspending or terminating a teacher. Participants will learn practical tips and necessary legal rules for evaluating and disciplining certificated employees. Sample forms and checklists will enable participants to avoid common errors in documenting performance problems.

Workshop Strand: School Governance

KEYS TO SUCCESSFUL BOARD-SUPERINTENDENT RELATIONS

What can be done to build successful Trustee-Superintendent relationships? This workshop will outline what trustees and superintendents can do to build that positive and productive working relationship.

DISC TRAINING: ESSENTIAL INGREDIENTS FOR POSITIVE RESULTS AND WORK RELATIONSHIPS

This workshop empowers the Board and District Management Team to synergistically create an effective and

25th Annual Conference Workshops

productive team. Participants will learn how to use a behavioral characteristic review entitled the DISC Profile. Participants will acquire knowledge of the four distinct leadership behavioral styles. The workshop will show the impact of each participant's leadership characteristics on the district, on their working relationship as a Board/Superintendent team, and on their working relationship with the staff that serves them. Each participant will gain a much clearer understanding of themselves and a reason to celebrate the unique differences of the district leadership team.

Workshop Strand: Collective Bargaining

EFFECTIVE COLLECTIVE BARGAINING COMMUNICATIONS

Along with finances and governance issues, collective bargaining is something that makes or breaks an educational leader's career. Successful collective bargaining doesn't begin and end with contract negotiations. It is something that is ongoing and involves a number of skill sets and practices. One of these is good communication within one's school district and with the community at large. This workshop focuses on how a good communication strategy can improve collective bargaining outcomes. It focuses on practical, easy to implement steps small school district leaders can take to achieve lasting, positive results.

BEST PRACTICES FOR SCHOOL DISTRICT NEGOTIATORS

In this presentation, you will discover the 14 Best Practices for Negotiators and learn the Positive Approach to the 11 Classic Negotiating Techniques. Also included: What to Do When Things Go Wrong! Raise your district's awareness of management and governance team strategies to successfully prepare for negotiations by attending this workshop.

Workshop Strand: Curriculum and Instruction

SUCCESSFUL MATH BENCHMARK PROGRAM WITH CLOVIS UNIFIED

Clovis Unified has developed a comprehensive set of formative assessments as part of the Mathematics Benchmark program. Winner of the CSBA "Golden Bell" award in 2004, the Benchmarks are a primary

reason for Clovis' success in Mastery Learning. Come and interact with Clovis curriculum leaders on how to implement your own Math Benchmark program.

Workshop Strand: Facilities Management

TRICKS OF THE TRADE: FACILITIES PLANNING, FINANCING & CONSTRUCTION OPTIONS

A step by step guide to the funding and construction process specifically tailored for small school districts. This workshop will detail the best methods for selecting your facilities team and specify how to creatively fund the facilities your district needs. It will include information on design and construction as well as funding options.

MAXIMIZING MODERNIZATION FUNDING

New Construction, Modernization, Hardship, Extreme Hardship, Critical Hardship, WHAT'S NEXT? Learn how to leverage and coordinate all of your facility needs and eligibility, then implement a plan to complete the work. This workshop is an interactive session which will allow the presenters and advisors to aid your district in accomplishing your facility goals.

Workshop Strand: Hands-On Technology

MARKETING YOUR SCHOOL JUST GOT EASIER... WITH ELECTRONIC COMMUNICATION

This presentation will demonstrate how integrating electronic communication into a school marketing plan can help schools and districts project a positive image, improve two-way communication with stakeholders, recruit students and staff, communicate during a crisis, improve media relations, and build community support. Also included will be examples of small schools using electronic communication to market themselves. This workshop showcases easy-to-use, affordable electronic tools.

TECHNOLOGY FUNDING: ED TECH K-12 VOUCHER PROGRAM

Come learn about this significant one-time funding program, made possible by the Microsoft anti-trust settlement. Application deadline is June 30, 2008. Get your share!

CONTINUED NEXT PAGE....

25th Annual Conference Workshops

Workshop Strand: Fiscal and Finance

CONTROLLING COSTS & QUALITY OF HEALTH BENEFITS

Tools and techniques are available to evaluate cost and quality of health care providers and resources for training districts and union personnel in negotiating insurance contracts.

FINDING MONEY FOR SMALL SCHOOL DISTRICT PRIORITIES

After establishing our District priorities, how do we find the money to support them? This workshop will help you find money to support Student Achievement, Facilities, Technology, After school programs, Transportation, Food Service, Negotiations and the like.

Workshop Strand: Arts

MAKING IT HAPPEN: STRENGTHENING ARTS EDUCATION IN OUR SCHOOLS

Attendees will participate in an interactive session that will provide tools, resources, and first hand examples of how the arts have been implemented in school/districts with a focus on small school districts. Participants will learn how to create a district plan for the arts and explore ways that school districts and county offices can work together in the effort to provide a comprehensive, sequential arts curriculum in dance, music, theatre, and visual arts. Participants will hear how a statewide arts initiative is making impact at the state, region, county, and local levels in an effort to strengthen arts for California public schools as part of a comprehensive core curriculum.

Workshop Strand: Legal Issues

THE BROWN ACT

This session is a must for all board members and superintendents who need to follow the law. In addition to providing an overview of the Brown Act, this session will include an update on recent cases that have interpreted it, with particular attention to closed sessions and the interface with negotiations.

TOP TEN ISSUES IN CALIFORNIA LEGISLATION

This session reviews the recently completed state legislative session and gives attendees a “heads up” on what to expect for the coming year! The Governor has already declared that 2008 will be the “Year of Education.” Important topics will include categorical reform, school accountability, and low performing schools.

Workshop Strand: Effective Practices for Small School Districts

NO SCHOOL LEFT BEHIND SOFTWARE GRANT PROGRAM

This session presents an overview of a grant program designed to support small school districts with the management of student information, instructional data, special education processes and professional development programs. It includes information on a grant program designed to deliver a systemic software solution to small school districts.

GRANT WRITING SUPERVISION FOR WINNING BIG

Superintendents are ultimately responsible for winning grants. But how can you help ensure that your staff gets the winning job done? This workshop includes some powerful grant writing supervision insights and strategies for busy superintendents. These strategies and practices improve your district’s readiness factor for grant opportunities and increases your grant win ratio. Why not take a few minutes to discover how to add a few more dollars and ‘sense’ to your small school district’s grant writing endeavors?



SSDA 25th Annual Conference Registration Form

Name _____
 (As you want it to appear on your name badge) Note: For additional registrations, please copy this form.
 District/Company _____
 City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____
 E-mail Address _____

2008 ANNUAL CONFERENCE REGISTRATION RATES:

Early Bird (Between November 15 and February 1, 2008)

	Members	Non-Members
1 st Attendee	\$475	\$630
2 nd & 3 rd Attendee	\$445	\$630
4 th & Subsequent	\$390	\$630

One-Day Rates

Can't attend the entire conference?
 Come for the day!

Thursday, March 27, 2008:	\$135
Friday, March 28, 2008:	\$275
Saturday, March 29, 2008:	\$190
Meal or Reception Only:	\$45

Standard (After February 1, 2008)

	Members	Non-Members
1 st Attendee	\$545	\$770
2 nd & 3 rd Attendee	\$505	\$770
4 th & Subsequent	\$420	\$770

SEND YOUR REGISTRATION BY:

MAIL: SSDA 25th Annual Conference
 455 Capitol Mall, Suite, 315
 Sacramento, CA 95814

FAX: (916) 441-4851

ONLINE: www.ssda.org

HOTEL ACCOMMODATIONS

SSDA has made arrangements with the Doubletree Hotel in Sacramento for the following special room rates: \$109.00 single/double occupancy and \$119.00 triple/quad occupancy. Please contact the Doubletree Hotel at (916) 929-8855 by February 20, 2008. Be sure to ask for the group rate for the Small School Districts' Association's Annual Conference. *Please note: The Doubletree Hotel does accept purchase orders as a method for reserving your room as long as a copy can be provided. Doubletree Hotel also offers tax exemption for your room with appropriate documentation. Call the SSDA Office (916) 444-9335 for more information. You must make your own room reservation.*

CANCELLATION POLICY

Cancellations must be received in writing.

By Friday, February 22, 2008 at 4:00 p.m. Full refund provided
 Between February 25 and March 14, 2008 \$100.00 cancellation fee charged
 After March 14, 2008 No refund provided

Notice of cancellation must be written and sent to: SSDA Annual Conference Cancellations,
 455 Capitol Mall, Suite 315, Sacramento, CA 95814, Fax: (916) 441-4851 or Email: shannon@ssda.org

Credit Card: Visa MasterCard American Express

Credit Card #: _____ **Exp.** _____

Date: _____ **Signature:** _____

Please **PRINT** name as it appears on card: _____

SSDA 12th Annual Scholarship Golf Tournament



SSDA is pleased to announce the 12th Annual Golf Tournament on Thursday, March 27, 2008 at Lincoln Hills Golf Club. Proceeds from the tournament will be used to provide scholarships to graduating high school seniors from member small school districts. Last year, SSDA awarded 20 scholarships to deserving students from member districts. Let's do even more this year!

To nominate a student, please complete the following form and return it to:

SSDA Scholarship Golf Tournament
455 Capitol Mall, Suite 315
Sacramento, CA 95814
Fax: (916) 441-4851

SSDA 12TH ANNUAL SCHOLARSHIP STUDENT NOMINATION FORM

Name of Student: _____
District: _____
Address: _____
City _____ State _____ Zip _____
Phone (_____) _____ Fax (_____) _____
Nominated by: _____
Nominator's District: _____ Phone (_____) _____
Reason for Nomination: _____

DRIVING DIRECTIONS

Doubletree Hotel Sacramento
2001 Point West Way
Sacramento, CA 95815
916-929-8855

FROM SACRAMENTO INTERNATIONAL AIRPORT

Take Interstate 5 South toward Sacramento (10 miles)
Take Business 80/Capitol City Freeway (Also says Hwy 50 to Placerville) towards Reno
Stay on Business 80/Capitol City Freeway for (6) miles – Take the Arden Way East off ramp
The Doubletree Hotel Sacramento is 50 feet on the right side of Arden Way
Make the first right at Point West Way

FROM STOCKTON AREA (HIGHWAY 99)

Take Hwy 99 into Sacramento
When you reach Sacramento, take Business 80/Capitol City Freeway East to Arden Way exit
Go East on Arden, the Hotel is the first right at Point West Way

FROM STOCKTON AREA (INTERSTATE 5)

Take Interstate 5 North until you reach the I-5 and Hwy 80 split
Take Business 80/Capitol Freeway North to Arden Way
Exit Arden Way to the East
Make the first right at Point West Way

FROM SAN FRANCISCO BAY AREA

Take Interstate 80 East to Sacramento
Go through downtown until you reach the Business 80/Capitol City Freeway
Follow Business 80/Capitol City Freeway North to Arden Way exit
Make the first right at Point West Way

FROM RENO AREA

Take Interstate 80 South to Hwy 80 and Business 80/Capitol Freeway split
Take Business 80/Capitol City Freeway to the Arden Way exit
Exit Arden Way to the right and make a left at the signal
Go under the overpass and make the first right at Point West Way

FROM WOODLAND AREA

Take Interstate 5 South to the I-5 and Hwy split
Take Hwy 50 East to the Business 80/Capitol City Freeway and Hwy 50 split
Follow Business 80/Capitol City Freeway until you reach the Arden Way exit
Exit Arden Way to the East – Make the first right at Point West Way
Exit Arden Way to the right and make a left at the signal



IF YOU HAVE QUESTIONS, PLEASE CONTACT GUEST SERVICES
AT 916-929-8855 EXT. 4134



SSDA EXECUTIVE COMMITTEE

Henry Bietz, Superintendent
Westwood Unified SD
(530) 256-2311

Steve Lund, Superintendent
Fort Bragg Unified SD
(707) 961-2850

Debbie Pearson, Superintendent
Wheatland School District
(530) 633-3130

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Rich Rhodes, Superintendent
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(707) 967-2701

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(530) 340-2233

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(530) 865-1200

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Executive Director
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Dave Walrath
Legislative Advocate
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OFFICERS

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Rich Rhodes, *President-Elect*
Chris von Kleist, *Treasurer*



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1926 - 2006



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