EDGEUCATION for the next GENERATION
Reimagining Cutting Edge Education
FCIS CONVENTION
NOVEMBER 15-16, 2018 | JACKSONVILLE

HYATT REGENCY JACKSONVILLE RIVERFRONT

225 East Coastline Drive
Jacksonville, Florida 32202

#FCISConv2018

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Dear FCIS Member Schools and Colleagues,

As your 2018 FCIS Convention Chairs, we are so looking forward to personally welcoming you to Jacksonville for the FCIS Annual Convention on November 15-16, 2018, at the Hyatt Regency Riverfront. As the pace of the school year and professional demands increase, the tremendous value of taking time for professional development and collaboration with our peers cannot be underestimated. Spending these few days with Florida’s leading independent school representatives provides value to all our institutions.

This year’s Convention theme challenges us all to focus on **Reimagining Education: Education for the Next Generation.** This is a timely topic for our various institutions as we know that the landscape is changing at a pace that requires us to consistently reimagine, reinvent, and practice being as nimble and responsive as possible.

This year’s Convention Steering Committee has compiled a program that will offer a meaningful professional development experience for individuals in any role at your institution. We will be featuring Pre-Conference Workshops for heads of schools, administrators, advancement professionals and business officers on November 14th. Administrator day is Thursday the 15th and Faculty Day is Friday the 16th.

**Pre-Conference ISM (Independent School Management) Workshop**
Session I • From Best Practices to Results: Assessing Your Admission and Enrollment Management Operations
Session II • From Best Practices to Results: Assessing Your Marketing Communications Operations

**Pre-Conference Business Officers’ Workshop**
The Composite Financial Index (CFI): Core Ratios for Financial Health
Presented by Mary Kay Markunas and Jennifer Hillen Osland from the National Business Officers Association (NBOA)

**Nationally-Recognized Keynote Speakers**
For the bios and more information about each of the keynote speakers featured during the Convention, go to page 7-8.

**Ted Dintersmith, Ph.D.**, one of America’s leaders in innovation, entrepreneurship, and education
**Joy Purdy**, News Anchor, WJXT
**Max Ventilla**, Founder and CEO of AltSchool
**Don Yaeger**, nationally acclaimed inspirational speaker, longtime Associate Editor of Sports Illustrated, and author of over 30 books, eleven of which have become New York Times Bestsellers

We are both looking forward to seeing you at the 2018 Convention and look forward to an inspiring and productive event ahead.

Warmly,

**Kim Bednarek**, Head of School, The Discovery School
**James Milford**, Head of School, Maclay School

2018 FCIS Convention Co-Chairs
The Florida Council of Independent Schools was founded in Jacksonville in December 1954. From the small handful of schools and correspondingly low student population that comprised the original group, the Council has grown to become one of the largest independent school organizations in the United States. FCIS begins the 2018-2019 school year with 157 member schools.

Member schools are located throughout the state, extending from Pensacola in the northwestern panhandle to Key Largo in the southeast. While most schools are coeducational and day, there are schools with boarding programs and others which admit only girls or only boys. Some enroll only elementary school children or only secondary school children, while others offer combinations of levels. Many of the schools are strictly college preparatory, but other member schools serve students with learning differences.

Schools range in size from fewer than 50 students to over 2,500 students. Indeed, one of the Council’s strengths is the variety of schools making up its membership. In this way, not only does the Council provide an alternative to public school, but also within its membership, it provides still further alternatives to parents who are looking for exactly the right type of school for their children. All FCIS schools have racially nondiscriminatory admission policies.

The Florida Council of Independent Schools is a member of the National Association of Independent Schools (NAIS) and an affiliate of the Council for American Private Education (CAPE). FCIS is a founding member of the Florida Association of Academic Non-Public Schools (FAANS).

**FCIS Mission:** The Florida Council of Independent Schools promotes the highest standards for PK-12 education through its accreditation process, professional development programming, and advocacy efforts.

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Dr. Dana Markham, Secretary
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1501 NE 62nd Street
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7600 Lyons Road
Coconut Creek, FL 33073

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2220 Collier Parkway
Land O’ Lakes, FL 34639

Olen Kalkus
Carrollton School of the Sacred Heart
3747 Main Hwy
Miami, FL 33133

Nikki Koski
Parkway Christian School
1200 South Flamingo Road
Davie, FL 33325

Cynthia Lane
Sweetwater Episcopal Academy
251 E Lake Brantley
Longwood, FL 32779

Byron Lawson
Trinity Preparatory School
5700 Trinity Prep Lane
Winter Park, FL 32792

James Milford
Maclay School
3737 N Meridian Road
Tallahassee, FL 32312

Patrick Roberts
Palmer Trinity School
7900 SW 176 Street
Palmetto Bay, FL 33157

Joi Robertson
St. Mark’s Episcopal Academy
2 Church Street
Cocoa, FL 32922

Dr. Steve Whitaker
The First Academy
2667 Bruton Blvd
Orlando, FL 32805
Convention Steering Committee

**Convention Chairs:** Kim Bednarek, Head, The Discovery School  
James Milford, Head, Maclay School

**Thursday Program Committee**  
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  Beville Anderson, St. Mark's Episcopal Day School  
  Heather Bas, Maclay School  
  Kurt Dugan, Christ's Church Academy  
  Richard Finlayson, Aucilla Christian Academy  
  Jennifer Highsmith, Jacksonville Country Day School  
  Tyler Hodges, The Bolles School  
  Anthony Mortimer, Greenwood School  
  Caitlin O'Keefe, San Jose Episcopal Day School  
  Jan Reeder, Riverside Presbyterian Day School  
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  Emily Stovall, San Jose Episcopal Day School  
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  Julie Carter, Episcopal School of Jacksonville  
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  Chad McClellan, Maclay School  
  Steve Soud, The Bolles School  
  Ryan Riggs Williar, Episcopal School of Jacksonville  
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  Diane M. Dodds, Amelia Island Montessori School  
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  Ben Ketchum, Riverside Presbyterian Day School  
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  Lauren Fantle, Maclay School  
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  Carol Imfeld, The Bolles School  
  Christy Maurer, Jacksonville Country Day School  
  Kyle Maurey, Maclay School  
  Lauren Noriega, The Discovery School  
  Jan Reeder, Riverside Presbyterian Day School  
  Barbara Rubio-Gomez, Maclay School  
  Robin Thomas, The Discovery School  
  Episcopal Schools' Eucharist and Breakfast  
  The Reverend Adam Greene, Episcopal School of Jacksonville  
  Door Prizes  
  Martha Milton, Beaches Episcopal School  
  Convention Logo  
  Kim McWilliams, Maclay School  
  Convention Ads  
  Sara Schmalfeld, The Discovery School  
  Photographers  
  Amy Blumstein, San Jose Episcopal School  
  Regan Minners, St. Johns Country Day School  
  Exhibitors  
  Keara Danger, Florida Council of Independent Schools  
  Convention Registration  
  Melissa Alton, Alison Carlson, Keara Danger, Julie Johnson, and Matt Wilson, Florida Council of Independent Schools  
  Technology Support  
  Anne Brignet, St. Johns Country Day School  
  Lonnie Rachal, St. Johns Country Day School  
  Matt Wilson, FCIS  
  Convention Coordinator  
  Alison Carlson, Florida Council of Independent Schools  
  * Subcommittee Coordinator
Hyatt Regency Jacksonville Riverfront

Second Floor

Third Floor
**ISM Pre-Conference Workshop**

Amy Riley, IAP-S, Senior Consultant, Independent School Management (ISM)

Amy Riley has been a member of the ISM team since 2011, when she joined the faculty of ISM’s Advancement Academy. In 2013, she joined ISM as a full-time Consultant and has served as Academic Dean of ISM’s International Advancement Certification Program. She earned the Leader (IAP-L) designation through this program. Amy has served educational institutions for more than 15 years. She spent five years at The Heritage School, GA, a private-independent PK4-12 school, working in all aspects of advancement—admission, marketing communications, and development. Previously, she served as an educator at the public secondary and post-secondary levels. Amy earned an EdS in educational leadership, a master’s degree in English, and grades 6-12 teaching certification from the University of West Georgia. She earned a bachelor’s degree in psychology from Auburn University. Amy has led workshops on behalf of CASE-NAIS, FCIS, NCAIS, AMS, ACIS, EMA, and AISGW.

**Business Officers’ Pre-Conference Workshop**

Mary Kay Markunas, Director, Research and Member Resources, National Business Officers Association (NBOA)

Mary Kay Markunas is NBOA’s Director, Research and Member Resources. She leads the research efforts for the organization, including the ongoing development of NBOA’s data collection platform Business Intelligence for Independent Schools (BIIS). She also supports the membership by developing and delivering professional development content, as well as assisting members find and utilize the NBOA resources. Before joining NBOA, Markunas served as the Director of Finance and Operations at The Avery Coonley School for 12 years, and prior to that, in various financial and operational roles at Motorola, Inc. as well as a short stint in engineering consulting. She holds a B.S. from Purdue University and an MBA from the University of Michigan.

Jennifer Osland Hillen, CPA, CGMA, Vice President, Professional Development and Business Affairs, National Business Officers Association (NBOA)

Jennifer graduated in the top 7% of her class, magna cum laude from Birmingham-Southern College with a Bachelor of Science degree in accounting, Spanish, and business. She studied abroad at St. John’s College of Oxford University in 2004. A Certified Public Accountant, Jennifer worked in assurance and advisory services for international “Big 4” public accounting firm, Ernst & Young, before joining Harpeth Hall School as controller in 2009 followed by associate director of finance and operations. In 2017 she was named director, accounting, finance & tax programs and later in the year served concurrently as interim director, professional development for the National Business Officers Association (NBOA), a national not-for-profit membership association that serves all business operations (including finance, HR, facilities, IT, security, regulatory compliance, etc.) for nearly 1,400 independent schools in the US and several other countries. In 2018 she was named to a senior leadership role as vice president, professional development and business affairs, overseeing all aspects of NBOA’s programming and serving as a content expert on independent school business operations, in addition to acting as the liaison to the board’s strategic initiatives committee.

Nancy Greene, Vice President for Finance and Operations / CFO, Pine Crest School

Nancy Greene joined Pine Crest School in June 2018 as Vice President of Finance and Operations and Chief Financial Officer. Nancy brings to Pine Crest an extensive depth and breadth of finance and operations experience, including public accounting and healthcare administration. She has served independent schools for the past 24 years. Prior to Pine Crest, Nancy was the Chief Finance and Operations Officer for The Bolles School in Jacksonville, Fla., a 1,650 student, pre-kindergarten through grade twelve day/boarding school with four campuses. At Bolles, Nancy oversaw finance, risk management, transportation, insurances, human resources, technology, facility maintenance and construction, food services, ancillary revenues, and, for one year, residence life. A well-respected and knowledgeable independent school finance executive, Nancy is involved in a number of state and national associations, including the Florida Council of Independent Schools, Florida Independent School Business Officers, Florida Independent College and Universities Risk Management Association, National Association of Independent Schools, INDEX, United Educators, and Association of Business Officers of Independent Schools. She is a current board member of the National Business Officers Association, where she is the immediate past chair of the Strategic Initiatives Committee.
Thursday, November 15

_administrator day morning keynote:_ Ted Dintersmith, leader in innovation, entrepreneurship, and education

Ted’s professional experience includes two decades in venture capital, including being ranked by Business 2.0 as the top-performing U.S. venture capitalist for 1995-1999. He served on the Board of the National Venture Capital Association, chairing its Public Policy Committee. From 1981 to 1987, he ran a business at Analog Devices that helped enable the digital revolution. In the public sector, he was a staff analyst in 1976-78 for the U.S. House of Representatives, and was appointed in 2012 by President Obama to represent the U.S. at the United Nations General Assembly. Ted earned a Ph.D. in Engineering from Stanford University and a B.A. from the College of William and Mary, with High Honors in Physics and English.

Ted has become one of America’s leading advocates for education policies that foster creativity, innovation, motivation, and purpose. He knows what skills are valuable in a world of innovation, and how we can transform our schools to prepare kids for their futures. His contributions span film, books, philanthropy, and the hard work of going all across America. He’s funded and executive produced acclaimed education documentaries, including Most Likely To Succeed, (Sundance, AFI, and Tribeca). With co-author Tony Wagner, he wrote Most Likely To Succeed: Preparing Our Kids for the Innovation Era. During the 2015/16 school year, he went to all fifty U.S. states, meeting with governors, legislators, educators, parents, and students, and encouraging communities to work collectively to re-imagine school and its purpose. Learn more about his work from his website or by following him on Twitter @dintersmith.

Ted speaks frequently at major events and conferences, delivering a vision of what our schools could – and need to – be. Drawing on inspiring examples garnered during his fifty-state tour, he can articulate the conditions required to let our students, teachers, and schools race forward. Recent keynotes include state superintendent meetings in Virginia and North Dakota, the annual meeting of the Coalition for Access (several hundred top college admissions officers), the annual Jobs for America’s Graduates conference, and a plenary session of the Finnish parliament. In addition to his keynotes, Ted is often asked to also screen his film and lead a post-film discussion.

Friday, November 16

_faculty day morning keynote:_ Max Ventilla, founder and ceo, AltSchool

Max Ventilla is Founder and CEO of AltSchool. Max’s career has focused on creatively using technology to enrich daily life. He founded Krypteian Systems (acquired in 2001) and the social search company Aardvark (acquired by Google in 2010). At Google, he was part of the founding team of Google+ and then served as the Head of Personalization across Google products. Max earned a bachelor’s degree in Math and Physics and an MBA from Yale University.
Friday, November 16

**Faculty Day Luncheon Speaker: Joy Purdy, News Anchor, WJXT**

Joy was born and raised outside Trenton, N.J., where her parents nurtured her inquisitive nature by having her watch and relay to them the morning weather report from the Today Show as they prepared for work each day. Joy’s television career began shortly after graduating from Villanova University with a B.A. Degree in Mass Communications and a minor in Education.

With an internship at Philadelphia’s “Channel 6 Action News” under her belt, Joy joined public TV’s New Jersey Network News producing and airing news updates on the radio. Joy’s strong journalistic reputation and contagious energy led her to Jacksonville, Florida, as a Weekend News Anchor and "Police Beat" Reporter for then CBS-affiliate WJXT from 1995 to 2000. Joy was awarded the Associated Press’ Individual Achievement Award for her work in Jacksonville. Her talents quickly took her to the bright lights of the "Magic City" in 2000, trading her Jaguars jersey for a Dolphins decal. Before long, bigger markets began calling and Joy accepted a noon and 5 p.m. anchor position with CBS-owned WFOR in Miami; a position she maintained during her nearly seven years.

After getting married in the spring of 2006, Joy returned to Jacksonville in September of 2007 to be with her new husband; what she calls part of God’s perfect plan for her life. Joy left WTLV early in 2013 shortly after giving birth to their second child to spend time with her young children. At the end of the summer, she was ready to get back into the professional world and was happy to return to her first family in Jacksonville at WJXT.
9:00AM-12:00PM

Session I  From Best Practices to Results: Assessing Your Admission and Enrollment Management Operations

Effective admission and enrollment management operations are essential to private-independent schools’ ability to sustain excellence in student programs and deliver their mission with distinction. Accountable and results-oriented offices must evaluate how well their operations reflect best practices and whether objectives are being achieved. Standard metrics make this evaluation possible. Join us as we guide you through ISM’s Admission and Enrollment Management Assessment Instrument—which will serve as a framework for appraising your performance and reviewing the practices that define enrollment success. Analyze the state of your operations and establish a baseline from which to measure the effectiveness of your plan strategies. The assessment is intended to help you reflect on your school’s recruitment and re-recruitment efforts to identify areas that, when well-attended to, will result in enrollment demand in excess of supply and high rates of retention. We’ll offer best practices instruction and guide you through the creation of a three-part action plan designed to enhance your school’s enrollment operations based on the findings of your assessment.

1:00-4:00PM

Session II  From Best Practices to Results: Assessing Your Marketing Communications Operations

Wouldn’t you like to know what REALLY matters conceptually when crafting your school’s more tactical marketing communications strategy? In this innovation era, the convergence of the educational, marketing, and generational paradigm shifts is creating the perfect storm of opportunity for private-independent schools. This pre-conference workshop is meant to give you a big picture view of the factors most impacting your hard and soft income bottom line: your market position, your school culture, and the way you take care of your key constituents/clients. Join us as we guide you through ISM’s Marketing Communications Assessment Instrument—which will serve as a framework for appraising your performance and reviewing the practices that define marketing success. Analyze the state of your operations and establish a baseline from which to measure the effectiveness of your plan strategies. The assessment is intended to help you reflect on your school’s marketing communications efforts to identify areas that, when well-attended to, will result in enrollment demand in excess of supply, high rates of retention, and inspirational giving. We’ll offer best practices instruction and guide you through the creation of a three-part action plan designed to enhance your school’s enrollment operations, based on the findings of your assessment.

Workshop Leader: Amy Riley, IAP-S, Consultant, Independent School Management (ISM)
The Composite Financial Index (CFI): Core Ratios for Financial Health

The Composite Financial Index (CFI) is a sophisticated tool designed to help you think strategically about your school's overall financial health. In this workshop, you will learn how to produce a more complete picture of your school's financial strengths and weaknesses. This workshop will take you beyond learning the conceptual framework of the CFI and empower you to complete the CFI for your school. Participants will:

- Complete the CFI using audited financials
- Interpret the results of your CFI
- Learn how your CFI results can help you present complex financial information in a more easily understood form to key constituencies
- Apply your CFI score over an extended period to provide a more stable long-term view of your school's financial performance

Workshop Leaders: Jennifer Osland Hillen, CPA, CGMA, Vice President, Professional Development and Business Affairs, and Mary Kay Markunas, Director, Research and Member Resources, National Business Officers Association (NBOA); Nancy Greene, Vice President for Finance and Operations / CFO, Pine Crest School

Welcome & Keynote Address
Thursday, November 15  |  8:30 - 9:30 AM
Grand Ballrooms 1-4

Ted Dintersmith, Ph.D.  |  Leader in innovation, entrepreneurship, and education

Transforming School: The Urgency and the Possibility

Without profound change in traditional education, most of our current students will be at risk in a world defined by innovation. It doesn't have to be this way. Dintersmith draws on his trip to all fifty states during the 2015-16 school year to highlight conditions that lead to exceptional student learning. He goes on to identify change models that enable a school, district, or even a state to effectively transform classrooms at scale.
**Sustaining Growth: Our TOP TEN List of Brand-driven Student Retention Strategies**

*Liz Cherry, President and Brand Strategist, Cherry and Company*

Trying to grow enrollment while dealing with a poor retention rate is akin to filling a bucket with holes in it. With enrollment down 10% nationally, increasing competition and rising tuition, RETENTION is crucial to your school’s sustainability. Over the 25 years this presenter has worked with independent schools, she has heard LOTS of reasons for low retention; however, more often than not, the loss of a student is caused from a lack of communication — or the right communication — at key stages in the student lifecycle. Derived from real-life case studies, the presenter will share with participants the TOP TEN brand-driven retention strategies that can help “plug the holes” and ensure a sustainable future for a school.

- Heads, Trustees, Prospective Heads, Division Heads, Admissions Directors, Advancement Directors, Marketing Directors, Communications Directors, Business Officers

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**What You Don’t Know May Hurt Your Students**

*Stacy Pendarvis, MSW, MA, Program Director, and Ellen Rian, Ed.S, National Outreach Manager, Monique Burr Foundation for Children*

1 in 4 children will experience some type of trauma or victimization before they turn 18 that will negatively impact their physical and mental health and their academic success. But 95% of abuse is preventable. Learn how to incorporate effective and easy-to-use prevention programs from the Monique Burr Foundation for Children in your school to prevent bullying, cyberbullying, all types of child abuse, and digital abuse. Help your students grow up happy, healthy, and safe!

- Division Heads, Department Heads, Prospective Heads, Technology Directors, Diversity Directors, Athletic Directors, Guidance Counselors, Learning Specialists, Curriculum Coordinators

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**15 Absolutely Essential Employment Law Considerations for 2018**

*Bill Krizner, President, The Krizner Group*

Given the record litigation and dramatic increase in governmental audits, participants will take a fun, interactive look at the areas that are most likely to create costly legal exposure at your school. Topics to be covered will include a review of key points of risk throughout the employment life cycle, avoiding common mistakes involving employee leave, managing social media concerns with faculty, employees, and students, and exploring very practical steps to minimize the chance of a costly and publicly embarrassing sexual harassment issue.

*CPAs earn 1 CPE credit.*

- Heads, Division Heads, Business Officers, Prospective Heads, Human Resource Professionals

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**The Ever-Elusive Financial Dashboard**

*Mary Kay Markunas, Director of Research and Member Resources, and Jennifer Osland Hillen, CPA, CGMA, Vice President of Professional Development and Business Affairs, NBOA*

NBOA has tapped the collective wisdom and experience of its staff and board of directors (comprised almost entirely of very seasoned independent school business officers) to create a three-page dashboard with key financial indicators and trends that track the most important data points boards that administrators should use to understand a school’s financial position and sustainability. Use the dashboard as is or add your own performance indicators that tell your school’s individual story.

*CPAs earn 1 CPE credit.*

- Heads, Trustees, Business Officers
Admissions Tests by the Numbers
Akil Bello, Educational Access Consultant
For most students, admission exams (ISEE, SSAT, SAT, ACT, etc) are a huge challenge in transitioning from between schools. Anxiety over tests has grown recently, as tests have undergone changes and schools have changed how they use them. Leveraging the 35+ years of The Princeton Review's expertise and two decades of personal experience, the presenter will discuss what standardized tests actually show about student abilities and decode statistical labels such as college readiness benchmarks, SEM, and sub-scores to help participants more effectively use exams and support students. We will decode scores, explore outcomes, and discuss validity.
• Heads, Division Heads, Admissions Directors, College Counselors, Guidance Counselors, Diversity Directors, Curriculum Coordinators

Time to Build! What to expect on your upcoming design and construction journey
Christopher Allen, AIA, Director of Design, and Ken Boeser, AIA, Director of Project Development, Municipal/Education Division, Haskell
Congratulations, you've done what you do best! Your plan for growth is adopted; you have your board's support; and your fundraising campaign is exceeding its goals. It's now time to build your vision. But first you need to develop a new skill set to accomplish your mission. This presentation is developed to give you the confidence you need to take your next step. Come listen to an architect and a construction manager discuss the big picture of what you should expect and give you valuable insights into how the best clients maintain their day jobs while getting the most out of their design/build teams.
• Heads, Trustees, Prospective Heads, Business Officers, Advancement Directors, Division Directors

Small Steps Leading to Big Change — The Innovation Playlist
Ted Dintersmith, Ph.D., Leader in innovation, entrepreneurship, and education
Face it. Like all organizations, schools get locked into routine, impeding change. But all schools need to innovate to prepare kids for a dynamic and uncertain future. The question is, “How?” The Innovation Playlist can help your school make positive, informed change. It represents a teacher-led model, based on small steps leading to big change, that draws on best practices from outstanding educators and non-profits from across the country.
• All

Physical Computing: Promoting Movement with Virtual Technologies and Scratch
Brett Hannan, CIO/Computer Science Teacher (K-8), and Dr. Denise Spirou, Head of School, The Greene School
Computer programming is no longer a stationary, seat-oriented experience! Interact with MIT Scratch via Virtual Reality. Virtual technologies, in conjunction with Scratch, allow students to move their entire body to design and code custom animations. Participants have an opportunity to take peer-based design requirements (verbal) and translate these (sequentially) into working algorithms, all whilst utilizing their body (increasing blood flow to brain) to accomplish aforementioned. In this session, there is an emphasis on engineering design methodologies.
• Division Heads, Department Heads, Advancement Directors, Technology Directors, Athletic Directors, Learning Specialists, Curriculum Coordinators
The Most Effective Way to Market Your School: The Parent Ambassador Concept

John Littleford, Senior Partner, Littleford & Associates

There is a proven strategy to mobilize parents into a pyramid of powerful, active, and informed volunteers. It begins with a clear and powerful mission exemplified in a compelling and memorable story told in a language that inspires trust and elicits a passionate response. Then listen to parents and make them feel valued. Using their own positive comments and tone about the school's strengths, show them the difference they can make as marketing specialists acting on behalf of the school. The power of greater parental pride cannot be underestimated. By building the demand factor, independent schools can consider either growing enrollment or choosing their incoming classes more carefully with greater balance, diversity, and mix to ensure that parents who join the community have a sense of loyalty and pride.

• Heads, Trustees, Division Heads, Admissions Directors, Advancement Directors, Marketing Directors, Communications

Beyond the Checked Box: Practical Steps to an Inclusive Campus

Korée Hood, Founder and Chief Strategist, Thinkclusive Consulting; and Lili Space, Assistant Head, St. Philip’s Episcopal School

Participants will be guided through an institutionalized framework that promotes diversity of thought and allows students and faculty to investigate, discover, challenge, and affirm their own identities and beliefs in a safe environment. Simultaneously, it elevates our love of self and acceptance of others while also creating a resource of knowledge and best practices for our ability to empathize as a community.

• All

Responding to a Hurricane Disaster at Your School

Erin Duffy, Head of School, Seacrest Country Day School; Dr. Adam Gaffey, Head of School, Robert F. Munroe Day School; James Milford, Head of School, Maclay School; Dr. Jan Pullen, Head of School, Saint Stephen’s Episcopal School; and David Watson, Head of School, Community School of Naples

All of us in Florida have the potential of being the path of a powerful hurricane each year. Are you prepared? Do you know what to do in the days before it makes landfall, the day of, and the days after. Join this session for a panel discussion where you will hear from Heads of School who have lived and learned what to do and what it takes to survive a hurricane as a school.

• Heads, Trustees, Prospective Heads, Division Heads, Business Officers

Engineering in Humanities within a Maker-Space: From Pop-ups to Light-ups

Sarah Meyer von Bremen, English Teacher; Bethany Hawkins, iLab Specialist; and Nancy Mularkey, Middle School English Teacher, Pine Crest School

Find out how one school has been working with a Maker-Space for the past few years in all disciplines from lower school to high school. Learn ways to incorporate the humanities with tactile engineering concepts. How can one infuse effective use of craft with that of the arts? See examples from a middle school classroom, and beyond, of students designing “wearables” with LED lights and pop-up poetry. See the possibilities for all disciplines to use a Maker-Space. Support the humanities as they get technical in order to encourage a love of learning and designing among the student body, and, in addition, strengthen the skills in the discipline. It is not just about craft and technology. It’s about learning life-skills!

• Division Heads, Department Heads, Technology Directors, Learning Specialists, Curriculum Coordinators
The "Silent Epidemic"
Kelli Mercer, Director of Outreach for Behavioral Health, Capital Regional Behavioral Health Center, The Jason Foundation
Nationally, suicide is the 2nd leading cause of death for youth ages 10-24; it is the 3rd leading cause of death in the same age range in the state of Florida. Four out of five youth that attempt suicide have given clear warning signs. The Jason Foundation is dedicated to the prevention of the “Silent Epidemic” of youth suicide through educational and awareness programs that equip young people, educators / youth workers and parents with the tools and resources to help identify and assist at-risk youth. Attendees will learn how suicide impacts our nation's youth, how to recognize warning signs, and how to access free educational materials available through the Jason Foundation.

• Division Heads, Department Heads, Admissions Directors, Prospective Heads, College Counselors, Athletic Directors, Guidance Counselors, Learning Specialists, Curriculum Coordinators

Development and the Generations: How the Differences Affect You
Joanne E. Cohen, J.D., Vice President of Philanthropic Services, The Community Foundation for Northeast Florida
How does one's generation influence their giving? Each generation is impacted by the event and conditions of their society during their youth. This session is an interactive conversation designed to focus the advancement and marketing professional on understanding the “generational personalities” paradigm, shifting perspective on engagement for all supporters of an institution. Participants will: 1.) understand the generational personalities paradigm; 2.) consider how their own generational personality influences their work; 3.) discuss and share strategies that have worked or NOT with different generations.

• Heads, Trustees, Advancement Directors, Marketing Directors, Communications Directors

Leveraging Data to Drive Strategic Decision-Making
Amada Torres, Vice President of Studies, Insights, and Research, National Association of Independent Schools (NAIS)
There is a convergence of forces today that, taken together, are providing a perfect storm scenario for K-12 independent schools. Changing demographics, increased school choice, changing consumer attitudes, a new generation of parents, and rising tuitions are deeply affecting our markets and impacting enrollment goals. This presentation will explore these forces, outline ways for school leaders to use data collected by NAIS when engaging in their strategic discussions, and help them face this changing landscape.

• Heads, Trustees, Prospective Heads, Admissions Directors, Advancement Directors, Division Heads

Student-Athletes, Coaches, and Social Media: Promoting Positive Participation Online
Sameer Hinduja, Co-Director, Professor, Cyberbullying Research Center, Florida Atlantic University
Coaches are increasingly dealing with the challenges of social media. This can include inappropriate, unethical, and even illegal student-athlete conduct related to their online communications. Recently, some schools are even mandating student monitoring, but not providing clear guidance on how to handle that burden. It is therefore essential that coaches know how best to navigate these complexities and engage with their student-athletes and own support staff, while still providing social emotional support and mentorship.

• Division Heads, Athletic Directors
**Thursday Program – Session II**

**City Terrace 4**

**Composition 101 for Administrators: Purpose, Process, and Potential**  
*Colleen Potocki, Head of Middle School, Community School of Naples*

This session presents the topics of administrative composition and institutional advancement as a collaborative schema—arguing that a school leader needs an effective approach to professional writing to fully embrace the potential of routine communication. Website blurbs and blogs, for example, are underutilized opportunities to grow school identity and to develop additional venues for strategic messaging and relationship-building. The presenter will provide a go-to writing process to facilitate tapping into the power of administrative composition.

- Advancement Directors, Marketing Directors, Communications Directors, Division Heads, Department Heads, Prospective Heads

**City Terrace 5**

**Brave New World for Charitable Giving**  
*Clay Tousey III, Shareholder, Fisher, Tousey, Leas & Ball*

In this session, participants will discuss the current landscape of charitable giving, during lifetime and at death, under the newly updated federal tax laws.

- Heads, Trustees, Business Officers, Advancement Directors

**City Terrace 6**

**Capital & Endowment Campaigns: Best Practices for Accounting & Collaboration**  
*Dean Quiambao, CPA, and Jeff Owens, CPA, Partners, Armanino LLP*

With more schools embarking on capital and endowment campaigns, it is imperative that these campaigns are accounted for correctly. Presenters will talk with CFOs who have participated in capital campaigns up to as much as $50M about how they handled a variety of unique transactions and/or endowment investment decisions. They will also share accounting best practices, technical accounting treatments, and how CFOs can work most effectively with their development team and Head of School to tackle unique campaign challenges today and tomorrow. **CPAs earn 1 CPE credit.**

- Heads, Trustees, Prospective Heads, Business Officers, Advancement Directors

**City Terrace 7**

**Utilizing "Kaizen" in Schools**  
*Crissy Nussbaum, Human Resources, The Bolles School*

The Japanese philosophy of continuous quality improvement is called “Kaizen”, which the Japanese apply to many areas of their personal life and all areas of business. Kaizen is the idea that one does not need to wait for something to be broken in order to fix it. Rather, one should always look for opportunities to improve upon current processes, making things incrementally better as time passes. This drive for continuous improvement should apply to our educational system; we need to constantly be striving to make things better, re-evaluating how we do things, looking at the results we are achieving, and taking steps to improve things incrementally. **CPAs earn 1 CPE credit.**

- Division Heads, Department Heads, Business Officers, Admissions Directors, Prospective Heads
The State of Our State: Admission to Florida Colleges & Universities Today
Julie Carter, Associate Director of College Counseling, Episcopal School of Jacksonville; Elizabeth Costello, Director of Admissions, University of Central Florida; Rick Ellis, Director of Admissions, Stetson University; Hege Ferguson, Director of Admissions, Florida State University; Karen Lucas, Director of Admissions, University of North Florida; Arden Mitchell, Director of Admissions, Florida Southern College
A panel of Admission Directors from three of Florida's public universities will give attendees a glimpse into the current landscape of college admissions, sharing university admissions philosophies, policies and procedures. The session will include time for Q&A.
• Heads, College Counselors, Guidance Counselors, Learning Specialists, Admissions Directors, Athletic Directors, Division Heads

Growing Together: Faculty Development, Evaluation, and Compensation
Eric Johnson, Head of Upper School; Brooks Fleming, US Dean of Academics; and Betsy Lewton, Science Department Chair, Community School of Naples
Come learn about our school's first-year journey to fundamentally change our annual evaluation and compensation process to one of on-going faculty development. Through peer observations, informal walkthroughs, student surveys, and a rubric, our faculty are receiving regular, productive feedback to improve their practice. Connected to this process is a fair and transparent compensation model that rewards great teaching and moves beyond years of experience, advanced degrees, and backroom bargaining. Careful emphasis will be given to the rollout process in order to get both faculty and board buy in, since this conversation is fraught with pitfalls (but also possibilities!).
• Division Heads, Department Heads, Human Resource Professionals, Curriculum Coordinators

A Curriculum Mapping Model for the Independent School (PreK-12)
Dr. Ana Pazos, Director of Student Performance Assessment and Research, Gulliver Schools
According to Jacobs (2018) curriculum mapping is "a systemic process that can improve student performance by sharpening the alignment of all aspects of the curriculum to reduce repetitions, gaps, and strengthen the articulation of skills." Although the mapping process is a difficult one to organize and manage, the outcomes and benefits include positive impacts on student performance and improved practice for all teachers. During this session we will present the Gulliver Schools mapping roll out model, and discuss the lessons learned. Participants will be able to understand the essential components of curriculum mapping, and may also leave the session with a preliminary plan for their school.
• Heads, Division Heads, Department Heads, Prospective Heads, Technology Directors, Curriculum Coordinators

Accommodating Student Disabilities: The Most Common Mistakes Private Schools Make and How to Avoid Them
Lori Smith, Attorney, Zimmerman, Kiser & Sutcliffe, P.A.
Learn how to ensure your school complies with Title III of the Americans with Disabilities Act. The presenter will cover accommodating disabilities in the admissions process, the differences between section 504 and the ADA, how to prepare accommodation plans, working with College Board, school rights and responsibilities in dealing with psychologists and diagnosis documents, foreign language exemption requests, and more. Participants will leave with a better understanding of what “reasonable accommodation” means and the tools to ensure their school is protected from Title III claims.
• Division Heads, Admissions Directors, Guidance Counselors, Learning Specialists
The Qualities Most Needed in a Board Chair
John Littleford, Senior Partner, Littleford & Associates
Participants will hear about fifteen qualities of successful board chairs and the research and anecdotal evidence that support why these qualities are key for those who want to lead a board that functions at a high, strategic level. Surprisingly, few of these fifteen traits are related to professional experience or credentials; nearly all are related to wisdom, passion, compassion, collaboration, and courage under fire. Chairs who possess most of these characteristics will lead stable and strong boards who in turn lead successful schools. Heads and board members will learn how to identify, groom, and vet chair candidates, and board members will learn how to develop their leadership skill set further.

• Heads, Trustees, Prospective Heads

The Florida High School Athletic Association (FHSAA) and Independent Schools: Fostering a Partnership for the Future
Melissa Alton, Director of Accreditation, FCIS; Craig Damon, Associate Executive Director of Compliance and Eligibility, FHSAA; and Justin Harrison, Associate Executive Director for Athletic Services, FSHAA
This joint FHSAA/FCIS presentation will focus on topics important to FCIS schools and their athletic programs, including recent FHSAA Bylaw changes, the new classification structure, the appeals process, reporting and responding to allegations, and international students. Additional members of the FHSAA staff will be present to address questions, including George Tomyn, Executive Director; Jamie Rohrer, Associate Executive Director for Administrative Services; and the FHSAA's new Associate Executive Director for Financial Services, Brandi Waters.

• Division Heads, Athletic Directors

Cultivating Leadership In and Out of the Classroom!
Lance Ramer, Middle School Dean of Students, Football Coach, and Math Teacher, Maclay School
Being a successful leader is not an easy task. Whether you are a classroom teacher, an administrator, a coach, or a community leader, it is important to elicit high productivity from followers. Drawing from studies and models from Sport Psychology and Mindfulness, the presenter will discuss how to build a strong practice that can be brought into a classroom, rehearsal, meeting, and games.

• Division Heads, Department Heads, Prospective Heads, Athletic Directors, Guidance Counselors, Learning Specialists, Curriculum Coordinators

Diversity: Opening the Door for Meaningful Dialogue
Jan Reeder, Director of Diversity and Inclusion/Counselor, and Donette Snyder, Learning Specialist, Riverside Presbyterian Day School
Most people agree that “twenty-first century independent schools must prepare students to be knowledgeable, compassionate citizens and effective leaders within a rapidly transforming world.” We have a commitment to inclusion, equity and justice in teaching and learning. Yet, for some independent schools, advancing diversity in the school community isn’t as easy as it sounds and can bring up confusion, misunderstanding and questions that are difficult for faculty to voice. Explore how using learning routines and visible thinking can be used to open honest, meaningful discussion that engages faculty in the value of diversity work.

• Heads, Division Heads, Department Heads, Admissions Directors, Diversity Directors, Athletic Directors, Human Resource Professionals, Guidance Counselors, Learning Specialists, Curriculum Coordinators
Behind the Hype: Inbound Marketing Strategies for Your Admissions, Marketing, and Fund-Raising Goals  
Lorrie Jackson, Senior Client Success Manager, Finalsite  
There has been a lot of buzz over the last few years about "automated and inbound marketing," but what does that look like for your admission, marketing, and fund-raising efforts? In this session, the presenter will take proven marketing concepts from the corporate world and translate them to concrete strategies that can be implemented today. Using best practices from schools, the presenter will highlight how participants can develop effective email campaigns, curate their content and personalize how it’s delivered, and revise their website with the user’s experience first and foremost. Bring questions!  
- Heads, Trustees, Business Officers, Admissions Directors, Advancement Directors, Marketing Directors, Communications Directors, Technology Directors

Your Most Important Message  
Paula Schwartz, EdD, IAP-L, Consultant, Independent School Management (ISM)  
Your school’s mission answers the question, “Why do we exist?”. But how do you answer the question on every parent’s mind, “What do I get?”. The Portrait of the Graduate is a list of five or fewer items comprising short descriptors of your “product”—the student you expect to have developed over the years that she/he has spent under your faculty’s tutelage. This session will demonstrate how to utilize the Portrait of the Graduate as laser-focused admission and development messages to differentiate your school from all others in your marketplace and to clearly define your Case for Support. By developing and leveraging the Portrait of the Graduate for your school's recruitment, re-recruitment, and fundraising efforts, you will bring to life your school’s product and value proposition in concrete, easily understood terms. This session also will explore model examples from schools of all types and sizes.  
- Heads, Division Heads, Admissions Directors, Advancement Directors, Marketing Directors, Communications Directors

Guide Student Learning with the Classroom App on iPad  
Patti Vogel, Account Executive, Nate Davis, Ed.S., K-12 Education Development Executive, and Chris Cieszynski, Senior Systems Engineer (K-12), Apple Education  
The Classroom app turns your iPad into a powerful teaching assistant. In this session, participants will experience Classroom features as a student, then as a teacher. Learn how to set up classes on the fly, launch apps on student devices, view student screens, share documents with the class, and more.  
- Division Heads, Department Heads, Advancement Directors, Technology Directors, Learning Specialists, Curriculum Coordinators

Sexting, Digital Dating Abuse, and Other Online Relationship Issues  
Sameer Hinduja, Co-Director, Professor, Cyberbullying Research Center, Florida Atlantic University  
If you're facing problems at the intersection of teens, technology, and romantic relationships, know that best practices are evolving to assist your prevention and response strategies. Should you teach abstinence or “safe sexting”? How can you discuss inappropriate dating relationships marked by power, control, abuse, and passive-aggressiveness? How can educators connect with students on social media safely? The presenter will identify how best to navigate these and related issues.  
- Division Heads, Department Heads, Prospective Heads, Technology Directors, Guidance Counselors, Learning Specialists, Curriculum Coordinators
Don Yaeger  I  Inspirational Speaker, Former Associate Editor of *Sports Illustrated*, and Author

**What Makes the Great Teams Great**

The Great Teams Understand “The Why”. They are connected to a Greater purpose. Learn how to constantly remind your players and employees of who they are in service of while being acutely aware of downstream beneficiaries. The more a company creates “mission moments” for employees and team members to understand that Greater purpose, the better off the team will be when it comes to enduring any challenges along the way to achieving its goal. In this captivating session, Don Yaeger shares his findings from interviews with Olympic Gold Medal winners like USA Basketball Head Coach Mike Krzyzewski (Coach K), 2014 NBA Most Valuable Player Kevin Durant, and USA Basketball CEO Jerry Colangelo, as well as 4-Time Super Bowl champion quarterback Tom Brady, brilliant thought-leader Simon Sinek and longtime Medtronic CEO Bill George.

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**Thursday Program – Session III**

**November 15  |  2:00 - 2:55 PM**

**Cultivating a Culture of Collaboration**

Jennifer Hencken, Professional Development Coordinator, Trinity Preparatory School; and Jennifer Baselice, Mathematics Instructor, Lake Highland Preparatory School

Gone are the days of teaching and learning in silos. Breaking down these barriers and demolishing the silos allows us to replace them with beautiful gardens of collaboration! This session will explore ideas, strategies, and tech tools that pave the way for quality collaboration and connections in an effort to shift your faculty away from silos and into gardens that create not just cultures of collaboration, but a community of engagement.

- Division Heads, Department Heads, Prospective Heads, Technology Directors, Curriculum Coordinators

**30 Perspectives, Ten Years of Learning, and Strategic Conversations to Drive Sustainability**

Dr. Spencer Taintor, Director, Center Academy

In collaboration with FCIS, Dr. Taintor presents findings on sustainability, learned outcomes from the recession, and how this information is driving the conversations in the board room strategically. He interviewed 30 Heads of School among FCIS schools and presents the themes and conversations in this session that is designed to help Heads of School and Trustees bring relevant and timely strategic thinking back to their schools.

- Heads, Trustees, Prospective Heads
**Changes to FASB Reporting for Private Schools**
*Jeff Owens, CPA, and Dean Quiambao, CPA, Partners, Armanino LLP*

Now is a good time for private K-12 business officers and finance teams to take a look at how they are presenting their financials. Our private school experts examine the proposed FASB reporting model changes to how schools report on net assets, cash flow, and more. Presenters will also discuss how private education finance teams may need to adjust the presentation of their financials to the board and other key stakeholders. **CPAs earn 1 CPE credit.**

- Heads, Prospective Heads, Business Officers

**Accommodations in College: What Is Student Support Like at the Next Level?**
*Jenna Gonzalez Ed.S., Associate Director of Disability Resource Center, University of Florida; and Amy Perkins, Director of Student Services, Episcopal School of Jacksonville*

As independent schools strengthen the academic support available to their students, many professionals wonder what support looks like at the collegiate level. Learn what student support is like for students with disabilities at one college and how colleges support all of their students to find success in learning. This knowledge will help schools feel confident about the accommodations and support they offer to their students.

- Division Heads, Admission Directors, College Counselors, Guidance Counselors, Learning Specialists

*Denise Musselwhite, Board Member, Association of Technology Leaders in Independent Schools (ATLIS) & Director of Technology, Trinity Preparatory School*

How can school leaders be sure that the technology department is following best practices in their work? The potential for risk has never been greater in terms of data integrity and cyber security, yet few best practices have been established focused specifically on independent school technology needs. The Association of Technology Leaders in Independent Schools (ATLIS) formed a national task force to create guidelines. In this session, the presenter will share the resulting document, which is available to all independent schools from ATLIS and includes guiding questions, suggested documentation, and detailed checklists that can serve to shape an internal audit or self study.

- Heads, Trustees, Division Heads, Business Officers, Prospective Heads, Technology Directors
**Trust, Commitment, Care: Leadership Development in the Upper School**

*Henry Heil, Head of Upper School, The Episcopal School of Dallas, Dallas TX*

How can independent school administrators best nurture faculty and student leadership in grades 9-12? While providing opportunities and demonstrating support for engaging proposals is certainly part of the equation, we must also be willing to step aside and allow our aspiring leaders to experience adversity and face challenge without coming to their rescue. We must demonstrate trust in our charges, commitment to their success, and care for their wellbeing along the way. In this conversation, we will look at examples from boarding, single sex, and coed day schools, share stories of program success and failure, and understand why.

- Heads, Division Heads, Prospective Heads, Department Heads, Athletic Directors

**All Voices: Bringing All Students along the Journey of Inclusivity**

*Raquel Majeski, Director of Diversity, Equity and Inclusion, Lawrence Academy, Groton, MA*

How are we including all students in our work to create an inclusive community? This presentation will provide a scope and sequence to use existing platforms within our community—clubs, advisory programs, and institutional traditions—to create space for all voices to take part in the journey of an inclusive community.

- Heads, Trustees, Prospective Heads, Division Heads, Admissions Directors, Guidance Counselors, Learning Specialists, Diversity Coordinators, Athletic Directors

**The Power of the Board/Head Relationship**

*John Littleford, Senior Partner, Littleford & Associates*

The importance of the board chair/head partnership has been the topic of workshops and programs worldwide for many years, but we have overlooked a discussion of the key relationship of the head with the rest of the board. The partnership of the head and chair can be overplayed, and if too close, can lead the rest of the board to feel marginalized and excluded. In this session, the presenter will reinforce the health of the chair and head partnership, but also discuss how to build the connections that the head (and chair) must make with all other members of the board. Creating political capital with each and every member of the board is an investment of time and energy. The payoff is greater trust of the board in the head and ultimately in the chair, as the head's strongest advocate.

- Heads, Trustees, Prospective Heads

**The Big "L" of Leadership**

*Janice Crampton, Executive Director and CEO, Association of Independent School Admission Professionals (AISAP)*

Does a title in the end describe your work or the sphere of influence you have in the school community? In most cases it does neither. How many times are you asked, “What is it that you do?” Being responsible or for that matter having the responsibility for most school's largest line item in an operating budget sets up an expectation for leadership capacity. Yet, what defines you as a leader oftentimes is left to those who supervise us, in the absence of full understanding of the roles, responsibilities, art and science of the profession. Join AISAP’s Executive Director/CEO Janice Crampton as she reviews AISAP’s Learning and Development Framework for AEMP and uncovers challenges, constraints, and champions that help and hinder our efforts to work and play well with others. All leaders are welcome – whether you are a leader by title or by influence.

- Heads, Business Officers, Admissions Directors, Prospective Heads, Advancement Directors, Marketing Directors, Communications Directors
Boardroom 1

**Managing the Self-Study Process**
*Melissa Alton, Director of Accreditation, FCIS; Julie Johnson, Assistant Director of Accreditation and Member Services, FCIS; and Keira Murphy, Head of Middle School, Saint Edward's School*

The FCIS accreditation process can be a daunting challenge if the person in charge of the process does not have a plan that covers both long-term and short-goals, as well as an understanding of the technical skills necessary to publish the report in the portal. The FCIS office and the school must work together for a positive outcome. Julie Johnson, Assistant Director of Accreditation and Member Services for FCIS, will guide attendees through the top 10 most important skills to know about using the portal to publish your school's self-study. Keira Murphy, Head of Middle School at Saint Edward's School, will outline the top 10 strategies she used to coordinate long-term and short-term goals while leading her school through a successful self-study process and visiting team experience. Together, these skills and strategies will create a foundation from which you can jumpstart the FCIS accreditation process on your campus and guide your school to a successful evaluation visit.

- **Heads, Business Officers, Athletic Directors, Admissions Directors**

Boardroom 2

**Storytelling & Data in College Counseling Board Reports**
*Steve Frappier, Director of College Counseling, Westminster Schools, Atlanta, GA*

Whether delivered in print or in person, the college counseling office's reports to its board of trustees usually focus on quantifiable outcomes (such as matriculation, offers of admission, and testing data), while nuanced admission trends and tougher-to-quantify stories of students' experiences can be left untold or under-told. Learn methods of curating uncommon and edifying data points that can: (1) demonstrate the expertise of a college counseling department; and (2) contextualize and enrich a community's understanding of graduates' post-secondary choices.

- **Heads, Trustees, Division Heads, College Counselors, Guidance Counselors**

Boardroom 3

**Designing a Strategic Auxiliary-Programs Plan**
*Bill Rouse, Founding Member, AUXS*

Are you interested in elevating the performance of your school's auxiliary programs? Discover a framework to identify school assets, define strategic goals and develop a coherent auxiliary-programs plan that maximizes your school's potential. With a focused plan in place, participants will be able to implement programs that positively influence admissions, create efficiencies in auxiliary services, and increase non-tuition revenue to support a school's mission. Get the tools needed to turn auxiliary programs into essential assets.

- **Heads, Business Officers, Athletic Directors, Admissions Directors**

St. Johns

**Your Most Important Message**
*Paula Schwartz, EdD, IAP-L, Consultant, Independent School Management (ISM)*

The success of your development efforts requires the capacity to establish data-informed objectives, measure your progress, and perform as a unified team. Discover how ISM's teaching framework and assessment tool can help you evaluate your operations as they stand today. Learn how you can develop a plan to build on strengths, address challenges, and take advantage of opportunities. At the end of this session you will be able to: examine how you identify, engage, evaluate, solicit, recognize, and steward your donors and prospects to foster and sustain a philanthropic culture; determine how well you know and attend to your donors; examine specific office management practices critical to high-performing operations; and set your priorities to create a plan of action going forward.

- **Heads, Prospective Heads, Advancement Directors, Marketing Directors, Communications Directors**
**Clearwater**

**How to Evaluate Teaching and Innovation with Practical Cognitive Science**  
*Andrew Watson, President, Translate the Brain*

How can academic leaders best guide our teachers? How can we evaluate the latest pedagogical innovation? The newest curriculum? Happily, current research in cognitive science reveals and describes enduring learning principles. With these bedrock principles as a north star, administrators can coach our teachers more effectively. We can also develop our curricula without falling for every flashy-but-ineffective trend. Taking “working memory” as its core example, this workshop helps administrators make practical use of cognitive science.

- Division Heads, Department Heads, Prospective Heads, Technology Directors, Diversity Directors, Athletic Directors, Learning Specialists, Curriculum Coordinators

**Daytona**

**The Case for Executive Coaching**  
*David Dougherty and Dave Davies, Members of the Executive Coaching Team, The Education Group*

In this session, presenters will make the case to future leaders of independent schools for seeking advice after they have accepted an appointment as the head of a school. Given the complexities of school leadership and the variety of constituencies vested with interest in the success of a school, this advice should include an objective, disinterested, supportive, and experienced “coach” who can help anticipate the challenges of the first year in office.

- Heads, Trustees, Division Heads, Prospective Heads

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**Grand Ballroom 6**

**FCIS: The State of Our Association**  
*Dr. Barbara Hodges, Executive Director, FCIS*

Dr. Barbara Hodges, now in her ninth year as Executive Director of FCIS, will share observations on the state of our association by reflecting on our past and current accomplishments and projecting plans for the future to make sure that FCIS remains one of the top state accrediting associations for independent schools, as recognized by the National Association of Independent Schools (NAIS).

- All
Making Yours the Only Choice: Strategic Brand-Building for Double-Digit Growth
Jennifer Holland, President, Certified Brand Strategist, President, Certified Brand Strategist
Most people don’t fully understand what a brand is, its value to a school, or the part branding plays in growing enrollment, attracting development dollars and creating an unmistakable culture that drives double-digit growth. Strategic brand development starts with the Head of School and clearly communicates the value proposition for any intended audience—student, teacher, donor, or another constituent. Participants will learn how to: 1) communicate their unique offering in a compelling way; 2) create a clear brand distinction; and 3) leverage all brand efforts in strategic planning.
- Heads, Trustees, Business Officers, Admissions Directors, Prospective Heads, Advancement Directors, Human Resource Professionals, Marketing Directors, Communications Directors

Learning to Love Compliance—Avoiding Common Pitfalls
Jennifer LaTour, JD, CHRS, Vice President, Client Engagement, MZQ Consulting, LLC
Love to hate compliance? Does the word “ERISA” (Employee Retirement Income Security Act) keep you awake at night? Do you dread the phone call from your faculty and administrators asking if they are meeting their compliance obligations? Fear no more! In this interactive session, the presenter will walk participants through the scary maze of ERISA compliance to ensure you can advise your clients on the ever-changing world of compliance. She will discuss the need for plan documents—including Wrap Documents—as well as other ERISA requirements that will help keep your faculty and administrators on track and on time with their compliance document needs, making sure they avoid filing penalties and meet all the government requirements for their plan.
CPAs earn 1 CPE credit.

Usher in a Culture of Reading
Reba Gordon, Director of Rich Library, and Jennifer Hencken, Professional Development Coordinator, Trinity Preparatory School
Gone are the days of quiet library spaces. Today, everyone is welcome; silence is not a prerequisite; and students and teachers can explore, collaborate, and connect with one another and the community in a vibrant, active space. This session will spark your creativity and reignite your passion for reading by providing examples of dynamic, interactive reading experiences that transform your library into a collaborative space for social, multi-level, and active learning.
- Division Directors, Department Heads, Learning Specialists, Curriculum Coordinators

Give Them Goosebumps: Tips for New and Aspiring Administrators
Peggy Campbell-Rush, Head of Lower School, The Bolles School
Are you a new administrator or hoping to be? Administration is not for the faint of heart. Come learn tips and tricks to stay sane, happy, and healthy in the job. The presenter will share multiple ways to handle problems. Learn how to be a strong, caring, and compassionate leader and stay true to your vision, mission, and value system. Learn what to expect about the job expectations. Walk away with confidence and ideas for success.
- Division Heads, Department Heads, Prospective Heads, Human Resource Professionals
Supporting Yourself and Your Faculty’s Heart, Mind and Soul the Points of You® Way
Tony Hernandez, Founder, Reflective Wisdom

Our energy is often poured out into the machinery of managing faculty, attending committee meetings, handling a parent grievance, and shifting habits within the institutional Goliath. Come learn a unique way to invite a practice of mindfulness. Participants will have the opportunity to experience the Points of You approach which creates a self-reflection process that provides a way to pause, expand perspectives, focus on opportunity, and take action.

- Heads, Division Heads, Department Heads, Prospective Heads, Diversity Directors, Guidance Counselors, Learning Specialists

New Metrics to Accelerate Your Fundraising
Jay Goulart, VP for Institutional Advancement, Gulliver Schools

National statistics show clearly that traditional metrics, used for strategy guidance, are slowing fundraising growth. Metrics now show that the pursuit of participation is hurting fundraising ROI. If the board room is focused on traditional short term metrics, this limits both annual fund growth and opportunities to maximize capital giving. A new study of 250,000 Independent School donations demonstrate new patterns that we need to understand for an institution’s fundraising success. Each participant will leave with a new fundraising roadmap for their institution.

- Heads, Trustees, Prospective Heads, Advancement Directors, Marketing Directors, Communications Directors

Innovation Studio Iterations 3.0
Rebecca Knowles, Director of Communications and Community Partnerships, All Saints Academy

Explore the Innovation Studio model at one school, which has been developed and implemented through a partnership with NuVu Studios in Cambridge, MA. The program is anchored in the architectural studio model, focusing on critique, iteration, documentation, and reflection, and culminating in a public exhibition. In this session, the presenter will discuss how this program, now in its fourth year, has changed and evolved to complement a traditional curriculum, while also inspiring innovation in education school-wide.

- Division Heads, Department Heads, Technology Directors, Guidance Counselors, Learning Specialists, Curriculum Coordinators
Creating a Proficiency-based System of Instruction and Assessment
Joanie Silverman, Director of Curriculum & Instruction, K-12, David Posnack Jewish Day School

In this session, the presenter will provide insights into important assessment and instructional policies that provide students with the opportunity to demonstrate proficiency in specific subject areas. Using a proficiency-based system in all grade levels takes into consideration a student's prerequisite knowledge, as well as the rate at which they acquire new information. The use of both formative and summative tools, in addition to well-defined criteria, is the key to success in this research-based program.

• Division Heads, Department Heads, Learning Specialists, Curriculum Coordinators

Cultivating Critical Thinkers with Apple’s Learn to Code
Matt Eggert, Director of Technology & Innovation, The First Academy

Reading. Writing. Arithmetic. Coding. Coding is essential to help students thrive in a future driven by technology. When you teach coding, you also teach skills like critical thinking and problem solving. Apple has created the comprehensive Everyone Can Code curriculum with lessons on iPad and Mac, teacher guides, and apps to make it easy to teach coding in your classroom. Coding isn’t extracurricular — it’s part of the core curriculum. Come experience first hand how easy it is to implement the curriculum, and free resources and demo the Learn to Code program.

• Heads, Division Heads, Department Heads, Prospective Heads, Technology Directors, Learning Specialists, Curriculum Coordinators

A Conversation about Athletics in Independent Schools
Richard Finlayson, Head of School, Aucilla Christian Academy; Mark J. Marsala, Director of Athletics, Seacrest Country Day School; Frank Prendergast, Director of Physical Education and Wellness, Lake Highland Preparatory School

A moderator and panelists will lead a discussion of athletics in independent schools. Discussion topics will include the benefits and challenges of athletics at all levels of independent schools, the roles of athletic directors and coaches in the independent school environment, the balance between academics and athletics, and more. Audience members will be encouraged to participate and to bring their own challenges up for discussion.

• Division Heads, Athletic Directors

Roundtable: Topics in College Counseling
Sarah Beresik, Associate Director of College Counseling, St. Johns Country Day School; Julie Carter, Associate Director of College Counseling, Episcopal School of Jacksonville; Matthew Cave, Assistant Director of College Counseling, Maclay School

This roundtable discussion will provide a more personal and interactive setting for exploring key issues in college admissions. Discussion leaders will facilitate substantive discussions about topics, including but not limited to, college admission practices, trends, best practices, and more.

• Division Heads, College Counselors, Guidance Counselors, Learning Specialists, Admissions Directors, Athletic Directors
Implementing a School-wide Social Emotional Learning (SEL) Program in Elementary School
Lily Medina, Director of Counseling, and Lauren Kohlhoff, Curriculum Coordinator, St. Thomas Episcopal Parish School
Based on the five core competencies of social and emotional learning (SEL) developed by the Collaborative for Social, Academic, and Emotional Learning (CASEL), one school has embarked on the process of implementing a comprehensive, school-wide SEL program, now in its third year of implementation. Presenters have piloted and implemented several evidence-based SEL programs and will share their successes as well as their lessons learned so far in this five year implementation plan. Participants will learn how to translate the most recent research in child development, psychology, neuroscience, prevention, and early intervention into practical and applicable strategies in the classroom and school.

• Division Heads, Department Heads, Prospective Heads, College Counselors, Diversity Directors, Guidance Counselors, Learning Specialists, Curriculum Coordinators

Are Your Admissions Practices Consistent with Your Obligations Under the ADA?
Suzanne Bogdan, Chair, Education Practice Group/Lawyer, Fisher & Phillips LLP
Many independent schools are not in compliance with ADA Title III and similar laws that impact their institution, especially in the admissions processes. Schools ask questions in the admissions process about disabilities, impairments, special needs, and accommodations, and often require testing to determine a student’s IQ or learning challenges. Although the industry is presently out of compliance, don’t let your school be the test case for a parental challenge over what may be viewed as exclusionary practices for elite schools. Learn through this presentation where the lines are drawn, potential liability, and how to ensure compliance with these complicated laws.

• Heads, Division Heads, Business Officers, Admissions Directors, Human Resource Professionals, Guidance Counselors, Learning Specialists

Becoming a Master Storyteller
Don Yaeger, Speaker, Former Associate Editor of Sports Illustrated, and Author

• Heads, Trustees, Prospective Heads, Division Heads, Admissions Directors, Advancement Directors

How to Create Student-centered Learning in a Distracted, Digital Age
Mason New, Founder, NewVia, LLC
We started three years ago with a question: How could school be better? Independent schools are built on the foundation of delivering education to students based on their needs and abilities, but societal and technological change has caused teachers to compete for students’ attention. At the same time, technology has enabled access to resources for learning never before seen in the history of the world. This presenter, a former independent school classroom teacher and founder of NewVia e-Learning Design Solutions, will discuss the amazing opportunities afforded by technological change. Participants will learn about the design process he uses with schools and businesses to solve educational problems and how to compete for students’ attention, increase engagement, and deliver true student-centered learning in a distracted, digital age.

• Division Heads, Department Heads, Technology Directors, Learning Specialists, Curriculum Coordinators
Max Ventilla  |  Founder and CEO, AltSchool

_Transforming Education Together_

How do we transform education? It starts with collaboration between educators, engineers, and learner-centered schools who are proving success with innovative practices. Max Ventilla, AltSchool Founder and CEO, will discuss the importance of these partnerships in co-creating a platform that supports and advances personalized, whole-child, student-driven education.

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_Harkness in History: Using Primary Sources to Prompt Student-led Discussion_

**Natalie Herford and Alex Nichols, Episcopal School of Jacksonville**

This presentation will focus on how to utilize primary source documents to teach history and nurture critical inquiry through Harkness (or discussion-based) classes. Presenters will share their experiences as they shifted from a content-based, teacher-centered model to a skills-based, learner-centered model. Two lessons will be presented as case studies: one from United States History and one from World History. Resource lists will be provided for finding primary source documents, and the session will conclude with time for questions.

- **Upper School**

_Opening the Door to Collaboration_

**Christine Prieto and Kathy Zwibelman, St Stephen's Episcopal Day School**

The door between our classrooms has allowed for greater teacher and student collaboration. Presenters will walk through the process that students used to create their own version of the novel _Rules_, turning it into a graphic novel format. Students focused on the following skills: summarizing, character development, imagery, sequencing, transition words, grammar, and punctuation. Students had to communicate, collaborate, and problem solve. This project was created with an emphasis on school-wide goals: Spark Creativity, Explore Passion, Empower Leaders, and Ignite Learning, which are vital skills for the “Next Generation”. Presenters will provide a blueprint for future novel studies.

- **Lower School**
**Makerfication!**
*Rick Funes, Gulliver Schools, and Andres Joubert, Park Maitland School*
Makerfication is a look into how gamification and the maker movement can together help enhance engagement in the classroom and increase excitement in PBL (project-based learning). Learn how to infuse learning with hands-on making while using the elements of gaming to create a fun, collaborative learning environment that promotes critical thinking, problem solving, and design thinking. In this session, the audience will also see first hand how Makerfication can be adapted to their classroom and curriculum.

- All

**Using Design Thinking to Spur Innovation in Your STEAM Curriculum**
*Richard Rho, Shorecrest Preparatory School*
In this session, the presenter will discuss what design thinking is and how this approach can encourage the types of projects that can result from utilizing this design methodology. During the session, the presenter will introduce classroom examples and look at various resources that are available to teachers. While this presentation will have applications to all grade levels, the projects presented will relate most to the middle to upper grade levels.

- Middle School, Upper School

**Chemistry: It's Not as Scary as You Think**
*Susan Bickel, The Benjamin School*
Chemistry is often the neglected branch of science in elementary classrooms, but you probably already do chemistry without even realizing it! Learn how to incorporate new lessons into existing ones and add units to push even further. We will take the basics of mixtures on a path through chemical/physical changes, acids/bases, Halloween candy, Florida geology, and other topics. This workshop is led by a teacher and an American Chemical Society Science Coach team.

- PreK-2, Lower School

**Digital Citizenship: How Am I Supposed to Teach This?**
*Michael Hughes, Jewish Academy of Orlando; and Shari Wladis, EdTech EASE*
In this connected world, students have access to an unlimited amount of content, people, and images. You know that teaching Digital Citizenship is important, but what exactly is it? And how can you teach it? What resources can you include that are appropriate for elementary students? This session will provide an overview of available resources to incorporate Digital Citizenship lessons into multiple curricular areas.

- PreK-2, Lower School, Middle School
Preparing for an FCIS Evaluation
Melissa Alton, Director of Accreditation, and Julie Johnson, Assistant Director of Accreditation and Member Services, FCIS
Is your school undergoing evaluation this year? Or even next year? If so, this session will provide an overview of the new self-study process utilizing the FCIS Accreditation Portal, the pre-visit, as well as the “nuts and bolts” of preparing for the evaluating team’s arrival. Come prepared with your questions! (This session also offered at 11AM)
• All

Providing Quality Feedback to Enhance Student Learning in HS Math
John Horsington, Carrollwood Day School; and Bette Horsington, Saddlebrook Preparatory School
In this session, presenters will share examples of rubrics that provide quality feedback to students, and identify key elements of quality rubrics to help improve learning. Participants will practice grading student work against rubrics and develop new task specific rubrics with tasks for high school math students.
• Upper School

“Why Won’t Students Just Pay Attention?”: Solutions from Cognitive Science
Andrew Watson, Translate the Brain
Distracted students routinely frustrate their teachers, their peers, their parents…and themselves. What can we do to help our students attend? Recent scientific frameworks for attention help teachers foster and preserve classroom focus. When we recognize attention as a combination of three distinct processes—“alertness”, “orienting”, and “executive attention”—we discover more effective ways to help students attend, concentrate, and learn. This lively workshop makes cognitive science both clear and practical for teachers and administrators.
• All

Curiosity, Creativity, Innovation, and the Young Mind
Christina Romero and Shelley Roy, Gulliver Schools
Through modeling and participating in activities, participants will explore tidbits from the latest research on the brain; how to produce curiosity in the classroom by balancing ability and novelty; ways to nurture young innovators; and bending, breaking, and blending as creative strategies. These ideas have worked with students as young as four and with adults. Come play with us!
• PreK-2, Lower School
School Climate 2.0: Fostering Positive Student Relationships Offline and Online
Sameer Hinduja, Florida Atlantic University, Cyberbullying Research Center
It remains critical that educators marshal the powers of peer influence and school culture to curtail peer conflict, harassment, and other problem behaviors, but many are unsure what to implement. Based on the latest research, we discuss practical school climate initiatives such as social norming, empathy building, peer mentoring, and more. These initiatives not only enhance student achievement, success, and connectedness, but produce students who are measurably more safe, smart, and responsible offline and online.
• All

Admissions Tests by the Numbers
Akil Bello, Educational Access Consultant
For most students, admission exams (ISEE, SSAT, SAT, ACT, etc) are a huge challenge in transitioning from between schools. Anxiety over tests has grown recently, as tests have undergone changes and schools have changed how they use them. Leveraging the 35+ years of The Princeton Review's expertise and two decades of personal experience, the presenter will discuss what standardized tests actually show about student abilities and will decode statistical labels such as college readiness benchmarks, SEM, and sub-scores to help participants more effectively use exams and support students. We will focus on content alignment, prep best practices, and strategies to maximize performance.
• All

Got Alchemy? Add Magic to Your Advisory Time
Tony Hernandez, Reflective Wisdom
Do you feel like your advisory time is getting stagnant? You recognize the importance of using advisory time so your students can connect and foster trust with you and with each other. And yet you don’t always feel equipped to hold this type of space. This is where the Points of You® approach comes in. Attend this session and get hands on experience with the Points of You Coaching Game, and watch how this tool easily invites a group of people to share in a fun yet powerful way.
• All

Is Nearpod Really so Far?
Brandon Hazzard, The First Academy
Is Nearpod really that far from your classroom? In this session, participants will learn how to integrate Nearpod into just about every scenario. Using any internet capable device, it is possible to take kids around the world, conduct administrative meetings, or collect information from parents without paper. Nearpod has thousands of lessons in there store, and there are many ways to create a custom fit lesson just for your class or school.
• All
Teaching Writing Like an Expert by Doing Just One Thing  
Nina Graham, Calvary Christian High School  
During this session, participants will practice the teaching of writing like an expert through the emphasis of one learning strategy: annotation. Sample rubrics and writing will be used to exercise this concept.  
• Middle School, Upper School

More Than Sad: Suicide Prevention Education for Teachers and Other School Personnel.  
CANCELLED  
Sarah Clark, American Foundation for Suicide Prevention; and Liz Colavecchio, The Discovery School  
Intended for educators and other school personnel, this session includes a film and covers mental health conditions, the warning signs of suicide, and the steps we can take to get help for at-risk students.  
• Middle School, Upper School

Perfecting Reading and Writing Skills in the World Language Classroom  
Lucia Allen and Carolina Collins, Episcopal School of Jacksonville  
During this workshop, attendees will learn how to enhance your students’ reading and writing skills by practicing storytelling techniques and effective writing activities. Different practices, such as circling, timed writing, and running dictations will be demonstrated in Spanish. Attendees of the workshop will leave with tools ready to use in their own world language classes.  
• Upper School

This is Your Brain on Art  
Donna Grasso, Seven Bridges School  
This session will be a hands on demonstration and discussion of drawing exercises that address the neurocognitive skills needed for comprehension and composition. These specific exercises can improve the connections between different cognitive activities and overall processing. Lateratization, the concept of right and left brain hemisphere uniqueness of function, and the connections that stimulate communication will be discussed. Participants will leave with practical methods for incorporating these drawing activities into their class routines.  
• All

Not Your Grandpa’s PE Class  
Doug Postell, Kamryn Sherman, and Leif Noren, Jacksonville Country Day School  
Learn about one school’s physical education program that focuses on fitness, skill acquisition, team building, social development, and character education. While many of the activities are similar to those played when we were young, this curriculum is modernized to give students a fresh and dynamic take on physical activity. These innovative activities are designed to motivate the students intrinsically, so exercise becomes its own reward, and sets the stage for healthy living.  
• PreK-2, Lower School
Friday Program – Session II
November 16 | 11:00 - 11:50 AM

City Terrace 4

Engaging Young Writers: An Integrated Curriculum Approach
Diane Hollowell, The Pine School
How do we do it all, when there is so much to do? This session explores how a primary teacher and instructional coach partner together to create integrated learning experiences that are engaging and meaningful for children while still making sure that kids are prepared for the expectations to come. Participants will leave with a framework of how to use writing as a foundation for connecting all subject areas with both rigor and engagement.
• PreK-2

City Terrace 5

Programming and Coding and Robotics, Oh, My! Computer Science for Beginners!
Ella Yankelevich and Yamara Higgins, Pine Crest School
This session will model how to successfully teach complex computer science and robotics concepts to our youngest learners, including appropriate standards, concepts, and skills. Presenters will also share relevant vocabulary, lesson plans, and activities and highlight grade level appropriate games, apps, and robots. The session will allow time for a question and answer period in which attendees can discuss the best ways of implementing computer science into the classroom.
• PreK-2, Lower School

City Terrace 6

STEM Projects for Elementary Students
Chelsea Crabtree and Dan Peterson, The Cornerstone School
Want to engage young students in STEM with project-based learning? Presenters will share some of their annual elementary STEM projects, including a paleontology project, pumpkin drop, and more! The presentation will include information and handouts on how to recreate these fun projects at your school as well as on the standards addressed.
• PreK-2, Lower School

City Terrace 7

Harnessing Student Interest in Business and Entrepreneurship
Kamal James and Daniela Brenha, Gulliver Preparatory School
Given the ubiquity of stock market discussions in the media, student interest in shows like Shark Tank, and workforce trends toward outsourcing, it is critical that high school students have access to classes that deepen understanding of business and entrepreneurship. This session will present curricular resources and teaching methods used to help students think like business leaders.
• Upper School
The Past in Paint: Teaching Historical Thinking through Art
Matt Edmonds, Tampa Preparatory School
Do you want to teach the skills of historical reasoning, but have students who struggle with dense primary source material? Do you want to promote empathy in your classroom? Do you want to make your history course more interdisciplinary? Learn how the intentional incorporation of art into your curriculum can achieve all of these goals, improving accessibility while simultaneously promoting engagement and critical thought around issues of perspective, contextualization, change and continuity over time.
• Middle School, Upper School

The Science of Happiness, a New Understanding: How to Foster Flourishing in Schools
CANCELLED
Amanda Quintanilla, Gulliver Schools
In this session, the presenter will discuss how non-cognitive factors, such as, self-discipline, grit and positive education, amplify student performance. Through the research and teachings of Dr. Martin Seligman (expert in the field of Positive Psychology), Angela Duckworth (Psychologist and author of *Grit: The Power of Passion and Perseverance*), and Dr. Dan Siegel (Psychologist and author of *The Yes Brain* and *The Whole Brain Child*), we can better prepare ourselves and our faculty to be able to amplify student performance. Changing the tone of the classroom to positive vocabulary, rather than pathological vocabulary, is the key to rejuvenating classrooms, which increases the engagement of students. Several examples of curriculum and embedded, ritual, practices will be covered, from grades K through 12.

Preparing for an FCIS Evaluation
Melissa Alton, Director of Accreditation, and Julie Johnson, Assistant Director of Accreditation and Member Services, FCIS
Is your school undergoing evaluation this year? Or even next year? If so, this session will provide an overview of the new self-study process utilizing the FCIS Accreditation Portal, the pre-visit, as well as the "nuts and bolts" of preparing for the evaluating team's arrival. Come prepared with your questions!
• All

From Small PIP's—Big Things Grow!
Chris Stephenson, Saint Edward's School
Get middle school students to think creatively, act passionately, and solve problems all at the same time! Grow PIP's - Personal Innovation Projects! Born from frameworks from International Baccalaureate, Google 20 Time, Stanford Design Thinking and pedagogy from Trevor McKenzie's book “Dive into Inquiry”, integrate a PIP into any subject and teach students valuable independent innovation skill sets, the importance of process, and grit that go beyond just producing a final “project” for their final “grade”.
• Middle School
**Designing a Design Thinking Course**  
*Kris Swanson, Pine Crest School*

Learn about one school’s three-year-old Innovation Program, centered around a new PK-12 computer science curriculum and the building and staffing of Innovation Labs, where students design and build projects integrated with classroom curriculum. A 9-week wheel course was more recently introduced that centered around the use of Design Thinking as a tool for students to create thoughtful, well-researched, and creative solutions to real-world problems. The vision was to give students design skills that could be paired with computer science, building, and machine fabrication (3D printers, laser cutters, etc...) skills to design and prototype effective solutions to a wide variety of problems. In this session, the teachers who designed and are implementing this course will share the story of the Design Thinking process they underwent. They will share the results of its first implementation, and how they are iterating its design to make it even better.

• All

**The Power of Picture**  
*Shelley Roy and Valeria Rodriquez, Gulliver Schools*

The brain processes an image 60,000 times faster than text. Shifting notetaking and learning to sketchnoting taps into the power of image. Learn and practice: layouts, borders, dividers, icons, and simple techniques for drawing people. These practices have been successful in helping retention, especially for English Language Learners and those that struggle with traditional linear thinking. Leave with an action plan for embedding sketchnoting into your classroom.

• All

**Aspiring Administrators: Cultivating Your Leadership Capacity**  
*Ryan Jordan, Berkeley Preparatory School*

The most talented teachers, coaches, advisors, etc. often get tapped to take on different mid-level leadership roles in schools. However, being a successful manager and leader of programs and other adults is very different than being a great teacher and leader of kids. This session will explore the experience, skills, and attributes needed to be successful in various administrative positions, and ways that educators can cultivate and grow their leadership capacity.

• All

**21st Century ED in a 19th Century GE System**  
*Marcos Redondo, Deborah Bright, and Dean Oppegaard, The Village School of Naples*

STEM programs are defining the drive of modern education to fulfill the needs of an ever-changing economy. These presenters believe the “A” in STEAM does not represent Art, but THE arts: literature, philosophy, the social sciences, and art. Cross-curricular in nature and driven by student-creation, they aim to break down the silos of autonomous departments by creating independent students who engage in ownership of the learning experience through passion projects unique to the individual student.

• All
Star Wars, Snapchat, and Me: Cultivating Intrinsic Value in Students
Laurie Coburn, Maclay School

In the teenage world of distractibility, self-centeredness, and apathy, teachers have the unique opportunity to create environments that are conducive to students' discovery of the intrinsic value of learning. Through the use of effectively engaging project-based learning opportunities, logical discipline, and consistent consequences, students can learn the intrinsic value of any curriculum covered.

- All

The Wheels on the Bus...Are Falling off!
Peggy Campbell-Rush, The Bolles School

This workshop deals with Executive Functioning Skills in young children. It will give an in-depth look into these crucial brain activities and necessary life/school skills. Executive Functioning Skills are necessary for success in life and at school, and some students come to school woefully unprepared to cope and thrive. The workshop is filled with brain research, practical tips, and many hand-on activities you can experience and use immediately with the children in your care.

- PreK-2, Lower School

Middle School Math Lessons: Real Life, Real Easy
Mark Hoey and Kelly Schuster-Paredes, Pine Crest School

Middle school is the perfect time to start preparing young learners for the “real” world math they will encounter. Making math relevant to students is what all math teachers aim for, right? By combining additional subject areas and technology, presenters will show how to create in-depth learning activities for every middle school student, ranging from common Math 6 to Algebra 1. Come “play” with some math topics and walk away with some quick lessons to use in class.

- Middle School

AP Teaching Strategies that Encourage Learning through Competition
David Wandel, Episcopal School of Jacksonville

The session will include some specific examples of classroom strategies that use competition to improve AP scores. These strategies are developed for AP Environmental Science, but could be adapted to any AP exam and range from a semi-regularly repeated 15-minute activity to an end of year review plan.

- Upper School
Boardroom 2  
**Real-World Tools: Reframing World Language Education**  
*Amanda Hernandez, Saint Edward’s School*  
With respect to world language education, our nation is severely lacking and has effectively fallen behind, compared to the rest of the industrialized world. However, possessing practical knowledge of another language is the first step towards bridging the gaps between cultures and communities; and consequently, it is fundamental to our ability to effectively work together and make progress as an overall society. As a world language teacher, it is important to cure this ominous and dangerous monolingualism and to transform the self-limiting attitudes and mindsets that are common among students in their world language studies. Participants will leave this session with practical tools for the classroom.  
• **Middle School, Upper School**

Boardroom 3  
**Celebration of the Arts: Connecting as One School**  
*Kyle Maurey, Kim Daniel, Kaitlyn Dressel, Cathy Hicks, Maclay School*  
In this session, presenters explain the value of and steps to create your own Celebration of the Arts. This celebration is a way to connect the students, faculty, and staff to parents and community members through a variety of interactive booths and games all focused around the arts. Combining student-run booths showing the connectivity of art and education with sponsored booths showing the importance of art in the community creates a fun-filled and educational day for everyone.  
• **All**

Boardroom 4  
**Expecting Great Sportsmanship!**  
*Jacob von Scherrer, Maclay School*  
Are you looking to improve the level of Sportsmanship at your home athletic events? Do your parents (or coaches) need a refresher in the goals of educational sports and how “winning” is not just confined to the final score? Expecting Great Sportsmanship will provide participants with ready to use activities and ideas that can be put to use immediately to help raise the level of sportsmanship from students, parents, and even coaches!  
• **Middle School, Upper School**
Friday Program – Session III
November 16 | 12:00 - 12:50 PM

City Terrace 4

Medieval Maker Space: STEM & the Middle Ages
Deborah Lefebvre and Dr. Vivienne Carr, Community School of Naples
From lords and knights to vassals and villeins to...computers? ABSOLUTELY! Marry the world of the middle ages to modern technology through STEM to engage students with hands-on learning, group interaction, and critical thinking. Students experience the feudal system through assigned social statuses and tasks, which include the creation of an authentic medieval manor using SketchUp, a 3D design engineering software.
• Middle School, Upper School

City Terrace 5

Place-based Education in the Early Childhood Classroom
Kati McClurg, Amelia Island Montessori School
In this session, participants will discuss “place-based learning” and the importance of knowing where you come from, making connections, and developing a deeper love for a place and all its inhabitants. The presenter will share resources and lessons that could be adapted for any place and a wide array of hands-on materials that can be used in the classroom right away. Teachers will be inspired to help children learn about where they are from and to ignite their interest in their local environment and history.
• PreK-2

City Terrace 6

Using Mindfulness in the Classroom
Christy Maurer, Jacksonville Country Day School
At a time when students appear to be more anxious and stressed, need help with social-emotional skills, and exhibit difficulty with focus, research indicates mindfulness is a tool that promotes kindness, resilience, focus, and grit. In this session, led by a school administrator and a school counselor, participants will be introduced to practical ways that mindfulness can be implemented into the classroom. We will begin the session with a mindfulness activity!
• PreK-2, Lower School

City Terrace 7

Build Your Army-TNT (Teachers Need Teachers)
Leigh Ellen Nettles and Fran Sandon, Maclay School
A school's success hinges on people, not programs. Teaching is more than a job, and a teacher's work impacts the success of a school in fundamental ways. Explore grassroots ways to unearth common interests among faculty, creatively celebrate successes, support colleagues when they have temporary personal or professional setbacks, and develop positive attitudes among your peers! Creating a community of respect and appreciation can start with you! Learn how one person can positively impact the culture of a school!
• PreK-2, Lower School
**City Terrace 8**

**Vibrancy in Literature: Cultural and Global Literacies**  
Christina Karvounis, The Bolles School  
Global citizenship and cultural competency are essential for learners in our 21st century world. What are ways to affirm and weave these literacies into our everyday teaching? Broad representation in literature offers multicultural perspectives, but herein also lies the inherent danger of simultaneously creating “otherness”. Come discover materials and lessons to introduce and integrate a wide spectrum of literature into a curriculum and how to shape a PK-6 library or classroom collection.  
• Pre-K-2, Lower School

**City Terrace 9**

**Real Science / Real Benefits: Student / Scientist Partnerships**  
Diane Krug and Andria Kroening, Greenwood School; and Tony Vecchio, Jacksonville Zoo  
Expand your teaching environment. Presenters explore the unlimited possibilities of Environmental Education by combining various scientific fields. They offer strategies and projects that students use to support the work of professionals active in their fields. Come see student scientists in action!  
• Middle School, Upper School

**City Terrace 10**

**Serving on an FCIS Evaluation Team**  
Melissa Alton, Director of Accreditation, and Julie Johnson, Assistant Director of Accreditation and Member Services, FCIS  
FCIS schools experience evaluation every five years, and one of the best ways to prepare for an evaluation is to participate in an evaluation. In addition, team members cite that serving on a team is one of the best forms of professional development. Learn the responsibilities and duties of a team member, and what a visit looks like from the other side. At the conclusion of the session, participants may sign up to be in the evaluation team member database.  
• All

**City Terrace 11**

**Hands on, Minds on Learning in Science Labs**  
Kristin Wilson, Oak Hall School  
Need lab activities that are both easy to set up, cost effective, and really get students involved? This session will explore antimicrobials. Discover potential environmental health issues associated with Triclosan, an antimicrobial agent found in a variety of consumer products. Model how natural selection could result in the evolution of antimicrobial resistant bacteria. Analyze readings to identify potential risks and benefits of Triclosan use. This session will utilize Science Take-Out labs.  
• Middle School, Upper School

**River Terrace 1**

**Why Mistakes Make Students Better**  
Daniel Fisher, Berkeley Preparatory School  
This session will show participants how to make lessons steeped with mistakes. The idea is to get students to recognize mistakes in answers to better understand how “not” to make the same mistakes on assessments or projects. As athletes, musicians, thespians, etc., we all make lots of mistakes and then learn from them. Why not do the same thing with academics? This session will cover all major academic subjects.  
• All
Bullying: What Are We Missing and What Do We Do about It?
Jan Reeder, Riverside Presbyterian Day School
Every school encounters some form of “bullying” during the course of a school year. As concerned, caring educators, we do our best to prevent, protect and get ahead of bullying in our schools. However, the elusive nature of the “beast” tends to get ahead of our best efforts each year. This session is designed to challenge some of the conventional “bully busting tools” that are often used and offer alternative options to consider.
• PreK-2, Lower School

Mapping Your Ancestry Using Google Tour Builder
Keira Murphy and Chris Stephenson, Saint Edward’s School
Combining traditional genealogical research, individual DNA results and the innovation of Google Tour Builder, students learn about their own deep ancestry and highlight their personal story by building a visual, interactive, longitudinal profile. Highlighted topics include migration and immigration, as well as, how historically significant events impacted personalized family stories. This unit also incorporates geography and genetics. Participants are encouraged to bring their own laptops or tablets in order to participate in the hands-on experience using Google Tour Builder and real DNA analysis and haplogroups.
• Lower School, Middle School, Upper School

Meaningful Educational Travel
Bryce Stewart and Sarah Kemeness, Palm Beach Day Academy
Every teacher has thrown away hundreds of travel fliers. There’s no shortage of companies that will sell your school a package—but are these trips truly meaningful for students? Applying the tenets of backwards design to trip planning can yield amazing results. When we begin with clear learning objectives that are cross-curricular, when students have a stake in planning both the trip and the educational activities that enhance that experience, school travel can become truly meaningful.
• Middle School, Upper School

Baby Boomers and Selfie Groomers: Processing Generational Gaps through Creative Writing
Jan-Marie Cook, Palm Beach Day Academy
2018 Winner of the DeWitt E. & Vera M. Hooker Fellowship Award
While Generation Z takes the spotlight with insignificant stories of their “meals and feels” across social media, the powerful stories of their grandparent's generation, those of wars and recessions and depressions, are fading into the background. By harnessing the skills and talents of both these generations through the power of the written word, we can create a lasting bond between these two very different groups, while also shifting the thinking of millennials from “selfie-ness” to selflessness, and, in doing so, create students that have a strong sense of self, as well as a strong sense of their community.
• All
Daytona

**Are You Prepared? Adding First Aid and CPR to Your Curriculum/Community**

*Tracy Jester and John Dwyer, Episcopal School of Jacksonville*

Is your school ready in case of an emergency? Do your faculty, staff, and students have the knowledge to help someone in need of medical care? Presenters will explain the ins and outs on how to add First Aid and CPR to a school’s curriculum and community. They will introduce the process for becoming a certified instructor through the American Red Cross and how to best implement the program in your school setting.

- **Middle School, Upper School**

Orlando

**The Google Infused Classroom: Curation and Reflection Using Digital Portfolios**

*Tanya Avrith, North Broward Preparatory School; and Cristen Magaletti, Saint Andrew’s School*

Reflection is what we do during and at the end of a unit to think critically about the learning process. It is a time set aside to contemplate what we learned, how we learned, and where we might connect it to the real world. In this session, we will examine how to implement process-oriented digital portfolios that promote self-assessment and reflection for students as they learn. Explore the best Google infused tools available and how to easily setup your classroom digital workflow when using digital portfolios.

- **All**

Boardroom 1

**Finding Value in the Imperfect Performance**

*Carolyn Tuttle, Episcopal School of Jacksonville*

Teachers and students rehearse the same pieces for hours, weeks, and even months to create the perfect performance. However, there are imperfect performance opportunities that enrich students’ lives and afford them a more valuable experience. Whether it’s songwriter’s open mic night, a trip to work with children in Romania, or a music therapy project with dementia residents, come explore various ways to enhance students’ lives through the imperfect performance.

- **Middle School, Upper School**

Boardroom 2

**Teaching Spanish as a Foreign Language through Accelerated Integrative Method (AIM)**

*Claudia Willis, Maclay School; and Hilal Peker, Bilkent University (Turkey)*

The purpose of this workshop is to present the findings of a mixed method study examining the effectiveness of Accelerated Integrative Method (AIM) in teaching Spanish as a foreign language at a school in the U.S. Presenters will share and demonstrate AIM activities and detail the specific strategies used in the language classroom for students learning foreign languages. AIM program structure and teacher experiences, along with best practices in teaching foreign languages will be discussed.

- **All**
**Boardroom 3**

**EASE (Everyday Arts for Special Education)**
Amanda Robison, North Florida School of Special Education

Everyday Arts for Special Education (EASE) is a multi-sensory program developed to encourage student achievement and participation in the areas of communication, socialization, academic learning, and arts proficiency through arts-integration strategies. EASE assists teachers in developing game-based, engaging curriculum, differentiation, and culturally responsive and inclusive practices in all educational settings and curriculums. Students learn ease and acceptance of transitions, self-regulation, multistep directions, and skills for maintaining focus through the support of EASE activities. Participants will leave the session with an introduction to several EASE activities as well as strategies of differentiation to be used with students in various classrooms and subjects.

- PreK-2, Lower School, Middle School

**Boardroom 4**

**The Mind, the Media, and the Message**
Natalia Walchli and Cristina Salup, Gulliver Schools

Come experience the skills students need in a digital world. Media literacy provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms — from print, to video, to the Internet. It builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression. Session takeaways: pedagogical understandings of teaching media literacy, fact-mining guide for students, alignment to standards, and resources.

- Middle School, Upper School

**Friday Luncheon & Keynote**

November 16 | 1:00 - 2:30 PM
Grand Ballrooms 1-4

Joy Purdy  |  News Anchor, WJXT

**Teach On!**

The impact teachers have in the lives of their students and their families as well as the community they serve requires teachers to be “on” at every moment. It is not just a job, but a life and a passion.
Special Thanks

Episcopal Schools’ Eucharist & Breakfast
The Reverend Adam Greene, Episcopal School of Jacksonville

Thursday Luncheon Invocation
Mother Beth Tjoflat, Canon for Urban Ministry, Episcopal Diocese of Florida, St. Mary’s Episcopal Church & Outreach Ministries

Friday Luncheon Invocation
Imam Mostafa Muftah, The Baymeadows Islamic Center

Door Prizes

Amelia Island Montessori School
Beaches Episcopal School
The Bolles School
Cornerstone School
The Discovery School
Episcopal School of Jacksonville
Grace Christian School
Grace Episcopal School
Holy Comforter Episcopal School
Holy Nativity Episcopal School

Jacksonville Country Day School
Maclay School
Martin J. Gottlieb Day School
Parkway Christian School
Riverside Presbyterian Day School
St. Mark’s Episcopal Day School
San Jose Episcopal School
Mission Inn Resort, Howey-in-the-Hills
Palm Beach Marriott Singer Island Beach Resort & Spa
Hyatt Regency Coconut Point Resort, Bonita Springs
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