



Grant Teaff

Executive Director, American Football Coaches Association

Former Baylor University head football coach Grant Teaff was named Executive Director of the American Football Coaches Association in February 1994 and has become one of the most effective administrators in intercollegiate athletics. Teaff came to the AFCA after 21 years as head football coach at Baylor University. He ended his head coaching career following the 1992 season. Teaff's outstanding career as a college coach has placed him in eight Halls of Fame, including the Texas Sports Hall of Fame, and the college Football Hall of Fame. He won 170 football games, two Southwest Conference Championships, and coached in 20 post season bowls and all-star games. He was Coach of the Year six times in the Southwest Conference, and in 2005, Teaff was honored with the Amos Alonzo Stagg Award, one of the highest honors a coach can receive from the AFCA.



Dr. John Hoyle

Professor of Educational Administration, Texas A&M University

John R. Hoyle is one of American's leading reformers in administrator training and is an authority on future students. In a 2004 national survey, Dr. Hoyle was selected by his peers as one of four "exceptional living scholars" in educational leadership. His book *Leadership and Futuring: Making Visions Happens*, published by Corwin Press (1995), gained wide readership and was a best seller for Corwin Press. The second edition is due in June 2006. His latest work is a coauthored textbook released in Spring 2005 titled *The Superintendent as CEO: Standards-Based Performance*. Among his honors are two Texas A&M University Awards for Distinguished Achievement in Teaching and the Coveted Golden Deeds Award in 1995. He chaired the Texas Future Superintendent Advisory team and authored the report "Superintendents for Texas School Districts: Solving the Crisis in Executive Leadership."



Dr. Shirley J. Neeley

Texas Commissioner of Education

Shirley J. Neeley was named Texas Commissioner of Education January 12, 2004, by Governor Rick Perry. She serves as head of the Texas Education Agency, which oversees more than 1,000 school districts and about 200 charter schools. A former elementary school teacher, assistant principal, and principal, Dr. Neeley served as superintendent of Galena Park ISD, Texas' largest exemplary district, from 2002 to 2004. She received her doctorate in curriculum and instruction from the University of Houston. Neeley was appointed by Governor Perry to the Southern Regional Education Board in the summer of 2003 and was named Superintendent of the Year in the fall of 2003 by the Texas Association of School Boards.



Steve Knagg

Director of Communications, Garland ISD & Humorist/Motivational Speaker

Steve Knagg began his career in school communication and public relations upon his graduation from the University of Texas at Austin School of Journalism in 1976. He has spent his entire career with the Garland Independent School District. Knagg is a past president of the National School Public Relations Association and has received that group's most prestigious honor, the President's Award, in 2004. He has also served as president of the Texas School Public Relations Association. Mr. Knagg is a speaker, author, and newspaper columnist. During the last 29 years, he has received many awards for his work and was presented an honorary life membership in both the Texas PTA and the Texas School Public Relations Association.

Dr. Helen Soulé

Executive Director, Cable in the Classroom

Dr. Helen Soulé is the Executive Director of Cable in the Classroom, the cable telecommunication industry's education foundation. Previously, Soulé served as both chief of staff and special assistant for technology to the assistant secretary for the Office of Post Secondary Education in the U.S. Department of Education. Soulé formerly served as director of the Mississippi Department of Education Office of Technology, is founder and past chairman of the State Education Technology Directors Association, is a member of the George Lucas Educational Foundation Advisory Board and has served on the board of the Consortium for School Networking.

TAESC Conference Overview

Friday, June 2, 2006:

- 3:00 p.m.
- 4:30 p.m.
- 5:00 – 6:30 p.m.
- 6:30 – 8:30 p.m.

Saturday, June 3, 2006:

- 7:00 – 8:30 a.m.
- 8:45 a.m.
- 9:15 – 10:30 a.m.

- 10:30 a.m.
- 11:30 a.m.
- 12:00 p.m.
- 12:15 p.m.
- 1:00 p.m.
- 1:00 p.m.
- 6:00 p.m.
- 6:30 p.m.
- 8:15 p.m.

Sunday, June 4, 2006:

- 7:00-8:30 a.m.
- 8:30 a.m.
- 10:15 a.m.
- 10:45 a.m.
- 11:00 a.m.
- 12:00 noon

Check-in	Hilton Hotel
TAESC Registration	Hilton Hotel in Pre-Convention area
Conference Reception	Hilton Hotel Atrium
Welcome	Wilbert Austin, Sr., District I - Council Representative, City of Waco
	Mack Pierson, TAESC President, Region 10
	Tom Norris, Executive Director, Region 12

Opening General Session and Dinner at Hilton

Keynote Speaker	Stephen Knagg <i>Sane Living in an Insane World</i>
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Breakfast Buffet	Hilton Hotel in Town Square Ballroom
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Board bus from Hilton Hotel for travel to ESC Region 12

Morning Session at ESC Region 12	
Welcome	Tom Norris, Executive Director, ESC Region 12
	Joe Pirtle, Board President, ESC Region 12

Time Warner Presentation: Dr. Pat Pringle to introduce: Dr. Helen Soulé
Cable in the Classroom

Morning Address: Commissioner Shirley Neeley and Tom Norris, Legislative Update

Keynote Address: Dr. John Hoyle

Box Lunch at ESC Region 12

Cars depart from ESC Region 12 for Golf Tournament at Cottonwood Creek

Bus departs ESC Region 12 for travel to Hilton Hotel

Afternoon Tours of Waco	Hilton Hotel (load 12:45) Mayborn Museum & Texas Ranger
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Golf Tournament	Cottonwood Creek Golf Course
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Bus departs hotel for Brazos Belle (board at 5:45 p.m.)

Serving begins for Buffet Dinner at Brazos Belle

Bus departs for Hilton Hotel (board at 8:00 p.m.)

Breakfast Buffet	Hilton Hotel in Town Square Ballroom
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Welcome Announcements; Introduction of Speaker Tom Norris

General Session

Keynote Address: Grant Teaff *Huddle-Up for Effective Team Leadership*

TAESC Business Meeting	Mack Pierson, TAESC President, ESC Region 10
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Closing with Tom Norris and Dr. Jill Shugart

Adjourn

Hotel checkout and return home



Dr. Tom Norris, Executive Director



Welcome! On behalf of Education Service Center Region 12, I welcome you to the 2006 TAESC Conference. It is our pleasure to host this conference so that ESC directors, board members and staff may join together to broaden our knowledge, sharpen our skills and interact with colleagues—and celebrate a history of excellent services and support in education, provided by Education Service Centers.

We have informative and interesting sessions as well as exciting activities planned for this weekend in Waco. As you exchange and reflect on education trends, center issues and opportunities, we hope you gain additional knowledge and inspiration to carry out the important job of supporting educators and students. As I look to the future, I am confident that education service centers will continue to play a vital role in training educators to provide research-based instruction to students so that student performance will continue to improve.

We anticipate that while you are in Waco, you will enjoy conference activities and the many attractions the city has to offer. Thank you for participating in this year's conference.

Tom Norris, Ed.D.
Executive Director, ESC Region 12

