



205 Sterling Springs Dr.
Johnson City, TN 37604

In a culture of shared leadership, the administrator's role is more important than ever. How do you maintain the right balance of "loose-tight" leadership? How do you establish profound, lasting trust? What principles strengthen principal leadership? Answers to these questions plus strategies and inspiration to be the best administrator each of us can be are covered. Eric Twadell, PhD, has used the Professional Learning Communities at Work™ model to direct curriculum, staff development, and mentoring programs at Adlai E. Stevenson High School District 125 in Lincolnshire, Illinois. An award-winning practitioner, Dr. Twadell previously served as director of the school's social studies division and as assistant superintendent for organizational and leadership development. An accessible and articulate authority on PLC concepts, *Eric Twadell* brings hands-on experience to his presentations, inducing participants to take action at school, district, and state levels.



Eric Twadell



A dynamic and captivating speaker, Al Switzler draws upon a wealth of accredited research and real-life experience. His services have helped leaders identify and improve key areas that many credit with significantly advancing their careers and re-vamping their organizations. Whether delivering a keynote speech at a large conference or facilitating a small executive retreat, major corporations and associations from around the world delight in the quality and candor of Al's speeches. Drawing from a large pool of corporate experience and knowledge, Al has addressed an impressive clientele including AT&T, Xerox, IBM, Sprint, Ford Motor Company, BASF, Philips, Lockheed Martin Aerospace, and Intermountain Health Care. His ability to entertain and inspire his audience to improve their personal and professional lives has clients asking for his return again and again.

Al Switzler

As Chief of School Operations for the Memphis City Schools Roderick Richmond EdD has served as both Striving Schools Academic Superintendent and chaired the creation of the Striving School Zone, the district full scale turn-around effort in 14 elementary and 14 high schools. As a principal he was known for implementing Laws of Teamwork and Relationship Building to lead staff and students to greater levels of performance...capitalizing on his skill with concepts "Crawl, Walk ,Run" in Jim Collins' work and "People Buy Into the Leader, Then the Vision" (John Maxwell). His luncheon address will be Collaboration is Crucial in Producing High Achievement in Our Schools.



Roderick Richmond

The Collaborative Administrator

Tennessee Principals Association

November 17 & 18, 2011



HOTEL ACCOMODATIONS

Marriott Memphis Downtown
250 North Main Street
Memphis, TN 38103

Special rates available - \$139 per night

1-888-557-8740 - (901) 527-7300

The Collaborative Administrator

General and concurrent sessions will follow the theme of the Collaborative Administrator. Eric Twadell from Solution Tree will keynote this topic Thursday November 17th. Al Switzler of *Crucial Conversations* and Roderick Richmond from the *Memphis School System* are other confirmed keynoters. Concurrent sessions include *Professional Learning Communities* with Dwayne Young, Lori Dibble and *The Leader In Me* and other TN reform activities such as Principal Evaluation and Principal Preparation. Twelve TASL credit hours have been requested.



Meetings are all on one level including the Exhibit Hall. The convention center is connected to the Marriott eliminating any outside travel. Covered parking is available at a special rate of \$10 per night. Complimentary trolley transportation is available in the downtown area. The TPA board dinner on the 16th will be in the Marriott.

Schedule at a Glance

November 16 - 18, 2011

Wednesday, November 16

- 1p - 6p Registration, Marriott Mezzanine Lobby
 1p - 6p Exhibit Hall set up - Cook Convention Center
 6p - 7p Executive Committee Meeting - Marriott
 7p - 10p TPA Board Dinner Meeting - Marriott

Thursday, November 17 in Cook Convention Center

- 7:30a Exhibit Hall Grand Opening - Steamboat
 7:30a Breakfast Buffet, Exhibit Hall
 7:30a Registration Open, Exhibit Hall
 8a 3-4 Out of Booth Presentations
 Chickasaw, Mississippi, Sultana, River Bluff
 9a 3-4 Out of Booth Presentations
 10a [First General Session](#) Eric Twadell - Cotton Row
 Collaborative Administrators, Part 1
 12p - 1:15p Picnic Lunch - Exhibit Hall
 1:15p - 3:00p Two Sets of Concurrent Sessions to include Jenny Severson and Building Collaborative Leadership Teams, Eric Twadell and Collaborative Work Groups, Dwayne Young and TPA Professional Learning Communities e-Module, Lori Dibble and Covey's Leader in Me in her school, Teacher and Principal Evaluation by Tim Gaddis, Chickasaw, Mississippi, Sultana, River Bluff
 3:00p - 3:30p Drawings for Prizes in Exhibit Area
 3:30p - 4:45p [Second General Session](#) Eric Twadell - Cotton Row
 Collaborative Administrators, Part 2
 6:30p Reception (pending)

Friday, November 18 in Cook Convention Center

- 8a - 11:30a [Third General Session](#) Al Switzler - Cotton Row
 Crucial Conversations
 11:30a TPA Business Meeting - Cotton Row
 12:00p [Awards Luncheon](#) Roderick Richmond - Steamboat
 Collaboration Is Crucial in Producing High Achievement in Our Schools
 1:30p [TASL Credit Verification](#) - Cotton Row

TENNESSEE PRINCIPALS ASSOCIATION

State Conference Registration



November 17&18, 2011

Please complete form, enclose payment and return to:

TPA
 205 Sterling Springs Drive
 Johnson City, TN 37604

Check one:	Before 10/15/2011	After 10/15/2011
TPA Member	\$225.00	\$285.00
Non-Member	\$295.00	\$355.00
Aspiring Administrator (Excludes assistants and principals)	\$95.00	\$145.00

First Name	Last Name	Preferred Badge Name
School	School Phone	School Fax
School Address	City, State, Zip	
Home Address	City, State, Zip	
Email (required for confirmation)	Contact Phone	

Method of Payment <input type="checkbox"/> Personal Check <input type="checkbox"/> School Check <input type="checkbox"/> Signed Original P.O. <input type="checkbox"/> Credit Card	Credit card payment: Visa M/C
	Card number _____
	Name on card _____
	Expiration Date (month & year) _____
	Sign me up for 12 TASL Credits _____
_____ \$ Amount enclosed	

Room Reservations
 Marriott Memphis Downtown: Room Rate is \$139 per night
 Hotel Phone 901-527-7300 or Toll Free 1-888-557-8740
 Room block on first come first serve basis

Contacts for Information

- Sharon McNary, TPA Officer in charge mcnary@mcsk12.net
- Conference Co-Chairs: Dr. Teri Evans evanst@mcsk12.net and Elaine Stewart-Price stewartprice@mcsk12.net
- Dr. Ernie Bentley, Association Executive Director, general information (423-794-6664)
- For more conference information, please visit our website www.tnprinassoc.org