IT'S YOUR TIME
principalsconference.org/REG20
Learn from practitioners, network with peers from across the country, and get takeaways that help you provide the best leadership possible for those who need it most—your staff and students. NPC20 is your place to pause, recharge, and focus on your practice.

STAY ORGANIZED
Download the NASSP EVENTS app in the App Store or Google Play to:
- View the NPC20 schedule
- Create your own agenda
- Learn about speakers, sessions, and Solution Center activities

STAY INFORMED
@NASSP facebook.com/principals #NPC20

STAY ENGAGED
Encourage your professional learning community to meet up in National Harbor, MD, and exchange best practices.
YOUR PROFESSIONAL LEARNING

NPC20 is where you put your wellness and professional growth first while setting your sights on solutions for a better future. With four inspiring strands that incorporate NASSP's Building Ranks™ framework, your growth is sure to continue long after the event.

**BUILDING A CULTURE OF WELLNESS**
Nurture community stakeholders to develop and live shared norms, values, and beliefs to be successful in an evolving school community.

**BUILDING A CULTURE OF EQUITY**
Discuss how proper behavior, systems, processes, resources, and environments ensure that each member of the school community is provided fair, just, and individualized learning and growth opportunities.

**LEADING LEARNING FOR TODAY**
Explore how to empower each individual to apply knowledge, skills, and dispositions to grow and contribute productively by expanding current practices with practical strategies.

**LEADING LEARNING FOR TOMORROW**
Discover what's possible when each individual harnesses the power of innovative and disruptive ideas to contribute to society on a global scale.
# Schedule at a Glance

## Monday, July 6

- **9:00 a.m.–5:00 p.m.**  
  Registration Hours

## Tuesday, July 7

- **7:00 a.m.–3:00 p.m.**  
  Registration Hours

- **8:30–10:00 a.m.**  
  Opening Thought Leader Session—**Maryland Ballroom**—Erik Qualman

- **10:00–11:00 a.m.**  
  Exclusive Time in Solution Center and Book Signings—**Potomac Ballroom A–D**

- **10:00 a.m.–3:00 p.m.**  
  Solution Center Open—**Potomac Ballroom A–D**

- **11:00 a.m.–12:15 p.m.**  
  Concurrent Sessions

- **12:15–1:00 p.m.**  
  Solution Center, Book Signings, and Innovation Playground—**Potomac Ballroom A–D**

- **1:00–2:00 p.m.**  
  Concurrent Sessions

- **2:00–2:45 p.m.**  
  Exclusive Time in Solution Center and Book Signings—**Potomac Ballroom A–D**

- **2:45–4:00 p.m.**  
  Concurrent Sessions

- **4:15–5:15 p.m.**  
  Concurrent Sessions

## Wednesday, July 8

- **7:00 a.m.–3:00 p.m.**  
  Registration Hours

- **8:00–9:30 a.m.**  
  Thought Leader Session—**Maryland Ballroom**—Kim Bearden

- **9:30 a.m.–10:30 a.m.**  
  Exclusive Time in Solution Center and Book Signings—**Potomac Ballroom A–D**
**WEDNESDAY, JULY 8—CONTINUED**

<table>
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<tr>
<td>4:30 p.m.</td>
<td>Prize Drawings—<strong>Potomac Ballroom A–D</strong></td>
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<tr>
<td>5:00 p.m.</td>
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**THURSDAY, JULY 9**

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<td>Concurrent Sessions</td>
</tr>
<tr>
<td>11:00–11:30 a.m.</td>
<td>Throwdown—<strong>Maryland Ballroom A–D</strong></td>
</tr>
<tr>
<td>11:45 a.m.–1:00 p.m.</td>
<td>Closing Thought Leader Session—<strong>Maryland Ballroom</strong>—Beth Houf, Akil Ross, and Brian McCann</td>
</tr>
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*Schedule is subject to change.*
**MEET YOUR WORLD-CLASS THOUGHT LEADERS**

**TUESDAY, JULY 7**

**Digital Transformation: Design Your Future**

**PRESENTER:** Erik Qualman, bestselling author and motivational speaker

We don’t have a choice on whether we digitally transform; the choice is how well we do it. Leaders in this digital decade are made—not born. The key is not only understanding social media, but more importantly, understanding how they work together and the balance of offline and online. Using profound and practical research, Qualman showcases the five habits that drive success and happiness for faculty, students, and parents in a Wi-Fi world. Qualman reveals new techniques and insights to positively impact and transform your school community.

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**WEDNESDAY, JULY 8**

**Creating a Climate and Culture for Success**

**PRESENTER:** Kim Bearden, cofounder, executive director, and language arts teacher, Ron Clark Academy, and bestselling author

Kim Bearden will motivate, inspire, and remind school leaders of the powerful impact they can have, despite the pressures and challenges of their profession. An emphasis will be placed on ways to support staff and teachers while ensuring that they are creating classrooms that promote student engagement, increase rigor, and develop meaningful relationships. Bearden will also share the importance of building relationships among staff, families, and students that will motivate, engage, empower, and create success for all. Participants will learn proven tools and techniques for creating a school climate that will cultivate the optimal environment.

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**THURSDAY, JULY 9**

**Leaders Matter: Power Up With Passion**

**PRESENTERS:**

- Beth Houf, principal, Fulton Middle School, Fulton, MO, and 2019 NASSP Digital Principal of the Year
- Akil Ross, author, educational consultant, and 2018 NASSP National Principal of the Year
- Brian McCann, principal, Joseph Case High School, Swansea, MA, and 2018 NASSP Digital Principal of the Year

For these thought leaders, passion isn't just what drives their leadership—it's a way of life. Akil Ross, 2018 NASSP National Principal of the Year, builds a culture of wellness through the purposeful care of his stakeholders and by providing them a voice. Beth Houf, 2019 NASSP Digital Principal of the Year, leads learning for today by modeling the immediate importance of relationship-building and professional learning network empowerment. Finally, 2018 NASSP Digital Principal of the Year Brian McCann leads learning for tomorrow through the question, “What if?” What can educators do to disrupt the status quo and lead change? These three practicing principals will help you see tomorrow's possibilities.
The 2020 National Principals Conference will be the sixth occasion for the NASSP Policy & Advocacy Center to host a session on the State of American Education. This year, school leaders will get a glimpse of what education may look like depending on the outcomes of the 2020 presidential and congressional elections. Principals will have the opportunity to hear from a diverse panel of thought leaders in education who will share their election predictions, as well as from current and former educators involved in the legislative process at the local, state, or federal level.

Christina Samuels, associate editor, Education Week

Hon. Melissa Provenzano, Oklahoma House of Representatives, Oklahoma City, OK

Randi Weingarten, president, American Federation of Teachers, Washington, D.C.

Frank Brogan, assistant secretary for elementary and secondary education, U.S. Department of Education (invited)

Glenn Robbins, superintendent, Brigantine Public Schools, Brigantine, NJ
BUILDING A CULTURE OF WELLNESS

SIX COMPONENTS TO A TRAUMA-INFORMED SCHOOL

**PRESENTERS:** This session will provide educators with a clear definition of trauma, describe the effect it has on students and staff, and provide a detailed method for transforming institutions to become trauma-informed.

- **Harrison Bailey,** principal, Liberty High School, Bethlehem, PA
- **Nikolas Tsamoutalidis,** assistant principal, Liberty High School, Bethlehem, PA

**EMPHASIZING A CULTURE OF WELLNESS AS WE RECLAIM THE URBAN AMERICAN HIGH SCHOOL**

**PRESENTERS:** The urban Hunters Lane High School went from “corrective action” to “good standing” status, with a 70 percent reduction in disciplinary incidents as a result of a school redesign. In this session, your speakers will detail successful student engagement strategies, including the introduction of innovations such as one lunch for all students and the “texting principal.” Additionally, you will engage in discussion surrounding developing an accountability system that is data driven, using a formalized continuous improvement process, and demanding growth that leads to a positive educational focus.

- **Susan S. Kessler,** principal, Hunters Lane High School, Nashville, TN
- **April Snodgrass,** assistant principal, Hunters Lane High School, Nashville, TN

**LEADERS DESERVE SELF-CARE TOO!**

**PRESENTERS:** In an occupation of giving, we are susceptible to compassion fatigue and secondary trauma. In this session, we will discuss self-care and mindfulness and how these are important to protecting ourselves so we can properly help our staff and students. Attendees will learn ways to aid others as they experience trauma and will leave with a plan to support self, students, and staff. You have to take care of you!

- **Jonathan Apostol,** principal, Monett Middle School, Monett, MO
- **Cherie Austin,** principal, Monett Intermediate School, Monett, MO

**DIGITAL EVERYTHING: FOREVER AND FOR ALL TO SEE**

**PRESENTER:** In this day of digital everything, many teachers and administrators find themselves spending too much time dealing with online/digital-related issues affecting their students. This session gives school leaders a better understanding of how to minimize that by raising student awareness surrounding the consequences of their online decisions, while also helping them understand how to rise above cyber-catastrophe or cyber-cruelty.

- **Catherine J. Bosley,** TV journalist and online advocate, CJB Productions, LLC, Youngstown, OH
BUILDING A CULTURE OF EQUITY

PUBLIC SCHOOL POLICY: TRAUMA-INFORMED SCHOOLS FROM THE TOP DOWN

PRESENTER: One in 3 children in every school have experienced trauma. Research shows that without support from principals, schools working to become trauma-informed will fail. Principals operating without the support of their central office often abandon the effort due to lack of funding.

Melissa Sadin, director, Creating Trauma-Sensitive Schools, Attachment & Trauma Network, Somerville, NJ

FORMING AND MANAGING EFFECTIVE COMMUNITY PARTNERSHIPS THAT HELP AT-RISK STUDENTS SUCCEED

PRESENTERS: Every day, students are facing challenges outside of the classroom that keep them from succeeding inside the classroom—poverty, anxiety, poor health, and trauma. Effectively leveraging community partnerships helps at-risk students stay in school and on a path to graduation. This interactive session, led by current and former principals and a community-based organization leader, will provide actionable tools that will help school leaders surround students with a community of support, empowering them to stay in school and succeed in life.

Lisa Walls, principal, Chapa Middle School, Kyle, TX
Shaunna D. Finley, principal external professional development partner, Communities In Schools, Arlington, VA
Chris P. Gabriel, executive vice president, Children and Family services division, Volunteers of America, Shreveport, LA

EQUITY AND EXCELLENCE NOW: THE 90 90 90 SOLUTION

PRESENTER: In this interactive session, Dr. Douglas Reeves will share the latest research on the most effective strategies that have an impact for all students, especially in schools with students from low-income families. “It's practices, not programs,” Dr. Reeves concludes. “It's not what we buy, but rather what we do that makes the largest difference for equity and excellence.”

Douglas Reeves, author, speaker, Creative Leadership Solutions, MA

BEYOND THE CLICHE OF POSITIVE SCHOOL CULTURE—CREATING A CULTURE OF FAMILY

PRESENTERS: Imagine what schools could be if we truly built a positive school culture for all individuals. Marginalized students are often missed, and while student leaders help define the school’s culture, those students tend to be the top-performing students academically or athletically. School leaders should stop to consider the middle group, the unflashy students who are often overlooked. True school culture exists when all students feel included within a positive atmosphere where truly diverse populations of students are heard.

Bryan A. Marshall, principal, Brandon High School, Brandon, MS
Marcus Stewart, assistant principal, Grade 12, Brandon High School, Brandon, MS
LEADING LEARNING FOR TODAY

BRING YOUR BEST SELF TO SCHOOL EVERY DAY: THE CRITICAL TRUTHS ALL PRINCIPALS NEED TO KNOW TO BE EFFECTIVE

**PRESENTER:** Remember when you wanted to become a school leader? How you were going to inspire others to be great? Do you still have that same fire? We all can do better when we have a better understanding of the skills we need to become more effective leaders. Jimmy Casas—22-year veteran principal and bestselling author of *Culturize: Every Student. Every Day. Whatever It Takes.* and his latest release, *Live Your Excellence: Bring Your Best Self to School Every Day*—will share shortcomings and critical truths he learned the hard way on his path to becoming a state and national award-winning principal.

Jimmy Casas, educator, author, speaker, and leadership coach, Chicago, IL

ASSISTANT PRINCIPAL FIELD GUIDE: MAXIMIZING YOUR IMPACT

**PRESENTER:** The role of assistant principal can be a difficult balancing act, consisting of discipline, parent communication, attendance, instructional leadership, cafeteria duty, counseling, innovation, and more. This session will share practical strategies for balancing your roles and maximizing your impact as an assistant principal. Participants will engage in reflective conversations, network-building activities, and personal action planning. The field guide is all about simplifying to maximize.

Jared Wastler, assistant principal, Lower Dauphin High School, Hummelstown, PA

THE LEADERSHIP GAP: DEVELOPING CULTURAL COMPETENCIES

**PRESENTER:** This session examines how school leaders can adopt and implement proactive measures inside and outside the classroom to assist more marginalized students to reach their fullest potential. Our schools have become increasingly diverse, and our students of color are impacted the most. By challenging our biases, exploring individual school data, and building on proven cultural competency strategies that foster academic success, participants will leave with an actionable plan that includes specific strategies for their schools and all of their students.

Omekongo Dibinga, professor, Cross-Cultural Communication, American University and director of UPstander International, Washington, D.C.

HOW TO GET ALL TEACHERS TO BE LIKE THE BEST TEACHERS

**PRESENTER:** All schools have teachers with varying ranges of gifts and talents. Within this range there are special teachers who have the ability to connect with all students and deliver highly effective instruction. These amazing teachers have an incredible daily impact on students and learning. If all teachers could become more like the most effective teachers, we would have significant improvement in every school. This session focuses on what leaders can do to get all teachers to be like their very best teachers.

Todd Whitaker, professor, Department of Educational Leadership, University of Missouri, Columbia, MO
**BUILDING A CULTURE FOR TOMORROW**

**LEAD WITH GRACE: LEANING INTO THE SOFT SKILLS OF LEADERSHIP**

**PRESENTER:** Do you love what you do, but at times struggle with the necessary interactions and communication skills that could elevate interactions in all aspects of your life? Jessica Cabeen shares practical examples from her successes and epic failures of utilizing skills to build authenticity, vulnerability, and empathy in day-to-day interactions. Participants will walk away with practical tips and ways to apply these skills in their communications and relationships, all while navigating the world of social media.

Jessica Cabeen, principal, Ellis Middle School, Austin, MN

**DOING SCHOOL DIFFERENTLY: HOW STUDENT AGENCY AND OUT-OF-THE-BOX THINKING WILL CHANGE SCHOOLS FOREVER**

**PRESENTERS:** Students need to be thinkers and problem-solvers to succeed in the 21st century! We all learn better when learning is relevant, meaningful, and interesting. We need to help teach our students how to think critically, communicate effectively, problem-solve, and become agents of their learning. If principals establish a culture that values student success and encourages risk-taking and individual pursuit of skills, interests, and aptitudes, then creativity and choice are logical next steps. Schools must take advantage of student interests to make learning meaningful and relevant.

Jay Billy, principal, Ben Franklin Elementary School, Lawrenceville, NJ

Mariah Rackley, principal, Cedar Crest Middle School, Lebanon, PA, and 2018 NASSP Digital Principal of the Year

**PREPARING STUDENTS FOR THEIR FUTURE, NOT YOURS**

**PRESENTERS:** This is your session for engaging in change talk and practices that will make your schools more relevant, responsive, and centered on preparing learners for their future and needs, not yours. Join this interactive session to learn high-impact strategies, popular trends, and proven learning theories that will shift your focus from the one-size-fits-all approach to the strategies, applications, and real work that truly serves learners.

David Guerin, principal, Bolivar High School, Bolivar, MO, and 2017 NASSP Digital Principal of the Year

Darren Ellwein, principal, Harrisburg South Middle School, Harrisburg, SD, and 2017 NASSP Digital Principal of the Year

Derek McCoy, director, learning and innovation, Grady County Schools, Cairo, GA, and 2014 NASSP Digital Principal of the Year

**PERSONALIZED EDUCATION: BUZZWORD OR GAME-CHANGER?**

**PRESENTER:** Educators are great at jumping all-in with a buzzword before knowing if it’s a game-changer worthy of our time and effort. What about personalization? Should we focus on personalizing education or will we look back one day and regret following a fad? Let’s have an honest discussion about personalization—what it means, what it looks like, what’s working, and what could be—with the goal of helping each other and leading our schools to better meet the individual needs of our students.

Scott Habeeb, principal, Salem High School, Salem, VA
NASSP believes that true well-being is all about balance—caring about our minds, bodies, and investment in the larger community. Find your balance by taking advantage of:

**BOOK DRIVE**
Give back by supporting a local school through our book drive. Make your mark and donate to the library's collection.

**YOGA**
Take a moment to put your wellness first. Start your day with stretching and breathing exercises that will allow you to pause and recharge.

**LINE DANCING**
End your day in step with your colleagues.
Find products and solutions that will take your leadership and school to new heights at the NPC20 Solution Center. Wherever you are in your career as a school leader, it is the place to expand your professional network.

**CONNECTION CENTER**
Whether you are preparing for the principalship or are an experienced school leader, this is your go-to place at NPC20 to get the latest news and resources for education through interactive activity.

**INNOVATION PLAYGROUND**
Explore new hands-on technologies you can use in your school. This area will feature student-centered learning.

**THE MARKETPLACE**
Meet authors and conference speakers, purchase books, and get them signed in person. Find merchandise as well!

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“This conference gave me the strength to keep going and inspired me to be better. It was the boost I needed. I think ALL principals should attend every year. I think school districts should make it a requirement. I loved it!”

Monica Marquez
principal, Booker T. Washington Elementary, NPC19 attendee
CONFERENCE REGISTRATION

Registration Rates

<table>
<thead>
<tr>
<th></th>
<th>Advance (through July 6)</th>
<th>On-Site (July 7–9)</th>
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<tr>
<td>Full Conference</td>
<td>$595</td>
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<td>Full Conference—Maryland Residents</td>
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<tr>
<td>Exhibits Only***</td>
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*To receive this rate, the individual must provide a copy of their college student ID to info@principalsconference.org. If the college student ID is not received within 30 days of registration, the individual will be charged the full conference rate. College/university professors do not qualify for this rate.

**Guest qualification applies only to those individuals who are not in the education industry and must accompany a paid-in-full registration.

***Must be accompanying a fully paid registrant.

CANCELLATION POLICY

Requests for cancellation must be submitted in writing to info@principalsconference.org by June 23, 2020. There is a $35 cancellation fee per registration. We allow cancellations until June 23, 2020. After that, no cancellations will be honored, only substitutions. Refunds will not be issued for no-shows. For substitutions please call 800-253-7743, option 8, or email your request to info@principalsconference.org.

SAVE ON CONFERENCE REGISTRATION

Three or more attendees receive a discount of $50 each when registering together. (Offer valid for full conference rates only.)

SOLUTION CENTER SCHEDULE

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<td>10:00 a.m.–3:00 p.m.</td>
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HOTEL AND TRANSPORTATION

HOTEL INFORMATION

For general housing questions or to request a block of 10 or more rooms, please contact NASSPhousing@conferencedirect.com. The conference is located at:

Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD 20745

$235/night

Book your hotel at www.principalsconference.org/hotel-travel

TRAVEL INFORMATION

AIRPORT INFORMATION

Reagan National Airport (DCA)
1 Aviation Circle
Washington, D.C. 20001

SHUTTLES

SuperShuttle is the Gaylord’s preferred shuttle service to and from all local airports.
Ticket prices from Reagan National (DCA) to Gaylord National*:
• 6:00 a.m.–8:00 p.m.
• Departs every 20 minutes
• $18 one way/$33 per person, prepaid round trip/$85 for exclusive van service
• Pricing does not include $2.00 airport entry fee

*Estimated pricing. Schedules are not determined by Gaylord National and are subject to change at any time without prior notice.

RENTAL CARS

This is not recommended, as parking is $30 per night for self and $49 per night for valet.

METRO STATIONS

There are no metro stations within walking distance of the Gaylord; however, you may utilize the Gaylord’s shuttle service, SuperShuttle (pricing listed above), to access the metro system from Reagan National Airport.

EXPLORE NATIONAL HARBOR

National Harbor is a beautiful waterfront destination located a short ferry ride away from Washington, D.C. Enjoy shopping and fine cuisine all within walking distance from the Gaylord National Resort & Convention Center.

LEARN MORE AT WWW.NATIONALHARBOR.COM
As a new principal, I found this entire conference amazing. It validated my reasons for becoming a school leader.

John Schrenk
principal, St. Albert the Great School, NPC19 attendee