

CULTURIZE

EVERY STUDENT. EVERY DAY. WHATEVER IT TAKES.

September 22, 2025

Cypress, Texas



LEARN • CREATE • INSPIRE

culturizeinstitute.com

Welcome!

2025
CULTURIZE

On behalf of our entire teams at FIRST Educational Resources and J Casas and Associates, we are so pleased that you have chosen to join us in person for **CULTURIZE 2025 "Every Student. Every Day. Whatever It Takes."** We know that educators want to renew their excitement, energy, and focus within their classrooms and buildings. Not only do they want to renew their excitement with learning, they want to spend more time focusing on the Culturize Components of being a Champion for Students, Expect Excellence, Carry the Banner, and Merchant of Hope. With that, we are so excited to be hosting CULTURIZE 2025 to provide you with meaningful, professional learning that is designed to meet your needs with an amazing line-up of presenters.

The "**Keynote Sessions**," on September 22, provide participants with the opportunity to learn from a few leading experts to address the culture of our schools and champion our students through connections, excellence, and hope. During the Keynote Sessions, you will be engaged in new learning, reflection on your practices, and strategies that you can immediately use in your buildings and classrooms.

Next, the "**Breakout Sessions**," on September 22, will engage you in new learning that will be immediately useable in your role and take your learning to the next level. With so many great options to choose from, you will definitely want to plan to catch your top choice during the Institute!

We want to be your continued partner in learning! As you participate in the Institute, know that we offer workshops, customized sessions, and on-site support for teachers and leaders like you. We'd love to talk with you about your goals and how we might partner with you to make these goals a reality!

Please enjoy CULTURIZE 2025!



Jimmy Casas

J Casas and Associates, CEO



Dr. Garth Larson

FIRST Educational Resources, CEO

Culturize for Leaders: Every Student. Every Day. Whatever It Takes.

INSTITUTE SCHEDULE

2025
CULTURIZE

7:30 AM – 8:00 AM Registration and Networking

8:00 AM – 9:00 AM Opening Keynote with Myron Dueck

9:00 AM – 9:15 AM Break

9:15 AM – 10:30 AM Live Breakout Sessions (Select 1)

Presenter: Jimmy Casas

Breakout Title: *Change...Is it Really That Scary?*

Core Values: Expect Excellence, Merchant of Hope

Presenter: Myron Dueck

Breakout Title: *Generative AI is Here... Now What?*

Core Values: Expect Excellence, Carry the Banner

Presenter: Joy Kelly

Breakout Title: *Handle with Care: Managing Difficult Situations in Schools with Dignity and Respect*

Core Values: Champion for Students, Merchant of Hope, Expect Excellence, Carry the Banner

Presenter: Rufus Lott III

Breakout Title: *Beyond the Lesson Plan: Creating Cultures of Belonging*

Core Values: Champion for Students, Merchant of Hope

10:30 AM – 10:45 AM Break and Networking

10:45 AM – 12:00 PM Live Breakout Sessions (4 to Choose From)

Presenter: Jimmy Casas

Breakout Title: *Moving Beyond the Status Quo*

Core Values: Expect Excellence, Carry the Banner

Presenter: Myron Dueck

Breakout Title: *Resilience – What it is, Why It Matters, And How We Can Foster It In Our Classrooms.*

Core Values: Merchant of Hope

Presenter: Joy Kelly

Breakout Title: *Lifting the Banner: Shaping School Culture Through Words, Actions, and Empathy*

Core Values: Carry the Banner

Presenter: Rufus Lott III

Breakout Title: *From Dumb Rules to Real Relationships: Building Culture & Accountability Through Relationship Agreements*

Core Values: Champion for Students, Merchant of Hope

Culturize for Leaders: Every Student. Every Day. Whatever It Takes.

INSTITUTE SCHEDULE

2025
CULTURIZE

12:00 PM - 1:30 PM Lunch (On Your Own)

1:30 PM - 2:45 PM Live Breakout Sessions (Choose 1)

Presenter: Jimmy Casas

Breakout Title: *Change...Is it Really That Scary?*

Core Values: Expect Excellence, Merchant of Hope

Presenter: Garth Larson, Ed.D

Breakout Title: *Leading for Clarity in Today's Schools*

Core Values: Champion for Students and Expect Excellence

Presenter: Joy Kelly

Breakout Title: *Handle with Care: Managing Difficult Situations in Schools with Dignity and Respect*

Core Values: Champion for Students, Merchant of Hope, Expect Excellence, Carry the Banner

Presenter: Rufus Lott III

Breakout Title: *Beyond the Lesson Plan: Creating Cultures of Belonging*

Core Values: Champion for Students, Merchant of Hope

2:45 PM - 3:00 PM Break and Networking

3:00 PM - 3:45 PM Closing Keynote with Garth Larson

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