

SATURDAY, FEB. 7 (CONT.)

sponsored by



10:15-10:30 a.m. – Break, Raffle

10:30-11:30 a.m. – Chapter-alike Conversations

NSPRA Executive Board members will facilitate conversations with chapters, who are grouped by membership size as follows:

- 1.IDSPRA, M(iss.)SPRA, NebSPRA, TNSPRA, USPRA
- 2.ALSPPRA, ISPPRA, LASPPRA, OSPRA, SunSPRA
- 3.ArkanSPRA, CHESPPRA, GSPRA, KanSPRA, NESPPRA
- 4.KYSPRA, NCSPRA, NJSPRA, OHSPRA, OKSPRA, SC/NSPRA
- 5.COSPPRA, INDSPRA, MinnSPRA, PenSPRA, W(a)SPRA
- 6.AzSPRA, INSPRA, NYSPRA, M(ich.)SPRA
- 7.CalSPRA, MOSPPRA, W(i)SPRA, TSPRA

11:30 a.m. - 1 p.m. – Lunch

1 -2 p.m. – Expanding the School PR Pipeline as a Chapter

Moderator: Finalsite Dir. of Sales–Public Schools Joshua Sauer, APR

Panelists:

- California SPRA President-elect Sundeep Dosanjh
- Illinois SPRA Executive Director Zachary Hiner
- Pennsylvania SPRA President Jennifer Shealy
- Wisconsin SPRA Executive Director Debbie Brewster

2 - 2:15 p.m. – Break, Raffle

2:15-3:30 p.m. – Chapter Leadership Team Planning Time

Officers may use this time to plan as a chapter leadership team, or if attending solo, to plan individually or with NSPRA leaders.

3:30-4 p.m. – Regional Reflections

Join a table for your NSPRA region, where NSPRA vice presidents will facilitate conversations about your takeaways and goals.

4 p.m. – President’s Closing Remarks

5:30 p.m. – Networking Happy Hour

Embassy Suites 1st Floor, Bar Area

6 p.m. – Depart for Dinner at Restaurant TBA

Embassy Suites Lobby

Join NSPRA staff and board members for rideshares from lobby.



*Brought to you by the National School Public Relations Association
with generous support from...*



Summit Friday Sponsor



FINALSITE

Summit Saturday Sponsor



Class Intercom

Summit Supporter

THURSDAY, FEB. 5

2-5:30 p.m. – Registration

Embassy Suites 5th Floor, Synergy Conference Rooms

5:30 p.m. – Welcome to Fort Worth Networking Happy Hour

Embassy Suites 1st Floor, Bar Area

6:30 p.m. – Dinner On Your Own

Optional: NSPRA regional vice presidents will meet up with officers from their regions in the Embassy Suites Lobby to walk to dinner.

FRIDAY, FEB. 6

sponsored by



8-9 a.m. – Breakfast

Embassy Suites 7th Floor, Dining Area

9-9:30 a.m. – President’s Welcome

Embassy Suites 5th Floor, Synergy Conference Rooms

9:30-10:30 a.m. – Leading a Chapter Through Volatile Moments

Moderator: NSPRA President Kelly Wachel, APR

Panelists:

- California SPRA President-elect Sundeep Dosanjh
- Chesapeake SPRA President Gladis Bourdouane
- Illinois SPRA President Anna Gonzales
- Minnesota SPRA President Celi Haga

FRIDAY, FEB. 6 (CONT.)

sponsored by



10:30 - 11 a.m. – Break, Raffle

11 a.m. - 12 p.m. – Roundtable Role-Alike Conversations

Join the group with which you most closely identify:

1. **Presidents** | NSPRA President Kelly Wachel, APR
2. **Presidents-elect** | NSPRA Past President Heidi Vega, APR
3. **Executive Directors** | NSPRA Executive Director Barbara M. Hunter, APR

12-1:15 p.m. – Lunch

Embassy Suites 7th Floor, Dining Area

1:15-2:15 p.m. – How Chapters Keep Members Engaged

Embassy Suites 5th Floor, Synergy Conference Rooms

Moderator: NSPRA VP at Large for Engagement Julia Burgos, APR

Panelists:

- Arizona SPRA President Rita Ann Ezzai
- New England SPRA Vice President Julia Mitchel
- Michigan SPRA President Kelly Allen, APR

2:15-2:30 p.m. – Break, Raffle

2:30-5 p.m. – Idea Spark Session

Sit at a table featuring a chapter topic of interest. Listen for ideas and share your experiences. There will be six rounds, and you will join a new table after each 20-minute round.

1. How to Create a Great Conference Experience

- NSPRA South Central Region VP Jake Potter, APR
- Apptegy Strategic Communications Advisor Greg Turchetta

2. Strategic Planning for a Chapter

- NSPRA VP at Large Superintendents Dr. Jennifer Cruz
- Washington SPRA Executive Director Catherine Carbone-Rogers, APR

3. Planning a Conference Program

- NSPRA Southwest Region VP Christy McGee, APR
- California SPRA President-elect Sundeep Dosanjh
- Texas SPRA President-elect Dr. Jordan Ziemer

4. Officer Onboarding/Transitioning + Governance Best Practices

- NSPRA Mideast Region VP Andrew Robinson
- NSPRA Associate Director Mellissa Braham, APR, CAE
- Chesapeake SPRA President Gladis Bourdouane

5. Chapter Communication Tools

- NSPRA Southeast Region VP Kate Crowder
- Sunshine State SPRA President Chad Oliver

6. Membership Management Tools

- NSPRA Northeast Region VP Monica Lester, APR
- Alabama SPRA President-elect John Huddleston
- Oklahoma SPRA President Tara Thompson, APR
- New Jersey SPRA Chapter Administrator Sandy Cokeley, APR

7. Striking a Balance with Consultants in Chapters

- NSPRA North Central Region VP Terri McHugh, APR
- Missouri SPRA Executive Director David Luther
- Wisconsin SPRA Executive Director Debbie Brewster

5 p.m. – NSPRA President's First Day Wrap Up

5:30 p.m. – Networking Happy Hour

Embassy Suites 1st Floor, Bar Area, or Winchester Tavern

6:30 p.m. – Choose Your Own Dinner, On NSPRA!

NSPRA will provide \$50 gift cards for use at the many restaurants near the Embassy Suites in Downtown Fort Worth.

SATURDAY, FEB. 7

sponsored by



FINALSITE

8-9 a.m. – Breakfast

Embassy Suites 7th Floor, Dining Area

9 a.m. – President's Welcome Back

Embassy Suites 5th Floor, Synergy Conference Rooms

9:15 – 10:15 a.m. – You've Got a Mentor in Me

Introducer: Finalsite Chief Marketing Officer
Risa Engel

Keynote Speaker: Cindy Warner, APR,
2025 National School Communicator of the Year

