



Nevada Association of School Boards

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“The Skeleton of an Effective School Board: Back Bone, Wish Bone, and Funny Bone”

NASB 2017 Conference Speakers

Friday, November 17

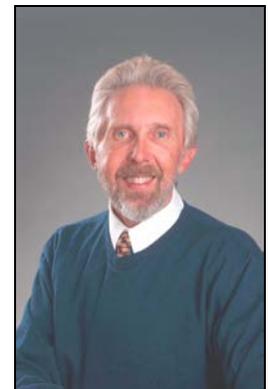
Morning Keynote Address

Sponsored Jointly by Oasis Online and Zions Public Finance

“What School Boards Can Do: Turning High-Poverty Schools into High-Performing Schools”

Dr. William H. Parrett

*Center for School Improvement and Policy Studies
Boise State University*



William H. Parrett is the Director of the Center for School Improvement & Policy Studies and Professor of Education at Boise State University. He has received international recognition for his work in school improvement related to children and adolescents who live in poverty.

His professional experiences include public school teaching and principalships, curriculum design and media production, and college leadership, teaching, research and publication.

Parrett holds a Ph.D. in Secondary Education from Indiana University. Parrett has served on the faculties of Indiana University, the University of Alaska, and Boise State University. As Director of the Boise State University Center for School Improvement & Policy Studies (1996 to present), Parrett coordinates funded projects and school improvement initiatives that currently exceed \$5 million annually. His research on reducing achievement gaps and effective schooling practices for youth living in poverty, and low-performing schools has gained widespread recognition.

Parrett is the co-author (with Kathleen Budge) of the best-selling, *Turning High-Poverty Schools Into High-Performing Schools*, (ASCD, 2012), winner of 2013 Silver Excel Award for Best Technical Book (Association Media and Publishing). He has also co-authored *Saving Our Students*, *Saving Our Schools, 2nd edition*, (Corwin Press, 2008, Best Seller & Honorable Mention, National Education Book of the Year 2009), *The Kids Left Behind: Catching Up the Underachieving Children of Poverty* (Solution Tree, 2007, Best Seller), *Saving Our Students*, *Saving Our Schools* (2003), *Hope Fulfilled for At-Risk & Violent Youth* (2001), and other important studies.

Parrett's media production, *Heart of the Country* (1998), is an award-winning documentary about an extraordinary principal of a village elementary school in Hokkaido, Japan, and the collective passion of the community to educate the heart as well as the mind. It has received critical acclaim for its insight into the universal correlates of effective teaching and learning and the power of community participation in public schools.

Throughout his career, Parrett has worked to improve the educational achievement of all children and youth, particularly those less advantaged. These efforts have positively impacted the lives of thousands of young people.

His keynote address is sponsored jointly by **Oasis Online** and **Zions Public Finance**—both are generous long-time corporate sponsors.

Friday, November 17

"Nevada Ethics for School Boards and Trustees"

Yvonne M. Nevarez-Goodson, Esq.

*Executive Director
Nevada Commission on Ethics*



Yvonne M. Nevarez-Goodson, Esq. has served as the Executive Director of the Nevada Commission on Ethics since 2014. Among her duties include the direction and administration (staff, budget, policy, media spokesperson) of the State Commission, providing outreach and education efforts to Nevada's public officers and employees regarding Nevada's Ethics in Government Law (NRS 281A), supervising and conducting investigations of third-party complaints regarding alleged conflicts of interest by Nevada's public officers, and recommending and presenting legislation and regulations. Notably, she has traversed Nevada and attended conferences in several States to provide public officers, employees and attorneys with training on the Ethics Laws.

Prior to her tenure as the Executive Director, Yvonne served as the Commission's Counsel since 2009. Yvonne has been a steward of Ethics in Government, driving the Commission's efforts to reshape and modernize the legal representation and practice before the Commission, develop the Ethics in Government Law applicable to public officers and employees and enhance the public trust in government by supporting a tremendous outreach and education campaign throughout the State and defending the Commission's mission and constitutionality before the State Legislature, the Nevada Supreme Court and the Supreme Court of the United States ([Ne. Comm'n on Ethics v. Carrigan, 2011 U.S. LEXIS 13, 562 U.S. 1127, 131 S. Ct. 857, 178 L. Ed. 2d 622, 79 U.S.L.W. 3397 \(U.S. 2011\)](#)).

Ms. Nevarez-Goodson served as the legal advisor to the Commission and its staff, drafted the Commission's opinions concerning the applicability of the statutory ethical standards to Nevada's public officers and employees and guides, and represented and defended the Commission's interests in all legal arenas, including administrative, legislative and judicial.

Prior to her service as Commission Counsel, Yvonne worked for several years in private practice, primarily engaged in government affairs and administrative and commercial litigation. Yvonne began her legal career working for the Nevada Legislative Counsel Bureau, drafting statutes and administrative regulations and advising various legislative committees.

Friday, November 17
Sponsored by ARAMARK Education



"Stress the Musical: The Scarlet Verbs"

**Superintendent Dan Wold [Eureka]
and Associates**

Nathan Alanz—Guitar and Vocals
Margaret Ann Dixon—Bass and Vocals
Dan Wold—Drums, Percussion, and Vocals



Friday, November 17

**"Contract Negotiations 101: School Districts—
What to Expect during Negotiations"**

S. Jordan Walsh, Esq.

Allison MacKenzie



S. Jordan Walsh, Esq. joined Allison MacKenzie as an associate in 2015. She is a graduate of the University of Oregon School of Law, and was admitted to practice law in both California and Nevada in 2014.

Representing a wide range of public and private employers, Jordan advises management in the area of Labor and Employment Law. In particular, Jordan's practice focuses on collective bargaining, labor disputes, employment disputes, and employment litigation. In addition, she also assists and advises her clients with operational questions and issues affecting their day-to-day relationships with their employees to ensure her client's compliance with State and Federal employment laws and regulations.

Through her experiences as a legal clerk for Lane County, Oregon, and as a staff member of the Tahoe Regional Planning Agency, Jordan has unique insight into the political and

operational challenges faced by local governments and governmental agencies. This experience, coupled with her knowledge of federal and state labor and employment law has prepared Jordan to assist employers operating in Northern Nevada and California with their labor and employment issues.

Jordan is outdoor enthusiast and enjoys taking advantage of the opportunities for sport and exploration that make living in the heart of the Sierras such a privilege.

Allison MacKenzie is a corporate friend of the Association.

Friday, November 17

"What Are Fiduciary Responsibilities for School Boards: Overview, Building the Budget, Bonding and CLGF, Cyber Security, and What to Do When Things Go WRONG"

Panel Discussion: CFO Paul Johnson [White Pine], Moderator; Superintendent Jeff Zander [Elko], Marty Johnson [JNA Consulting], Randy Robison [CenturyLink], Tina Perchetti, and Trinity Steelman [LP Insurance Services]



Paul Johnson is a native Nevadan and White Pine resident. He attended both public and private elementary schools in Ely before graduating from White Pine High School. He was student body president and was active in sports and co-curricular activities. He served as student body president and graduated in 1982. While attending UNLV he worked his way into bookkeeping and business management positions. After earning his bachelor's degree, he continued his education in business finance and insurance. He earned series 6 and 63 securities licenses and became a registered representative with the National Association of Securities Dealers.

In addition to securities, he obtained licenses for life and health insurance and provided personal and business accounting services as well as financial consulting.

After 15 years in Las Vegas, he was hired by the White Pine County School District in March 1997 and has the distinction of being the first Chief Financial Officer to work for the District. Paul has been involved in community improvement and economic development committees, youth education activities and youth athletics that include 8 years as head basketball coach for the WPHS Bobcats. In September 2002, Paul was appointed by the Governor of the State of Nevada, the Honorable Kenny C. Guinn, to fill a White Pine County Commission seat that was vacated mid-term. In January 2003, he became the Vice-Chair of the White Pine County Commission and in January 2004, became Chair. He served on the DSA evaluation committee in 2005-2006 and the Technical Advisory Committee to the Legislative Task Force on K-12 Public Education Funding in 2013-2014.

While serving as CFO for the White Pine County School District, Paul has issued approximately \$25 million in obligations for capital improvements without increasing property tax rates; raised \$17 million in appropriations, grants and donations; and reduced/restructured operations and debt—saving approximately \$596,000 per year.

In November 2006, Paul was recognized for his service as a member of the Distributive School Account Team, sharing a collaborative award for NASB School Administrators of the Year. In November 2014, Paul was named NASB District Level Administrator of the Year Impacting

Student Achievement. In addition, Paul received the NASB Executive Director's Award for Outstanding Contributions to Public Education and the Nevada School Boards for Service in the Legislative Interim. In November 2015, Paul received a second NASB Executive Director's Award for Service during the 2015 Session of the Nevada Legislature.



Jeff Zander currently serves as Superintendent of Schools for Elko County School District. He has held this position since January 13, 2010. Prior to that, Zander served the School District as its Business Manager/Comptroller from April 1988 to January 2010.

He also worked for the State of Nevada as an accountant at NYTC (Nevada Youth Training Center) from January 1987 to April 1988. Jeff's public sector experience includes working for the highly respected firm of Kafoury, Armstrong, CPAs from June 1983 to January 1987.

Jeff is recognized statewide for his in-depth knowledge of the Distributive School Account and all the complexities of school finance in Nevada.

In November 2006, Jeff was recognized for his service as a member of the Distributive School Account Team, sharing a collaborative award for NASB School Administrators of the Year. In November 2012, the Elko Board and Jeff received the NASB Local Governance Team of the Year Award. In November 2014, Jeff received the NASB Executive Director's Award for Outstanding Contributions to Public Education and the Nevada School Boards for Service in the Legislative Interim. In that same year, he was also recognized as Superintendent of the Year. In November 2015, Jeff received a second NASB Executive Director's Award for Service during the 2015 Session of the Nevada Legislature.



Marty Johnson has almost 30 years of experience advising state and local governments on their capital funding needs. He established JNA Consulting Group, LLC in 1999. He has developed strong client relationships and is committed to providing a high level of personal service and quantitative support to his clients. His relationships with many accounts go back more than 25 years.

Marty is experienced in all aspects of financial advisory work. His major strengths are in computer modeling, quantitative analysis, and bond rating strategy. He has developed capital funding models for numerous clients. He is well regarded for his quantitative skills and has significant experience evaluating new financing ideas.

Marty is a member of the State of Nevada Committee on Local Government Finance. He has testified and worked with various legislative committees on school district finance, property tax abatements, lease purchase financing, and State bonding of federal unemployment tax obligations. He has been a presenter on government finance at many conferences.

Marty received a Bachelor's degree in Business Management with an emphasis in Finance from Brigham Young University. Mr. Johnson passed the Series 50 Municipal Advisor Representative Qualification Examination and is a registered Municipal Advisor with the MSR.B.

In 2005, Marty received the NASB Executive Director's Leadership Award for his service during the 2005 Session of the Nevada Legislature. In 2011, Marty again received the NASB Executive Director's Award for Contributions to Nevada School Boards and the Association. Marty and **JNA Consulting Group, LLC**, have been long-time generous corporate sponsors.



Randy Robison is the Director, State Legislative Affairs & Public Policy at CenturyLink, Inc.

Randy has a long history as an advocate for public education in Nevada. He served as the Executive Director of the Nevada Association of School Boards for six years until 2006, working actively with the Nevada Association of School Superintendents during legislative sessions.

Randy is active in Southern Nevada community affairs and serves on the boards of directors for several Las Vegas organizations. He was appointed by Governor Sandoval to serve on The Governor's Commission on Service.

Randy and **CenturyLink** have been generous supporters of NASB as corporate sponsors for almost a decade.



Tina Perchetti is a native of Ely, Nevada. She attended the University of Nevada, Las Vegas, prior to moving to Elko, Nevada. Before joining Lucini/Parish Insurance in 2005, Tina spent 20 years in the financial services industry as an executive for Bank of America. She then served as a Commercial Lines Broker at Wells Fargo Insurance in Elko.

Tina currently helps lead the Elko office for LP Insurance Services as both a sales executive and a shareholder. She provides clients in the Northeastern area of Nevada with a comprehensive array of commercial insurance products and risk management services.

Tina enjoys camping, fishing, hunting and hiking throughout northern Nevada with her husband and three children.



Trinity Steelman is a native of Ely, Nevada, and a long-time Northeastern Nevada resident. Upon moving to Elko in 1992, she began her more than 20-year insurance career with IMS, Lucini/Parish Insurance, ABD Insurance and Wells Fargo Insurance Services via mergers and acquisitions. In 2011, Trinity became an owner with McMullen Insurance and later, in 2016, McMullen Insurance and their team joined the LP Insurance family where she is now a shareholder.

Trinity specializes in offering employee benefits insurance expertise to her small, medium and large employer group clientele. She administers to both fully-funded and self-funded groups sharing her extensive knowledge of benefit plans, legal changes and federally-mandated health care regulations. In addition, she has vast claim processing, reinsurance contract negotiation and Third Party Administration oversight experience.

She also enjoys spending time with her husband, children and grandchildren as well as running, being outdoors and caring for her yard.

Saturday, November 18
Morning Keynote Address and Workshop Presentation

Sponsored by Century Link



" What NASCAR and School Boards Have in Common"
and
"The School Board and Superintendent Relationship:
Keeping It Healthy and Productive"

C. Ed Massey, Esq.

School Board Member and Former President, National School Boards Association

Ed Massey is a native of Northern Kentucky. He lives in Boone County with his wife of 28 years and their three daughters. Ed is a graduate of Lloyd High School, Eastern Kentucky University and Chase College of Law.

C. Ed Massey is a practicing partner in the law firm of Blankenship Massey and Associates. The firm has two offices. He is member of the Kentucky Bar Association, Ohio Bar Association and Indiana Bar Association.

Ed is a graduate of the 2004 Class of Leadership Kentucky which is a unique program designed to "advance Kentucky by bringing people with leadership abilities together and providing them with insight into the complex issues facing the State."

Ed has been a member of the Boone County Board of Education for over 20 years. Additionally, he has served as President of the Kentucky School Boards Association (KSBA) and the National School Boards Association (NSBA).

Having served as a board member for the National Parents and Teachers Association (PTA), he currently serves on an advisory committee to the sitting President.

In addition to his work in the legal field and with schools, Ed has served his community in a variety of ways including: CPR Instructor; Water Safety Instructor; Lifeguard; Emergency Medical Technician; Firefighter and football coach. Ed's passion has inspired him to speak to Boards, PTA's, Superintendents, Parents, Community Leaders, Businesses and anyone else who will listen, about the impact of public education on our communities, states and our nation.

His keynote address and presentation are sponsored by **CenturyLink**, one of NASB's most generous long-time corporate sponsors.

Saturday, November 18

"Recent Trends in Nevada Law and Implications for School Boards"



Sylvia Lazos, Esq.

*Justice Myron Leavitt Professor, William S. Boyd School of Law, UNLV
Educate Nevada Now*

Sylvia Lazos is the Justice Myron Leavitt Professor at William S. Boyd School of Law, University of Nevada, Las Vegas, where she has served since 2002. Her areas of specialty are Constitutional Law, Education Reform, and critical race theory. Her research has dealt with the importance of diversity in the judiciary, and how to incorporate norms of diversity into constitutional principles. Her articles have been published in the country's top law reviews. She graduated from University of Michigan Law School, cum laude, where she served on the Michigan Law Review and received the award as outstanding student leader of her class. She received her M.A. and B.A., magna cum laude, in Economics from St. Mary's University in San Antonio. She is a former partner of McConnell Valdes, in San Juan, Puerto Rico, where she practiced commercial and real estate law.

Since arriving in Las Vegas twelve years ago, Professor Lazos has been an active community leader in education reform. She served as chair of Chancellor Jim Rogers' Roundtable of community leaders. She has written policy briefs on English Language Learners (ELL), high school dropouts, and immigration in Las Vegas. She has served on committees convened by three Superintendents of the Clark County School District (CCSD) to examine the achievement gap, ELLs, and cultural competency of teachers.

Professor Lazos has worked closely with both Republicans and Democrats in the Legislature to re-examine Nevada's school funding formula, better education funding for ELLs, helping low-income families via the Victory School program, Read by Three literacy, and other key legislation. She has led research efforts at UNLV to study the impact of immigration in Las Vegas, having received a President's Initiative Grant. She co-authored with UNLV College of Education colleagues the first study of ELL student achievement performance at CCSD with a Lincy Institute Research award.

In 2011, she worked closely with the Nevada Legislative Hispanic Caucus, UNLV College of Education, and CCSD to bring forward a program for the Legislature's consideration to improve literacy for vulnerable children by establishing Reading Skills Development Centers in schools with low literacy performance. In the 2013 Legislative Session, she again collaborated with the Nevada Legislative leadership to create the zoom school program under SB504, the first time that the State of Nevada has set policy on the education of ELLs, and provided dedicated funding to ELL students.

Professor Lazos is vice chair of the Latino Leadership Council. Through Professor Lazos' leadership, the Latino community has become more involved in policy discussions about education reform, the teacher pipeline, ELLs, and closing the achievement gaps. Professor Lazos is one of the State's top experts in ELL policy and closing the achievement gap.

In 2016, Sylvia received the NASB award as Individual Friend to K-12 Public Education for her work with Educate Nevada Now and other community outreach efforts on behalf of diverse communities across Nevada. She was nominated by the Clark County School District Board of Trustees.

Saturday, November 18
Special Informational Presentation

"The Teachers and Leaders Council: An Update re Ongoing Work"



Veronica Frenkel,
Trustee [Washoe]
NASB Trustee Representative
to the Teachers & Leaders
Council



Jim Cooney, Trustee and
NASB Director, [Elko]
NASB Trustee Representative
to the Teachers & Leaders
Council



Barbara Surritte-
Barker, Educator and
School Leader
Vice Chair, Teachers &
Leaders Council

We Appreciate the Generous Support of These Corporate Friends—



SHERMAN & HOWARD



Saturday, November 18

"NRS 239: Public Records and School Board Responsibilities including the Children's Online Privacy Act"



Sara Almo, Esq.

Washoe County School District Office of Legal Counsel

Sara Almo is the general counsel for the Washoe County School District where she advises and represents the District on legal matters including litigation, special education claims, District contract/policy review and revisions, and preventative law for all District departments and employees. Prior to joining the Washoe County School District, she was a litigation attorney for two private law firms with a focus on business, commercial, and employment litigation.

In 2015, the Reno City Council appointed Almo to serve on the City of Reno Access Advisory Committee, charged with improving access to public facilities, businesses, and residences for use by individuals with physical or other disabilities. The committee also worked to increase public awareness of the physical accessibility, educational, and employment needs of disabled individuals.

That same year, Almo was appointed to the Northern Nevada Disciplinary Board by the Nevada State Bar Board of Governors. She served on the Board of the Northern Nevada Women Lawyers Association from 2012-2014, serving as its president during 2014. For three years, she served on the Founding Board and the Board of Directors of a local K-8 charter school. While in law school, she externed for the Eighth Judicial District Court and the Nevada System of Higher Education.

Almo has twice been named to the Nevada Business Magazine Legal Elite list. The attorneys on this list—who represent the top 3.7 percent of practicing lawyers in Nevada—were nominated by their peers.

Saturday, November 18

Concluding Conference Address

Sponsored Jointly by POOL/PACT and the Nevada Mining Association

"Motivational Funny Bone"

Sam Glenn



With **Sam Glenn**, “It’s all about attitude and it all starts with attitude!” Sam went from working nights delivering newspapers—negative, depressed and sleeping on the floor and barely getting by— to discovering renewed purpose, happiness and humor.

Sam had one of the most negative and self-defeating attitudes you would have ever encountered, but something happened that changed everything! It was a chance encounter at a buffet, where Sam accidentally knocked over the legendary Zig Ziglar nearly 23 years ago. This led to a positive friendship between the two and with Zig’s encouragement, Sam got on track in a new direction for his life.

Today Sam Glenn is known as The Authority on Attitude and highly recognized in the speaking industry as one of the most captivating kick-off and wrap up-general session speakers. Audiences gravitate to his humor, relate to his stories and embrace his relevant ideas for improving their personal and professional life.



Our Gratitude to These Generous Corporate Friends Whose Contributions Enhance the Work of the Association—

