

## 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** "Changing the Narrative" with Dr. Joe Sanfelippo. (\$30) \_\_\_\_\_

**Regular Conference Registration (\$260)**

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

**Emeritus Full Registration (\$160)**

For retired members, includes registration fee, Wednesday Awards Banquet, Thursday Continental Breakfast, Thursday Lunch Buffet, 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 Buffet, 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 \$118 for single or double occupancy. Rates will be higher after February 24, 2019. Reservations received after February 24 will be accepted on a space-available basis.

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

or

Go online: Group Direct Booking Link - No login/Attendee Code needed:

<https://reservations.travelclick.com/17336?groupID=2403791>



## 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 13, 2019 will receive a refund less a \$50 processing fee. After **March 13**, 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

## 2019 Spring Conference

The Lodge of Four Seasons

March 27 - 29, 2019

Wednesday, Thursday, Friday

Pre-Conference Session:

*"Changing the Narrative: Telling the Powerful  
REAL Stories of Your Schools"*

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, March 27 from 10:00 a.m. - 1:00 p.m. The session will include lunch.

### *“Changing the Narrative: Telling the Powerful REAL Stories of Your Schools”*

Amazing things are happening in your schools every day, but is your community hearing them? What is the perception of your school district and how can you effectively tell the real story? Learn the tools and techniques to empower others to be the storytellers of your district.

## Opening General Session - Wednesday - 2:00 pm



### Keynote Speaker: Dr. Joe Sanfelippo *“Changing the Narrative”*

When is the last time something amazing happened in your school? How many people knew about it? The work done in schools all across the globe is spectacular. Kids gather...learn...leave... and make the world we live in a better place. So...amazing things happen all the time. School perception is often based on the narrative of those who attended years ago. Telling the real story of schools helps create a narrative that builds culture and gives everyone in your community an identity. Utilizing social media and empowering those around you to be the storytellers of your district is a great way to celebrate the success of students with parents and the community. FIND YOUR AUDIENCE...BUILD YOUR BRAND...CELEBRATE KIDS!!

*Dr. Joe Sanfelippo is the Superintendent of the Fall Creek School District in Fall Creek, WI. The Fall Creek School District was named an Innovative District in 2016 and 2017 by the International Center for Leadership in Education. Joe co-authored The Power of Branding: Telling Your School's Story, Principal Professional Development: Leading Learning in a Digital Age, and Hacking Leadership: 10 Ways Great Leaders Inspire Learning That Teachers, Students, and Parents Love. He was selected as 1 of 117 Future Ready Superintendents in 2014 and 1 of 50 Superintendents as a Personalized Learning Leader in 2016 by the US Department of Education. He was recently named 1 of 5 K-12 Administrators to watch in 2018 by Education Dive.*

## Thursday Luncheon Speakers



Governor Michael Parson  
Commissioner Dr. Margie Vandeven  
AASA President Dr. Chris Gaines

The MASA/MOSPRA Thursday Luncheon will feature Missouri Governor Michael Parson; Missouri Commissioner of Education, Dr. Margie Vandeven; and AASA President, Dr. Chris Gaines (Mehlville School District). Be sure to join your colleagues to hear more about the state of public education in Missouri and nationally.

# Breakout Sessions On Current Topics!

### Leadership, Administration & Finance

- DESE: Current School Finance Topics
- Leading Through Choice
- Developing Assessment Capable Learners & The Journey to National Blue Ribbon Schools
- Navigating SB 603 with Launch Virtual Courses
- DESE: State and Federal Accountability
- The Impact of School Choice: A Case Study
- Employee Wellness Impact

### Communications & Public Relations

- Embracing Chaos: Engaging Your Community Through Transition
- #ThisIsTech: A Rebranding of Vocational Education
- Sharing Your District's Story Through Video Storytelling: Highlighting the Bright Spots
- Highlighting Abilities of Students with Disabilities
- Crisis Communication Using the S.T.A.I.R. Way
- A Tale of Two Engagement Series
- Get that Chamber Chicken to Lay a Golden Egg
- Best Foot Forward: Equipping Leaders to Market Their Schools
- Cannonball! Maximizing the Social Media Splash for Your District

### Innovations / Enhancing Learning / Technology

- Leading the Evolution: How to Make Competency-Based Education a Reality
- 1:1 Does NOT Mean You're Done!
- Simplifying the Data Review Team Process
- The Four-Day School Week In Missouri -- Thirty-three Schools Take a Different Path
- Leading in a Climate of Innovation

### Legal Issues

- Sex & Gender in School: Challenges Facing Schools in 2019
- Sitting Ducks No More: Responding to Your Worst PR Nightmares
- The Hiring Process -- Green Light, Yellow Light, Red Light
- Pot Quiz: What Your District Needs to Know About Medical Marijuana
- Mental Health at the Front of the Classroom
- What to Expect When Expecting Student-on-Student Harassment Litigation
- Navigating Discrimination Claims by Misbehaving Employees
- Custody, Residency & Homelessness: Who's the Parent, Where Does the Student Live, and Where Can the Student Go to School?!

### Workforce Development

- How to Build an Employee-Friendly HR Online Portal
- In-House Teacher Pipelines: Starting a Grow Your Own Program
- Strategies for Engaging & Retaining Talented Employees
- Youth Apprenticeships, Teacher Externships, and Workforce Development Connections

Over 100 Exhibits!  
Prizes  
Annual Fun Activity

# Conference Schedule

### Wednesday, March 27

- 8:00 - Registration Opens
- 9:00 - 2:00 - \*Aspiring Superintendent Workshop - Sponsored by OPAA! Food Management  
*(\*This session is separate from the conference.)*
- 10:00 - 1:00 - \*\*Pre-Conference “Changing the Narrative with Dr. Joe Sanfelippo”  
*(\*\*Participants must register for this session on the conference registration page.)*

### Wednesday Afternoon Sessions

- 2:00 - 3:15 - Opening General Session  
Keynote Speaker - Dr. Joe Sanfelippo
- 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
- 4:30 -- MOSPRA New Member Reception -- Sponsored by MarketVolt
- 6:30 - MOSPRA Banquet Reception - Sponsored by Blackboard
- 7:30 - MOSPRA Awards Banquet - Sponsored by WEST/SchoolMessenger Solutions and Patron Insight, Inc
- 9:00 - MOSPRA Award Recipients Celebration - Sponsored by Peachjar and Blackboard
- 9:00 - MASA Dessert Reception For Honorees - Sponsored by United Health Care

### Thursday Morning, March 28

- 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  
Speakers: Governor Parson; Commissioner Vandeven; AASA President Gaines

### Thursday Afternoon

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

### Thursday Evening

- 5:30 - President's Gala Reception - Exhibit Door Prizes Announced  
Sponsors:  
George K. Baum and Co.  
American Fidelity Assurance Company
- 8:30 -- MOSPRA Special Thursday Evening Event -- Sponsored by Thoughtexchange
- 7:00 - Fun Activity - Sponsored by American Fidelity Assurance Company and Guin Mundorf, LLC

### Friday Morning, March 29

- 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