



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

***September 9/10, 2022
Town Center Marriott Hotel***

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

Agenda
West Virginia School Board Association Conference '22
September 9/10
Charleston Town Center Marriott Hotel
(Charleston)
Gus Penix, Ed.D. (Nicholas), WVSBA President, presiding



Pre-Conference

Friday, September 9, 2022

9:00 a.m. WVSBA Executive Board Meeting
Kanawha – Blueridge

11:45 a.m. Light Luncheon
Foyers AB

Conference Sessions

Friday, September 9, 2022

1:00 p.m. **First General Session**
Grand Ballroom

Presiding:

Gus Penix (Nicholas), West Virginia School Board Association (WVSBA)
President

County Board Member Training Module:

**“The Gresham County Board of Education Confronts School District
Stagnation”:**

By Howard M. O’Cull, Ed.D., West Virginia School Board Association
Executive Director

3:00 p.m. Break
Foyers AB

3:15 p.m.
Grand Ballroom

Second General Session

Presiding: Jared T. Billings (Mason), West Virginia School Board Association Vice President

County Board Member Training Module:

County Superintendent Evaluation Tool

Presenters:

Charlene Coburn, Accountability Officer – Office of Accountability, West Virginia Department of Education / ccoburn@k12.wv.us

Howard E. Seufer Jr., Esq., Bowles Rice LLP / WVSBA Counsel

4:30 p.m.

Adjournment



7:00 p.m.
Grand Ballroom

Third General Session

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

County Board Member Training Module:

Overview of Hanover Research Local Board Member Modules /
<https://www.hanoverresearch.com/>
Question/Answer Session for Policy 2322 WV System of Support and
Accountability

Presenters:

Ms. Coburn

Matthew Hicks, Director Office of Accountability, West Virginia Department of Education / mhicks@k12.wv.us

8:30 p.m.
Grand Ballroom

Reception

The WVSBA Executive Board, as part of the reception, will honor Howard M. O’Cull, Ed.D., upon his retirement as Association Executive Director.



Saturday, September 10, 2022

7:00 a.m. Buffet Breakfast
Foyers AB

8:00 a.m. Delegate Assembly Meeting
Kanawha - Blue Ridge

9:15 a.m. **Fourth General Session**
County Board Discussion Groups
(Configured via WVSBA Regions)

Topics:

- Student Achievement
- Certified Teacher Shortages

Salon F **Region I**
(McDowell, Mercer, Monroe, Raleigh, Summers, Wyoming)
Facilitating
Co-Regional Directors
Mike Callaway (McDowell)
Michael Prichard (Wyoming)

Salon CD **Region II**
(Cabell, Lincoln, Logan, Mason, Mingo, Wayne)
Facilitating
Co-Regional Directors
Pat J. White, Ed.D. (Logan)
Johnita Jackson (Wayne)

Salon E **Region III**
(Boone, Clay, Kanawha, Putnam)

Facilitating

Co-Regional Directors

Susan Kimbler (Boone)

David Pierson (Clay)

Jim Crawford (Kanawha), Past President

Jared Billings (Mason), WVSBA Vice President

Cumberland

Region IV

(Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, Webster)

Facilitating

Co-Regional Director

Gary Ray (Fayette)

James "Pat" Gray (Fayette), WVSBA Financial Officer

Appalachian

Region V

(Calhoun, Jackson, Pleasants, Ritchie, Roane, Tyler, Wirt, Wood)

Facilitating

Co-Regional Directors

Torie Jackson, Ed.D. (Ritchie)

Justin Raber (Wood)

Allegheny

Region VI

(Brooke, Hancock, Marshall, Ohio, Wetzel)

Facilitating

Co-Regional Directors

Stacy Hooper (Brooke)

Molly Aderholt (Ohio)

Blue Ridge

Region VII

(Barbour, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Tayler, Tucker, Upshur)

Facilitating

Co-Regional Director

Denver Burnside (Doddridge)

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

Salons AB

Region VIII

(Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton)

Facilitating

Co-Regional Directors

Jaqueline Long (Berkeley)

Ed Morgan (Hampshire)

10:15 a.m.
Foyers AB

Break

10:30 a.m.
Grand Ballroom

Fifth General Session

(Format to be announced by WVSBA President Gus Penix, Ed.D. [Nicholas]).

11:45 a.m.

Adjournment



Conference Particulars

- ◆ **Microphones.** Please use floor microphones when asking questions of respondents/panelists or making comments. Presiding officers also will recognize persons participating via means of live-streaming. Presiding officers reserve the right not to recognize

persons who do not use microphones when asking questions or presenters and/or commenting on presentations.

- ◆ **General Conference Questions.** Inquire at the Conference Registration Desk or see members of the association staff or executive officers.

- ◆ **Menus. Friday Lunch:** Cured Ham Sandwich, Sliced Roasted Turkey Breast Sandwich, Roast Beef Sandwich, Waldorf Salad of Apples, Walnuts, Celery and Grapes, Potato Salad, Homemade Chips, Assorted Freshly Baked Cookies and Brownies, Blondie Bars, Freshly Brewed Coffee, Assorted Teas, Soft Drinks and Bottled Water. **Friday Break:** Soft Pretzels & Mustard, Assorted Individual Yogurts, Freshly Baked Cookies, Freshly Brewed Coffee, Assorted Teas, Soft Drinks and Bottled Water. **Saturday Breakfast:** Scrambled Eggs, Hickory Smoked Bacon, Pork Sausage Links, Potato Hash, Freshly Baked Muffins, Bagels, Sliced Breakfast Breads, Sliced Seasonal Fruit, Orange, Apple and Cranberry Juice, Freshly Brewed Starbucks Coffee, Decaffeinated Coffee and Assorted Teas.



W. Va. School Board Association Conference '22 Roster of Presenters

(In Order of Program Appearance)

The following persons are presenting, presiding or facilitating in various capacities during WVSBA 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.



Jared Billings is a two-term member of the Mason County Board of Education, currently seeking his third term. He has served as President and Vice President of the local board. Jared is currently the financial officer of the WVSBA and has served as the Regional Co-Director of Region II. He is a graduate of Point Pleasant High School class of 2004, a graduate of Marshall University with an Associate Degree in Business Management in 2006, and also a graduate of the University of Rio Grande class of 2011 with an Associate Degree in Respiratory Therapy. Jared is employed at Cabell Huntington Hospital where he has been for nine years and also working PRN at Pleasant Valley Hospital. He is married to Sarah (Kinnard) Billings. They have two children, Makayla (11) and Jace (8) both attending the Point Pleasant Intermediate School. They reside in Gallipolis Ferry, WV. They attend and are members of the Henderson Church of Christ.



Charlene Coburn is the Senior Officer for the Office of Support and Accountability at the West Virginia Department of Education. She has developed a team, which supports low-performing districts, and the successes are evident in student achievement growth. She also collaborates with local school boards members and county superintendents to provide resources and training as requested. Charlene has enjoyed a highly successful career in education for 34 years which includes experience as a teacher, instructional coach, Director of Federal Programs for Lincoln County Schools, and served the Office of Education Performance Audits prior to coming to the WVDE.



Howard Seuffer having advised and represented all 55 of West Virginia's county boards of education over the last 40 years, brings a wealth of experience to a range of legal matters for school districts. His work in public education has made a lasting impact in the areas of school board governance, board/superintendent relations, business and finance, human resources and student rights and responsibilities. Howard is the senior member of the Bowles Rice Education Law Practice. The firm's Education Law Practice has been ranked #1 in West Virginia Education Law by *Best Lawyers in America* and designated at Tier 1 in the practice of education law by *U.S. News & World Report's Best Law Firms*. Leading peer-review organizations *Super Lawyers* and *Best Lawyers in America* both recognize Howard for his education law skills. He is a longtime member of the National School Board Association's Council of School Attorneys and is West Virginia's liaison to the Council. Since 1983 he has been legal counsel to the West Virginia School Board Association. A trained facilitator, Howard is frequently engaged as a presenter,

panelist and writer on school law issues, emphasizing practical preventive advice for education leaders and administrators. Policymakers at the state and local levels regularly request his input. On occasion, he addresses legislative committees on bills affecting public education. Howard is co-founder of the Bowles Rice invitation-only *Signature Series Workshops*. Over the past two decades, the more than 200 Signature Series workshops have provided hundreds of public school administrators with focused, full-day legal instruction in interactive, small group settings. In 2018, *West Virginia Executive* magazine inducted Howard into its class of “Sharp Shooters” – state leaders who have a record of active participation in community service and philanthropy. In the education arena, those efforts include his active service as emeritus director and past chair of the nation’s first statewide education fund, the Education Alliance, and his prior tenure as board member and chair of SW Resources Inc., a nonprofit focused on the vocational needs of adults with disabilities. Howard previously chaired and belonged to the Board of Governors of Southern West Virginia Community and Technical College and served West Virginia University on Visiting Committees for the College of Law and the Office of Diversity, Equity & Inclusion. To this day, Howard continues a longstanding tradition serving as a volunteer reader with Read Aloud West Virginia at the Mary C. Snow West Side Elementary School in Charleston.



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.



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.



West Virginia School Board Association Conference '22 Exhibitors



ArtCart WV Inc is a mobile art program. Our mission: provide schools and students with the opportunity for creative growth through art education.

Representative(s): Kate Hushion, President



BoardDocs[®]

A DILIGENT BRAND

BoardDocs empowers education leaders to turn governance into a strategic advantage through unparalleled insights and highly secure, collaborative paperless meeting software, helping school districts

thrive in today's digital age. Part of Diligent, the leading provider of modern governance solutions, BoardDocs provides customers with best-in-class security, top-rated customer support, and constant innovation designed exclusively for the needs of your school district.

Representative(s): David Gressgot, Sales Development Representative
Cole Fullerton, Sales Development Representative



BRAY & OAKLEY
INSURANCE AGENCY

Bray & Oakley Insurance Agency, Inc. is a full service independent insurance agency offering all lines of business coverage as well as health, life and auto. We have

served the citizens of West Virginia since 1920 and have developed strong relationships with national insurance carriers, regional insurance markets and our clients. Our clients are individuals and businesses

across all industry sectors. However our expertise lies in the public entities and education. We offer specialized services pertaining to loss control assessment, claims management, safety culture implementation and experience modification analysis that will help improve the marketability of your insurance program. We offer the advantage of having an agent work on your behalf with the common goal of reducing claims costs and insurance premiums. We have an amazing team of local insurance professionals who want to provide you with the broadest, most comprehensive representation in the marketplace, aggressive claims management, return-to-work support, risk management services and an advocate who is always on your side.

Representative(s): Michael P. Winter, MBA, AAI (Vice President)
Ted Tomblin, Senior Producer
Amy Blevins, Claims Adjuster/Claims Advocate



CMTA, Inc. was founded in 1968 as a consulting engineering firm. Today, it is one of the largest engineering firms in the region and one of the fastest growing engineering firms in the nation. The Energy Solutions division serves K-12 schools, higher education, and government buildings through

guaranteed energy savings performance contracting and consulting engineering. Together, our Energy Solutions and Engineering Design teams provide hundreds of years of engineering design, construction, and design-build performance contracting experience to any project.

Representative(s): John Bradshaw, Business Development Director



countryroadsleasing.com

Country Roads Leasing, LLC in 2010 opened to provide school districts in West Virginia with tax-exempt equipment lease-purchase financing. Items financed are Energy Performance Contracts, HVAC, Buses, Laptops/Tablets and any tangible items necessary to the school district's essential functions. Our ability to secure local West Virginia banks to provide the funding, keeps the financing with local institutions, run by local people.

Representative(s): Jeff Smell, Owner



Cramer Security provides consulting, drug testing, private investigations, safety training, security & athletic/special events.

Representative(s): Robin Radford, Accounts Payable, Marketing
Jaron Nevi, Director IT & Fleet Management
Steve Pilato, Government Affairs & Business Development



Cunningham Recreation provides playground solutions from design to construction since 1966. Playground & sports equipment, surfacing, bleachers, press boxes, shade, shelter, and site furnishings.

Representative(s): Mitch Reno, Sales Associate



ENERGY SYSTEMS GROUP® (ESG) is a leading local energy services provider with an office in Charleston, West Virginia, that specializes in energy efficiency, sustainability, resiliency, and infrastructure improvement solutions. Since 1994, ESG has been helping K-12 schools overcome the challenges of aging infrastructure and rising operational and energy costs by providing turnkey, self-funded solutions that directly enhance the quality and safety of learning environments. Through its core business of energy performance contracting, ESG helps West Virginia schools install new energy efficient building systems, where guaranteed savings from operation budgets pay for the capital improvements. From the initial energy audit through long-term measurement and verification of project savings, the ESG team will partner with you to design and construct solutions that

fit the needs of your schools and result in significant energy cost savings with environmental and educational benefits. To learn more, contact Audra Blackwell, ablackwell@esg.email or visit energysystemsgroup.com.

Representative(s): Audra Blackwell, ESG Business Development Manager – West Virginia



Generation Esports is the home for all gamers to compete, create and learn together by making it easy for communities of all backgrounds and ages to socialize and connect through video games. The foundation of Generation Esports is

scholastic gaming and the positive impact of video games in schools. We run the largest league for high school esports and are rapidly growing our middle school and college leagues! In the past year, we've given out hundreds of thousands in scholarships to students. Our set of esports courses, Gaming Concepts, is written by educators and teaches students about gaming, computer parts, design and content creation, healthy and safety, and more. Each course has a special focus on mental health. Gaming Concepts is a Standards-Based, Peer-Approved Curriculum drawing from CTE, ISTE, and SEL standards, Gaming Concepts is STEM.org accredited and peer-reviewed. Comprehensive lesson overviews, easy-to-follow directions, and project-based lessons give teachers time to do what they do best – TEACH! Increase student engagement with a standards-based and peer-approved video gaming curriculum for schools.

Representative(s): Trevor Goertzen, Scholastic Gaming



McKinley Architecture & Engineering is a multi-discipline, full-service firm providing architectural, engineering, design and construction administrative services. For

over 65 years, McKinley has become a well-known name in the region evolving into the leading architectural and engineering firm in WV. We utilize a business model structured for efficiency offering comprehensive professional services across a wide landscape of client categories. Our architects, engineers, and technicians are all in-house, creating optimum communication and collaboration, which results in outstanding service to our clients.

Representative(s): Ernest Dellatorre, Director
Terry George
Dr. Stephen Paine



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The Final Floor Inc. is a leader in installation, refinishing, repairing and maintenance of maple and synthetic athletic and epoxy floor systems.

Representative(s): Tony Stalford, President
Karen Stalford, Owner
Chase Stalford, Quality Assurance
Jim Stalford, Estimator



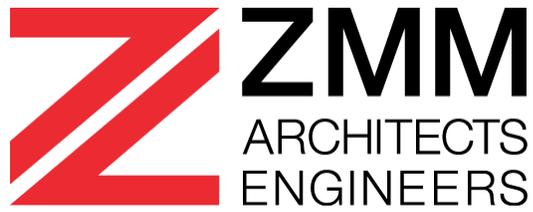
WILLIAMSON

SHRIVER

ARCHITECTS

Williamson Shriver Architects, Inc. is an award-winning, multi-disciplinary design firm located in Charleston, WV. Established on the success of educational facility design, we have completed well over 440 educational facility designs throughout West Virginia during our thirty-seven year history. We have considerable experience working within the parameters of the WV School Building Authority guidelines and a thorough understanding of WV State Board of Education Policy 6200 requirements for school facility design. Williamson Shriver Architects' begins our services with a thoughtful analysis of our client's needs, and how their goals can be achieved through improvements in the built environment. We incorporate inclusive, participatory planning and design strategies that encourage input from building users throughout the process, thereby assuring that our functional and distinctive buildings reflect the vision of our clients and the spirit of our communities.

Representative(s): Ted A. Shriver, Architect / Principal
Greg Martin, Architect / Principal
Jason Shantie, Contract Administrator / Principal



ZMM Architects & Engineers is an integrated award-winning design firm with offices in Charleston and Martinsburg, WV and Blacksburg, VA. Our team has a vast knowledge and expertise in K-12 Educational Projects. ZMM is committed to providing high-quality, client-focused design solutions that meet budget and schedule requirements. We listen, we respond promptly with innovative and efficient solutions, and we deliver quality projects and develop lasting relationships. You see us in YOUR community every day.

Representative(s): Randy Jones, Principal Architect
 Allegra Enochs, Project Manager

