

Texas Association of Secondary School Principals

ASSISTANT / ASPIRING PRINCIPAL WORKSHOP

Feb. 2 - 4, 2025 | Hilton Austin Airport



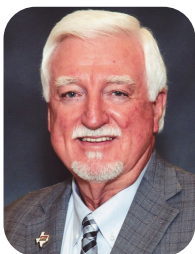
Timely Training for Assistant Principals and Aspiring Administrators of Texas



Welcome from the TASSP President

Dr. David Warren, Principal, Farmersville HS

Welcome to the 2025 Texas Association of Secondary School Principals Assistant Principal Workshop! As president of your association, I am honored to serve and learn alongside each of you. TASSP has a long tradition of providing high-quality professional development and I applaud you for venturing off campus and committing yourself to this learning experience. Although we have some tremendous sessions, the network we build with one another can be powerful in our professional growth. I hope you will *connect* with your fellow principals and be someone's first phone call when a situation arises. Additionally, just like someone encouraged you to attend this event, I hope you will "pay it forward" by encouraging other young leaders to grow through their own professional learning. In our shared experiences, our school communities benefit from our network, and thus, we dare to take on the challenges we all face as administrators. By staying *Connected for Power* we can collaboratively translate our professional learning into action that benefits our students and communities. Thank you for your commitment as an educator, and enjoy the conference.



Welcome from the TASSP Executive Director

Archie E. McAfee

Welcome to the Assistant Principal Workshop! We are thrilled to have you here today. Your role as an Assistant Principal is crucial in shaping the educational experiences of our students and supporting our teachers. You are key leaders within your schools, acting as bridges between the administration and the classroom. Your dedication fosters a positive learning environment, promotes collaboration, and drives academic success. We hope this workshop equips you with valuable insights and strategies to enhance your leadership skills and further impact your school community. Thank you for being so committed to excellence in education!

Sunday, February 2, 2025

7:00 AM – 5:30 PM | REGISTRATION/CHECK IN PRE-FUNCTION AREA LOWER LEVEL

9:00 AM – 12:30 PM | **OPTIONAL IN-DEPTH SESSION: DOCUMENTATION TRAINING..... BERGSTROM C/D**

• **EFFECTIVE DOCUMENTATION OF TEACHERS with Zachary Hobbs, TASB**

(Additional fee for this training and LUNCH IS INCLUDED) This session is designed to train administrators on the legal framework within which documentation of all Texas public school employees takes place and to focus on specific steps required to document an employee's performance effectively. Registration for this session includes lunch and a copy of the latest edition of the *Texas Documentation Handbook* from ED311. If it's not written down, it didn't happen. An effective documentation process is crucial for improving employee performance and making informed personnel decisions. This interactive presentation will guide participants through the *ED311 Texas Documentation Handbook: Appraisal, Nonrenewal, Termination*. The training will focus on developing documentation to support appraisal, nonrenewal, and termination decisions.



1:00 PM – 2:00 PM | **OPENING GENERAL SESSIONBERGSTROM BALLROOM**

• **STUDENT SUCCESS? IT'S AS EASY AS T.L.C. - Sean Buchanan**

This keynote (which shares its title with his book) centers around providing tangible, principle based, strategies that adults within the education process have at their disposal to increase student motivation, and by extension, student success. It proves what we can do with what we currently have to improve education outcomes for our students. It will also underscore the impact of relationships (and how to create them) in the education process and why T.L.C. is the glue that keeps it all together!

2:15 PM – 3:15 PM | **BREAKOUT SESSIONS SET 1 (Sessions repeat in Set 2 unless noted)**

3:30 PM – 4:30 PM | **BREAKOUT SESSIONS SET 2**

• **SEAN BUCHANAN: Classroom Management? Just Say NO!..... (Set 1 & 2) Bergstrom A**

A common concern of today's educator is how much time and attention is dedicated to discipline. Many have been told all that is needed to improve the quality of their building or district is better classroom management. What can be done to increase student/parent engagement in the light of the reality of COVID - 19? How can educators reduce the defiance and suspensions that plague many campuses today? Attend this humorous and informative session to find out!

• **DR. HERB COX: Building a Positive & Powerful School Culture(Set 1 & 2) Bergstrom B**

This session will provide several ideas that you can take back to your campus tomorrow and implement immediately. No programs to buy, no books to purchase. Just some good old-fashioned common-sense ideas on how to become a more effective administrator.

• **DR. COURTNEY GOBER: How to Score the Most Assists as an Assistant Principal(Set 1 & 2) Bergstrom C**

This presentation will outline the day-to-day duties of an assistant principal and provide practical strategies to move your daily schedule from being reactive to proactive while spending more time as an instructional leader. Learning how to manage the "chaos" of what lands on the AP desk while effectively serving your staff and students is the key to scoring the most assists as an AP.

• **SEAN CAIN: Noteworthy Note Making: A Practical Critical Writing Solution**

for Every Classroom (Set 1 & 2) Bergstrom D

If it is important, write it down! This session shares a step-by-step plan for implementing meaningful Note Making in any classroom. Noteworthy Note Making is a teacher's sneaky smart way to improve academic performance for all students. Noteworthy Note Making enhances student depth of thinking (rigor), accelerates student understanding, and increases student retention. When implemented correctly, Noteworthy Note Making immerses students in a learning environment of high-yield instructional strategies. If you must cover a lot of content (see: STAAR teachers) and students need to remember it (see: STAAR classrooms) then more and better Note Making is Fundamental for success. Presentation is aligned with the books, *Noteworthy Note Making: A Practical Critical Writing Solution for Every Classroom*, by Sean Cain, and *The Fundamental 5 Revisited: Exceptional Instruction in Every Setting*, by Cain, Laird, Cotten, and Ellspermann.

• **RACHELLE FINCK, CHARACTERSTRONG: Beyond Discipline: Proactive Strategies**

for Supporting Student Behavior.....(Set 1 only) Del Valle

This interactive session equips educators with tangible tools to address student behavior proactively. Participants will learn practical strategies to create positive behavior change and foster a supportive classroom environment by integrating behavior science, restorative practices, and trauma-informed approaches. Hands-on activities ensure immediate, classroom-ready implementation.

• **LANA SVEDA, COLLEGE BOARD: Using College Board Programs to Support**

CCMR for All Students(Set 2 only) Del Valle

Join the College Board as we share tools and resources available to support student opportunity and College, Career, and Military Readiness. We will examine the latest data trends and updates, including the expansion of digital AP Exams and our new CTE courses, Career Kickstart. Additionally, we will share the free tools and resources available to students as they navigate their college and career readiness paths.

Monday, February 3, 2025

7:30 AM | REGISTRATION/CHECK IN..... PRE-FUNCTION AREA LOWER LEVEL

7:30 AM – 8:30 AM | COFFEE / EXHIBITS OPEN..... PRE-FUNCTION AREA LOWER LEVEL

8:30 AM – 9:30 AM | MONDAY MORNING GENERAL SESSION.....BERGSTROM BALLROOM



• TODAY'S SIGNIFICANT SCHOOL LEADER - Andrew Marotta

Want to be a better leader? Want to be a more effective school administrator? Feel that sometimes you are just surviving more than thriving? Wish you were a better speaker/storyteller? Meet Andrew Marotta! In this interactive keynote, Andrew will invigorate you, challenge you, and inspire you. He will share stories, tips, hacks, and experiences from his 20 years as a building Principal in the great small city of Port Jervis, NY. This high-energy, enthusiastic presentation will be interactive, reflective, and purposeful to you, to help you in your role as a school leader. No one promised you that the job would be easy; but Andrew will help you make it more manageable, enjoyable, and rewarding. In this transformative and impactful session about putting yourself in the best position to lead, Andrew will focus on: the power of storytelling, having more energy & enthusiasm, supporting yourself and others, and becoming SIGNIFICANT in the lives of those we serve.

9:30 AM – 9:45 AM | BREAK/VISIT THE EXHIBITS

9:45 AM – 10:45 AM | BREAKOUT SESSIONS SET 3 (Sessions repeat in Set 4 unless noted)

11:00 AM – 12:00 PM | BREAKOUT SESSIONS SET 4

• ANDREW MAROTTA: The Partnership: Surviving & Thriving..... (Set 3 & 4) Bergstrom A

Want to have better, stronger relationships with your stakeholders? Tired of getting/feeling 'beat-up'? Want to improve your public speaking and communication skills? Have people coming at you way too hard and not sure how to handle it and want some effective strategies? Feel like you are being too reactive instead of more proactive in your relationships? Come join Andrew Marotta and be part of the fun, interactive, and thought-provoking workshop and learn to build better relationships through proactive and intentional actions. In this energy-filled workshop, Andrew will lead you through a variety of strategies, techniques, tips, and hacks that will help improve your overall communication and interactions with your stakeholders: staff, students, and parents. The goal of this workshop is that you feel more confident, comfortable, and prepared to handle the many complex and challenging social situations that are rapidly coming at school leaders in today's world.

• DR. RUBY PAYNE: Do you Have Students Who are Disengaged, not Learning, or Disrupting Learning?..... (Set 3 & 4) Bergstrom B

This session will focus on ways the Autonomic Nervous System (ANS) impacts student responses and provides understanding from neurobiology. Strategies will be given to help move students into higher levels of learning and engagement.

• DR. JOE COLEMAN: Are You an Above the Line or Below the Line Administrator?..... (Set 3 & 4) Bergstrom C

The presenter will use the book, "The Oz Principle" by Roger Connors, Craig Hickman, and Tom Smith as a guide to discuss issues related to personal and organizational accountability. In addition, the presenter will discuss a variety of personal and job-related examples that will help future administrators to determine whether their behaviors and actions lead to failure or to the continuous improvement and success of the organization.

• TODD BLOOMER: From the Interview to the First Thirty Days on the Job -- #theblueprint to Landing the Job and Thriving in Your Job..... (Set 3 & 4) Bergstrom D

In this session, learn how to prepare actual questions, and then how to develop your 30-day entry plan. This session will be practical and relevant.

• ALAN LOWMAN, LOWMAN EDUCATION: You Don't Teach to Mastery; You Spiral to Mastery (Set 3 & 4) Del Valle

Do you know the importance of continuous review but struggle to develop a simple and practical plan? This session aims to give participants a simple and systematic structure that can be easily implemented and pay huge dividends to student performance. Come hear how Alan Lowman implemented this plan with his students and ended up with phenomenal results, six years in a row of TEA Distinctions at an economically disadvantaged campus!

12:00 PM – 1:00 PM | LUNCH PROVIDED IN ATRIUM / VISIT EXHIBITS

Monday Continues...

Monday, February 3, 2025

Monday Afternoon Continued...

1:15 PM – 2:10 PM | BREAKOUT SESSIONS SET 5 (Sessions Repeat in Set 6 unless noted)

2:20 PM – 3:15 PM | BREAKOUT SESSIONS SET 6

• **DR. TODD WHITAKER: Have You Shifted Your Monkey Today?.....(Set 5 only) Bergstrom A**

Do the best staff members do too much and the worst employees too little? Are there people in your school who work at avoiding doing work? Do you know anyone who whines, pouts, or complains endlessly? This session is just what you need. Based on the book *Shifting the Monkey*, this session will help everyone lead their schools more effectively. Come and join the fun as you learn how to shift the monkey!

• **DR. TODD WHITAKER: How To Get All Teachers to Become Like The Best Teachers(Set 6 only) Bergstrom A**

There are dramatic differences in the quality of teachers in every school. If all teachers could be more like the best teachers, then we would have significant improvement in every school. Every building has special teachers who connect with all students and consistently engage them in learning. This session focuses on what educational leaders can do to get all of the teachers to be like their best teachers.

• **DR. ERIC CUPP: Touching Hearts, Changing Minds(Set 5 & 6) Bergstrom B**

Eric Cupp has been working with at-risk children for over 40 years. He has been called the “kid whisperer” because children find hope and healing in his presence. He has also been doing staff development for public educators for more than three decades. In this session he will share with you how to connect not just with children, but with everyone in your life! In five steps he will teach you how to touch a heart, change a mind, mend the trauma, and build a future. You will laugh a lot, cry a little and discover a calling.

• **SEAN CAIN: Your Super STARR Plan.....(Set 5 only) Bergstrom C**

The STAAR tested class. To be successful, a teacher only has to teach the Right Thing, at the Right Time, at the Right Rigor. Anything less leaves STAAR performance on the table. To leave nothing to chance, you need a plan. Join best-selling author, Sean Cain, and learn the classroom structures and practices that optimize instructional effectiveness and elevate student performance. Master the Super STAAR Plan and Meet your STAAR goals. Presentation is aligned with the books, *Stack the Deck: Increase the Odds for STAAR Test Success*, by Sean Cain and Lesa Cain, and *The Fundamental 5 Revisited: Exceptional Instruction in Every Setting*, by Cain, Laird, Cotten, and Ellspermann.

• **SEAN CAIN: Opportunity Coaching(Set 6 only) Bergstrom C**

If you want better teachers... Coach your teachers better! Regular, targeted, personalized coaching elevates a teacher’s skill set and amplifies their effort. This significantly impacts student success. Great coaches know how to coach, when to coach, what to coach, and where to coach. In this presentation, the how, when, what, and where of effective staff coaching will be revealed. Presentation is aligned with the books, *Opportunity Coaching: How to Coach Teachers on the Fly*, by Sean Cain, and *Little Things Matter: Management Lessons From Exceptional School Leaders*, by Sean Cain and Mike Laird.

• **DR. RUBY PAYNE: What is the Process of Moving from Disengagement to Engagement?(Set 5 only) Bergstrom D**

Understandings and tools will be provided. It is important to note that as students begin to move back into engagement, they often become irritable and fight again as they move up the hierarchy of the ANS. If the process is understood, there can be more success.

• **GREGORY LERMA, SIRIUS EDUCATION SOLUTIONS: Bridging Gaps in TEKS Instruction and STAAR Readiness(Set 6 only) Bergstrom D**

This session focuses on strategies to address gaps in TEKS instruction and improve STAAR readiness. Educators will learn how to pinpoint areas of student struggle and implement targeted, TEKS-Aligned practices to enhance mastery. Key takeaways include using rigorous instructional resources, focused assessments, and authentic STAAR practice tools to drive student success and ensure Readiness for STAAR assessments.

• **LORI GRAY, HORACE MANN: Partners in Education.....(Set 5 only) Del Valle**

We are more than an insurance company! I will discuss the offerings we bring to campuses across the nation as well as educational workshops that educate your staff and assist in decreasing financial stress, spending less out of pocket and improving overall staff morale on your campus.

• **DAVID WALDERR, CAMBRIDGE EDUCATIONAL SERVICES: SAVE THE WORLD: 25 Ways to Engage Learning Resulting in Sustainable and Measureable Gains(Set 6 only) Del Valle**

Schools can ace CCMR employing some of 25 post pandemic ways to engage learning resulting in sustainable, measurable gains. Design and script your school implementation plan from 25 revolutionary classroom ways to accelerate college and career learning, learn about new exams (e.g. digital ACT), systemically raise test scores (TSIA2, (P)SAT, EOC, ACT), increase student motivation, and energize your staff. All programs receive a Free Program Grant Awards (\$50,000 maximum) to help disadvantaged students get to their next best level. Sign-up for a virtual meeting to enter a drawing to win our 35th Anniversary Trip to Disney and \$25 gift card.

3:30 PM – 4:30 PM | MONDAY AFTERNOON GENERAL SESSION.....BERGSTROM BALLROOM

• **WHAT GREAT LEADERS DO DIFFERENTLY - Dr. Todd Whitaker**

What are the specific qualities and practices of great educational leaders that elevate them above the rest? This session reveals what the most effective leaders do differently than their colleagues. Participants will focus on what the most successful leaders do...that others do not. Everyone will leave knowing what great leaders do differently, why these things make them more effective, and learn how to immediately implement each of these into your own schools.



Tuesday, February 4, 2025

7:45 AM – 8:30 AM | CONTINENTAL BREAKFAST..... PRE-FUNCTION AREA LOWER LEVEL



8:30 AM – 11:30 AM | CLOSING GENERAL SESSIONBERGSTROM BALLROOM
• LEGAL ISSUES FOR THE ASSISTANT PRINCIPAL 2025

Jim Walsh, The Law Dawg, Walsh Gallegos Treviño Kyle & Robinson P.C.

This session will cover student discipline, special education, 504, liability and other concerns that are practical and relevant to AP's. This session will emphasize the practical and leave plenty of time for Q and A.

11:30 AM – 11:45 AM | REFLECTION AND ADJOURNMENT / RAFFLE DRAWINGS

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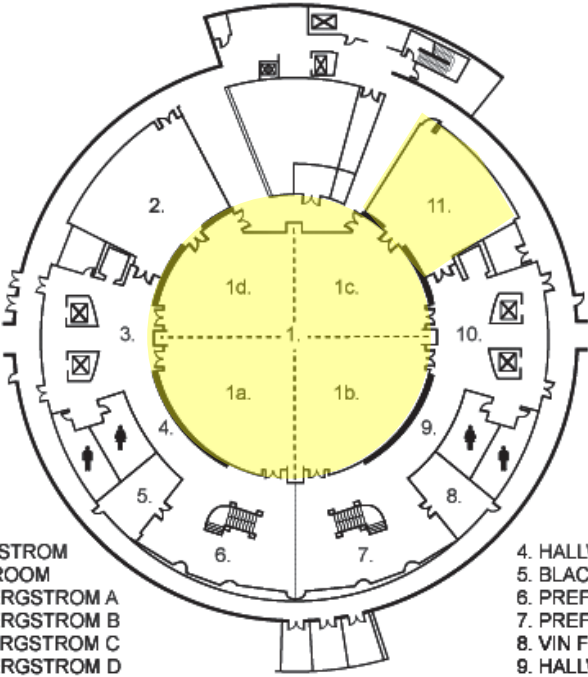
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HILTON AUSTIN AIRPORT - LOWER LEVEL



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- 1a. BERGSTROM A
- 1b. BERGSTROM B
- 1c. BERGSTROM C
- 1d. BERGSTROM D
- 2. CHENNAULT
- 3. PREFUNCTION D
- 4. HALLWAY A
- 5. BLACKBIRDS
- 6. PREFUNCTION A
- 7. PREFUNCTION B
- 8. VIN FIZ
- 9. HALLWAY B
- 10- PREFUNCTION C
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Thank you for attending!

Please complete the survey that will be E-mailed to you. Your feedback is very important for planning the next Assistant Principal Workshop.

Meet the Speakers



TODD BLOOMER, originally from New York, has 28 years of experience in the state of Texas as a classroom teacher, a coach, an assistant principal, and a principal. Todd is passionate about student voice, hiring and retaining the best educators, and coaching teachers. Todd believes the school is the focal point of the community. He doesn't just work at the school; he lives a mile from the school and his HEB is the same HEB his families attend. Being a community member pushes him to accept nothing but the best for his students and families. Todd is active on social media and has a book that will be published in early 2024, called #theblueprint. You can follow him on X at @bloomer_sa.



SEAN BUCHANAN is an author, international speaker, consultant, and public-school superintendent. He has become a leading expert in forming connections with and motivating educators through leveraging the power of human connection. His student - first philosophies have been presented to, and implemented by, thousands of educators both nationally and internationally. Mr. Buchanan was born and raised in Oklahoma and has dedicated his life to inspiring educators and driving student achievement.



SEAN CAIN spent the formative years of his career working in difficult instructional settings. Recognized for the success of both his students and the systems he designed and implemented, he quickly moved up through the instructional leadership ranks. This culminated in his last public education position as State Director of Innovative School Redesign (Texas). Currently, Cain serves as the Chief Idea Officer for Lead Your School (LYS), a confederation of successful school leaders dedicated to improving student, campus, and district performance.



DR. JOE COLEMAN has over 30 years of service in Texas public school education. He earned his doctorate degree in educational leadership from Baylor University and recently served as the principal of North Shore Senior High School. Also, he served as a TASSP board member and the coordinator for region 4. He currently serves as the Senior Director for Secondary School Administration in Galena Park Independent School District.



DR. HERB COX is recently retired with 29 years of service as a teacher, coach, AP and most recently principal. His first 12 years of service were as a teacher and coach and last 17 years were spent as an administrator with 9 years as Principal at Midway Middle School in Hewitt. While at Baylor he was a member of the Baylor University Chamber of Commerce served as an assistant bear handler his senior year. Mr. Cox also served as the President for the Texas Association of Secondary School Principals, the largest association of its kind in the United States. He is now teaching at Baylor, a life-long dream of his.



DR. ERIC CUPP is famous for his effective work with children from first grade to 12th grade, teachers, and administrators. He has experience with honor students, athletes, and scholars, but his most popular work is with at-risk children, he works with kids in

assemblies, small groups, and individually to build hope and inspire dreams and it works! His most famous work is with students on alternative campuses. Dr. Cupp does not believe there are bad kids, only bad choices. He teaches children how to take responsibility for their bad choices and how to make good choices. He offers them hope that they can rise above circumstances and live a successful life. He has even taught people-skills to administrators who went from mediocrity to superiority in just a short time.



RACHELLE FINCK is with Character Strong. CharacterStrong provides digital Pre-K through 12th-grade SEL Curricula and Professional Development. Our resources focus on fostering the whole child with vertically-aligned lessons that teach SEL and character side-by-side. We provide a holistic approach for sustainable school culture change and focus on providing educators tools to properly serve their student's needs.



DR. COURTNEY GOBER graduated from Morehouse College where he earned a degree in history and sociology, he returned to his hometown, Detroit, MI and began teaching at Renaissance High School while earning his master's degree from the University of Michigan. In 2001, Dr. Gober relocated to Plano, TX where he has served as a teacher and administrator at Williams, Jasper, and Shepton High Schools. He earned his doctorate in Educational Administration and Curriculum and Instruction from the University of North Texas in 2012. From 2013-2018 he was principal of Rockwall HS, he then moved to San Antonio ISD where he was an Assistant Superintendent for IB Schools. In June of 2020, he reunited with Plano ISD as Ass't. Superintendent for Student, Family and Community Services.



LORI GRAY is the Texas Territory Leader with Horace Mann Insurance for Educators. Horace Mann offers no-cost resources to educators to help those who serve the community plan their financial future, including Student Loan Solutions accounts, local and online financial wellness workshops, and classroom crowdfunding assistance in partnership with DonorsChoose. More than insurance and retirement, Horace Mann programs help educators succeed both in and out of the classroom.



ZACHARY HOBBS joined the TASB HR Services team in 2014. He supervises a team of consultants and provides HR consulting, including compensation plan development and staffing services, to districts throughout Texas. Prior to joining TASB, Zach was a Texas principal and teacher. He has also worked as an analyst for a national human resources consulting firm. Zach received his bachelor's degree from Austin College in Sherman, Texas. He has a master's degree from the University of Texas at Tyler, received a superintendent certificate through the Texas A&M University at Commerce, and is a SHRM Certified Professional.



GREGORY LERMA is with Sirius Education Solutions. Sirius is a Texas-based publisher that focuses exclusively on supplemental TEKS-based instructional materials. Sirius sells print, digital, and blended learning resources for all 20 STAAR-tested courses in

Meet the Speakers

grade 3 through End-of-Courses (EOC). Sirius supplemental resources are designed to be easy to use with course adopted resources to fill instructional and student learning gaps with essential TEKS instruction and STAAR 2.0 practice. Sirius partners with Texas schools to help ALL students succeed with essential TEKS instruction and authentic STAAR practice. In the last 10+ years, Sirius has helped over 500 Texas school districts better align their taught curriculum with how the TEKS are tested in STAAR 2.0, so students learn exactly what they need to know and do to succeed on the test. Sirius aspires to make a lasting difference in Texas K-12 education by empowering educators and students to maximize their full potential.



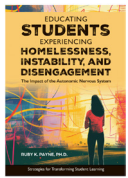
ALAN LOWMAN is with Lowman Education. Lowman provides materials that are ahead of the industry curve. They are unique and easy to use, but most importantly they are powerful.

These materials have helped campuses with over 75% economically disadvantaged earn a distinction five years in a row! Powerful Training: instructors are passionate about student achievement. Infect your teachers with enthusiasm for excellence! Provide your teachers with a training that will impact student performance the very next minute they step into a classroom.



ANDREW MAROTTA is the Director of Communications & Academic Services at Port Jervis Schools, NY. He was Principal & AP for the last 20 years in the great small city of Port Jervis. He took on a new challenge in the 23-24 school year moving to this director position allowing him to promote

and carry the banner for Port Schools in a new and creative way while giving him more flexibility to travel and present nationally as an inspirational speaker. He is a husband, father, adjunct professor of school leadership, former Division 1 men's college basketball official, speaker, & author. Andrew is also the leader of the Surviving & Thriving movement. Andrew is an energizing & impactful speaker, author, and school leader. He lives the words on his logo & strives to positively #IMPACT all he meets. A master storyteller, Andrew engages his audiences and fellow leaders with authentic and heartfelt stories, memorable props, and collaborative, fun, &, thought-provoking activities.



DR. RUBY PAYNE In her two decades as a consultant on education and economic class, Ruby has published more than a dozen books and spoken extensively around the globe. Ruby empowers educators and community leaders to address

issues of poverty in classrooms, communities, businesses, hospitals, churches, and social services. Through aha! Process programs and conferences, Ruby has certified thousands of trainees in her Framework for Understanding Poverty and Bridges Out of Poverty models. Her book *Emotional Poverty* won an IPPY Award from the Independent Publishers organization, which named it one of the best educational resources of the year. Over her distinguished career, Ruby has worked as a teacher and principal, written K-12 curriculum in all subject areas, and assisted in strategic planning and staff development programs for multiple organizations. Ruby's work guides educators and community leaders through her extensive library of resources. She aims to equip everyone she meets with the tools to write a future story full of hope.



LANA SVEDA is with College Board. College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success—including the SAT, the Advanced Placement Program, and BigFuture. The organization also serves the education community through research and advocacy on behalf of students, educators, and schools.



JIM WALSH graduated from the University of Texas School of Law in 1975. In 1983, he was one of the three lawyers who founded the firm now known as Walsh Gallegos Treviño Kyle & Robinson P.C. From the beginning the focus of the firm was on serving public schools—helping the people who help the kids.

In his career of over 40 years, Jim has provided training to all of the Education Service Centers in Texas, numerous statewide organizations, and hundreds of school districts. He is the principal author of *The Educator's Guide to Texas School Law*, which is used as a textbook in many higher education programs. He has also authored *The Common Sense Guide to Special Education Law*. He was the longtime author of the popular "Law Dawg" column in the Texas School Administrators' Legal Digest and currently produces a daily digital blog, The Law Dawg's Ed Daily. (www.edlawdawg.com).



DAVID WALDHERR with Cambridge Educational Services. Cambridge Educational Services partners with educators to achieve educational advancement for all students. Together, we best

achieve our goals to build college and career skills, raise test scores, enhance curriculum, and support instruction. Our goal is to level the playing field so that all students can reach their true potential and ability regardless of their ability to pay.



DR. TODD WHITAKER has been fortunate to be able to blend his passion with his career. Recognized as a leading presenter in the field of education, his message about the importance of teaching has resonated with hundreds of thousands of educators around the world. Todd is a professor of educational leadership

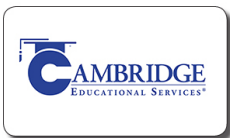
at the University of Missouri and professor emeritus at Indiana State University. He has spent his life pursuing his love of education by researching and studying effective teachers and principals. Prior to moving into higher education he was a math teacher and basketball coach in Missouri. Todd then served as a principal at the middle school, junior high, and high school levels. He was also a middle school coordinator in charge of staffing, curriculum, and technology for the opening of new middle schools. One of the nation's leading authorities on staff motivation, teacher leadership, and principal effectiveness, Todd has written over 60 books including the national best seller, *What Great Teachers Do Differently*. Other titles include: *Dealing With Difficult Teachers*, *Ten-Minute Inservice*, *Your First Year*, *What Great Principals Do Differently*, *Motivating & Inspiring Teachers*, and *Dealing With Difficult Parents*.

Meet our Monday Exhibitors

Be sure and visit with our exhibitors and find valuable solutions to nearly every school need and maximize efficiency and learning on your campus.

CAMBRIDGE EDUCATIONAL SERVICES

www.cambridgeed.com



Help 6-12 teachers/students get on track learning 25 ways to accelerate college/career math/reading proficiency, and exam scores (e.g., TSIA2, New Digital ACT, SAT, Work-Keys). Receive \$50,000 grant to assist your disadvantaged students, register for Tiffany crystal, gift cards & 35th Anniversary Trip to Disney.

CAPSTONE COLLEGE & CAREER ADVISING

www.4cstrong.com



4C (Capstone College Counseling Cooperative) is your one stop shop for college admissions resources and it is surprisingly affordable. With a yearly subscription, your students have free access to ACT/SAT Test

Prep resources, Test Prep virtual classes with live instruction, direct connections with thousands of college counselors, hundreds of local/national scholarships unique to your school's location, college admissions podcasts and much more!

CHARACTER STRONG

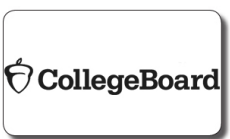
www.characterstrong.com



CharacterStrong is a Multi-Tiered Solution that provides vertically-aligned, researched backed curricula and training at the Tier 1, Tier 2, and Tier 3 level PK-12 to increase belonging, well-being, and engagement for students and staff.

COLLEGE BOARD

www.collegeboard.org



College Board is a not-for-profit membership organization that was founded more than 120 years ago. We pioneered programs like the SAT and AP to expand opportunities for students and help them develop the skills they need.

Our BigFuture program helps students plan for college, pay for college, and explore careers.

HORACE MANN COMPANIES

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Horace Mann is the largest financial services company helping America's educators achieve lifelong financial success, offering auto, homeowner, life insurance as well as retirement solutions.

LOWMAN EDUCATION LLC

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Simple and effective educational materials that make teachers' lives easier.

LEAD YOUR SCHOOL

www.leadyourschool.com



Lead Your School was established in 2006 by education icons, E. Don Brown, Robert 'Bob' Brezina, and Sean Cain. LYS is recognized for its expertise and innovative school improvement solutions.

SECURLY

www.securlly.com



Securly is the only student safety and wellness platform purpose-built for K-12. By providing school web filtering, student wellness monitoring, classroom management, parent engagement, digital hall pass, and edtech support solutions, Securly gives district and school leaders, student safety and wellness teams, and IT staff the tools and insights they need to achieve better student outcomes and make the most efficient use of their resources.

SIRIUS EDUCATION SOLUTIONS

www.siriuseducationsolutions.com



Sirius Education Solutions is a Texas-based publisher that focuses exclusively on supplemental TEKS-based instructional materials. Sirius sells print, digital, and blended learning resources for all 20 STAAR-tested courses from grade 3 through End-of-Course (EOC).

THINKCERCA

www.thinkcerca.com



ThinkCERCA is an award-winning education company that creates K-12 writing software and curriculum to help students become strong critical thinkers. ThinkCERCA is a Literacy platform with a wide range of solutions to help all of your students grow. By giving every educator the resources to spark courageous thinking, we can truly have an impact on student growth, creating equitable access to quality education.