

Training Session One • Hilton

FRIDAY • 1:30PM-3:00PM

College Saving & Funding Strategies

336 A - Hilton 3rd Floor

Mike Weiner, College Saving & Funding Strategies
Jeffrey Benson, College Saving & Funding Strategies

This workshop will focus on college saving and funding strategies for the parents of elementary, middle, and high school students who are college bound. Join us to learn tips and tricks to share with your campus.

Don't Kill My Vibe, Keep the Rally Alive!

Lanier A - Hilton 4th Floor

Sheri Doss, Texas PTA President-Elect
Ellen Arnold, Arnold Public Affairs

This workshop will guide you on how to build relationships with decision makers in your local community, school district and at the state and national levels. Advocacy strategies at each of these levels will be shared as well as the resources available to you as a PTA advocate.

Educate, Empower & Engage: Discover Parents for Healthy Kids

337 A - Hilton 3rd Floor

Michelle Smith, Action for Healthy Kids

PTA Action for Healthy Kids and our partner ALDI are excited to unveil Parents for Healthy Kids, a new online resource and community to help you create a healthy school environment. Parents will have an opportunity to share challenges and successes for implementing a Healthy Lifestyles program in your schools.

Seeking the Human Spirit: Cultivating Empathy through Music & Storytelling

339 A - Hilton 3rd Floor

Carleen Graham, Houston Grand Opera

This session will explore ways that empathy and compassion might be fostered through interactive experiences that include examining how music affects human emotions, collecting oral histories, listening to, evaluating and comparing music from a variety of genres, and defining the role music plays in enhancing the storytelling experience.

Successful Scholarship Applications from the Reader's Eye

340 A - Hilton 3rd Floor

Heather Ashwell-Hair, Texas PTA Vice President Leadership

It's never too early to be thinking about scholarships. What makes a scholarship application stand out from the others? What are some common mistakes? Having read several hundred applications for a variety of organizations, there are definitely some "do's" and "don'ts" that I've learned along the way!

Taxes: Love 'em or Hate 'em but Gotta Know 'em Ballroom of the Americas B - Hilton 2nd Floor

Lisa Johns, Texas PTA Treasurer

Are you confused or intimidated by taxes? Learn the difference between state and federal taxes. See how easy a 990-N is to complete. Learn the rules and regulations regarding sales tax and understand how all this applies to your PTA.

Today's Technology, Sexting and Pornography Lanier C - Hilton 4th Floor

Lori Kuykendall, Aim for Success
Ben Smith, Aim for Success

What can parents do to equip their children to use technology for good, and prevent them from using it for harm? This interactive session will present the impact of today's technology, sexting and pornography on the physical, emotional and social health of our youth and families.

True Colors Ballroom of the Americas A - Hilton 2nd Floor

Sharon Goldblatt, Texas PTA Past State President
Michelle Humphreys, Texas PTA Past State President

Orange, gold, green or blue? How do these colors relate to your life, habits, values and feelings? Experience an exciting, interactive adventure into your personality while learning how to enhance relationships and bring out the best in each other!



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session One • Conv. Center

FRIDAY • 1:30PM-3:00PM

A Healthy You Impacts Our Future 350 C - Conv. Center Blue Corridor

Sara Jefferson, IT'S TIME TEXAS

Parents, guardians and educators focus on the well-being of the children around them. These role models often put themselves second and sacrifice their own personal health. Come and learn about free resources that can transform your health habits, how to set goals and how to be a healthy role model for future leaders.

ALLSTARS: A PTA Student Leadership Program 351 C - Conv. Center Blue Corridor

Stephanie Bartholomew, Park Glen Elementary PTA, Keller ISD

Looking for a way to boost student members and provide a leadership experience that will last a lifetime? Follow the leader and learn more about an exciting student leadership program for your PTA. PTA ALLSTARS creates an opportunity to build leadership skills and instill confidence in students while empowering them to have a voice in their campus and community. Remember, they're not just kids...they're future leaders.

Maximizing Parent-Teacher Conferences to Support Your Child

340 A - Conv. Center Blue Corridor

Neil Shelby, Texas PTA Director-at-Large

Do you attend your parent-teacher conference and wait for bad news? Or perhaps you find yourself nodding in agreement and don't really understand what's being said. These conferences are often a missed opportunity for parents to become true partners in educating their child. Hear easy and effective strategies from a classroom teacher on how you can be confident in your role as a parent and engage in meaningful, two-way communication with your child's teacher.

Sensory Strategies for Elementary Age Children and Beyond

361 A - Conv. Center Orange Corridor

Kate Lundgren, Cutting Edge Pediatric Therapy

Individuals with sensory processing/integration disorders struggle everyday to process information and make sense of the world around them. These individuals are presented with unique challenges in the school setting. They struggle to grow academically, socially and cognitively alongside their peers. Join us to identify their challenges and learn strategies to help them to be successful in an academic setting.

STEM + Families: Lessons and Inspiration for Hosting a STEM Night at Your School

342 D - Conv. Center Blue Corridor

Sean Arthurs, National PTA

Kris Carey Prevatte, National PTA

Interactive workshop that will introduce the National PTA's STEM + Families initiative and share lessons from pilot events hosted by Local PTAs. Come learn how easy it can be for your Local PTA unit or Council to host an event and about a new grant opportunity to cover your costs!

Success Tips and Traps for Boosting Parent Participation in Your PTA

350 D - Conv. Center Orange Corridor

Karen Bantuveris, SignUp.com

Power your PTA with maximum parent participation! Join this fun and highly interactive session to learn and share success stories, best practices, and tips and traps for engaging a diverse parent population while building participation and ownership in your school community throughout the year.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session One • Hilton

FRIDAY • 1:30PM-3:00PM

When One Size Doesn't Fit All: Situational Leadership Lanier B - Hilton 4th Floor

Lisa Holbrook, Texas PTA President

Is it "fair" for leaders to treat everyone the same? Surely not! This session examines the role of leaders as their followers learn new skills or adjust to new situations. The leader must adjust his/her leadership approach to be effective in different situations. Even in very complex situations, this model will help the leader know what approach is appropriate and effective in helping the follower to excel at every stage of growth.

Why Join? The Value of Membership Ballroom of the Americas C - Hilton 2nd Floor

Larriann Curtis, Texas PTA Vice President Membership

Sylvia R. Reyna Ph.D, Texas PTA Vice President
Programs & Resources

Debbie Van Cleave, Texas PTA Field Service Representative

Michelle Jackson, Texas PTA Director of Member Services

Are you a new or returning Membership Chair that wonders how to grow your PTA membership? Panelists will describe the major benefits of PTA's triple membership to prepare you for a successful year.



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Traducción al Español Disponible

Training Session One • Conv. Center

FRIDAY • 1:30PM-3:00PM

The Happy One

360 A - Conv. Center Orange Corridor

Eddie Coker, The Wezmore Project

WEZMORE is the creation of singer/songwriter Eddie Coker, a 30 year live concert artist in schools all across America. WEZMORE helps young people navigate the complexity of their emotional lives with practical skills and tips that they can start using immediately. Attendees learn powerful, life-changing lessons while having fun, laughing, and interacting - the best possible kind of learning.

The Legal Framework: Telling It Like It Is!

351 A - Conv. Center Blue Corridor

Lee Lentz-Edwards, Region 18 Education Service Center
Rebecca Bilyeu, Region 18 Education Service Center

Join us as we navigate a parent-friendly tool that compiles special education resources, including state and federal requirements, organized by topic. We will look specifically at the membership of an ARD committee, parent participation, time-out and restraint and the new interactive Special Education Timeline Decision Tree.

The Win-Win Yearbook

362 A - Conv. Center Orange Corridor

Milani Arguelles, Balfour Yearbooks

Everybody Wins! Learn how dedications and special pages in your yearbook can make everyone happy with personalized coverage and community outreach. Learn how to advertise and promote these special pages and how to create and design them for publishing.

Understanding Dyslexia

342 E - Conv. Center Blue Corridor

Mary Cochran, JPW Learning Center

This presentation will take a deeper look into dyslexia to help explain what parents should know and understand about the learning disorder. To take back to your PTA and community, you will learn how dyslexia is identified and treated with hands on activities and resources.

What's for Dinner? Find it in your Freezer!

361 B - Conv. Center Orange Corridor

Shaleen Wilding, Round Rock ISD Council of PTAs

It's five o'clock in the afternoon and you get that sinking feeling- what am I going to fix for dinner tonight? Shaleen has this process down to a science and can't wait to share her experience and ideas with you! Just learning the basics will save you time and money. As your healthy, homemade meals are prepared and in the freezer, your limited time in the afternoon and evening, instead of being spent in the kitchen, is spent with your precious children.

Yes, You Can! (Elementary)

360 C - Conv. Center Orange Corridor

Lloyd Bachrach, Yes, You Can! Motivational Programs

Yes, You Can! is an educational and motivational program created by Lloyd Bachrach, who, although physically challenged, has never let anything slow him down. His candid and compelling story reaches the hearts and minds of all audience members. The Yes, You Can! message provides the audience with 5 keys to success; 1) Build high self-esteem 2) Focus with a positive attitude 3) Set Goals 4) Persevere 5) Maintain a healthy mind, body and spirit. These keys help students to succeed and realize their full potential.

You Are What You Tweet: The Importance of Teaching Kids to be Safe and Responsible Online

362 C - Conv. Center Orange Corridor

James Munton, The Munton Group, LLC



Your child is an academic superstar, yet a single inappropriate photo or offensive online post can ruin college and job prospects. In this entertaining and engaging workshop, author, speaker and deception expert James Munton discusses why children and parents need to develop a new awareness about online risks and control the information they share. Find out the three simple words that will help keep your family safe and happy online.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Sessions at a Glance

TRAINING SESSION TWO • JULY 22, 2017 • 8:00AM-9:30AM

ALLSTARS: A PTA Student Leadership Program
BASICS Arts in Education
BASICS Membership
BASICS President
BASICS Treasurer
Changing the World One Invention at a Time
Cover Your PTA Assets
D-I-S-C: The Easiest Way to Understand People
Five Foundations to Empower Your Kid for Life
Healthy Fundraising: If You Sell it, They Will Buy
Hello? Are You Listening?
How to Get the "T" in Your PTA
Learning Lab: Effective Board Meetings
Oh, the Places Your Campus Will Go...With PTA!
Raising Creative Children in an Over-Tech Society
Secondary Schools: Connect and Engage
SPOTLIGHTS Bylaws & Standing Rules
SPOTLIGHTS Filing Your 990
Start a Kindness Movement: A Positive Approach to Bully Prevention
The Amazing Race for the National Standards!
The Generational Collide
The Total Package
TransPARENT: How to Communicate With Your Teen About College and Growing Up
WATCH D.O.G.S. Building Family Engagement Through Fathers and Father-Figures
Yes, You Can! (Intermediate)

351 C - Conv. Center Blue Corridor
Lanier C - Hilton 4th Floor
General Assembly A - Conv. Center
Lanier Grand Ballroom - Hilton 4th Floor
General Assembly B - Conv. Center
337 A - Hilton 3rd Floor
362 A - Conv. Center Orange Corridor
General Assembly C - Conv. Center
340 A - Conv. Center Blue Corridor
340 A - Hilton 3rd Floor
360 A - Conv. Center Orange Corridor
342 F - Conv. Center Blue Corridor
342 D - Conv. Center Blue Corridor
362 C - Conv. Center Orange Corridor
Lanier B - Hilton 4th Floor
351 A - Conv. Center Blue Corridor
Lanier A - Hilton 4th Floor
339 A - Hilton 3rd Floor
336 A - Hilton 3rd Floor
361 B - Conv. Center Orange Corridor
342 E - Conv. Center Blue Corridor
361 A - Conv. Center Orange Corridor
361 C - Conv. Center Orange Corridor
350 D - Conv. Center Orange Corridor
360 C - Conv. Center Orange Corridor

TRAINING SESSION THREE • JULY 22, 2017 • 4:15PM-5:30PM

BASICS Advocacy
BASICS Healthy Lifestyles
BASICS Parliamentary
BASICS Secretary
Behind the Curtain: Secrets of Successful Assembly Programs
Board Development: Essentials for a Successful Team!
Boosting Event Participation with Social Media
Common cents: How to Make Sense of Treasurer Duties
Does it Really Matter? Yes! It's the Little Things That Count!
Drugs and Alcohol from a Parent Perspective
Hey Dude, Nice Shoes. The Where, What, Why, How and Who of Bullying.
Independence Day: Help Your Child Make Sense of Money
Making the Healthy Choice the Easy (and FUN!) Choice
Membership for All: Strategies Worth Sharing
Reflections for Local PTAs
Social Media, Digital Safety & Kids: What's New, What's Now, What's Next
SPEDTex: A Statewide Resource for Navigating Special Education
SPOTLIGHTS Financial Reconciliation
STEM + Families: Lessons and Inspiration for hosting a STEM night at your school
Supercharge Your PTA
The Duty to Prosper
The Generational Collide
The Middle Piece: How to Help Local PTAs With Their Membership Goals
The Road to Educator of the Year

Lanier A - Hilton 4th Floor
360 A - Conv. Center Orange Corridor
Lanier F - Hilton 4th Floor
Lanier D - Hilton 4th Floor
351 A - Conv. Center Blue Corridor
342 F - Conv. Center Blue Corridor
339 A - Hilton 3rd Floor
351 C - Conv. Center Blue Corridor
342 D - Conv. Center Blue Corridor
337 A - Hilton 3rd Floor
362 A - Conv. Center Orange Corridor
336 A - Hilton 3rd Floor
361 A - Conv. Center Orange Corridor
Lanier E - Hilton 4th Floor
362 C - Conv. Center Orange Corridor
360 C - Conv. Center Orange Corridor
340 A - Hilton 3rd Floor
Lanier C - Hilton 4th Floor
340 A - Conv. Center Blue Corridor
342 E - Conv. Center Blue Corridor
Lanier B - Hilton 4th Floor
350 D - Conv. Center Orange Corridor
361 C - Conv. Center Orange Corridor
361 B - Conv. Center Orange Corridor

Training Session Two • Hilton

SATURDAY • 8:00AM-9:30AM

BASICS Arts in Education

Lanier C - Hilton 4th Floor



Risa Ginther, Texas PTA Arts in Education Liaison

Your PTA can support arts education in a variety of ways. From small volunteer programs to hosting performers, providing students on your campus access to the arts encourages creativity and innovation. Hear how you can bring the arts to your school!

BASICS President

Lanier Grand Ballroom - Hilton 4th Floor



Lisa Holbrook, Texas PTA President

Being President is about leading others to become passionate about the mission and vision of PTA. Learn the tools you will need to develop relationships, manage volunteers and create a successful, efficient PTA. Bring your Local PTA bylaws for reference.

Changing the World One Invention at a Time

337 A - Hilton 3rd Floor

Kim Lindenfeld, National Inventors Hall of Fame

Learn creative problem solving techniques from inventors from the National Inventors Hall of Fame. You will work in teams to solve high energy, hands-on challenges to learn how to change the world...and your PTA!

Healthy Fundraising: If You Sell it, They Will Buy

340 A - Hilton 3rd Floor

Karen Burnell, Texas PTA Healthy Lifestyles Liaison



Is your PTA concerned about trying a healthy fundraiser? Learn about effective strategies and free resources to point you in the right direction! There are more healthy options every year, your PTA has more choices than you think!

Raising Creative Children in an Over-Tech Society

Lanier B - Hilton 4th Floor

Melissa Williams, iWRITE Literacy Organization



Balancing technology and creativity is imperative as school aged children build self-identities and develop emotional intelligence. Instant gratification versus frontal cortex-driven thinking continues to be an area of concern as we enter the age of digital addiction. Attendees will feel empowered as they learn techniques to build confidence in the classroom through association, creative writing and awareness training.

SPOTLIGHTS Bylaws & Standing Rules

Lanier A - Hilton 4th Floor

Sheri Doss, Texas PTA President-Elect



Did you know there is a new bylaws template for your PTA? Learn how your bylaws and standing rules can be an asset, rather than an obstacle! Review the steps to updating these documents, learn about the new Local and Council PTA Bylaws Templates, and gain an understanding of the approval process.

SPOTLIGHTS Filing Your 990

339 A - Hilton 3rd Floor

Steve Ginsburg, Texas PTA Director of Finance

For PTAs with a gross income of \$50,000 or more per year, filing your 990EZ or 990 shouldn't leave you shaking in your financial boots! Join the Texas PTA Finance Director to help you understand the process. Leave with confidence that your PTA is on the right track with the IRS. Bring your numbers and questions!

Start a Kindness Movement: A Positive Approach to Bully Prevention

336 A - Hilton 3rd Floor

Brian Williams, Think Kindness



This presentation will leave you walking away with five actionable steps to create a lasting kindness movement in your school that will engage students, staff and parents. Top youth speaker Brian Williams, will outline the strategy he implements in over 100+ schools each year to inspire kindness, create results and decrease bully related incidents.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Two • Conv. Center

SATURDAY • 8:00AM-9:30AM

ALLSTARS: A PTA Student Leadership Program 351 C - Conv. Center Blue Corridor

Stephanie Bartholomew, Park Glen Elementary PTA, Keller ISD



Looking for a way to boost student members and provide a leadership experience that will last a lifetime? Follow the leader and learn more about an exciting student leadership program for your PTA. PTA ALLSTARS creates an opportunity to build leadership skills and instill confidence in students while empowering them to have a voice in their campus and community. Remember, they're not just kids...they're future leaders.

BASICS Membership General Assembly A - Conv. Center



Larriann Curtis, Texas PTA Vice President Membership
Michelle Jackson, Texas PTA Director of Member Services

Learn the long-standing basics of PTA membership while also hearing important updates for 2017-2018. This workshop is a must for your PTA's membership leader. We'll cover the six R's: recruit, record, report, remit, recognize and retain!

BASICS Treasurer General Assembly B - Conv. Center



Lisa Johns, Texas PTA Treasurer

The treasurer is critical in realizing the goals of any organization and PTA has the information and resources you need to be confident and successful! From writing checks to making deposits and beyond, learn the ins-and-outs of being a PTA treasurer.

Cover Your PTA Assets 362 A - Conv. Center Orange Corridor

Beth Crymes, Texas PTA Field Service Representative
Elgin Allen, AIM Insurance

Do you have insurance? If so, do you know what your insurance covers? Do you know what it does not cover? Are you protected if your money is stolen or embezzled? What are the appropriate limits for your PTA? We will answer these questions and more!

D-I-S-C: The Easiest Way to Understand People General Assembly C - Conv. Center



Leslie Boggs, National PTA President-Elect / Texas PTA Past State President

Michelle Humphreys, Texas PTA Past State President

Are you Dominant, Inspiring, Supportive or Critical Thinker? Most people have predictable patterns of behavior- specific personality styles. There are four basic types which blend together to make your unique personality style. Join us and better understand why you feel, think and act the way you do while having a great time together!

Five Foundations to Empower Your Kid for Life 340 A - Conv. Center Blue Corridor



"Coach" Phil Pederson, Home Field Advantage

Is your kid battle tested for life? Upon graduating high school are they truly ready to enter life's arena on their own? Many of today's kids simply are not. Coach Pederson's heartfelt and hilarious message will provide parents the insight into the support today's kids need and honestly want.

How to Get the "T" in Your PTA 342 F - Conv. Center Blue Corridor

Neil Shelby, Texas PTA Director-at-Large

How can you get your teachers to be members of your PTA? Teachers are an important part of helping children succeed in school and they need to work hand-in-hand with the PTA. Learn ways to make them your partners and members for life!

Learning Lab: Effective Board Meetings 342 D - Conv. Center Blue Corridor

Sharon Goldblatt, Texas PTA Past State President

Are you uneasy leading your board meetings? As a board member, do you leave meetings asking yourself if there was a better way? Join this live demonstration of a typical board meeting to see how you can increase efficiency and create value for your leaders' time away from family, all while having fun and enjoying the rewards of leading your PTA!



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Two • Conv. Center

SATURDAY • 8:00AM-9:30AM

Oh, the Places Your Campus Will Go...With PTA!

362 C - Conv. Center Orange Corridor

Kyle Ward, Texas PTA Executive Director

PTA has been around forever. Right? However, are you prepared to give a clear, concise response when someone asks, "So why is PTA different?" This workshop will help keep you from being put on the spot with that question and will pump up the power of PTA in your school district, increase membership and build value for our brand and important work. Being able to convey the "places your campus will go" with PTA is a must for leaders and members to recruit other leaders and members.

Hello? Are You Listening?

360 A - Conv. Center Orange Corridor

Shaleen Wilding, Round Rock ISD Council of PTAs

We're all so different; you and your child, you and your co-worker, you and your fellow PTA committee members. Communication is the art of sharing oneself, one's experiences and one's feelings with others. Come learn some simple, effective and proven techniques that will open up the communication in your life...even when it's hard to do!

Secondary Schools: Connect and Engage

351 A - Conv. Center Blue Corridor

Michelle Smith, Northwest High School PTSA, Northwest ISD

A roundtable session allowing secondary leaders to share what works in their communities. We will discuss ways to incorporate membership programs, scholarships, Reflections, programs and education opportunities, communication tools, volunteerism and more. Join us to share, learn and succeed.

The Amazing Race for the National Standards!

361 B - Conv. Center Orange Corridor

Heather Ashwell-Hair, Texas PTA Vice President Leadership

This hands on workshop brings the PTA National Standards for Family- School Partnerships framework to life and participants leave with free resources and tools for easy implementation on their home campus. Participants will be divided into teams to complete challenges in each of the six standards and review how they are used to participate in the National PTA Schools of Excellence program.

The Generational Collide

342 E - Conv. Center Blue Corridor

Elizabeth Campbell, Andrews Kurth Kenyon LLP



This presentation will explore the differences, similarities and myths about the people in four generations in an effort to drive PTA engagement and effectiveness.

The Total Package

361 A - Conv. Center Orange Corridor

Janna Michelle Hale, My Daughter's



This workshop includes many topics that are centered around relationships, confidence concentration, self-worth, conflict resolution, control and other relevant issues teen girls experience in today's society. The topics presented revolve around mental health and the use of innovative methods to help girls holistically. This is an interactive and engaging workshop that has proven results from start to finish.

TransPARENT: How to Communicate With Your Teen About College and Growing Up

361 C - Conv. Center Orange Corridor

Efrin Carrion, Student Success Agency



With the high-pressure, busy lifestyles of parents and teenagers, conversations are becoming less about love, vulnerability and authenticity. Instead, they are more about college, assignments and responsibilities. Attending this session will allow you to understand how to build an intrinsically motivated teenager without losing your relationship with your child.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Two • Conv. Center

SATURDAY • 8:00AM-9:30AM

WATCH D.O.G.S. Building Family Engagement Through Fathers and Father-Figures

350 D - Conv. Center Orange Corridor

Eric Snow, WATCH D.O.G.S. (Dads Of Great Students)

WATCH D.O.G.S. ® is an innovative program focusing on education and safety in schools by using the positive influence of fathers and father-figures to provide an extra set of eyes and ears to enhance school security and to provide positive and active male role-models for the students. Fathers, stepfathers, grandfathers and uncles are asked to spend at least one day working as a volunteer during the school year.

Yes, You Can! (Intermediate)

360 C - Conv. Center Orange Corridor

Lloyd Bachrach, Yes, You Can! Motivational Programs

Yes, You Can! is an educational and motivational program created by Lloyd Bachrach, who, although physically challenged, has never let anything slow him down. His candid and compelling story reaches the hearts and minds of all audience members. The Yes, You Can! message provides the audience with 5 keys to success; 1) Build high self-esteem 2) Focus with a positive attitude 3) Set Goals 4) Persevere 5) Maintain a healthy mind, body and spirit. These keys help students to succeed and realize their full potential.

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Leader2Leader

SATURDAY • JULY 22, 2017 • 11:00PM-NOON & 1:45PM-2:45PM

Leader2Leader sessions are engaging and informal roundtable-style workshops where volunteers can foster conversation, share ideas, and grow their leadership network. We encourage you to take that extra step towards strengthening your PTA knowledge by attending one of these valuable sessions.

***All sessions are repeated**

The Power of PTA is in the Ask!

342 F – Conv. Center Blue Corridor

The greatest asset of PTA is our members and our ability to make connections with others. Join this session to fine tune your best PTA pitch!

back the future and Grow Your PTA

342 D – Conv. Center Blue Corridor

Members join PTA to support their child, so hear strategies to focus your efforts on making every child's potential a reality to grow and strengthen your PTA.

Beyond Catalog Sales: Unique Fundraising Ideas

342 E – Conv. Center Blue Corridor

Tired of the same old fundraisers year after year? Learn and share some great ideas to bring families together, grow your PTA and increase revenue.

Navigating Conflict with Confidence

340 A – Conv. Center Blue Corridor

Any time people are working with people, conflict can arise. Participate in this role-playing session to learn the best tips to calm conflict and disagreement.

Council Connection: Council Leaders Round Table

361 A – Conv. Center Orange Corridor

Council PTAs have a big job and we have great leaders who are up to the task! Share successes and challenges to help your Council PTA start 2017 strong!

Kick the Middle School Blues: Engaging Parents Beyond Elementary

Lanier C – Hilton 4th Floor

Middle school doesn't have to be the end of the road for family engagement at school. Learn and share how your PTA is successfully connecting with middle school families!

Leader Connection: Texas PTA's Emerging Leaders Academy

351 A – Conv. Center Blue Corridor

Do you want to grow as a leader and learn more about Texas PTA? Join this information session on what to expect and how to apply for Texas PTA's ELA program.

Achieving the Golden Apple Without Teachers Running the Other Way!

351 C – Conv. Center Blue Corridor

Educators can be a strong partner in helping your PTA succeed. Create a great relationship with your campus teachers that encourages membership and year-round support!

Community Connection: Bridging the Gap to Pre-K Families

362 A – Conv. Center Orange Corridor

Do you know the families who will be joining your campus and PTA in the coming years? Reach Pre-k families in the community to build recognition and value for your PTA programs and services, as well as provide a broader sense of community.

Every Member Counts: Reaching Diverse Families Through PTA

340 A – Hilton 3rd Floor

Our communities and families are always changing, and PTA must engage current members and potential members in a way that's welcoming and inclusive. Bring your questions and successes to make our PTAs a place for all families!

Not Too Hot, Not Too Cold: Creating Effective Family Engagement

361 B – Conv. Center Orange Corridor

Great family engagement is a collaborative mixture of parents, students, teachers and administrators. Learn how your PTA and campus leaders can establish an environment that encourages families and teachers to work together for the benefit of the student.



Parliamentary-Palooza!
336 A – Hilton 3rd Floor

A motion here, a point of order there...what's going on?? Have some fun learning the ropes of parliamentary procedure and hearing some specific examples of how to handle sticky situations that may arise.

Making PTA Relevant in High School
Lanier B – Hilton 4th Floor

Is your PTA/PTSA positioned as a central partner in your high school? With so many organizations serving specific student populations, PTA can play an important role in connecting the high school community! Join this session to learn how PTA can thrive in your high school.

PTAs and Principals: Maintaining a Happy Marriage!

362 C – Conv. Center Orange Corridor

For a campus to reach its full potential, an important ingredient is a healthy relationship between the PTA and principal. Bring your questions to help build a successful team on your campus!

Reflections: Kicking It Up a Notch!

350 D – Conv. Center Orange Corridor

Is your Reflections program up and running, but you're looking for something to increase participation or a new way to recognize your students? Then this idea-sharing session is for you! Hear creative and innovative ways to crank up your program and help kids let their talent shine!

Texas PTA's Standards of Continuing Affiliation

360 A – Conv. Center Orange Corridor

Carrying the PTA brand is a privilege for all of us and it's important to understand the basic requirements of maintaining your PTA charter. 2017-2018 is the first year of full implementation, so get ahead of the game and know what to expect for your PTA.

Engaging Student Members for a Healthy PTA/PTSA

Lanier A – Hilton 4th Floor

Creating a student culture of volunteerism and leadership can be a significant benefit of PTA, particularly on secondary campuses. Come and share what's worked in your community and take away great ideas from others who have seen student success!

A Voice for Every Child: Achieving our Mission through Membership

360 C – Conv. Center Orange Corridor

Thriving membership is more than dues and numbers, it's the foundation for PTA to drive change for the benefit of our children. Join this session to get your PTA on the path to providing a Voice for Every Child!

Every Member Counts: Creating Opportunities for All Parents

339 A – Hilton 3rd Floor

Working parents, stay-at-home parents, busy parents – PTA can be for everyone! Learn strategies to build an inclusive culture through micro-volunteering and flexible schedules.

It's Not Bragging...It's Marketing!

361 C – Conv. Center Orange Corridor

Sharing your PTA's story with your community is a key to success. Hear from PTA Leaders who have created great visual marketing plans and celebrate the great work of your PTA!

**Look out for the last
Leader2Leader Session on
Sunday!**

Training Session Three • Hilton

SATURDAY • 4:15PM-5:30PM

BASICS Advocacy **Lanier A - Hilton 4th Floor**

Sheri Doss, Texas PTA President-Elect



Is your PTA a strong advocate for students in your community? Do you want to do more to educate, inform and energize the parents and educators on your campus about important issues facing education at every level? Join this session to learn how the Legislative Action Chair can be effective within your PTA!

BASICS Parliamentarian **Lanier F - Hilton 4th Floor**

Heather Ashwell-Hair, Texas PTA Vice President Leadership



Motions to amend and amendments to the motion....HELP! Parliamentary procedure doesn't have to be overwhelming and can make a positive difference in your PTA. Get the tools you need to handle PTA business effectively and efficiently.

BASICS Secretary **Lanier D - Hilton 4th Floor**

LaDorshe Damron, Texas PTA Secretary



The secretary position has wide-ranging responsibilities requiring much more than simply being present at all board meetings. Secretaries should play an active role in communicating proper notice of any meetings and the distribution of necessary materials, such as agendas and minutes. Learn the tools of the trade to protect your PTA with accurate and comprehensive meeting records.

Boosting Event Participation with Social Media **339 A - Hilton 3rd Floor**

Karen Bantuveris, SignUp.com

Back to School, Carnivals, Take your Family to School Week, Fun Runs, Teacher Appreciation, and Reflections are all examples of treasured PTA events and fundraisers. Learn best practices and tips for boosting parent and community participation using popular social media platforms like Facebook, Twitter, Instagram and Pinterest.

Drugs and Alcohol from a Parent Perspective **337 A - Hilton 3rd Floor**

Joy Harrison, Northwest ISD Council of PTAs

Hear from the parent of a teenage addict who has navigated the scary territory of teen drug and alcohol use. Information and stories will be shared to keep you in the loop on how to be prepared to better understand substance abuse and how it can effect your community, campus and family.

Independence Day: Help Your Child Make Sense of Money **336 A - Hilton 3rd Floor**

Robert Elder, Texas State Securities Board

Many of us are deeply insecure about money, investing and simply don't want to deal with it. However that makes us vulnerable to poor financial decisions. This presentation demolishes financial jargon and explains how technology and new research into attitudes about money can help you and your child become financially savvy.

Membership for All: Strategies Worth Sharing **Lanier E - Hilton 4th Floor**

Larriann Curtis, Texas PTA Vice President Membership
Lizeth LoCicero, Texas PTA Director-At-Large
LeAnne Ohlenburger, Live Oak Elementary PTA
Marlaina Sheilds, Port Arthur City Council of PTAs
Michelle Jackson, Texas PTA Director of Member Services

Panelists will share strategies to recruit and engage members who reflect a diverse community, and how their successes helped make a difference at their campus and in their CommYOUity.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Three • Conv. Center

SATURDAY • 4:15PM-5:30PM

BASICS Healthy Lifestyles

360 A - Conv. Center Orange Corridor 

Karen Burnell, Texas PTA Healthy Lifestyles Liaison

Is your PTA ready to make a difference in the lives of its students? Learn the ropes of the Healthy Lifestyles Chair! You'll hear how to connect with experts in your community for valuable resources, how to interact with your Council PTA and ISD to achieve results and how Texas PTA can support you throughout the year.

Behind the Curtain: Secrets of Successful Assembly Programs

351 A - Conv. Center Blue Corridor

James Munton, The Munton Group, LLC

So they put you in charge of programs...your mission is to find a performer for your school assembly that will entertain, inform and motivate the students. James Wand will show you how to put on a great assembly that students and staff will love. Drawing on his years of experience, he will tell you what works and what doesn't.

Board Development: Essentials for a Successful Team!

342 F - Conv. Center Blue Corridor

Leslie Boggs, National PTA President-Elect / Texas PTA Past State President

Sharon Goldblatt, Texas PTA Past State President

Michelle Humphreys, Texas PTA Past State President

Want a more successful board? This workshop will give you the tools to keep your mission in focus, build a stronger team, strengthen your association's purpose and enlighten your leadership to its true potential. Join us and be inspired, enlightened and have fun!

Common cents: How to Make Sense of Treasurer Duties

351 C - Conv. Center Blue Corridor

Steven Ginsburg, Texas PTA Director of Finance

Let's dive deep into those issues and questions that every treasurer faces regarding taxes, budgets, IRS and the State Comptroller. We will provide common sense answers to issues that are neither in the Treasurer's Guide nor other trainings. The information presented will be relevant to both Treasurers and Presidents.

Does it Really Matter? Yes! It's the Little Things That Count!

342 D - Conv. Center Blue Corridor

Shaleen Wilding, Round Rock ISD Council of PTAs

Turn simple disciplines into success and happiness in your life! Remember, the difference between success and failure is so small that most people miss it. Learn how to do the simple things that will make a big difference in your life and the life of your entire family! Remember, difficulties in life take a little time to figure out- impossible situations just take a little longer.

Hey Dude, Nice Shoes. The Where, What, Why, How and Who of Bullying.

362 A - Conv. Center Orange Corridor

Carolyn Brown, Round Rock ISD Council of PTAs

Bullying. Its seems like this is the new buzz word of a generation. Why is this word creeping into our daily lives and weekly headlines? How can we stop it? How can we teach our children about it? Who is at risk and how we can help them? Learn how to define bullying and gather tools to help protect your child from its effects.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Three • Hilton

SATURDAY • 4:15PM-5:30PM

SPEDTex: A Statewide Resource for Navigating Special Education

340 A - Hilton 3rd Floor

Tana Hubbard, Special Education Information Center



The Special Education Information Center in collaboration with the Texas Education Agency will provide attendees with resources designed to inform and support parents, teachers and anyone committed to the success of children with disabilities.

SPOTLIGHTS Financial Reconciliation

Lanier C - Hilton 4th Floor

Lisa Johns, Texas PTA Treasurer



This workshop will give an overview of how to prepare your records for the financial reconciliation. It will also give step-by-step instructions on how to conduct the review and reconciliation of the treasurer's records.

The Duty to Prosper

Lanier B - Hilton 4th Floor

Lisa Holbrook, Texas PTA President

So often a board or committee elected for a term of one or two years focuses almost entirely on what they hope to accomplish in that term. They may be aware of the legal duties of a board, for example, and work diligently to meet the obligations of those duties. However, there is a fourth duty- not legally imposed, but critical to the organization. That is the duty to prosper, the duty to assure that the organization will have continued capacity to deliver on the mission even after the board or committee's term of office is complete. This session will examine the importance of having a vision for the future of the organization and a plan for making that future prosperous.

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Training Session Three • Conv. Center

SATURDAY • 4:15PM-5:30PM

Making the Healthy Choice the Easy (and FUN!) Choice

361 A - Conv. Center Orange Corridor

Michelle Smith, Texas Action for Healthy Kids

Alice Kirk, Texas A&M AgriLife Extension

This workshop will share the great resources Texas Action for Healthy Kids and their partners have to help your PTA create a healthy learning environment. If you are looking for healthy fundraising ideas, wanting to hold a family fitness fun night or learn how to advocate for recess, this session will give you ideas and resources for your parents be informed, engaged and active!

Reflections for Local PTAs

362 C - Conv. Center Orange Corridor

Risa Ginther, Texas PTA Arts in Education Liaison

Carrie Mays, Texas PTA Programs Manager



This workshop will provide guidance for Local PTA Reflections Chairs in executing a successful Reflections program: Preparation, Promotion, Collection of Entries, Judging, Advancing Entries and Recognition. Join us to learn how to spice up your program!

Social Media, Digital Safety & Kids: What's New, What's Now, What's Next

360 C - Conv. Center Orange Corridor

Katie Greer, KL Greer Consulting



A recent study showed that kids ages 8-18 years old spend an average of 7.5 hours a day in front of some sort of screen. With kids having access to devices as young as kindergarten it's imperative to have proactive conversations around digital safety. This program will cover major current issues such as social networking (Instagram, SnapChat, Houseparty, etc.), cyberbullying, sexting and more.

The Generational Collide

350 D - Conv. Center Orange Corridor

Elizabeth Campbell, Andrews Kurth Kenyon LLP

This presentation will explore the differences, similarities and myths about the people in four generations in an effort to drive PTA engagement and effectiveness.

STEM + Families: Lessons and Inspiration for hosting a STEM night at your school

340 A - Conv. Center Blue Corridor

Sean Arthurs, National PTA

Kris Carey Prevatte, National PTA

Interactive workshop that will introduce the National PTA's STEM + Families initiative and share lessons from pilot events hosted by local PTAs. Come learn how easy it can be for your local PTA unit or council to host an event and about a new grant opportunity to cover your costs!

Supercharge Your PTA

342 E - Conv. Center Blue Corridor

Darren Grissom, Texas PTA Associate Executive Director

Has your PTA been searching for a boost, but you can't seem to get things moving in the right direction? Is it taking too long to see the benefit of your hard work and ideas? This session is for you! Learn hard and fast strategies to transform your PTA to meet the goals of your campus while creating value for your members. Start supercharging your PTA!

The Middle Piece: How to Help Local PTAs With Their Membership Goals

361 C - Conv. Center Orange Corridor

Marni Kaner, Richardson ISD Council of PTAs

Council Leaders and FSRs are an important "middle piece" of the membership puzzle. Come learn ways to encourage, aide, facilitate and boost local membership.

The Road to Educator of the Year

361 B - Conv. Center Orange Corridor

2017 Educator of the Year Recipients

Neil Shelby, Texas PTA Director-at-Large

Panelists will share their personal strategies and stories on their journey in education that led them to being a Texas PTA Educator of the Year. Learn how their outlook and successes have helped make a difference at their campus and in their CommYOUity.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Leader2Leader

FINAL ROUND • 8:30AM-9:30AM

We're not done yet! You have spent the last two days learning how to be a rock star PTA leader and we are so happy you joined us. You've been in and out of workshops and networking with leaders across the state, BUT you may have a few lingering questions. Join PTA leaders to ask questions, clarify and wrap up any loose ends.

Serving as an Effective Leader
Identifying and Supporting New Leaders
Great Relationships with Principals and Administrators
Ins and Outs of PTA Fundraising
Bonds, Elections and Legislative Issues
Strengthening PTA Through Effective Programs
PTA Finance
Recruiting, Retaining and Reporting Members
Connecting with Parents on Your Campus
Meetings, Motions and the "PTA-Way"
Texas PTA Website, Resources and JoinPTA.org

335 – Hilton 3rd Floor
Lanier B – Hilton 4th Floor
Lanier C – Hilton 4th Floor
Lanier D – Hilton 4th Floor
Lanier E – Hilton 4th Floor
Ballroom of the Americas A – Hilton 2nd Floor
Ballroom of the Americas B – Hilton 2nd Floor
Ballroom of the Americas C – Hilton 2nd Floor
Ballroom of the Americas D – Hilton 2nd Floor
Ballroom of the Americas E – Hilton 2nd Floor
Ballroom of the Americas F – Hilton 2nd Floor

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Training Session Four • Hilton

SUNDAY • 9:45AM-11:00AM

Advocating for the Health of It!

336 A - Hilton 3rd Floor

Karen Burnell, Texas PTA Healthy Lifestyles Liaison

Michelle Smith, Texas Action for Healthy Kids

Jenny Eyer, Children At Risk

You have a powerful voice when it comes to advocating for health and wellness. Come learn how to use it! Hear success stories from award-winning School Health Advisory Councils (SHACs), FREE resources from Texas Action for Healthy Kids on turning policy into action, exercise, nutrition and advocacy efforts from Children at Risk. Whether you are looking for ways your PTA can be more involved in advocacy or you're curious about how you can take the next step, this session will give you ideas and resources to help your parents get educated, engaged and active!

BASICS Programs

Ballroom of the Americas F - Hilton 2nd Floor

Shonna Jones, Texas PTA Parent Education Liaison



Relevant and effective programming is be a cornerstone of a strong, healthy PTA. Learn how Parent Education and Programs Chairs use a wide variety of resources to assist them in developing their programming year, and learn the ins-and-outs of making this position successful!

Be a S.M.A.R.T Parent

339 A - Hilton 3rd Floor

Heather Ashwell-Hair, Texas PTA Vice President Leadership

Sharon Goldblatt, Texas PTA Past State President

Every parent wants their child to live a happy, successful life, but how am I going to help them get there? The "how" is the million dollar question! Become a SMART parent and understand how to have a meaningful partnership with those who most often influence our children – their teachers.

Emotional Leadership in Difficult Conversations

Ballroom of the Americas E - Hilton 2nd Floor

Lisa Holbrook, Texas PTA President



This session examines the opportunities to exercise emotional leadership in a difficult conversation by understanding the dynamics of the conversation. We can become more aware of our filters and preferred styles of responding, and set a tone of solution-oriented discussions. In addition, it covers ways to model constructive behaviors to move the conversation forward.

Engage More Members and Build New Leaders

Ballroom of the Americas C - Hilton 2nd Floor

Larriann Curtis, Texas PTA Vice President Membership

Marni Kaner, Texas PTA Field Service Representative

Michelle Ross, Texas PTA Field Service Representative

Marlaina Shields, Port Arthur City Council of PTAs

Do you have a lackluster PTA? Has it lost its body and sparkle? Are the same few people the only ones who help out over and over? Join us to hear and share tips about renewing your PTA! This panel discussion will include PTA leaders who have been there, done that. Bring your questions and ideas. Let's get your PTA ready to SHINE!

Family + School + Community Partnerships = Students Success

Ballroom of the Americas A - Hilton 2nd Floor

Sylvia R. Reyna Ph.D, Texas PTA Vice President

Programs & Resources



Decades of research have proven what many of us already know to be true— active and engaged families are the key to success for our children. Hear proven strategies on how strong relationships at both home and school can help ensure that every child reaches their potential! Your PTA has an opportunity to make a difference; say YES to student success!



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Four • Hilton

SUNDAY • 9:45AM-11:00AM

Ha! Ha! Help! How to Use Humor to Teach Your Children Responsibility

Ballroom of the Americas D - Hilton 2nd Floor

Rebecca Fox, Rebecca Fox Speaks

A very entertaining yet valuable message focused on teaching children responsibility. Based on the Love and Logic principles, audiences will learn valuable tools for more effective parenting while maintaining a sense of humor. Pairing practical wisdom with laugh-out-loud humor, attendees will learn how to communicate in unexpected ways.

How to Advocate Effectively in Your Community

Lanier E - Hilton 4th Floor

Sheri Doss, Texas PTA President-Elect
Estella Rupard, Huffines Middle School Principal
Greg Smith, Clear Creek ISD Superintendent
Helen Warwick, Marshall ISD Board President
Michelle Jackson, Texas PTA Director of Member Services

When parents' expectations and children's dreams collide with teachers, administrators, testing and budget constraints, it can create a combustible situation. But it doesn't have to be ugly! Learn how to approach teachers, administrators and school board trustees to positively impact the quality of education for your child, your school and your community.

It's A Wrap

Lanier F - Hilton 4th Floor

Ellen Arnold, Arnold Public Affairs

PTA's number one priority was school finance; the Lt. Governor and Governor didn't exactly share the same priorities; a growing rainy day fund was off limits by some. Texas PTA tracked over 500 bills and testified on funding, powdered alcohol, suspension of children, immunization reporting, cyberbullying, and more. Join us for the highlights and low moments of the 85th legislative session.

Kids First: My Unique Abilities

337 A - Hilton 3rd Floor

Lizeth LoCicero, Texas PTA Director-at-Large

Has your school community struggled to be inclusive of students with special needs? Kids First is a turn-key program that gives students and families insight into the daily lives of those with unique abilities such as autism, dyslexia and ADHD. Consisting of several hands on experiences, Kids First is a great tool to help build a culture of understanding and acceptance.

Marketing your PTA/PTSA

Lanier A - Hilton 4th Floor

Dawn Watson, Round Rock Council of PTAs
Angie Sawyer, Round Rock Opportunity Center

Come and learn how the 5 P's of marketing can impact your organization, how to develop key partnerships and why they are so critical to your success, and what is your PTAs "value-add".
PTA = Parents, Teachers, ALL of us!

Reading 101

340 A - Hilton 3rd Floor

Michelle Humphreys, Texas PTA Past State President
Suzi Kennon, Texas PTA Vice President Field Service

Reading is the foundation of any child's ability to be successful throughout their academic career. Whether they are learning to read in the early grades or reading to learn as they grow older, parents and teachers can work together to reinforce healthy habits. This interactive program empowers family members to build and strengthen their child's fluency and vocabulary so they grow into strong, confident lifelong readers.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible

Training Session Four • Hilton

SUNDAY • 9:45AM-11:00AM

Show Me the Money! Finance for Board Members



Ballroom of the Americas B - Hilton 2nd Floor

Lisa Johns, Texas PTA Treasurer

You don't have to be the treasurer to understand the financial health of your PTA! Did you know that EVERY board member has a responsibility to ensure transparent and ethical financial practices within your PTA? Whether you're the president, principal or PTA board member, this workshop will give you the tools to understand the numbers!

Stop Managing and Start Leading! Lanier C - Hilton 4th Floor

Darren Grissom, Texas PTA Associate Executive Director

PTA Leaders are asked to balance many priorities, all of which are critical to the success of your PTA. Join this session to learn simple ways you can create a PTA experience that is rewarding and fulfilling for you and your board, while building a successful and sustainable PTA for the future. Let's start leading!

Tag, You're It! 335 A - Hilton 3rd Floor

Kyle Ward, Texas PTA Executive Director

I'm a PTA officer! Great, so now I'm expected to lead. I'm overwhelmed and the school year hasn't started. Help! What should I do? This workshop will calm your nerves and will focus on a 2014 TIME magazine article titled, "10 Things the Greatest Leaders All Have in Common." Being a leader doesn't mean you have to reinvent the wheel. We will dissect this leader attribute list so you can take it back home and have a wonderful year as a PTA volunteer. You will leave this workshop saying, "Tag, I'm it and I'm so glad."

Texas PTA Financial Accounting Software Lanier D - Hilton 4th Floor



Beth Crymes, Texas PTA Field Service Representative

The Texas PTA Financial Reporting Software can assist you with creating financials, tracking budget amendments and more. Join a former Texas PTA Treasurer and learn the functionality and benefits of using this Windows compatible program.

The Art of Delegating Lanier B - Hilton 4th Floor

Leslie Boggs, National PTA President-Elect / Texas PTA Past State President

A common leadership challenge is defining how to empower teams to function at a higher level, producing more quality results. This is an opportunity to effectively manage one's own schedule by getting things off their schedule that someone else can do. Come join us in this interactive workshop to discover the art of delegating.



Resources Available @ Store



Session Repeats



CPE Credit



Traducción al Español Disponible