

2017 NDSBA ANNUAL CONVENTION FEATURED SPEAKERS

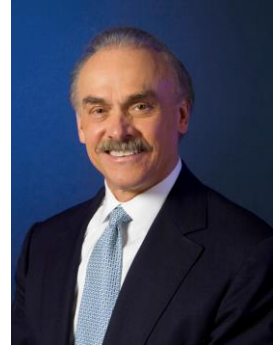
Thursday, October 26 – 3:00 p.m.

Opening Session: *Be the Best You Can Be*

Rocky Bleier is a Vietnam Veteran and former Pittsburgh Steeler. Bleier's story is a gripping tale of courage on both the football fields of America and the battle fields of Vietnam.

Before Bleier's rookie season with the Steelers would end, he was drafted by the United States Army. At the height of the Vietnam War, Bleier was thrust into combat early and was seriously wounded when his platoon ran into an ambush. Receiving wounds from both rifle fire and grenade fragments in his legs, he was barely able to walk and his professional football career seemed to have ended before it began.

For more than two years, he drove himself. Little by little, he overcame obstacles and fought his way back. He not only made it back to the Pittsburgh Steelers but also eventually became a starting running back on the team that won four Super Bowls. Bleier's motivational message details how ordinary people can become extraordinary achievers.



Friday, October 27 – 8:00 a.m.

General Session: *Crucial Conversations about America's Public Schools*



Dr. John Draper has enjoyed a wide variety of experiences in his lifetime. For the last 30-plus years he has been a middle and high school teacher, assistant principal, principal, Executive Director of the Council for Leaders in Alabama Schools, CEO of the Educational Research Service in Washington, D.C., and now serves as a nation-wide consultant with the National School Public Relations Association. NSPRA is a membership organization helping educational leaders increase public support for schools and school districts.

Dr. Draper's presentation will look at the urban myth of failing public schools and crucial conversations required to build community support for public schools.

Friday, October 27 – 1:15 p.m.

General Session: *How Communication and Relationships Impact Student Achievement*

C. Ed Massey is a Northern Kentucky native and is a partner in the firm of Blankenship Massey & Associates in Kentucky.

In addition to his legal practice, Ed has been involved in education since 1989. In 1996, Ed was elected to the Boone County Board of Education where he continues his service today. In addition, Ed is a Past President of the Kentucky School Boards Association and the National School Boards Association, as well as a director on the board of the National PTA. Ed's experiences as a teacher, parent, board member, and lawyer have provided incredible insight into adaptive leadership, effective boardsmanship, and teamwork.

