



Missouri Association  
of School Administrators



# Spring Conference Program



2014-2015

# Welcome To The MASA and MOSPRA Spring Conference!

## Wednesday, March 25 Schedule

### Registration

Registration begins at 8:00 am and continues until 6:00 pm in the main lobby of The Lodge of Four Seasons.

## Exhibit Hall Open

Wednesday - 3:30 pm - 6:30 pm

Welcome Reception for All Attendees

*Sponsored by American Fidelity Assurance Company*

Free Beverage Ticket included in each registration packet  
Cash bar - Snacks

Exhibits Continue On Thursday

7:30 am - 11:30 am



Be sure to have your card signed by exhibitors to be eligible for great prizes including:  
American Boiler - Golf Driver

Drawing will be held during the President's Reception.

## Wednesday Pre-Conference Sessions

### Aspiring Superintendent Workshop

9:00 am to 2:00 pm Valencia 2 (\$70 fee includes lunch)

*Presenters: Doug Hayter, Branson; Duane Martin, Missouri EdCounsel; Paul James, Missouri School Boards' Association.*

This workshop is for those aspiring to the superintendency and will include presentations on the job expectations of the superintendent; contract issues; and the superintendent application and interview process.

### Superintendent Success Workshop

#### On School Public Relations

10:00 am to 2:00 pm Marbella A (\$100 fee includes lunch)

*David Luther, Executive Director, Missouri School Public Relations Association  
Paul Tandy, Chief Communications Officer, Parkway School District  
Jill Filer, Director of Communications and Community Relations, Harrisonville School District.*

In today's high stakes, fast-paced educational environment, communication is critical for school district success. Building positive, trusting relationships with internal and external audiences is at the heart of effective schools. Learn how communication planning, community engagement, social media and other communication strategies, tactics and tools can lead to a more successful school district.

### MASA District Accountability Committee Meeting

11:00 am - 1:30 pm

Malaga

### MASA Mentoring Committee

12:45 pm - 2:00 pm

Executive Board Room

## Wednesday Opening General Session

2:00 pm - Granada A

### Changing Minds, Changing Practices, Changing Leading

**Keynote Speaker: Dr. Doug Christensen**

Doug Christensen served as Commissioner of Education in Nebraska for 14 years after serving in roles as teacher, principal, superintendent and university instructor. He joined the Department of Education in 1990 serving as Associate Commissioner and Deputy before being appointed Commissioner in 1994. He has been a keynote speaker and presenter at numerous national conferences. Dr. Christensen is currently Emeritus Commissioner of Education, a title conferred by the State Board of Education in June, 2008. He was appointed Professor of Leadership in Education for the Graduate Division of Doane College and has designed a leadership program for professionals seeking the endorsement as a superintendent of schools.

## Wednesday Breakout Sessions

### Why One-to-One Learning: A Superintendent Panel Discussion

3:30 pm - 4:30 pm Malaga

*Todd White, North Kansas City; Mike Fulton, Pattonville and Chris Hon, Poplar Bluff*

Thousands of schools across the country and around the world have started down the path of one-to-one learning. The key question is Why? In this session you'll hear from Missouri superintendents who have one to one learning programs in their schools. They'll share their Why and their outcomes, and answer your questions about how to successfully implement one-to-one learning in your schools. Whether you have already started down this path or are considering it, you won't want to miss taking part in this important conversation.

### What Does Shared Leadership Mean for Me?

3:30 pm - 4:30 pm Marbella A

*Kevin Daniel, Lee's Summit R-7*

Shared leadership is widely regarded as a best practice in leadership today. Gain a deeper understanding of the strategies effective leaders deploy and engage in to build leadership capacity and individual autonomy while working within teams and PLCs. The works of Daniel Pink (Drive) and Liz Wiseman (Multipliers/The Multiplier Effect) will be woven into the conversation in the context of shared leadership.

### Building the Foundation for K-12 with Early Childhood

3:30 pm - 4:30 pm Marbella B

*Jo Anne Ralston, Director DESE Early Learning, Jen Meyer, Damon Kizzire, Kirksville and Mary Jo Jensen, Brett Reutzel, Fredericktown*

The foundation for K-12 is built with a strong early childhood program. Join us for discussion about the important elements of high quality early childhood and how your school can expand on the good groundwork that has already been forged.

### Instructional Technology Leadership

3:30 pm - 4:30 pm Valencia 1

*Madeline Kempton, Ashleigh Noland, Ashley Raetz, Sedalia*

The three educators that would be taking part in this presentation serve as instructional technology specialists for our district. We would like to share how our district has made instructional technology a focus to enhance teaching and better prepare our 21st century learners. Our presentation will focus on how to utilize current staff members to become technology leaders, how to support these individuals so that they are successful, and the benefits instructional technology leadership can have on a district.

### Rethinking College Readiness and Remedial Education

3:30 pm - 4:30 pm Valencia 2

*Rusty Monhollon, Higher Education*

Signed into law in 2012, HB 1042 requires all public higher education institutions in the state to replicate best practices in remedial education. The MDHE and the state's colleges and universities have identified and are implementing the "Principles of Best Practice in Remedial Education," which will be of interest to people in both secondary and postsecondary education. This session will provide an overview of the "Principles of Best Practice" and what their implementation may mean for high schools and school districts.

### Safety + Security = Success

3:30 pm - 4:30 pm Escollo

*Steve Bryant, Kevin Anderson, Union R-XI, Travis Blankenship, Franklin County Sheriff's Department, John Bisor, Union Police Department*

The Union R-XI School District, through a collaborative effort with local and county officials, has developed a highly effective Safety Crisis Program. This presentation will highlight the journey we have taken to provide our students and staff with a safe and secure environment for teaching and learning. We will share many of our great ideas as well as some of the things not to do in preparing your school district for any crisis situation.

### **MOSPRA Roundtable Discussions**

**3:30 pm - 5:00 pm**      **Granada A**

*Michelle Cronk, President, Missouri School Public Relations Association, North Kansas City School District (Moderator)*

Communications professionals and superintendents are invited to come together to share success stories and struggles in the world of school public relations and communications. This popular session will give participants some great ideas as they continue to strategically tackle the communication issues of the day (and how to avoid some of the pitfalls that are part of the profession).

### **School Discipline Hearing Officers**

**3:30 pm - 4:30 pm**      **Seachase**

*Perry Hilvitz and Matthew Miller,*

*Missouri Association of School Discipline Hearing Officers*

We are the first and only Association for School Discipline Hearing Officers. Our members enjoy access to an annual training, networking opportunities, and our website which provides information on legal issues, policy and procedure issues, forms, best practices, and the opportunity to network with other School Discipline Hearing Officers across the state. Our session will provide information and resources regarding discipline issues related to decreased legal exposure, policy and procedural guidelines, and maintaining a safe and orderly school environment.

## **Welcome Reception for All Attendees**

Exhibit Hall - 4:30 pm to 5:30 pm

*Sponsored by American Fidelity Assurance*

### **Dialogue with the Commissioner**

**5:30 pm - 6:30 pm**      **Marbella B**

*Commissioner Margie Vandeven*

Newly appointed Commissioner Margie Vandeven is working hard to open the lines of communication between school administrators and the Department of Elementary and Secondary Education. As the title suggests, this is an opportunity to engage in a dialogue with the Commissioner about issues that are impacting your district.

## **New Superintendent Academy Participant Reception**

**5:30 pm - 6:30 pm - Terrace I**

**Reception for 2014-15 and 2013-14 Participants Only**

*Sponsored By*

*Forrest T. Jones - L.J. Hart & Co. - Stifel Nicolaus & Co., Inc.*

## **MOSPRA Reception/Awards Banquet**

6:30 pm Seachase Room

*Reception Sponsor: SchoolMessenger*

*Banquet Sponsors: Schoolwires & Patron Insight*

MOSPRA will present their Distinguished Service Award, the MOSPRA Professional of the Year, and the MOSPRA Rookie of the Year. MOSPRA will also conduct their annual business meeting during this banquet.

## **MOSPRA Reception for Honorees**

*Location To Be Announced At Banquet*

*Sponsored by PeachJar*

## **MASA Awards Banquet**

6:30 pm - Dinner - Granada B/C

Sponsors

*Tueth Keeney Cooper Mohan & Jackstadt PC*

*Horace Mann*

MASA will honor retiring educators, emeritus educators, those who have served 25 years as an administrator and outstanding beginning superintendents. Friends of Education awards will be presented and the annual MASA Pearce Nominees and award winner will be announced.

## **MASA Dessert Reception**

Immediately Following Awards Banquet - Granada A

*Sponsored by Stifel Nicolaus and Company Inc.*

The dessert reception provides an opportunity for MASA members to offer their congratulations to all of the award winners and honorees.

## Thursday, March 26 Schedule

### Registration

Registration continues from  
7:30 am to 11:30 am in the main lobby.

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### Continental Breakfast & Exhibits Exhibit Hall - 7:30 am - 11:30 am

Breakfast Sponsored by ACI Boland & Associates Architects

*Be sure to have your card signed by exhibitors to be eligible for great prizes.*

*Drawing will be held during the President's Reception.*

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### MASA Small Schools Committee Meeting

7:30 am - 8:30 am  
Terrace 1

### MASA COA Committee

7:30 am - 8:30 am  
Executive Board Room

## Thursday 8:30 am - 9:30 am

### Innovating Teaching, Engaging Students: Your Role

**8:30 am - 9:30 am** Malaga

*Apple Inc.*

More than ever, teachers are using digital content to create interactive, engaging experiences for their students. Which means students can connect to subject matter and demonstrate knowledge in exciting new ways. In order to encourage and support this critical transformation, administrators and school board members need to be familiar with the newest technology tools, best practices and research. In this session we'll explore a wide variety of digital content, including education apps, interactive iBooks Textbooks, and the amazing repository of free learning resources and courses on iTunes U. You'll also get an introduction to a key research-based model for effective integration of technology, and learn from Apple Distinguished Educators through their interactive One Best Thing iBooks.

### Learning to Win Again: Shifting Culture to Focus on the Good in Our Schools

**8:30 am - 9:30 am** Marbella A

*Tammy Henderson, Michelle Cronk, Todd White, North Kansas City*

Has high stakes testing, increased accountability and a general negativity about public schools got your teachers and staff down? Come learn how to shift the culture in your district to focus on all that is positive and learn to win again.

North Kansas City Schools will take you on a journey that will teach you to bolster teachers, staff and community, inspiring a culture of greatness.

### Unemployment Insurance Benefits: A Step-By-Step Guide to Defending Claims by Former Employees

**8:30- am - 9:30 am** Marbella B

*Conor Neusel, Tom Mickes, Mickes Goldman O'Toole*

The laws granting unemployment benefits are liberally construed and, oftentimes, former employees are given benefits regardless of the reason they left their jobs. However, many of these individuals are not entitled to these benefits because they lost their jobs after engaging in inappropriate conduct. This presentation will provide you with the tools to successfully defend against claims by your former employees.

### Think You Know the Rules for Running an Election? You Might Be Surprised

**8:30 am - 9:30 am** Valencia 1

*Nicole Kirby, Park Hill, Missouri Ethics Commission*

Getting information out to your community during an election is a lot of work. We all know that part of that work is making sure you provide only information and never advocacy with your district's resources. Learn the rules directly from the Missouri Ethics Commission and from a district that discovered the line for advocacy is now interpreted differently than it used to be.

### Getting the Most Student Learning Impact from Your Evaluation and PD Processes

**8:30 am - 9:30 am** Valencia 2

*Marc Doss, University of Missouri*

This session will focus on how the broad-range of Network for Educator Effectiveness tools/resources can assist districts reach their desired student learning outcomes. Come join this dynamic presentation of how to get the improvement needle to move in your district.

### What's Hot and What's Not! A Legal Update

**8:30 am - 9:30 am** Escollo

*Shellie Guin, Guin Mundorf*

In the constantly developing legal landscape of public education, staying current on legal issues and trends can be a challenge. Using recent cases and changes in the law, we will identify hot legal issues and trends and discuss appropriate action in response.

### **From the Barnyard, to the Superintendent of the Year, What Happened?**

**8:30 am - 9:30 am Seachase**

*Roy Moss, Grain Valley R-V, 2015 Superintendent of the Year*

Dr. Roy Moss, 2015 MASA Superintendent of the Year, started his career as a dairy farmer then transitioned to education and moved through the ranks until becoming superintendent of a 4000+ student school district. Learn about Dr. Moss's story and the challenges along the way as he developed a leadership style that served both his vocation and his family.

### **Results of a 1:1 Case Study**

**8:30 am - 9:30 am Granada A**

*Amy Ramsdell, Ozark R- VI School District*

This presentation focuses on multiple core areas and how teacher pedagogy has an impact on student achievement. It uses specific case study examples from Ozark's 1:1 Initiative to show how using creativity and more project based learning can have a positive impact on student achievement on standardized tests. It will also address how leaders can shift the culture to best serve the digital age learner through professional development. Standards will be addressed throughout the presentation in general, because of the increase in rigor, and how this can be done effectively utilizing technology in the correct format to challenge students.

### **Forecast5 Analytics and What It Can Tell You About Your District**

**8:30 am - 9:30 am Theater**

*Jeff Carew, Forecast5 Analytics*

Forecast5 Analytics is transforming the public sector with actionable data analytics to influence strategic and financial decisions. Local government leaders are using Forecast5 technology to develop financial strategies and monetize valuable data insights. Participants should bring a laptop.

**9:30 am - 10:30 am**

## **Time To Visit Exhibit Hall**

(Exhibits remain open until 11:30 am)

Continental Breakfast Continues until 10:30 am  
Sponsored by ACI Boland & Associates Architects

**Thursday 10:30 am - 11:30 am**

### **The Missouri Assessments Are Coming!! Get Ready!**

**10:30 am - 11:30 am Malaga**

*Apple Inc*

The movement toward standards-driven content is occurring across the United States, emphasizing that technology be deeply integrated into the educational experience across all subject areas. New assessment systems require schools to be prepared for deployment in 2015. The new Missouri Assessments will be coming this spring to classrooms across the state of Missouri. Discover how to use digital learning tools for a variety of assessments—from classroom to benchmark and interim to summative— and learn how you can securely administer assessments on iPad.

### **Building a Program -- Building Relationships**

**10:30 am - 11:30 am Marbella A**

*Chance Wistrom, Josey McPhail, Republic*

What is the process to create a new communications department in your school district? Start with relationships. Republic School District Superintendent Chance Wistrom and Communications Director Josey McPhail have worked together closely over the last 18 months to assure that their communications program is strategically meeting the needs of their key audiences.

### **Superintendent Responsibilities under Board Policies and the Law**

**10:30 am - 11:30 am Marbella B**

*Duane Martin, Missouri EdCounsel*

The obligations of the Superintendent by law and board policy are numerous and somewhat complicated. This session will identify those responsibilities provided by Missouri Statutes and regulations, and those included in most board of education policies. We will also explain the nature and scope of the responsibilities associated with many of these responsibilities. This program is essential for any Superintendent hoping to gain an understanding of the scope and nature of the responsibilities provided in law and policy.

### **Media Training 101**

**10:30 am - 11:30 am Valencia 1**

*Matthew Deichmann, Director of Communications, Education Plus; and John Baccala, Independence*

Do you know what to say when the 'red light' comes on? The media is ready for your interview, are you? Before becoming school public relations professionals, the presenters were award-winning journalists with a combined 50 years of television news experience. Perfect for superintendents, administrators and/or MOSPRA professionals with little or no media relations experience. Seminar includes interview training and an actual 'TV-like' interview and critique.

### **An EPiC Journey: Reimagining Education**

**10:30 am - 11:30 am**      **Valencia 2**

*John Jungmann, Springfield; Michelle Schmitz, Deb Caywood, Jeremy Tucker, Liberty*

Come and learn about our journey to reimagine the use of time and space in a new innovative learning environment designed to inspire creativity. EPiC Elementary is Liberty's first school of choice and provides a project-based learning environment infused with modern technology. The school strives to "empower creativity, equip students and engage communities."

### **The Perennially Absent (or Chronically Late) Employee – How to Manage the Interactive Process (and Other Important Concepts)**

**10:30 am - 11:30 am**      **Escollo**

*Celynda Brasher, Tueth Keeney*

This session will provide practical and legal guidance regarding attendance issues – including frequent and/or prolonged absence and repeated tardies. The information will cover the full scope of legal obligations regarding such problems, and will offer options for dealing with each type of attendance issue. A central focus will be on the interactive process – the district's communication with employees and their healthcare givers – regarding the nature, scope, and prognosis for the condition at issue, as well as potential accommodations.

### **Effective Advocacy for Your School**

**10:30 am - 11:30 am**      **Seachase**

*Mike Lodewegen, MCSA Director of Legislative Advocacy*

At the same time there is increased turnover within the superintendency, the impact of federal and state regulations both from Congress, the U.S. Department of Education, the Missouri General Assembly and DESE is at an all time high. This creates challenges for even the most senior administrators. In this session, we will cover the strategies in which school leaders can become more engaged and more effective in their role as the leading advocate for their school districts.

### **School Finance and Transportation - DESE**

**10:30 am - 11:30 am**      **Granada A**

*Roger Dorson and DESE Staff*

This session will be an overview of recent school finance changes and transportation issues.

### **Forecast5 Analytics and What It Can Tell You About Your District**

**10:30 am - 11:30 am**      **Theater**

*Jeff Carew, Forecast5 Analytics*

Repeated from 8:30 am. Participants should bring a laptop.

## **Thursday Luncheon & General Session**

**Granada B/C - 11:30 am**

*Luncheon Sponsored by:*

*L. J. Hart & Company*

*Missouri EdCounsel*

Memorial Recognition

New Superintendents Academy

MOSPRA Administrator of the Year

## **Inspiring Action - Transforming Lives**

*Keynote Speaker: Manny Scott*

An original Freedom Writer whose story is told in part in the 2007 hit movie, *Freedom Writers*, Manny Scott has energized over a million leaders, educators, volunteers, and students worldwide with his authentic, inspiring messages of hope. "I do not speak to impress people," Manny explains, "but to impress upon them some invaluable lessons that could literally change the quality of their lives forever. When I speak, I try to make sure audiences are crystal clear about how to 'turn the page'—to transform their lives. Whether I'm in Houston or Hong Kong, Kansas City or Cairo, Los Angeles or London, I carry a torchlight of inspiration into the recesses of dormant potential, and show the gems that are sparkling there."

## Thursday 2:00 pm to 3:00 pm

### **Funding One-to-One Learning: A CFO Panel Discussion**

**2:00 pm - 3:00 pm Malaga**

*Ron Orr, Pattonville and Paul Harrell, North Kansas City*

In this session, you'll hear from Apple Financial Services and Missouri chief financial officers who have funded and sustained one-to-one learning programs in their schools. They'll share how they've done it, the difference it has made and answer your questions about how to successfully fund and implement one-to-one learning in your schools.

### **Evaluating and Improving Internal Communications with NSPRA's Benchmarking Tool**

**2:00 pm - 3:00 pm Marbella A**

*Michelle Mueller, Ritenour*

Learn how to use the National School Public Relations Association's (NSPRA) new benchmarking evaluation tool to critically look at your district's internal communications with all staff members. By attending this session, you will understand how to improve eight specific areas of internal communications, based on extensive research on best practices from districts across the country.

### **Moms at Work: Providing a Roadmap for the Legal Requirements Surrounding Pregnancy, Maternity Leave and Return to Work**

**2:00 pm - 3:00 pm Marbella B**

*Natalie Hoernschemeyer, Betsey Helfrich, Mickes Goldman O'Toole*

There are special rules that protect mothers and soon-to-be-mothers from discrimination and require that employers provide accommodations starting with potential pregnancy, pregnancy and medical conditions relating to pregnancy, and upon return to work. This session will provide the tools to understand an employer's responsibilities regarding today's working mothers including how to respond to frequent requests for accommodations such as bed rest and break time for nursing mothers upon return to work.

### **Connecting with Parents in the Digital Age**

**2:00 pm - 3:00 pm Valencia 1**

*Stephanie Smith, Fort Osage R-I*

What if you could increase your home to school communication by 110%? What if you could put parents in control of student learning? What if you could revolutionize the way you connected with parents? This session will look into a case study of how one district is shaking up their communication and empowering students and parents alike.

### **District Wide Implementation of Google and 1:1 Chromebook Rollout**

**2:00 pm - 3:00 pm Valencia 2**

*Kevin Carl, Michelle Dirksen, Hancock Place School District*

The Hancock Place School District is implementing a 1:1 Chromebook rollout in grades 3-12, K-2 tablets and extensive online resources. The district developed a required Three Tier Training Model for teacher professional development in many areas incorporating social media, classroom management, technology skills and lesson integration. We will discuss the choices we made, our successes and challenges, and a few technical hurdles and accomplishments from the perspectives of a Superintendent and Technology Director.

### **Construction and Procurement Tips and Trends**

**2:00 pm - 3:00 pm Escollo**

*Steve Book, Guin Mundorf*

As your district considers its facilities' needs, it is important to have a solid understanding of the rules associated with construction and procurement of facilities and property. We will discuss all aspects of construction, from planning to contracting, to substantial completion. We will also discuss practical solutions to procurement of professional services, prevailing wage and effective contracting.

### **Leadership and Professional Development in a 1:1 Learning Environment**

**2:00 pm - 3:00 pm Seachase**

*Michael Mason, Janna Elfrink, Reeds Spring School District*

As school districts across the state are making critical decisions on how to affect change in the classroom with the integration of technology, the role of district and building leadership teams and the importance of timely professional development must be at the forefront of those decisions. In this session, attendees will learn how Reeds Spring School District leaders have approached their digital transformation by re-evaluating leadership roles in order to support teachers and changes in classroom instruction.

### **School Finance - Everything You Wanted to Know But Were Afraid to Ask**

**2:00 pm - 3:00 pm Granada A**

*Chris Straub and Roger Dorson*

This session will focus on school finance topics identified by those in the session. Come with school finance questions that you have always had and never answered.

### **Forecast5 Analytics User Meeting**

**2:00 pm - 3:00 pm Theater**

*Jeff Carew, Forecast5 Analytics*

Missouri school districts using Forecast5 will gather to learn and share how this analytical program can improve their district. Participants should bring a laptop.



### **Maximizing Your District's Investments**

**2:00 pm - 3:00 pm**      **Board Room**

*Maria Altomare, PFM Asset Management*

The PFM Investment Advisors (MOSIP) will be available during this time to discuss with you any investment questions you may have regarding school districts funds or bond proceeds.

## **Refreshment Break 3:00 pm - 3:30 pm**

**H.K.'s Restaurant**

(Just off main lobby)

*Sponsored By Thomas McGee, LC*

## **Thursday 3:30 pm to 4:30 pm**

### **Best Practices: Effective Use of Social Media**

**3:30 pm - 4:30 pm**      **Marbella A**

*Curtis Chesick, Ozark; April Bryant, Troy R-III*

Social media is here to stay, and while it is ever-evolving, there are some best practices in place to help you effectively use Facebook, Twitter and other online media. Participants will learn about vital research that will help you inform your various audiences and build your brand and image. This session will also provide strategies to effectively use social media in campaign situations.

### **Ethics and Vendor Relations for Administrators**

**3:30 pm - 4:30 pm**      **Marbella B**

*Duane Martin, Missouri EdCounsel*

The ethical obligations and guidelines for Superintendents when dealing with vendors for the district can be complicated and lack clarity at times. This session will discuss the ins and outs of vendor relations, board policy implications and the requirements under Missouri ethics laws.

### **PSRS - Retirement Issues**

**3:30 pm - 4:30 pm**      **Valencia 1**

*Steve Yoakum, PSRS*

This will be a general discussion of retirement issues, including an update on the funding status of the system, recent changes in the COLA policy, legislative issues impacting the retirement system and other related topics.

### **Twelve Critical Choices**

**3:30 pm - 4:30 pm**      **Valencia 2**

*Dena Ross, Tanya Sharp, Bentonville Public Schools*

We begin each year vowing to keep first things first, but before we know it, we're back in survival mode - struggling with daily crises and deadlines. This session examines twelve critical choices all administrators make - choices which either empower us or distract us from the most meaningful elements of leadership. Outcomes: 1) Recognize specific daily choices which, if made intentionally, can keep us focused on what's really important in our leadership roles; 2) Develop strategies to remind us to make these choices deliberately and effectively.

### **How to Avoid Hiring an Ax Murderer:**

#### **Criminal and Child Abuse Background Checks**

**3:30 pm - 4:30 pm**      **Escollo**

*Celynda Brasher, Tueth Keeney*

Do you find criminal background check results to be confusing? You are not alone – deciphering the Rosetta Stone might have been easier. Do you know that Child Abuse and Neglect reports do not always contain complete, accurate, and current information? Schools need to be alert to omissions and inconsistencies (“blips”). Have you ever hired someone only to discover (after they are under contract) that they have crime, misconduct, or other hidden events in their background that would have precluded employment – if only you had known earlier? It is not a good feeling – conducting more effective background checks can help prevent that. This session will identify the pitfalls in the current background check system, offer suggestions for reducing risk, and provide practical, real-life guidance about how to interpret and apply the results of a criminal background check. Participants will be encouraged to ask questions, share experiences, and interpret sample criminal background checks during the session.

### **Maximizing Your District's Investments**

**3:30 pm - 4:30 pm**      **Board Room**

*Maria Altomare, PFM Asset Management*

The PFM Investment Advisors (MOSIP) will be available during this time to discuss with you any investment questions you may have regarding school districts funds or bond proceeds.

## Thursday Evening President's Reception

### Granada B/C - 5:30 pm - 7:00 pm

Beverages, A Variety of Hors D'oeuvres  
And A Chance to Visit with Colleagues

#### Grand Prize - Golf Driver

*Donated By American Boiler*

Announcement Of Exhibit Door Prize Winners!

*Reception Sponsored by:*

*George K. Baum and Co.*

*Sam A. Winn & Associates*

*American Fidelity Assurance Company*

## Thursday Evening Fun Activity

### Granada A - 7:00 pm to 10:00 pm

## Texas Hold'em Blackjack Tournaments & Karaoke!

Sponsored By

*American Fidelity Assurance Company*

*Guin Mundorf, LLC Attorneys At Law*

**Great Prizes, Lots of Fun!**

## Friday, March 27 Schedule

### MOSPRA Breakfast & PR Issues Discussion

Seachase Room - 8:00 am

Breakfast Sponsored by

3DimensionED, Unicom/ARC, MySchoolGrid

#### Can You Hear Me Now? What Parents Want to Know, and Why It's Important to You

*Jim Cummings APR, President, National School Public Relations Association and  
Director of Communications/Parent and Community Engagement, Glendale  
Elementary School District, Glendale, Arizona*

National surveys have revealed what public school parents are looking for when they select a school . . . and it's not always what you think. This session will take a deep look at some of the data collected, why school PR practitioners need to pay attention to it and what it means for public education.

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### MASA Breakfast & Business Meeting

8:00 am - Granada B/C

Breakfast sponsored by

Mickes Goldman O'Toole, LLC

American Breakfast Buffet

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#### Federal Education Issues

9:00 am to 9:45 am Granada B/C

*Noelle Ellerson, AASA Associate Executive Director, Policy & Advocacy*

Reauthorization of ESEA is currently before Congress. Hear the latest update on this legislation and what is included.

#### School Finance and Legislative Issues

9:45 am to 10:30 am Granada B/C

*Chris Straub, Roger Kurtz & Mike Lodewegen*

A review of current school finance issues, legislative issues and accountability issues currently being discussed.

#### MOREnet Technology Committee Meeting

10:30 am to 11:30 am Valencia 2

## **MASA Executive Committee**

John Jungmann, Springfield, President  
Scott Downing, Warsaw R-IX, President-Elect  
Aaron Zalis, Rolla, Secretary  
Allan Markley, Raytown C-2, Treasurer  
Paul Ziegler, Northwest R-I, Past President

### **District Representatives**

Paul Mensching, East Buchanan C-1, Northwest District  
Mike Reik, Platte Co. R-III, Greater Kansas City District  
Joan Twidwell, LaMonte R-IV, West Central District  
Michael Mason, Reeds Spring R-IV, Southwest District  
Kyle Kruse, New Haven, South Central District  
Ron Anderson, Jackson R-II, Southeast District  
Mike Fulton, Pattonville R-III, Greater St. Louis District  
Darin Ford, Centralia R-VI, Northeast District

## **MOSPRA Executive Committee**

Michelle Cronk, North Kansas City, President  
Lana Snodgras, West Plains Schools, President-Elect  
Jennifer Henry, Francis Howell School District, Secretary  
Paul Tandy, Parkway School District, Treasurer  
David Luther, Executive Director  
Michelle Mueller, Ritenour School District, Eastern Region Director  
Mallory McGowin, Jefferson City Public Schools, Mid-State Region Director  
Josey McPhail, Republic Schools, Ozarks Region Director  
Amy Haynes, Park Hill School District, Western Region Director

## **Spring Conference Program Committee**

Kevin Carl, Hancock Place, Chair

### **MASA Committee Members**

Jim Carver, Arcadia Valley R-II  
Gabe Edgar, Marceline R-V  
Mark Enderle, Fort Osage R-I  
Sharee Norfleet, Pettis County R-V  
Mark Beem, Hickory County R-I  
Mike Murphy, St. Clair R-XIII  
Tim Mattson, Savannah R-III  
Shawn Poyser, Osage Co. R-II

### **MOSPRA Committee Members**

Chris Tennill, Clayton  
Curtis Chesick, Ozark  
David Luther, Executive Director