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The 2012 CASA Annual Conference: Creativity And Innovation In Whistler



Whistler in a word? Adventure! This year's conference had something for everyone, including kids (and the young at heart.)



Whistler 2012 was truly one of the most outstanding CASA conferences to date. From the adventures in the air and on the water and horseback to the superb food and drink, from the inspiring speakers and sessions to the innovative partners barbecue and passport program, this conference was an absolute success. A big thank you to all who helped to put on the conference, the speakers, the sponsors and everyone who took part this July. See you next year!

Preconference Activities: Mountaintop Salmon Bake And A Wild Zipline Ride



Above: Mountaintop salmon bake ATV tour participants **Kath Rhyason, Andy Fediuk, Marion Holmes and Patti Christensen.**

Right: **Theresa and George Antonakis** on the ATV trail.




Left: Look up! It's a bird, it's a plane, it's **Noreen Lucente** on the zipline!

Right: These are the very brave souls who tried out the wild and adventurous Ziptrek Bear tour over Fitzsimmons Creek.



Left: Is that a look of sheer terror or sheer joy on **Noreen Lucente's** face? Only she can say.

Below: **Lee Lucente's** wild zipline ride through beautiful old-growth and second-growth rain forests.



If you're not failing
every now and
again, it's a sign
you're not doing
anything innovative.
—Woody Allen

Preconference Activities: Waffles And Whitewater Waves



Above: **Lee and Noreen Lucente** heading up the sunrise waffle ATV tour trail. This is formal breakfast attire when you have to drive up a mountain to eat.

Above, right: Yes, they saw bears on the sunrise waffle tour.

Right: **Jack and Linda Sullivan**, waiting for breakfast after riding up the mountain on the sunrise waffle tour.



Left: **Benjamin Matlin, Rachel Chua Wilson, Stephanie Stever and Alana Quinn Leroux** ready for the whitewater rafting ride.

Below: Benjamin, Rachel, Stephanie and Alana in the rapids.

Below, right: The Lester B. Pearson team.



If you want something new, you have to stop doing something old.
—Peter F. Drucker

Preconference Activities: Dinner And Desserts Tours



Above: A toast—to dessert!

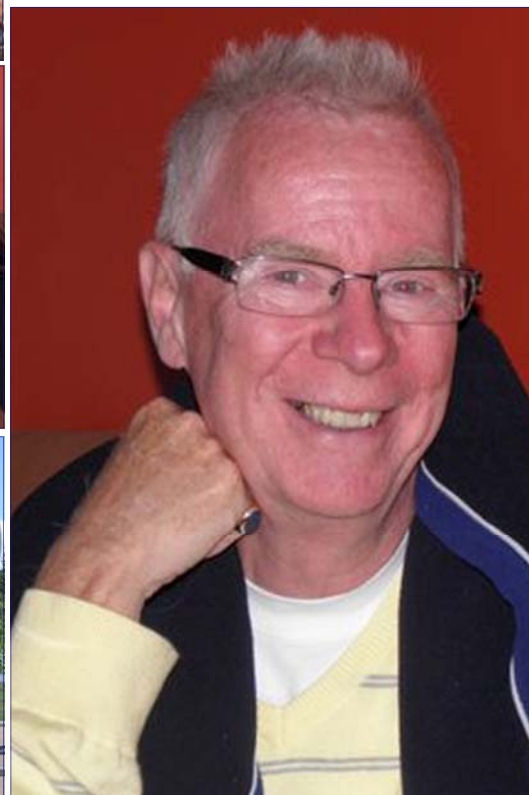
Left: You'd be happy too if you were going on a delicious dessert tour.




Left, top: Sitting down for a course at one of the many restaurants on the hidden gems dinner tour.

Left, middle: **Rachel Chua Wilson** and **Stephanie Stever** raise a glass to the fine food and drink on the hidden gems dinner tour.

Left, bottom: The hidden gems group makes a stop at the famous Olympic Rings in Whistler Olympic Plaza. This is the plaza where winning athletes received their medals at the 2010 Winter Games.



Left: Now that's the face of a satisfied diner. **Bob Mills** shares a smile while on the Hidden Gems Dinner Tour.



To innovate does not necessarily mean to expand; very often it means to simplify.
—M. Russell Ballard

Preconference Activities: Horseback And Hummer Rides



Above: **Theresa and George Antonakis** leading the pack on a mountaintop horseback ride.



Above, right: You can lead a horse to water, but....**Ken Wiens, Jennifer Dusyk Johnson and Dayle Wiens** ride on their horses at the river's edge.

Right: **Kelly Johnson** riding on his horse.




Left: Happy trails—more of the horseback riding gang.



Below, right: **Linda and Jack Sullivan** on the jeep tour.

Below: **Vicki Corcoran, Peter Joshua, Lee and Noreen Lucente, and Jack and Linda Sullivan** stop for a great photo opportunity on the mountaintop jeep tour.



It isn't all over;
everything has not
been invented; the
human adventure is
just beginning.
—Gene Roddenberry

Meeting Winter Olympic Champion Ashleigh McIvor: Our 2012 Opening Ceremony Special Guest



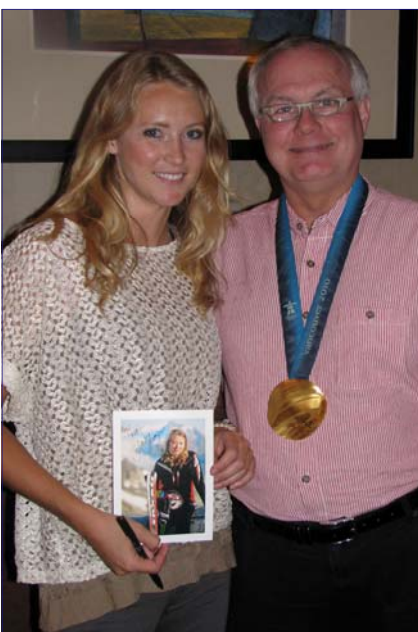
Above: Ashleigh poses with Amy Johnson.

Right: The incoming CASA president **Roger Nippard** and his daughter **Deanne Carey** (a teacher and first-time CASA conference participant) sit with Ashleigh.




Left: **Paulette Hanna** (left) and **Kath Rhyason** get their chance to see Ashleigh's Olympic gold medal for ski cross.

Right: **Ashleigh** meets with CASA's western regional director **Barry Wowk**.



Left: It fits me perfectly! **Ken Bain** got the chance of a lifetime when he was able to wear Ashleigh's gold medal.

Below: Ashleigh holds up her medal while posing with Northwest Territories affiliate **Metro Huculak**.



He that will not
apply new remedies
must expect new
evils; for time is the
greatest innovator.
—Francis Bacon

The 2012 CASA Annual General Meeting



Above, left: Retiring CASA executive director **Frank Kelly** and outgoing CASA president **Lee Ann Forsyth-Sells** share a smile and a hug.




Above, right: **Robert Chartrand**, second vice-president of the Manitoba Association of School Superintendents and superintendent of schools for the Winnipeg School Division—South District.



Left: Lester B. Pearson School Board director general **Bob Mills** and CASA's Quebec regional director **Cindy Finn**.

Below, right: Northwest Territories affiliate **Metro Huculak** (left), CASA's western regional director **Barry Wowk** and College of Alberta School Superintendents executive director **Kath Rhyason**.

Below: **Theresa Harris**, executive director of the Ontario Catholic Supervisory Officers' Association, consults with CASA's Ontario (OC SOA) regional director **Nick Milanetti**.



Chance favors the
connected mind.
—Steven Johnson

The 2012 CASA Conference Opening Ceremony: Speeches, Awards And Special Guests



Above, left: **Ken Bain** (left) and **Bob Mills** (right) give the CASA Honorary Life Membership Award to **Frank Kelly**.



Above, right: **Frank Kelly** presents a CASA Honorary Life Membership Award to **Doug Player**.



Above, from left: Whistler mayor **Nancy Wilhelm Morden**, AASA president **Benny Gooden**, **Linda Fabi** and **Bob Mills**.

Below: **Nicole Snow** and daughters **Lianne** and **Carolyn**.



Left: **Roger Nippard**, incoming CASA president, delivers the opening ceremony address.

Roger is the superintendent for the Northern Lights School Division in Alberta. A profile on CASA's new president will run in an upcoming issue.



Above: Special opening ceremony guest speaker **Ashleigh McIvor**.



**Where all think alike
there is little danger
of innovation.**
—Edward Abbey



Left to right: The 2012 EXL Award winner **Bob Mills** (ADGESBQ) poses with fellow EXL Award nominees **Laura Elliott** (OPSOA), **Catherine Montreuil** (OCSOA), **Seamus Quigg** (NWTSA) and **Barry Wowk** (CASS).

Recognizing Excellence: The 2012 CASA EXL Awards

It is with great pleasure that *Leaders & Learners* announces the 2012 Canadian Superintendent of the Year is **Bob Mills**. Bob is the winner of this year's Xerox Excellence in Educational Leadership Award, also known as the EXL Award.

Five superintendents from across the country were nominated for the EXL Award. They include

- **Laura Elliott**, executive superintendent of program services, Thames Valley District School Board (Ontario Public Supervisory Officials' Association)
- **Catherine Montreuil**, superintendent of education, Bruce Grey Catholic District School Board (Ontario Catholic Supervisory Officers' Association)
- **Seamus Quigg**, superintendent, Sahtu Education Dis-

trict (Northwest Territories Superintendents' Association)

- **Barry Wowk**, superintendent of schools, St. Albert Protestant Schools (College of Alberta School Superintendents)
- **Bob Mills**, director general of the Lester B. Pearson School Board (Association of Directors General of English School Boards of Quebec).

Linda Lucas of Elle Associates (and formerly of Xerox) and Xerox representative **Randy Brydges** were on hand to present the awards on July 5. The ceremony took place at the Mount Currie Ballroom at the Hilton Whistler Resort and Spa in Whistler, BC.



Linda Lucas of Elle Associates, 2012 EXL Award winner **Bob Mills** and Xerox representative **Randy Brydges**.

Bob Mills has a long career of service to public education, spanning 40 years. Bob has served as assistant director and director of educational services in the Lester B. Pearson School Board. The Lester B. Pearson School Board is an English school board serving more than 30,000 students and staff in 60 schools, adult and vocational centres, an International Language Centre and an Administrative Centre in and around the Montreal area.

The Lester B. Pearson School Board is recognized locally, nationally and internationally as a progressive and innovative pub-

(Continued on page 10)

Innovation is
creativity with
a job to do.
—John Emmerling

Recognizing Excellence: The 2012 CASA EXL Awards, continued

(Continued from page 9)

lic education institution pioneering a model of inclusive education, and an acclaimed International Studies Program.

Before working for Lester B. Pearson School Board, Bob worked for the Protestant School Board of Greater Montreal for 25 years as a teacher, science department head, vice principal, assistant director of pedagogical services, and assistant director of adult and vocational education.

Bob has been and remains active in provincial and national education associations. He has served as president of CASA and the Association of Anglophone School Administrators of Quebec (AAESQ), a director of the American Association of School Administrators (AASA) and president of ADGESBQ.

Bob is a graduate of Concordia University (MSc Biology). He was born and raised in Montreal. He and his wife **Lisa Marie**, an educator, have two children, **Shelby** and **Taylor**.

The EXL Award, sponsored by Xerox Canada, is awarded to the CASA member who has exhibited exemplary leadership ability and who has enhanced the profession of school ad-

ministration throughout their career. The award has been presented since 2002. Winners receive honorary lifetime membership to CASA.


The Canadian Superintendent of the Year is also recognized at the annual American Association of School Administrators (AASA) Conference, where the American Superintendent of the Year is selected. The 2013 AASA Conference will take place in Los Angeles, California, this coming February.

Consideration for this award is given to those administrators nominated by their provincial associations who

- are seen to have brought honour to themselves, to their colleagues and to their profession
- have given exemplary service to their provincial or national professional association
- have made significant contributions to the field of education through their service, writings or other activities
- serve as a role model and teacher to others

Please see page 8 for coverage of the 2012 CASA Honorary Life Membership Award. A list of previous award winners for all categories, going back to 1994, can be seen on CASA's website at www.casa-acas.ca.

Below, from top left, clockwise: Linda Lucas of Elle Associates and Randy Brydges of Xerox Canada with EXL Award nominees Catherine Montreuil, Seamus Quigg, Laura Elliott and Barry Wowk.



**Vulnerability is the
birthplace of
innovation,
creativity and
change.**
—Brené Brown

CASA Executive Dinner With Conference Sponsors



Above: **Robert Chartrand** of the Manitoba Association of School Superintendents (left) and **Robert Allan** of Maximus.

Above, right: **Chad Elford**, senior product marketing manager for SMART Technologies, gives a thumbs up rating to the barbecue.


Right: Wintergreen president **Michael Hayward** waits in line with **Natalie Scott**.



Left: **Ken and Eileen Bain** line up with **Kathy Dubreuil** from SMART.

Below: **Lea Thuot** of THOUGHTstream and **Mark Festor** of School Appointments.

Below, right: **Kathy Dubreuil** of SMART and **David Sawchuk** of PrecisionMedia.



The uncreative mind
can spot wrong
answers, but it
takes a very creative
mind to spot wrong
questions.
—Anthony Jay

Creative And Innovative Breakout Sessions



Left: Nicole Snow leads the “Best Practices in the 21st Century” breakout session.

Above: Glenys Edwards takes notes on a tablet.



Left, top: Don Drone (left), director of education for Wellington Catholic School Board, and Bill Tucker, director of education for Thames Valley District School Board.

Left, middle: Bruce Rodrigues, director of the Toronto Catholic School Board, and Connie MacLeod, North Star Elementary principal.

Left, bottom: Lisa Bussiere and George Antonakis of Edmonton Catholic School District.



Left: Evan Dearden, High Prairie School Division’s assistant superintendent of curriculum.



**Adversity is just
change that we
haven’t adapted
ourselves to yet.**

—Aimee Mullins

Creative And Innovative Breakout Sessions, continued



Above: **Tom Sperling** (left), the associate superintendent of professional services for Wild Rose Public Schools, and **Piet Langstraat**, superintendent of schools for Red Deer Public Schools, listen intently during a breakout session.



Above: **Melanie Ferdinand**, coordinator of school counselling and social work services for Thames Valley District School Board.



Left, from left: **Roy Ripkens**, **Don Drone** and **Mark Carbone**.




Right, from left: **Dierdre Squires**, **Rose Lapointe**, **Kelly Johnson** and **Jennifer Dusyk Johnson** from the Cold Lake High School science department.



Left: **Mario Ciccarelli** (right), superintendent of the Niagara Catholic District School Board, with **Piet Langstraat**.

Below: **Lee Ann Forsyth-Sells**, **Theresa Harris**, **Mario Ciccarelli** and **Nick Milanetti**.



The secret to life...is
to fall seven times
and to get up
eight times.
—Paulo Coelho

Enjoying A Grand Finale To A Great Conference: Riding The Peak2Peak Gondola Between Mountains



Above: A view of Whistler.

Right: John Harris, Andrea Milanetti, Nicole Milanetti, Theresa Harris, Sophia Milanetti, Nick Milanetti and Thea Milanetti pose together up at the top.



Left: A gondola-height view of the valley floor behind Alana Quinn Leroux.

Right: Members of the Lester B. Pearson School Board team took the ride between Whistler and Blackcomb mountains.



Left: Stephanie Stever and Benjamin Matlin riding inside one of the Peak2Peak gondolas.

Below: Of course there is snow in July in Canada—when you are this high up in the mountains!



Be aware. Be curious. Be clever. Innovation is something to be reckoned with. —Daniel C. Tomas

New For 2012: The Sponsor Passport



Above: **Mark Festor** (right) of School Appointments talks with a conference participant.



Above, right: Getting those sponsor passports signed. The passport concept was new at this year's conference and it was a hit among sponsors and conference participants alike.


Right: **Andrew Lowes** (right) of VS America talks to **Jeff Rowan**.



Left: **Phil Geiger**, the president of Maximus, and **Robert Allan**, a Maximus rep.

Below, left: **Michael Hayward** of Wintergreen talks to **Angela Carter**.

Below, right: **Michael Hayward** demonstrates Mimio, a Wintergreen product.



Daring ideas are like chessmen moved forward; they may be beaten, but they may start a winning game.

—Goethe

Meeting Sponsors Through A Conference Passport, cont'd



Above: **Andrew Lowes** of VS America sits down for a talk with **Mary Ellen Smith** of Thames Valley District School Board.

Right: PrecisionMedia's **Dave Sawchuk** (right) talks with **Curtis Brown**, superintendent of the South Slave Divisional Education Council.




Right: **Robert Allan** of Maximus talks to **Peter Jory** and **Jeff Rowan**.

Left: **Bernie Grenier** of Baragar talks to **Paulette Hanna**, director of learning for the College of Alberta School Superintendents.



Left: **Dave McLeod** of THOUGHTstream stands with **Theresa Harris**, executive director for the Ontario Catholic Supervisory Officers' Association.

Below: **Kelly Johnson** (left) talks with Pearson Canada's **Eric Zorr**, **Jennifer Nightingale** and **Donna McCallum**.



I thought how unpleasant it is to be locked out; and I thought how it is worse, perhaps, to be locked in.

—Virginia Woolf

Your Chance To Have Your Say About Your Newsletter

The first-ever *Leaders & Learners* Newsletter Reader Survey was published in Issue 46. Copies of that newsletter were widely distributed at the 2012 conference in Whistler. Response from conference participants was good. The answers gave a broad view of what readers like and what they feel needs improvement.

William Tucker, D. Aziz, Mark Lefebvre, Emmanuel Roussas, Khayyam Syne, Mario Ciccarelli, Tom Sperling, Cindy Finn, Nicole Snow and Kathy Furlong each received a \$10 Tim Hortons gift card for being the first 10 respondents. A \$50 Chapters gift card was presented to **Mary Ellen Smith**, whose name was picked in a random draw. Congratulations!



Your *Leaders & Learners* newsletter.

We'd like to hear from more of our readers, and so we have published the survey once more. All completed surveys returned to CASA by November 1 will be entered in a random draw for a \$25 Chapters gift card. For your chance to win, simply mail your survey and contact information to:

Canadian Association of School Administrators
Attention: Newsletter Reader Survey
1123 Glenashton Drive
Oakville, Ontario
L6H 5M1

2012 *Leaders & Learners* Newsletter Reader Survey

Have you read the *Leaders & Learners* electronic newsletter in the past year? Y___ N___

___ Update the overall look.
___ Other

Have you read the *Leaders & Learners* electronic newsletter in the past five years? Y___ N___

How many issues per year do you typically read?

- ___ 1-2 issues
- ___ 2-4 issues
- ___ 5-6 issues
- ___ every issue (6 plus double conference issue)

Which of the following statements is most accurate about your experience with most issues of the newsletter?

- ___ Read all of it.
- ___ Read most of it.
- ___ Read some of it.
- ___ Did not read any of it.

How do you rate the frequency of the newsletter?

- ___ Six per year (plus double conference issue) is just right.
- ___ Should be more frequent.
- ___ Should be less frequent.

What section(s) of the newsletter do you usually read?

- ___ Message from the President
- ___ Message from the Executive Director
- ___ Quotes (bottom right corner)
- ___ Faces in the Crowd (short biographies)
- ___ In-depth Q&A interviews
- ___ Roundtable discussions
- ___ Feature articles
- ___ Conference information
- ___ Conference coverage
- ___ Awards/honours coverage
- ___ Announcements/Reminders
- ___ Other

How do you rate the size of the newsletter (between 6 and 12 pages, 16+ for double issue)?

- ___ Current size is just right.
- ___ Prefer a smaller newsletter.
- ___ Prefer a larger newsletter.

Is there anything you would change about its design?

- ___ More photos.
- ___ Larger print.
- ___ Smaller articles/longer articles (circle one).

(Continued on page 18)

2012 Leaders & Learners Newsletter Reader Survey

(Continued from page 17)

How do you typically receive the newsletter?

- By email from CASA executive.
- By email from CASA admin support staff.
- By email from regional affiliate (e.g., CASS, OCSOA, MASS, etc.) executive.
- By email from regional affiliate admin support staff.
- By email from senior district staff.
- By email from district admin support staff.
- Download from CASA website.
- Download from regional affiliate website.
- Forwarded by email from a colleague.
- Printed copy from district staff.
- Other _____

If you receive the newsletter by email, how do you rate the delivery of the newsletter?

- Email works fine.
- I have problems opening the file.
- I would prefer another method: _____

If you read the newsletter by visiting a website, how do you rate the delivery of the newsletter?

- Website works fine.
- I have problems opening the file.
- I would prefer another method (provide example).

How do you rate the timeliness of an email with the newsletter or notification of its publication on a website?

- I receive each issue/notification within a few days of its publication.
- I receive each issue/notification within a few weeks of its publication.
- I receive each issue/notification more than a month after its publication.
- I do not receive an issue or notification by email.

Would you find a *Leaders & Learners* Twitter feed with CASA-related information helpful? Y___ N___

If yes, would you follow us on Twitter? Y___ N___

If yes, how frequently should *Leaders & Learners* tweet?

- Several times a month.
- Several times a week.
- Only when a newsletter has been published.
- Whenever there are timely announcements from CASA or affiliates that would miss newsletter deadline.
- Other _____

Would you like to see *Leaders & Learners* have a presence on other social media (e.g., Facebook)? Y___ N___

Please tell us about yourself.

In which province, territory or state do you reside?

Are you a member of CASA? Yes___ No___

If yes, how many years have you been a member? _____

Do you belong to a regional affiliate? Yes___ No___

If yes, which one? _____

Which of the following best describes you? Mark as many as apply at this time or in the past.

- Supervisory officer (superintendent, director, etc.)
- Assistant supervisory officer
- Senior district staff other than supervisory officer
- District communications staff
- District IT staff
- District financial staff
- District HR staff
- District admin support staff
- School administrator (principal, vice principal)
- School staff other than administrator
- National executive (CASA)
- Regional affiliate executive (e.g., CASS, OCSOA)
- School board member
- Sponsor
- Conference keynote or session speaker
- Retired/semi-retired (check any relevant previous titles)
- Other _____

Please indicate which school district and/or regional affiliate you are associated with.

Were you at the 2012 CASA conference? Yes___ No___

If not, have you attended any in the past? Yes___ No___

Are you planning to attend the 2013 conference?

Yes___ No___ Unsure___

Do you have any further comments about the content, design or distribution of the *Leaders & Learners* newsletter?

Thank you!

CASA PEOPLE: Famous Last Words (And Pictures)



Left: Benjamin Matlin and Rachel Chua Wilson enjoying a sunny day in Whistler Village.

Right, top and below: Olympian Ashleigh McIvor signed autographs for kids at the conference too.



Marion Holmes of PD Pros (left) poses with friends and conference participants Kath Rhyason, Andy Fediuk, and Noreen and Lee Lucente at the Olympic Rings in Whistler.



Stephanie Stever and Alanna Quinn in the Olympic Rings.

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