

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

Pre-Conference Session. "Owning the Media: Developing Messages That Stick; Confidently Killing Interviews; and Creating Your Own Media Outlet." (\$30) _____

Regular Conference Registration (\$260)
Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet. _____

Emeritus Full Registration (\$160)
For retired members, 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 (\$160)
Includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Banquet, Thursday Evening Reception, Friday Breakfast Buffet.
Spouse's Name _____

Awards Banquet Only (\$45)
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 _____

Payment Information

TOTAL DUE _____

Check enclosed made payable to MASA Purchase Order No. _____

I wish to pay with my VISA Card MasterCard

Amount to be charged to credit card: _____

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

Signature _____ Last three digits on back

Mail: MASA, 3550 Amazonas Drive, Jefferson City, MO 65109; Fax: 573-556-6270; Email: ann@mcsa.org



Return Registration Form To:

Mail to: MASA, 3550 Amazonas Drive, Jefferson City, MO 65109

If paying by purchase order or credit card, you may select one of the following options:

Fax to: 573-556-6270

Or scan and email to: ann@mcsa.org



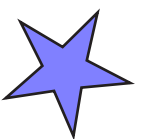
Conference Lodging

Rates are \$115 for single or double occupancy. Rates will be higher after March 4, 2018. Reservations received after March 4 will be accepted on a space-available basis.

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 right 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 21, 2018, will receive a refund less a \$50 processing fee. After March 21, 2018, 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, Email or fax notice of cancellation to: MASA, 3550 Amazonas Dr., Jefferson City, MO 65109. Email: ann@mcsa.org. Fax to: 573-556-6270. Allow six weeks for processing of refunds.

Cut and mail or fax

MASA
Missouri Association of School Administrators

&

MOSPRA

Missouri School Public Relations Association

2018 Spring Conference

The Lodge of Four Seasons

April 4 - 6, 2018

Wednesday, Thursday, Friday

Pre-Conference Session:

"Owning the Media: Developing Messages that Stick; Killing the Interview; and Creating Your Own Media Outlet"

Workshops on a Variety of Topics

Opportunities to Network With Colleagues

Registration and Conference Details Inside

LEAD - DEVELOP - SUPPORT

Opportunities For Professional Growth!

Pre-Conference Workshop

MASA & MOSPRA will offer a special pre-conference workshop on Wednesday, April 4 from 10:00 a.m. - 1:00 p.m. The session will include lunch.

“Owning the Media: Developing Messages That Stick; Confidently Killing Interviews; and Creating Your Own Media Outlet”

Participants will learn from the pros how to develop and stay on powerful messages; how to prepare for and execute a flawless interview; and how to create your own media outlet using video, websites and social media.

Opening General Session - Wednesday - 2:00 pm



Keynote Speaker: Jon Landis ***Mobility, Leadership, and Learning***

Digital learning experiences and mobile devices are changing the education landscape. We'll discuss strategies for leading your organization through this transition to create new learning and teaching opportunities. You'll explore the role of visionary leadership in supporting school transformation and see how new learning resources support emerging trends in education.

Dr. Jon Landis is part of Apple's International Education team, working with school leaders to leverage technology to transform learning. Prior to Apple, Dr. Landis served as a college of education professor, chemistry teacher, school principal, curriculum director and information technology director. He holds a Ph.D in Sociology, a Masters in Education Leadership, and a BS in Chemistry.

Thursday Luncheon Keynote Speaker

Keynote Speaker: Steve Gilliland ***Follow Me!***

Leadership is the single most important skill you can use to improve your schools. FOLLOW ME explores how to grow yourself and your people through timeless principles that, when applied to your own life and the life of your organization, will influence positive change.

Steve Gilliland is a master storyteller and brilliant comedian, he can be heard daily on SiriusXM Radio's Laugh USA. With an appeal that transcends barriers of age, culture and occupation—plus an interactive and entertaining style—Steve shows audiences how to open doors to success in their careers, their relationships and their lives. “Steve is what happens when the humor of a stand-up comic collides with the inspiration of motivational speaker.”



Breakout Sessions On Current Topics!

Leadership, Administration & Finance

- Leading With Purpose
- DESE School Finance (multiple sessions)
- Telling Your District's Financial Story
- Processing Crime and Punishment
- It's About "Accountability," Silly!
- Assessment and Accountability Systems
- Leading Long-Range Facility Planning: It Doesn't Need to Be Expensive
- Using Forecast5 Analytics to Make Decisions
- Insights from PSRS Leadership
- Stop Outsourcing and Save Money While Building Relations

Communications & Public Relations

- Fake News and Its Impact on Your School District
- Using Transparency as a Strategy
- A Strategic Approach to "Telling Our Story"
- Pass the Bond and the Levy Together
- I Wish I Would Have Known -- Tales from the Savvy PR Vets
- Compassionate Communication in Times of Loss
- Who Lives on Your Sesame Street? Understanding Your Community Through Demographic Profiling
- The Power of Words and Actions — Helping Connect the Dots Between Facilities and Student Performance
- Communication: The Leadership Imperative
- Utilizes Talent Within Your Hallways - Developing an Internal Internship Program

Innovations / Enhancing Learning / Technology

- How Can the Middle Grades Prepare Students To Be Career Ready?
- Launch Your Virtual Course Access
- Bringing Relevance to Instruction
- Making Data Work
- Best Practices in Supporting Dyslexic Students
- Teaching & Modeling Digital Citizenship
- What You Need to Know NOW: Teen Grooming by Predators
- Technology and Equity: Creating equal learning opportunities for all students
- Preparing Students for Today's Mobile Workforce

Legal Issues

- The OCR Today: Changes in Priorities & Procedures
- Trends in School Litigation: The Birds and the Bees
- To Bid or Not to Bid, That Is the Question
- What To Do When Workers Can't Work: Solving the FMLA/ADA/Workers' Compensation Puzzle
- Defensible Investigations – What Works!
- Avoiding Unintended Consequences When Agreeing to Contracts with Vendors
- Students & Serious Crime: How Should a School Respond
- Cyberbullying, Section 160.775 R.S. Mo., and the 1st Amendment

Mental Health & School Climate

- Using Mindfulness, Trauma Awareness, and Restorative Practices to Create a Positive School Community
- Childhood Trauma - A Modern Epidemic

Over 100 Exhibits!
Prizes
Annual Fun Activity

Conference Schedule

Wednesday, April 4

- 8:00 - Registration Opens
- 9:00 - 2:00 - Aspiring Superintendent Pre-Conference Workshop - Sponsored by OPAA! Food Management
- 10:00 - 1:00 - "Owning the Media: Developing Messages, Killing the Interview & Creating Your Own Media Outlet"

Wednesday Afternoon Sessions

- 2:00 - 3:15 - Opening General Session
Keynote Speaker - Dr. Jon Landis
- 3:30 - 4:30 - Breakout Sessions
- 3:30 - 6:30 - Exhibits open
- Welcome Reception - Exhibit Hall - Sponsored by American Fidelity Assurance Company
- 5:30 - 6:30 - Dialogue With The Commissioner

Wednesday Evening

- 6:30 - MASA Awards Banquet - Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, PC and Horace Mann
- 6:30 - MOSPRA Banquet Reception - Sponsored by WEST/SchoolMessenger Solutions
- 7:30 - MOSPRA Awards Banquet - Sponsored by Blackboard and Patron Insight, Inc
- 9:00 - MOSPRA Award Recipients Celebration - Sponsored by Peachjar and Blackboard
- 9:00 - MASA Dessert Reception For Honorees - Sponsored by Stifel

Thursday Morning, April 5

- 8:00 - 11:30 - Registration Opens
- 7:30 - 11:30 - Exhibits Open
- 7:30 - Continental Breakfast - Sponsored by ACI/Boland Architects
- 8:30 - 9:30 - Breakout Sessions
- 9:30 - 10:30 - Time To Visit Exhibit Hall
- 10:30 - 11:30 - Breakout Sessions

Thursday Luncheon

- 11:30 - General Session Luncheon - Sponsored by L. J. Hart & Co. and EdCounsel LLC School Attorneys
MOSPRA Administrator of the Year
Keynote Speaker - Steve Gilliland

Thursday Afternoon

- 2:00 - 3:00 Breakout Sessions
- 3:00 - 3:30 Refreshment Break - Imagine Learning
- 3:30 - 4:30 Breakout Sessions

Thursday Evening

- 5:30 - President's Gala Reception - Exhibit Door Prizes Announced
Sponsored by George K. Baum and Co.
Sponsored by American Fidelity Assurance Company
- MOSPRA Special Thursday Evening Event - Sponsored by MarketVolt & thoughtexchange
- 7:00 - Fun Activity - Sponsored by American Fidelity Assurance Company and Guin Mundorf, LLC

Friday Morning, April 6

- 8:00 - MOSPRA Breakfast and Special Friday Session - Sponsored by Unicom●ARC & Gabbart Communications
- 8:00 - MASA Breakfast and Business Meeting - MASA Breakfast Sponsored by Mickes O'Toole, LLC
- 9:00 - Legislative and School Finance Issues