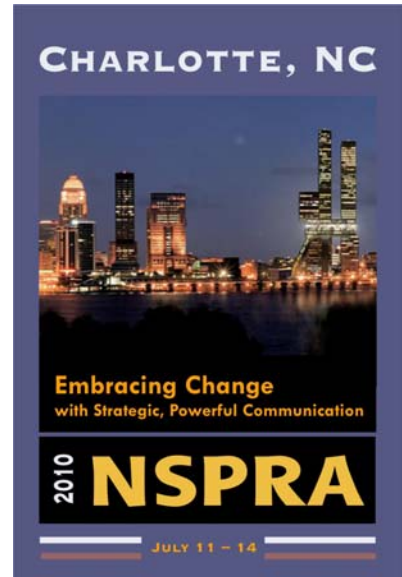


NSPRA 2010 • Embracing Change with Strategic, Powerful Communication

NSPRA's 57th National Seminar
July 11–14, 2010
The Westin Charlotte
Charlotte, North Carolina

Tentative Seminar at a Glance *(as of June 28, 2010)*

Note: Preliminary Schedule — Changes will be made to accommodate speakers' schedules and additions/cancellations to the program.



Saturday, July 10, 2010	
7:30 AM – 4:30 PM	Registration
9:00 AM – Noon	• Presentation Skills: A Tune-Up for Educators — Kenneth Haseley
9:00 AM – 4:00 PM 5 Pre-Seminar Workshops	• Social Media: Catching the Next Wave in Your Communications Program — Brandon Uttley, APR • APR Prep: Get Ready for Universal Accreditation – Part I — Janet Swiecichowski, APR • New Professionals Program: Part I — Bob Noyed, APR, & Jim Cummings, APR
1:00 PM – 4:00 PM	• Dealing with an Angry Public: New Approaches to a Changing Problem — Kenneth Haseley
Sunday, July 11, 2010	
7:30 AM – 6:30 PM	• Registration • Exchange Center
8:30 AM – 11:45 AM	NSPRA Leaders' Meeting
9:00 AM – 12:00 PM	• Alumni as Major Donors for Schools and Districts — Jim Collogan • New Professionals Program: Part II — Bob Noyed, APR • APR Prep: Get Ready for Universal Accreditation – Part II — Janet Swiecichowski, APR
9:00 AM – 4:00 PM 4 Pre-Seminar Workshops	• Creating a Successful School Foundation — Jim Collogan
1:00 PM – 4:00 PM	• Creating a Successful School Foundation — Jim Collogan
10:00 AM – 1:30 PM	NSPRA Book Store
1:00 PM – 3:00 PM	Celebration of Achievement & Annual Meeting — Chapter Mark of Distinction Awards, Gold Medallion Awards, Recognitions, Candidates for Office
2:30 PM – 3:45 PM	How to Make the Most of Your First NSPRA Seminar — Debbie Elmore & Michael Yarbrough
4:00 PM – 5:30 PM	Regional Colleague Connections — Join colleagues from your region for a discussion/debriefing on regional issues facilitated by NSPRA Regional Vice Presidents. • Northwest — Maureen Wheeler, APR • North Central — Mary Ellen Marnholtz • Northeast — Jim Van Develde • Mideast — Debra Marlow • Southeast — John Merrill • South Central — Nicole Kirby • Southwest — Jim Cummings, APR
6:00 PM – 7:30 PM	Opening Reception followed by the North Carolina Chapter Sign-up Dinners or Evening on Your Own

Monday, July 12, 2010

7:30 AM – 5:00 PM	<ul style="list-style-type: none"> • Registration • Exchange Center
8:15 AM – 10:15 AM	First General Session: <i>The Ring in the Rubble: Dig Your Way Through Change and Find Your Next Golden Opportunity</i> — Dr. Gary Bradt, keynote; and Bob Grossman Leadership in School Communications Award & Barry Gaskins Mentor Legacy Award Presentations
9:30 AM – 1:30 PM	NSPRA Book Store
9:30 AM – 4:00 PM	Marketplace
10:30 AM – 11:30 AM	<ul style="list-style-type: none"> • Managing Media, Parent, and Community Communications on School Security and Crisis Issues — Ken Trump, MPA • What's Your ePR Strategy? — Nora Carr, APR • The Power of a Story: Making Reform Real to People — Peter Cunningham • Reaching Culturally Diverse Parents — Stan Alleyne, Heather Sawyer, Frank Kwan & Janis Guerrero, Ph.D., panelists, and Henry Duvall, moderator • How to Win a Bond Election in 80 Days — Benjamin Horsley • Planning for Engagement: Why, What, Who, and How — Matt Leighninger • Crucial Employee Conversations: When the Budget Becomes Behemoth — LaTazja Henry & Judith Malveaux • Finding Comfort in a Time of Crisis — Kay Powell • District Goals: Are You Maximizing Your Potential? — Jill Filer & Christine Gunn • The Public Relations Advantages of Education Foundations: The Future is Now — Larry Goddard
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 PM – 2:30/3:00 PM	<ul style="list-style-type: none"> • Strategic Planning on a Grand Scale: Engaging All Stakeholders in Your Planning Effort — Maureen Wheeler, APR, & Kathy Leslie, APR • Communicating School Safety and Emergency Preparedness: Plan, Prepare, and Practice — Ken Trump, MPA • C.P.R. (Communication, Protocols and Responses) for the Toxic Workplace — Tom DeLapp, Trinette Marquis & Kathy Young
2:45 PM – 3:45 PM	<ul style="list-style-type: none"> • The Yellow Brick Road: A Superintendent's Entry Paved by Communication — Linda Erdos & Patrick K. Murphy, Ed.D. • Maximizing Communication Opportunities for Your School Board — Ken Blackstone, APR, Steve Walts, Ed.D., & Keith Imon • The News Media Today: Ally or Adversary? — Kenneth A. Haseley • Beyond Going "Green": Developing Sustainability Leadership within a School Setting — Peggy Rupprecht • The Story of SOAR: How a Community Found Common Ground and Pooled Resources to Support Education — Rosina Valle, Patty Shafer, Ed.D., Michelle Pope, Ph.D., & Margaret Lindsey • Communicating District Progress Through a Balanced Scorecard — Melanie Hall, APR, & Krista J. Stockman • Chapter Chat — Ron Koehler, APR, & Karen Kleinz, APR
2:45 PM – 3:45 PM	Open Counselors on Call (sign up at Seminar registration desk)
4:00 PM – 5:00 PM	<ul style="list-style-type: none"> • So I'm Supposed to Have a Communication Plan – Where Do I Start? — Nicole Kirby • Budget Woes: Communicating the Bad News in the Best Way Possible — Mary Ann Simpson, APR, & Nancy Porter, APR • NSPRA Leaders Panel — Blazing the School PR Trail — Larry Ascough, Bill Jones and Kathy Leslie, APR, panelist, & Steve Knagg, moderator • Cutting Through the Clutter Using "Word of Mouse" to Assure Our School Messages Are Received — Larry Litwin, APR • My Superintendent is a Blogger...and He Podcasts Too! — Mary Anne Byrd • Reinventing the Annual Report: From Traditional to Web-Friendly and Green — Carmen Bray & LaTazja Henry • Online Safety: Free Federal Resources for Parents and Teachers — Julia Plonowski • Mastering Stakeholder Relations in Difficult Times — Suhail Farooqui • Enriching the Curriculum: One Mile at a Time — Claudia Mansfield Sutton • APR: Advancing Your Professional Credibility — Janet Swiecichowski, APR
4:00 PM – 5:00 PM	Open Counselors on Call (sign up at Seminar registration desk)

Tuesday, July 13, 2010

7:30 AM – 4:00 PM	<ul style="list-style-type: none"> • Registration • Exchange Center
8:15 AM – 10:15 AM	Second General Session: Schools Cannot Do It Alone: The Unprecedented Importance of School Leaders in the Effort to Increase Student Success — Jamie Vollmer, keynote; and Learning and Liberty Award and AlertNow Leadership Through Communication Award Presentations
8:30 AM – 1:30 PM	NSPRA Book Store
8:30 AM – 4:00 PM	Marketplace
10:30 AM – 11:30 AM	<ul style="list-style-type: none"> • Is Your Website Outdated, Disorganized and/or Embarrassing? OK – Fix It! — Joy Ed • Indispensable Social Media Tools and Technology — Evelyn McCormack • Doing the Change Cha Cha — Trinette Marquis & Frank Porter • Place Matters: A New Perspective on Community Engagement — Susan Patterson, Katherine Loflin, Ph.D., and Paula Ellis, panelists, & Matt Leighninger, moderator • Principal Begins with PR — Kim Cranston, APR • A Whole New World: How to Get Positive Media Coverage for Schools with Bad Reputations — Tahira Stalberte & LaTazja Henry • A District's Tale of How It Survived Reality Television to Become a Leader in the National School "Food Revolution" — Jedd Flowers • The 7 Things Your Patrons Want You to Know Before Your Next Bond/Levy Election — Ken DeSieghardt & Marsha Chappelow, Ph.D. • Going Back to School Isn't Just for Students – How Parent University is Making a Difference for Families in Charlotte, NC — Jerri Haigler, APR • Passing the Torch: A Smooth Transition for the New Superintendent — David Luther
10:30 AM – 11:30 AM	Open Counselors on Call (sign up at Seminar registration desk)
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 PM – 2:30/3:00 PM	<ul style="list-style-type: none"> • In the Spotlight: How to Shine When It's Time for Your 15 Minutes of Fame — Jan Blunt & Karen Morales, APR • How to Develop a Strategic Mindset — James E. Lukaszewski, ABC, APR • Creating Sustainability Now: Education Is the Key to Our Future — Gary Marx, APR, CAE
2:45 PM – 3:45 PM	<ul style="list-style-type: none"> • Transforming School and District Web Sites to Online Learning Communities — Lorette Williams, Lyndall Gathright & Kim Sneed • NSPRA Leaders Panel — Mapping the Road to Impact and Influence: PR Standards and a Body of Knowledge — Jim Dunn, APR, Steve Knagg, and Burnadine Anderson, APR, panelists, & Tim Hensley, APR, moderator • The Real Social Media Tools. They're Not What You Think — Meg Carnes & Kitty Porterfield • Customer Service: Great Expectations — Stephanie Bateman & Lauren Roberts • Media, Shmedia: Be Your Own Newsroom — Richie Escovedo • Building Your Key Communicators Network – and Using It! — Jim Cummings, APR • Building Grassroots Support for Your Schools — Ron Koehler, APR • Veterans' Discussion Group: What Are You Rethinking — Steve Mulvenon, Ph.D., facilitator
2:45 PM – 3:45 PM	Open Counselors on Call (sign up at Seminar registration desk)
4:00 PM – 5:00 PM	<ul style="list-style-type: none"> • Grow Six Inches Taller and Become a Better Dancer Using Key Communicators — Tom Salter • Impacting Your District Relationships Through Strong Communications — Janet Swiecichowski, APR, Danielle Clark & Kevin Christian • Communicating More Effectively in Your School District with eChalk — Lorette Williams & Lyndall Gathright • Technology Solutions from Edline — Todd Jolly
6:45 PM – 11:30 PM	North Carolina Chapter Optional Activity (outside of hotel)

Wednesday, July 14, 2010

7:30 AM – 4:00 PM	<ul style="list-style-type: none"> • Registration • Exchange Center
8:30 AM – 1:30 PM	NSPRA Book Store
9:00 AM – 10:15 AM	Caffeinated Connections
10:30 AM – 11:30 AM	<ul style="list-style-type: none"> • Engaging Your Community to Resolve Contentious Issues — Barbara Hunter, APR • School Marketing that Works! — Georgia Duran & Dianne Lewis • NSPRA Leaders Panel — Fast Track to the Future: What's Next for School PR? — Sandy Cokeley, APR, Bob Noyed, APR, and Nicole Kirby, panelists, & Abby Knagg-Cloud, moderator • Creating Team — Putting All the Pieces of the Puzzle Together — Mary Ellen Marnholtz • Staying Sane in a One-Person PR Office — Nancy Vaughan, APR • Transforming a Media Mess into an Award-Winning Positive PR Campaign — Cynthia Robbins Shah-Khan & LaTazja Henry • The Power of Storytelling to Build Support for Schools — Jim Dunn, APR

Wednesday, July 14, 2010 (continued)

10:30 AM – 11:30 AM	<ul style="list-style-type: none">• A Strategic Approach to Community Partnerships — Samantha Evans, Phyllis Crutch & Ana Brown• A Conversation with the 2010 Grossman Award Recipient — Steve Walts, Ed.D.
10:30 AM – 11:30 AM	Open Counselors on Call (sign up at Seminar registration desk)
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 PM – 2:30/3:00 PM	<ul style="list-style-type: none">• At the Core of Who You Are: Using Powerful Strategic PR Planning to Communicate Your District's Core Values — Julie Thannum, APR, David J. Faltys, Ed.D., & Julie Zwahr• Crucial Conversations about Public Schools — John Draper, Ed.D.• Gold Mine Session
6:00 PM – 9:30 PM	Cash-Bar Reception and Closing Banquet: Presidents Award, Installation of 2010-2011 President, Preview of San Antonio Seminar

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