

**SATURDAY, FEB. 7 (CONT.)**

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**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 Break, Walk to Water Gardens**

*Embassy Suites 7<sup>th</sup> Floor, Atrium Dining Area*

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

*Embassy Suites 5<sup>th</sup> Floor, Synergy 1 Conference Room*

**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**

Plan as a chapter leadership team, 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 7<sup>th</sup> Floor, Atrium Bar Area*

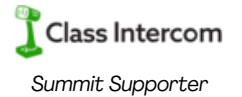
**6 p.m. – Depart for Dinner at Coopers Old Time Bit BBQ**

*Embassy Suites Lobby*

Join NSPRA staff and board in lobby for rideshares to dinner.



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**THURSDAY, FEB. 5**

**2-5:30 p.m. – Registration**

*Embassy Suites 7<sup>th</sup> Floor, Atrium Dining Area*

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

*Embassy Suites 7<sup>th</sup> Floor, Atrium 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**

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**8-9 a.m. – Breakfast**

*Embassy Suites 7<sup>th</sup> Floor, Atrium Dining Area*

**9-9:30 a.m. – President’s Welcome**

*Embassy Suites 5<sup>th</sup> Floor, Synergy 1 Conference Room*

**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.)**

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**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 Break**

*Embassy Suites 7<sup>th</sup> Floor, Atrium Dining Area*

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

*Embassy Suites 5<sup>th</sup> Floor, Synergy 1 Conference Room*

**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. Creating a Great Attendee Experience at Conferences**

- 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 7<sup>th</sup> Floor, Atrium Bar Area  
or Winchester Tavern, 903 Throckmorton St., Fort Worth*

**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



**8-9 a.m. – Breakfast**

*Embassy Suites 7<sup>th</sup> Floor, Atrium Dining Area*

**9 a.m. – President’s Welcome Back**

*Embassy Suites 5<sup>th</sup> Floor, Synergy 1 Conference Room*

**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



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