



Brought to you by NSPRA with generous support from ...



THURSDAY, FEB. 15

2-5:30 p.m. – Registration

Embassy Suites Lobby

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

Tower Bridge Lounge and Bar at the Embassy Suites

6:30 p.m. – Dinner On Your Own

FRIDAY, FEB. 16

8-9 a.m. – Breakfast

Tower Bridge Cafe at Embassy Suites

All of the Presidents Summit sessions will take place in the Promenade Ballroom at the Embassy Suites unless otherwise noted.

9-9:30 a.m. – NSPRA President's Welcome

NSPRA President Trent Allen, APR

9:30 – 10:30 a.m. - Opening Session

Kevin Bracy, aka Coach Greatness



10:30- 10:45 a.m. – Break, Raffle

10:45 a.m. - 12 p.m. – Roundtable Role-Alike Conversations

Join the group with which you most closely identify; group may occupy two tables.

1. Presidents with NSPRA President Trent Allen, APR
2. Presidents-elect with NSPRA President-Elect Heidi Vega, APR
3. Executive Directors with NSPRA Executive Director Barbara M. Hunter, APR

12-1:15 p.m. – Lunch

1:15-2:15 p.m. – National School Communicator of the Year (SCOY) Award Update and Chapter Awards Panel Discussion

NSPRA Executive Director Barbara M. Hunter, APR
Finalsite Chief Marketing Officer Risa Engel

Moderator:

- NSPRA Communications Manager Sarah Loughlin

Panelists:

- Arizona SPRA President-elect Michelle Valenzuela
- California SPRA Executive Director Trinette Marquis, APR
- Chesapeake SPRA President-elect Andrew Robinson
- New Jersey SPRA Chapter Administrator Sandy Cokeley, APR

2:15-2:30 p.m. – Break, Raffle

2:30-4:10 p.m. – Idea Spark Session

Session has four rounds; join a new table every 25 minutes.

1. Board member management

- NSPRA Vice President at Large for Engagement Julia Burgos and Tennessee SPRA President Jack Cobb

2. Chapter management

- NSPRA Southeast Region Vice President Cindy Warner, APR, and California SPRA President Jessica Hull

3. Recruiting chapter leaders for board/committee positions

- NSPRA Northwest Region Vice President Phillip Campbell and Kansas SPRA President Dr. Ben Boothe

4. Financial best practices

- NSPRA Midwest Region Vice President Karen Heath and Illinois SPRA President Denise Barr, APR, and Chapter Administrator Alicia Lingane

5. State-level partnerships/thought leadership as a chapter

- NSPRA Northeast Region Vice President Lori Perlow and Louisiana SPRA President Jackie Tisdell and President-Elect Holly Holland

6. Governance

- NSPRA Southwest Region Vice President Jennifer Dericco, APR, and Oklahoma SPRA President-elect Tara Thompson

4:10 p.m. – NSPRA President’s First Day Wrap Up

5:30 p.m. – Networking Happy Hour

Tower Bridge Lounge and Bar at the Embassy Suites

6:30 p.m. – "Cornhole Classic" Dinner Event, hosted by Evening Engagement Sponsor

Arcade Underground, 1008 2nd St., Sacramento



SATURDAY, FEB. 17

8-9 a.m. – Breakfast

Tower Bridge Cafe at Embassy Suites

9 a.m. – NSPRA President’s Welcome Back

9:15-10:15 a.m. – Growing Your Chapter Panel Discussion

Moderator:

- NSPRA Associate Director Mellissa Braham, APR

Panelists:

- Chesapeake SPRA President Dulce Carrillo
- New Jersey SPRA President-Elect Maren Smagala
- Oregon SPRA President Megan Mahoney
- Wisconsin SPRA Past President Tracy Habisch-Ahlin

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. ALSPRA, IdSPRA, LASPRA, NebSPRA, TNSPRA
2. COSPRA, MinnSPRA, NESPRA, NJSPRA, OKSPRA
3. KanSPRA, KYSPRA, NYSPRA, OSPRA, SC/NSPRA
4. CHESPRA, INSPRA, INDSPRA, MSPRA, NCSPRA, OHSPRA, PenSPRA
5. CalSPRA, ASPRA, MOSPRA, TSPRA, WaSPRA, WiSPRA

12-1 p.m. – Lunch / Optional Sessions

Grab your lunch and, if interested, join NSPRA staff to discuss:

- Creating a chapter executive director position with Executive Director Barbara M. Hunter, APR
- Why and how to apply for the Chapter Mark of Distinction with Associate Director Mellissa Braham, APR
- OpenWater demo with Communications Manager Sarah Loughlin

1-1:15 p.m. – Tax Tips and Reminders for Chapters

Associate Director Mellissa Braham, APR

1:15-2:15 p.m. – Keys to Planning a Successful Conference

NSPRA Seminar and Partnerships Manager Colleen Lewallen, CMP

2:15-2:30 p.m. – Break, Raffle

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

3:15-4 p.m. – Small-group Reflection on Goals/Takeaways

NSPRA Executive Board members will facilitate conversations.

4 p.m. – NSPRA President's Final Day Wrap Up

5:30 p.m. – Networking Happy Hour

Tower Bridge Lounge and Bar at the Embassy Suites

6:30 p.m. – Dinner

Rio City Cafe, 1110 Front St., Sacramento