

REGISTER NOW!

MSPRA Annual Conference

THURSDAY & FRIDAY, MARCH 13-14, 2014

Hawk Hollow Golf Course and Banquet Facility

15101 Chandler Rd, Bath Township, MI 48808 (near East Lansing)

LODGING @ COURTYARD BY MARRIOTT / \$89 per night (plus tax)

2710 Lake Lansing Road, Lansing, MI 48912 / 517.482.0500



MSPRA Annual

Conference highlights:

- Keynote speakers Dr. Lew Dotterer and Sommer Poquette
- Tactical, hands-on, skill-building sessions
- Networking with colleagues from around the state
- Innovative ideas, relevant topics and dynamic speakers!

Conference Fees:

Early Bird - \$225 for members

(BY Friday, February 21, 2014)

Registration - \$250 for members,

\$300 for non-members (includes registration and pro-rated membership through Aug. 30, 2014)

Single day of conference: \$175 - either

day

Room Fees:

Courtyard by Marriott, 2710 Lake Lansing Road, Lansing, MI 48912, 517.482.0500 or 888.284.1894.

Room rate: (separate from conference

fee) - go to www.marriott.com/lancy - use group code MSP \$89 for a king, \$99 for two queens (plus tax). For questions about registration please call 517.482.0500 or 888.284.1894.

Sponsored by:

Alternative Revenue Development

Foxbright

Peachjar

CONFERENCE AGENDA

THURSDAY, MARCH 13, 2014

8:00 - 8:45 AM

Registration, continental breakfast, and dinner sign-up

8:45 AM

Welcome

9:00 - 10:00 AM

KEYNOTE: *Recharging your batteries - Finding Life Balance*

Dr. Lew Dotterer, Lew Dotterer Consulting

In a world of change, with significant demands nipping your heels every step of the journey, it is critical that we find ways to recharge and refresh because we have so much to accomplish AND because we are worth it! In this session, Dr. Dotterer will share insights on putting self first and making the most of the time we have by focusing on that which we can control... ourselves, and our reactions to events and people.

10:00 AM - Break

10:15 - 11:45 AM

Innovative Ways to Tell the Story of our Schools

Communication Panel - Ron Koehler, APR, Kent ISD, and Danelle Gittus, APR, Oakland Schools, and Jean MacLeod, Oakland Schools

11:45 AM - 12:45 PM - Lunch

12:45 - 1:10 PM - Table Talk

Facilitated discussions on important topics facing our profession.

For conference materials go to www.mspra.org

1:15 - 2:30 PM Breakout Sessions:

The Changing Face of Elections

Gail Allevato, TMP Associates Inc., and Diane Bauman, APR, Farmington Public Schools

The Future of Online Learning

Michigan Virtual University and Public Sector Consultants Jamey Fitzpatrick, Michigan Virtual University, and Jeff Williams, Public Sector Consultants

2:30 PM - Break

2:45 - 4:00 PM Breakout Sessions

The Changing Face of Elections (repeat of 1:15 PM session)

Gail Allevato, TMP Associates Inc., and Diane Bauman, APR Farmington Public Schools

Copyright Law

Ryan Nicholson and Fredric Heidemann, Thrun Law Firm, P.C.

4:00 PM - Wrap up

4:15 - 5:30 PM

Travel to Eastwood Towne Center and/or Courtyard by Marriott - Hotel Check-in

6:00 - 8:00 PM - Dinner

(Sign up for dinner options available at the registration table) Chammps Americana Premium Sports Bar, Claddagh Irish Pub, and more!

8:00 PM - Afterglow at Courtyard by Marriott



FRIDAY, MARCH 14, 2014

8:00 - 9:00 AM

Registration, hot breakfast and networking

9:00 AM

Welcome

9:15 - 10:45 AM

Keynote: Social Media and Online Reputation Management

Sommer Poquette, Social Media Consultant

Learn how to monitor your online presence and protect yourself from mishaps that could get you fired or prevent you from being hired. Excellent information to share with parents, students and school staff, because once something is posted online, you'll never know how it could impact your reputation in the future. We'll discuss tips on creating a social media plan for your school, yourself, and how to handle bad press online and best practices for individuals.

10:45 AM - Break

11:00 AM - 12:00 PM

What Businesses Expect from Public Schools

Chris Glass, Kent ISD, and Karen Heath, Berrien RESA

12:00 - 12:45 PM - Lunch & Annual Meeting

12:45 - 2:45 PM - Skill-Building Sessions

NOTE: Bring items that you are working on or have worked on for tips and feedback. Beef up your skills to create award-winning submissions for MSPRA and NSPRA communication contests.

DSLR Digital Photography and Video Techniques

John McGraw, John McGraw Photography LLC, and Eldon McGraw, Lansing School District

Graphic Design

Julie Ferguson, Oakland Schools, and Katie McClintic, Kent ISD

Writing and Editing

Charley Honey, Kent ISD

2:45 PM - Conclusion of Conference

REGISTRATION INFORMATION

MSPRA Annual Conference

Thursday and Friday, March 13 and 14, 2014

Hawk Hollow Golf Course and Banquet Facility
15101 Chandler Road, Bath Township, MI 48808

Return form NO LATER THAN Friday, March 7, 2014 to:

MSPRA - Sue White
1001 Centennial Way, Suite 300
Lansing, MI 48917-9279
Phone: 517.327.9266
Fax: 517.327.0779
or scan, call or email Sue White at swhite@gomasa.org

Name _____
Organization _____
Address _____
City, State, Zip Code _____
Business Phone _____ Cell Phone _____
Email _____

Registration options

Register by Friday, February 21, 2014 for Early Bird Pricing!
Final registration by Friday, March 7, 2014

Full Conference - Thursday and Friday, March 13-14, 2014

Includes all sessions, breakfast and lunch

Please check:

- Member** - \$225 early bird (BY Friday, February 21, 2014)
- Member AFTER February 21, 2014** - \$250
- Non-member** - \$300 (includes pro-rated membership through August 30, 2014)

One day only

- \$175

Hotel arrangements

Our hotel block is at the Courtyard by Marriott, 2710 Lake Lansing Road, Lansing, MI 48912, 517.482.0500. Go to www.marriott.com/lancy - use group code MSP. The rate is \$89 for a king or \$99 for two queens (plus tax). For questions about registration please call 517.482.0500 or 888.284.1894. *The group code will be honored from March 11-14, 2014.*

You must include the special code to get the special room rate.

For credit card payment:

Type of card:

- American Express
- VISA
- MasterCard
- P.O. Number _____

Name on card _____

Card # _____

Expiration date _____

Signature _____

Return form by Friday, March 7, 2014 to:

MSPRA - Sue White
1001 Centennial Way, Suite 300
Lansing, MI 48917-9279
Phone: 517.327.9266
Fax: 517.327.0779
or scan, call, or email Sue White at swhite@gomasa.org



For conference materials go to www.mspra.org