The NSPRA National Seminar has the reputation of being the best professional development experience in all facets of school communication available throughout the United States and Canada. Participants praise the timeliness, relevance, and practicality of more than 70 sessions offered each year. And this year’s Seminar in centrally located Chicago, Illinois, from July 8-11 is designed to be The Source of where your school district’s communication needs and solutions will be met. Annually ranked as one of the best values in professional development, the NSPRA Seminar delivers satisfaction ranking in the top 95% for its programs, services, and networking opportunities. NSPRA 2012 will offer you multiple solutions and the opportunity to learn from the best in both the education and business worlds of communication and leadership.

Top Keynoters Will Inspire and Motivate You

As the host of National Public Radio’s Wait, Wait…Don’t Tell Me!, Peter Sagal is heard by more than 3 million people every week, broadcast on 450 public radio stations nationwide and on a popular podcast. And now you can see and hear Peter Sagal up close and personal at NSPRA’s first general session on Monday, July 9th. His presentation will focus on what we all see playing out in community and government open meeting forums across all of our communities. Most NSPRA members agree that we are living in fast-changing and even crazy times. Peter Sagal will let us know Why Satire Is Often the Only Reasonable Response to the Times in Which We Live. Wait, Wait…Don’t Tell Me!, A prestigious Peabody Award-winning show, has captivated news junkies across our land with its thoughtful and lighthearted approach to current events.

Peter Sagal is a radio host, author, humorist, and commentator on current events with a remarkably eclectic career. His wit and inquiring mind will make for one general session that you won’t want to miss.

Dr. C.J. Huff has an unshakeable belief in the power of the human spirit. As superintendent of the Joplin Schools in Missouri, and one of People magazine’s 2011 Heroes Among Us, his leadership in the wake of a massive tornado that killed 160 people and devastated the city helped rally the community to pick up the pieces and set a course for the future. As Dr. Huff likes to say, “Never underestimate the ability of people to accomplish anything.” The tornado that forever changed life in Joplin struck on graduation day, May 22. Shortly after, Dr. Huff made a bold and daring promise to open schools on time on August 17—just 86 days later. The story of how Dr. Huff, the Joplin Schools staff, and thousands of volunteers made that vision a reality is a lesson in resiliency, the importance of relationships, creative thinking, inspiring leadership, and sound communication practice that will touch your hearts and make you reconsider the true meaning of community.

And that is the story you will hear at the Tuesday, July 10 general session of NSPRA 2012 in Chicago. You won’t want to miss it!

Enhance Your Communication Skills and Expand Your Learning with an NSPRA Pre-Seminar Workshop!

You can save . . .

$50 . . . . . . . . if you register and pay by Friday, May 25, 2012

$100 more . . . . . . . . if you are a member in the North Central Region

See the Full Program!

Go to our updated Seminar at a Glance at www.nspra.org/files/docs/SeminarAtAGlance12.pdf to review the topics covered during our full 3-day program. The program will be listed by February 15, 2012.

Save Even More! New for 2012

When a communication professional and superintendent from the same district register together, each receives a $200 discount from the rate at the time of their registration. That’s a total of $400 savings for the two registrations. No other discounts apply.

Special discounts for multiple registrations. (See back page for more.)

Hotel Centrally Located to Enjoy Chicago’s Best

Chicago’s Marriott Downtown Magnificent Mile is a Windy City landmark on Michigan Avenue’s Magnificent Mile. Situated among world-class dining and shopping, the hotel is within walking distance of Navy Pier, Shedd Aquarium, Millennium Park, and the theater and museum districts. The complimentary health club includes indoor pool, free weights, and an array of cardio equipment.

Special Rates: A limited block of rooms has been reserved at a special $199 daily rate (single or double) for NSPRA attendees. Reservations made after NSPRA’s room block is filled will be at the prevailing rate. The group rate is available until June 29, 2012.

Call 1-800-266-9432 for reservations. To get this discounted room rate, tell them you are attending the National School Public Relations Association Seminar.

But reserve early! The room block is limited.
Early-Bird Registration Form
NSPRA’s 2012 National Seminar  July 8-11

1. Select your registration type and discounts

<table>
<thead>
<tr>
<th>Early Bird</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSPRA member</td>
<td>Pay by May 25</td>
</tr>
<tr>
<td>$695</td>
<td>Pay after May 25</td>
</tr>
<tr>
<td>NSPRA member AND you pay</td>
<td>$745</td>
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<tr>
<td>dues or renew</td>
<td>$995</td>
</tr>
<tr>
<td>Not an NSPRA member</td>
<td>$795</td>
</tr>
<tr>
<td></td>
<td>$845</td>
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</tbody>
</table>

Even more discounts! Check all that apply

☐ $100 North Central Discount
For you if you register for a full registration and are employed in Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Manitoba, and Northwestern Ontario.

☐ Superintendent and Communication Pro Combo
*New for 2012*
When the superintendent and the communication professional from the same district register together, they receive a $200 discount off the rate when they register, for a total discount of $400. No other discounts apply.

☐ Group Discounts
For multiple registrations from the same employer. You can only use this discount for full registrations.

☐ 2 Registrants from the Same Employer
The second full registrant receives a $50 discount off the price that the first person pays. For example, a North Central Super Early-Bird registrant can bring a colleague for a full registration of only $445.

☐ 3 or More Registrants from the Same Employer
Three full Seminar registrations is just $1,500. Each additional full registration is only $175 per person. No other discounts apply.

☐ Seminar Presenter’s Discount
If you present at NSPRA 2012 at a skill session or action lab, you will receive a $50 discount on an individual full registration. If you are selected to present after the early-bird deadline, we will send you a $50 rebate in July.

Subtotal from step 1 $_______

2: Select your optional Pre-Seminar Workshops

Saturday, July 7

☐ APR Prep: Get Ready for Universal Accreditation (Part 1) 9-4 PM $299
☐ New Professionals Program (Part 1) 9-4 PM $299
☐ Pillars of Great School PR Programs 9-4 PM $299
☐ Mobile App Strategy in School Communications 1-4 PM $199

Sunday, July 8

☐ Social Media Strategy for School Districts (Advanced) 9-4 PM $299
☐ New Professionals Program (Part 2) 9-Noon
☐ APR Prep: Get Ready for Universal Accreditation (Part 2) 9-4 PM

Subtotal of Pre-Seminar Workshops $______

Copy subtotal from step 1 $______

Total $______

3. Complete your payment

NSPRA must receive check or credit card payments by the discount dates or we will charge the next higher rate. Purchase orders are not considered as payment to lock in prices.

☐ I enclosed a check.

☐ Charge my credit card:

☐ Visa Card no. __________________________
Card no. __________________________
Expiration date _______/_________
MasterCard Expiration date _______/_________
American Express Security Code ______________________

☐ I enclosed a purchase order.

Purchase order no.: __________________________________________

Please print clearly or type:

Your name ___________________________________________________________
Are you new to the Seminar?
☐ Yes ☐ No
Preferred name for your badge __________________________________________
Your title ___________________________________________________________
District or organization ________________________________________________
Street address _________________________________________________________
City _____________________ State/Province ______________________
ZIP or Postal code ____________________________________________________
Phone (______) ______–_______
Fax (______) ______–_______
Email _____________________

Questions?
Call NSPRA at (301) 519-0496
Email us at nspra@nspra.org

More to Come on 1-Day Opportunities

Watch the NSPRA website (www.nspra.org) for NSPRA Seminar announcements for special 1-day programs for superintendents on Monday, July 9, and for principals on Tuesday, July 10.

What you have to pay if you cancel:

Cancellation fees: $175 for cancellations received by May 25. $275 for cancellations from May 25- June 15. After June 15, no refund.

Pre-Seminar Workshops: 25% of pre-seminar fee for cancellations received by May 25. 50% for cancellations from May 25-June 15. After June 15, no refund.