



COSSBA INAUGURAL NATIONAL CONFERENCE:

Leading and Learning Together

REGISTRATION & ROOM BLOCK OPEN

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URBAN BOARDS ALLIANCE DAY URBAN, SUBURBAN & RURAL DISTRICTS WITH CHALLENGING ENVIRONMENTS	THURSDAY, MARCH 30 BREAKFAST & LUNCH INCLUDED EARLY REGISTRATION DISCOUNT: \$199 AFTER JANUARY 28, 2023 COST: \$249
CONFERENCE PROFESSIONAL DEVELOPMENT FOR SCHOOL BOARD MEMBERS & DISTRICT LEADERS	FRIDAY, MARCH 31 - SUNDAY, APRIL 2 EARLY REGISTRATION DISCOUNT: \$549 AFTER JANUARY 28, 2023 COST: \$599

Keynote Speakers CONFERENCE

**CHUCK
UNDERWOOD**

**AMY
BLANKSON**

**JOHN
QUIÑONES**

GENERATIONAL STRATEGY:
BECAUSE K-12 IS ENTIRELY
ABOUT PEOPLE

FEARLESS POSITIVITY: RETHINKING
STRESS IN THE MIDST OF UNCERTAINTY

OPPORTUNITY THROUGH EDUCATION:
JOHN QUIÑONES' AMERICAN DREAM



Amy Blankson

CO-FOUNDER GOODTHINK, PRESIDENTIAL POINT OF LIGHT & AWARD-WINNING AUTHOR

Amy Blankson is CEO of Fearless Positivity, Co-Founder of the Digital Wellness Institute, member of the UN Global Happiness Council, TEDx speaker, and regular contributor to Forbes. She's the bestselling author of *The Future of Happiness: 5 Modern Strategies for Balancing Productivity and Well-Being in the Digital Era*, and co-author with her brother, Shawn Achor, of an award-winning children's book, *How to Make a Shark Smile* (formerly *Ripple's Effect*).

A graduate of Harvard and the Yale School of Management, Amy is the only person to receive a Point of Light from two sitting U.S. Presidents. She has worked with the Institute of Electrical and Electronics Engineers to create standards for well-being in the creation of artificial intelligence and emotion awareness and is a Fellow of the World Innovation Organization.

Her thought leadership has been featured on TEDx stages, as a regular contributor to Forbes on Women, Technology, and Leadership, and as a featured professor in Oprah's Happiness course. (Oh, and you might also know her as "Amy the Unicorn" from her brother Shawn Achor's viral TED talk on the science of happiness.)

Amy's work focuses on understanding how to cultivate happiness and well-being in the digital era. By combining the research of positive psychology with stories of real-world application, her programs help individuals and organizations gain fresh perspective on how to raise their levels of well-being and performance. Audience members will be challenged, inspired, and enlightened as she guides them through fun experiments and activities to empower them with actionable strategies for positive sustainable change.

Topics:

- Fearless Positivity: Rethinking Stress in the Midst of Uncertainty
- Digital Flourishing: Strategies for Balancing Productivity & Well-being in the Digital Era
- Conscious Innovation: Leveraging Mindset to Thrive in Disruption
- Creating a Habitat for Happiness: How to Make Working from Home Work for You





Chuck Underwood

HOST OF THE PBS TELEVISION MINI-SERIES AMERICA'S GENERATIONS WITH CHUCK UNDERWOOD

Chuck Underwood is one of the half-dozen people who pioneered and then popularized the field of generational study and, with it, generational business strategies. More than three decades of fulltime research and application. And many of his own original principles are a permanent part of this discipline.

He is consistently evaluated by audiences throughout America, Canada, and Europe as the world's best presenter of generational strategies. As the founder and principal of Ohio-based generational consulting firm The Generational Imperative, Inc., he trains and consults all of American and Canadian business, government, education, and religion in all generational strategies.

His education clients, coast to coast, include dozens of four-year universities, community colleges, trade schools, and national and regional education associations. He is formally trained in qualitative research methodology at The Burke Institute and conducts primary generational research for his clients and his own firm. His 800-page book is the most comprehensive presentation of generational business strategies and personal-life dynamics ever published and is entitled America's Generations In The Workplace, Marketplace, And Living Room.

Chuck is the host of the PBS television mini-series America's Generations With Chuck Underwood, the first such series in the history of national television. Underwood had spent his earlier career years in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming. He has hosted and produced shows that have aired nationally and internationally.





John Quiñones

ABC NEWS VETERAN, CREATOR & HOST, WHAT WOULD YOU DO?

Combining a moving life story, an exceptional career, incomparable insights, and a powerful presence, John Quiñones has emerged as one of the most inspiring keynotes in the speaking world today.

His moving presentations focus on his odds-defying journey, celebrate the life-changing power of education, champion the Latino American Dream, and provide thought provoking insights to human nature and ethical behavior.

A lifetime of “never taking no for an answer” took Quiñones from migrant farm work and poverty to more than 30 years at ABC News, the anchor desk at 20/20 and Primetime, and 7 National Emmy awards for his reporting over the years. Along the way, he broke through barriers, won the highest accolades, and became a role model for many.

Known for truly connecting with audiences and leaving them uplifted and inspired, Quiñones delivers a powerful message of believing in one’s self, never giving up, and always, always doing the right thing.

As host and creator of What Would You Do?, the highly-rated, hidden camera ethical dilemma news magazine now in its 14th season, Quiñones has literally become “the face of doing the right thing” to millions of fans. It’s a role challenge both business and general audiences to examine the What Would You Do? Moments we face every day.

This work and his many achievements were recently recognized with honorary Doctorate degrees from Davis & Elkins College in West Virginia and Utah Valley University.

