



For Immediate Release

Urbandale Fosters Insight And Innovation During Professional Development Day

Workshops will explore innovative ways for transforming organizations through the use of comprehensive Quality/Continual Improvement tools

URBANDALE, Iowa – February 11, 2013 – The [Urbandale Community School District](#) will kick off its annual mid-year professional development day, affectionately called Cabin Fever Day, on Monday, February 18, 2013 at Urbandale High School from 8:00am to 3:30pm. Workshops will explore innovative ways for engaging, inspiring, and motivating life-long learners through the use of comprehensive Quality/Continual Improvement tools. In addition to Urbandale staff, the district extends a warm welcome to metro business, education, and community leaders looking to gain insight about transforming organizations and fostering sustainable change through the lens of continual improvement.

Opening keynote speaker, [Marcia Dazsko](#), CEO and Founder, Marcia Dazsko and Associates, will begin the day's activities. Dazsko brings more than 25 years of executive leadership and consulting experience in transformation, strategic change, and innovation for businesses and individuals. Dazsko's client roster reads like a Fortune 100 list, including Apple, Boeing Company, Hewlett-Packard, and Intel to name a few.

Attendees will have the opportunity to select from a diverse range of workshops all built upon the strategic foundation of continual improvement. Attendees can expect to expand their understanding of Dr. W. Edwards Deming's critically acclaimed System of Profound Knowledge, and subsequently learn how to effectively move from theory into practice. Workshops will be led by Urbandale teachers and administrators sharing quality tools that are reshaping learning throughout the district.

"Cabin Fever Day highlights the talents of our staff and others in providing quality professional development to ensure continual improvement in our district," said Dr. Doug Stilwell, Superintendent, Urbandale Community School District. "Our opening and closing keynote speakers underscore the exceptional learning opportunities of the day."

The day concludes with closing keynote speaker, Sarah Brown Wessling, 2010 National Teacher of the Year, sharing her presentation, "Want to Fight Mediocrity? How About Making a Mistake?" with all attendees. To learn more, view the Cabin Fever Day 2013 video and download the complete program guide here: <http://moodle.urbandale.k12.ia.us/login.php>

About Urbandale Community School District

The Urbandale Community School District includes portions of Des Moines and Urbandale, Iowa. The district serves over 3,900 students in six elementary schools, one middle school and one

comprehensive high school. The Urbandale district supports an increasingly diverse student population where 42 different languages are spoken. Building on the existing foundation of excellence in education, Urbandale is transforming education throughout the district. By implementing innovative Quality/Continual Improvement tools and tactics that create learning environments that more fully engage, challenge, and motivate students, Urbandale is taking transformation from theory into practice. Urbandale prepares students for becoming life-long learners and is a school district that brings learning to life for everyone. For more information, visit: www.urbandaleschools.com

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