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# Spring Conference Program

April 4 - 6, 2018  
Lodge of Four Seasons  
Lake Ozark, Missouri

***LEAD • DEVELOP • SUPPORT***

# Welcome to the MASA and MOSPRA Spring Conference!

## Wednesday, April 4 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

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### 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 have your card signed by exhibitors

to be eligible for great prizes including:

Two VERY NICE gift cards from  
**American Boiler & Mechanical**



Drawing will be held during  
the President's Reception.

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

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**Join the conference Twitter conversation: #SuPR18**

# Wednesday Pre-Conference Sessions

## Aspiring Superintendent Workshop

9:00 am to 1:30 pm Seachase

*Presenters: Doug Hayter and Sarah Riss, MASA; Duane Martin, 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.

## Owning the Media: Creating Messages that Stick; Nailing the Interview; and Developing Your Own Media Outlet

10:00 am to 1:30 pm Marbella B

*Presenters: Matt Deichmann, Francis Howell School District; Alex Fees,  
Rockwood School District; Chris Tennill, School District of Clayton; Samantha  
Fitzgerald and Paul Lewis, Park Hill School District*

Participants in this special session will learn from the pros how to develop and stay on powerful messages; how to prepare for and execute a flawless interview; and how to create your own media outlet using video, websites and social media. Participants will have opportunity to go through mock interviews (on camera) with follow-up evaluation.

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# Wednesday Opening General Session

2:00 pm - Granada A/B/C



## ***Mobility, Leadership, and Learning***

### **Keynote Speaker: Jon Landis**

Digital learning experiences and mobile devices are changing the education landscape. We'll discuss strategies for leading your organization through this transition to create new learning and teaching opportunities. You'll explore the role of visionary leadership in supporting school transformation and see how new learning resources support emerging trends in education.

*Dr. Jon Landis is part of Apple's International Education team, working with school leaders to leverage technology to transform learning. Prior to Apple, Dr. Landis served as a college of education professor, chemistry teacher, school principal, curriculum director and information technology director. He holds a Ph.D in Sociology, a Masters in Education Leadership, and a BS in Chemistry.*

## Wednesday Breakout Sessions

### **Processing Crime and Punishment**

**3:30 – 4:30 pm**                      **Valencia A**

*Chris Bauman and Jeff Simpson, Ozark School District; Celynda L. Brasher, J.D., Tueth Keeney Cooper Mohan Jackstadt P.C*

School districts are under immense pressure to address issues regarding bullying, cyber-bullying, reporting crimes, discrimination, harassment and retaliation. Administrators feel overwhelmed by the dimensions of these challenges. This session helps school leaders understand the relevant legal issues and presents a systematic approach to receive and process reports/disclosures, coordinate investigations and procedures used to document this critical work. Participants receive a flowchart and multiple ideas for immediate implementation.

### **Teaching & Modeling Digital Citizenship**

**3:30 – 4:30 pm**                      **Valencia B**

*Stephanie Madlinger, EducationPlus*

Digital Citizenship is important because an all-encompassing skill that includes both technology skills and character education. Our society is connected 24/7 and our students and teachers need the knowledge and skills to compete in today's world. We must teach and model the use of technology and good character by modeling digital citizenship, including combating cyberbullying, understanding web literacy, and promoting digital citizens.

## **PSRS/PEERS**

**3:30 – 4:30 pm**

**Granada A**

*Steve Yoakum, Executive Director, PSRS/PEERS*

PSRS/PEERS is a known leader in the pension industry. This presentation will provide a status report of the financial condition of the Systems and any changes that have occurred over the past fiscal year. Mr. Yoakum will share his thoughts and insight regarding the success of the Systems and the economic and political challenges facing not only PSRS/PEERS but the pension industry as a whole.

## **Wednesday Afternoon PR/Communications Sessions** *Blackboard is MOSPRA's Premier Sponsor for the Spring Conference*

### **FOCUS: Yes & Yes on Election Day (Three Districts' Stories)**

**3:30 – 4:30 pm**

**Marbella A**

*Jenni Rabenau, Rolla School District; Amy Berendzen, Jefferson City School District; Stephanie Smith and Jason Snodgrass, Fort Osage School District*

Three districts share best practices used to plan and implement successful passage of simultaneous bond and levy issues “and lived to tell the tale.”

### **The Power of Words and Actions — Helping Connect the Dots Between Facilities and Student Performance**

**3:30 – 4:30 pm**

**Marbella B**

*Paul Tandy, Parkway School District; Rod Wright, Unicom●ARC, Todd Cyruulik, BLDD Architects*

Future Ready — 21st Century — Up-to-Date — Learning Center — how do we describe goals for facility improvements leading to stakeholder understanding and support? How do we communicate that “stack ‘em deep/teach ‘em cheap” no longer prepares today’s students for a successful future in higher education, the workplace, or both. This session is about messaging, and engaging community members so they understand the academic value for aligning school facilities with current practices in curriculum and instruction.

### **First Year Superintendent Roundtable**

**4:30 - 5:30 pm Escollo**

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

## 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 Salito

Reception for 2016-17 and 2017-18 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. Roger Dorson,***  
***Missouri Interim***  
***Commissioner of Education***

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



Join the  
conference  
Twitter  
conversation:  
**#SuPR18**



[www.masaonline.org](http://www.masaonline.org)

[www.mospra.org](http://www.mospra.org)



## **MOSPRA Reception/Awards Banquet**

6:30 pm - Seachase Room

*Reception Sponsor: WEST/SchoolMessenger Solutions*

*Banquet Sponsors: Blackboard & Patron Insight*

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

## **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 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 Stifel*

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

# Thursday, April 5 Schedule

## Registration

Registration continues from  
7:30 am to 11:30 am in the Registration Area (just off the main lobby).

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## 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.)*



## Thursday 8:30 am - 9:30 am

### Assessment and Accountability Systems

**8:30 – 9:30 am**

**Marbella B**

*Chris Neale, Stacy Pries and Walt Brown, DESE*

Improvement and innovation begins with a focus on students. Setting students on the path to success requires an integrated system of instructional improvement and school accountability. The current reality of school assessment and accountability is sometimes characterized as “summative heavy.” This session will explore various types of assessments and their intended audiences as well as how instructional and summative assessments can and should be used to improve the preparation of students and school accountability.



### **What You Need to Know NOW: Teen Grooming by Predators**

**8:30 – 9:30 am Malaga**

*Chris Felmlie and Nanette Ward, Southern Boone County School District*

Teen grooming for human trafficking can happen anywhere a smart phone is, and yes, even in your schools. This presentation teaches how you can foster heightened awareness, educate staff, parents and students and help keep your school a safe place to learn.

### **Utilizing Talent Within Your Hallways - Developing an Internal Internship Program**

**8:30 – 9:30 am Marbella A**

*Dallas Ackerman, Liberty Public Schools*

Do you often find yourself needing additional help in your department? Why not utilize students within your district to assist with executing your departments needs, while at the same time providing real-life experiences for your own students. LPS has been able to develop an internal internship program that places students in organizations with our local community, but also in departments throughout our district.

### **A Strategic Approach to “Telling Our Story”**

**8:30 – 9:30 am Valencia A**

*Josey McPhail and Chance Wistrom, Republic School District*

There has never been a more important time in public education to “tell our story!” However, to be successful we must do so through strategic and systematic communication approaches at the district, building and classroom levels. Learn how Republic School District has implemented support tools through systematic and continuous improvement processes to achieve community support.

### **Trends in School Litigation: The Birds and the Bees**

**8:30 – 9:30 am Valencia B**

*Jessica Bernard and Ryan Fry, Guin Mundorf, LLC*

Today’s news headlines are chalked full of staff-student and student-student sex stories. Our team will provide crucial information to address these issues when they do arise and to spot the warning signs to prevent questionable behavior from becoming tomorrow’s headline.

### **Best Practices in Supporting Dyslexic Students**

**8:30 – 9:30 am Granada A**

*Kim Stuckey, DESE*

Updates from the Legislative Task Force on Dyslexia, DESE Guidance documents and expectations regarding upcoming mandates for universal screenings, supports and educator professional development. Integrating existing assessment data and best practice instruction to support reading development.

**What To Do When Workers Can't Work: Solving the FMLA/ADA/Workers' Compensation Puzzle**

**8:30 – 9:30 am**                      **Escollo**

*Natalie Hoernschemeyer, Mickes O'Toole, LLC*

What can a school district do when an employee is no longer physically or mentally able to work? A wrong answer to this question can cost hundreds of thousands of dollars. Although most districts are familiar with the FMLA, ADA, and Workers' Comp, the interaction between these statutes often creates confusion and hidden traps. Our attorneys will lead a discussion about how schools can navigate this minefield and provide practical, step-by-step advice on how to minimize future liability.

**Stop Outsourcing and Save Money While Building Relations**

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

*Curtis Chesick and Kyle Anderson, Ozark School District*

Revamp your technical support team to increase services and productivity while saving the district money and time. Examine one district's use of workflow, a project manager, customer service, and automated services/utilities to increase productivity and customer satisfaction. This session will also discuss establishing an automated bidding process and a total cost analysis of purchased services. The procedures learned in this session can be replicated over multiple levels of support staff.

**Using Mindfulness, Trauma Awareness, and Restorative Practices to Create a Positive School Community**

**8:30 – 9:30 am**                      **Granada B/C**

*Erin Schulte and Michael Barolak, Parkway School District*

Mindfulness, restorative practices and trauma awareness are interconnected approaches which provide a safe environment for students, staff and community members. These approaches contribute to a positive school climate and increase a sense of belonging. Through an interactive presentation, we will model these proactive approaches as a solid foundation for day-to-day life in schools. Participants will learn skills they can implement immediately in the work they do with students, and adults as educators.

<p style="text-align: center;"><b>9:30 am - 10:30 am</b> <b>Time To Visit Exhibit Hall</b> <b>Continental Breakfast Continues until 10:30 am</b> <b>Sponsored by ACI Boland Architects</b></p>
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**LEAD • DEVELOP • SUPPORT**

## Thursday 10:30 am - 11:30 am

**DESE 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 information on a variety of topics such as estimated ADA, budget projections, local effort, minimum salary, inclement weather, school calendar, and transportation.

### **Using Transparency as a Strategy**

**10:30 – 11:30 am**                      **Marbella A**

*Susan Downing and Bailey Otto, Ladue School District*

It's common knowledge that consistently sharing factual information with stakeholders is critical to building and sustaining credibility. Taken to another level, it can also be a highly effective tool to build consensus and diffuse contentious situations. Getting buy-in and support from the Board and administration is key. Once past that hurdle, a "transparency on steroids" strategy can help pass bond referendums, address racial concerns, sell property and much more.

### **To Bid or Not to Bid, That Is the Question**

**10:30 – 11:30 am**                      **Escollo**

*Ryan Fry, Guin Mundorf, LLC*

Time is of the essence, but the law must be observed in school construction settings. The difficulty, as with all things, is staying on the right side of legal where grey areas exist. Join us as we explore those age-old issues relating to bidding requirements in the school construction setting.

### **Technology and Equity: Creating Equal Learning Opportunities for All Students**

**10:30 – 11:30 am**                      **Theater**

*Scott Elias, Apple*

Leveraging the power of technology creates rich opportunities for a growing set of needs, abilities, and learning styles. But not all technology addresses the diverse needs of students. In this session, get hands-on experience with Apple products and features that help level the playing field for all learners.

### **It's About "Accountability," Silly!**

**10:30 – 11:30 am**                      **Valencia B**

*Stephen Kleinsmith and David Liss, Nixa Public Schools*

Moving your organization from 'good to great' takes many forms of leadership. Listening your way to solutions, courageous patience, risk taking, being a progressive change-agent and planning & "achieving" goals are among the many leadership skills needed to build a championship team.

### **Childhood Trauma - A Modern Epidemic**

**10:30 – 11:30 am                      Seachase**

*Todd Fraley, Sedalia School District 200*

This presentation will reveal the prevalence of childhood trauma in our classrooms, specific examples, and how to best identify these events in the lives of our children. Addressing the emotional and behavioral needs of the students afflicted by this societal epidemic will be presented to foster an environment of positive response.

### **Fake News and Its Impact on Your School District**

**10:30 – 11:30 am                      Valencia A**

*Katie Cothron, Northwest R-I School District; Jim Flink, University of Missouri*

Fake news has been around for years but its impact on politics and policy has never been more prevalent. As school districts work to navigate transparency and public perception in a 24/7 news cycle, University of Missouri Assistant Professor of Strategic Communication Jim Flink and Northwest School District Community Relations Coordinator Katie Cothron will provide insight and awareness into how fake news can impact school districts.

### **How Can the Middle Grades Prepare Students To Be Career Ready?**

**10:30 – 11:30 am                      Malaga**

*Matthew Stacey, Camdenton R-III School District*

Camdenton Middle School has developed a program called Areas of Career Interest (ACI), which exposes students to different career pathways. ACI is designed with the intention of supporting the high school academy structure by building relationships with local business partners and assessing the ever important soft skills of employability.

### **The OCR Today: Changes in Priorities & Procedures**

**10:30 – 11:30 am                      Lookout Room**

*Michelle Basi and Mandi Moutray, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

Join us as we discuss the most up-to-date information about the Office for Civil Rights. We will discuss the shift in enforcement priorities and changes to procedures that affect school districts. We will provide practical tips for navigating complaints in the most cost effective and efficient manner, and explore recent resolutions in the most common types of complaints (website accessibility!) so you are ahead of the game.

[www.masaonline.org](http://www.masaonline.org)

[www.mospra.org](http://www.mospra.org)

# Thursday Luncheon & General Session

## Granada A/B/C - 11:30 am

*Luncheon Sponsored by:*  
*L. J. Hart & Company*  
*EdCounsel LLC*

Memorial Recognition  
New Superintendents Academy  
MOSPRA Administrator of the Year  
MASA/McKinstry Innovation Awards



## ***Follow Me!***

### **Keynote Speaker:** ***Steve Gilliland***

Leadership is the single most important skill you can use to improve your schools. FOLLOW ME explores how to grow yourself and your people through timeless principles that, when applied to your own life and the life of your organization, will influence positive change.

*Steve Gilliland is a master storyteller and brilliant comedian, he can be heard daily on SiriusXM Radio's Laugh USA. With an appeal that transcends barriers of age, culture and occupation—plus an interactive and entertaining style—Steve shows audiences how to open doors to success in their careers, their relationships and their lives. "Steve is what happens when the humor of a stand-up comic collides with the inspiration of motivational speaker."*

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

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**Join the conference Twitter conversation: #SuPR18**

## Thursday 2:00 pm to 3:00 pm

### **Do It Yourself Attendance Boundary Revisions**

**2:00 – 3:00 pm**                      **Malaga**

*Kari Monsees, Raymore-Peculiar School District*

The Raymore-Peculiar School District will share their story of revising attendance boundaries for the first time in 10 years. A \$27 million bond issue in 2016 provided space that led to boundary changes across the district for grades K-8. Learn the steps the district followed to engage the public in the process, while avoiding additional consulting costs.

### **I Wish I Would Have Known**

**2:00 – 3:00 pm**                      **Marbella A**

*Zac Rantz, Nixa Public Schools; Jill Filer, Harrisonville School District; Stephanie Smith, Fort Osage School District; Lana Snodgras, West Plains School District*

Four communications professionals take a look back at the tips, tricks and ideas that they wish they would have known that can serve those starting out today.

### **Students & Serious Crime: How Should a School Respond?**

**2:00 – 3:00 pm**                      **Lookout Room**

*Tom Mickes and Natalie Hoernschemeyer, Mickes O'Toole, LLC*

School violence is one of the most stressful situations a district can face. It is critical for building administrators to be trained on how to effectively respond to an allegation or threat of a student committing a crime. From investigation to involving local law enforcement to parent communications, we provide the attorney's perspective on developing best practices and avoiding red flags.

### **Compassionate Communication in Times of Loss**

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

*Bob Satnan, Wade Norton and Katie Ellis, Sedalia School District 200*

The death of a student, teacher or staff member can affect everyone in a school district. This session will examine best practices to inform your school district family, students, the community and local media in times of loss.

### **Leading Long-Range Facility Planning: It Doesn't Need to Be Expensive**

**2:00 – 3:00 pm**                      **Valencia B**

*Kelly Hinshaw and Jim Pritchett, Rolla School District*

Learn how school districts with limited resources can establish a committee and develop a process to gather data to assist in long-range facility planning from faculty, staff, students and key community members. We will include information on selecting committee members, developing survey tools, and a process to develop a long-range plan for the district. We will discuss the role of your district's architect and/or engineer and how you can use their expertise in a cost effective way.

## **Cyberbullying, Section 160.775 RSMo, and the 1st Amendment**

**2:00 – 3:00 pm**                      **Escollo**

*Kristen O’Neal, EdCounsel, LLC*

This session will focus on the interplay between Missouri statutes regulating a District’s duty as it relates to cyberbullying and the 1st Amendment, including factors to consider in determining if discipline is appropriate and tips for communicating a District’s limitations to the parents of an alleged victim and the media.

## **Launch Your Virtual Course Access**

**2:00 – 3:00 pm**                      **Seachase**

*Ben Hackenwerth and Nichole Lemmon, Springfield Public Schools*

Is course access an issue for students in your district? Do you struggle to find highly-qualified teachers for upper-level courses? Looking for a new strategy to re-engage students who have left your district? In this session, Springfield Public Schools will share how quality online course access can help solve a variety of district dilemmas.

## **School Finance (DESE) *(This session is also offered 4/5/18 at 10:30)***

**2:00 – 3:00 pm**                      **Marbella B**

*Tammy Lehmen, David Tramel and Debra Clink, DESE*

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

## **Advanced District Finance Planning and Monthly Variance Reporting**

**2:00 – 3:00 pm**                      **Theater**

*Christopher Ryan, Forecast5 Analytics*

Come learn how Districts in Missouri are maintaining a wide field of view by building a budget and developing a long-term forecast as part of the same exercise. We will discuss how to organize, analyze and report at all levels with the goal of creating opportunities for your organization and keeping stakeholders informed of potential outcomes.

## **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.

## **Refreshment Break**

**3:00 pm - 3:30 pm**

**Registration Area**

(Just off main lobby)

*Sponsored By Imagine Learning*

## **Thursday 3:30 pm to 4:30 pm**

### **Bringing Relevance to Instruction**

**3:30 - 4:30 pm**                      **Seachase**

*Jackie Jenkins and Paul Fleming, Camdenton R-III/Lake Career & Technical Center*

It is common to hear from students, “When will I ever use this?” Hear how Lake Career & Technical Center is piloting the simulated workplace initiative where students take ownership of their learning; meanwhile, instructors are holding students accountable for behaviors that are necessary for success in college and career.

### **Preparing Students for Today’s Mobile Workforce**

**3:30 – 4:30 pm**                      **Malaga**

*Scott Elias, Apple*

Mobile technology is transforming the way we learn and work. Join us for a discussion to understand how digital literacy and fluency with mobile technology are essential to career success. You’ll discover the skill sets and experiences employers expect from today’s graduates and explore how carefully designed technology initiatives can prepare students for success in their careers. You will also learn about a new approach to coding that can be adopted by schools to prepare students for success in our technology-driven world.

### **Defensible Investigations – What Works!**

**3:30 – 4:30 pm**                      **Marbella B**

*Melanie Gurley Kenney, Tueth Keeney Cooper Mohan & Jackstadt, P.C.*

This session will address the legal issues surrounding investigating allegations of employee misconduct, discrimination, and fraud. We also will focus on practical aspects of investigations, including timing, witnesses, confidentiality and preparation of reports. In addition, we will address legal issues arising out of inquiries from the press.

## **Mentoring Committee Meeting**

**4:30 - 5:30**                      **Executive Board Room**



## **Who Lives on Your Sesame Street? Understanding Your Community Through Demographic Profiling**

**3:30 – 4:30 pm**

**Marbella A**

*Lana Snodgras, West Plains School District*

Meet Sherry, the 62-year-old woman who lives across the street from the elementary school and dislikes all things yellow, including school buses. And Jack, the 38-year-old father of four and super dad. Sherry and Jack are just two of the many personality profiles in districts across America. The truth is that your community is made up of a much bigger cast of characters, but how well do you know them? It's time to find out who lives on your Sesame Street! Using demographic profiling as the ultimate categorization tool, you can identify the characteristics that will better serve the needs of both students and parents. Learn how to determine the demographics of your district, to track ongoing changes, to reach the right people at the right time, and how to use specific demographics to target information that will impact heads and hearts.

## **Understanding Implicit Bias**

**3:30 – 4:30 pm**

**Valencia A**

*Sarah Riss, MASA*

This session will provide participants and interactive experience to help them understand implicit bias and the impact it can have on their organizations. They will also learn about the cycle of oppression and gain an understanding of how their past impacts their current perceptions. In addition, participants will learn what it means to provide high quality social justice training for the members of the educators in their organization.

## **Making Data Work**

**3:30 – 4:30 pm**

**Valencia B**

*Amy Salvo, Lincoln County R-III (Troy)*

By promoting a positive school culture, data can be taken from reflection to action. Engaging in professional dialogue and discussions creates informed instructional decisions.

## **Avoiding Unintended Consequences When Agreeing to Contracts with Vendors**

**3:30 – 4:30 pm**

**Escollo**

*Brian Mayer and J. Drew Marriott, EdCounsel, LLC*

Running a District is not possible without contracting with vendors, but what contract terms raise red flags? Which terms can you/must you negotiate? Which terms should cause you to walk away from a contract? This presentation will help you identify red flags in contracts that can make a breach of the contract much worse for your district; discuss strategies to avoid and mitigate those terms, and identify terms that are especially dangerous for school districts.

# **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.*

*American Fidelity Assurance Company*

Announcement Of Exhibit Door Prize Winners!

**Grand Prize - Two Amazon Gift Cards**

Donated By American Boiler & Mechanical

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**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

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**MOSPRA "Final Night" Gathering**

**8:30 pm to 10:00 pm**

President's Suite

*Sponsored by MarketVolt & thoughtexchange*

# Friday, April 6 Schedule

## MOSPRA Breakfast & Special Session Seachase Room

Coffee Service -- 8:00 am

Breakfast -- 8:30 am

Breakfast Sponsored by

Unicom • ARC and Gabbart Communications

### **Being Indispensable: Securing Your Seat at the Leadership Table**

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

*Tom DeLapp, APR, NSPRA President*

School districts that invest in a communications professional are wise to give that person a seat at the administrative leadership table. It's vitally important that the communications pro is part of the decision-making process. But what if your district has not taken this step, or if they have, what if they are not using you as effectively as they could? We'll discuss how to earn a leadership role in your district and how to be most effective once you are part of the administrative team.

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## **MASA Breakfast & Business Meeting**

8:00 am - Granada A/B/C

Breakfast sponsored by

Mickes O'Toole, LLC

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### **Legislative Issues & School Finance**

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

#### **Legislative Issues**

*Mike Lodewegen and Scott Kimble, MASA*

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

#### **School Finance**

*Kari Monsees, Raymore-Peculiar and Jason Hoffman, Jefferson City Public Schools.* A review of school finance and accountability issues currently being discussed at the state level.

### **MASA Executive Committee**

Allan Markley, Raytown C-2, President  
Ken Eaton, Mound City R-II, President-Elect  
Mark Penny, Lincoln County R-III, Secretary  
Susan Crooks, Leeton R-X, Treasurer  
Aaron Zalis, Rolla, Past President

### **District Representatives**

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  
Richard Asbill, Cassville R-IV : Southwest District  
Kyle Kruse, St. Clair: South Central District  
Jeffrey Lindsey, Ste. Genevieve R-II: Southeast District  
Mike Fulton, Pattonville R-III: Greater St. Louis District  
Tracy Bottoms, Monroe City R-I: Northeast District

### **MOSPRA Executive Committee**

Paul Tandy, Parkway, President  
Curtis Chesick, Secretary  
Doug Bray, Ritenour, Treasurer  
Erica Chandler, Affton, Eastern Region Director  
Marcy Minor, Hallsville, Mid-State Region Director  
Teresa Bledsoe, Springfield, Ozark Region Director  
Kelly Wachel, Center, Western Region Director  
Lana Snodgras, West Plains, Past President

### **Spring Conference Program Committee**

#### **MASA Committee Members**

Mark Beem, Hickory Co R-I (Skyline)  
Kevin Carl, Hancock Place  
Darryl Pannier, Nell Holcomb R-IV  
Gabe Edgar, Marceline R-V  
Amy Fagg, Pettis Co R-XII  
Brian Henry, Waynesville R-VI  
Dale Herl, Independence  
Eric Kurre, Savannah R-III  
Matthew Martz, Worth Co R-III

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Ben Fisher, Reeds Spring  
Danielle Nixon, Raytown C-2  
Jenni Rabenau, Rolla