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Missouri School Public Relations Association

2022 Spring Conference

The Lodge of Four Seasons

March 23-25, 2022

Wednesday, Thursday, Friday

**Workshops on a Variety of Topics
Opportunities to Network With Colleagues**

Registration and Conference Details Inside

LEAD - DEVELOP - SUPPORT

Opportunities For Professional Growth!

Wednesday Morning Group Sessions

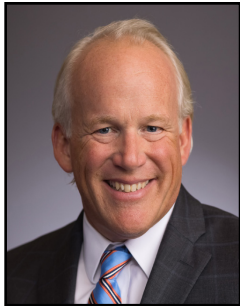
Aspiring Superintendent Workshop

MASA will offer its annual workshop for those who aspire to one day serve as school superintendents. The workshop will include presentations on job expectations of the superintendent; contract issues; and the superintendent application and interview process. *(Registration is separate from the conference.)*

Emerging Superintendents Coaching Program Connection

Participants in the new MASA Coaching program are invited to attend and connect with their coach. In addition, opportunities to connect and collaborate with other superintendents participating in the program will take place.

Opening General Session - Wednesday - 2:00 pm



Paul Imhoff, AASA President, Superintendent Upper Arlington City Schools

“Soul Care for the Superintendency: Live Well, Lead Well”

Dr. Imhoff is a veteran educational leader who will use his practitioner’s lens to share actionable advice for self care in times of tremendous stress for educators. In addition, he will provide an inspirational view of the opportunities for educational leaders to help communities come together and heal in today’s landscape. Please join Dr. Imhoff to reflect on ways to take care of yourself, your schools and your community.

Paul Imhoff is the 2021-2022 President of the American Association of School Administrators. Dr. Imhoff serves as the Superintendent of the Upper Arlington Schools (Ohio). In 2018 Dr. Imhoff was selected the Ohio Superintendent of the Year.

Thursday Luncheon Speaker



Will Bowen

“Complaint Free Schools”

Superintendent, principals, teachers and staff deal with hundreds of complaints on a daily basis — complaining coworkers, complaining parents and complaining students.

In a fast-paced and funny presentation you’ll learn:

- What’s wrong with complaining? (Complaining’s destructive effects on health, happiness, relationships, and career)
- What is (and isn’t) a complaint?
- The 5 reasons people complain (as remembered by the acronym G.R.I.P.E.)
- How to get other people (and ourselves) to stop complaining
- Positive leadership in a negative world

Will Bowen is the founder the Complaint Free Movement, which has improved the lives of more than 13 million people worldwide. Mr. Bowen has been featured on Oprah, NBC’s Today Show, CBS Sunday Morning, The ABC World News Tonight, 60 Minutes, and Fox News Channel. Bowen is an in-demand speaker and trainer who travels the world working with top executives and their employees. And, Will Bowen is the World Authority on Complaining — what causes it, why we do it, and how to get ourselves and others to stop.

Breakout Sessions On Current Topics!

Over 100 Exhibits!
Prizes!
Annual Fun Activity!

Leadership, Administration & Finance

- Current School Finance Topics (DESE)
- Competency Based Instruction (MASA, MSBA, DESE)
- Federal Relief Programs Update (DESE)
- Leadership & Ethics: Panel & Roundtables
- Emerging Superintendent Coaching Program
- Veteran Superintendent Collaborative Cohorts
- Success is a Four-Letter Word (Collaborating for a Successful Culture)
- Things All Administrators Must Know About Special Education
- Building Efficacy in Leadership through Models of Success: What to Do When Times Are Tough
- Missouri School Improvement Program – MSIP 6 Update (DESE)
- How to Run a Successful Bond/Levy Campaign in a Challenging Environment
- Women in Leadership Roundtables
- First-Year Superintendents Panel and Discussion

Curriculum & Instruction

- Create to Cope: Using Creation as a Strategy to Help Students Heal from Trauma
- Building Culture and Cohesiveness In 7th-12th
- High Quality Experiential Learning
- From Standards-Based to Competency-Based Learning: One District's Story

Communications and Public Relations

- Invest in Success: How Local Sponsorship Revenue Can Benefit Your District
- Destination Communication: A Small District Builds a PR Team
- Puking Positivity: Taking the High Road in Social Media
- Leadership Lessons from the Frontlines of School Communications
- Lessons Learned in the Pandemic – Strategy, Skills and Self-Care
- It's What's Inside that Counts: Effective Internal Communications
- Market Like Beyonce
- Getting the Story: Providing Practical Strategies to Help Your Staff Tell Their District's Story
- Communications Panel & Roundtables

Innovations • Enhancing Learning • Technology • Mental Health

- Workplace Wellbeing Through a Pandemic and Beyond: Improving Workforce Resiliency
- Self-Care: From Awareness to Action
- Be Their Hero: Trauma Informed Care
- Role of the School Safety Coordinator
- Ransomware: What You Need to Know Before it Strikes Your District
- Pandemic Impact on Employee Engagement: Measuring, Analyzing & Action Planning Re-Engagement

Legal Issues

- Trending Legal Issues Related to Student Mental Health
- Handling an Unemployment Benefits Claim from Start to Finish
- Legal Potpourri for 1000, Alex!
- The Loudest People in the Room: Legal Issues Facing Boards
- What Does Sex Mean Now? A Legal Update
- Handling Student Threats and Other Serious Misconduct
- Board - Superintendent Relations (Panel)
- Pitfalls of Teacher Terminations

Conference Schedule

Wednesday, March 23

8:00 - Registration Opens

8:30 - 1:30 - *Aspiring Superintendent Workshop - Sponsored by OPAA! Food Management
(*This session calls for a separate registration from the conference.)

12:30 - 1:30 - MASA Coaching Programs

Wednesday Afternoon Sessions

2:00 - 3:15 - Opening General Session

Keynote Speaker - Paul Imhoff, AASA President

3:30 - 4:30 - Breakout Sessions

4:30 - 5:30 Welcome Reception - Exhibit Hall - Sponsored by American Fidelity Assurance Company

5:00-6:00 - Dialogue With The Commissioner

Wednesday Evening

4:30 -- MOSPRA New Member Reception -- Sponsored by Finalsite

6:30 - MASA Awards Banquet - Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, PC and Horace Mann

6:30 - MOSPRA Banquet Reception - Sponsored by Intrado/SchoolMessenger Solutions

7:30 - MOSPRA Awards Banquet - Sponsored by Blackboard & ParentSquare

9:00 - MOSPRA Award Recipients Celebration - Sponsored by Thoughtexchange & CESO Communications

9:00 - MASA Dessert Reception For Honorees - Sponsored by United Health Care

Thursday Morning, March 24

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

Speaker: Will Bowen

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

Sponsored by: Stifel and American Fidelity Assurance Company

7:00 - Fun Activity - Sponsored by American Fidelity Assurance Company,
Guin Mundorf, LLC, Apptegy, and Teacher Lists

Friday Morning, March 25

8:00 - MOSPRA Breakfast and Special Friday Session - Sponsored by Creative Entourage & Gabbart Communications

8:00 - MASA Breakfast and Business Meeting - MASA Breakfast Sponsored by Mickes O'Toole, LLC

9:00 - Legislative and School Finance Issues



2022 Spring Conference

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Registration



FOR COMPLETE CONFERENCE INFORMATION INCLUDING KEYNOTE SPEAKERS, BREAKOUT SESSIONS, SPECIAL EVENTS, AND THE CONFERENCE SCHEDULE, PLEASE VISIT WWW.MASAONLINE.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: melissa.shannon@mcsa.org



Conference Lodging

Rates are \$127 for single or double occupancy. Rates will be higher after February 20, 2022. Reservations received after February 20 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=2822128>



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, mail, or email is required. Registrants whose cancellations are received on or before March 11, 2022 will receive a refund less a \$50 processing fee. After **March 11**, 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: melissa.shannon@mcsa.org. Fax to: 573-556-6270. Allow six weeks for processing of refunds.

Registration Form

Members may also register online at www.masaonline.org under the "Conferences & Workshops" tab.

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

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 _____

Which Wednesday evening banquet do you plan to attend MASA MOSPRA

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: melissa.shannon@mcsa.org**