

# NSPRA 2018

Anaheim July 15-18



Proving the Value of Public Education

## 2018 NSPRA National Seminar *Proving the Value of Public Education*

NSPRA's 65<sup>th</sup> Annual Seminar  
July 15-18, 2018  
Hyatt Regency Orange County  
Anaheim, California

### Schedule at a Glance *(As of July 2, 2018, Subject to change)*

Saturday, July 14, 2018	
7:30 a.m. - 4:30 p.m.	<b>Registration</b> (Royal Registration Desk, S. Tower, 1 <sup>st</sup> FL)
9:00 a.m. - 4:00 p.m.	<b>Pre-Seminar Workshops (Require separate registration)</b> <ul style="list-style-type: none"> <li>• <b>RACE to a Plan in One Day: A Four-Step Approach to Building a Strategic Communication Plan</b> – Lesley Bruinton, APR (Salon II, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Technology Tools Make-n-Take Session</b> – Trinette Marquis, APR (Harbor Room, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>New Professionals Program</b> – Chris Tennill, APR &amp; Susan Brott, APR (Salon V, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>APR Prep: Get Ready for Universal Accreditation</b> – Naomi Hunter, APR &amp; Shawn McKillop, APR (Salon VIII, N. Tower, 2<sup>nd</sup> FL)</li> </ul>
Sunday, July 15, 2018	
7:30 a.m. - 6:30 p.m.	<ul style="list-style-type: none"> <li>• <b>Registration</b> (Royal Registration Desk, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Publication Awards Showcase</b> (Royal Ballroom Foyer, S. Tower, 1<sup>st</sup> FL)</li> </ul>
10:00 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• <b>NSPRA Book Store</b> (Hallway by Regal, S. Tower, 1<sup>st</sup> FL)</li> </ul>
8:00 – 11:45 a.m.	<ul style="list-style-type: none"> <li>• <b>Leaders' Meeting</b> (Grand Ballroom A-D, N. Tower, 1<sup>st</sup> FL)</li> </ul>
9:00 a.m. – 4:00 p.m.	<b>Pre-Seminar Workshops (Require separate registration)</b> <ul style="list-style-type: none"> <li>• <b>New Professionals Program (9:00 AM – Noon)</b> – Chris Tennill, APR &amp; Susan Brott, APR (Salon V, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Nailing the Media Interview: Advanced Media Relations for the Professional Spokesperson (1:00 – 4:00 PM)</b> – David R. Voss (Salon VII, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>DIY Video</b> – Derek Duncan (Salon II, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Strategic Leadership in the Social Media Age</b> – Kristin Magette, APR (Harbor Room, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>APR Prep: Get Ready for Universal Accreditation</b> – Naomi Hunter, APR &amp; Shawn McKillop, APR (Salon VIII, N. Tower, 2<sup>nd</sup> FL)</li> </ul>
1:00 – 2:15 p.m.	<b>Annual Meeting/Celebration of Achievement</b> (Grand Ballroom A-D, N. Tower, 1 <sup>st</sup> FL)
2:30 – 3:45 p.m.	<b>How to Make the Most of Your First NSPRA Seminar</b> (Royal Ballroom E&F, S. Tower, 1 <sup>st</sup> FL)
4:00 – 5:15 p.m.	<b>Regional Colleague Connections</b> – facilitated by NSPRA Regional Vice Presidents <ul style="list-style-type: none"> <li>• South Central Region (Grand Ballroom G, N. Tower, 1<sup>st</sup> FL)</li> <li>• Northeast Region (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• North Central Region (Grand Ballroom E, N. Tower, 1<sup>st</sup> FL)</li> <li>• Midwest Region (Royal Ballroom C, S. Tower, 1<sup>st</sup> FL)</li> <li>• Northwest Region (Royal Ballroom D, S. Tower, 1<sup>st</sup> FL)</li> <li>• Southwest Region (Royal Ballroom A, S. Tower, 1<sup>st</sup> FL)</li> <li>• Southeast Region (Grand Ballroom F, N. Tower, 1<sup>st</sup> FL)</li> </ul>
6:00 – 7:30 p.m.	<b>Opening Reception</b> (Front Drive)

## Monday, July 16, 2018

<p>7:30 a.m. - 5:00 p.m.</p> <p>8:30 a.m. – 1:30 p.m.</p> <p>8:30 a.m. – 4:00 p.m.</p>	<ul style="list-style-type: none"> <li>• <b>Registration</b> (Royal Registration Desk, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Publications Award Showcase</b> (Royal Ballroom Foyer, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>NSPRA Book Store</b> (Hallway by Regal, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Marketplace</b> (Grand Ballroom Foyer, N. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>7:15 – 7:45 a.m.</p>	<p><b>Seminar Quick Start</b> (Garden 1, N. Tower, 1<sup>st</sup> FL)</p>
<p>8:00 – 9:00 a.m.</p>	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>Video Storytelling – How to Best Support Your Schools in Telling Stories Through Video</b> – Diana Gulotta, Steven Walts, Ed.D, Richard Shahan &amp; Andy Jacks (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Survey Says: The Hot Education Issues Trending Nationally</b> – Drew Lieberman &amp; Lesley Rogers (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Bouncing Back from Defeat to Pass a Bond by 84 Percent</b> – Nicole Kirby, APR, Samantha Fitzgerald, Matthew Kenwright &amp; Paul Lewis (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Voices of Tomorrow: Using Diverse Student Stories to Transform Adult Mindsets</b> – Jake Sturgis, APR &amp; Stan Alleyne (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Identification: Taking a Gentrifying District from Identity Crisis to Community Brand</b> – Emily Waszolek &amp; Donna W. Lewis, Ed.D. (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Social Media Infrastructure: Set Yourself Up For Success</b> – Richard Franco (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>How to Survive a Social Media Fire: The Good, Bad and Ugly</b> – Rick Kaufman, APR (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Making and Marketing Your Schools as Schools of Choice</b> – Ed Moore, APR (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Turn the Curve on Success with a Strategic Roadmap</b> – Shawn McKillop, APR (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Who Lives on Your Sesame Street? Understanding Your Community Through Demographic Profiling</b> – Lana Snodgras (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Networking Job Alike: BOCES/Us/County Offices of Ed Communicators</b> – Music Watson, APR (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>9:30 – 11:30 a.m.</p>	<p><b>First General Session</b> (Grand Ballroom, N. Tower, 1<sup>st</sup> FL)</p> <ul style="list-style-type: none"> <li>• <b>Keynote: Scott Stratten</b></li> <li>• <b>Presentation: Communication Technology Award for Superintendents</b></li> <li>• <b>Presentation: Presidents Award</b></li> </ul>
<p>11:30 a.m. – 1:00 p.m.</p>	<p><b>Lunch on Your Own</b></p>
<p>1:00 – 3:00 p.m.</p>	<p><b>Action Labs/Special Sessions</b></p> <ul style="list-style-type: none"> <li>• <b>Weathering the Storm: Communication Before, During and After a Natural Disaster</b> – Greg Turchetta &amp; Justin Elbert (Special Session, Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Share Your Awesome: Increase Your Engagement Through Powerful Speechwriting and Storytelling</b> – Carla Pereira, APR (Action Lab, Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Yes, And: Mindsets for Impact</b> – Karen Geddeis, APR &amp; Ryan Bretag (Action Lab, Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>1:00 – 2:00 p.m.</p>	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>Why Did They Leave? And How Can We Get Them Back?</b> – Deidra Powell (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Backstory: Go Behind the Scenes Following the Arrest of a High-profile Employee</b> – Brett Johnson, APR (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Student Perspective: Safety, Communication and Culture Through the Eyes of Your Students</b> -- Lucy Ankenbrandt, Sloen Zieverink &amp; Kym Prewitt (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Engage Your Busy Community Today</b> – Annette Eyman, APR (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>You Collected the Data, Now What?</b> – Trinette Marquis, APR (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>A Camera And A Dream</b> – Zac Rantz &amp; Alex Stein (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Networking Special Topic: Becoming an Equity Warrior – Communicating Authentically in Changing Communities</b> -- Arianna Vazquez-Hernandez (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>

<p>2:30 – 3:30 p.m.</p>	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>Lynch May Be a Name to You - To Me It's What Happened to my Ancestors</b> – Carol Fenstermacher, APR (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Reaching the Forgotten Stakeholders: Alumni and Parents of Alumni</b> – Ken DeSiegardt (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Transparency, Trust, Targeting and Tracking: Tips and Tools for Passing Your Bond</b> – Sabreana Smith Marsh &amp; Roosevelt Nivens, Ed.D. (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>More than a Number: How to Talk with Data-driven Parents About School Rankings</b> – Naomi Hunter, APR (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Too Close for Comfort? Communicating with School Neighbors During a Construction Project</b> – Keith Reid (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Engaging Employees Through Internal Communications</b> – Stacy Brandt (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Engagement Power: Integrating Technology and Communication to Spark District Transformation</b> – Meria Carstarphen, Ed.D. (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Networking Job Alike: Website/Digital Media/Video Management</b> -- Eduardo Herrera (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>4:00 – 5:00 p.m.</p>	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>Reflections in the Communication Mirror</b> – Tom DeLapp, APR &amp; Stephen Nichols, APR (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Amplify: Boost Effectiveness and Maximize the Impact of Your One-Person Department</b> – Erica Chandler, APR (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Compliance is Not a Dirty Word: The What, Why and How of ADA Compliant Web Sites</b> – Tom Scheidel (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Analyze Your Selfie: Developing a Customized Social Media Policy</b> – Holly Holland &amp; Shannon LaFargue, Ph.D. (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>The Superintendent and Communications Director as Chief Brand Officers</b> – Nathan McCann, Ed.D. (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>What is NAEP? How Does it Relate to State &amp; Local Assessment Results?</b> – Michael Sibley, Ed.D, Kari Eakins &amp; Nathan Olson (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Protect and Educate: School Resource Officers and Prevention of Violence in Schools</b> – Mo Canady (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>No Cookie Cutter Designs Allowed: Helping Stakeholders Understand the Needs of a Modern Bond Program</b> – Holly Huffman (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>The Story of the One-Page Strategic Plan</b> – Mike Cyze (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Building a Communication Culture that "Clicks" from Day One</b> – April Bryant &amp; Tom Muzzey, Ed.D. (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Networking Special Topic: Mid-Career Professionals</b> -- Lana Snodgras (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>
<p><b>Tuesday, July 17, 2018</b></p>	
<p>7:30 a.m. - 4:00 p.m.</p>	<ul style="list-style-type: none"> <li>• <b>Registration</b> (Royal Registration Desk, S. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>8:30 a.m. – 1:30 p.m.</p>	<ul style="list-style-type: none"> <li>• <b>Publications Award Showcase</b> (Royal Ballroom Foyer, S. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>8:30 a.m. – 4:00 p.m.</p>	<ul style="list-style-type: none"> <li>• <b>NSPRA Book Store</b> (Hallway by Regal, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Marketplace</b> (Grand Ballroom Foyer, N. Tower, 1<sup>st</sup> FL)</li> </ul>
<p>8:00 – 9:00 a.m.</p>	<p><b>Skill Sessions and Networking Session</b></p> <ul style="list-style-type: none"> <li>• <b>Easy Ways to Up Your Social Media Game</b> – Andrea Gribble &amp; Melissa McConnell (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>One School District's Story: Writing Our Own Narrative</b> – Tahira DuPree Chase, Ed.D, Laser Alert, Steven Lewis, Evelyn McCormack, Miguel Berrios (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>PR Pros: You Can't Do It Alone!</b> – David Voss (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Crack the Code: Four Proven Ways to Get the Media to Cover Your Stories</b> – Cynthia Shah-Khan (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>From Cherry Coke to Sweet Tea: Transitioning PR Strategies From an Urban to Suburban District</b> – Kimberly Willis-Green (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Dustproofing Your Strategic Plan</b> – Kristine Liptrot &amp; Timothy Shimp, Ed.D. (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Staying on Target: Inspiring Collaboration After the Crisis</b> – Daniel Thigpen (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>What is a Kaizen? Fresh Idea for Overcoming Roadblocks in School PR</b> – Stacy Tapp, APR, Emily Neubauer &amp; Kamaljit Jackson (Terrace, S. Tower, 1<sup>st</sup> FL)</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Welcoming Newcomers to Our Country and Our Schools</b> – Trent Allen, APR (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>PR Photography Done Right</b> – Angela Marshall &amp; James Van Develde (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Networking Special Topic: The Path to Leadership</b> -- Mychal Frost (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>
9:30 – 11:30 a.m.	<b>Second General Session</b> (Grand Ballroom, N. Tower, 1 <sup>st</sup> FL) <ul style="list-style-type: none"> <li>• <b>Keynote: Dr. Rick Rigsby</b></li> <li>• <b>Presentation: Bob Grossman Leadership in School Communication Award</b></li> <li>• <b>Presentation: Barry Gaskins Mentor Legacy Award</b></li> </ul>
11:30 a.m. – 1:00 p.m.	<b>Lunch on Your Own</b>
1:00 – 3:00 p.m.	<b>Action Labs/Special Sessions</b> <ul style="list-style-type: none"> <li>• <b>Is America Ready To Talk About Equity in Education? What “I Can Do” and “The District Can Do” to Move Equity Strategies Forward</b> – Heidi Vega; Carol Fenstermacher, APR; Carla Pereira, APR; Lesley Bruinton, APR; Richard Franco; Susan Brott, APR; &amp; Joseph Ortiz (Action Lab, Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>The Five Things You Should Never Say: The Forbidden Phrases of Great Leaders</b> – Brian Woodland, APR (Special Session, Grand Ballroom, N. Tower, 1<sup>st</sup> FL)</li> </ul>
1:00 – 2:00 p.m.	<b>Corporate Showcase/Marketplace</b> <ul style="list-style-type: none"> <li>• <b>See Something, Say Something: A New Way to Report Safety Concerns and Help Students Speak Up for Each Other</b> (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Stop Repeating Yourself!</b> (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Storytelling Through Research</b> (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Accessibility: Newest Developments &amp; Approaches</b> (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Best Practices for Communicating with Parents Digitally</b> (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Your Journey Toward a More Inclusive Web Presence</b> (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Getting to a Wholehearted Yes: Moving from Buy-in to Ownership with Your Community</b> (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> </ul>
2:30 – 3:30 p.m.	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>The New Storytelling: How To Connect With Audiences Through Strategic Content &amp; Fresh Tactics</b> – Shane Haggerty, APR (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>SEO Matters: Staying Digitally Competitive in the Age of School Choice</b> – Joshua Sauer (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Your District’s “Why” for the 21st Century: Start Your Strategic Plan with Portrait of a Graduate</b> – Kimberly Ratcliff, APR &amp; Dan VonHandorf (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Lessons Learned from Harvey</b> – Rebecca Suarez (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Growing and Empowering Your District Influencers</b> – Steve King (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Going from 0 to 60: How to Build an Engagement Campaign to Support a Bond Measure in Under a Year</b> – Lillian Govus, APR (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Fighting the Good Fight: A Life in School PR</b> – Steve Knagg (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>The 5 Movie Scenes that All School Communicators Experience in Real Life</b> – Steven T. Webb, Ed.D. (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Networking Job Alike: Me, Myself and I – The One Person PR Office</b> -- Carla Erdey (Garden 1, N. Tower, 1<sup>st</sup> L)</li> </ul>
4:00 – 5:00 p.m.	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>The One You Feed: A Parable, Positive Psychology and Creating Cultures that Support the Success of All Students</b> – Curtis Campbell (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Avoid the PR Fail: Don’t Kill Your Brand With Culturally Tone-Deaf Messaging</b> – Justin Grayson (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Communication Camp: Take Your Administrators Camping, Communication-style, Without Ever Leaving the District</b> – Danielle Airey &amp; Erin Dunsey (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>What to Do When Homeland Security Comes Knocking: Teacher Arrest and Community Uproar</b> – Lesli Myers, Ed.D. &amp; Kerry Sharp (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>From Media to School PR</b> – Jack Sheard (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Eleven Paths - The Making of a Documentary</b> – Catherine Carbone Rogers &amp; Tove Tupper (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Hacked! How an Unassuming Suburban District Navigated a Cyber Terrorist Attack</b> – Laura Sprague, APR (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Beyond a Logo: Branding a School District</b> – Kala Morrissey (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>The Power of Nudge: Harnessing Science for Better PR Outcomes</b> – Adrienne Leon, APR &amp; Emily Popek (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Networking Special Topic: Earning Your APR</b> -- Shawn McKillop, APR &amp; Naomi Hunter, APR (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>
<b>Wednesday, July 18, 2018</b>	
7:30 a.m. - Noon	<ul style="list-style-type: none"> <li>• <b>Registration</b> (Royal Registration Desk, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Publications Award Showcase</b> (Royal Ballroom Foyer, S. Tower, 1<sup>st</sup> FL)</li> </ul>
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• <b>NSPRA Book Store</b> (Hallway by Regal, S. Tower, 1<sup>st</sup> FL)</li> </ul>
9:00 - 10:00 a.m.	<b>Caffeinated Connections: Roundtable Dialogues (Book Store here during this session)</b> (Grand Ballroom, N. Tower, 1 <sup>st</sup> FL)
9:00 – 10:00 a.m.	<b>Skill Sessions</b> <ul style="list-style-type: none"> <li>• <b>Upgrade Your School Communications</b> – Latisha Gray, APR (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Hold, Please - I'll Be Right With You: Developing Holding Statements for Crisis Communications</b> – Cindy Warner, APR (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Social Media, Students, Staff &amp; Success</b> – Kendra Ward (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Marketing Like a Private School on a Public School Budget</b> – Amanda Holdsworth, APR, Ed.D. &amp; Regina Luttrell, Ph.D. (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Strategic Partnership Development: How to Get Donations and MORE for Your Students and Schools!</b> – Angela Griffin Ankhelyi (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>How to Capture Ideas and Create Compelling Content</b> – Rich Finlinson, APR (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>What You Need to Know and Do Before Your Teachers Go for a Walk</b> – Terry Locke, Danielle Airey, Briana Warner, Susan Hardy Brooks, APR &amp; Kim Mesquita (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>A Plan for Referendum Success in Titledown</b> – Lori Blakeslee &amp; Denise Gaumer Hutchison (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Alternative Facts and Their Impact On Your District</b> – Katie Cothron (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Pack It with a Punch! Strategies to Rolling Out a Successful Communication Plan</b> – Irene Ortega, David Shimer &amp; Roberto Escudero (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> </ul>
10:30 – 11:30 a.m.	<b>Skill Sessions and Networking Session</b> <ul style="list-style-type: none"> <li>• <b>Finding Bigfoot: The Hunt for a User-friendly Website</b> – Patricia Nuzzo, Tara Cox, Sara Neal &amp; Amanda Richter (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>EDU-speak: Cracking the Education Code</b> – Lori Oberheide, Sarah Coomber &amp; Michele Larsen (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Leading &amp; Learning From A Growth Mindset: A #k12PRchat Panel Discussion</b> – Julie Thannum, APR &amp; #K12PRChat Colleagues from the U.S. and Canada (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Using Content Marketing to Drive District Engagement</b> – Jason Wheeler (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>STAND (Students Taking A New Direction): Superintendent's Student Advisory Committee</b> – Amber Belako &amp; Rene Daniels (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>From the Peak to the Valley: A Positive School Image Plummets and Climbs Again</b> – Betsy Bailey &amp; Diane Barrett (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>From a Terrorist Attack to a School Shooting: An After Action Review</b> – Linda Bardere, APR (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Advanced Video Storytelling: Learn from Broadcast Pros</b> – Robert Bledsoe, Khanh Pham &amp; Marc Galang (Terrace, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Leggings, Sagged Pants &amp; Tanks: Equitable Student Dress Codes Increase Class Time &amp; Body Positivity</b> – Evangeline Semark &amp; Keith Robinson, Ed.D. (Pacific, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Creating a Compassionate Community</b> – Courtney Schrieve (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Networking Special Topic: New to School PR/New Professionals</b> – Chris Tennill, APR &amp; Susan Brott, APR (Garden 1, N. Tower, 1<sup>st</sup> FL)</li> </ul>

11:30 a.m. – 1:00 p.m.	<b>Lunch on Your Own</b>
1:00 – 3:00 p.m.	<b>Special Sessions</b> <ul style="list-style-type: none"> <li>• <b>Capital Funding Campaign: Educate, Not Advocate</b> – Riley Sutton &amp; Irene Payne (Garden 2&amp;3, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Creating Conversation from Chaos</b> – Kelly Avants, APR; Trent Allen, APR; Trinette Marquis, APR; &amp; Daniel Thigpen (Royal Ballroom A&amp;B, S. Tower, 1<sup>st</sup> FL)</li> </ul>
1:00 – 2:30 p.m.	<b>Gold Mine Roundtables</b>
1:00 – 2:00 p.m.	<b>Skill Sessions</b> <ul style="list-style-type: none"> <li>• <b>Results Demonstrate the Value of Investing in Strategic School Branding</b> – Dorreen Dembski &amp; Mary Lofy Blahnik (Royal Ballroom E&amp;F, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>What You See is What You Believe</b> – Janet Mann (Garden 4, N. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Suggestion Boxes Aren't Just for Show</b> – Stephanie Royse (Salon I, N. Tower, 2<sup>nd</sup> FL)</li> <li>• <b>Legislators Are Your Target Audience Too: Marketing CTE Programs to Elected Leaders</b> – Karen Heath (Imperial, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>Plan Your Next Event with Less Worry and More Wow!</b> – Theresa Schaefer-Bell &amp; Angela Marshall (Royal Ballroom C&amp;D, S. Tower, 1<sup>st</sup> FL)</li> <li>• <b>In With the New, Out With the Old! Turn Your District News Blog into an E-newsletter to Share on Social Media</b> – Evita Tapia-Gonzalez &amp; Liliana Mota (Valencia, S. Tower, 2<sup>nd</sup> FL)</li> </ul>
6:00 – 9:30 p.m.	<b>Cash-Bar Reception and Closing Banquet</b> (Grand Ballroom Foyer and Grand Ballroom, N. Tower, 1 <sup>st</sup> FL)

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