



May 4–6

Campbell's Resort
Lake Chelan

Superintendents Conference 2025

TRANSFORMING CHALLENGES INTO OPPORTUNITIES

Concurrent Session I1:15–2:15 p.m.

Stehekin A	Stehekin B	East Room	West Room
Leading for Student Success in a Changing Landscape Dr. Susana Reyes, Superintendent, Shoreline and Dr. Mary Templeton, Superintendent, Lake Stevens How can we stay focused on student success amid growing political tensions around DEI? This session explores practical, adaptive leadership strategies for closing opportunity gaps—without getting lost in controversy. Learn how to reframe the conversation around belonging, opportunity, and achievement. Using real stories, data, and tools, we'll focus on what matters most: ensuring all students thrive. Walk away with strategies you can use tomorrow to lead with clarity and courage.	Developing Systems to Create & Maintain Healthy School District Budgets Dr. Jon Tienhaara, Superintendent, South Bend This session offers superintendents practical strategies for building sustainable budget systems that support effective resource management. Topics include planning, leveraging funding opportunities, and maintaining transparency to build long-term financial credibility.	WIAA as an Educational Partner Mick Hoffman, Executive Director, Washington Interscholastic Activities Association Attendees will understand the structure of the WIAA including how rules are made and how authority is distributed throughout the membership. We will also cover current and anticipated hot topics.	Filling the Pipeline: The Crucial Role of Effective Superintendent Sponsorship Dr. Ingrid Colvard, Superintendent, Stevenson-Carson What does it take to promote the leaders of the future? Leadership turnover is a critical issue that has never been more important to address proactively. The most qualified and capable candidates need to be invited into leadership and guided along the journey. Superintendents make a powerful difference in who considers the step into top district roles, and who ultimately makes it to final interviews. Join this collaborative, solution-focused session that identifies key steps we can all take to fill the leadership pipeline with the most dynamic, passionate and capable candidates available.

Concurrent Session II2:40–3:40 p.m.

Stehekin A	Stehekin B	East Room	West Room
Taking Back the Narrative: Reclaiming the Promise of Public Education Dr. James Everett, Superintendent, Meridian and Dr. Jeff Snell, Superintendent, Vancouver Join us to explore the AASA campaign focused on reclaiming and elevating the story of public education. What might this movement look like in our districts, regions, and across Washington state? How can we leverage a compelling, community-centered public service campaign—tailored to your district—as part of a broader vision for student success in our state?	AI Tools Every Superintendent Needs Dr. Nik Bergman, Superintendent, Quincy and Kim Fry, Assistant Executive Director Learning Innovation & Artificial Intelligence, WASA Discover AI tools that today's most forward-thinking superintendents are using to save time, streamline communication, and lead with greater impact. This session will leave you equipped with ready-to-use prompts and chatbots tailored to the real challenges of district leadership. This session is appropriate for beginning to advanced AI users.	Balanced Superintendent Evaluation Process Tim Garchow, Assistant Executive Director, Member Services, WASA Discover a collaborative and balanced approach to evaluating superintendent performance. This session guides participants through setting shared goals aligned with district priorities and the Washington Superintendent Standards. Learn how to identify three key focus areas, develop clear objectives, and gather meaningful evidence throughout the year. The process includes Mid-Year and Final Progress Reports, leading to a 4-Part Evaluation with strengths, ratings, and future focus areas. Attendees will receive practical tools to support a fair, transparent, and growth-oriented evaluation that promotes strong leadership and accountability.	Building Collective Leadership for Lasting Impact Dr. Laurie Dent, Superintendent, Sumner-Bonney Lake Leadership doesn't have to be lonely. This session explores how superintendents can build collective leadership by embracing <i>teamship</i> —a shared leadership model that empowers contributors at every level. Grounded in key ideas from <i>Never Lead Alone</i> , participants will learn how to foster trust, shared accountability, and sustainable systems by engaging students, staff, families, and communities. Walk away with actionable strategies and tools to create a resilient, collaborative leadership culture that delivers lasting impact for students.



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Sunday | May 4, 2025

5:00–6:30 p.m.	Reception
6:30 p.m.	Welcome, Sponsor Recognition & Dinner Dr. Bob Maxwell, Superintendent, Pullman School District & WASA President
7:30–8:00 p.m.	Honoring Our Retirees & Toast Joel Aune, Executive Director, WASA Tim Garchow, Assistant Executive Director, WASA
8:00 p.m.	Closing Remarks Dr. Bob Maxwell, Superintendent, Pullman School District & WASA President

Monday | May 5, 2025

7:45–8:30 a.m.	Breakfast
8:30–8:45 a.m.	Opening Joel Aune, Executive Director, WASA
8:45–10:15 a.m.	Building Public Trust Amid Political Complexity - Part I <i>Leading Now</i> Anisa Sullivan Jimenez, Managing Director, Programming & Communications Malik Ray, Director, Membership & Strategic Partnerships
10:15–10:30 a.m.	Break
10:30–11:30 a.m.	Building Public Trust Amid Political Complexity - Part II
11:30–12:00 p.m.	2025 Legislative Debrief
12:00–1:00 p.m.	Lunch & Strategies for Sustainable K-12 Budgets Report Shea Taylor, Account Executive, ThoughtExchange
1:00–1:15 p.m.	Break
1:15–2:15 p.m.	Concurrent Session I
2:15–2:40 p.m.	Break
2:40–3:40 p.m.	Concurrent Session II

Monday | May 5, 2025

3:40–4:00 p.m.	Integrating AI Kim Fry, Assistant Executive Director, Learning Innovation and AI, WASA
5:00 p.m.	Reception
6:30 p.m.	Dinner
7:15–7:45 p.m.	Hero Makers Dr. Todd Whitaker, Professor of Education, University of Missouri/Speaker/Author

Tuesday | May 6, 2025

7:45–8:30 a.m.	Breakfast
8:30–9:15 a.m.	Budget & Finance Panel Dr. Concie Pedroza, Superintendent, Tukwila Dr. Kathi Weight, Superintendent, Steilacoom Historical Dr. Jon Tienhaara, Superintendent, South Bend
9:15–10:00 a.m.	What We All Should Know About Contracts! Tyler Firkins, Van Sclen Stocks Firkins, Attorneys at Law Tim Garchow, Assistant Executive Director of Membership Services, WASA
10:00–10:15a.m.	Break
10:15–11:25 a.m.	Federal Legislative Updates & Looking Ahead to 2026 Tara Thomas, Policy Analyst, AASA Dan Steele, Assistant Executive Director of Government Relations, WASA
11:25–11:30 a.m.	Closing Shawn Batstone, Assistant Executive Director of Professional Learning, WASA

