2014 SUMMER SEMINAR
MONDAY, AUGUST 4

Officers’ Workshop
Sunday, August 3

Early Bird Session
Sunday, August 3

Phase I-II Combo
Tuesday, August 5

Charter School Board Member Training
Tuesday, August 5

Location: Minneapolis
Marriott Northwest, Brooklyn Park
**EXCITING PRE-SEMINAR EVENTS!**

**SUNDAY, August 3**
Make the most of your seminar experience! Arrive on Sunday and attend MSBA’s Officers’ Workshop and a special Early Bird session. Registration begins 30 minutes prior to the sessions.

**Officers’ Workshop**
Tuition: $150. Walk-ins add $20. (Lunch included)
12:30 p.m. to 5:30 p.m. Sunday (Registration begins at Noon)
Minneapolis Marriott Northwest
This workshop focuses on board officers’ responsibilities and basics/fundamentals of laws affecting school boards. Elected board officers, superintendents and staff that support the board are encouraged to attend.

**Early Bird**
7:00 p.m. to 9:00 p.m. Sunday (Registration begins at 6:30 p.m.)
Minneapolis Marriott Northwest

**Teaching Each Other Good Digital Citizenship**

Morgan Godfrey, Attorney, O’Meara, Leer, Wagner & Kohl;

Mark Lanterman, Chief Technology Officer, Computer Forensic Services; and

Mark Bezek, Superintendent, Elk River School District

Get a top-to-bottom view of issues surrounding digital citizenship in the schools. Morgan Godfrey will talk about a school district’s responsibility and authority for student discipline regarding campus and off-campus electronic communication. Mark Lanterman will review current technologies and types of communication media that students use and what districts can anticipate for technologies of the future. Mark Bezek will share lessons learned from a district that is helping students, staff and parents act respectful, responsible and ethical in a web-based world with no rules and boundaries, and unforeseen consequences.
2014 SUMMER SEMINAR

MONDAY, August 4
9:00 a.m. to 4:00 p.m. (Registration begins at 8:15 a.m.)
Minneapolis Marriott Northwest

Welcome – 9:00 a.m. – Northland Ballroom

The Partnership Experience
9:05 a.m. to 10:05 a.m.
Northland Ballroom

Dr. Alan Zimmerman, President and CEO,
Zimmerman Communi-Care Network

Success in today’s world requires an extraordinary amount of raw people skills. You have to know how to build relationships so teamwork becomes a reality, instead of a buzzword. In this session, learn the seven keys to encourage people to work with you, instead of against you.

Break – 10:05 a.m. to 10:20 a.m.

Implementing the Safe and Supportive Schools Act
10:20 a.m. to 11:10 a.m.

Peter Martin, Attorney, Knutson, Flynn & Deans, P.A.

This fall, the Safe and Supportive Schools Act will require school districts to undertake a number of proactive measures to guard against bullying and lessen its effects. What must school districts do to comply with the new law? In this presentation, school board members and administrators will learn about the major features of the new law, as well as practical approaches to achieving compliance.

Legislative Update: Looking Back on the 2014 Session
11:10 a.m. to Noon

Grace Keliher, Director of Government Relations; and
Denise Dittrich, Associate Director of Government Relations, Minnesota School Boards Association

The MSBA Government Relations Team will provide a wrap-up of the 2014 Legislative session – and what to expect from the 2015 session.

Lunch – Noon to 1:00 p.m.
Marriott’s Wadsworth’s Restaurant
Afternoon Sessions – FAST TRACKS

1:00 p.m. to 3:00 p.m.
Choose three of five half-hour offerings that give you concise information on topics of interest. Sessions are 1:00–1:30 p.m., 1:40–2:10 p.m. and 2:20–2:50 p.m.

Questions and Answers with the Commissioner
Brenda Cassellius, Commissioner, Minnesota Department of Education
Commissioner Cassellius will update board members on the latest initiatives at the Department and offer time for questions on a variety of public education issues.

Advocacy 101: Becoming a More Effective Advocate for Public Schools
Grace Keliher, Director of Government Relations; and
Denise Dittrich, Associate Director of Government Relations, Minnesota School Boards Association
Learn skills to make yourself a better advocate for public schools. You’ll use MSBA’s Advocacy Roadmap in order to better follow what’s going on at the Capitol and how to engage your local legislators – whether it be through a phone call or via social media. Members will also learn how they can become members of the Delegate Assembly – MSBA’s most grassroots advocacy tool.

Planning the Final Three Months of Your Referenda Campaign
William Morris, President, The Morris Leatherman Company
With three months before your referenda vote, hear a few tips on what your board, staff and Yes committee should be planning to make your campaign successful.

Minnesota’s World’s Best Work Force Reporting Requirements
Steve Dibb, Assistant Commissioner, Minnesota Department of Education
As the October 1 deadline nears for the District Reporting Requirements in the World’s Best Work Force legislation, Minnesota Department of Education staff will provide guidance on the report that districts must complete. There will also be time to ask questions about the legislation.
Case Law Update
Cathy Miller, Director of Legal and Policy Services, Minnesota School Boards Association

Learn about the impact of the judicial branch’s recent work on your school district. What kinds of lawsuits have school districts faced? Were lawsuits against school districts successful, or were school districts able to defend their actions well? What do you need to be concerned about and what can you breathe easier about because of recent court cases? These questions will be addressed, and you won’t have to read all the cases to discover the answers.

CLOSING SESSION – 3:00 p.m. to 4:00 p.m.

The Leadership Experience
Dr. Alan Zimmerman, President and CEO, Zimmerman Communi-Care Network

As a leader at any level, when you tap into your driving purpose, share your contagious passion and engage the right process, you generate an enormous payoff. You trigger the other person’s motivation and cooperation. Learn how the best leaders bring out the best in others so you can lead.

From our Evaluations:
“As a veteran school board member of 7 years, I took the Phase I & II as a refresher course. They were both absolutely excellent!”

TUESDAY, August 5

Phase I-II Combo
8:00 a.m. to 4:30 p.m. (Registration at 7:30 a.m.)
Minneapolis Marriott Northwest

If you missed the first part of MSBA’s Phase Orientation series, here’s your chance to catch up! Learn about the role of the board, the school budget, Minnesota’s system of school finance, local levies and policies, laws affecting boards and more. The Phase series is the foundation of a school board member’s training in good governance.

Charter School Board Training
8:30 a.m. to 3:30 p.m. (Registration at 8:00 a.m.)
Minneapolis Marriott Northwest

Charter school board members can receive the state-required training in finance, governance and employment all in one day. Learn the basics of working successfully as a board and with your director.
Keynote Speakers

The opinions of the speakers are informational only. They do not necessarily reflect the opinions of MSBA.

Dr. Alan Zimmerman

Alan Zimmerman is an internationally recognized motivational speaker who gives people the tools they need to maximize their payoffs – personally, professionally and organizationally. He has a bachelor’s degree from the University of Wisconsin, a master’s degree from the University of Minnesota and a doctoral degree from the U of M in interpersonal communication and psychology. He has 15 years of experience teaching as a university professor at the University of Minnesota, Minnesota State University Mankato, the University of St. Thomas and Emporia State University. In 1985, Alan founded Zimmerman Communi-Care Network, a speaking and training company with offices in the U.S. and U.K. He is the author of several best-selling books, CDs and DVDs, pens the weekly “Tuesday Tips” newsletter and has been honored by the University of Wisconsin with the “President’s Award for Distinguished Leadership.”

Peter Martin

Peter Martin is an attorney at the law firm of Knutson, Flynn & Deans. He has spent the past 24 years providing advice to school districts regarding student discipline, special education, business contracts, employment disputes, real estate transactions, and other general school law matters. Peter has also been active in the Minnesota Legislature as a lobbyist and has been involved in advising MSBA regarding a number of legislative initiatives, including the Safe and Supportive Schools Act. He is a member of the State Bars of Minnesota and Wisconsin and the National School Boards Association Council of School Attorneys.

Why attend Summer Seminar?

Start the school year informed and inspired.
Meet new people and share ideas.
Learn about key education issues.
Demonstrate your commitment to lifelong learning.
Hear what’s happening in Minnesota schools.
Be the best board member you can be!

Our significant knowledge base and experience makes us well versed in all facets of education law:
public employment and employee relations, student matters, school finance, elections, bond counsel services, construction, real estate, school board matters, contracts, discrimination and harassment, data privacy, special education, constitutional issues and more.

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**Registration**

Coordinate registration through your **SUPERINTENDENT** to avoid duplication. Registration is $240 and opens Monday, June 9. The registration and cancellation deadline is Friday, July 25, and the registration fee will be refunded until then. If a pre-registered participant cancels between the date registration closes and the date the MSBA-sponsored event begins, he/she will be charged a $75 administration fee — once an event/activity begins, all registrants are responsible for the full registration fee. On-site registrants for Summer Seminar pay an extra $20. All sessions are at the Minneapolis Marriott Northwest. Register online through the Members Area at **www.mnmsba.org**.

Charter school board members may download the Charter School Board Member Registration Training Form at **www.mnmsba.org/learningcenter**.

**Lodging**

The reservation phone number for MSBA’s Summer Seminar housing block is 877-303-1681. Ask for the Minnesota School Boards Association group rate of $125. Hotel reservations **MUST BE MADE BY JULY 25** to get the special seminar rate. After July 25, reservations are subject to availability, and standard Marriott rates will apply. To make lodging reservations online, go to our Summer Seminar page at **www.mnmsba.org**.

For a map of the location of the Minneapolis Marriott Northwest, see below:

**From Downtown Minneapolis**
Take 94 North, which runs into 94 West. Continue on I-694/94 to Boone Avenue. Exit off 94 West at Boone Avenue. Straight across Boone Avenue at the stop light.

**Coming from the East via 694**
Take 694 West, which turns into 94 West after the river. Exit off 94 West at Boone Avenue. Straight across Boone Avenue at the stop light.

**Coming from the South via 494 or 169**
Take either 494 or 169 North to 94 East. Exit off 94 East at Boone Avenue. Take a right on Boone Avenue. First left at Northland Drive.