



**TRUSTEE DAY** 2023  
NOVEMBER 2 | COLUMBUS, OH

AN EXTENSION OF THE ISACS ANNUAL CONFERENCE DESIGNED FOR TRUSTEES & HEADS OF SCHOOL

## PROGRAM

**9:00 – 10:15 am**

**T-1 - The Identity Loyalty Paradox: Implications for Trustees & Heads of Schools**  
Americus Reed, Wharton School, University of Pennsylvania

How can trustees optimize their school's community engagement and foster a deep sense of emotional loyalty? This kind of loyalty is even more important post-pandemic, when remote work, wellness, and deeper existential questions are now front and center for most people. Learn to create a sense of purpose rooted in the "why" of your school, and how your school can, through internal and external advocacy, create a tribe of fierce loyalists who will protect the mission of the school, defend it, and do your marketing for free. These concepts are all rooted in science, and trustees will leave with tools to harness their school's data to facilitate this process not only internally, but also to the outside community they seek to serve.

**10:30 – 11:45 am**

**T-18 - Strategic Design: A Collaborative Approach to Inventing the Future**  
Tim Fish, National Association of Independent Schools (NAIS)

Why do we do strategic planning? What needs to be in place for the process to unleash the potential of our community? Who owns strategy? Who owns implementation? How can we design an agile process that is joyful and honest? How can the board be most helpful and when do they potentially mess things up? These are questions that keep Tim Fish up at night. For the last few years, he has worked with hundreds of schools and boards address these questions. He will share his latest thinking and collaborate with participants for an engaging session of co-creation and discovery.

### ISACS LUNCHEON & KEYNOTE PRESENTATION

**11:45 am – 1:15 pm**

**TL-1 - The Sun Does Shine: How I Found Life & Freedom on Death Row**  
Anthony Ray Hinton, Equal Justice Initiative & Author

Anthony Ray Hinton spent 30 years on Alabama's Death Row for a crime he did not commit. His experience with the justice system and the book club he created on Death Row had a profound impact on his relationships and influence on other incarcerated men, giving them optimism. Hear how he maintained a sense of self and hope in such a hopeless place, and how he realized the importance of forgiveness. Hinton's story is told in attorney Bryan Stevenson's memoir, *Just Mercy: A Story of Justice and Redemption*, and in his own bestselling memoir, *The Sun Does Shine: How I Found Life and Freedom on Death Row*. In addition, he adapted his book for young readers, titled *The Sun Does Shine: An Innocent Man, A Wrongful Conviction*. As a community educator at the Equal Justice Initiative, he works tirelessly as an advocate for abolition of the death penalty.

**1:30 – 2:45 pm**

**T-36 - Tensions that Won't Go Away: Let's Create Productive Energy**  
Mary Menacho, Independent Schools Association of the Central States (ISACS)

Trustees navigate persistent opposing tensions on behalf of their schools such as Margin and Mission for enduring sustainability, or "The Desire to Stay the Same" and "The Desire to Change" for preserving the best of the past and present into a desired future. These are just two examples we can explore in depth to help trustees manage the opportunities and early warnings present in the fundamental tensions present that exist in every independent schools' leadership.

**3:00 – 4:15 pm**

**T-55 - Cultivating the Board-Head of School Relationship: Hot Topics, Tips & Traps**  
Sara Goldsmith Schwartz, Schwartz Hannum PC

In this session, experienced education and employment lawyer Sara Schwartz will discuss hot topics in the trustee-head of school relationship and identify strategies for fostering a productive, collaborative relationship between the board and the head of school. The conversation will include: discussion regarding head of school employment contracts and benchmarking; performance reviews; bylaws; anonymous and other complaints; and more. Case studies will be utilized to generate dialogue and highlight real world situations and practical solutions.



## PRESENTERS



### AMERICUS REED, II

is the Whitney M. Young Jr., Professor of Marketing at the Wharton School, University of Pennsylvania. Reed's primary research is in brand equity and identity loyalty—the study of creating and fostering brand communities that transcend the utilitarian aspects of products to actualize iconic levels of symbolic identity and self-expression, connect to deep levels of emotional and social affiliation, and cultivate lifelong relationships with intermediate customers and end consumers. He has authored more than 50 articles, book chapters, and cases studies on the topic. He has been featured on *CNN*, *CNBC*, *NPR*, and the *Hidden Brain Podcast* and in *Forbes*, *Wall Street Journal*, *Huffington Post*, and *New York Times*.



### TIM FISH

is the chief innovation officer at NAIS and a member of the Strategy Lab team, where he develops partnerships to co-create tools and frameworks that build capacity for designing and implementing innovation. He has roots in the independent school community and a long history at McDonogh School (MD) where he served as associate headmaster. Fish was the founding president and CEO of the FolioCollaborative, a nonprofit community of schools focused on building a flexible faculty/staff development process. He is the co-author of the book *Leadership and Technology at Independent Schools*.



### ANTHONY RAY HINTON

survived for 30 years on Alabama's death row. His story is a decades-long journey to exoneration and freedom. In 1985, Hinton was convicted of the murders of two fast-food restaurant managers based on the testimony of experts for the State who claimed that the bullets came from a dusty revolver found in Hinton's mother's closet. Without the benefit of a competent expert to challenge the State's theory, an all-white jury convicted Hinton and he was sentenced to death. After years of petitioning, three experts concluded that the bullets could not have been fired from his mother's revolver. With the assistance of the Equal Justice Initiative, led by attorney Bryan Stevenson, Hinton was freed in 2015. Since his release, he has shared his story and the changes needed to prevent similar injustices. In 2018, Hinton published *The Sun Does Shine: How I Found Life and Freedom on Death Row*, which became a *New York Times* bestseller. In 2019, he was awarded an honorary doctorate from St. Bonaventure University. (photo: Roy Liggins)



### MARY MENACHO

has been executive director at Independent Schools Association of the Central States (ISACS) since 2020, and has served independent schools as a teacher, division director, long-term head of school, trustee, board chair, association executive director, and governance consultant. A certified executive coach and certified by both BoardSource and Polarity Partnerships, Menacho holds an MA from Santa Clara University and a BA from University of Oregon. She speaks and writes on leadership and best practices in independent schools.



### SARA GOLDSMITH SCHWARTZ

is the founder and president of Schwartz Hannum PC, a law firm which specializes in education, employment, and labor law. In the course of representing more than 250 educational institutions across the U.S., Schwartz has become a trusted advisor to heads of schools, presidents, board chairs, deans, business officers, and others as independent school leaders tackle and resolve matters of school governance, student and employee disciplinary matters, risk management, sexual abuse allegations, and the myriad compliance documents such as enrollment agreements, school bylaws, student/parent handbooks, and more. She is a cum laude graduate of Yale College and Harvard Law School.

## REGISTER YOURSELF TODAY

**TRUSTEE DAY REGISTRATION:** Each Attendee Must Register Separately

- \$185 for trustees and/or heads from ISACS member schools, which includes program and banquet lunch. Non-member fee will apply.
- Trustees and/or heads wishing to attend Friday's Annual Conference sessions **MUST** select the Trustee Day/Friday Annual Conference package during online registration in August.
- Registration deadline is Wednesday, October 11, 2023. There is no onsite registration.

**LOCATION:** Greater Columbus Convention Center **HOTEL ACCOMMODATION:** Hilton Columbus Downtown

**MORE INFORMATION:** Visit: [isacs.org/trusteeday](https://isacs.org/trusteeday) **QUESTIONS:** Email: [programinfo@isacs.org](mailto:programinfo@isacs.org)

