UASSP Secondary Assistant Principals Conference

November 4, 2026

The Barn at Thanksgiving Point

"Assistant Principals Lift Where You Lead"

7:30 AM	Breakfast and Registration
8:00 AM	UASSP Executive Director – **Rhonda Bromley** UASSP President's Message – **Grant Cotterell**
8:45 AM	**Dr. Bobby Low** ***Re-Wiring the Teenage Mind: Building Proactive Thinkers***
9:30 AM	**Jeremy Andrus** ***Leading a Culture of Growth***
10:15 AM	AP Collaboration Activity
10:45 AM	**Cindy Davis** ***AAA: Connecting to Improve Policy and Practice***
11:30 AM	Lunch
12:15 PM	**Officer Chris Ruiz** ***Utilizing Your SRO: School Law, Safety and Security***
1:00 PM	**Bill Schuffenhauer** ***One Push. A Different Future.***
1:45 PM	Conclusion/Prizes and Drawings

We appreciate our UASSP Assistant Principal Reps:

Daren Ward (Skyridge HS) and Randall Seltz (Mount Jordan MS)

Thanks for all YOU do for the Students in Utah!

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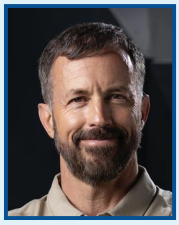
UASSP Secondary Assistant Principals Conference
Keynote Speaker Bios



Jeremy Andrus

Jeremy Andrus is President & CEO of Traeger Grills, the original wood pellet grill brand that has grown into a multi-hundred-million-dollar brand that owns over 50% of the global wood pellet grill market. This was largely achieved by Jeremy leading its team with an emphasis on the people and culture behind the company. While Traeger has become Jeremy's most successful growth story, it isn't his first. He joined start-up Skullcandy in 2005 with 4 employees and less than $1m in sales. Under his leadership, Skullcandy disrupted the headphone and wearable electronic space, growing into a $300m public company. Jeremy was named EY Entrepreneur of the Year in 2016, MountainWest Capital Network Utah Entrepreneur of the Year in 2017, and was inducted into the Utah Technology Council Hall of Fame in 2018. He serves on the board of directors of World Trade Center Utah, GOED, Silicon Slopes, and Utah Olympic Legacy Foundation.

Cindy Davis

Cindy Davis is passionate about public education and has been an English teacher, assistant principal at the junior and senior high school levels, an elementary principal, and a district special education area director. She currently teaches at Utah Valley University and is Director of Teaching and Learning (emphasizing secondary schools) for the new Timpanogos School District. She values every student, parent, and educator across the state and serves on the Utah State Board of Education. Cindy has spent her life prioritizing faith, family, friends, and the future of children. The four F words.

Dr. Bobby Low

Dr. Bobby Low is a human performance scientist, mental performance coach, author, and former professional athlete. He currently serves as the Director of Mental Performance at Brigham Young University (BYU) and founded MOTYV8, a digital mental strength training platform designed to make world-class mental performance training accessible to high schools. He is the author of Wiring Intelligence: From Reactive to Proactive — 8 Mindsets to Control Performance Under Pressure, which teaches high performers how to intentionally train their minds to perform when it matters most. He has consulted with leaders and teams from Fortune 500 organizations including Amazon, Walmart, JPMorgan Chase, Salesforce, and GE Healthcare. His work brings together psychology, neuroscience, technology, and firsthand experience to help everyone perform with greater confidence, focus, resilience, and control under pressure.

Officer Chris Ruiz

Chris Ruiz has been in law enforcement for 14 years. He is a Detective with the Pleasant Grove Police Department and is currently assigned to the schools as the School Resource Officer. Chris is the President of The Utah Association of School Resource Officers. He has advised on various committees for the state, including the School Safety and Security Task Force and Parental Education on Student use of Technology. His unique insight as a School Resource Officer has been helpful in drafting new and improved legislation. Chris is passionate about working with the youth.

Bill Schuffenhauer

Bill grew up surrounded by adversity—drug-addicted parents, homelessness, 17 foster homes, gangs, and chaos. Despite these challenges, he knew he was destined for more. Early on, Bill made the decision to "Change his Stars!" Through relentless dedication to learning, sports, education, family, and service, he defied the odds. In 2002, Bill represented Team USA at the Winter Olympics, helping to secure the first Olympic bobsled medal in over 46 years. Bill's accomplishments include: 3x Olympian & Olympic Silver Medalist, Sports Hall of Fame Inductee, Over 20 Years as a Professional Speaker, Certified Jack Canfield Corporate Trainer/Coach and Featured in the International Olympic Committee's Documentary "Against All Odds." Today, Bill continues to strive to be the best version of himself, sharing his story and experiences with the world to inspire others to achieve their dreams.

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