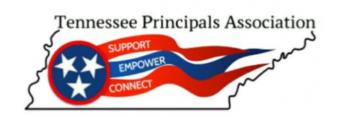
## **2025 Tennessee Principals Conference**

## **Conference Schedule and Guide**



## BOOTS ON THE GROUND: LEADING WHERE IT MATTERS MOST

Our mission is to support, empower, and connect Tennessee Principals. www.tnprin.org



## President's Welcome

Welcome to the **2025 Tennessee Principals Association Conference** in Franklin, Tennessee. This is a gathering designed for courageous, hands-on leaders who show up every day for their students, staff, and communities. Our theme, "**BOOTS on the Ground: Leading Where It Matters Most,"** reflects the heart of principalship in Tennessee: visible, present, and purpose-driven leadership.

The 2025 conference is built around **BOOTS**, a framework that captures the essential work we do:

**Bravery in Leadership:** Standing tall in complex times and making decisions that put students first.

**Ownership of Outcomes:** Owning the culture, climate, and results in our buildings—because every child's success matters.

**Optimizing Instruction:** Using data, coaching, and collaboration to lift the quality of teaching and learning in every classroom.

**Team Empowerment:** Growing teacher leaders, strengthening PLCs, and cultivating collective efficacy.

Strategic Vision: Setting a clear direction with measurable goals and sustaining the momentum to get there.

Across keynotes, breakout sessions, and networking events, you'll find practical tools, proven strategies, and inspiring stories from leaders across the Volunteer State. Whether you're refining instruction, strengthening your culture and operations, swapping ideas with principals from rural, suburban, and urban contexts, leaving with real partners, not just business cards, or supporting staff wellness, there is a session, a colleague, and a next step here for you.

Thank you to our presenters, partners, sponsors, and the incredible planning team whose "boots on the ground" made this experience possible. And thank you, principals, for the daily, often unseen work of principalship, greeting buses and students, coaching teachers, supporting families, celebrating wins, and addressing challenges with grace and grit. Your leadership changes trajectories.



May these days in Franklin recharge your spirit, sharpen your practice, and renew our shared commitment to every student in every school.

With gratitude and pride,

**Dr. Darla Young-Berry, President** Tennessee Principals Association



## Conference Leadership Team







Dr. Stacy Edwards



Dr. Janice Irvin



Dr. Brian Partin



Mrs. Shay Siler

#### **Helpful Hints to Help MAXIMIZE Your Conference Experience**

- Attend as many sessions as possible! TPA secures National level speakers for YOU!
- Spend time in the Exhibit Hall. The latest educational RESOURCES and PRODUCTS will be available for you to see. Be sure to THANK our VENDORS for their support! Monday is the only day for Exhibits – with dedicated Exhibit Hall time built into the schedule.
- Be sure to participate in the Exhibit Hall Scavenger Hunt! Prizes Await!
- DOOR PRIZES will be available throughout the conference! YOU MUST BE PRESENT TO WIN! Prizes include: CASH \$\$\$, gift cards, vendor gifts, and MORE!
- NETWORK, NETWORK! Reach out and meet a colleague from across the state. Connections and relationships are a vital part of our organization!
- Get INVOLVED!
  - Would you like to be a Membership Ambassador?
  - Would you like to do a breakout session at the conference next year?
  - Would you like to publish an article in TN Principal Update?
  - Would you like to serve on the TPA Board of Directors?

If you answer YES to any of these questions, please seek out a TPA Board Member and have a conversation. You matter!

- Set aside money in your school budget next year to attend the 2026 Tennessee Principals Conference
- Take time to laugh during the conference! It's healthy!
- HAVE FUN and LEARN A LOT!
- Let us know if you need anything . . . this conference is for YOU! Thank you for being here!

**NOTE:** TASL information will be available at the conclusion of the Awards Luncheon on Tuesday. TASL credit can only be obtained by FULL conference participation (must be present to be awarded credit).

## Keynote Speakers

#### **Dr. Todd Whitaker** – Speaker, Author



Dr. Todd Whitaker is one of the nation's leading authorities on teacher and principal effectiveness, staff morale, teacher leadership, and school culture and climate. Todd has written over 65 books including the national best seller, What Great Teachers Do Differently. Other titles include What Great Principals Do Differently, Shifting the Monkey, School Culture Rewired, Your First Year, Dealing With Difficult Parents, Motivating & Inspiring Teachers, and How To Get All Teachers To Become Like The Best Teachers.

#### Gerry Brooks - Speaker, Author



Gerry Brooks has been an educator for 20 years, beginning as a third-grade teacher in Palm Bay, FL. He earned his master's in administration and has been an elementary principal for 12 years. Originally using humorous videos to encourage his staff, Gerry has become a national encourager for teachers through social media and speaking events. He is a voice for teachers, but his passion is leading others to be responsible for their own personal climate and culture in the workplace. His book, "Go See the Principal," outlines strategies for taking on this responsibility. Gerry and his wife, Kelly, have 3 adult children and live in Lexington, KY.

### Dr. Adrienne Battle - MNPS Superintendent



Dr. Adrienne Battle was named superintendent of Metro Nashville Public Schools in 2019. With more than 150 schools, 81,000 students, 11,000 employees, and a budget of more than \$1.2 billion, MNPS is one of the nation's largest school districts and one of Nashville's largest employers.

Dr. Battle, a Nashville native, has spent almost her entire career with MNPS. She is a graduate of the district's John Overton High School, Missouri State University, and Tennessee State University, where she earned her master's, education specialist, and doctorate degrees in Educational Administration and Supervision.



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# FREE Professional Development Resources For Educators

The Bobbie Solley Center for Excellence in Teaching (BSCET) at Freed-Hardeman University is supported by input from experienced professionals who are working in the field of education. The center's mission is to develop teacher and school leaders committed to making a positive impact on student learning and fostering high student academic achievement for diverse student populations. Currently, the center provides relevant, high-quality professional development opportunities for educators free of charge. These sessions are facilitated by educators across Tennessee and beyond.

For a complete list of upcoming sessions, scan the QR code or visit:





fhu.edu/bscet

# **GRADUATE**EDUCATION

**Do you want to better serve your school?** Freed-Hardeman University's selection of online graduate programs meets a broad range of school needs, with master's and post-master's programs in curriculum and instruction, literacy, special education and administration and supervision, as well as initial teacher licensure and a variety of endorsement areas.

#### **DEGREES OFFERED:**

Doctor of Education in Instructional Leadership
Education Specialist in Instructional Leadership
Master of Education in Instructional Leadership
Master of Education in Literacy (emphasis in ESL)
Master of Education in Curriculum & Instruction
Master of Arts in Teaching
Master of Arts in Teaching in Special Education





## TPA Board of Directors





Our Membership Directors want to hear from you.

Scan the QR code to learn more about the benefits of a TPA membership. See page 14 for the TPA Membership District Map and contact information for Membership Directors.

Join today!

## **Board Directory**

#### **Row 1:**

Darla Young-Berry President
Patrick Certion President-Elect
Jesse Goins Vice President
Deeanne Miree Past President

Shay Siler NAESP State Representative

Terrence Brittenum Secretary

#### Row 2:

Holly Flora Treasurer

Stacy Edwards Associate Director
Brian Partin Executive Director

Shannon Cotton Membership Director, Dist-1
Tracey Bell Membership Director, Dist-2 / 3
Shelley Archuleta-Smith Membership Director, Dist-4

#### Row 3:

Fred Hewitt Membership Director, Dist-4
David Golden Membership Director, Dist-5
- OPEN - Membership Director, Dist-6
Ruth Pohlman Membership Director, Dist-7
Ashley Aldridge-Wilson Membership Director, Dist-7
Suzanne Parham Membership Director, Dist-8

#### Row 4:

Luke Douthat Membership Director, Dist-9
Heather Wolf Dir. Of Advocacy (Fed./State) \*
Stacy Edwards Higher Learning \*
Amanda Binkley Editor / Private School \*
Janice Irvin Exhibit Hall Coordinator \*
Anne Marie Gleason NAESP President-Elect

\* Special Board Appointment

## **Get Involved!**

Would you like to be a Membership Ambassador?

Would you like to do a breakout session at the conference next year?

Would you like to Publish an article in TN Principal Update?

Would you like to Serve on the TPA Board of Directors?



## Schedule of Events

#### Sunday, November 16, 2025

4:00 pm - 6:00pm Vendor Hall Set Up & Registration Open

6:00 pm TPA Board Meeting 7:00 pm TPA Board Dinner

#### Monday, November 17, 2025

7:00 am - 8:00 am Registration and Breakfast

7:30 am - 8:00 am Vendor Hall Opens

8:00 am - 8:45 am Breakout Session #1: Azalea / Iris / Magnolia / Chestnut Rooms

8:45 am - 9:00 am Vendor Hall Break

9:00 am - 10:15 am Welcome & General Session #1 - Dr. Todd Whitaker

10:15 am - 10:30 am Dedicated Vendor Hall Break\* Time

Break Sponsored by Freed-Hardeman University

10:30 am - 11:30 am General Session #2 - Dr. Todd Whitaker

11:30 am - 1145 am Vendor Hall Break

11:45 am - 12:30 pm Breakout Session #2: Azalea / Iris / Magnolia Rooms

12:30 pm - 1:45 pm Lunch and Vendor Hall Time

1:45 pm - 2:30 pm Breakout Session #3: Azalea / Iris / Magnolia / Chestnut Rooms

2:30 pm - 3:00 pm Break & Vendor Hall

3:00 pm - 4:15 pm General Session #3 - National Distinguished Principals'

**Boom Session** 

4:15 pm - 4:45 pm Final Vendor Hall Giveaways

4:45 pm - 5:30 pm Wrap Up Day #1

5:30 pm Hotel Guest Evening Reception

#### Tuesday, November 18, 2025

7:30 am - 8:30 am Breakfast

8:30 am - 9:30 am General Session #4 (Crucial Conversations Presentation &

TPA Business Meeting)

9:30 am - 9:45 am Break / Checkout

9:45 am - 11:30 am General Session # 5 - Mr. Gerry Brooks

11:30 am - 11:45 am Break / Checkout

11:45 am - 1:00 pm Awards Luncheon: Keynote Speaker, Dr. Adrienne Battle

Entertainment by the DuPont Hadley Middle School Steel Drum Band

1:00 pm TASL Verification & Departure

8:00 am - 8:45 am (4 Sessions)

**Title**: From Chaos to Clarity: A Principal's Guide to Resilience (E, M, H)

Location: Azalea

**Presenter:** Mrs. Sharonda Rose (Rivercrest Elementary, Bartlett City Schools)

**Moderator:** Mrs. Shay Siler

**Description:** Come rediscover your joy as a school leader! As principals, we often pour into everyone else and forget to refill our own cups. This powerful and engaging session will provide proven, practical strategies to prevent burnout while caring for both yourself and your staff. Through hands-on activities, reflection, and real-life examples, you'll explore ways to create balance between your personal life and career. Participants will leave with ready-to-implement ideas for supporting staff well-being, along with soul-nourishing practices to foster a healthier, more sustainable work environment. Walk away refreshed, inspired, and equipped to keep every cup (yours included) full.

Title: Bridges and Breakthroughs - The Shift from Educated Employee to Effective Educator

(E, M, H)

Location: Iris

Presenters: Dr. Trenton Watson, Dr. Shannon Cotton, Ms. Zonja Glover, Dr. Renee Meeks,

Mr. Eric Brent (Westwood High School, Memphis Shelby County Schools)

Moderator: Dr. Deeanne Miree

**Description**: This session will seek to enlighten educators on the path of making the appropriate shifts in the schools from educated employee to effective educator. This presentation will outline the resources necessary to move the needle in any school at any level. Five distinct components drive this process, and these components help bridge the gap in the learning and culture of the building.

**Title**: Anyone Can Count the Seeds in an Apple, but Only the Principal Can Count the Apples

in a Seed (E, M, H)

**Location:** Magnolia

**Presenter:** Dr. Reginald R. Williams, Sr. (Overton High School, Shelby County Schools)

Moderator: Mr. David Golden

**Description**: "Tipping Points"—A book by Malcolm Gladwell discusses how an epidemic could spread quickly across a city, state, or even country. This epidemic can be a negative or positive influence. See how the principal Williams put Malcolm Gladwell's book to use at a school he inherited in 2006, 2015, and 2019. Putting parameters in place to address those "Tipping Points" allowed all three schools to receive state and regional recognitions. School officials must know how to de-escalate situations, not escalate them. The seed in the apple has cultivated eleven of his leadership team members to receive their own schools under his leadership.

continued -

## Breakout Session 1 \_\_\_\_

#### 8:00 am - 8:45 am (continued)

**Title**: Recess: What is Your Responsibility as the Principal When it Comes to Equipment? (E, M)

**Location:** Chestnut (General Ballroom)

**Presenter:** Jessica Etheredge, Recreational Concepts (Cookeville, TN)

**Moderator:** Dr. Ashley Aldridge Wilson

**Description**: We all know there is Tennessee State Law requiring a minimum number of unstructured recess minutes for all elementary (40 min. a day) and middle school (90 min. per week) students. What are you as the Principal liable for during this time? What are the safety requirements of a playground that you need to know as the principal? We often rely on the maintenance department to assess and maintain the playground areas (I know I did as a principal), but we all know if something happens on that playground, who is responsible? You! What are the rules and regulations you need to be aware of so you can make sure your playground is safe for students!

Now that your playground is safe, how does it impact the social-emotional side of students? How does your playground increase inclusiveness and belonging for all students? What does the data show us that students want and how do we help you meet their needs? These are all things we will cover in our session as well as some simple games to take back to make you a recess LEGEND!

"Recess Time...it makes kids smarter"



#### **11:45 am - 12:30 pm** (3 Sessions)

**Title:** Navigating Privacy in the Age of AI: Essentials for Building Administrators (E, M, H)

**Location:** Azalea

**Presenter:** Jill Pierce, Executive Director - Tennessee Educational Technology Association

**Moderator:** Mrs. Suzanne Parham

**Description:** As artificial intelligence becomes increasingly integrated into educational environments, understanding how it intersects with student privacy is more important than ever. This session equips building administrators with the knowledge and tools to uphold **FERPA compliance** while responsibly leveraging AI technologies. Participants will explore real-world scenarios, best practices, and emerging challenges to ensure student data remains protected in a rapidly evolving digital landscape.

**Title**: From Vision to Distinction: Building a Resilient School Culture That Drives Growth

**Location:** Iris

Presenters: Dr. Kyle Loudermilk and Dr. Shanna Smith (John Sevier Middle School,

Kingsport City Schools)

Moderator: Mrs. Tracey Bell

**Description**: In today's complex educational landscape, building a truly resilient school is more critical than ever. This session will share the blueprint used by John Sevier Middle School to transform its culture, culminating in the prestigious 2025 Resilient School Distinction Award from East Tennessee State University. We will walk attendees through the specific, multi-step process that embedded our core values (accountability, kindness, perseverance, respect, and community) into every aspect of school life. This is not just a story of a single award; it is a case study on how a deliberate focus on culture directly contributes to student success, including Sevier's achievement of two consecutive years of Level 5 Growth from the Tennessee Department of Education.

Title: Strategies for Working With and Among Difficult People (E, M, H)

**Location:** Magnolia

**Presenter:** Dr. Reginald R. Williams, Sr. (Overton High School, Shelby County Schools)

**Moderator:** Dr. Amanda Binkley

**Description**: In all organizations, leadership teams and CEOs should keep their lawns manicured, shrubbery trimmed, large trees pruned, grass well cut, and weeds kept to a minimum. This should be done so you can easily spot the snakes. The same analogy applies to your job, a business, in your church organization, or even your family. We cannot fire everybody or replace all difficult people, but there are strategies you can put in place that keep these individuals from sabotaging your organization.

#### 1:45 pm - 2:30 pm (4 Sessions)

Title: Strong Leaders. Smart Schedules. Successful Schools. (E, M)

Location: Azalea

**Presenter:** Mr. Joel Barnes (Blythe-Bower Elementary School, Cleveland City Schools)

**Moderator:** Mrs. Ruth Pohlman

**Description**: Time is the most valuable resource in education—and how we schedule it can determine the difference between surviving and thriving. This session will explore practical and innovative ways to maximize scheduling so that students receive purposeful, targeted instruction every day. Participants will learn how intentional structures—such as master scheduling, long-term planning, and weekly PLC scheduling—can elevate collaboration, sharpen instructional focus, and increase academic rigor. By reimagining how we align time with priorities, educators can create systems that not only support teachers but also accelerate student growth.

Title: Resilient Schools: From ACEs to PCEs Creating Reset Rooms and Decreasing Chronic

Absenteeism in Secondary Settings (M, H)

Location: Iris

**Presenters:** Dr. Ginger Christian (ETSU, Johnson City, TN) and Dr. Kyle Loudermilk (Kingsport, TN)

Moderator: Dr. Stacy Edwards

**Description:** Resilient school leaders recognize that training all school personnel, from custodians and bus drivers to teachers and principals, maximizes opportunities for mitigating the effects of Adverse Childhood Experiences (ACEs) while advancing Positive School Experiences (PCEs). In this session, learn how secondary schools expand trauma-informed practices and strengthen positive school cultures, while taking steps to implement school-wide practices to decrease chronic absenteeism. Reset spaces provide opportunities to calm and self-regulate when experiencing "fight, flight, or freeze" moments. The use of a schoolwide reset room allows a 15- to 20-minute time to reset, replay, and restore students back to class. Presenters will spotlight Resilient Model Schools of Distinction, exciting academic gains, reset room data, and provide guidance for implementation steps.

Title: Supporting and Retaining New Teachers: Strategies for Success in a Diverse Classroom

(E, M, H)

**Location:** Magnolia

Presenter: Dr. Shenise Wilson Anderson (Pleasant View School, Bartlett, TN)

**Moderator:** Mrs. Shelley Archuleta Smith

**Description:** This session explores strategies to support and retain new teachers, including those new to the country. Participants will learn practical approaches for onboarding, mentoring, classroom support, and building community. Attendees will leave with tools to help new teachers thrive, prevent burnout, and strengthen school culture.

#### 1:45 pm - 2:30 pm (continued)

**Title:** The Power of Listening to Build (E, M, H)

**Presenter:** Dr. Terrence D. Brittenum (Memphis Shelby County Schools)

**Location:** Chestnut (General Ballroom)

Moderator: Dr. Jesse Goins

**Description:** In this session, participants will understand the power of active listening to foster trust and positive working relationships, facilitating school turnaround.

- Know what active listening looks like in practice.
- Understand how active listening helps to facilitate a culture of trust.
- Utilize effective listening skills to assist with building a strong school staff, fostering increased levels of student achievement.

Known as a school turnaround leader, Dr. Terrence Brittenum has served as an educator and administrator in optional, traditional, and urban school settings.

Dr. Brittenum is a proud native of Memphis. He began his educational career with the legacy Memphis City Schools and has faithfully served the Memphis school community for over 27 years, holding various leadership roles within the district.

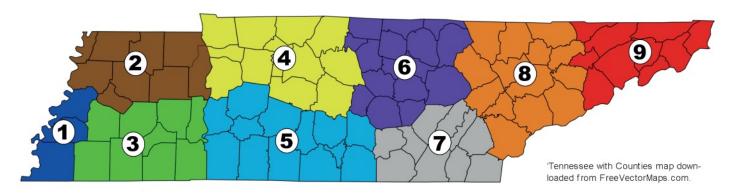
As a Fisher Fellow with the KIPP Foundation, Dr. Brittenum received specialized charter school leadership training through the University of California at Berkeley's Haas School of Business. His tenure as principal was marked by significant achievements, including the successful merger of two underperforming, rival schools. Under his leadership, A. Maceo Walker Middle School was removed from Tennessee's Priority Schools list and earned the prestigious Reward School designation from the Tennessee Department of Education. In 2022, Dr. Brittenum was named Memphis-Shelby County Schools Principal of the Year.

Dr. Brittenum holds a Bachelor of Science degree from the University of Memphis, a Master of Science degree in Leadership from the University of Mississippi, and a Doctor of Education degree in Leadership and Policy Studies from the University of Memphis. He also holds a Tennessee Superintendent's Endorsement.

Through active listening, setting high expectations, strategic thinking, and building positive relationships, Dr. Brittenum worked diligently to create a sense of belonging where each person felt heard, understood, and supported. Moreover, Dr. Brittenum brings a strong track record in education with a shared commitment to academic excellence and equity.

Dr. Terrence Brittenum currently serves as the Regional Superintendent for the Northwest Region, where his focus is on empowering schools, engaging families, and making sure every student has the support and opportunities needed to succeed in school and in life. His mantra is Rigor + Relationships = **RESULTS**!

## TPA Membership Districts



### Our Membership Directors want to hear from you. Join today!

D-1 Shannon Cotton

D-2 Tracey Bell tracey.bell@wcsk12tn.net

D-3 Tracey Bell tracey.bell@wcsk12tn.net

D-4 Shelley Archuleta-Smith roseann.smith@mnps.org

D-8 Suzanne Parh

D-4 Fred Hewitt frederick.hewitt@mnps.org

D-9 Luke Douthat

D-5 David Golden

D-6 Open Position

D-7 Ruth Pohlman pohlman\_r@hcde.org

D-7 Ashley Aldridge Wilson wilson\_ashley@hcde.org

D-8 Suzanne Parham suzanne.parham@knoxschools.org

D-9 Luke Douthat douthatl@btcs.org



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## **Tennessee Principals Association: K-8 Membership Enrollment Form**

The *only* association focusing on Principals and the Principalship! Two ways to join: 1) Complete and return this form, or 2) Enroll online at <a href="https://www.tnprin.org">www.tnprin.org</a>.

**Credit Card Number** 



| Name  | Position           |   |
|---|--------------------|---|
| School  |                    |   |
| Enrollment Date   |                    |   |
| Phone   | _ Fax              |   |
| Email   | _ Facebook         |   |
| Twitter   | _ Linked In        |   |
| School Address  |                    |   |
| Street  | City - State - Zip | County  |
| Preferred Mailing Address   |                    |   |
|   | City - State - Zip | County  |
| TPA / NAESP Membership Dues - (Check One) \$499.00 Active "A" (Line Administrators) \$549.00 Institutional/Active "B" (Line Administrators) \$454.00 Active Assistant Principal "AAP" (Assistant Principal "\$214.00 Aspiring Principal "G" (Teachers, Counselors) \$324.00 Associate "P" (Professors, Central Office) \$229.00 Emeritus "E" (Retired, Voting Privileges, Insurance | Coverage           | naesp   |
|   | Mo                 | ail form and payment to:                        |
| TPA / Secondary Membership - Grades 9-12 Only\$225.00 Active Individual - Requires membership in national association, excludes legal   | benefits J.        | Association P.O. Box 3623 ohnson City, TN 37602 |
| Payment Method Check (payable to TPA) Purchase Order (attach cop Credit Card >  |                    | Questions? Email membership@tnprin.org          |

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## Exhibit Hall

ACT Education Corp. • American Book Company • Benchmark Education • BrainPOP • Camcor Capturing Kids' Hearts • Carson Dellosa Education • Centerstone • Clarvida • Class Solver Edlastics • Franklin Covey Education • Freed-Hardeman University

Great Expectations • iCube @ Tennessee Tech University • Inter-State Studios • LEGO Education Lexia Learning • Lightspeed Technologies • Meg Languages • Nightlock Lockdown

Orange Sky Travel • PCS, Inc. • PIVOT: School Improvement Leaders • Playworld Preferred, Inc.

Renaissance • Securly, Inc. • Tennessee History for Kids • The College System of Tennessee

Possip • Presentation Solutions, Inc. • Progress Learning • Recreational Concepts

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## 2025 TPA Awards & Recognitions

### **Recognizing Leadership Across Tennessee**

2025 National Distinguished Principal Elementary School Level

Mr. Patrick Certion

2025 National Distinguished Principal

Middle School Level

**Dr. Fred Hewitt** 

Ernest Bentley, Jr. Excellence in Leadership

Past President Recognition

Dr. Deeanne Miree

#### 2025 Robert Frazier Meritorious Service

Given to a member who has gone above and beyond the call of duty in supporting and promoting TPA

#### 2025 TPA Longevity Award

Given to a person who has been a longtime TPA member

#### 2025 Friend of Education

Given to a person outside of the Association who has gone above and beyond the call of duty to support and promote education

#### 2025 Dr. Nancy Flatt Meador IMPACT Award

Given to an individual who has made a significant impact on the principalship and education in TN

## 2026 Calendar of Events

| January 3, 2026      | Applications Due for National Outstanding Assistant Principal    |
|----------------------|--|
| January 17, 2026     | Nominations Due for National Distinguished Principal             |
| February 8-11, 2026  | National School Leaders Advocacy Conference (Washington, DC)     |
| February 18-19, 2026 | NAESP Virtual Leadership Immersion Leadership Mentor Training    |
| March 12, 2026       | Mentor Re-Certification Training (register at naesp.org)         |
| April or May 2026    | State Executive Directors Meeting (location TBD) - by invitation |
| May 13-14, 2026      | NAESP Virtual Leadership Immersion Institute Training            |
| June 5-7, 2026       | 2025-26 TPA Board Summer Planning Meeting (Nashville, TN)        |
| July 13-15, 2026     | NAESP Principals Conference (Disney's Coronado Springs)          |



## **National School Leaders** Conference<sup>®</sup>

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