

Dear Colleagues:

We are delighted to welcome you back to Hyannis—to this year's very special and further extended Conference 2009.

As we all know, strong leadership teams are the foundation of successful school districts. And today, they are more important than ever as districts struggle to balance new and compelling educational challenges at a time of fiscal crisis. We encourage you and your colleagues to take advantage of this unique opportunity to strengthen those skills critical to school leadership—and to the future of the students in your community.

From inspirational speakers, thought-provoking training sessions and numerous networking opportunities, MASC and MASS participants can choose from more than 50 panels, clinics, general-sessions and special events on every topic from school health programs to new trends in collective bargaining.

Developing a strong collegial network is also an integral part of effective leadership. And there's no better way to connect with more than 500 Massachusetts school committee members, superintendents and other administrators than at the Joint Conference. Whether you're sharing a meal or walking the exhibit floor, the connections forged during the conference can be a valuable resource throughout the year.

REGISTER TODAY and join us in November. You'll return home with new motivation, new ideas and new perspectives and connections on the future of school leadership and learning.



Debra Bibeau, President, MASC



Nicholas Young, President, MASS

◆ MORE PROGRAMS MORE OPTIONS

During these challenging times, MASC and MASS know how critical it is for members to attend the conference and take advantage of the opportunity to learn as much as possible about the issues that are driving the economy, impacting school leadership and new trends to control costs and enhance student achievement. In order to accommodate tight schedules—and tight budgets—we have adjusted some of the keynote session start times and added a "Super Value Saturday" program for those who can't attend the full event. In addition, there are more session options than ever before: whether your interest is on what's in the forecast for school funding; the implications of student health on student achievements; school committee/superintendent relationships; collective bargaining in tough times; recent decisions in school law; or keeping students safe on the internet, there are sessions to meet all your concerns. So join your colleagues and share your solutions for leading your schools in—and out of—the current fiscal quagmire.

◆ THURSDAY BROWN BAG/NETWORK LUNCH and ICE CREAM SOCIAL

Since our return to the Cape, many of you have asked for time during the day to network and socialize. The Thursday lunch will be an informal "brown bag" network event that will give you an opportunity to follow-up with old friends and meet new ones. Lunch will be followed by an ice cream social in the Exhibit Hall, and the afternoon sessions will resume after that.

◆ MASC AWARDS DINNER

MASS will honor its All-State School Committee and Lifetime Achievement winners at a special banquet on Thursday evening, November 19. Newly elected Life Members will be introduced at the Friday, November 20 Leadership/Life Member dinner.

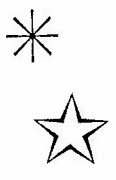
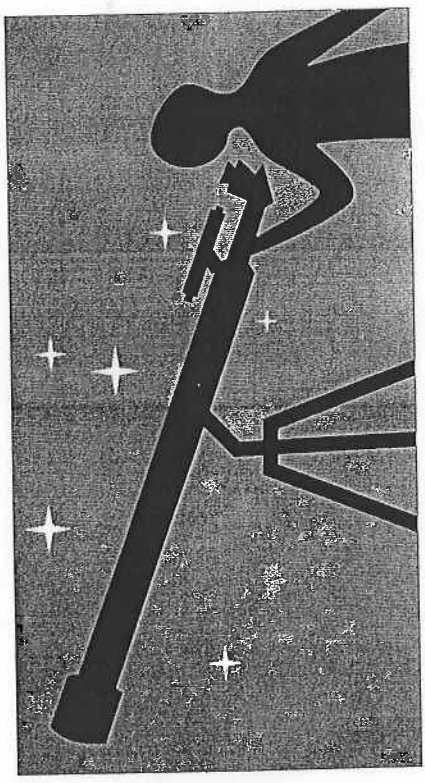
MASC/MASS 45th Annual Joint Conference

November 18-21, 2009 | Hyannis, MA |

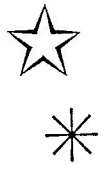
phone: 617-23-8454

www.masc.org

fax: 617-742-4125



SCHEDULE at a GLANCE



WEDNESDAY PROGRAM

EARLY BIRD PROGRAMS: Stimulus Funding Update | Green Schools | MASC Website: New & Improved | The Role of the Chair

SPECIAL EVENTS: MASS BUSINESS MEETING * MASC DELEGATE ASSEMBLY * EXHIBIT HALL SHOWCASE *
RECEPTION WITH EXHIBITORS * KEYNOTE DINNER * EDUCATION COMMISSIONER'S CRACKER BARREL



THURSDAY PROGRAM



General Session: David Urien, MD, Director, Learning Disabilities Program, Children's Hospital, Boston (invited)

Topic: Trends in Special Education

PANELS: Best Practices in Cost Savings | Hot, Flat & Crowded: Implications for Education in the 21st Century | Winning your Overrides | Education Funding: Stimulus Dollars and Beyond | Batter Up, and Other Sports Issues | School Health Clinics | Regional School Issues | Winning Characteristics of School Boards | School Law 101 | Readiness Schools | Census 2010 and What it Means for Your District | Nutrition, Obesity and Student Learning | Preserving the Arts in School Curricula | School District Restructuring/Regionalization | Collective Bargaining in Difficult Times | Serving Children with Autism: Public/Private Collaborations | School Law 201 | School Committee/Superintendent Relationships | Debate over History Curriculum/Frameworks | Student Wellness | Vocational School Developments

SPECIAL EVENTS: ICE CREAM SOCIAL WITH EXHIBITORS * MASC AWARDS BANQUET * NETWORKING LUNCHEON

FRIDAY PROGRAM

General Session: Clayton Christensen, Professor, Harvard Business School

Topic: Disrupting Class: Why Schools and Students Struggle

PANELS: Health Insurance/Cost Management | Special Education Update | Facing Up to Facebook | Advocacy and Lobbying | Basics of School Policy | School Building Authority Update | Making the Most of Your Collaboratives | Leadership Transition | Superintendent Evaluation | Mental Health & Student Success | Data Warehousing | Growth Model Assessments | Cloud Computing | School Committee: New Member Topics | Budgeting beyond the Stimulus | Standards-Based Reporting | Special Education: Ethical Dilemmas | Virtual High School

SPECIAL EVENTS: MASC DIVISION MEETINGS * SCHOOL SECRETARIES COUNCIL PROGRAM *
FOCUS ON THE FUTURE LUNCHEON * LEADERSHIP/LIFE MEMBER DINNER * POLITICAL ROUNDTABLE



SUPER VALUE SATURDAY: expanded programming in 2009

PANELS:

Educational Foundations and other Revenue Sources | Changes to Open Meeting/Public Records/Ethics/Campaign Finance Laws |
Parliamentary Procedures | Strategic Use of Stimulus Funding | Empowering Parents | Effective Meetings | School Councils



SPECIAL EVENTS: MASC "Cost Containment: Best Practices" WORKING LUNCH

REGISTER NOW!! Online: www.masc.org | by fax: 617-742-4125 | by mail: One McKinley Square, Boston, MA 02109

**DEADLINE FOR
REGISTRATION:
NOVEMBER 12**

**PLEASE SEND A
SEPARATE FORM
FOR EACH
PARTICIPANT**

REGISTRATION:

EARLY BIRD before September 4
REGULAR AFTER September 4
NON-MEMBER

- Full conference: Wednesday-Saturday* \$295 \$340 \$450
- Friday-Saturday only* \$175 \$195 \$275
- Saturday only* \$75 \$75 \$100
- Wednesday only ---NO CHARGE--- N/A

* A box lunch will be provided on Saturday at no charge.

ACCOMMODATIONS: SEE ENCLOSED FORM. NOTE: HOTEL RESERVATIONS ARE ON A FIRST-COME FIRST-SERVED BASIS!

MEALS/SPECIAL EVENTS: MEALS MUST BE PURCHASED THROUGH MASC.

- KEYNOTE Dinner Wednesday, November 18 7:00pm Number of Tickets @ \$45.00/each _____
- BROWN BAG/NETWORK Lunch Thursday, November 19 12:15pm Number of Tickets @ \$25.00/each _____
Followed by ICE CREAM Social
- MASC AWARDS Dinner Thursday, November 19 7:00pm Number of Tickets @ \$45.00/each _____
- FOCUS ON THE FUTURE Lunch Friday, November 20 12:30pm Number of Tickets @ \$30.00/each _____
- LEADERSHIP/LIFE MEMBER Dinner Friday, November 20 6:00pm Number of Tickets @ \$45.00/each _____

Name: _____ Nickname for badge: _____

School district/company: _____ (no abbreviations please) Billing address: _____

Special accommodation needs: _____ (please specify)

School Committee member Superintendent other _____

PAYMENT METHOD:

Payment enclosed (make check payable to MASC) Bill School District Purchase order # _____

Please note that a \$10.00 charge may be assessed for excessive changes.



CANCELLATIONS: Cancellations must be in writing and postmarked no later than OCTOBER 30. A \$50.00 service charge will be assessed on any cancellation. CANCELLATIONS WILL NOT BE ACCEPTED AFTER OCTOBER 30.

RESORT AND CONFERENCE CENTER AT HYANNIS
35 Scudder Ave., Hyannis, MA

HOTEL RESERVATION FORM
MASC/MASS JOINT CONFERENCE
NOVEMBER 18-21, 2009

RESERVATION FORM FOR GUESTROOMS

Note guestroom deposit and cancellation policy has changed, see below.

_____ \$107.00 PER GUESTROOM, PER NIGHT, SINGLE OCCUPANCY, PLUS 9.7% STATE TAX
_____ \$107.00 PER GUESTROOM, PER NIGHT, DOUBLE OCCUPANCY, PLUS 9.7% STATE TAX
_____ \$20.00 PER ADDITIONAL PERSON (UP TO 2 ADDITIONAL PEOPLE) PLUS 9.7% STATE TAX
Based upon availability the room rate will be offered 3 days before and after the scheduled meeting.

NAME(S) _____
ARRIVAL DATE: _____ DEPARTURE DATE: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP CODE: _____
DAY TELEPHONE: _____ FAX: _____
E-MAIL ADDRESS (REQUIRED): _____
CREDIT CARD TYPE: _____ CREDIT CARD NUMBER: _____
EXPIRATION DATE: _____ SIGNATURE: _____

A ONE NIGHT'S DEPOSIT OF THE ROOM RATE PLUS 9.7% TAX IS REQUIRED WHEN MAKING YOUR RESERVATION.
NOTE, CREDIT CARDS WILL BE CHARGED ONE NIGHTS ROOM AND TAX WHEN FORM IS RECEIVED. A BLOCK OF GUESTROOMS IS BEING HELD AT THE ABOVE RATE UNTIL OCTOBER 18, 2009. PLEASE NOTE THAT HISTORY SHOWS THAT ROOMS SELL OUT PRIOR TO THIS DATE. ROOMS ARE FIRST COME, FIRST SERVE AND WE ENTER IN RESERVATION FORMS IN THE ORDER WE RECEIVE THEM. YOU ARE ENCOURAGED TO MAKE YOUR RESERVATIONS EARLY TO ENSURE CONFERENCE RATE AND AVAILABILITY. ONCE THE RESORT AND CONFERENCE CENTER AT HYANNIS IS SOLD OUT, RESERVATION FORMS WILL BE FORWARDED TO AN OVERFLOW HOTEL. YOU WILL THEN RECEIVE A CONFIRMATION LETTER FROM THAT HOTEL.

RESERVATION POLICIES

- IF AN INDIVIDUAL RESERVATION IS CANCELLED FOURTEEN DAYS OR MORE PRIOR TO ARRIVAL, THE DEPOSIT IS REFUNDED LESS A \$15.00 SERVICE CHARGE.
- IF THE INDIVIDUAL RESERVATION IS CANCELLED THIRTEEN DAYS OR LESS PRIOR TO ARRIVAL OR YOU DO NOT ARRIVE ON THE SPECIFIED ARRIVAL DATE, THE RESERVATION IS CANCELLED FOR ALL NIGHTS AND THE DEPOSIT WILL BE FORFEITED.
- PLEASE BE ADVISED THAT IF YOU DO NOT SHOW UP FOR YOUR RESERVATION, THE RESERVATION DROPS OUT OF THE SYSTEM AND IS NOT AUTOMATICALLY REINSTATED.
- 24 HOUR NOTICE IS REQUIRED FOR EARLY DEPARTURES; OTHERWISE A FULL ONE NIGHT'S ROOM AND TAX WILL BE CHARGED.

CHECK-IN TIME AFTER 3:00 PM -- CHECK-OUT TIME BY 11:00 AM

Please make checks payable to the Resort and Conference Center at Hyannis or include the credit card information when filling out this form. **Please fax back to the Reservations Department at 508-778-6039** or mail form with check to the Resort and Conference Center at Hyannis, 35 Scudder Avenue, Hyannis, MA 02601.

This form must be received prior to OCTOBER 18, 2009
Phone reservations will not be accepted.

Any changes to your reservation must be made by submitting a revised form.
Please note change and mark form as "REVISED" to avoid duplicate reservations.

MASC/MASS JOINT CONFERENCE 2009
 SCHEDULE AND SESSIONS SUBJECT TO CHANGE
 (updated as of July 23)

WEDNESDAY, NOVEMBER 18

- 12:00-5:00 Registration open
- Early Bird sessions**
 - Stimulus Funding Update
 - Using the New MASC Website
 - Green Schools
 - Role of the Chair
- 1:00-2:45pm
- 2:00-2:45pm MASC Resolutions Clinic
- 2:00-6:30pm Exhibit Hall open
- 2:00-3:00pm Delegate Registration
- 3:00pm
 - MASS Business Meeting
 - MASC Delegate Assembly
- 5:00-6:30pm Reception with Exhibitors
- Keynote Dinner**
 - Speaker: Education Commissioner Mitchell Chester
 - Presentation of Skills USA Gold Medal awards
- 7:00pm
- 9:00pm Cracker Barrel with Commissioner Chester

THURSDAY, NOVEMBER 19

- 7:30-11:30am Conference registration open
- 2:00-5:00pm
- 7:30am-3:00pm Exhibit floor open
- 7:30-9:30am Continental breakfast with exhibitors
- Panel Session I**
 - Best Practices in Cost Savings
 - Hot, Flat & Crowded: Implications for Education in the 21st Century
 - Winning your Override Elections
 - The Economy and Chapter 70: What's Next
 - Batter Up and Other Sports Issues
 - School Health Clinics
 - Regional School Issues
- 8:45-10:00am
- 10:00-10:45am Coffee with Exhibitors
- General Session**
 - Speaker: David Urion, MD, Director, Learning Disabilities Program, Children's Hospital, Boston (invited)
 - Topic: Trends in Special Education
- 10:45-noon
- 12:15-1:30pm MASC/MASS Network Lunch
- 1:00-2:30pm Ice cream/Dessert Social with Exhibitors/BINGO DRAWING
- Panel Session II**
 - Winning Characteristics of School Boards
 - School Law 101
 - Readiness Schools
 - Census 2010 and What it Means for Your District
 - Nutrition, Obesity and Student Learning
 - Preserving the Arts in School Curricula
 - School District Restructuring/ Regionalization
- 2:30-3:45pm
- Panel Session III**
 - Serving Children with Autism: Public/Private Collaborations
 - School Law 201
 - School Committee/Superintendent Relationships
 - Debate over History Curriculum/Frameworks v Student Wellness
 - Vocational School Developments
 - Collective Bargaining in Difficult Times
- 4:00-5:15pm
 - MASC Vocational Technical Division (VIII) Meeting
 - MASC Urban Division (IX) Meeting
- 5:15-5:45pm
- 6:00pm MASC Leadership Awards Banquet

FRIDAY, NOVEMBER 20

- 7:30-11:30 Conference registration open
- 7:30-9:30am Continental breakfast
- 8:00-8:45am MASC Divisions I-VII Meetings
- Panel Session IV**
 - Health Insurance/Cost Management
 - Special Education Update
 - Facing Up to Facebook
- 9:00-10:15am
 - Advocacy and Lobbying
 - Basics of School Policy
 - School Building Authority Update
 - Making the Most of Your Collaboratives
 - Special Education: Ethical Dilemmas
- 10:00am-4:00pm **School Secretaries Council Program**
- 10:30-11:45am **General Session**
 Speaker: Clayton Christenson, Professor, Harvard Business School
 Topic: Disrupting Class: Why Schools and Students Struggle
- Noon-1:45pm **Leadership Lunch**
 Guest Speaker: TBA
- Panel Session V**
 - Superintendent Evaluation Process
 - Mental Health & Student Success
- 2:00-3:15pm
 - Virtual High School
 - Data Warehousing
 - Cloud Computing
 - Budgeting beyond the Stimulus
- 2:00-5:00pm
 - School Committee: New Member Topics
 - Growth Model Assessments
- Panel Session VI**
 - Standards-Based Reporting
 - Leadership Transition
 - Using Technology for Student Success
- 3:30-4:45pm
- 5:00-6:00pm MASC Life Member Reception
- 6:00pm Leadership/Life Member Dinner
- 8:30pm Political Roundtable

SATURDAY, NOVEMBER 21

- 7:30-9:00am Registration open
- 9:00-10:15am
 - Parliamentary Procedures
 - Educational Foundations & Other Revenue Sources
 - Empowering Parents
- 10:30-11:45am
 - Effective Meetings
 - School Councils: Basics & Opportunities
 - Regional School Issues
- 9:00-11:45am Changes to Open Meeting/Public Records/Campaign Finance Laws
- Noon-1:30pm "Cost Containment: Best Practices" Brown Bag Lunch