



&



Spring Conference Program

March 25-27, 2020
Lodge of Four Seasons
Lake Ozark, Missouri

LEAD • DEVELOP • SUPPORT

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 Registration Area of The Lodge of Four Seasons (just off the main lobby).

Exhibit Hall Open

Wednesday - 3:30 pm - 6:30 pm

Welcome Reception for All Attendees

Wednesday - 3:30 pm - 5:30 pm

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 download the MASA and MOSPRA apps for
the calendar-ready conference schedule.**

Join the conference Twitter conversation: #SuPR20

Wednesday Pre-Conference Sessions

Participants for both pre-conference sessions must have registered in advance.

Aspiring Superintendent Workshop

8:30 am to 1:30 pm Seachase

Presenters: Kelly Hinshaw, Doug Hayter and Sarah Riss, MASA; Duane Martin, EdCounsel; Paul James, Missouri School Boards' Association; Craig Eaton, MARE

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.

“Safe and Responsive Schools: Strategies and Communication”

-- Rick Kaufman, APR

9:30 am - 1:30 pm Marbella B



School safety is a top-of-mind concern for parents, school staff and educational leaders. With few exceptions, our schools and communities are faced with the dilemma of how to protect the integrity of the environment where learning takes place amidst a world of increasing violence.

The concerns for school safety are not new. The challenges are real. In this engaging session, participants will: 1) Understand the elements of Safe and Responsive Schools; 2) Explore best practices to manage a crisis, and 3) work through school crisis table-top scenarios.

Rick Kaufmann is a nationally respected consultant and trainer on emergency management and crisis communications, having worked in public schools and emergency management for more than 30 years. Rick is the author of “The Complete Crisis Communication Management Manual for Schools,” and served as a presenter/panelist/content expert at the “We Are Columbine: 20 Years Later” symposium, MN School Law Conference, Wisconsin School Safety Summit and former U.S. Senator Al Franken’s School Safety Summit.

Wednesday Opening General Session

2:00 pm - Granada B/C

“School Funding Myths and Realities: Show Me State Edition”



Keynote Speaker: Dr. Bruce Baker

What does current research tell us about the how and why of equitable and adequate financing and its affect on short and long term student outcomes? What are the latest trends on school spending, staffing ratios, competitiveness of teacher wages and administrative spending? Bruce

Baker will dive into these areas and much more, including a closer look at how Missouri School Districts fit into the national picture. Dr. Baker will provide keen insights delivered with his often wry sense of humor.

Bruce Baker is a Professor in the Graduate School of Education at Rutgers University in New Brunswick, NJ. His work focuses on school finance, the economics of education and teacher labor markets. He is the author of “Educational Inequality and School Finance: Why Money Matters for America’s Students.”

Wednesday Breakout Sessions

Leadership Development Partners – Missouri’s Leadership Development

3:30 – 4:30 pm **Valencia A**

Jim Masters, Missouri Department of Elementary and Secondary Education

The Missouri Leadership Development System (MLDS) is nearing completion of its third year of implementation. Let us share where we have been and what we have learned. Then, it will be your turn. Tell us what we need to be thinking about as we look to the future of leadership learning in Missouri. This session will focus on superintendent feedback as an essential part of keeping the MLDS relevant to leadership practice.

Visioning a High School for the Future

3:30 – 4:30 pm **Valencia B**

Jeanette Cowherd, Jeff Klein, Jaime Dial, Park Hill School District,

The Park Hill School District is providing a dramatic change in the choice students have in how they experience their high school coursework. Our efforts have been focused on giving students the opportunity to experience a strong curriculum with problem-, project- and professional-based learning experiences within a more flexible schedule. Learn more about the LEAD Innovation Studio and the impact it is making as a high school for the future.

Curriculum Review: Reference Guide

3:30 – 4:30 pm **Escollo**

Jenny Ulrich, Lonedell R-IV School District; Janie Pyle, Show Me Curriculum Administrators Association

As your district progresses through curriculum development, you need a process through which you can evaluate the status and the clarity of your work. In this session, we will demonstrate a quick step-by-step review guide using a rubric designed to provide what you need to know and how to address your findings.

Dr. Bruce Baker: Follow-up to Keynote

3:30 – 4:30 pm **Granada A**

Bruce Baker, Rutgers University

Directly following his keynote talk on Wednesday, Dr. Baker will stay to discuss key finance issues facing school districts both nationally and in Missouri. This will be a great opportunity for participants to pose questions and get insights into the financial challenges faced locally and nationally.

Keep Calm and Call the PR Pro

3:30 – 4:30 pm **Marbella A**

Kelly Wachel, Ray Weikal, Bill Thornton, Kansas City Public Schools

Join two public relations professionals and their legal team to talk through crisis communication plans. Whether it's working through social justice ideals, personnel matters or performance and innovation initiatives, we'll host table top discussions and scenario-based run-throughs of crisis communications. From making good, tight internal decisions to the process of forming communication plans for internal and external audiences, this session will reinforce the importance of calm, unflappable steadiness in the face of a storm.

Preparing for the Firestorm: The November 2020 Elections

3:30 – 4:30 pm **Marbella B**

Bailey Otto, Ste. Genevieve R-II School District; Curtis Cain, Wentzville School District; Carl B. Mitchell, St. Louis Public Schools; Laura Shea, Ladue School District; Margaret Hesse, Tueth Keeney Cooper Mohan Jackstadt, P.C.

With the November 2020 elections only a few months away, how can school districts prepare for potential disharmony? Join in this discussion of how school leaders can effectively communicate expectations to their students, staff, parents and community. The panelists will include a superintendent and communications professionals from urban, suburban and rural districts.

Welcome Reception for All Attendees

Exhibit Hall - 3:30 pm to 5:30 pm

Sponsored by American Fidelity Assurance

New Superintendent Academy Participant Reception

4:30 pm - 5:30 pm - La Salita

Reception for 2018-19 and 2019-20 Participants Only

Sponsored By

Forrest T. Jones - L.J. Hart & Co. - Claim Care -

Tueth Keeney Cooper Mohan & Jackstadt PC



Dialogue with the Commissioner

5:30 pm - 6:30 pm Marbella B

*Dr. Margie Vandeven,
Missouri*

Commissioner of Education

Join the Commissioner of Education in a dialogue about issues that are impacting Missouri's public school districts.



Join the
conference
Twitter
conversation:
#SuPR20



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MOSPRA New Member & Colleague Connections Reception

5:30 pm -- Thirst Lounge

Sponsor: MarketVolt

MOSPRA Reception/Awards Banquet

6:30 pm - Seachase Room

Reception Sponsor: Blackboard

Banquet Sponsors:

Introda/SchoolMessenger Solutions & Patron Insight

MOSPRA will present their Professional of the Year, the New Professional of the Year, the Distinguished Service Awards and the Zubeck Spirit Award. MOSPRA will also recognize the work of this year's Board of Directors.

MOSPRA Reception for Honorees

Directly after the banquet. Location to be announced.

Sponsored by Blackboard & PeachJar



MASA Awards Banquet

6:30 pm - Dinner - Granada B/C

Sponsors

Tueth Keeney Cooper Mohan & Jackstadt PC

The Horace Mann Companies

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 United Health Care

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 Registration Area (just off the main lobby).

Continental Breakfast & Exhibits

Exhibit Hall - 7:30 am - 11:30 am

Breakfast Sponsored by ACI Boland Architects
Be sure to have your card signed by exhibitors to be eligible for great prizes.

*Drawings will be held during the President's Reception.
(Must be present to win.)*



First Year Superintendent Roundtable / Breakfast
7:30 - 8:15 a.m. Lookout Room

Thursday 8:30 am - 9:30 am

Legal Drugs in School: The Highs and Lows

8:30 – 9:30 am

Marbella B

Jessica Bernard and Ryan Fry, Guin Mundorf, LLC

The increased use of CBD oil and vaping, as well as medical marijuana laws, pose unique challenges for schools. The use of these “legal” drugs by both staff and student raises question about policy interpretation, student safety and staff accountability. This session will focus on how schools can address the use of these substances in a manner that balances student and staff rights with a school’s interest in maintaining a safe environment for all.

Behavior and How We Address it

8:30 – 9:30 am **Malaga**

Chris Hubbuch, Michele Norman, St. Joseph School District

A team from St. Joseph School District will share their journey with multi-tiered systems of support and the Missouri Model District in Behavior (MMD-B). The presentation will include information on the district-wide system being developed to support teachers and students in the behavioral realm of the MTSS triangle. In addition, the tier three supports of Intensive Kindergarten and ASPIRE (alternative high school programming) will be shared.

How to Survive a Social Media Fire: The Good, Bad & Ugly

8:30 – 9:30 am **Marbella A**

Rick Kaufman, APR, Past NSPRA President

Are you ready for the next Tweet storm, Facebook faux pas or sexting scandal? In another wacky year of epic meltdowns, online threats and public outrage, school leaders need to be more vigilant about their school district's social media presence. With the right preparation and strategy, managing a social media crisis is ... well, manageable.

Harnessing the Power of Alumni

8:30 – 9:30 am **Valencia A**

Stephanie Smith, Fort Osage School District

Learn how one school district built an alumni database, developed an alumni engagement plan, engaged alumni on multiple levels all to help build upon a foundation and resource for student and staff development.

MSIP and ESSA Updates (DESE)

8:30 – 9:30 am **Valencia B**

Chris Neale, Missouri Department of Elementary & Secondary Education

This presentation will cover MSIP 5, progress on the development of MSIP 6, and updates to the ESSA plan.

Implications of the Four-Day School Week: Superintendents' Perspectives

8:30 – 9:30 am **Granada A**

Jon Turner, Missouri State University; Amy Britt, Bakersfield; Cheryl Mack, Community R-VI; Greg Klinginsmith, Warren County R-III, Sandy Steggall, Clinton County R-III

A panel of Missouri four-day school week superintendents will discuss the practical implications of implementing a four-day school week. The panel will include school leaders from first year four-day school week districts and veteran four-day school week leaders. Come prepared to ask your "real world" questions about the four-day school week.

Connecting Construction & Community: Communications Bond Construction

8:30 – 9:30 am **Escollo**

*Andrew Underwood, Melissa McConnell, Phil Clark , Belton School District;
Representatives of McCownGordon Construction*

The Belton School District recently completed a \$24 million project expanding their high school, fulfilling a 20-year promise to the community. Learn how the district, McCownGordon Construction, and the Belton community came together to share and celebrate the before, during, and after stories of the construction and transition process. We will share how the strategic use of social media, websites, time-lapse cameras, video, and direct messaging became key parts to the success of this endeavor.

Practical and Legal Overview: Interviews During Discrimination/Harassment Investigations

8:30 – 9:30 am **Seachase**

Tom Smith, EdCounsel LLC and Ryan Neal, Camdenton R-III School District

Interviews in the context of discrimination/harassment investigations can often be challenging and present unexpected issues. This presentation will examine those issues from the perspective of a District compliance officer and a District attorney. Through the use of real-life scenarios, attendees will gain a better understanding of the interview process during these investigations and how to effectively navigate common issues that may arise.

Trauma-Informed Schools, Social Emotional Learning, School Mental Health - WHAT'S UP?

8:30 – 9:30 am **Granada B/C**

Rene Yoesel, Chrissy Bashore, Department of Elementary and Secondary Education

This session will provide steps and resources for school mental health supports. Changing the school environment across the district begins with school leadership. Absenteeism, low academic achievement and higher incidents of inappropriate behavior are often the result of toxic stress and trauma. Visit with your DESE school counseling staff regarding updates, resources and best practice regarding school mental health. learning opportunities and choice programs.

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 Architects

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Thursday 10:30 am - 11:30 am

Your Parents: What Are They REALLY thinking?

10:30 – 11:30 am

Marbella A

Susan Downing, Ladue School District and Ken DeSieghardt, Patron Insight

Your parents should be your district's greatest champions. The best way to protect and encourage their advocacy is to give them a confidential, statistically reliable way to voice their opinions. This presentation will explain how Ladue Schools does so through a biennial telephone research process, how we use the data to spot issues early and to create strategies to build stronger connections with our parents.

Making the Call for Student Success - Phones Away During the Day

10:30 – 11:30 am **Escollo**

Dale Herl, Randy Maglinger, Independence School District

The Independence School District implemented a new cell phone policy with great success. Students can only use cell phones before and after school and at lunch. Cell phones are not allowed during passing periods. Learn how the district made this sweeping change, created buy-in from students, staff and families and changed the culture at its high schools. This session will also explore Yondr pouches and their role in the successful implementation.

Boost Parent Engagement on Multiple Levels Through an Award-Winning Event

10:30 – 11:30 am

Lookout Room

Amanda Fischer-Penner, Gayle Wood, Hickman Mills C-1 School District; Ed Atkins, Vivid Creative Services

Like many school districts, Hickman Mills C-1 School District has the goal of increasing parent engagement. In this case study, we will highlight how Hickman Mills turned a failing Parent University night into a unique resource fair with over 70 local organizations, health clinics, and more. We will explain how parents are involved at every stage of the event, including planning, promotion, volunteering, and of course, attending. (MOSPRA Golden Achievement Winner.)

Beyond the Score: Using Student Interviews for Strategic Planning

10:30 – 11:30 am

Theater

Kevin Beckner, Parkway School District

You know how your district is doing on MAP and MSIP, but do you know how your district is doing and preparing students for life beyond school? Are your schools preparing curious people? People who can collaborate with others and understand different viewpoints? Join us to learn about how one district is using student interviews to measure district impact on the important outcomes that test scores alone can't measure.

Navigating the Use of Titles for Staff within the Gender Spectrum

10:30 – 11:30 am **Valencia B**

Michele Condon, Ginger Cayce, and Cindi Nelson, Kirkwood School District; Michelle Basi, Tueth Keeney Cooper Mohan & Jackstadt PC

The young people we supported in their gender fluidity while they were students are re-entering our schools as staff members. Presenters will share the legal and decision-making process as well as the communication plan used when the title of Mx. (non-binary) was requested by a teacher and teacher assistant. The presentation will also include continued concerns and perceptions from staff, parents and the school community and lessons learned through the process.

Top Eight Employment Mistakes Your District Is Absolutely (Maybe) Making

10:30 – 11:30 am **Seachase**

Natalie Hoernschemeyer and Grant Wiens, Mickes O'Toole LLC

Employment Law remains the single greatest source of liability for school districts. Districts must be able to navigate a wide variety of ever-changing laws to meet the needs of staff while stretching every dollar. We'll discuss effective strategies to avoid the most common pitfalls facing districts today.

Effective Employee Recognition Programs to Supercharge Your Culture

10:30 – 11:30 am **Valencia A**

Chance Wistrom and Josey McPhail, Republic School District

Learn how Republic School District is recognizing employees for going above and beyond the call of duty through a strategic approach that gives ALL employees an opportunity to be part of the process. Hear how the district has used this recognition program to continue focusing on its culture, positive community image and stance that *leadership is a choice, not a position*.

Propane Buses: Turn fuel \$ Into School \$

10:30 – 11:30 am **Malaga**

Linda Quinley, Kansas City Public Schools and Steve Ahrens, Missouri Propane Education & Research Council

Missouri school districts are using propane autogas school buses to cut transportation costs. Learn the economic benefits of replacing diesel buses with propane. This session will include documented cost savings, in fuel and maintenance, for Kansas City Public Schools — that's money that can be put back into the classroom. It will also cover incentives available for propane buses.

DESE School Finance *(This session will also be offered at 2:00 p.m.)*

10:30 – 11:30 am **Marbella B**

Tammy Lehmen, David Tramel and Debra Clink, DESE

This presentation will provide an overview of the Foundation Formula and Transportation payments as well as discuss upcoming changes for the calendar and new financial reporting requirements starting July 1, 2020.

Thursday Luncheon & General Session

Granada A/B/C - 11:30 am

Luncheon Sponsored by:

L. J. Hart & Company

EdCounsel LLC

Memorial Recognition

Missouri Superintendents' Academy

MASA / McKinstry Innovation Award

MOSPRA Administrator of the Year

Thursday Special Keynote



Sean Covell

The Word that Shapes Our World

So here's the thing; your mind is a computer, pure and simple. And a computer has only one function: to answer questions. The questions you ask your mind result in answers that shape the way you see the world and how you interact in it. When you consider what questions others are asking themselves, you unlock the key to creating deep connections, find opportunities to collaborate on building great things, and gain a powerful tool to redirect the lives of students and community members who are all but defeated in many aspects of their lives.

The most powerful questions you can ask yourself rely on one single word. It is a word that, more than any other, has shaped the entire modern world... And it is a word you already use each and every day.

Sean Covell is a Los Angeles-based Film and Television Producer who grew up in a town of 500 in the Black Hills of South Dakota. He has produced one dozen films, including the iconic independent film, "Napoleon Dynamite." Covell's films have won multiple awards, generated over one-quarter-billion dollars in revenue, and gotten nerds prom dates around the globe.

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Thursday 2:00 pm to 3:00 pm

Moving From Loud to Crowd - Crowdsourcing to Solve Problems

2:00 – 3:00 pm **Marbella A**

John Jungmann, Stephen Hall, Springfield Public Schools; John Scroggie, Thoughtexchange

One thing is certain - challenging issues will arise in your district! When they do, you're guaranteed to hear from "the loud." Unless you are both intentional and equipped, you won't hear from "the crowd." Frequently "the loud" attract leaders' attention, whereas "the crowd" can provide the impetus for positive change. Is "loud" or "crowd" commanding the narrative in your district, and what if technology could connect people to solve problems rather than creating more problems?

Psychology in Design

2:00 – 3:00 pm **Malaga**

Sam Rayburn, Brentwood School District

In order to effectively communicate, we need to understand what the people in our community are feeling. This session will examine "user psychology" and how to identify what people in your community will pay attention to. We'll look at examples, tricks, and tips for integrating psychological principles into the design of marketing materials that will help your messages stand out in a crowd.

How to Get Out In Front of A PR Nightmare Without Getting Sued

2:00 – 3:00 pm **Valencia B**

Natalie Hoernschemeyer and Grant Wiens, Mickes O'Toole, LLC

When a difficult situation suddenly hits your community, there's often a push for administration to release some type of statement. Whether a comment to the media or a letter to your families or an email to building staff, what you say and how you say it can have lasting ramifications. Learn how to develop a successful approach for how to handle situations likely to lead to litigation.

Four-Day Week "Care Days"

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

Gregg Klingensmith, Janelle Stanek, Warren County R-III School District

Warren County R-III School District moved to a four-day school week this year and offers "Care Days" on Mondays. With community help, the district provides optional services for mental and physical health care, dental care, haircuts, food for students, tutoring, swim lessons, and much more.

MOSIP Special Help Session

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

MOSIP representatives will be on hand to assist you with effective tools for meeting your district's cash flow and investment needs.

You Can't Press Unsend**2:00 – 3:00 pm** **Escollo***Jim Wipke and Susan Downing, Ladue School District*

Eighth grader Tom Smith posted a picture of bullets and a holster with the caption, "Can't wait for Monday." His life was never the same. Based on an NPR *Hidden Brain* segment, participants will explore the role schools can play in making the potential consequences real for students when it comes to their behavior on social media. The negative impact can be dramatic for the student, their families and their schools.

Best Practices in Virtual Course Processes and Policies**2:00 – 3:00 pm** **Seachase***Nicole Lemmon, Springfield Public Schools*

As your district begins to offer more virtual courses, what are the processes and policies that need to be considered? What monitoring systems need to be in place? How do you ensure accurate reporting? We'll focus on systems district leaders need to consider when reviewing current practice and future policies.

SUBstantive SUBstitute Session**2:00 - 3:00 pm** **Lookout Room**

Mallory McGowin, Paul Katnik, Missouri Department of Elementary & Secondary Education; Greg Jarrett, Substitute Teacher & Former Eldon School District Board Member

Sub shortage. Subs equipped for the job. Subs on social media. During this presentation we'll discuss the serious shortage of effective substitute teachers; what it's like for the substitutes who work with our students each day; and how districts can better communicate with and support this key stakeholder group.

Place-Based Instruction: Increase Engagement, Achievement, and Attendance**2:00 – 3:00 pm** **Theater***Mike Szydowski, Columbia Public Schools*

Place-Based instruction uses your current standards to connect students to community - their Place. This instructional approach has proven to increase student achievement across all disciplines, decrease behavior referrals, increase attendance, and increase community action and service. This session will explore real examples of place-based education in a variety of grade levels as well as provide resources for implementation at any school.

School Finance (DESE) (This session is also offered at 10:30 a.m.)**2:00 – 3:00 pm** **Marbella B***Tammy Lehmen, David Tramel and Debra Clink, DESE*

This presentation will provide an overview of the Foundation Formula and Transportation payments as well as discuss upcoming changes for the calendar and new financial reporting requirements starting July 1, 2020.

Refreshment Break

3:00 pm - 3:30 pm

Registration Area

Sponsored By Scott Rice Education Solutions

Thursday 3:30 pm to 4:30 pm

They Posted WHAT????

3:30 - 4:30 pm

Seachase

Jessica Bernard and Ryan Fry, Guin Mundorf, LLC.

Complaints, rumors and untruths posted on social media plague many districts. Whether the author is a student, parent, or community member, the impact on your school and community can be quite significant. This session will explore how best to respond to unruly parents, staff or community members who utilize social media to voice their concerns about your district.

Get Students Career Ready with iPad

3:30 – 4:30 pm

Malaga

Apple

Mobile technology is driving transformation across all industries. This transformation is redefining what career readiness means and generating a shift in the skills students need to be successful. Learn how the built-in features of iPad and support for advanced technologies like augmented reality can support students in learning the skills necessary for in-demand careers.

PR Gold Mine -- Five Special Mini-Sessions

3:30 – 4:30 pm

Marbella B

Merideth Pobst, Jackson School District; Whitney Burrell, Willard School District; Marci Minor, Mexico School District; Kim Connell, Hollister School District; and Ketrina Armstrong, Meramec Valley R-III School District

Five great mini-sessions packed into one hour! Topics include “Tips for Using Canva,” “Generational Communications,” “Customer Service,” “Reading Body Language,” and “Effective Social Media in a Smaller District.” Participants will spend 20 minutes at a table, then move to another choice, then to a third.

Data Breaches: Legal Compliance and Risks

3:30 – 4:30 pm **Marbella A**

Duane Martin, EdCounsel LLC

Attorneys from EdCounsel will discuss current legal issues regarding data breaches. Discussion will include an in-depth look at compliance with federal and state laws as well as legal risks associated with data breaches.

Supporting LGBT Administrators, Teachers, and Students in MO Public Schools

3:30 – 4:30 pm **Valencia A**

Rep. Greg Razer, Missouri House of Representatives

Those who attend this session will hear the first-hand story of a closeted teenager growing up in a small town in southeastern Missouri. Rep. Greg Razer (25th District, Kansas City), will share his personal story as well as discuss legislative and policy possibilities that could assist LGBT members of any school community.

A Superintendent’s Budgeting Journey

3:30 – 4:30 pm **Valencia B**

Matt Miller, Moberly School District; Carol MacLeod, Forecast5 Analytics, Inc.

Discover how the Moberly School District uses data analytics and budget projections to develop timely, informative, and transparent financial information that can be shared with its stakeholders. Superintendents and School Business Officials will have the opportunity to explore and discuss different approaches to communicating financial data and strategic budget priorities.

A Framework for Transitioning to Standards-Based Instruction

3:30 – 4:30 pm **Escollo**

David Williams, Wright City R-II School District

Examine a realistic framework that can be used to develop a shared vision, fostering a deep philosophical and pedagogical understanding among stakeholders. Topics include developing shared language, community engagement, early implementation, and how to address the most frequently asked and challenging questions.

Introduction to the APR Process (MOSPRA)

4:00 - 4:45 pm **Terrace I**

Stephanie Smith, Fort Osage School District; Michelle Cronk, North Kansas City Schools; and Erica Chandler, Affton School District.

Special session for those interested in obtaining their Accredited in Public Relations (APR) credentials.

<p style="text-align: center;">Mentoring Committee Meeting 4:30 - 5:30 Executive Board Room</p>

Thursday Evening President's Reception

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

Beverages & Hors d'oeuvres

Reception Sponsored by:

Stifel

American Fidelity Assurance Company

Missouri Propane Education Research Council (MOPERC)

Announcement Of Exhibit Door Prize Winners!

Thursday Evening Fun Activity

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

Texas Hold'em / Blackjack Tournaments

New This Year: Multiple Fun Activities

(NCAA Basketball Tournament Will Be on the Big Screen!)

Sponsored By

American Fidelity Assurance Company

Guin Mundorf, LLC Attorneys At Law

Great Prizes! Lots of Fun!

MOSPRA Soiree

8:30 pm to 10:00 pm

President's Suite

Sponsored by Thoughtexchange

Friday, March 27 Schedule

MOSPRA Breakfast & Special Session Seachase Room

Coffee Service -- 7:30 am

Breakfast -- 8:00 am

Breakfast Sponsored by

Unicom ● ARC -- Gabbart Communications -- ParentSquare

Proverbs for PR: 20 Things It Took Us Too Long To Learn

8:30 - 10:00 am **Seachase**

Paul Tandy, Parkway School District; Erica Chandler, Affton School District; Mickey Schoonover, Pattonville School District; Chris Tennill, School District of Clayton; Rod Wright and Cindy Gibson, Unicom●ARC

Stories and reflections spanning decades — resulting in 20 must-know proverbs. Discover why you should, “Send a Frenchman to speak to the French.” Or what, “Feed them or they will hunt,” implies about public relations. Or why, “Ignorance is your best friend.” Six veteran school communication professionals have developed a list of proverbs, and stories to illustrate them, to help guide your decision making. You will want to frame these proverbs for your office wall!

MASA Breakfast & Business Meeting

8:00 am - Granada A/B/C

Breakfast Sponsored by

Mickes O’Toole, LLC

Legislative Issues & School Finance

9:00 - 10:30 am **Granada A/B/C**

Legislative Issues

Scott Kimble and Tami Holliday, MCSA

A review of legislative issues currently being discussed at the state level.

School Finance

Kari Monsees, Raymore-Peculiar School District and Carol Embree, Springfield Public Schools. A review of school finance and accountability issues currently being discussed at the state level.

MASA Executive Committee

Mark Penny, Lincoln County R-III, President
Susan Crooks, Leeton R-X, President-Elect
Curtis Cain, Wentzville, Secretary
Brad Swofford, Branson, Treasurer
Ken Eaton, Mound City R-II, Past President

District Representatives

Roger Schmitz, Lawson R-XIV: Northwest District
Michael Reik, Platte Co R-III: Greater Kansas City District
Jamie Burkhart, Green Ridge R-VIII: West Central District
Richard Asbill, Cassville R-IV: Southwest District
Kyle Kruse, St. Clair: South Central District
Chris Wilson, Kennett: Southeast District
Scott Spurgeon, Riverview Gardens: Greater St. Louis District
Tracy Bottoms, Monroe City R-I: Northeast District
Chris Gaines, Mehlville, AASA Liaison

MOSPRA Executive Committee

Kelly Wachel, Kansas City Public Schools, President
Erica Chandler, Affton, Secretary
Susan Downing, Ladue, Treasurer
Paul Tandy, Parkway, Past President
Mary LaPak, Wentzville, Eastern Region Director
Marcy Minor, Mexico, Mid-State Region Director
Ben Fisher, Reeds Spring, Ozark Region Director
Bridget Blevins, St. Joseph, Western Region Director

Spring Conference Program Committee

MASA Committee Members

Mark Beem, Hickory Co R-I (Skyline)	Dale Herl, Independence
Nettie Collins-Hart, Hazelwood	Eric Kurre, Savannah R-III
Amy Fagg, Pettis Co R-XII	Matthew Martz, Worth Co R-III
Brian Henry, Waynesville R-VI	Matt Ruble, Farmington R-VII
Ben Yocum, Milan C-2	

MOSPRA Committee Members

Tim Krakowiak, Poplar Bluff	Karen Snethen, Fulton
Mickey Schoonover, Pattonville	Morgan Stoyanov, Independence