

General Convention Workshops

301

Saturday

6/27/2009

1:30 pm - 3:00 pm

What's Happening in Washington and How You Can Get Involved

Learn what issues are hot right now, and what issues will be hot in the coming year. Find out the President's and Congress's agenda for No Child Left Behind reauthorization. Learn about the PTA legislative agenda and how your help is crucial to its advancement.

Mishaela Duran

Director of Government Affairs National PTA

Topical Areas:

Advocacy

302

Saturday

6/27/2009

1:30 pm - 3:00 pm

Engaging Parents in Drop Out Prevention

An overview of the scope, impact, causes, and solutions to the drop out crisis, including a description of the Drop Out Prevention Summit initiative. Sharing of the Annie E. Casey and America's Promise Alliance strategy to ensure that the engagement of parents/caregivers is vital in the Drop Out Prevention initiative.

Shelby Gonzales

Vice President, National Action

America's Promise Alliance

Barbara N. Squires

Strategies

Consultant, Annie E. Casey Foundation

Hedy Chang

Topical Areas:

Parent/Family Engagement

Student Success

303

Saturday

6/27/2009

1:30 pm - 3:00 pm

Avoiding Legal Pitfalls

Paula Goedert, National PTA legal counsel, will deliver a plain-English, interactive session on how to avoid legal problems and protect PTAs and their members. She will cover governance, taxes, fundraising and other common legal issues for PTAs, and give practical advice for PTA leaders.

Paula Goedert

Legal Counsel for National PTA

Barnes & Thornburg LLP

Topical Areas:

Organizational Effectiveness

304

Saturday

6/27/2009

1:30 pm - 3:00 pm

A New Vision for Engaging Latino Families

Much of what we "know" about Latino immigrant families comes to us via the media or political rhetoric, rather than firsthand experience. This session will provide a basic overview of Latino families, their culture, and how their beliefs affect their participation in their child's education.

Elida Perez Knapp

Latino Liaison

Georgia PTA

Topical Areas:

Diversity

Parent Family Engagement

305

Saturday

6/27/2009

1:30 pm - 3:00 pm

15 Financial Myths Demystified

Most people have misconceptions about money and financial planning. This workshop looks at financial issues facing families and debunks the myths. Learn about retirement/estate planning, investing, insurance, and general financial planning. Learn how to balance immediate and long-term goals—from financing your children's education to building retirement funds.

Financial Professional from AXA Advisors, LLC,

AXA Foundation

Topical Areas:

Financial Viability

306

Saturday

6/27/2009

1:30 pm - 3:00 pm

Organizational Culture & Leadership—Defining the Leader/Follower in the 21st Century

Leading people is challenging. 21st century leadership encompasses the complexities of an ever-changing global environment. In order for organizations to be effective, we need to select the right leaders and help them succeed. Join us as we discuss the complexities of a multicultural and ethical leadership.

Lupe Morales

Elida Perez Knapp

Topical Areas:

Field Service Committee

Latino Liaison

Leadership

National PTA

Georgia PTA

Diversity

307

Saturday

6/27/2009

1:30 pm - 3:00 pm

Putting the "T" in PTA—How to Engage Teachers

Parent involvement is only one part of the PTA team approach to educating the whole child. We will explore how to engage teachers in the PTA team and learn what is working in other units around the country.

April Mastroluca

Deborah Walsh

Topical Areas:

National Service Representative

Supervisors

Membership

National PTA

308

Saturday

6/27/2009

1:30 pm - 3:00 pm

Construction Ahead: Building An Effective Parent Involvement Policy

This workshop will be an interactive demonstration on how to build an effective parent involvement policy. Presenter will review the elements needed to construct a parent involvement policy that is meaningful and enforceable. Appleseed asserts that policies should be districtwide and should contain school board adopted statements of belief, strong and specific implementation steps, and an accountability provision. While some school districts meet these criteria, most fall short and therefore do not maximize their parent involvement opportunities. Parent involvement improves achievement and is most crucial for children in poverty and other youth facing obstacles. A solid policy can undergird good intentions and spur action.

Edwin Darden

Director of Education Policy Appleseed

Topical Areas:

Parent/Family Engagement

Advocacy

309

Saturday

6/27/2009

1:30 pm - 3:00 pm

Educating Kids in a Digital World

Interactive workshop with an overview of today's media landscape and how kids' attitudes and behaviors are affected. Discussion on how parents feel about digital media's ability to teach kids 21st century skills. Practical tips given on how PTAs can educate parents about media and Internet safety.

Rebecca Randall

Director of Outreach Common Sense Media

Topical Areas:

Child Health/Safety

Parent Family Engagement

310

Saturday

6/27/2009

1:30 pm - 3:00 pm

National Standards for Family-School Partnerships: From Awareness to Action

Review process for building successful partnerships and PTA tools that support the process. Using the National Standards Assessment Guide, identify strategies for aligning programs and practices to National Standards.

Sheri Johnson

Director of Programs National PTA

Topical Areas:

Parent/Family Engagement

401

Sunday
6/28/2009
8:45 am - 10:00 am

Resolutions: PTA's Power Statements

Understand the purpose of resolutions for PTA. Learn how to research and draft a resolution. Understand the process to use at your state or local PTA to adopt, amend, or rescind a resolution. Learn how PTA resolutions have been a powerful tool to advocate for children and youth.

Anne Thompson
Topical Areas:

Resolutions Committee Chair *National PTA*
Advocacy

402

Sunday
6/28/2009
8:45 am - 10:00 am

Empower 2 Protect

Nearly 25% of children will be sexually assaulted. In 92% of the cases, the assailant is someone the child trusts. Molestation is preventable through education at a rate of 95%. Open your eyes to characteristics of a pedophile and the children targeted, and be the voice of prevention for every child!

Martha (Nix) Wade
Topical Areas:

Founder *A Quarter Blue*
Child Health/Safety **Child Health/Safety**

403

Sunday
6/28/2009
8:45 am - 10:00 am

Get Organized! Mess and Stress Busters for Busy Leaders

Break time-wasting habits and claim more time for yourself. Bring order to a chaotic work and home life. Feeling like a pack rat? Get tips on deciding what to keep and what to throw away. Reduce everyday stress and frustrations, and enhance your professional image.

Delcenia Jones
Topical Areas:

Urban Development Manager *National PTA*
Organizational Effectiveness **Leadership**

404

Sunday

6/28/2009

10:30 am - 12:00 pm

How to Raise Non-dues Revenue

What are some sources of non-dues revenue? Learn about sponsorship, royalties, and special events.

Tom Nguyen

Topical Areas:

Resource Development Director

Financial Viability

National PTA

***Organizational
Effectiveness***

405

Sunday

6/28/2009

8:45 am - 10:00 am

Putting the S in PTSA

Local units across the country are recognizing the need to have students involved but don't necessarily know how to make it happen. Board of Directors Youth Member David S. Squires will walk you through how to make the necessary changes to fully recognize and incorporate students into your unit.

David S. Squires

Nicholaus Nelson Goedert

Topical Areas:

Youth Member

Youth Member

Membership

National PTA Board of Directors

National PTA Board of Directors

***Building Student
Leaders***

406

Sunday

6/28/2009

8:45 am - 10:00 am

PTA - No Better Place to Be

Panel discussion on innovative ideas and best practices at retaining membership, growing new PTA membership, and approaching new markets.

Chuck Saylor

Deb Fritz

Delcenia Jones

Topical Areas:

PTA President-Elect

National Service Representative

Manager Urban Development

National PTA

Membership

407

Sunday

6/28/2009

8:45 am - 10:00 am

Governance Models for PTAs

Attendees will be provided information and best practices for state leaders on well-written, effective, streamlined bylaws. We will define what should be included in bylaws and what can be placed in either standing rules, policies, or guidelines.

Brenda Davis

Bylaws and Policy

National PTA

Committee Member

Topical Areas:

***Organizational
Effectiveness***

408

Sunday

6/28/2009

8:45 am - 10:00 am

Effective Way to Carryout Title I Parent Engagement

Organizers and program staff will learn effective ways to engage Title I parents.

Aurelio Montemayor

Director, IDRA & PTA Board Member

PIRC

Vito Borrello

PTA Board Member

Every Person Influences Children, Inc.

Topical Areas:

Parent/Family Engagement

Membership

409

Sunday

6/28/2009

8:45 am - 10:00 am

Working with the Working Parent in PTA

Understanding the demand of time on working parents. What ways will work to get parents involved and what will not? Discussion of the National Standards and how they fit in best practices.

Judi Conrad

President

Progressive Solutions Inc.

Topical Areas:

***Parent/Family
Engagement***

Membership

410

Sunday

6/28/2009

8:45 am - 10:00 am

What's Your Leadership Style?

Are you a task master or more of a maintenance leader? Come find out what type of leader you are by participating in activities and discussions. Learn your key leadership traits and how you can enhance them to become a better leader!

Annie Krysl

Topical Areas:

Outreach Manager

Building Student Leaders

National PTA

Leadership

501

Sunday

6/28/2009

10:30 am - 12:00 pm

Providing Arts Education in the Climate of NCLB

No Child Left Behind poses challenges to arts education in public schools. But passionate people everywhere are providing great arts education in their local schools. This session will teach individuals how to do it, offer case studies, and review the status of arts education in the country and under NCLB.

John Abodeely

Topical Areas:

Arts Education

Manager

Advocacy

Americans for the Arts

Student Success

502

Sunday

6/28/2009

10:30 am - 12:00 pm

The South Florida Leadership Training Camp

The presenter will discuss the history, uniqueness, and necessity of the SFLTC. She will present the goals and objectives of the camp. She will also share the materials issued to the high school students attending the camp and explain the camp's agenda.

Michael Roland

Topical Areas:

Student Activities

Liaison

Building Student Leaders

School Board of Broward County, Florida

Student Success

503

Sunday

6/28/2009

10:30 am - 12:00 pm

Practices that Support Health and Wellness in Schools and Communities

Healthy students learn better, and schools play a critical role in shaping students' lifelong health habits. Gain insights on how parents can become involved in advancing student health to improve achievement. Learn strategies for building strong relationships with school leaders to improve school wellness practices.

*Mary Haley**Rachel Terrin***Topical Areas:***Director Parnter Programs**Co-Chair****Child Health/Safety****Action for Healthy Kids**Florida Action for Healthy Kids****Advocacy*****504**

Sunday

6/28/2009

8:30 am - 10:00 am

Dollar\$ and \$ense

Learn the fundamentals of managing financial matters for your PTA. Get up-to-date information on reporting and regulation for the IRS and basic auditing/financial reviews. Gather information on insurance needs. Discuss successful fundraising techniques and methods.

*Betsy Landers**Jeanice Aikens***Topical Areas:***Secretary-Treasurer**Controller****Financial Viability****National PTA**National PTA***505**

Sunday

6/28/2009

10:30 am - 12:00 pm

Roadmap to Success: Are We There Yet?

This highly interactive workshop will help you identify the characteristics of units that grow and thrive. Develop an assessment tool you can use in your own PTA, and create a personal action plan. You will connect with an "accountability partner" and PTA national staff to help ensure your plan's success.

*Deborah Walsh**April Mastroluca***Topical Areas:***National Service Representative Supervisors****Membership****National PTA****Organizational Effectiveness***

506

Sunday

6/28/2009

10:30 am - 12:00 pm

Working with the Media

Learn basic media and public relations skills. Learn tactics on building relationships with reporters. Learn how to tell your story.

James Martinez

Media Relations Manager

National PTA

Topical Areas:

Organizational Effectiveness

507

Sunday

6/28/2009

10:30 am - 12:00 pm

How I Survived the Meeting to Meet Another Day!

Pre-preparation, effective process, and purpose. How to stay on track and still save time. The 6 "C's" that define any meeting and how to use them. Learn how to do an agenda with "ENDA."

Judi Conrad

President

Progressive Solutions, Inc.

Topical Areas:

Leadership

Organizational Effectiveness

508

Sunday

6/28/2009

10:30 am - 12:00 pm

Using New Media Communications for Membership Growth

This session will cover what Web 2.0/new media is, its tools and techniques, its best practices, and examples.

Kate Zimmer

Marketing & Communications Manager

National PTA

La'Keisha Gray -Sewell

New Media Relations Strategist

National PTA

Topical Areas:

Organizational Effectiveness

509

Sunday

6/28/2009

10:30 am - 12:00 pm

**Effective Strategies for Family/ Community Engagement to
increase Student Achievement**

This training will assist you in developing new strategies for increasing effective parent involvement that impacts student academic achievement. We will show you how to use the missing piece of the proficiency puzzle which includes a comprehensive performance assessment tool for parent involvement in the schools.

Sharon Whitworth

Topical Areas:

Legislative Commissioner

Parent/Family Engagement

Kentucky PTA

Student Success

510

Sunday

6/28/2009

10:30 am - 12:00 pm

Creating Healthy Schools through Parent Involvement

Good health and educational achievement are inextricably linked. Parents nationwide are increasingly aware of the need to create healthy school environments that enable children and youth to succeed. This interactive workshop will focus on how parents can help create healthy school environments and how PTA leadership can work with school administrators.

William Potts-Datema

Topical Areas:

*Chief, Program
Development and
Services*

Child Health/Safety

US Centers for Disease Control and Prevention

Diversity

601

Monday

6/29/2009

8:30 am - 10:00 am

After the Resolved—Making resolutions work for your PTA

Attendees will learn the process a resolution goes through, from idea all the way to presentation at the PTA National Convention and back to making it work for a local unit. The resolution Children Unattended in Vehicles, which was adopted by National PTA in 2008, will serve as the example.

Tammy Bartels

*Vice President of
Extension Services*

Kansas PTA

Topical Areas:

Advocacy

Parent Family Engagement

602

Monday

6/29/2009

8:30 am - 10:00 am

Farm to School: Building Healthy Kids, Farms and Communities

Parents want healthy kids, schools want to serve nutritious foods, teachers and kids are eager for experiential learning, and farmers are eager to sell locally. Farm to school benefits schools, children, families and communities and is a win-win situation for all. Make farm to school a reality in your community.

Emily Jackson

*SE Regional Lead
Child Health/Safety*

National Farm to School Network

Topical Areas:

Student Success

603

Monday

6/29/2009

8:30 am - 10:00 am

The Broward Student Volunteer Service Program

The scope and sequence of the Broward Student Volunteer Service Program, resulting in over 4,000,000 documented hours of service by high school students, will be discussed. The impact of a service learning graduation requirement will be addressed and explained. Materials and methodology will be presented.

Damian Huttenhoff

*Director of Athletics and Activities
Student Success*

*School Board of Broward County, Florida
Building Student Leaders*

604

Monday

6/29/2009

8:30 am - 10:00 am

School Fundraising Can Be Healthy and Profitable

Many schools are reconsidering how they raise funds as a result of wellness policies and concerns about childhood obesity. Participants will learn about practical, profitable, and healthy fundraising activities; share ideas for how to raise money and keep students healthy; and consider the benefits of healthy school fundraisers

Ameena Batada

Child Health Project Manager

Center for Science in the Public Interest

Topical Areas:

Financial Viability

605

Monday

6/29/2009

8:30 am - 10:00 am

Preventing Theft in Your PTA

This workshop will help you learn the warning signs of fraud, theft, embezzlement and other financial control problems experienced by local and state PTAs. Know what to do when you think someone is stealing from your PTA or committing a crime. Understand how to handle confidential information.

Betsy Landers

Secretary-Treasurer

National PTA

Jeanice Aikens

Controller

National PTA

Topical Areas:

Financial Viability

606

Monday

6/29/2009

8:30 am - 10:00 am

Reflections 101 Basic Information for Beginners

This workshop will offer information for demystifying the process of the Reflections Program. This workshop will offer simplified resources for promoting the Reflections Program as well as an opportunity to network with other chairs and supporters for their best practices and advice.

Chantay Carter

Program Coordinator, Arts In Education

National PTA

Topical Areas:

Leadership

607

Monday

6/29/2009

8:30 am - 10:00 am

Saving our Schools—The Impact of Men in Schools

Learn about the value dads and other significant men have in the education of our children, men and their roles in helping ensure safe learning environments, and guaranteeing support for mom in the education of children.

Chuck Saylor (Moderator)

PTA President Elect

National PTA

Topical Areas:

Membership

608

Monday

6/29/2009

8:30 am - 10:00 am

Robert's Rules of Order...or Not?

Understand what *Robert's Rules of Order* are and why they are used to conduct meetings. Learn when *Robert's Rules* are helpful and needed, and when other methods may be as effective. Get tips on using *Robert's Rules* and not getting bogged down in the rhetoric!

Rollie Cox

Parliamentarian

National Association of Parliamentarians

Topical Areas:

Organizational Effectiveness

609

Monday

6/29/2009

8:30 am - 10:00 am

Your Voice, Your Choice: Kids Voting Broward

This workshop will demonstrate the successful strategies used by Kids Voting Broward to engage and motivate students to become active participants in civic activities and the electoral process. Students participate in hands-on voting and other forms of civic engagement. Classroom activities are combined with real-life experiences.

Latha Krishnaiyer

Chair

Kids Voting Broward

Topical Areas:

Advocacy

Building Student Leaders

610

Monday

6/29/2009

8:30 am - 10:00 am

A Call to Action: Bullying Prevention Findings and Best Practices

Review evaluation findings of The Colorado Trust's 3-year Bullying Prevention Initiative. Elaborate on academic impacts of positive, caring climates. Discuss action steps for parents.

Luke Yoder

Topical Areas:

Project Director

Student Success

Colorado Foundation for Families and Children

Child Health/Safety