



**OSBA**  
**BOARD**  
**LEADERSHIP**  
**INSTITUTE**  
**LEADING THE CHARGE**  
**IN EDUCATION**

**DATES**

May 2-3, 2025

**LOCATION**

Hilton Columbus/Polaris



**OHIO SCHOOL BOARDS**  
**ASSOCIATION**

FOR MORE INFORMATION AND TO REGISTER, VISIT: [OSBA.LINK/2025BLI](https://osba.link/2025bli)

REGISTER TODAY  
FOR THE 2025  
BOARD LEADERSHIP  
INSTITUTE



REGISTER

**Cost**

The cost to attend is \$375, which includes breakfast and lunch each day and refreshments.

**Hotel room rates**

Stay at the Hilton Columbus/Polaris for \$176 per night if booked by April 17.

BOOK A ROOM

# LEAD THE CHARGE IN PUBLIC EDUCATION AT THE BOARD LEADERSHIP INSTITUTE

## TOP FIVE REASONS TO ATTEND



Engage in **dynamic learning sessions** that address timely issues and offer strategies to maximize your impact as a school board member.



Enjoy keynote sessions that deliver **practical insights** plus the **inspiration** needed to drive positive change in education.



Collaborate with board members from across the state to **share ideas and solutions** to address district-specific concerns.



**Meet with experts** to get answers to pressing questions and stay up to date on developing education issues.



Invest in your leadership and **renew your commitment** to leading your district and its students to the finish line.

# KEYNOTE SESSIONS

## OPENING GENERAL SESSION

FRIDAY, MAY 2  
9 a.m.

**Board meetings live and in-person: What can go wrong?**

**ERIN WESSENDORF-WORTMAN,  
GISELLE SPENCER AND WILLIAM DETERS II**  
ATTORNEYS, ENNIS BRITTON CO. LPA

Attorneys from Ennis Britton Co. LPA conduct a mock board of education meeting to highlight potential pitfalls and areas of concern that occur during board meetings. Don't miss this interactive session, which will engage the audience in meaningful discussions and strategic solutions.

## CLOSING ADDRESS

SATURDAY, MAY 3  
11:30 a.m.

**The legacy of leadership — Planting seeds that shape the future**

**KYLE A. GREENE**  
THE MENTALITY CHANGER

In today's ever-changing educational landscape, school board members face immense challenges — balancing leadership stress, shaping school culture, making tough decisions and often navigating criticism. Through powerful storytelling and impactful analogies, Greene illustrates how board members are the rootstock of the education system, laying the foundation for students, teachers and communities to thrive.

The closing address is sponsored by:



## OPENING GENERAL SESSION



Erin Wessendorf-Wortman



Giselle Spencer



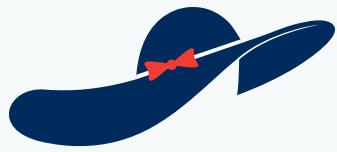
William Deters II

## CLOSING ADDRESS



Kyle A. Greene

# SCHEDULE OF EVENTS



**Wear your derby hat and enjoy a signature drink at the networking reception as we prepare for the **Run for the Roses!****



<b>MAY 2</b>	8 a.m.	Registration and breakfast
	8:45 a.m.	Welcome
	9 a.m.	<b>Opening General Session:</b> Board meetings live and in-person: What can go wrong? <b>Erin Wessendorf-Wortman, Giselle Spencer and William Deters II,</b> attorneys, Ennis Britton Co. LPA
	10 a.m.	Networking break
	10:15 a.m.	Concurrent breakout sessions
	11:15 a.m.	Networking break
	11:30 a.m.	Concurrent breakout sessions
	12:30 p.m.	Lunch (sponsored by Sedgwick)
	1:30 p.m.	Concurrent breakout sessions
	2:30 p.m.	Networking break
	2:45 p.m.	Concurrent breakout sessions
	3:45 p.m.	Networking reception (sponsored by Frontline Education)
	4:30 p.m.	Adjourn

<b>MAY 3</b>	8:30 a.m.	Breakfast and networking
	9:15 a.m.	Concurrent breakout sessions
	10:15 a.m.	Networking break
	10:30 a.m.	Concurrent breakout sessions
	11:30 a.m.	<b>Lunch and Closing Address:</b> The legacy of leadership – Planting seeds that shape the future <b>Kyle A. Greene</b> (sponsored by Sedgwick Managed Care Ohio)
	1 p.m.	Adjourn

The schedule is subject to change. Visit the [2025 BLI webpage](#) for the most up-to-date schedule.

# CONCURRENT SESSION DESCRIPTIONS

MAY 2

10:15 a.m.

## Option 1: Strategic storytelling inspires action

Discover the transformative power of storytelling and communications. As districts strive to implement their vision and engage communities, storytelling is paramount. Without a compelling narrative, even the most visionary initiatives can falter. Through a strategic approach, districts can ignite action, motivate advocacy and breathe life into their educational vision.

**Stacie Raterman**, director of communications, Hilliard City; **Amy Busby**, director of community relations, **Medina City**; and **Shane Haggerty**, managing director, marketing communications, and **Scott Wortman**, senior director of communications, Battelle for Kids

## Option 2: A positive, disciplined, caring culture and climate drives everything!

A strong school culture built on positivity, discipline and care creates the foundation for student and staff success. Explore how intentional leadership, clear expectations and a supportive environment can transform schools and communities.

**Todd Spinner**, superintendent, **Cardington-Lincoln Local (Morrow)**

## Option 3: Holistic approach: It takes a village

Learn how **Lucas Local (Richland)** used a holistic approach to support students, staff and families to enhance wellness throughout the district. By partnering with Family Life Counseling and Psychiatric Services, the district built strong community connections and increased family support while addressing academic goals.

**Bradley A. Herman**, superintendent, and **Kaitlyn Fraley**, student services coordinator, **Lucas Local (Richland)**; and **Herb Ross**, comprehensive adolescent behavioral health services program director, Family Life Counseling and Psychiatric Services

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# CONCURRENT SESSION DESCRIPTIONS

MAY 2

11:30 a.m.

## **Option 1: Generative AI Year 2: Lessons learned**

The panel will revisit critical issues surrounding the use of generative artificial intelligence (AI) in K-12 schools. Explore the benefits and drawbacks, and review the ethical and practical considerations affecting AI in education.

**Robert McBride**, attorney, Ennis Britton Co. LPA; and **Matt Young**, superintendent, and **George N. Burich**, assistant superintendent, **Cuyahoga Heights Local (Cuyahoga)**

## **Option 2: Student safety and security: Priority one**

Hear how **Cuyahoga Falls City** enhanced safety and security in the district and its efforts to explore opportunities for improvement. Discover strategies your district can implement to achieve the same results.

**Anthony Gomez**, board vice president; **Ryan Huch**, director of technology and security; and **Ben Gessford**, security supervisor, **Cuyahoga Falls City**

## **Option 3: Amplify and elevate putting power in students' hands**

Students play important roles in decision-making in their schools and communities. Their unique perspectives provide insight on and offer solutions for a variety of projects and issues. Learn how the Student Voices initiatives helps students learn valuable lessons in leadership, teamwork, communications, community service and more.

**Bruce Alexander**, board vice president, and student representatives, **Akron City**

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# CONCURRENT SESSION DESCRIPTIONS

MAY 2

1:30 p.m.

## **Option 1: Staying on track: Navigating First Amendment audits**

In recent years, First Amendment audits — where individuals record in public spaces to test and assert their right to do so under the First Amendment — have become increasingly common. Explore how to handle these encounters professionally while maintaining security, minimizing disruption and upholding constitutional rights. Don't get left at the starting gate — join us to ensure your policies and practices are race-day ready!

**Sara C. Clark**, chief legal counsel, OSBA; and **Thom Fladung**, managing partner, Hennes Communications

## **Option 2: In plain sight: Recognizing and responding to human trafficking issues in schools**

Human trafficking is a global problem in which individuals are exploited for forced labor or sexual exploitation. Learn more about complex issues and delve into the connection between human trafficking and drug abuse, the heightened vulnerability of juveniles and the critical role schools and education can play in prevention, identification and support of potential and actual victims.

**Brian C. Moore**, board member, **East Palestine City** and **Columbiana County Career & Technical Center**; **Daniel Haueter**, detective, East Palestine Police Department and Mahoning Valley Human Trafficking Task Force; and **Amy Bordonaro**, executive director, Free Three

## **Option 3: From crucial to courageous conversations**

Embark on a transformative journey as we explore the profound impact of courageous conversations by unleashing the power of dialogue. Discover the art of navigating sensitive discussions with resilience and grace, unlocking the potential for positive change.

**Cari Lynn Buehler**, superintendent, **Danbury Local (Ottawa)**

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# CONCURRENT SESSION DESCRIPTIONS

MAY 2

2:45 p.m.

## **Option 1: Show me the money!**

Pull back the curtain on school funding! Get a clear view of school funding by exploring the state budget, including key school funding proposals. Dive into the details of millage, review various revenue sources and explore how changes to property taxes could affect your district's finances.

**Cajon Keeton**, treasurer, **Benton-Carroll-Salem Local (Ottawa)**

## **Option 2: Key issues at the Statehouse**

Guided by the OSBA Legislative Platform — crafted and approved by OSBA-member school districts — our advocacy team works with legislators to champion policies that support student success in public schools. Hear an update on recent Statehouse activity, including the biennial budget and key education-related bills pending in the Ohio General Assembly.

**Jennifer Hogue**, director of legislative services; **Nicole Piscatani**, deputy director of legislative services; and **Malania Birney**, legislative services consultant, OSBA

## **Option 3: Adrift together: Navigating challenges as a team**

Stranded at sea with limited resources, your team must work together to survive, strategize and, ultimately, find a way to safety. This immersive, high-energy team-building exercise challenges participants to collaborate under pressure, think creatively and communicate effectively. As you navigate the unpredictable waters of teamwork, you'll discover the power of leadership, trust and adaptability. Will your crew sink or sail? Join us for this exciting adventure and put your teamwork to the test!

**Quinn Maceyko**, board and management services consultant, OSBA

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# CONCURRENT SESSION DESCRIPTIONS

MAY 3

9:15 a.m.

## **Option 1: Federal advocacy 101: What It is, why it matters for local school boards and how you can get involved**

Local school boards are vital for shaping education, but federal policies influence funding and regulations. Explore how federal decisions impact your district and why you must engage in advocacy to ensure your communities' needs are represented. Learn how the Consortium of State School Boards Associations (COSSBA) is your partner in navigating federal policy and how you can amplify your voice in Washington, D.C.

**Julie Feasel**, director of communications, COSSBA

## **Option 2: From cellphones to student discipline: The latest policy trends**

School board policies must adapt to an ever-changing education landscape. This session will dive into key policy topics — student cellphone use, religious instruction, artificial intelligence, cybersecurity, student discipline and more. Join OSBA policy experts for an engaging discussion on the challenges and opportunities these issues present for school boards today.

**Kenna S. Haycox**, deputy director of board and management services, and **Gamy Narvaez** and **Julie S. Towns**, policy consultants, OSBA

## **Option 3: A community in conflict**

Discover how one district navigated challenging community dynamics to emerged stronger on the other side. An OSBA consultant shares practical techniques boards can use to calm the waters.

**Tina Zickefoose**, board president, **West Holmes Local (Holmes)** and **Ashland County-West Holmes Career Center**; and **Kristine Robbins**, director of board and management services, OSBA

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# CONCURRENT SESSION DESCRIPTIONS

MAY 3

10:30 a.m.

## **Option 1: Student reps on the school board**

Student representatives on the school board connect board members to those they serve, highlighting student experiences, sharing issues that are important to the student body and offering opportunities for student feedback on policies, plans and decisions. Review the impact this role has had on one Ohio school district.

**Greta Walraven**, student board member, and **Heidi Kegley**, superintendent, **Delaware City**; and **Teri Morgan**, senior deputy director of board and management services, OSBA

## **Option 2: Staying on Track: Legal briefings from the winners' circle**

OSBA attorneys discuss hot topics affecting Ohio's boards of education. The session delves into executive orders, new legislation, and recent federal and state administrative actions. Come with your questions!

**Jennifer A. Hardin**, senior deputy director of legal services; and **John Price**, staff attorney, OSBA

## **Option 3: Racing toward success: School boards engaging the community**

Gallop into the critical role school boards play in forging meaningful connections with the community. Like jockeys and trainers working in harmony, the collaboration between school boards and communities is essential to drive student achievement and ensure district success. Together, let's cross the finish line for the betterment of students!

**Ana Chapman**, board president, **Berea City**

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