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KEYNOTE SPEAKERS



November 16, 2026 | 8:30 a.m.

Personal Climate and Culture…It's Up to You

Gerry Brooks

ABOUT THIS SESSION: Gerry uses his videos to develop a strategy for making the workplace a pleasant place where faculty, administrators, and support staff all maintain mutual respect, regardless of personal differences, resulting in more efficient and fulfilled workers.

Gerry will share policies that he has incorporated that promote a healthy respectful working relationship even when opinions differ. He will also share ideas that maximize opportunities to get to know staff members and create camaraderie, taking advantage of 15 seconds here and there throughout the day.

SPEAKER BIO: 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.

SKILL-BUILDING WORKSHOPS

LONE STAR STATE SCHOOL COUNSELOR ASSOCIATION

Sunday, November 15 | 1:15 p.m to 3:30 p.m.
and Tuesday, November 17 | 9:45 a.m. to 11:45 a.m.

Attend Skill-Building Workshop • $35 Additional Fee

You can select **one** of the three available sessions per day listed below. To reserve your spot in one of these workshops, please note your preferred session and the associated fee during your registration process. Those who chose not to participate in a Skill-Building Workshop will have the opportunity to attend two Breakout Sessions during this time.

Attendees to the paid workshops must bring a laptop and have access to Wi-Fi.

1. AI Glow-Up: Illuminating Data for Stronger Counseling Decisions

Dyann Wilson

ABOUT THIS WORKSHOP: Discover how AI can help school counselors make sense of student data and strengthen decision-making. In this session, participants will learn how to use simple AI tools to analyze trends in academics, attendance, and social-emotional data, turning insights into actionable strategies. Walk away with practical ways to enhance needs assessments, set meaningful goals, and confidently use data to drive your comprehensive counseling program.

2. Growing With AI: Everyday Tools to Simplify Your Counselor Workload

John Burnett

ABOUT THIS WORKSHOP: Learn how to use AI as your everyday assistant to save time and reduce workload. This session explores practical, beginner-friendly tools that support lesson planning, parent communication, student interventions, and program organization. Participants will gain ready-to-use strategies and templates that streamline daily tasks, allowing counselors to focus more on direct student support and less on time-consuming paperwork.

3. From Stuck to Stellar: Your Month-by-Month Counseling Roadmap Aligned With TSCESS

Nwakaego Oriji

ABOUT THIS WORKSHOP: This session gives counselors a clear August–May guide for building and sustaining a comprehensive program. Participants learn exactly what to prioritize each month, how to pace their work, and how to naturally align their actions with TSCESS expectations. Attendees leave with a printable roadmap, monthly guidance, and a renewed sense of direction and confidence.

Tentative Schedule

Sunday, November 15, 2026

11:00 a.m. to 5:30 p.m.	Registration and Information Center Open
11:00 a.m. to 5:30 p.m.	Exhibits Open
12:00 p.m. to 1:00 p.m.	Session 1
1:00 p.m. to 1:15 p.m.	Break with Exhibitors
TRACK 1 (FREE)	
1:15 p.m to 2:15 p.m.	Session 2
2:15 p.m. to 2:30 p.m.	Refreshment Break with Exhibitors
2:30 p.m. to 3:30 p.m.	Session 3
TRACK 2 (ADDITIONAL FEE: $35)	
1:15 p.m. to 3:30 p.m.	Skill-Building Workshop #1
3:30 p.m. to 4:00 p.m.	Break with Exhibitors
6:00 p.m. to 10:00 p.m.	Awards Gala Dinner

Monday, November 16, 2026

7:30 a.m. to 4:30 p.m.	Registration and Information Center Open
7:30 a.m. to 4:30 p.m.	Exhibits Open
7:30 a.m. to 8:30 a.m.	Continental Breakfast
8:30 a.m. to 10:30 a.m.	Keynote Session – Gerry Brooks
10:30 a.m. to 11:00 a.m.	Break with Exhibitors
11:00 a.m. to 12:00 p.m.	Session 4
12:00 p.m. to 12:15 p.m.	Break with Exhibitors
12:15 p.m. to 1:15 p.m.	Session 5 – Express Learning/Resource Showcase A
1:15 p.m. to 1:30 p.m.	Break with Exhibitors
1:30 p.m. to 2:30 p.m.	Session 6 – Express Learning/Resource Showcase B
2:30 p.m. to 2:45 p.m.	Break with Exhibitors
2:45 p.m. to 3:45 p.m.	Session 7
3:45 p.m. to 4:15 p.m.	Refreshment Break with Exhibitors
4:15 p.m. to 5:15 p.m.	Session 8 – LSSSCA Track
6:00 p.m. to 10:00 p.m.	LSSSCA 10-year Celebration Reception

Tuesday, November 17, 2026

8:00 a.m. to 11:00 a.m.	Registration and Information Center Open
8:00 a.m. to 12:00 p.m.	Exhibits Open
8:30 a.m. to 9:30 a.m.	Celebrating the Light "Recognizing Excellence, Advocacy, and Impact Across Texas"
9:30 a.m. to 10:00 a.m.	Snack Break with Exhibitors
TRACK 3 (FREE)	
10:00 a.m to 10:45 a.m.	Session 9
10:45 a.m. to 11:00 a.m.	Break with Exhibitors
11:00 a.m. to 11:45 a.m.	Session 10
TRACK 4 (ADDITIONAL FEE: $35)	
9:45 a.m. to 11:45 a.m.	Skill-Building Workshop #2
11:45 a.m. to 12:00 p.m.	Break – Last Chance to see Exhibitors
12:00 p.m. to 12:30 p.m.	Closing Celebration

REGISTRATION

LONE STAR STATE SCHOOL COUNSELOR ASSOCIATION

BECOME A MEMBER AND SAVE ON CONFERENCE RATES! ADD YOUR MEMBERSHIP BELOW.

REGISTRATION FORM (PLEASE PRINT CLEARLY)

NAME (as it should appear on name badge) _____

ATTENDEE EMAIL (required for confirmation) _____

JOB TITLE - (required please) _____

SCHOOL/DISTRICT/ ORGANIZATION _____

WORK ADDRESS _____

CITY _____ STATE _____ ZIP _____

CELL PHONE ( ) _____ WORK PHONE ( ) _____

REGION (see right) _____

Which best describes your school district?: ❑ Large ❑ Midsize ❑ Rural or Small

REGIONS
1. Edinburg
2. Corpus Christi
3. Victoria
4. Houston
5. Beaumont
6. Huntsville
7. Kilgore
8. Mount Pleasant
9. Wichita Falls
10. Richardson
11. Fort Worth
12. Waco
13. Austin
14. Abilene
15. San Angelo
16. Amarillo
17. Lubbock
18. Midland
19. El Paso
20. San Antonio

A. Main Conference (November 15-17)

	LSSSCA Member*	Graduate Student*/Retiree*	Non-Member
❑ **Early Register** (by Sept. 15, 2026)**	$170	$130	$230
❑ **Regular Registration** (after Sept. 15, 2026)*	$190	$150	$250

B. Skill-Building Workshop #1 (November 15)

Please Choose One ($35):
- ❑ **1.** AI Glow-Up (Wilson)
- ❑ **2.** Growing With AI: (Burnett)
- ❑ **3.** From Stuck to Stellar (Oriji)

C. Skill-Building Workshop #2 (November 17)

Please Choose One ($35):
- ❑ **4.** AI Glow-Up (Wilson)
- ❑ **5.** Growing With AI: (Burnett)
- ❑ **6.** From Stuck to Stellar (Oriji)

D. LSSSCA One-Year Membership

	Professional/Affiliate	Graduate Student/Retiree
D. LSSSCA One-Year Membership	$50	$25

E. Awards Gala Dinner (Sunday, November 15)

If attending, please add $60 to line (E).

* Must have an LSSSCA membership through November 17, 2026 to qualify for member rates.

** To qualify for the Early Registration Rate, your registration form AND payment (copy of your purchase order, check, or credit card) must be received or postmarked by the Early Registration cutoff date.

(A) Registration
Total $ _____

Skill-Building Workshop
(B) Nov 15 $_____
(C) Nov 17 $_____
Total $ _____

(D) Membership
Total $ _____

(E) Awards Gala Dinner
Total $ _____

Total Due (A+B+C+D+E)
$ _____

REGISTRATIONS CANNOT BE PROCESSED WITHOUT PAYMENT. PLEASE SEND PAYMENT AND REGISTRATION FORM(S) TOGETHER.

How and Where Do I Pay?

	WEBSITE	EMAIL	FAX	PHONE	MAIL
CREDIT CARD	✔	✔	✔	✔	✔
PURCHASE ORDER		✔	✔		✔
CHECK					✔

WEBSITE: www.ncyionline.org/lssscac
EMAIL: registrations@ncyi.org
FAX: 423-899-4547
PHONE: 866-318-6294
MAIL: National Center for Youth Issues
P.O. Box 22185
Chattanooga, TN 37422-2185

Please make your check or purchase order payable to: ***National Center for Youth Issues****.*

A W-9 is available on the website.

PLEASE NOTE: The attendee will receive a confirmation to the email address provided when their registration is processed (make sure to check Junk/Spam folders). Please allow ample time for processing. The sponsors of the conference receive registrant contact information.

PAYMENT METHOD

❑ **PURCHASE ORDER** A COPY OF THE PURCHASE ORDER IS REQUIRED.
(PAYABLE TO NATIONAL CENTER FOR YOUTH ISSUES, P.O. BOX 22185, CHATTANOOGA, TN 37422-2185)

❑ **CHECK ENCLOSED** (MADE PAYABLE TO NATIONAL CENTER FOR YOUTH ISSUES)

❑ **CREDIT CARD** ❑ PERSONAL ❑ CORPORATE

CARD NO. _____ EXP. DATE _____ CID# _____

NAME ON CARD (PLEASE PRINT) _____

CREDIT CARD BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

AUTHORIZED SIGNATURE _____ EMAIL _____

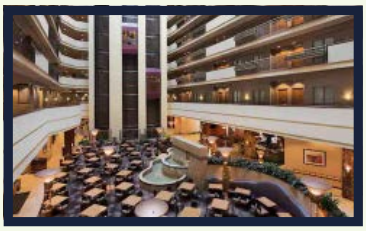
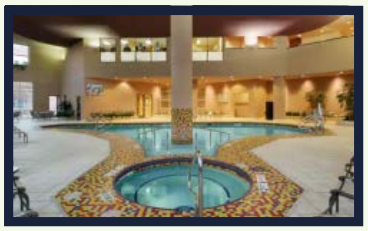
CANCELLATION POLICY: If we are forced to cancel the LSSSCA Conference because of a "force majeure" event, such as a government restriction on large gatherings that cover the intended size of the conference, then we will issue full refunds of the registrations. Otherwise, our normal cancelation policy will be upheld: There will be no refunds after October 15, 2026. All cancellations before October 15, 2026 will be refunded less a $25 handling fee. The conference is not responsible for and cannot give refunds due to problems beyond its control such as weather or school closings.

On social distancing and other health and safety measures, the LSSSCA Conference will conform to all necessary regulations/guidelines that are in place in Frisco, TX as of the date of the conference.

LONE STAR STATE SCHOOL COUNSELOR ASSOCIATION

Embassy Suites Dallas Frisco Hotel Convention Center & Spa

Frisco, Texas


Reserve your hotel room today! Limited Availability

Call 972-712-7200

To make hotel reservations:
All events of the Conference will be located in the Convention Center. Standard rooms at the hotel may be reserved **by October 23, 2026** at the special conference rate of **$174 per night**, plus tax. **The conference rate includes a full, cooked-to-order breakfast and an evening Manager's Reception.**

TO RESERVE YOUR ROOM BY PHONE: Make your reservations by calling the hotel directly at **972-712-7200**, and refer to code **"91V"** to receive this rate.

TO RESERVE YOUR ROOM ONLINE: Go to **www.ncyionline.org/lssscac** and follow the link to the hotel's reservation system.



Relax and Recharge

After full conference days, it's nice to have easy options nearby to relax or enjoy a change of pace — and just one mile from the hotel, **Stonebriar Centre** offers dining, shopping, and entertainment all in one convenient location.



Dining & Coffee

- Casual and sit-down dining options
- Coffee shops and dessert spots
  Examples include: Cheesecake Factory, Perry's Steakhouse, and local favorites



Shopping

- Clothing, books, and gift shops
- National retailers and specialty stores
- Located throughout Stonebriar Centre



Fitness & Leisure

- Movie theater nearby for an easy evening out
- A relaxed way to unwind after sessions



Self-Care & Services

- Salons, nail services, and massage options
- Convenient services located nearby