



Missouri Association of School Administrators

&



Missouri School Public Relations Association

Spring Conference

The Lodge of Four Seasons

March 21, 22 and 23, 2012

Wednesday, Thursday, Friday

New Conference Format For 2012!

Registration and Conference Details

Opportunities For Professional Growth!

NEW! Opening General Session - Wednesday - 2:00 pm

Replacing textbooks with technology!



Keynote Speaker: Dr. Mark Edwards

Dr. Edwards currently serves as Superintendent of Mooresville Graded School District (MGSD) in Mooresville, NC. As a pioneer of 1:1 computing in public schools, he was named *eSchool News Magazine's* 2002 Tech Savvy Superintendent and received the Harold W. McGraw Prize In Education in 2003. He is currently launching his second district 1:1 laptop initiative, equipping more than 5,400 students in the Mooresville district with 21st century skills via laptops and interactive boards. He will be discussing the pros and cons of moving from textbooks to technology.

Public Relations

Video Storytelling 2.0

*Joe Baccala, Hickman Mills; Matt Deichmann, Wentzville
& Nancy Lewis, Independence*

Trending Now #Media

Julie Zwahr, Little Elm (Texas) Independent School District

From the Front Porch Looking In

Stephanie Smith, Fort Osage

The Psychology of the Crisis

Dr. Brian Houston, University of Missouri

Gold Mine Communications - Multiple Presenters

Integrating Public Relations and Legal Strategy

Nicole Kirby, Park Hill and Andrea Follett, MCSA Legal Counsel

When the House is On Fire (tell those inside first)

David Luther, Jefferson City

What Are They Thinking?

Chris Tennill, APR, Clayton; Craig Larson, Ed.D., Patron Insight

Reach Out and Connect - Presenter to be announced later

*Time To Learn
and Share with
Colleagues!*

Legal Issues

Less Can Be More: Retaining the Most Qualified Teachers in the Economic Downturn

Tom Mickes, Mickes Goldman O'Toole

Legal Issues in Hiring School Employees

Duane Martin, Guin Martin Mundorf

Fire Away! Your Hottest Questions Answered

Peter Yelkovic/Celynda Brasher, Tueth Keeney Cooper Mohan & Jackstadt, PC

Successful OCR Investigation from Beginning to End

Tom Mickes, Mickes Goldman O'Toole

Technology, School Employees and the Law

Duane Martin, Guin Martin Mundorf

Where is the Hat Hung? Residency and Enrollment

Peter Yelkovic/Celynda Brasher, Tueth Keeney Cooper Mohan & Jackstadt, PC

Thursday Luncheon Keynote Speaker



Crucial Conversations About America's Schools

Keynote Speaker: Dr. John Draper

For decades, elected officials, business leaders, the general public, parents, and even school employees have been fed a steady diet of warnings about “declining schools”. In this presentation, Educational Research Service Chief Executive Officer, Dr. John Draper, steps back from the rhetoric and looks at the reality of what is really happening across America’s schools. He identifies some of the Talk, the Truth, and the Crucial Conversations that school leaders need to lead.

**Over 100 Exhibits!
Prizes
Annual Fun Activity**

School Finance

Formula As Is and Future Implications

Chris Straub

Property Tax Assessments and Implications

Chris Straub & Randy Holman, State Tax Commissioner

School Finance & Transportation Issues

DESE School Finance Staff

PSRS/PEERS Retirement Issues

PSRS/PEERS Staff

Understanding Missouri Unemployment laws

Department of Social Services Staff

Investing School District Funds

Maria Altomare, PFM

Instructional Leadership

The Transitioning Administrator: Key Concepts

for Success as Your Career Develops

Bill Nicely, Kearney School District; Duane Martin, Guin Martin Mundorf;

Michael Jinks, University of Central Missouri

Planning a District-wide Interactive Whiteboard Implementation

Rick Green, Springfield R-12

iPad in Education: Engaging Learners in a New Way

Apple Educational Professionals

Reflecting Excellence in Website Redesign

Beth Cross, Lindbergh Schools

What are your District's Professional Development Needs?

Combined with Got Jobs?

Amy Youngblood, Julie Barchenski, SuccessLink

Sustaining a PLC and Beyond,

Dan Decker, Lucy Lyon-Moreland, Aurora R-VIII

Transforming Teaching and Learning for

Student Success in the 21st Century-Road to 1:1

John Jungmann, Dave Steward, Brad Hanson, Melody Paige, Monett R-I

Bright Futures: Connections for Success

C.J. Huff & Kim Vann, Joplin Schools

Productive Partnerships with Business and Industry

Bob Schmidt, Trane

Seven Critical Success Factors for Implementing

A Major Learning Initiative with Technology

Apple Educational Professionals

Conference Schedule

Wednesday, March 21

9:00 - 1:15 - Aspiring Superintendent Pre-Conference Workshop

Sponsored By OPAA! Food Management

12:00 noon - Registration Opens

Wednesday Afternoon Sessions

2:00 - 3:00 - Opening General Session

Keynote Speaker, Dr. Mark Edwards

3:30 - 4:30 - Breakout Sessions

3:30 - 6:30 Exhibits open

5:00 - 6:00 - Dialogue With The Commissioner

Wednesday Evening, March 21

6:30 - MASA Awards Banquet- *Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, PC*

6:30 - MOSPRA Reception & Awards Banquet - *Sponsored by Patron Insight and Textcaster*

9:00 - MOSPRA Reception For Honorees

9:00 - MASA Dessert Reception For Honorees - *Sponsored by Stifel Nicolaus*

Thursday Morning, March 22

8:00 - 11:30 - Registration Open

8:00 - 11:30 - Exhibits Open

8:00 - Continental Breakfast - *Sponsored by ACI/Frangkiser Hutchens*

8:30 - 9:30 - Workshop Sessions

9:30 - 10:30 - Time To Visit Exhibit Hall

10:30 -11:30 - Workshop Sessions

Thursday Luncheon

11:30 - General Session Luncheon - *Sponsored by L. J. Hart & Co. & Johnson Controls*

MOSPRA Administrator of the Year

Keynote Speaker - Dr. John Draper

Thursday Afternoon

2:00 - 3:00 Workshop Sessions

3:00 - 3:30 Refreshment Break

3:30 - 4:30 Workshop Sessions

Thursday Evening

5:00 - President's Gala Reception - Exhibit Door Prizes Announced

Sponsored by George K. Baum and Co.

Sponsored by Sam Winn and Associates

Sponsored by American Fidelity Assurance Company

7:00 - Fun Activity - *Sponsored by American Fidelity Assurance Company &*

Guin Martin Mundorf, LLC

Friday Morning, March 23

7:30 - MOSPRA Breakfast and Business Meeting

8:00 - MASA Breakfast and Business Meeting

MASA Breakfast Sponsored by Mickes Goldman O'Toole, LLC

8:30 - How Fair is the Fair Tax Proposal?

9:00 - Legislative Leaders Panel

10:00 - Other Legislative and School Finance Issues



Return Registration Form To:

**MASA
3550 Amazonas Drive
Jefferson City, MO
65109**

If paying by purchase order or credit card, you may fax the registration form to: 573-556-6270.



Conference Lodging

Rates are \$93 for single or double occupancy. Reservations received after March 1 will be accepted on a space-available basis. Rates will be higher after February 19, 2012.

Reservations can be made at The Lodge of Four Seasons by calling: **888-265-5500**

or

**By clicking on the Spring Conference Button on the left side of the MASA website at
masaonline.org**



Alternative Menus

Every effort will be made to meet the dietary needs of attendees. Alternative menus will be available for the Wednesday evening banquets and for the Thursday noon luncheon. Requests for alternative meals can be made at the time of registration.



Cancellation Policy

Cancellations: Written notice of cancellation by fax or mail is required. Registrants whose cancellations are received on or before March 12, 2012, will receive a refund less a \$25 processing fee. After March 12, 2012, no refunds will be given but participant substitutions may be made upon verbal approval from the MASA office. Substitutes must be members of MASA or MOSPRA; and if original registrant issued a school purchase order or school check, the substitute must be employed by the school district upon which the purchase order or check is written. Mail or fax notice of cancellation to: MASA, 3550 Amazonas Dr., Jefferson City, MO 65109. Fax to: 573-556-6270. Allow 6 weeks for processing of refunds.

Registration Form

All registrants must be a member of MASA or MOSPRA to attend this conference.

Name _____

Position _____

School District _____

Address _____ City _____ Zip _____

Email _____

MASA Member or MOSPRA member or Member of both

Regular Conference Registration (\$240) _____

Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet.

Emeritus Full Registration (\$140) _____

For retired individuals, includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet. (*Emeritus members attending only the awards banquet may purchase tickets below.*)

Spouse Registration (\$140) _____

Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet.

Spouse's Name _____

Awards Banquet Only (\$40) _____

This registration is for those individuals who will be attending the Awards Banquet only and not attending the conference. (*The Awards Banquet is included in the regular registration fee above.*)

Name _____

TOTAL DUE _____

Payment Information

Check enclosed made payable to MASA

Purchase Order No. _____

I wish to pay with my VISA Card MasterCard Discover

Amount to be charged to credit card: _____

Card No. _____ Exp. Month _____ Year _____ CVV Code _____

Last three digits on back

Signature _____

**Mail to: MASA, 3550 Amazonas Drive, Jefferson City, MO 65109 or
Fax to: 573-556-6270**

Cut and mail or fax