



**ONE VISION**  
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**MASA 2019 Midwinter Conference  
 Detroit Marriott at the Renaissance Center  
 February 6-8, 2019  
 (As of January 9, 2019)**

**Wednesday, February 6, 2019**

**7:30 a.m. to 4:30 p.m.** MASA Conference Registration (Ambassador Ballroom Lobby – Level 3)

**8:00 a.m. to 10:00 a.m.** MAISA Board of Directors Meeting (Joliet A/B – Level 5)

**8:00 a.m. to 10:00 a.m.** MAISA Administrative Leadership Meeting (Nicolet B – Level 5)

**8:00 a.m. to 10:00 a.m.** MAISA Instructional Leadership Committee (Nicolet A – Level 5)

**8:00 a.m. to Noon** Middle Cities Education Association Meeting (Duluth A/B – Level 5)

**10:00 a.m. to 11:30 a.m.** MAISA General Membership Meeting (Richard A/B – Level 5)

**11:00 a.m. to 12:45 p.m.** School Equity Caucus Meeting & Lunch (Mackinac Ballroom – Level 5)

**11:30 a.m. to 12:30 p.m.** MISEN Meeting (Richard A/B – Level 5)

**11:45 a.m. to 12:45 p.m.** SAPAC Meeting (Nicolet B – Level 5)

**Noon to 1:00 p.m.** Middle Cities Education Association Lunch (Brule A – Level 5)

**1:00 p.m. to 3:00 p.m.** MASA First General Session: Chris Wigent, Executive Director, MASA; Sheila Alles, Interim State Superintendent, MDE; Dr. Nickolai P. Vitti, Superintendent, Detroit Public Schools; Keynote Presenter, Peter Gamwell. (Ambassador Ballroom – Level 3)

**3:15 p.m. to 4:30 p.m.** Concurrent Learning Sessions

**#1 Improving Teacher Efficacy with State Data**, Doug Greer, Director of School Improvement, Ottawa Area ISD – Joliet A/B – Level 5

**#2 #MeToo: Investigating Claims of Sexual Harassment**, Jennifer Starlin and Cristina T. Patzelt, Attorneys, Thrun Law Firm #2 – Duluth A/B – Level 5

**#3 Communication in a Time of Difficulty**, Mark Platt, Superintendent, Hart Public Schools and Jeff Mount, Superintendent, Mason County Central – Nicolet A – Level 5

**#4 MiRead Literacy Portal – Statewide Literacy Support Going Live 2019!**, Dave Cairy, MAISA and Tom Johnson, MiDataHub – Nicolet B – Level 5

**#5 Using the K.I.S.S. Principle for Strategic Planning**, Rusty Stitt, Superintendent; Ric Seager, High School Principal; Mike Rochholz, Board Member and Kristin Caroselli, Union President, Schoolcraft Community Schools – Brule A – Level 5

**#6 The Argument for Equity**, Kevin Polston, Superintendent, Godfrey Lee Public Schools and Sunil Joy, Research Data Analyst, Kent ISD – Brule B – Level 5

**#7 School Bond Election Planning & Strategies**, Nathaniel Watson, Senior Managing Consultant, PFM Financial Advisors LLC – Richard A – Level 5

**#8 How to Build a Collaborative Approach as a School Superintendent with the Implementation of Effective Evaluations, Staff Accountability, and Transparent Communication**, Glenn Maleyko, Superintendent; Maysam Alie-Bazzi, Executive Director of Staff & Student Services and Jill Chochol, Director of Student Achievement, Dearborn Public Schools – Richard B – Level 5

**#9 Making the Extraordinary Happen**, Peter Gamwell, Leading Creative Organizations - Cadillac A – Level 5

**#10 Taking Control of a Communication Crisis**, Colleen King, President and Founder, King Media and Andrew Ingall, Superintendent, Grand Haven Public Schools – Cadillac B

**#11 Climbing Mt. Achievement through Instructional Coaching: The Story of How Two Rookie Principals Devoted 50% of the School Day to Coaching and Moved from Building Managers to Academic Leaders**, Amber Fante, Principal and Sarah Doebelaer, Utica Community Schools – LaSalle A/B – Level 5

**#12 The MASA Micro-Credential: Crafting Your District's Communication Plan**, Ken Dirkin, Director of Professional Learning, Michigan Virtual – Marquette B – Level 5

**4:45 p.m. to 5:30 p.m.** Region Meetings

Region #1 – Joliet A/B – Level 5  
 Region #2 – Duluth A/B – Level 5  
 Region #3 – Nicolet A – Level 5  
 Region #4 – Nicolet B – Level 5  
 Region #5 – Brule A – Level 5  
 Region #6 – Brule B – Level 5  
 Region #7 – Richard A – Level 5  
 Region #8 – Richard B – Level 5  
 #9 and #10 – Cadillac A – Level 5

**5:30 p.m. to 7:30 p.m.** MAAAS Meeting - Cadillac B – Level 5

**Thursday, February 7, 2019**

**7:00 a.m. to 4:30 p.m.** MASA Conference Registration (Ambassador Ballroom – Level 3)

**8:30 a.m. to 10:15 a.m.** MASA Second General Session: Tonya Allen, Chief Executive Officer, Skillman Foundation; MASA EdTalks (Ambassador Ballroom – Level 3)

**10:15 a.m. to 10:30 a.m.** Travel Break

**10:30 a.m. to 11:45 a.m.** Concurrent Learning Sessions

**#1 Dearborn Public Schools' Journey to Read by Third Grade Proficiency**, Jill Chochol, Executive Director, Student Achievement; Glenn Maleyko, Superintendent and Maysam Ali-Bazzi, Dearborn Public Schools – Joliet A/B – Level 5

**#2 Taking Charge of Your Evaluation Process**, Jay Bennett, Manager, Leadership Services, Michigan Association of School Boards

**#3 Safety and Security**, Michael Stobak, Vice President, Barton Malow and Matthew Wandrie, Superintendent, Lapeer Community Schools – Nicolet A – Level 5

**#4 Finding a Smarter, Simpler Approach to Data-Driven Learning**, Russ Pickell, Superintendent; Jason Gribble and Michael Wagner, Riverview Community Schools – Nicolet B – Level 5

**#5 Uniting Your District Leadership Team**, Carl Weiss, Director, Metropolitan Detroit Bureau of School Studies and Dr. Suzanne Klein, Associate Professor, Oakland University - Brule A – Level 5

**#6 How We Can Fix the Broken Healthcare System**, Bob Donaldson, SET SEG and Pete Kudlak, Superintendent, Van Buren School District – Brule B – Level 5

**#7 EVAAS Value Added Model Reporting System**, Brian Lloyd, Education Research Consultant, MDE and SAS EVAAS Team – Richard A – Level 5

**#8 3,500 Acts of Kindness: Plus 100 Ways to Use Happiness to Create Connection and Increase Engagement in Your District**, Dr. Lisa Hagel, Superintendent; Luke Wittum and Tricia Hill, Genesee Intermediate School District – Richard B – Level 5

**#9 Cyber-Security: What Every Superintendent Needs to Know**, Katy Xenakis-Makowski, Superintendent, Johannesburg-Lewiston Area Schools – Cadillac A – Level 5

**#10 Efficacy Around RNN Data**, Doug Greer, Director of School Improvement, Ottawa Area ISD – Cadillac B

**#11 Collaborating to Build Capacity for Learner Centered Schools**, Dr. John VanWagoner, Superintendent, Alpena Public Schools; Dr. Kelly Coffin, Superintendent, Tecumseh Public Schools; Dr. Chris Timmis, Superintendent, Dexter Community Schools; Gerald Hopkins, Superintendent, Kenowa Hills Public Schools and Dr. David Richards, President, Core2Edge Consulting – LaSalle A/B – Level 5

**#12 The Reading Now Network: A Collective Mission to Provide Students a Clear Pathway to Early Literacy Success**, Ben Cronkright, McREL International and Kyle Mayer, Assistant Superintendent, Ottawa Area ISD – Marquette B – Level 5

**Noon to 1:30 p.m.** MASA Awards Luncheon honoring Champion for Children; Michigan Superintendent of the Year and Retiree Recognition (Ambassador Ballroom – Level 3)

**1:30 p.m. to 3:30 p.m.** Tina Kerr, MASA Deputy Director presentation; Chris Wigent, Executive Director, State of the Association and Hot Topic Session on the “Educator Shortage Strategic Plan and School Finance Reform”. (Ambassador Ballroom – Level 3)

**3:30 p.m. to 3:45 p.m.** Travel Time and Refreshments (Ambassador Foyer – Level 3)

**3:45 p.m. to 4:15 p.m.** Snack & Learn Sessions

Snack & Learn Session #1 – Joliet A/B – Level 5  
 Snack & Learn Session #2 – Duluth A/B – Level 5  
 Snack & Learn Session #3 – Nicolet A – Level 5  
 Snack & Learn Session #4 – Nicolet B – Level 5  
 Snack & Learn Session #5 – Brule A – Level 5  
 Snack & Learn Session #6 – Brule B – Level 5  
 Snack & Learn Session #7 – Richard A – Level 5  
 Snack & Learn Session # 8 – Richard B – Level 5  
 Snack & Learn Session #9 – Cadillac A – Level 5  
 Snack & Learn Session #10 – Cadillac B

**4:30 p.m. to 6:00 p.m.** Leaders in Education Networking Reception (Ambassador Ballroom – Level 3)

## Friday, February 8, 2019

**7:00 a.m. to 9:00 a.m.** Hot Buffet Strolling Breakfast with Sponsors & Vendors (Ontario Exhibit Hall – Level 3)

**9:00 a.m. to 9:10 a.m.** Travel Time

**9:10 a.m. to 10:55 a.m.** Third General Session in conjunction with MASB: Featuring a moderated conversation with MASA and MASB's Executive Directors (Chris Wigent and Don Wotruba); and a keynote address from Kim Marshall, The Marshall Memo on *Pushing Back on 8 Outmoded Beliefs*. (Ambassador Ballroom – Level 3)

10:55 a.m. to 11:05 a.m. Travel Time

11:05 a.m. to 11:35 a.m. MASA/MASB Joint Breakout Sessions (Level 5)

11:35 a.m. to 11:45 a.m. Travel Time

11:45 a.m. to 12:45 p.m. Joint Lunch (Ambassador Ballroom – Level 3)

12:45 p.m. to 12:55 p.m. Travel Time

12:55 p.m. to 1:25 p.m. MASA/MASB Joint Breakout Sessions

1:25 p.m. to 1:35 p.m. Travel Time

1:35 p.m. to 2:45 p.m. MASA/MASB Joint Breakout Sessions (Level 5)

2:45 p.m. to 2:55 p.m. Travel Time

2:55 p.m. to 4:00 p.m. Joint Closing General Session (Ambassador Ballroom – Level 3)