

***West Virginia School Board Association  
Presidents Conference '22 Program***

***July 15/16, 2022  
Stonewall Resort & Conference Center***

***West Virginia School Board Association  
2220 Washington Street, East, Suite 2, Charleston, WV 25311  
(304) 346.0571 / [www.wvsba.org](http://www.wvsba.org)***



**Agenda**  
**West Virginia School Board Association**  
**Presidents Retreat '22**  
**Stonewall Resort and Conference Center**  
**Roanoke, West Virginia**  
**Friday/Saturday, July 15/16, 2022**

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**Friday, July 15, 2022**

1:00 p.m. – 3:00 p.m.  
Pecan Room

First General Session

Presiding

Gus Penix (Nicholas), WVSBA President

Opening Remarks/Greetings

W. Clayton Burch, West Virginia Superintendent of Schools

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**Session Training/Development Emphases:**

***You're the Board President – Now What?***  
***(Includes Annual WVSBA "Legal Potpourri" Segment)***

Presenters:

- Rick Boothby, Partner, Bowles Rice LLP (Parkersburg)
- Trey Morrone, Special Counsel, Bowles Rice LLP (Charleston)

3:00 p.m.  
Terrace Foyer

Break

3:15 p.m. – 4:15 p.m.  
Pecan Room

Second General Session

Presiding

Patrick H. “Pat” Murphy (Berkeley), WVSBA Immediate Past

**Session Training/Development Emphases:**

***Here We Go Again: Demystifying County Board/County Superintendent Relations***

(Open forum – Pat Gray [Fayette], WVSBA Financial Officer, moderates)

Presenters:

- Dr. Penix
- Tammy Jo Samples, Ed.D., (Upshur), WVSBA President-elect
- Adam Cheeseman, Doddridge County Schools Superintendent · President West Virginia Association of School Administrators
- Presidents Conference Participants

5:45 p.m. – 7:00 p.m.  
Stonewall Ballroom I

Dinner

7:00 p.m. – 8:45 p.m.  
Pecan Room

Third General Session

Presiding

Tammy Samples, Ed.D. (Upshur), WVSBA President-elect

**Session Training/Development Emphasis:**

***Off to the Data Well: What are County Board Members’ Data Needs; Sources; Practical Applications?***

(Listening session format with facilitation by the presenter.)

Presenter:

Matthew Hicks, Director – Accountability · West Virginia  
Department of Education

8:45 p.m.

Adjournment

**Saturday, July 16, 2022**

7:00 a.m. – 9:00 a.m.  
Stonewall Ballroom I

Breakfast

9:00 a.m. – 10:30 a.m.  
Pecan Room

Fourth General Session

Presiding

Pat Gray (Fayette), WVSBA Financial Officer

**Session Training/Development Emphasis:**  
**Your Turn: Best (or Worst) Practices**  
(Forum Format)

10:30 a.m.  
Terrace Foyer

Break

10:45 a.m. – 11:45 a.m.  
Pecan Room

Fifth General Session

Presiding

Dr. Penix

**Session Training/Development Emphasis:**

**Bringing in the Sheaves**  
(Each Participant is Invited to share 30 Second 'Take' on Matters  
Of Interest or Concern)

**Final Words · Adjournment**

Dr. Penix



## Conference Particulars

- ◆ **Cellular Telephone Usage.** Please turn cellular telephones off or on “vibrate.”
- ◆ **Microphones.** Please use floor microphones when asking questions of respondents/panelists or making comments.
- ◆ **General Conference Questions.** Inquire at the Conference Registration Desk or see members of the association staff or executive officers.
- ◆ **Menus. Friday Dinner:** Classic Caesar salad, grilled chicken breast with lemon & capers, oven-roasted salmon with dill butter sauce, mashed red potatoes, mixed seasonal vegetables, chocolate layer cake, homemade apple pie, strawberry pound cake truffle, bread, coffee, tea. **Saturday Breakfast:** Seasonal fruits & berries, breakfast bread assortment whipped butter and fresh jams & jellies, farm fresh scrambled eggs, smoked bacon & sausage, homestyle country potatoes, sausage gravy & buttermilk biscuits, stone-ground grits with seasonal toppings, blueberry pancakes, coffee and tea.

Contact the Registration Desk if you have special dietary considerations.

## ***W. Va. School Board Association Presidents Conference ‘22 Roster of Presenters*** *(In Order of Program Appearance)*

The following persons are presenting, presiding or facilitating in various capacities during WVSBA Presidents Conference ‘22. All biographical information was provided by each individual listed. Some edits were made for style and other considerations.

### **Roster of Presenters**



**Gus Penix, Ed.D.**, retired with over 43 years of service in the public schools of West Virginia. He has served as a teacher, principal, district financial officer, superintendent of two school districts, director of a Regional Education Service Agency, and director of the West Virginia Board of Education’s Office of Education Performance Audits (OEPA). During his recent tenure as director of the OEPA, Dr. Penix guided the state board of education in developing a new system for accrediting all schools and school systems in WV based on

legislatively enacted performance expectations and state board of education adopted high quality standards. The high quality standards focus on the continuous improvement of culture, instruction, learning, and leadership for all public schools and county school districts in WV. In retirement, Dr. Penix continues his focus on improving education by serving as a member of the Nicholas County Board of Education.



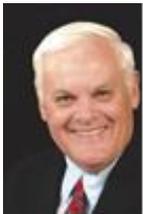
**W. Clayton Burch** was appointed by the West Virginia Board of Education as the 32nd State Superintendent of Schools in February 2020. Superintendent Burch has served in both teaching and educational leadership positions for more than 25 years, and his experience spans early childhood education to post-secondary administration. He most recently served as the WVDE Associate Superintendent. He assumed the role of State Superintendent of Schools as the COVID-19 pandemic hit West Virginia and has worked closely with the State Board of Education, county superintendents, the Governor's Office and state agency partners to build mechanisms and processes to best serve children during the unprecedented times. An advocate for the well-being, engagement and lifelong achievement of all West Virginia children, Superintendent Burch understands the importance of supporting children's social and emotional well-being through practical and systemic approaches. He has prioritized three key areas essential for learning, development and progress: addressing student support and well-being; eliminating barriers to equity and expanding access to technology; and closing academic achievement gaps. To support the success of all children, Superintendent Burch's commitment to expanding leadership capacity in the state's public school system is reflected in his efforts to build an infrastructure that leads to professional growth and positive classroom results for all educators. With a focus on the critical need to establish effective coalitions and collaborations, he has developed key relationships across a spectrum of local, state and national partners to support the education community. Superintendent Burch, while serving as the WVDE Associate Superintendent, was appointed by Governor Jim Justice as acting cabinet secretaries to both the Department of Education and the Arts and the Department of Commerce to assist these agencies during times of transition. He fulfilled these roles while maintaining his responsibilities at the Department of Education. He has served as an advisor to national organizations, the U.S. Department of Education, multiple governors and a past presidential committee on early childhood education.



**Rick Boothby** focuses his practice in education law. He advises, represents, and conducts trainings for K-12 school districts and multi-county career and technical education centers. Rick regularly represents public school boards in the areas of special education, employment law and constitutional law. He is a former public school teacher and currently serves as chairman of the West Virginia State Bar Association's Education Law Committee. Mr. Boothby's education includes J.D., with honors, The Ohio State University (2003), Public Events Editor, *The Ohio State Law Journal*, National Moot Court Team, Best Oral Advocate, M.M., Ohio University (1996) and B.M., *summa cum laude*, Ohio University (1993).



**Trey Morrone** joined Bowles Rice in January 2020, bringing nearly thirty years of experience in the areas of education law, municipal law and governmental representation and administration to the firm's Education Law Group. Such a varied background provides Trey a unique perspective when providing counsel to state boards of education, school districts and their employees. From 2014 to 2018, Trey served as President of the Wayne County, West Virginia Board of Education, during which time an expansive body of local polices were developed to afford stability to the operation of the school district, more than \$42 million in school construction projects were completed and student achievement in the school district was the most improved statewide. Trey has also served leadership roles with numerous other education-based organizations, including the Regional Education Service Agency, the Mountain State Educational Service Cooperative, the West Virginia School Board Association and the West Virginia School Service Personnel Association. Trey has experience as a classroom teacher at the elementary, middle, high school and college levels, having earned a license from the West Virginia Department of Education and a teaching certificate from the Marshall University College of Graduate Studies (M.A.T./Post-Baccalaureate Program). In addition to his vast experience in the world of education, Trey's early career features an impressive history of public service. From 1991 to 1999, he served as the city attorney for the City of Kenova, West Virginia, and from 1999 to 2007, he served as the city's mayor.



**Patrick Murphy** is a sixteen year member of the Berkeley County Board of Education. Pat served as the President (2020-2021) of the West Virginia School Board Association. He was born in Elkins, WV, but grew up in Berkeley Springs and Martinsburg where he graduated from Martinsburg High in 1966. He enlisted and served honorably in the US Marine Corps (66-70) attaining the rank of sergeant. He graduated from Shepherd College with a bachelor's degree in elementary education (75) on the GI bill. He worked as a teacher's aide (73-75) and a classroom teacher in Berkeley County (75-00) and Jefferson County (00-05). Pat served in the WV House of Delegates (83-90) and upon the Berkeley County Commission (91-96). He serves his community as a volunteer photo instructor at the Martinsburg Boys/Girls Club (71-present), the Martin Luther King Jr Scholarship Committee, at the Martinsburg Veterans Administration Medical Center, Berkeley County Association of Retired School Employees, AARP, and the Berkeley County chapter of the NAACP. Pat married his high school sweetheart, Beverly, fifty plus years ago, and they have two children, Tonya and Michael, along with four grandchildren.



**James P. Gray (Pat)** is president of the Fayette County Board of Education and will begin his 4th term serving the citizens of Fayette County as a Board of Education member. He currently is serving an appointment by the State Board of Education on the WV Commission for Professional Teaching Standards and serves as the Preparation Committee Chair. He has worked for AT&T for 30 years with experience in corporate education and customer experience and holds a Project Manager Professional credential. He and his wife Meredith have 4 children and 3 grandchildren. Pat is a

life long learner and believes all students have the chance to grow if given the right support and direction.



**Tammy Samples, Ed.D.** is president of the Upshur County Board of Education. She is currently the Director of the School of Education at West Virginia Wesleyan College and teaching in the undergraduate programs. Prior to her time at West Virginia Wesleyan she taught for 16 years in the Upshur County School System. She completed her undergraduate degree in Elementary Education in 1991 at WVU. She also holds two Masters Degrees from Marshall, in Reading and Leadership Studies, graduating in 2000 and 2004. She completed her doctoral studies at WVU in 2013.



**Adam L. Cheeseman** is Superintendent of Doddridge County Schools. A Wirt County native, he oversees the 1100 student district in North Central, West Virginia where he has implemented many innovative changes. The district's "Career Exploration" course meets student needs by teaching financial literacy and job building skills such as interview skills, resume writing, understanding budgets and how the credit system operates. The county also recently hired a College and Career Readiness Coordinator to enhance student opportunities for vocational development and college preparation. He has placed an emphasis on the "Holistic Child" by extending delivery of meals to students both during the school year and on breaks, hiring a Mental Health Coordinator, a Mental Health Specialist, a County Behavior Specialist, a county Social Worker and has begun the process of becoming a "Trauma Informed School." To enhance student achievement, he hired Countywide Math and English Language Arts Specialists who work directly with classroom teachers. He has developed a close partnership with JASON Learning to expand science curriculum and to send students to train with top scientists world-wide. The county has placed dedicated STEAM labs in each school in the district and became the nation's first district to be named an AASA STEM Certified District. Once one of the lowest performing school districts in the state, Doddridge County now consistently ranks in the top ten districts in the West Virginia General Summative Assessment. Mr. Cheeseman received his Bachelor of Arts in Secondary Education from Alderson Broaddus University, his Master of Arts in Biblical Studies from Liberty University in 2011 and is currently working on his Doctorate in Strategic Leadership through Liberty University. He is married to his wife Lisa and has three daughters. Mr. Cheeseman is currently the president of the WVASA.



**Matt Hicks** is the Director of Accountability for the West Virginia Department of Education and has been a West Virginia educator for the past fourteen years. He has his Masters in Educational Leadership, certification in Special Education, and his Bachelors in Elementary Education. He has also completed the Strategic Data Project Fellowship through the Center for Education Policy Research at Harvard University which is a two-year program that develops PK12 and Higher Education

data leaders to strengthen the capacity of the field to use data for improvement. Matt's passion is partnering with West Virginia educators to make data-informed, student-centered decisions.

