

# 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 February 2, 2018)*

Saturday, July 14, 2018	
7:30 a.m. - 4:30 p.m.	<b>Registration</b>
9:00 a.m. - 4:00 p.m.	<b>Pre-Seminar Workshops</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</li> <li>• <b>Technology Tools Make-n-Take Session</b> – Trinetta Marquis-Hobbs, APR</li> <li>• <b>New Professionals Program</b> – Chris Tennill, APR &amp; Susan Brott, APR</li> <li>• <b>APR Prep: Get Ready for Universal Accreditation</b> – Naomi Hunter, APR &amp; Shawn McKillop, APR</li> </ul>
Sunday, July 15, 2018	
7:30 a.m. - 6:30 p.m.	<ul style="list-style-type: none"> <li>• <b>Registration</b></li> <li>• <b>Exchange Center</b></li> </ul>
10:00 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• <b>NSPRA Book Store</b></li> </ul>
8:00 – 11:45 a.m.	<ul style="list-style-type: none"> <li>• <b>Chapter/Committee Leaders' Meeting</b></li> </ul>
9:00 a.m. – 4:00 p.m.	<b>Pre-Seminar Workshops</b> <ul style="list-style-type: none"> <li>• <b>New Professionals Program (9:00 AM – Noon)</b> – Chris Tennill, APR &amp; Susan Brott, APR</li> <li>• <b>Nailing the Media Interview: Advanced Media Relations for the Professional Spokesperson (1:00 – 4:00 PM)</b> – David R. Voss</li> <li>• <b>DIY Video</b> – Derek Duncan</li> <li>• <b>Strategic Leadership in the Social Media Age</b> – Kristin Magette, APR</li> <li>• <b>APR Prep: Get Ready for Universal Accreditation</b> – Naomi Hunter, APR &amp; Shawn McKillop, APR</li> </ul>
1:00 – 2:15 p.m.	<b>Annual Meeting/Celebration of Achievement</b>
2:30 – 3:45 p.m.	<b>How to Make the Most of Your First NSPRA Seminar</b>
4:00 – 5:30 p.m.	<b>Regional Colleague Connections</b> – facilitated by NSPRA Regional Vice Presidents <ul style="list-style-type: none"> <li>• South Central Region</li> <li>• Northeast Region</li> <li>• North Central Region</li> <li>• Mideast Region</li> <li>• Northwest Region</li> <li>• Southwest Region</li> <li>• Southeast Region</li> </ul>
6:00 – 7:30 p.m.	<b>Opening Reception</b>

## Monday, July 16, 2018

7:30 a.m. - 5:00 p.m.	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Exchange Center</li> </ul>
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• NSPRA Book Store</li> </ul>
8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> <li>• Marketplace</li> </ul>
7:15 – 7:45 a.m.	<b>Seminar Quick Start</b>
8:00 – 9:00 a.m.	<b>Skill Sessions and Networking Session</b>
9:30 – 11:30 a.m.	<b>First General Session</b> <ul style="list-style-type: none"> <li>• Keynote: Scott Stratten</li> <li>• Presentation: Communication Technology Award for Superintendents</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>Weathering the Storm: Communication Before, During and After a Natural Disaster</b> – Greg Turchetta &amp; Justin Elbert</li> <li>• <b>Share Your Awesome: Increase Your Engagement Through Powerful Speechwriting and Storytelling</b> – Carla Pereira, APR</li> <li>• <b>Yes, And: Mindsets for Leading Change</b> – Karen Geddeis, APR &amp; Ryan Bretag</li> </ul>
1:00 – 2:00 p.m.	<b>Skill Sessions and Networking Session</b>
2:30 – 3:30 p.m.	<b>Skill Sessions and Networking Session</b>
4:00 – 5:00 p.m.	<b>Skill Sessions and Networking Session</b>

## Tuesday, July 17, 2018

7:30 a.m. - 4:00 p.m.	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Exchange Center</li> </ul>
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• NSPRA Book Store</li> </ul>
8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> <li>• Marketplace</li> </ul>
8:00 – 9:00 a.m.	<b>Skill Sessions and Networking Session</b>
9:30 – 11:30 a.m.	<b>Second General Session</b> <ul style="list-style-type: none"> <li>• Keynote: Dr. Rick Rigsby</li> <li>• Presentation: Bob Grossman Leadership in School Communication Award</li> <li>• Presentation: Barry Gaskins Mentor Legacy Award</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</li> <li>• <b>The Five Things You Should Never Say: The Forbidden Phrases of Great Leaders</b> – Brian Woodland, APR</li> </ul>
1:00 – 2:00 p.m.	<b>Corporate Showcase/Marketplace</b>
2:30 – 3:30 p.m.	<b>Skill Sessions and Networking Session</b>
4:00 – 5:00 p.m.	<b>Skill Sessions and Open Dialogue Session</b>

## Wednesday, July 18, 2018

7:30 a.m. - Noon	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Exchange Center</li> </ul>
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• NSPRA Book Store</li> </ul>
9:00 - 10:00 a.m.	<b>Caffeinated Connections: Roundtable Dialogues</b>
9:00 – 10:00 a.m.	<b>Skill Sessions</b>
10:30 – 11:30 a.m.	<b>Skill Sessions and Networking Session</b>
11:30 a.m. – 1:00 p.m.	<b>Lunch on Your Own</b>

1:00 – 2:30 p.m.	<b>Gold Mine Roundtables</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</li> <li>• <b>Creating Conversation from Chaos</b> – Kelly Avants, APR; Trent Allen, APR; Trinetta Marquis-Hobbs, APR; &amp; Daniel Thigpen, APR</li> </ul>
1:00 – 2:00 p.m.	<b>Skill Sessions</b>
6:00 – 9:30 p.m.	<b>Cash-Bar Reception and Closing Banquet</b>

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