

History of the “Modern Day” MOSPRA Fall Conference

MOSPRA Board minutes note that on April 12, 2005, President-Elect David Luther (Jefferson City) asked to begin investigating having a Fall Conference. On February 6, 2006, Luther shared with the Board that Jennifer Reeve, APR, Colorado Association of School Boards, agreed to facilitate a two-day conference on Focus Groups. David Luther and Stephanie Smith (Fort Osage) served as co-chairs for the first Fall Conference

- 2006: Focus Groups – Jennifer Reeve (Colorado School Boards Association) (Nov. 9-10, Kansas City)
- 2007: Writing & Publications – Don Ranly (University of Missouri, School of Journalism) (Nov. 8-9, Columbia)
- 2008: PR for the Future -- Nora Carr and Marsha Chappelow (NSPRA Leaders) (Nov. 6-7, St. Louis)
- 2009: PR/Legal -- Evelyn McCormack and Duane Martin (Public Relations and Attorney) (November 12-13, Branson)
- 2010: Engagement and Marketing (Harrah’s Casino Marketing) -- (Nov. 4-5, Kansas City)
- 2011: Crisis Communications – Jim Lukaszewski (Crisis Communications Professional) (Nov. 3-4, Jefferson City)
- 2012: Community Support -- Jim Dunn, Tom DeLapp (NSPRA Leaders) (Nov. 1-2, St. Louis)
- 2013: Multiple Topics and Presenters (Nov. 7-8, Branson)
- 2014: Communication Evaluation – Sandy Cokely (NSPRA Leader) (Nov. 6-7, Kansas City)
- 2015: Crisis Communications – Rick Kaufmann (NSPRA Leader) (November 5-6, St. Charles/St. Louis)
- 2016: Public Engagement -- Matt Leighninger (Public Agenda) (November 3-4, Kansas City)
- 2017: Marketing / Consumer Mindset – Jim Cummings (NSPRA Leader) and Jeff Greene (Chick-fil-a marketing) (Nov. 2-3, St. Charles/St. Louis)
- 2018: Generational Communications -- Daniel Thigpen (NSPRA Leader) (October 25-26, Independence/Kansas City)