

2012
ACTE AZ/ACOVA
MIDWINTER LEADERSHIP CONFERENCE
FEBRUARY 2ND & 3RD, 2012

ACTE
AZ



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Dear Mid-Winter Conference Attendees,

We are proud of the years of collaboration between ACTEAZ and ACOVA to provide this outstanding Mid-Winter Leadership Conference. This year we are focusing on "One Mission: Student Success". As committed professionals in Career and Technical Education each one of us has an important role in the success of this endeavor. Attending this conference will provide multiple opportunities to gain knowledge and skills that can assist you as you work to stay on the cutting edge as you provide premier Career and Technical Education to your students.

I would like to thank all of you for your hard work and dedication to CTE. It is truly an honor to represent you as your ACTEAZ President. The responsibilities that come with this honor have given me the opportunity to grow both personally and professionally. It has given me more insight to the political responsibility and direction we are going as an association on the state and national levels.

I hope you all have had a great first half to this school year. I would like to thank you all for your commitment to student success. If you haven't already done so, please give strong consideration to becoming an ACTE National Member. There has never been a more important time to be unified in purpose and positioned to influence policy and educational reform. Please help me and let your colleagues know the importance of their support of the association at the national level.

I look forward to seeing you at Mid-Winter Conference!

Sincerely,

Curt Bertelsen
ACTEAZ President





Dear Mid-Winter Conference Attendees,

Welcome to the 2012 ACTEAZ/ACOVA Mid-Winter Conference. It is such a wonderful opportunity to be able to work with ACTEAZ to provide you with such an outstanding variety of professional development. I hope you take full advantage of the expertise here and also find time to catch up with friends and colleagues. Thank you for your attendance and as always ACOVA is your organization so if we can assist you in anyway please ask. You can find more about us including contact information at www.acova.org.

I look forward to seeing you at Mid-Winter Conference!

Sincerely,

Lisa Doll
ACOVA President





ACTEAZ Executive Board

Curt Bertelsen
President

Dean Petersen
Past President

Doris Wojtulewicz
President Elect

Mary Anne Berens
Vice President

Christine Nelson
Secretary

Stephen Weltsch
Treasurer

Dr. John Mulcahy
Advocacy/Lobbying

Pam Ferguson
Executive Director

Shelly York
Asst Executive Director

ACOVA Board

Lisa Doll
President

Cathie Raymond
Past President

Meg Giancesello
Vice President

Brenda Marietti
Secretary

Dr. Jill Rannuci
Treasurer

Polly Abraham
Member at Large

Thom Dickerson
Member at Large

Bruce McQueary
Member at Large

Kathy Prather
Member at Large



Janice K. Brewer
Governor

Office of the Governor

*** CAREER AND TECHNICAL EDUCATION MONTH ***

WHEREAS, February 2012 has been designated as Career and Technical Education month by the Association for Career and Technical Education (ACTE) of Arizona and National ACTE; and

WHEREAS, profound economic and technological changes in our society are rapidly reflected in the structure and nature of work, thereby placing new and additional responsibilities on our educational system; and

WHEREAS, career and technical education provides Americans with a school-to-careers connection and is the backbone of a strong, well-educated workforce, which fosters productivity in business and industry and contributes to America's leadership in the international marketplace; and

WHEREAS, career and technical education gives high school students experience in practical, meaningful applications of basic skills such as reading, writing and mathematics, thus improving the quality of their education, motivating potential dropouts and giving all students leadership opportunities in their career fields and in their communities; and

WHEREAS, career and technical education offers individuals lifelong opportunities to learn new skills, which provide them with career choices and potential satisfaction; and

WHEREAS, the best education for all students is a rigorous education that blends the essential content of college prep studies with quality career technical education; and

WHEREAS, the ever-increasing cooperative efforts of career and technical educators, business and industry stimulate the growth and vitality of our local economy and that of the entire nation by preparing graduates for career fields forecast to experience the largest and fastest growth in the next decade.

NOW, THEREFORE, I, Janice K. Brewer, Governor of the State of Arizona, do hereby proclaim February 2012 as

*** CAREER AND TECHNICAL EDUCATION MONTH ***

and urge all citizens to become familiar with the services and benefits offered by the career and technical education programs in this community and to support and participate in these programs to enhance their individual work skills and productivity.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Arizona



Janice K. Brewer
GOVERNOR

DONE at the Capitol in Phoenix on this fifteenth day of December in the year Two Thousand and Eleven, and of the Independence of the United States of America the Two Hundred and Thirty-sixth.

ATTEST:

Ken Blumett

Secretary of State



Charles E. "Gus" Whalen, Jr.
Chairman
Warren Featherbone Company

Gus Whalen is the Chairman of The Warren Featherbone Company of Gainesville, Georgia and directs the efforts of The Warren Featherbone Foundation. In its remarkable 128 year history, Warren companies have been active in manufacturing, banking, agriculture, publishing and philanthropy. The company has been profiled twice by The Wall Street Journal and most recently was described as "representative of that huge mass of often overlooked businesses that give breadth and stability to the U.S. economy."

Of particular interest to Gus Whalen is manufacturing, philanthropy and education which he believes have worked together to help strengthen communities across America. Gus is the author of four books: The Featherbone Principle, The Featherbone Spirit, The Gift of Renewal and Hooked at the Roots - The Evolution of Featherbone Communiversality. (The Southern Growth Policies Board selected Featherbone Communiversality to represent Georgia as winner of its 2010 Innovator Award).

Mr. Whalen's role in speaking with us is to paint a larger picture of corporate transformation. This includes adapting to change, innovation and investment in people. It's not often we have a chance to observe corporate adaptation over so many years. Gus believes that the future of organizations, including ours, is determined by our DNA---who we are, not just what we've always done.



Captain Matthew J. Brennan
Phoenix West Recruiting Company Commander
United States Army

In 1992, CPT Matthew Brennan graduated from Eldorado High School located in Albuquerque, New Mexico and joined the United States Marine Corps August of the same year for a four year enlistment. While in the U.S. Marines he participated in three “floats” on board the U.S.S. Wasp (LAD-1) touring the north Atlantic and two cruises on the U.S.S. Bellawood (LAH-3) in the south pacific based out of Japan.

In 1998 CPT Brennan joined the Arizona Army National Guard as a Firefighter, and later re-classed as a truck driver with the 1404th Transportation Company stationed in Flagstaff and Showlow, Arizona while going through College. He found his passion competing on the Arizona Army National Guard marksmanship team and earned the title “Top Machine Gun Team” in the national competition in 2000 at Camp Robinsons, AK. In 2000 CPT Brennan graduated from Coconino Community College, Flagstaff AZ, with Associates in Fire Sciences and in 2003 he graduated from Northern Arizona University with a Bachelor of Arts in Criminal Justices and received his commission from the Army ROTC program.

In 2004, he arrived at his first Army duty station with the 2-70th Armored Battalion out of Fort Riley, Kansas as a Tank Platoon Leader. His unit was soon stationed in Iraq, where his platoon patrolled the streets in South Mahmudiyah also known as the “Triangle of Death”, holding the highest capture and arrest rate of insurgences operating in the area. Then six months into the yearlong deployment he was promoted to a special platoon Leader running the Motor Platoon. In 2007 he was sent to Mannheim, Germany to work with the G-3 at 5th Signal Command as the Plans and Contingency Chief. He was the Officer in Charge for one of the biggest interagency security missions conducted in the last 10 years in Germany for 5th Signal Command, change of commands.

In 2008 he served his first company command as the HHC Commander for the 2d Signal Brigade located in Mannheim, Germany. His mission was to support the strategic side of the signal world and filled short order missions to Kuwait as special investigators for the joint chief of staff and a Observes Controller “trainer” at the Combat Maneuver Training Center Hohenfeld Germany. In 2009 he received his second company command with Charlie, 44th Expeditionary Signal Battalion located in Schweinfurt, Germany. His company supported Tactical Signal missions in Germany, Kosovo, Poland and Azerbaijan providing U.S. and allies forces with satellite signal connection.

Currently he is serving his third company command with the Phoenix Recruiting Battalion as the Phoenix West Company Commander, covering the entire west side of the state of Arizona with the responsibility of nine recruiting stations and over 50 personnel along with 310 Future Soldiers.



PROGRAM AT A GLANCE

Time	Session	Room
Wednesday, February 1st		
11:00AM - 5:00PM	ADE CTE Improvement Plan Meeting for Selected Districts	Granite Mountain
12:00PM - 3:00PM	ACOVA Executive Committee Meeting	Arizona
6:00PM - 8:00PM	ACTEAZ Executive Committee Meeting	Arizona
Thursday, February 2nd		
7:30AM - 8:15AM	New Teacher Track Committee Meeting	Copper Basin
8:00AM - 12:00PM	ADE Local Directors Meeting	Cottonwood/Clarkdale
11:00AM - 4:00PM	Mid-Winter Conference Registration	Lobby
12:00PM - 12:45PM	Mid-Winter Luncheon	Cottonwood/Clarkdale
12:00PM - 4:00PM	Arizona J-TED Superintendent Meeting	Arizona & Prescott
12:45PM - 2:00PM	Mid-Winter Conference Opening and Keynote Speaker	Cottonwood/Clarkdale
2:10PM - 3:10PM	Critical Issues Forum Part I	Sedona
2:10PM - 3:10PM	Tempe Union High School District's Innovative Energy Solutions & Sustainability Project	Granite Mountain
2:10PM - 3:10PM	Increasing Recruitment of Non-Traditional CTE Students (for Faculty/Staff)	Verde A & B
3:20PM - 4:20PM	Moving Forward: Getting the Right People on the Bus (and the Wrong People Off the Bus!) Consistent with the Law	Sedona
3:20PM - 4:20PM	Don't Be a Twit...Be a Tweeter! Twitter 101	Verde A & B
3:20PM - 4:20PM	Technology Life Careers: An Introduction to Career and Technical Education	Copper Basin
3:20PM - 4:20PM	Use of CTE Assessment System Reports to Improve Technical Skill Attainment Scores	Granite Mountain

PROGRAM AT A GLANCE



Time	Session	Room
4:30PM - 5:10PM	Arizona Legislative Update	Granite Mountain
5:15PM - 6:00PM	Conference Attendees Informal Networking & Discussion	Eagle Nest
6:00PM - 8:00PM	Mid-Winter Keynote Dinner Speaker and Live Auction	Cottonwood/Clarkdale
Friday, February 3rd		
7:45AM - 8:30AM	Breakfast Buffet	Cottonwood/Clarkdale
8:10AM - 8:30AM	What the Research Says	Cottonwood/Clarkdale
8:40AM - 9:40AM	Critical Issues Forum Part 2	Sedona
8:40AM - 9:40AM	Counselors! Instrumental to CTE Student Success? Ask the Panel	Verde A
8:40AM - 9:40AM	Connecting Students to Programs of Study	Copper Basin
9:50AM - 10:50AM	Mini M & M Camp	Granite Mountain
9:50AM - 10:50AM	From a Distance: A 21st Century Delivery Model	Copper Basin
9:50AM - 10:50AM	Making Lemonade Out of Lemons	Sedona
9:50AM - 10:50AM	Demonstrate Increase in Perkins Performance Measures & Research Based Teaching	Verde A
11:00AM - 11:50AM	ACOVA Business Meeting Elections	Cottonwood/Clarkdale
11:00AM - 11:50AM	Summer Conference Session Opportunities	Sedona
12:00PM - 1:00PM	Closing Luncheon & Comments	Cottonwood/Clarkdale
1:00PM - 3:00PM	ACTEAZ Board of Directors Meeting	Verde A & B



PROGRAM SCHEDULE WITH DESCRIPTIONS

Time	Session	Room
Wednesday, February 1st		
11:00AM - 5:00PM	ADE CTE Improvement Plan Meeting for Selected Districts	Granite Mountain
12:00PM - 3:00PM	ACOVA Executive Committee Meeting	Arizona
6:00PM - 8:00PM	ACTEAZ Executive Committee Meeting	Arizona
Thursday, February 2nd		
7:30AM - 8:15AM	New Teacher Track Committee Meeting Curt Bertelsen	Copper Basin
	Meeting to review a proposed delivery model and proposed content.	
8:00AM - 12:00PM	ADE Local Directors Meeting Mark Hamilton	Cottonwood/Clarkdale
11:00AM - 4:00PM	Mid-Winter Conference Registration	Lobby
12:00PM - 12:45PM	Mid-Winter Luncheon	Cottonwood/Clarkdale
12:00PM - 4:00PM	Arizona JTED Superintendent Meeting Dr. Ray Polvani	Arizona & Prescott
12:45PM - 2:00PM	Mid-Winter Conference Opening and Keynote Speaker Curt Bertelsen, ACTEAZ President & Lisa Doll, ACOVA President	Cottonwood/Clarkdale

Charles E. "Gus" Whalen, Jr. - "Hooked at the Roots"



This presentation relates the real-life evolution of The Warren Featherbone Company, founded in 1883. That evolution has seen the company in agriculture, banking, philanthropy and manufacturing. Crisis has helped reinvent the company. That reinvention has often been non-linear, based not so much on what the company has done, but on what is at the core – its DNA. Today Warren Featherbone has helped create Featherbone Communiversality located in Gainesville, GA.

Featherbone Communiversality is a learning community, which provides collaborative, cross-generational learning through a unique alliance among educational institutions. It is the first of its kind in the United States. Partner institutions are Brenau University, Lanier Technical College, Georgia Tech University, the University of Georgia, and INK (Interactive Neighborhood for Kids).

PROGRAM SCHEDULE WITH DESCRIPTIONS



Time	Session	Room
2:10PM - 3:10PM	Critical Issues Forum Part 1 Curt Bertelsen, Pam Richards & Lisa Doll Several critical issues will be identified including, but not limited to: Barriers to Teacher Success/Student Success with the "End of the Program Technical Assessment", Awarding Academic Credit for CTE Courses and Dealing with the Loss of Ninth Grade Funding.	Sedona
2:10PM - 3:10PM	Tempe Union High School District's Innovative Energy Solutions & Sustainability Project Daniel Musgrove & Nori Cannell Discussion on the partnership that has led to the innovative, economical and environmentally friendly "Go Green" Initiative that is occurring on the Tempe Campuses and in the classrooms. Environmental careers have grown ten times faster than any other new industry, Creating over 4.2 million jobs. The Innovative Energy Solutions and Sustainability Project is designed not only to support the implementation of energy efficient equipment and a telemetry system, but to create a workforce for this new industry. The Sustainability Education Program integrates environmental and sustainability education across Tempe Union HS District and links classroom learning to co-curricular programs, campus operations and civic engagement opportunities.	Granite Mountain
2:10PM - 3:10PM	Increasing Recruitment of Non-Traditional CTE Students (for Faculty/Staff) Tim Wernette When students limit their selection of CTE courses and programs based on gender (and other) stereotypes, all of us suffer. Students may not make the best choices for themselves regarding their education and employment goals; student academic achievement and later career satisfaction may suffer. CTE enrollment suffers when half the students don't consider a CTE program. Employers and our workforce suffer when we don't have adequate numbers of trained, enthusiastic workers in key jobs and careers. This interactive workshop will assist educators (especially CTE faculty and staff as well as counselors) in examining the importance of non-traditional CTE recruitment, and will provide tools and strategies for effectively recruiting non-traditional students into all CTE courses and programs.	Verde A & B



PROGRAM SCHEDULE WITH DESCRIPTIONS

Time	Session	Room
3:20PM - 4:20PM	Moving Forward: Getting the Right People on the Bus (and the Wrong People Off the Bus!) Consistent with the Law Chris Thomas A great staff makes all the difference to your students. Hiring the right staff has never been more critical to your district and the students that count on you. Come to this session to learn more about the laws that govern the interviewing, hiring and firing of school employees so that you can be a leader and be legal.	Sedona
3:20PM - 4:20PM	Don't Be a Twit...Be a Tweeter! Twitter 101 Adriana Parsons & Brian Davis We know that you have heard of Twitter, but you may not understand why it matters and how to use it best. Join us for an interactive lesson in using Twitter in your organization and personally. You will leave the session with a new Twitter Account, an essential guide to Twitter Lingo and tips to integrate Twitter into the classroom. You are encouraged to bring your smartphone to this session however; presenters will provide laptops/tablets for class interaction.	Verde A & B
3:20PM - 4:20PM	Technology Life Careers: An Introduction to Career and Technical Education James Hawk & Dr. Patti Beltram This presentation will introduce and explore Peoria Unified School District's award winning Technology Life Careers Program. The purpose of the TLC Program is to introduce the 6 Peoria Career Fields and the 16 National Clusters to all seventh and eighth grade students. The students will have the opportunity to explore the Career Fields and Clusters with classroom instruction and hands on lab experiences related to specific careers. The program allows students to attain technical skills, life skills and career exploration necessary for further education and the workplace.	Copper Basin

PROGRAM SCHEDULE WITH DESCRIPTIONS



Time	Session	Room
3:20PM - 4:20PM	Use of CTE Assessment System Reports to Improve Technical Skill Attainment Scores Michelle Martinez, Lorena Escarcega & Ben Barth	Granite Mountain
4:30PM - 5:10PM	Arizona Legislative Update Dr. Chuck Essigs	Granite Mountain
5:15PM - 6:00PM	Conference Attendees Informal Networking & Discussion	Eagle Nest
6:00PM - 8:00PM	Mid-Winter Keynote Dinner Speaker and Live Auction	Cottonwood/Clarkdale

This session will address strategies to improve technical skill attainment from three perspectives:

- JTED Administration Strategies - How CAVIT raised their aggregate scores by 10 percent from spring 2010 to spring 2011.
- 2011 CTE Local Director Strategies - How Sunnyside raised their aggregate scores by 12 percent from spring 2010 to spring 2011.
- CTE Teacher Strategies - CAVIT Massage Therapy Teacher will share how he uses reports to analyze student progress.



Captain Matthew J. Brennan

Cpt. Brennan will share how his military career has involved curriculums in Career Technical Education. Having joined the Arizona Army National Guard as a Firefighter, and later re-classed as a truck driver with the 1404th Transportation Company stationed in Flagstaff and Show Low, Arizona while going through College.

In 2000 CPT Brennan graduated from Coconino Community College, Flagstaff AZ, with Associates in Fire Sciences and in 2003 he graduated from Northern Arizona University with a Bachelor of Arts in Criminal Justice and received his commission from the Army ROTC program.

Special thanks to Cpt. Brennan for his service.



PROGRAM SCHEDULE WITH DESCRIPTIONS

Time

Session

Room

Friday, February 3rd

7:45AM - 8:30AM

Breakfast Buffet

Cottonwood/Clarkdale

8:10AM - 8:30AM

What the Research Says
Dr. John Mulcahy

Cottonwood/Clarkdale

This presentation will summarize the research on the value and importance of CTE. If you want to obtain a good list of facts about the effectiveness of CTE, you won't want to miss this presentation.

8:40AM - 9:40AM

Critical Issues Forum Part 2
Curt Bertelsen, Pam Richards & Lisa Doll

Sedona

On Thursday, we identified and defined several critical issues. Now that you had an evening to "digest" this information and collaborate with peers, we will identify some creative possible plans of action to address these critical issues.

8:40AM - 9:40AM

Counselors! Instrumental to CTE Student Success?
Ask the Panel
Marilynn Babyar & Lou Hart

Verde A

A panel of 4-6 high school counselors will respond to a series of pre-determined questions previously generated by CTE Professionals. The objective of the panel is to build bridges of communication and understanding between counselors and local directors. Providing counselor opportunities to gain an understanding of the total CTE Program Model through professional development will build the bridges of communication so that they can effectively support and sustain student enrollment in CTE Courses and Programs.

8:40AM - 9:40AM

Connecting Students to Programs of Study
Marlo Loria & Cynthia Door

Copper Basin

Mesa Public School's CTE Department has created and implemented over 20 Programs of Study for the past two years. The CTE Department aligns the Programs of Study to students' career interest data and mails out over 4,000 documents to every 8th grader in the district. Find out how to use your Programs of Study as powerful tools to recruit and retain students in your CTE Programs.

PROGRAM SCHEDULE WITH DESCRIPTIONS



Time	Session	Room
9:50AM - 10:50AM	Mini M & M Camp Lisa Doll & ACOVA Board This will be a continuation of Camp M & M. This session is specifically for new CTE Directors. We will discuss duties and responsibilities for the months of March through June.	Granite Mountain
9:50AM - 10:50AM	From a Distance: A 21st Century Delivery Model Andrew Mendivil, Anne Wisener & Dr. Patti Beltram Everyone has a different definition of the Distance Learning Model. Come see how Peoria Unified School District uses web conferencing tools, our learning management system and web 2.0 tools to facilitate distance learning in the 21st Century.	Copper Basin
9:50AM - 10:50AM	Making Lemonade Out of Lemons Chuck Waldo They say that "Necessity is the Mother of Innovation" and cutting CTE Programs is no exception. Many school districts in Arizona are faced with the unpleasant task of "sun setting" CTE Programs in the face of severe budget reductions. The Blue Ridge USD has developed some "Out of the Box" ways to accomplish this task, while being sympathetic to the needs of students and teachers in those programs. Come and listen to the unique ways we have been able to help students finish their CTE Program and take the CTE Assessment Test, while the program is being phased out.	Sedona
9:50AM - 10:50AM	Demonstrate Increase in Perkins Performance Measures & Research Based Teaching Preston Webster Teachers prepare ready-to-use classroom materials that provide evidence of increasing literacy performance measures while using research-based strategies to teach content. Content understanding for mainstream, ELL and SPED students increase as teachers learn to adapt and design custom materials that become classroom evidence, reading strategies and writing traits. They learn design processes and tools that draw them together as learning communities preparing materials ready to use in the classrooms.	Verde A



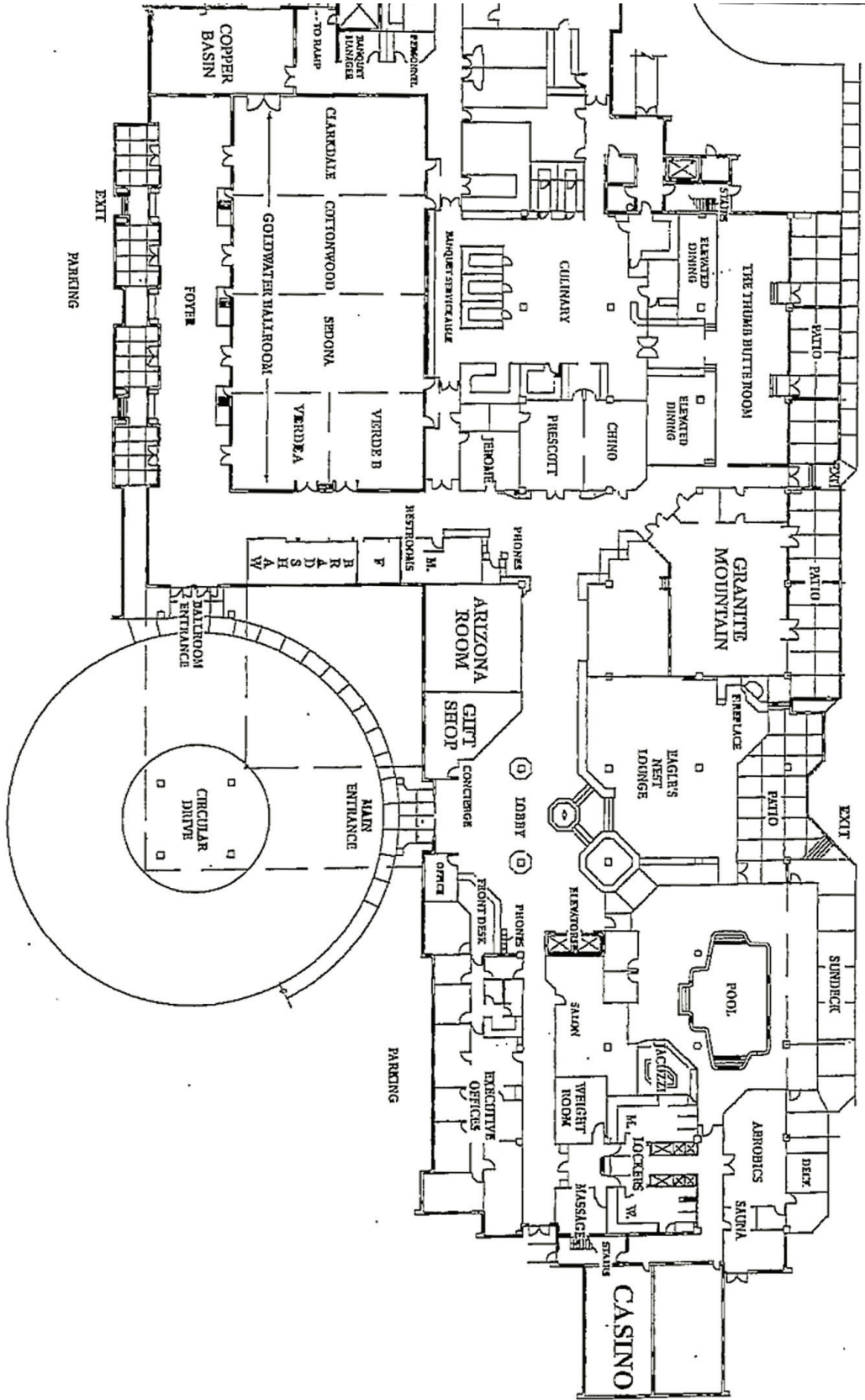
PROGRAM SCHEDULE WITH DESCRIPTIONS

Time	Session	Room
11:00AM - 11:50AM	ACOVA Business Meeting & Elections Lisa Doll, ACOVA President All members are welcome to attend.	Cottonwood/Clarkdale
11:00AM - 11:50AM	Summer Conference Session Opportunities Curt Bertelsen & Doris Wojtulewicz This is an opportunity for Mid-Winter Conference Attendees to discuss opportunities at the Summer Conference and share information on what Areas that they would like covered for their teachers and administrators.	Sedona
12:00PM - 1:00PM	Closing Luncheon & Comments Curt Bertelsen, ACTEAZ President & Lisa Doll, ACOVA President	Cottonwood/Clarkdale
1:00PM - 3:00PM	ACTEAZ Board of Directors Meeting Curt Bertelsen, ACTEAZ President	Verde A & B



**Thanks for Attending
&
Have a Great Second Semester!**

HOTEL MAP





CONFERENCE PRESENTERS

Babyar, Marilyn
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