Come to ... The 2007 TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION & EDUCATION FOUNDATION ANNUAL CONFERENCE

February 21-23, 2007
Marriott at the Capitol, Austin, Texas

See you in February!
2007 Annual TSPRA & Education Foundation Conference Registration Form
February 21-22, 2007  TSPRA Sessions, including Education Foundation Sessions
February 23, 2007  Education Foundation Day and Post-Conference Sessions

Room Reservations Contact:
The Marriott at the Capitol Hotel
701 East 11th Street, Austin, Texas 78701
Phone: (512) 478-1111
Room Rate: $123 Single or Double
Cutoff Date: Tuesday, January 30, 2007

Please identify yourself as a TSPRA member when making your reservation by phone. You may also make your room reservation online at www.marriott.com/ausdt. Input arrival and departure dates. Use PUB-PUBA as the 2007 Conference Group Code. Follow the instructions to complete your reservation.

Remember, there are a limited number of rooms blocked for each night and the limit may be reached before the cutoff date of January 30. Once the limit is reached, TSPRA cannot guarantee a room will be available for you in the conference hotel.

Full Name __________________________
First Name __________________________
Title __________________________________
School Dist/Foundation/Org ________________
Address ___________________________________________________________________________
City ___________________________ State _____ Zip __________
Telephone (_____ )________________________ Fax Number (_____ )________________________
Email ____________________________________________________________________________

CONFERENCE:

Full, Three Day TSPRA/Education Foundation Conference
Wednesday, Thursday & Friday, February 21-23
- $345 3 Day Member Registration Fee postmarked by January 16, 2007
- $400 3 Day Nonmember Registration Fee postmarked by January 16, 2007
- $235 2 Day Member Registration Fee postmarked by January 16, 2007
- $295 2 Day Nonmember Registration Fee postmarked by January 16, 2007
- $125 1 Day Member Registration Fee postmarked by January 16, 2007
- $150 1 Day Nonmember Registration Fee postmarked by January 16, 2007

LATE REGISTRATION:
- $25 Add to any registration postmarked after January 16, 2007

EVENTS:

TSPRA Star Awards Celebration  Feb. 22
- $40 Star Awards Celebration, Thursday evening, 7 p.m., February 22

POST CONFERENCE:

Friday, February 23
- $30 Jeff Crilley “Free Publicity” Workshop (www.jeffcrilley.com), Friday, 8:30-10 a.m.
- $70 Boot Camp for the Newly Enlisted, Friday, 8:30-11:30 a.m.
- $70 Training for Accreditation in Public Relations, Friday, 8:30-11:30 a.m.

MEMBERSHIP PIN
- $10 Membership lapel pin

A $50 nonrefundable fee will be charged for any cancellation. Cancellations must be in writing, either emailed to info@tspra.org or faxed to 512-477-0906. No cancellations after February 1, 2007. Substitutions are allowed.

FAXED registrations will be accepted if a valid purchase order number is included with the registration. Please follow your district’s payment policies.

Make check payable to: TSPRA
Mail or fax your completed registration form to:
TSPRA
1801 N. Lamar Blvd., Suite 222
Austin, TX 78701-1050
Phone (512) 474-9107
Fax (512) 477-0906
www.tspra.org
Conference Highlights

Publications Exchange
Rookies and veterans never miss an opportunity to get great ideas from the many samples of outstanding work by their colleagues. Contribute to the Exchange by bringing or mailing 50 copies of each publication to: Marriott at the Capitol, 701 East 11th St., Austin, Texas 78701. Clearly mark your boxes: HOLD FOR TSPRA CONFERENCE FEB. 21-23. Mail boxes for arrival the Monday prior to conference, February 19. Boxes left after 11 a.m. on February 23 will be disposed of by the hotel staff.

Star Awards Exhibit
Gold Star winners and all Crystal and Platinum entries in the 2006 Star Awards will be displayed during the conference. ‘Look, but don’t take’ and make your guess at who will earn the Best of Category, Crystal and Platinum Awards. To find out, buy a ticket and come to the Star Awards Celebration on Thursday evening, February 22. Displayed entries may be picked up after the celebration by 11 a.m. Friday.

45th Anniversary Reception
On Thursday night, February 22, prior to the Star Awards Celebration, all conference attendees are invited to gather and celebrate TSPRA’s 45th Anniversary. Several past presidents and former executive directors will briefly reminisce about their years with TSPRA. This event is a great opportunity for school PR and education foundations attendees to mix and mingle.

Star Awards Celebration
Our Thursday night festivities continue when the stars come out at the annual Star Awards Celebration. Master of Ceremonies Tim Carroll, Allen ISD, will announce this year’s ‘best of the best’ in print, electronic, crystal and platinum entries.
*Pre-purchased ticket required - $40.

Guest Speakers
A number of renowned guest speakers will be present at our conference—former Texas Comptroller of Public Accounts John Sharp, Texas Senator Jane Nelson, Key Communicator & Attorney David Thompson, educator & author Nancy Coey, the Ammerman Experience’s Ken Haseley, Attorney Lynn Rossi Scott, author & speaker Jim Kern, former Austin ISD Trustee and Texas High School Project Executive Director John Fitzpatrick, Emmy Award winning TV reporter Jeff Crilley, St. Charles Parish Public Schools Director of Public Information Rochelle M. Cancienne, and nationally known author & grant-writer Deborah Porter. These and TSPRA’s own star presenters will make this conference one of the best!

Vendor Exhibits
A number of vendors will be present exhibiting the latest in awards, services, video equipment, and more. Electronic Media Production (EMP) vendors will be present on Wednesday, February 21 and other vendors on Thursday and Friday, February 22-23. Stop by, browse and be sure to talk to each vendor to get your TSPRA Bingo Card filled out to qualify for door prizes and a free 2008 TSPRA Conference Registration!

First-Timers Orientation
Are you a new member? Is this your first TSPRA conference? Jump start your conference experience and meet other new people before the sessions begin at this special event from 7:30 to 8:15 a.m. Wednesday, February 21.

Continental Breakfast
Start your conference days with networking and continental breakfast located near the conference registration desk.

New Member Luncheon
New TSPRA members and first-time conference attendees are invited to lunch on Wednesday, February 21. Here you will meet other new members as well as TSPRA’s Executive Committee.

Mary Gordon Spence will assist participants in Finding Magic in the Mundane, a necessity for those who work in the field of school public relations. *New members, first-time conference attendees and TSPRA officers should mark the appropriate boxes on their registration form in order to receive a ticket for this event.

Installation Luncheon
The Passing of the Gavel highlights Thursday’s Installation luncheon on February 22 at noon, when TSPRA President-elect Christy Willman will be installed as TSPRA’s 2007-2008 president. Christy will present the theme and goals for her term and new officers will be installed. *All TSPRA conference attendees will receive a ticket for the Installation Luncheon in their registration packet.

Sign Up Dinners
On Wednesday evening, February 21, sample some of Austin’s best restaurants and live music venues with your friends. Sign up at the registration desk.

General Membership Meeting
All professional members should attend the annual General Membership meeting 3:30 p.m. Thursday, February 22. Door prizes will be given out to attendees at the conclusion of the meeting.

Professional Awards
TSPRA has many special members who do so much for the association and during the conference we will announce the recipients of our annual Chapter Awards for Professional Achievement, Most Valuable Member, Rookie of the Year, Bright Idea and Media awards.

Internet Kiosk
Check your e-mail during the conference at the Internet Kiosk located near the conference registration desk, sponsored by DELL.

Attire & Weather
Neat, casual to business attire is appropriate for the conference. Thursday night’s 45th Anniversary Reception and Star Awards Celebration are traditionally “dress up” events. Austin weather is quite changeable, with February temperatures averaging from lows of 44 to highs of 68. Hotel meeting rooms and public areas can be chilly. Dress accordingly.
First General Session - Wednesday, February 21, 8:30 a.m.
President's Welcome; TSPRA Media Award; Keynote Speaker John Sharp; TSPRA 2006 Key Communicator David Thompson

TSPRA President Kari Hutchison will open the 2007 conference with a welcome to this year’s attendees. At this First General Session TSPRA’s Media Award recipient will be announced and receive their award.

Then Keynote Speaker John Sharp will speak on upcoming legislative issues. Sharp served most recently as Chair of the 24-member Texas Tax Reform Commission. Many of the Commission’s recommendations were included in House Bill 1 passed by the Third Called Session of the 79th Texas Legislature in June 2006. Sharp, former Texas Comptroller of Public Accounts, joined Ryan & Company as a Principal in January 1999. While serving as Comptroller, Sharp directed many changes in the state welfare system and also created the Texas Tomorrow Fund, a prepaid college tuition plan.

Attorney David Thompson will then address conference attendees. Thompson, a partner in the Houston law office of Bracewell & Giuliani, was named TSPRA’s 2006 Key Communicator in September 2006 and received the award last October at the TASA/TASB Joint Annual Convention in Houston.

Second General Session - Thursday, February 22, 8:30 a.m.
John Fitzpatrick, Executive Director, Texas High School Project; Keynote Speaker Jim Kern

The Second General Session begins with speaker John Fitzpatrick, executive director of the Texas High School Project, a public/private initiative that works to help Texas students succeed in high school and graduate through philanthropic investments that include funding from the Bill & Melinda Gates Foundation and the Michael & Susan Dell Foundation.

Following Fitzpatrick, Keynote Speaker Jim Kern, Ed. D., will address attendees. Kern, a former teacher, coach and counselor, is a popular author and speaker throughout the United States. Through personal stories, humor, humility and emotion, Kern will speak of the importance of building and maintaining authentic relationships with students, staff, patrons and those closest to us—our family and friends. Kern will also speak of the opportunities to take challenges occurring in our lives and turn them into successes.

Education Foundation Luncheon ★★

Nancy Coey, educator, author and speaker, presents “Celebrating the Difference You Make!” at Friday’s Education Foundation luncheon. With her background in education, Coey is aware of the significant benefit that foundations are to public schools. Her message will inspire you to return to work filled with renewed purpose and belief in the value of your contributions to the future of our Texas communities.

Super Sessions

Super sessions provide almost two hours of in-depth study
Wednesday Super Sessions, 10 a.m. - Noon
Achieve School Success by Building Community

Support Online - Mark Franke, Relatix Corporation
This is a workshop for school and district administrators for whom communication and community engagement are important considerations. This session will combine lectures with hands-on exercises and class participation that will improve understanding of the benefits of online communication and how to integrate the Internet as a channel for overall marketing and communication strategy.

Join the IPTV Revolution - Theresa Lucio & Paul Lara, Newtek, Inc.; Terry Whittle, Northside ISD-TV
The impact of Internet TV in the classroom is rapidly growing as the new means of broadcasting information to students. Explore the power of Internet TV and how you can use this technology as an advantage to your district, department and/or classroom.

Sharpening Your Machete
- Scott Milder, SHW Group and Rachel Trotter, Consultant
Navigating the difficult terrain of new bond election legislation is becoming more challenging as laws continue to change. We’ll show you how to get safely through to the other side with a proven plan that balances the district’s information campaign and the community’s positive campaign. You’ll also get details straight from the Secretary of State’s Elections Division on the new regulations for holding bond elections, including information on polling locations, dates, voting equipment and more.

Thursday Super Sessions, 10 a.m. - Noon
InDesign for Everyone: Start with Basics, End with Fireworks
- Kristin Zastoupil, Corsicana ISD and the Corsicana Education Foundation

Receive hands-on experience in Adobe InDesign for print media. Participants will walk away knowing how to design a brochure, poster, flier, or any other print media and will also learn the basic rules of design for print communications that deal with readability, organization, accessibility for different audiences, and how to get the “wow!” factor. Participants will need to bring their laptops with InDesign software loaded.

Hands-On Photoshop - Adobe Trainer
Using a pilot/navigator approach that teams experienced Photoshop users with those with moderate skill, this session will explore many facets of Photoshop. More information will be sent later and registration for this session will be through e-mail. You will need to come with your laptop computer and back-up batteries. Trial software for Photoshop CS2 will be available.

Show Me the Education Foundation (Grant) Money!
- Dr. Deborah Porter
Are grant applications a total mystery to you? Or something to be avoided at all costs? Or a burden you don’t care to pick up? This session for education foundation directors and staff will de-mystify both the grant process and grant application formats. Learn how to form a grant development team, analyze an application, and complete a winning grant. Porter is a nationally known author and grant-writer and will share the secrets to successful school grants.
Friday Super Session, 10 a.m. - Noon
Legal Issues for Education Foundations
- Lynn Rossi Scott, Attorney, Bracewell and Giuliani
  With many years of experience working in school law and with education foundations, Lynn Rossi Scott will present the most current legal information for education foundations on topics such as sources of revenue; minimal statutory financial filing requirements; and many crucial issues related to the school district/foundation connection; district support of the foundation; expenditure of district funds; best practices for foundations working with the district; and legal liability issues.

Extended Skill Sessions

How Will You Let Them Know? Communicating in a Disaster
- Rochelle M. Cancienne, St. Charles Parish Public Schools
  How do you plan for the worst natural disaster in U.S. history? As professional communicators, how do you get messages to your stakeholders when all means of communication are lost? How do you get back to normal? Hear how St. Charles Parish Public Schools, located 20 miles from New Orleans, survived the hurricane season of 2005. Learn how having a strong public information program in place supported by the School Board, superintendent and administration, proved to be invaluable as they prepared for, lived through and survived Hurricane Katrina.

The Odd Couple: Communications/Public Relations & Education Foundations
- Larry P. Goddard, Tyler ISD Education Foundation;
  Angela Jenkins & Sandra Massey, both of Tyler ISD
  This presentation will highlight how effective teamwork and planning create positive results for a school district’s communications/public relations area when combined with the goals of the education foundation of the school district. Can these two highly individualized and scrutinized departments get along in an Oscar/Felix environment?

Primer for Streamlining Your Branding
- Cindy Randle, Amy Johnson, Angela Shelley & Emily Olson, all of Carrollton-Farmers Branch ISD
  The word “branding” has morphed into the PR spotlight and has caused lots of debate and differences of opinion, descriptions and definitions. The most recent addition to the debate is More About Branding For Dummies. This session will look at past and current branding research and offer a way of thinking about branding in the public school arena. The team will share thoughts on how to streamline workflow to increase output, efficiency and effectiveness that will put the spotlight on your students and staff.

Surviving an Ethics Challenge: The Rest of the Decatur Story
- Dixie Parris, PR Consultant, Claycomb Architects
  School bond elections are always high stake, but when the Texas Ethics Commission is involved, the profile is even higher. The Commission oversees perceived ethics violations with the power to fine and censure school personnel and boards. This session examines one case and offers the benefit of one practitioner’s first hand experience in dealing with this public relations issue. Be prepared for group interaction and involvement in this timely topic.

What You Should Know about Managing Today’s School Crises - Ken Haseley, The Ammerman Experience
  In recent years, there has been an increase in the number of tragic events and serious issues faced by school districts. Crises have become an inevitable feature of academic life. The modern field of crisis management was spawned in the United States some thirty years ago. But in the years since landmark crises such as the Three Mile Island nuclear accident and the Tylenol poisonings, much about crisis management has changed. This session will look at the changes every school crisis manager needs to know.

Skill Sessions & Roundtables

Concurrent skill sessions will be offered for rookies, veterans, electronic media, web, bond elections and education foundations, covering topics including bond elections, media relations, graphics, crisis communications, foundations and technology.

Roundtables will be offered Wednesday, February 21, giving participants a chance to pick up handouts during informal, short sessions as they move from table to table.

Post Conference

Friday, February 23
You must preregister for post conference sessions.
Free Publicity - Jeff Crilley  8:30-10 a.m.  ($30)
  Learn from an Emmy winning journalist the successful ways to get your story in the news. Crilley provides useful tips on writing a “killer” press release; coming up with ideas guaranteed to get news coverage; who to call and when, and many more topics. Registration fee includes a copy of Crilley’s book, Free Publicity.

Boot Camp for the Newly Enlisted 8:30-11:30 a.m.  ($70)
  Those who recently joined the ranks of school PR professionals will want to sign up for this session. PR veterans will give basic training on topics such as working with the media; planning special events; designing effective publications; use of web sites and other electronic communication; and building community partnerships.

Training for Accreditation in Public Relations 8:30-11:30 a.m.  ($70)
  This session will cover information about Readiness Review and preparation for the APR exam, focusing on researching, planning, implementing and evaluating programs; ethics and law; communication models and theories; media relations and other topics.

Conference Sponsors

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TEXAS HIGH SCHOOL PROJECT

SHW Group LLP
Architects + Engineers + Planners

O’Connell Robertson & Associates, Inc.
TSPRA members serve increasingly critical roles in our school districts. Strong communication between schools and our communities is essential to building the trust and support our schools and students need to succeed. Authentic relationships with all stakeholders are the beginning of the trust building process. Our students, parents, educators, constituents and members of the media look to TSPRA public relations staff members and education foundation staff and board members for substantive information about their schools and school districts, whether it’s the good things that are happening or the occasional crisis that inevitability occurs.

At the 2007 conference you will have the opportunity to sharpen and enhance your skills and continue building this trust. This year’s conference promises to give you everything you need and more to build and improve your school-PR and education foundation efforts in the year ahead. With the help of many seasoned professionals throughout the state and nation, we’ve put together an outstanding professional development opportunity for you.

- **There are sessions for everyone**—rookie and veteran PR professionals, foundation staff and board members, electronic media and web personnel, superintendents, administrators and association personnel.

- **The best networking** occasion for catching up with colleagues, making new friends and exploring opportunities for public relations personnel and education foundation staff and board members to work more closely together.

- **More than 60 sessions** for you to choose from.

- **Experts** will share what they know and how they’ve become the best at what they do.

- **Learning opportunities** that will provide successful strategies and useful tools you can use.

- **Celebrate TSPRA’s 45th (Sapphire) Anniversary!** Our purpose continues to be “to help bring about harmony of understanding between the schools of Texas and their publics,” as Don E. Matthews, TSPRA’s first president stated in the initial membership letter sent out 45 years ago. Special recognition of TSPRA’s past presidents and former executive directors is planned during the Reception on Thursday evening, February 22, 2007. You certainly will want to be there!

So register today and get ready to attend the best PR conference in the state!