



Missouri Association
of School Administrators



Spring Conference Program

March 30 - April 1, 2016
Lodge of Four Seasons
Lake Ozark, Missouri

Welcome to the MASA and MOSPRA Spring Conference!

Wednesday, March 30 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
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 & Mechanical - Golf Driver

Drawing will be held during
the President's Reception.

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

Join the conference Twitter conversation: #SuPR16

Wednesday Pre-Conference Sessions

Aspiring Superintendent Workshop

9:00 am to 1:30 pm Valencia B

Presenters: Doug Hayter, MASA; 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.

EdCamp for Superintendents

10:00 am to 1:30 pm Escollo

Join your colleagues for this organic, participant-driven professional learning experience created by educators, for educators.

Overcoming 1:1 Roadblocks (Technology Integration)

1:00 am to 1:30 pm Seachase

Moving Your District Forward: An Interactive Session for Transformative Leaders

10:00 am to 1:30 pm Valencia A

Presenters: Ken Kay, EdLeader21 and John Jungmann, Springfield

Transformative leaders do more than recognize the need for change, they recognize the importance of changing culture and the need to take concrete steps to create transformation in their district. Presenters will guide a group of leaders through an engaging session on tools and strategies to help them in their transformation efforts. Participants will be given tools than can help them in this process including: develop a profile of a graduate; adopt 4Cs rubrics for students and adults; and utilize performance tasks to bring student competencies alive in classrooms.

LEAD

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DEVELOP

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SUPPORT

Wednesday Opening General Session

2:00 pm - Granada A

Leading Transformation: Creating Districts Worthy of our 21st Century Students

Keynote Speaker: Ken Kay

Let's ask ourselves a fundamental question: are we continuing to perfect a 20th century model of education or have we embarked on redefining schools to prepare students for the challenge they will face in the 21st century?

Ken Kay, CEO of EdLeader21, has been the leading voice for over 15 years for a new model of education for the 21st century. Ken will present several key questions administrators will need to address: Does your district have a portrait of a 21st century graduate? What does pedagogy need to look like to support such a vision? What kind of school/district culture is needed? What does leadership need to look like? Join us for what will be a provocative and energizing session on whether your district is really preparing its students for 21st century life, citizenship and work.

Wednesday Breakout Sessions

Strong Mentoring is a Must

3:30 - 4:30

Malaga

Gena McClusky and Tara Link, Moberly School District

Research has shown that solid mentoring programs make a real difference in retaining your new teaching staff. Moberly School District has a new teacher induction program (SHINE) recognized by Dr. John Hattie and Drs. Harry & Rosemary Wong. Moberly's SHINE program is featured in John Hattie's new book "Visible Learning in Action". Come learn important components of supporting beginning teachers in your district.

Strategic Leadership Transition: Recruiting, Training, and Retaining High Quality Administrators

3:30 pm - 4:30 pm

Valencia 1

Jerod Wheeler, Shelby Scarborough, Kristi Mellon, Knob Noster School District

The growing mobilization of society coupled with the increasingly transient nature of school administration is resulting in unprecedented levels of turnover and attrition among school leaders. This presentation will review the first-year journey of three building-level principals and two district-level administrators in the Knob Noster School District. Successful strategies and transition activities as well as reflective perceptions regarding potential improvement and missed opportunities will be shared. Attendees will leave equipped with a leadership transition plan to take back to their districts.

Community Engagement 2.0

3:30 pm - 4:30 pm Valencia 2

Mark Penny, Lincoln County R-III; CJ Huff, Joplin (Retired)

The need for community engagement in our schools is critical for creating and sustaining support of our educators. In this session participants will learn how to utilize “next level” engagement strategies to create grassroots efforts to move entire communities to action and increase levels of support for children, schools, and public education.

Positive Coaching Strategies

3:30 pm - 4:30 pm Escollo

Bryan Thomsen, Mike Emmons, Kevin O’Neal, Reid Randolph, North Callaway School District

We joined the Institute for Positive Coaching through the University of Missouri last year and have seen so many positive changes throughout the district. These strategies will help students in districts across the state. The presentation is based around establishing positive relationships with students, adapting the role of the learner, self-reflection, developing a positive school culture, and positive classrooms.

Special PR/Communications Sessions

Participants will start with the Roundtable then go directly to one of the two following PR sessions *(Note session times)*

Soft Drinks Provided by Patron Insight

PR/Communications Roundtable (3:30 - 4:00)

3:30 pm - 4:00 pm Marbella B

Lana Snodgras, West Plains School District and MOSPRA President; Ken De-Sieghardt, Patron Insight

In this abbreviated session, attendees will gather in small groups to share thoughts on several key communications issues as well as hear about NSPRA “Trust Project” as conducted by Patron Insight.

#DIY Video

4:00 pm - 5:00 pm Marbella A

Annie Dickerson and Derek Duncan, Parkway School District

You don’t need fancy equipment or a video expert on staff to create great marketing content. All you need is something you carry with you every day - your smartphone! Learn why video matters and the latest mobile trends plus tools and techniques on how you can showcase the great things going on in your schools by creating attention-grabbing videos in today’s mobile first world. When you leave, you will have produced and edited your own video with your phone! Please bring an iPhone or Android smartphone with you.

Media, Your Message and Avoiding Mayhem

4:00 pm - 5:00 pm Marbella B

Ray Weikal, Kansas City Public Schools; Bob Satnan, Sedalia Public Schools; Sarah Potter, DESE Communications; Matt Deichmann, Education Plus

As an administrator or communications staff, you have ideas, programs and policies that you want your community to support in order to help children. Knowing how to bridge the gap between how educators think and journalists work will help you communicate more effectively. In this session, a panel of school PR pros and former journalists will share their insights, tips and tricks when it comes to the news cycle. You’ll come away with practical advice and new skills to improve your media relations.

Welcome Reception for All Attendees

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

Sponsored by American Fidelity Assurance

New Superintendent Academy Participant Reception

4:30 pm - 5:30 pm - La Salito

Reception for 2014-15 and 2015-16 Participants Only

Sponsored By

Forrest T. Jones - L.J. Hart & Co. - Stifel

Dialogue with the Commissioner

5:30 pm - 6:30 pm Marbella B

Dr. Margie Vandeven, Missouri Commissioner of Education

Commissioner Margie Vandeven is in her second year and good work is taking place to keep the lines of communication open between school administrators and DESE. As the title suggests, this is an opportunity to engage in a dialogue with the Commissioner about issues that are impacting your district.



MOSPRA Reception/Awards Banquet

6:30 pm Seachase Room

Reception Sponsor: SchoolMessenger

Banquet Sponsors: Blackboard & Patron Insight

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

MOSPRA Reception for Honorees

Location to be announced at banquet

Sponsored by Blackboard & PeachJar



MASA Awards Banquet

6:30 pm - Dinner - Granada B/C

Sponsors

*Tueth Keeney Cooper Mohan & Jackstadt PC
and 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

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

Thursday, March 31 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.

Drawing will be held during the President's Reception.

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

Creating and Monitoring a Shared Ed-Tech Vision

8:30 - 9:30

Malaga

Ben Hackenwerth and Rob Residori, Springfield Public Schools

This session will explore the ways research and analysis can shape and support a vision for student-centered technology integration. As a leader or influencer in your building, it is important to have a shared understanding as to why and how technology can be leveraged to support teaching and learning. Without a strong vision that all stakeholders can relate to, successful integration becomes hindered. In this session, we will use analyses to help us identify the different purposes and approaches to educational technology, look at components needed for successful implementation, and view some sample models to guide your own vision.

Putting Community Into Communications: How to Put a Face on Your Schools and Humanize Your District

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

Jill Filer, Harrisonville Schools; Erica Chandler, Affton School District

In this fast-paced session, we'll help you help your community understand that our schools are more than standardized test scores and snow days. You'll walk away with real life examples of how to feature students and staff (and more!) in social media and other content to help put a face to your school district, as well as a quick list of ideas to put into action.

What You Don't Document Can Hurt You

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

Duane Martin and Rachel England, Missouri EdCounsel

One of the most burdensome tasks imposed on school administrators is evaluating staff and documenting performance concerns and misconduct. School attorneys will explain best practices for documenting performance concerns of both certified and classified staff members that will stand up when challenged in court. The attorneys will provide step-by-step guidance for how to draft and issue documentation regarding performance issues.

Analyze your Insights for Data Driven Communications

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

Curtis Chesick and Casey Owens, Ozark School District

Best practices suggest setting communications goals and monitoring progress, but how well are YOU tracking these statistics? By setting continuous improvement goals, school districts can increase engagement with all stakeholders.

Innovative Ideas for Maximizing Community Engagement and Enhancing the School to Home Partnership in a High Poverty School District

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

Tim McInnis and Erika Anderson, Hancock Place

The Hancock Place School District has historically struggled with home level barriers to learning. Accordingly, improving community involvement and enhancing the school to home partnerships are a priority in the district's new five-year CSIP. The Assistant Superintendent of Schools and Parents as Teachers Coordinator will share innovative ideas for enhanced home participation. We plan to share the research, development, and outcomes to date of these two-way, symmetrical communication models and go into greater detail with the ins and outs of each innovative method for community engagement.

Avoid the P*L*A*G*U*E !!! Tips for Avoiding Exposure to Personal Liability Against U as an Education Administrator

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

Jessica Bernard, Guin Mundorf LLC

It is becoming more and more prevalent for individual administrators to be named as defendants in litigation. This session will explore the top ways administrators invite, and more importantly avoid, personal liability in litigation.

90/90 Attendance: It's Not All On You!

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

Jason Curry, Jill Peterson, Rebecca Moss, and Debbi Pond, Sedalia School District

Principal and Counselors from Smith-Cotton Junior High will discuss a team approach to working toward 90/90 attendance. Topics will include incentives, reports, attendance meetings, competitions, and much more! Everyone has a role in helping meet attendance goals.

Growing Your Own Principals and Instructional Coaches

Roy Moss and Brad Welle, Grain Valley School District

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

The school principal is the most important member of a school's faculty. How can you know that the new principal you are hiring has the qualities and skills necessary to lead your school to excellence? Train your own future principals and instructional coaches from your current teaching faculty. Learn how Grain Valley's Leadership Development Seminar has assured a strong pool of leaders.

Equal Opportunity Schools

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

Chris Belcher, Superintendent-in-Residence, Equal Opportunity Schools

Learn how your district can improve and ensure greater participation by minority and low income students in advanced high school courses (including advanced placement and IB programs).

Apple Playground

8:30 - 9:30 **Granada B/C**

The Apple Playground will provide hands-on experiences to help you understand how your teachers can engage their students with new solutions. This is a "hands-on" session that includes Coding, Formative Assessment, Literacy and STEAM.

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

Thursday 10:30 am - 11:30 am

Saving your budget with Open Education Resources

10:30 - 11:30 Malaga

Robert Dillon, Steve Brotherton and Erica Chandler, Affton School District

Each year, school districts spend a total of eight billion dollars on textbooks that are immediately out of date and inflexible to the digital needs of kids. The Affton School District was chosen to be one of ten pilot districts for the US Department of Education's Go Open Initiative that is working to bring high quality open, digital resources to schools around the country. Join us to hear about the project, learn about resources that you can use to support learning and save your budget, and grow your understanding of how Open Education Resource can unlock innovation, positive change, and next practices in your district.

Asking the Right Question: Tips and Strategies for Conducting Effective Communication Research

10:30 - 11:30 Marbella A

Chris Tennill, School District of Clayton; Rod Wright, Unicom • ARC

Good research is the cornerstone of any successful communications plan or program. In addition to contracting out for public opinion research, many school districts are using online tools (such as Survey Monkey) to conduct their own research. As school communicators, not trained researchers, how do we know we're getting it right and how do we avoid the labyrinth of simple mistakes that can skew even the simplest of online surveys?

The Top 10 Things Effective Administrators Do Right

10:30 - 11:30 Marbella B

Celynda Brasher, Tueth Keeney Cooper Mohan & Jackstadt

Tired of hearing about top 10 mistakes? Find out how successful administrators avoid litigation, promote compliance, and reduce legal expenses. The session will provide a unique approach to the most pressing legal problems facing administrators today.

Driving the Economy: School Districts are the Economic Engine

10:30 - 11:30 Valencia 1

Beth Johnson and Jim Simpson, Lindbergh School District

Leaders, learn how to rev up your district's economic engine with practical techniques to shift your school district's circle of influence out of neutral and into overdrive! Is your community on life support? Find out how to sell your district's strengths to attract young families, and work with local lawmakers to create urban, suburban or rural renewal in your local community. Learn how school districts continue to be the anchor in communities, serving as a source of strength for area businesses, non-profit organizations and the real estate market.

Federal Advocacy Is Your Responsibility Too

10:30 - 11:30 Valencia 2

Andy Underwood, Belton School District; Chris Wilson, Kennet School District; Mike Fulton, Pattonville Schools; and Chris Gaines, Mehlville School District

Each week during the Missouri legislative session, you receive updates from MASA, and other sources, about what the Legislature is doing. What are you doing to stay informed at the federal level? Come spend some time with your AASA Governing Board members as they talk about legislative engagement of Congress and how to leverage your AASA membership to be in the know.

Nuts & Bolts of Contracts: What Administrators Need to Know to Protect their Districts

10:30 - 11:30 Escollo

Duane Martin and Tom Smith, Missouri EdCounsel

This program will cover various issues involved when public school districts enter into contracts, including: what is required under the law to make a valid contract; provisions required by law to be included in certain types of contracts; common missteps when contracting for various services or products; and, provisions prohibited by law from being part of certain types of contracts.

You Got The Job - What Next?

10:30 - 11:30 Seachase

John Jungmann, Springfield School District

Getting the job you want is hard, but keeping it can be even more difficult. Learn how to start your new position successfully by implementing an effective "entry plan." Participants will review and discuss critical ingredients to include in an entry plan and best practices to engage community, staff, and your board of education during the transition to a new leadership position.

DESE Finance

10:30 - 11:30 Granada A

Roger Dorson, Jennifer Jordan and Debra Clink, Department of Elementary and Secondary Education

This presentation will provide information on a variety of topics such as budget projections, local effort, minimum salary, inclement weather, pending legislation, and transportation.

Fostering an Inclusive School Community

10:30 - 11:30 Theater

Jen Tiller, Kristen Pelster, Julie Sperry, EducationPlus

EducationPlus representatives share the story of a transgender student dealing with social and emotional struggles and how the school community supported this journey. Through first-hand account, explore contributing factors that foster a caring school community of inclusion and belonging.

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

Making Education Leadership Matter in a Kim Kardashian World

Keynote Speaker: Brian Woodland

There has probably never been as challenging - nor more exciting time - to be a leader in education. In this provocative keynote, discover how to be a leader who makes a genuine, authentic impact in a world dominated by the false and insincere. From the power of the story, to the art of humility, you will learn how to become the anti-Kardashian. And while you won't garner huge TV ratings, or learn how to take a picture that will "break the internet," you will be assured strategies to rate high as a leader who makes a difference.

Brian Woodland is Director of Communications and Community Relations for the Peel District School Board, one of Canada's largest and most diverse school districts with 246 schools and 153,000 students.

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

Join the conference Twitter conversation: #SuPR16

Thursday 2:00 pm to 3:00 pm

Are We Paying for Teacher Qualities that Improve Student Success?

2:00 - 3:00

Malaga

Terry Jared, Spokane School District

Are we paying teachers for student success? Teacher experience and degree level attainment play a major role in our education system. They determine how much we pay our teachers and play major roles in many other educational policies. Is there a correlation between these two characteristics and our student's performance?

Five Changes That Will Impact School PR In The Next Five Years

2:00 - 3:00

Marbella A

Susan Hardy-Brooks, President, National School Public Relations Association

Our work is morphing and changing almost daily. In this session we will talk about some trends in education, communications and digital engagement that will transform our profession over the next five years. Find out what our industry experts are saying and how we should prepare to stay on top of our game as we tackle a future full of change.

Freedom of Speech in the Electronic Age

2:00 - 3:00

Marbella B

Bryan Meyer, Guin Mundorf LLC

Over 40 years ago the United States Supreme Court declared "students do not shed their constitutional rights to freedom of speech at the schoolhouse gate." Since then technology has provided students, teachers, and administrators with additional avenues by which to exercise their right to freedom of speech. However, even fundamental rights have limitations. What are those limits? How far can a student or employee exercise their right to free speech before a district may respond? This session will identify and discuss the current state of free speech and how you can legally recognize those rights while controlling the school environment.

Building Foundation and District Events Brick by Brick

2:00 - 3:00

Valencia 1

Karen Enloe, Jefferson City Schools and Merideth Pobst, Jackson Schools

From galas to golf outings, special events can be an important part of the funding mix for any public school's foundation or district's fundraising efforts. Learn steps to plan, promote and perform the perfect event, while cultivating community awareness and engagement for the mission of your school district. Presenters will provide resources and case studies to illustrate how you can meet fundraising goals while moving hearts and minds to align with the mission of your school district at the same time.

Proficiency Based Learning: Critical Considerations

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

Mike Fulton and Tim Peceraro, Pattonville School District

Proficiency Based Learning is neither new nor novel. It is a tested approach to instruction that sets people free to design learning environments around the students they serve. The session will include case studies with supporting data related to root causes of academic success, or lack thereof, across disaggregated groups.

True Crime: Examining the Law Relating to Disciplining and Educating Students who Commit Serious Criminal Infractions

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

Natalie Hoernschemeyer and Betsey Helfrich, Mickes O'Toole LLC

This fast-paced session will examine the legal steps to take when students commit crimes, whether on or off-campus. We will examine best practices for cooperation with the local law enforcement, retrieving key records from juvenile authorities, understanding time-sensitive reporting requirements, the expulsion process, and how to handle Safe Schools Act violations and felony convictions.

Using a Plan-Do-Study-Act Approach and Classroom Data Cycles to Reach Building Goals, Build Staff Leadership Capacity, and Increase Student Learning

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

Al Voelker, Michelle Hofmann and Kristel Barr, Raymore-Peculiar Schools

Let's be honest: We all have great intentions to make our school improvement plan a living document that staff find relevant to their everyday work, but that can be a challenge! This session discusses using a Plan-Do-Study-Act (PDSA) model for strategic planning that also systematically connects student learning at the classroom level through a collaborative approach to Data Cycles across buildings.

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.

MOSIP

2:00 - 3:00 **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. MOSIP also offers its investors comprehensive investment management services, education and support.

Using Forecast5 Analytics to Make Decisions

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

Eric Smith, Forecast5 Analytics Inc

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.

Refreshment Break 3:00 pm - 3:30 pm

Registration Area (Just off main lobby)

Sponsored By Think Through Math

Thursday 3:30 pm to 4:30 pm

3D Virtual Reality - A New Instructional Tool

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

Ken Cook, Malden School District

The Malden R-I School District has implemented a STEAM (Science Technology Engineering, Arts and Mathematics) Lab which includes 3D Virtual Reality and 3D Printing. Participants will receive an overview of the new lab and will have the opportunity to experience a 3D Virtual Reality Instructional Tool during the presentation.

Transgenderism

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

Tom Mickes, Mickes O'Toole LLC

Come hear the current status of court cases, OCR regulations and implementation of transgender student policies.

Accreditation: Assessment and Personalized Learning with iPad (Apple Inc)

3:30 - 4:30 pm **Theater**

Accreditation is at the forefront of education leaders' minds. Student success, reflected by high stakes assessments, is critical. Also, meeting the needs of students through personalized learning enables a greater opportunity to achieve success. See how iPads provide the solution to administer assessments on the same device used for personalized learning, and discover how the most powerful personalized learning tool can assist you with accreditation in your district.

Linking Technology to RTI & PBS

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

Sarah Durham, Marceline School District

Learn how to use 1:1 technology to support RTI and PBS programs at all grade levels to increase student achievement. Disney Elementary has been a PBS school for ten years with gold level achievement the past three. Tiger Time (RTI) was added six years ago with the addition of 1:1 technology last year. Weekly grade level meetings are held to link the two programs. Come learn how students take charge of their growth targets with Google graphs being shared with staff, students and parents!

The New FLSA Regulations: What Changed, What Didn't, What's Next for School Districts

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

Amy Leech Clendennen, Tueth Keeney Cooper Mohan & Jackstadt

Recently, the U.S. Department of Labor announced proposed changes to the so-called "white collar" exemptions from minimum wage and overtime requirements of the Fair Labor Standards Act (FLSA). The FLSA is a federal law that applies to most employers, including all public schools. This presentation will examine the proposed changes to the FLSA regulations, consider what parts of the law were not changed and why, and discuss what impact the proposed regulations will have on public school districts.

Missouri Auditor's Office - School District Data Security

3:30 - 4:30 **Granada A**

Keri Wright, CPA, Deputy State Auditor, Missouri State Auditor's Office

This session will provide an overview of what the Missouri State Auditor's Office is currently doing to help ensure Missouri's state and local governments are protecting their data and the data they hold about Missouri citizens. This will include an overview of common data security findings and an update on Auditor Galloway's cyber aware school audits, part of our cybersecurity initiative.

MASA Mentoring Committee

Thursday, March 31

4:30 - 5:30

Executive Board Room

Thursday Evening President's Reception

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

Beverages & Hors D'oeuvres

Reception Sponsored by:

George K. Baum and Co.

Sam A. Winn & Associates

American Fidelity Assurance Company

Announcement Of Exhibit Door Prize Winners!

Grand Prize - Golf Driver

Donated By American Boiler & Mechanical

Thursday Evening Fun Activity

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

Texas Hold'em Blackjack Tournaments

Sponsored By

American Fidelity Assurance Company

Guin Mundorf, LLC Attorneys At Law

Great Prizes, Lots of Fun!

Beverages Provided by Sponsors

MOSPRA by the Fire

Fire & Ice Patio -- 8:00 pm to 10:00 pm

-- If weather prohibits an outdoor gathering, event will be moved indoors to the Thirst Lounge --

Sponsored by Blackboard

Friday, April 1 Schedule

MOSPRA Breakfast & Special Session

Seachase Room

Coffee Service -- 8:00 am

Breakfast -- 8:30 am

Breakfast Sponsored by

Unicom●ARC and Gabbart Communications

Having an Impact on Learning – The PR professional and the principal.

Kelly Wachel, Public Relations Director at Center School District and Matt Wachel, Principal in the Park Hill School District.

How do we make our schools and what we are selling (education) sellable? In this special Friday session, learn how a PR pro (Kelly) and a principal (Matt) view school issues differently while working towards a similar goal.

MASA Breakfast & Business Meeting

8:00 am - Granada B/C

Breakfast sponsored by

Mickes O'Toole, LLC

Show-Me Task Force for Accreditation & Assessment Report

9:00 - 9:45

Granada B/C

John Jungmann, Springfield and Mike Fulton, Pattonville

Learn about the progress of the Task Force including the Phase I Assessment Study and a preview of upcoming presentations to the Commissioner of Education and State Board.

School Finance and Legislative Issues

9:45 - 10:30

Granada B/C

Chris Straub, Mike Lodewegen and Scott Kimble

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

MASA Executive Committee

Scott Downing, Warsaw R-IX , President

Aaron Zalis, Rolla, President-Elect

Allan Markley, Raytown C-2, Secretary

Ken Eaton, Mound City R-II, Treasurer

John Jungmann, Springfield, Past President

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Paul Mensching, East Buchanan C-1: Northwest District

Michael Reik, Platte Co R-III: Greater Kansas City District

Aerin O'Dell, Orrick R-XI: West Central District

Mike Mason, Reeds Spring R-IV: Southwest District

Kyle Kruse, New Haven: South Central District

Jeffrey Lindsey, Ste. Genevieve R-II: Southeast District

Mike Fulton, Pattonville R-III: Greater St. Louis District

John Robertson, Hallsville R-IV: Northeast District

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Paul Tandy, Parkway, President-Elect

Jennifer Henry, Francis Howell, Secretary

Matt Deichmann, Education Plus, Treasurer

Robin Fultz, Clayton, Eastern Region Director

Bob Satnan, Sedalia, Mid-State Region Director

Kelli Price, Joplin, Ozarks Region Director

Joey Austin, St. Joseph, Western Region Director

David Luther, Executive Director

Spring Conference Program Committee

Kevin Carl, Hancock Place, Chair

MASA Committee Members

Mark Beem, Hickory Co R-I (Skyline)

Jim Carver, Arcadia Valley R-II

Gabe Edgar, Marceline R-V

Amy Fagg, Pettis Co R-XII

Dale Herl, Independence

Matthew Martz, Worth Co R-III

Tim Mattson, Savannah R-III

Michael Murphy, St Clair R-XIII

MOSPRA Committee Members

Curtis Chesick, Ozark

Chris Tennill, Clayton

David Luther, Executive Director