

SCHEDULE AT A GLANCE

📅 TUESDAY, JUNE 24, 2025		
3:30 – 5:00 pm	📄 Registration	Lobby
5:30 – 7:00 pm	🎉 Welcome Reception	Hospitality Villa
📅 WEDNESDAY, JUNE 25, 2025		
8:00 – 8:45 am	📄 Registration	Lobby
9:00 – 4:00 pm	📄 Registration	Jacaranda Hall Foyer
8:00 – 8:45 am	🕒 Breakfast	Banyan Breezeway
8:45 – 10:15 am	🗣️ Opening Session Keynote	Banyan/Citrus
10:15 – 10:30 am	Break	
10:30 – 11:30 am	BREAKOUT SESSIONS I	
11:30 – 12:30 pm	Lunch	Banyan Breezeway
12:30 – 1:30 pm	BREAKOUT SESSIONS II	
1:30 – 1:45 pm	Break	
1:45 - 2:45 pm	BREAKOUT SESSIONS III	
3:00 – 3:45 pm	👥 Annual Convention Managers Business Meeting	Glades
3:00 – 3:45 pm	👥 Annual Member Engagement Business Meeting	Spotted Curlew
4:00 – 4:45 pm	💛 Speed Networking Activity	South Lawn
8:00 – 9:30 pm	🎉 Hospitality time	Hospitality Villa
📅 THURSDAY, JUNE 26, 2025		
7:30 – 3:00 pm	📄 Registration	Jacaranda Hall Foyer
8:00 – 8:45 am	🕒 Breakfast	Banyan Breezeway
8:45 – 10:00 am	🗣️ General Session Keynote	Banyan/Citrus
10:00 – 10:15 am	Break	
10:15 – 11:15 am	BREAKOUT SESSIONS IV	
11:30 – 12:30 pm	Lunch	Banyan Breezeway
12:30 – 1:30 pm	BREAKOUT SESSIONS V	
1:30 – 1:45 pm	Break	

1:45 – 2:45 pm	BREAKOUT SESSIONS VI	
3:00 – 4:15 pm	 Annual Fed-Trainers Business Meeting	Banyan/Citrus
3:00 – 4:00 pm	 Annual Fed-Tech Business Meeting	Spotted Curlew
3:00 – 4:00 pm	 Annual Communications Business Meeting	Glades
8:00 – 9:30 pm	 Hospitality time	Hospitality Villa
 Friday, June 27, 2025		
8:15 – 9:00 am	 Check out of your room and bring your luggage with you!	
8:15 – 9:00 am	 Breakfast	Banyan Breezeway
9:15 – 10:15 am	 Update from Idaho – Host of the 2026 Conference  General Session Keynote	Banyan/Citrus
10:30 – 11:30 am	 Activity, Takeaways, Final Words, and Adjournment	Banyan/Citrus



DAILY AGENDA

 Tuesday, June 24, 2025		
3:30 – 5:00 pm	 Registration	Lobby
5:30 – 7:00 pm	 Welcome Reception	Hospitality Villa

 Wednesday, June 25, 2025		
8:00 – 8:45 am	 Registration	Lobby
9:00 – 4:00 pm	 Registration	Jacaranda Hall Foyer
8:00 – 8:45 am	 Breakfast	Banyan Breezeway
8:45 – 10:15 am	 Welcome to Florida!  Opening Session Keynote: A Humorous Look at Personal, Professional and Family Success! In this interactive, high-energy, and humorous presentation, Patrick T. Grady highlights the critical role that school board association staff play in empowering school board members to lead through impactful policymaking. By emphasizing leadership by example, enthusiasm, and motivation, Grady underscores the importance of equipping policymakers with practical skills to positively influence districts, schools, and ultimately, students. Recognizing that school board members create the framework supporting educators and students, this session reinforces association staff's essential role in preparing board members to build strong educational policies that pave the way for students' success in college, careers, and life. <i>Patrick Grady, President & CEO of Today 'n Tomorrow's Enterprises, Inc.</i>  Sponsored by: by eBOARDsolutions	Banyan/Citrus
10:15 – 10:30 am	Break	
10:30 – 11:30 am	Breakout Sessions I	
	 Trainers No More Point Chasing! Making Board Member Certifications and Awards More Purposeful	Banyan/Citrus

	Wednesday, June 25 - Continued In 2024, we revamped our Board Member Certifications and Governance Team Award to make them more meaningful and purposeful. Join me as I share how we restructured these programs around the themes of Learning, Growing, and Leading and incorporated more choice. I'll discuss the changes from the old to the new, how we gathered feedback from board members throughout the process, and how we are implementing and communicating the new requirements to our members. Lisa Nieder, Director of Board Development, Missouri John Downs, Director of Board Development, Missouri	
	 Technology Security in the Cloud This presentation explores the security ecosystem within Microsoft Azure and some best-of-breed tools focusing on services that help safeguard cloud environments. We will explore: • Threat Detection and Response • Web Application Firewalls • Distributed Denial of Service • Penetration Testing including SAST and DAST • Security Information and Event Management (SIEM) systems • Azure Monitoring Do you participate in any compliance programs? Security tools and services form layers of defense in the security of your environment. But are you following best practices consistently? We will explore some of the standard's organization and discuss our experiences in compliance. Tim Covert, Systems Architect, Georgia	Spotted Curlew
	 Communications Beyond the Logo: ASBA's Rebrand Journey and the Power of RPIE The Arizona School Boards Association (ASBA) embarked on a transformative rebranding journey not just to update its visual identity, but to ensure its members and stakeholders felt seen, heard and represented in the organization they support. This session will take attendees behind the scenes of ASBA's rebrand, demonstrating how the RPIE (Research, Planning, Implementation, and Evaluation) process guided every step of the campaign. For the first time in ASBA's history, members played an active role in shaping the brand's identity, with their voices, values, and needs driving the process. Through extensive member engagement, strategic storytelling, and a commitment to inclusivity, ASBA crafted a brand that truly reflects the diverse communities it serves. The rebranding effort unfolded amidst significant organizational challenges, requiring thoughtful communication strategies to ensure buy-in, foster trust and reinforce ASBA's role as a champion for Arizona's public schools. Heidi Vega, Communications Director, Arizona Sarah James, Board Support and Field Services Specialist, Arizona	Glades
	 Convention Managers What Students Need Next: Designing Programs that Prepare, Empower, and Inspire Get an inside look at how the Colorado Association of School Boards (CASB) developed the Student Leadership Academy, a student program held during our annual convention. Participants will explore the intentional process used to design the academy, the structural framework that supports its success, and how student voice and leadership have been embedded at every stage. The session highlights how students are engaged as co-creators and empowered to take on leadership roles in shaping and delivering the experience. Attendees will leave with practical insights and replicable strategies for developing similar student-centered programs within their own associations. Leslie Bogar, Deputy Executive Director, Colorado Tracy DeMeo, Event Specialist, Colorado Emily Thompson-Anderson, Member Engagement Specialist, Georgia	Chart Room
11:30 – 12:30 pm	Lunch	Banyan Breezeway
12:30 – 1:30 pm	Breakout Sessions II	
	 Trainers Communicating as a Leader Engage with time-tested practices that improve communication, build trust, and strengthen relationships. The past two years, ISBA has used grant funds to support improved communication and relationships among Idaho school boards, superintendents, staff, and community. This includes large and small workshops, trust-building content with boards and staff, and larger community listening sessions. These efforts often support ongoing and additional board	Banyan/Citrus

	Wednesday, June 25 - Continued development work and strategic planning. Gain insight from our strategies and materials to identify tools you can use to complement work in your state. Phil Gore, Chief Learning Officer and Jayson Lloyd, Board Development Specialist, Idaho	
	 Technology Security, Licensing, and Integrations: Reduce Costs and Enhance Security School Board Associations face the unique challenge of balancing limited budgets with increasing security demands. During this session, we will discuss the impact of ransomware and how to enhance your association's security while reducing overall IT costs through smarter Microsoft Office365 licensing and cloud based integrations. Dan Clarke, Systems Engineer, Nebraska Craig Caples, Director of Technology, Nebraska	Spotted Curlew
	 Member Engagement Using Data to Drive Your Member Engagement Strategy This session will explore how school board associations can use data to better understand member behavior, preferences, and needs—so you're not just guessing what works. We'll look at practical, approachable ways the Georgia School Board Association collects and analyzes data from events, services used, and member interactions to inform GSBA's engagement strategy. Whether you're new to data or looking to refine your approach, you'll leave with ideas for utilizing research to tailor outreach, boosting participation, and showing real impact through measurable results. We'll also discuss how to effectively involve your association's Board of Directors in implementing your engagement strategy, turning them into active ambassadors and strategic partners. Julie Rhame, Director of Member Engagement, Georgia	Glades
	 Convention Managers Crisis Plans: Building a Blueprint for the Unexpected The Georgia School Boards Association will present its comprehensive crisis management plan, developed to ensure organizational readiness in the face of unexpected events. This session will offer an inside look at how GSBA has structured its internal crisis response protocols and will outline critical components every association should consider when developing a crisis plan for conferences and large-scale events. Attendees will leave with practical guidance and key takeaways to strengthen their own organization's preparedness. Leigh Crow, Board Development Program Manager: Conferences & Events, Georgia	Chart Room
1:30 – 1:45 pm	Break	
1:45 - 2:45 pm	Breakout Sessions III	
	 Trainers One Key to Success for Goal Setting and Strategic Planning Up-to-date Goals and a Strategic Plan are a first step in focusing on student success. One key to this success is involving the right people. Who should you involve? When should they be involved? Why should they be involved? How do you involve them? Where do you find those who should be involved? Why does this matter? Ensure your School Board speaks for the entire school community by involving the right people in setting goals focused on student success. Gail Gilman, M.Ed., CFCS, Director of Strategic Planning and Board Leadership, Minnesota Kristy Cook, Associate Director of Board Development, Minnesota	Banyan/Citrus
	 Technology Artificial Intelligence as a Core Competency What is AI, and how big is this moment? · AI is more than just ChatGPT and Copilot · What does this AI moment compare to in history What is on the horizon for AI? · New AI developments · Emerging AI technologies · How do we bridge the gap to the mass public? AI-Enhanced Adaptive Learning Systems · Discuss how AI can personalize education by adapting to each student's learning pace, preferences, and knowledge gaps in real-time. This technology can help educators provide more individualized attention, even in large classroom settings. AI Literacy as a Core Competency · Discuss the importance of teaching students AI tools and how to understand their capabilities, limitations, and societal impacts as a fundamental skill for future careers across all disciplines. How to prepare for future careers in AI · Identify and explain emerging careers in AI. Edward Kirk, Founder - IT Engineer, KeenPlex Technologies LLC	Glades

	Wednesday, June 25 - Continued  Communications Dim Bulbs and Bright Ideas: Sharing Successes and Missteps Every professional has experienced that exhilarating moment when a creative idea takes off, or that challenging situation when a project unexpectedly fizzles out. The "Dim Bulbs and Bright Ideas" session provides a dynamic platform for participants to openly share and discuss their most memorable projects, campaigns, and events from the past year. Participants will have the opportunity to: • Present a Bright Idea, celebrating successful projects and highlighting key factors that led to their positive outcomes. • Share a Dim Bulb moment, openly reflecting on projects that didn't go as planned, exploring reasons behind the challenges, and identifying lessons learned. • Dive into the "Good, Bad, and Ugly" of a single project, offering a comprehensive review of its highlights and pitfalls. Join us to illuminate your experiences, spark valuable conversations, and leave inspired by fresh insights and new approaches. Bridgett Johnson, Communications Manager, Georgia	Spotted Curlew
	 Convention Managers Streamlining Operations: Software Solutions That Work Explore practical tools that can simplify your workflow and improve team coordination. This session will highlight how Wrike supports project management, how Expo Pass can streamline badge creation and event check-ins, and how different associations handle staff assignments. Please be prepared to share your own tools, tips, and best practices for managing logistics and staff roles efficiently. Ceri Goulter, Director of Marketing and Member Events, Kansas	Chart Room
3:00 – 3:45 pm	 Trainers Superintendent Evaluation That Works Based on feedback from superintendents and board members, the Missouri School Boards' Association joined forces with the state superintendent association and Department of Elementary and Secondary Education to create a refined evaluation process that works for superintendents and their school boards. Using a four-step model, the cycle is designed to foster continuous learning and growth by focusing on high-quality collaboration. This session will provide an overview of the evaluation model and allow time for participants to share their own best practices in assisting boards with superintendent evaluation and development. John Downs, Director of Board Development, Missouri	Banyan/Citrus
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7:30 – 3:00 pm	 Registration	Jacaranda Hall Foyer
8:00 – 8:45 am	 Breakfast	Banyan Breezeway
8:45 – 10:00 am	 Test your Florida knowledge!  General Session Keynote: Currents of Change: The Unseen Force Behind Board Leadership Behind every effective school board stands a powerful current, YOU! While board members navigate the visible waters of governance, your expertise creates the depth and momentum that propels public education forward. You may not stand at the podium, but you shape the message. You don't cast the votes, but you equip those who do. You're not in the spotlight, but your work powers the beam. Your efforts ripple from boardrooms to classrooms to communities, making a difference that extends far beyond what's visible. When students succeed and communities thrive, your influence is there, often beneath the surface, but creating the undercurrent of every	Banyan/Citrus

	Thursday, June 26 - Continued achievement. You don't just facilitate governance, you amplify impact. You are the essential force behind every wave of positive change. <i>Andrea Messina, Chief Executive Officer, Florida School Boards Association</i> 	
10:00 – 10:15 am	Break	
10:15 – 11:15 am	Breakout Sessions IV	
	 Trainers Mistakes Superintendents Make This presentation will discuss common mistakes superintendents make and how they can affect the work of the board of education and the performance of the district. This presentation has been given to numerous superintendent certification preparation classes. <i>Nick Caruso, Associate Executive Director for Field Services and Technology, Connecticut</i>	Banyan/Citrus
	 Technology Impactful Insights: Fueling Engagement through Your Association CRM Discover how integrating a CRM into your association management tech stack can provide actionable insights, improve relationships, and optimize processes. This presentation will highlight the benefits of automated marketing, including streamlined communication, personalized member experiences, and enhanced engagement. Learn to create targeted campaigns, automate tasks, and make informed business decisions using data-driven strategies. <i>Jason Marentette, Director of Information Services and Technology, Michigan</i> <i>Jessie Stickler, Director of Communication, Public Relations and Marketing, Michigan</i>	Spotted Curlew
	 Communications Hot Topics & Real Talk: Solution Share and Idea Exchange Join your Comms peers for a collaborative session designed just for you. This forum is your space to surface hot topics, share best practices, and swap strategies that are working in your state. Be prepared to share ideas on the following topics: • AI policy/AI summit • ICE/Federal Changes, including changing language • Dealing with pop-up associations offering School Board Member training • Using your partners at NSPRA, state school PR associations, and other associations Come ready to contribute, connect, and leave with fresh ideas you can take back to your district. <i>Greg Abbott, Director of Communications, Minnesota</i>	Chart Room
	 Convention Managers Let's Talk Trade Shows-Strategies for Engaging Board Members with Vendors Looking for new ways to make your trade show a can't miss staple at your annual conference? In this session, we'll highlight some of the ways Iowa has shaped our trade show into a high-quality, engaging component of our annual convention that leaves a lasting impression on school board members and keeps vendors coming back year after year. We'll share strategies we use to stay connected with vendors throughout the year, highlight the trade show's value, and craft high-value sponsorship opportunities. This session will include dedicated discussion time for convention managers to share successes, challenges, and creative ideas. Join us to swap strategies for delivering a trade show that stands out! <i>Emily Miller, Convention and Events Director, Iowa</i> <i>Jeff Rohrick, Membership Specialist, Iowa</i>	Glades
11:30 – 12:30 pm	Lunch	Banyan Breezeway
12:30 – 1:30 pm	Breakout Sessions V	
	 Trainers Eight lessons on Team Building, Leadership, and Life Learned Running 196 Miles In April of 2022 I ran the length of New Jersey 196 miles over 65 hours. It was an epic journey with hard to believe occurrences. Yet the journey held many lessons on school governance such as hints on team building, the importance of goal setting, what to do when things go wrong, and finally the power of kindness. The presentation mixes storytelling, humor, and experiences in school governance training. <i>Ray Pinney, Chief Membership Engagement Officer, New Jersey</i>	Banyan/Citrus
	 Technology Empowering Associations: Crafting Connected Digital Ecosystems for School Board Associations	Spotted Curlew

	Thursday, June 26 - Continued Join us to revolutionize your state school board association's digital strategy in this dynamic session. We'll dive into designing intuitive websites, leveraging powerful association management software, and creating seamless membership portals to boost engagement and streamline operations. Additionally, explore the power of third-party software integrations to enhance functionality, connect critical tools, and create a cohesive digital ecosystem. Gain practical insights and tailored solutions to modernize your infrastructure, improve member connectivity, and drive efficiency, all while meeting the unique demands of school board associations. Craig Caples, Director of Technology, Nebraska	
	 Communications Public Education Campaigns: Best Practices & Collaborative Insights Explore effective strategies for promoting public education through successful campaigns. Hear firsthand insights and experiences from state-level initiatives in North Carolina, Minnesota, and Georgia. Discover how partnering with influencers can amplify positive messaging, and participate in an interactive discussion on practical methods to handle negativity and criticism in online spaces. Bring your questions and experiences to this collaborative session designed to empower attendees with actionable tools and shared best practices. Ben Christoph, Assistant Director of Communications, North Carolina	Chart Room
	 Member Engagement Building Bridges: Engaging Newly Elected Board Members Through Early Connection The New Jersey School Boards Association has developed a clear plan to engage newly elected school board members in our events. We start with a pre-election regional Candidate's Briefing, where we provide potential candidates with essential information and answer their questions. After their election, we invite them to a '3Rs Training,' which covers their Roles, Responsibilities, and Resources. We conveniently schedule this training alongside one of our 21 county meetings. By implementing this approach across all counties, we help new members connect with others and foster a desire to participate in future meetings. Discover how the NJSBA engages with our newly elected board members! Robert Acerra, County Activities Coordinator, New Jersey	Glades
1:30 – 1:45 pm	Break	
	Breakout Sessions VI	
1:45 – 2:45 pm	 Trainers (Open to All Tracks) Ensuring AI Fidelity in an Ever-changing World In this workshop, we'll explore how to ensure that AI technologies benefit all segments of society. We will focus on the need to create and utilize AI systems that are ethical and transparent. Join us as we delve into strategies for creating AI systems that benefit all in our ever-changing world. Terrance Peterson, Senior Director of Growth and Stakeholder Engagement, Missouri	Banyan/Citrus
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8:15 – 9:00 am	 Check out of your room and bring your luggage with you!	
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9:15 – 10:15 am	 Update from Idaho – Host of the 2026 Conference  General Session Discussion Carol Cook, FSBA Consultant, Former School Board Member, Pinellas County Schools Dr. Michael Grego, Ed.D., Former Superintendent, Pinellas County Schools What You Do Matters! This session brings together a superintendent and school board member to share their firsthand experiences on how effective training, thoughtful conference planning, and strategic communications directly strengthen school governance and student outcomes.	Banyan/Citrus

	Friday, June 27 - Continued Attendees will gain a deeper understanding of the direct impact their work has on district leadership and ultimately on student success. This session offers a unique opportunity to hear from the very stakeholders you serve about how you make a difference in the students they serve. Join us for this candid conversation about the critical relationship between your work and effective school governance, with time for Q&A and collaborative discussion as well.	
10:30 – 11:30 am	📅 Activity, Takeaways, Final Words, and Adjournment	Banyan/Citrus

🗝️ Keynote Speakers

🇺🇸 WEDNESDAY, JUNE 25, 8:45 AM



Patrick Grady, President & Chief Executive Officer, Today 'n Tomorrow's Enterprises, Inc.

Professional speaker, trainer and entertainer, Patrick Grady brings a uniquely diverse background to every stage he steps on. His career spans roles in agriculture, education, government, and entertainment. From surveying land for the Florida Department of Agriculture and serving with the Sergeant-at-Arms Office in the Florida Legislature, to teaching in middle and high schools and leading as Vice President of Tomorrow's America Foundation, Patrick's professional journey is anything but ordinary.

He is also a certified stage hypnotist, the founder of a national full-service audio-visual company, and has spent more than 25 years as a full-time professional speaker, having inspired over three million people across the globe. With a résumé this varied, some might say he just doesn't like to sit still – or can't keep a job.

🇺🇸 THURSDAY, JUNE 26, 8:45 AM



Andrea Messina, Chief Executive Officer, Florida School Boards Association

Andrea Messina has served as Chief Executive Officer of the Florida School Boards Association (FSBA) since July 1, 2015. With a background as an English teacher, Charlotte County School Board member, and FSBA Professional Development Coordinator, she offers a broad and insightful perspective on educational leadership. As CEO, Andrea leads all facets of the organization's operations, working in close partnership with the Board of Directors and staff to advance FSBA's mission through strategic initiatives, impactful programming, and statewide engagement. She is also responsible for securing and managing the resources that sustain the Association's financial health.

🇺🇸 FRIDAY, JUNE 27, 9:15 AM



Mike Grego, Ed.D. Former Superintendent, Pinellas County Schools

Dr. Michael Grego, Ed.D., is an innovative leader who served in public education in the state of Florida for 42 years, with the last ten of his career as superintendent of Pinellas County Schools. A nationally recognized administrator, Dr. Grego served as the 2020-2021 president of the Florida Association of District School Superintendents and was the 2018 Florida Superintendent of the Year. Under Dr. Grego's leadership, Pinellas County Schools earned districtwide accreditation, achieved record-high graduation rates, and successfully narrowed achievement gaps between minority students and their peers. During his tenure, Pinellas realized tremendous growth in magnet, STEM and career education programs.

Twice during his leadership, the district earned the top score in Florida for offering the best choices for parents. Pinellas has also received national recognition for its digital curriculum and exemplary use of technology, and for preparing high school students for success in college, career and life.



Carol Cook served on the Pinellas County School Board from November of 2000 to 2024. During that time, she earned the Certified Board Member designation and served on or was chairman of several FSBA committees. She is a former teacher in Pinellas County. Before her election, Carol served on the Florida PTA Board of Directors for nine years. Her service included Pinellas County Council President, Vice President for Regions and Councils, and Vice President for Leadership.

Carol has been awarded the Maureen M. Flynn Children's Angel Award for her Advocacy work on behalf of children and youth. She is a recipient of the Florida School Music Association's School Board Member of the Year. The Council of Great City Schools elected Carol as a finalist for School Board Member of the Year and in 2024, she was awarded the Dillenger-McCabe Putting Children First Leadership Award. Carol is currently a member of the FSBA Leadership Services Team where she mentors and trains Florida's school board members.