

# LAUNCH LUNCH

## LAUNCH LUNCH\*

DAY ONE • FRIDAY, JULY 19, 2019  
11:30 AM - 1:00 PM

### **BASICS MEMBERSHIP**

#### **Mustang 4** ◀◀◀◀◀

Marni Kaner, Vice President Membership

The new year is just around the corner and we're ready to help you start PTA Strong! This can't miss session for PTA Membership Leaders will review all the key points of recording, tracking, and reporting your members, and provide proven tips to connect with your community to grow the support of your PTA!

### **BASICS PARLIAMENTARIAN**

#### **Mustang 5** ◀◀◀◀◀

Lisa Johns, 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.

### **FINANCE FOR BOARD MEMBERS**

#### **Mustang 6** ◀◀◀◀◀

Heidi PeCoy, Treasurer

All PTA Leaders should understand the financial health of their PTA and help maintain transparency and ethical practices. Whatever your role, this session will give you the tools to understand the numbers!

### **LEARNING LAB: PTA MEMBERSHIP MEETINGS**

#### **Mustang 2** ◀◀◀◀◀

Lisa Holbrook, Past State President  
Kelley Thomas, Plano ISD  
Kirk Overbey, Professional Registered Parliamentarian

Do you leave your membership meetings wondering if there's a better way to accomplish the business of your PTA and reach more families? Join this live demonstration of a typical membership meeting and see how you can increase efficiency, handle the unexpected, and create value for your members' time. Give back to your supporters with a fun and rewarding PTA meeting!

### **RAP THE GAVEL! A LOOK BACK AT THE 86TH LEGISLATIVE SESSION**

#### **Palomino 2** ◀◀◀◀◀

Suzi Kennon, President-Elect  
Ellen Arnold, Arnold Public Affairs

School finance, school safety, STAAR, tobacco prevention, and even some good ol' fashioned politics - this past session had it all! Get the inside scoop and recap the ups-and-downs of what was truly a roller coaster in the 86th Legislative Session.

### **THE ART OF DELEGATING**

#### **Palomino 3** ◀◀◀◀◀

Leslie Boggs, National PTA President

A common leadership challenge is empowering teams to function at a higher level with quality results. Build confidence in shifting duties to other Leaders and lean on those who have the time and talent to make it happen. Join this interactive session to discover the art of delegating!

### **TRUE COLORS**

#### **Mustang 1** ◀◀◀◀◀

Sharon Goldblatt, Past State President  
Michelle Humphreys, 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 promote responsibility, respect, communication, and more. Join this session and bring out the best in your team!

**\*Open to attendees with a pre-purchased ticket. Admission not included in All-Access Pass.**

◀◀◀◀◀ Mustang Rooms



Resources Available @ Store



CPE Credit

◀◀◀◀◀ Palomino Rooms



Session Repeats



Traducción al Español Disponible

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# TRAINING SESSION ONE

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1:30 - 3:00 PM



## ❖ ACTIVATE YOUR SOFT SKILL SUPERPOWERS

Texas 4 ◀◀◀◀◀

Latasha King-Crump, Houston ISD

Did you know you're a PTA Superhero? During this session we will activate your superpowers of communication, teamwork, and understanding your own leadership style. Participants will be given strategies to improve their PTA skills in these areas and how to help other Leaders on their board.

## BEING ORGANIZED AMONG THE CHAOS

San Antonio 1-3 ◀◀◀◀◀

Shaleen Wilding, Round Rock ISD

As we encourage our children to be productive it helps if we are, too! Come hear some organizational tips, creative solutions, and even a few ways to tackle those growing piles! Being organized is the BEST tool for a stress-free life. Let's keep on top of our piles while keeping the most important thing first...our family.

## ❖ BRINGING BACK CIVILITY

Dallas 1-2 ◀◀◀◀◀

Malinda Gaul, Gaul and Dumont

With the heightened divisiveness our country is experiencing today, understanding how to agree to disagree can be helpful in getting people to work together effectively. Come join the discussion about the importance of civility, the difference between assertiveness and aggression, and the imperative of working toward a common goal.

## 🛒 BUT HOW DO WE PAY FOR THAT?

Texas 5 ◀◀◀◀◀

Karen Burnell, Healthy Lifestyles Liaison Panel of Healthy Lifestyles Partners

From recess equipment to nutrition signage, there are many opportunities to find funds for healthy school initiatives. We will review what kind of grants are available, who can apply, and how to write for those funds. It's sometimes easier than you think!

## CREATING A STRONG VISION AND BUILDING A WINNING CULTURE

Texas 2 ◀◀◀◀◀

Andy Burnfield, Director-at-Large

Do you want to create an environment of safety, belonging, and connection that leads to better engagement and recruiting? Join this session to learn strategies to create a vision and culture that position your PTA for success!

## DEVELOPING YOUR BOARD: CREATING THE DREAM TEAM

Dallas 5-7 ◀◀◀◀◀

Leslie Boggs, National PTA President  
Sharon Goldblatt, Past State President  
Michelle Humphreys, Past State President

Building a cohesive board that learns and grows together takes work - from planning to implementation to evaluation. Board members must not only work well together, but they must plan for sustainability of the PTA's current or future successes. Attendees will work through templates, exercises, and activities to move from concept to implementation.

## ❖ HOW BOYS AND GIRLS BULLY DIFFERENTLY AND WHAT YOU NEED TO KNOW

Grapevine 6 ◀◀◀◀◀

Sarah Webb, Plaid for Women, Inc.

Bullying doesn't fit any one recipe and can look different from one situation to the next, particularly the differences with boys and girls. Learn what to look for that can help parents, volunteers, and educators understand how boys and girls bully differently.

◀◀◀◀◀ Austin Rooms

◀◀◀◀◀ Dallas Rooms

◀◀◀◀◀ Fort Worth Rooms

◀◀◀◀◀ Grapevine Rooms

◀◀◀◀◀ Mustang Rooms (Hotel)

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🛒 Resources Available @ Store

🔄 Session Repeats

❖ CPE Credit

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## IT'S ALL ABOUT GOOD CUSTOMER SERVICE

**San Antonio 4-6** ◀◀◀◀◀

Kyle Ward, Executive Director  
Sonya McDonald, Randolph Brooks Federal Credit Union  
Preston Hughes and John Prescott, Whataburger

It doesn't matter if you're leading your PTA or a huge corporation, great customer service is the key to success and growth! Join experts from our PTA friends at Whataburger and Randolph Brooks Federal Credit Union to hear insights on how you can create raving fans among your members and PTA families!

## KIDS FIRST: MY UNIQUE ABILITIES

**Grapevine 1** ◀◀◀◀◀

LaDorshe Damron, Vice President Program and Resources  
Lizeth LoCicero, Field Service Representative

As members of our **CommYOU**unity, both children and adults must recognize that people with special needs have limits on daily life activities such as caring for one's self, performing manual tasks, mobility, and communicating. Kids First is a free Texas PTA program that can jumpstart an inclusive culture on your campus for everyone who calls it home.

## MOBILIZING FOR HOMETOWN ADVOCACY

**Texas 1** ◀◀◀◀◀

Suzi Kennon, President-Elect  
Panel of PTA Leaders

There is no doubting that PTA is a powerful advocate for children at the State Capitol in Austin, but influencing local decisions and being an effective voice for students in your own **CommYOU**unity can create tremendous value for your PTA's work on your campus and position your PTA for a thriving future. Hear from panelists who put the mission into action in their own hometown!

## NATIONAL PTA'S STEM + FAMILIES: LESSONS LEARNED, LOCAL PTA GRANTS, AND MORE!

**Austin 1-3** ◀◀◀◀◀

Kris Prevatte and Alyssa Montchal, National PTA

Want to engage a record number of families and get rave reviews? Host a wildly successful STEM + Families event! Over \$100,000 in funding is up for grabs, so get details on upcoming 2019-2020 grants available to Local PTAs and hints on the best chance of winning! PTA's STEM + Families initiative is supported by Founding & Presenting Sponsor Bayer, Founding Sponsor Mathnasium, and Supporting Sponsor Huntington Ingalls Industries.

## PTAS AND TAXES

**Texas D** ◀◀◀◀◀

Heidi PeCoy, Treasurer

Are you confused or intimidated by tax collection and reporting? Join this session to be sure you understand the difference between state and federal tax requirements. See how easy it is to complete a 990-N and learn the rule and regulations regarding sales tax, and how all of this applies to your PTA.

## SPARKING JOY WITH MEMBERSHIP

**Texas C** ◀◀◀◀◀

Cris Bowden, Katy ISD

Don't let your role as Membership Chair become cluttered with paperwork problems, missed award deadlines, and disappointing enrollments! Embrace a year-long plan of organization to fulfill your membership goals and spark joy and enthusiasm for recruitment! Let's work together to clarify tasks and showcase ideas promoting your success!

## SPOTLIGHTS BYLAWS AND STANDING RULES

**Texas 3** ◀◀◀◀◀

Lisa Johns, Vice President Leadership

The best kept secret in PTA is that our governing documents aren't just "rules," they can be the key to foster transparency, reduce conflict, protect member rights, and set expectations from the outset. Hear updates on this year's template changes and how you can easily navigate your bylaws and standing rules.

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## STRESS IN PTA? BUT IT'S SUPPOSED TO BE FUN!

**Grapevine 2-3**

Heather Ashwell-Hair, Field Service Representative

Are you experiencing on-the-volunteer-job stress? Learn to combat the 16 Irrational Thoughts that might be contributing to your stress, adopt the 10 Commandments for Mental Health, and explore other strategies to de-stress and help ensure your PTA experience is fun and rewarding!

## UNDER THE HOOD OF COLLEGE APPLICATIONS: THE NUTS AND BOLTS OF WHAT STUDENTS NEED TO DO AND HOW YOU CAN HELP

**Grapevine 4-5**

Shane Bybee, Bybee College Prep

Don't be overwhelmed by the forms and numbers and multitude of choices! Take a close look at the key items a student needs to complete for college applications with an outline of how to get things done and minimize the chaos of transitioning to college.

## ❖ WHAT EVERY PARENT SHOULD KNOW

**Texas 6**

Jeff McKissack, Defense By Design

Those who seek to exploit children and teens are very deliberate and strategic in their grooming process. This presentation pulls back the curtains to give parents the early warning red flags of such potential abuse. Knowing what actions, behaviors, gifts, and more to look for are essential keys to prevention. Knowing what to say to your children and teens to prepare them for such scenarios is even more critical.

## YES, YOU CAN! (INTERMEDIATE)

**Fort Worth 3-4**

Lloyd Bachrach, Yes, You Can! Motivational Programs

Hear from Lloyd, 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 that help students to succeed and realize their full potential.

## ❖ YOUTH AWARE OF MENTAL HEALTH (YAM): A UNIVERSAL MENTAL HEALTH PROMOTION PROGRAM TO PREVENT SUICIDE

**Austin 4-6**

Jennifer Hughes, UT Southwestern Center for Depression Research and Clinical Care

The Youth Aware of Mental Health (YAM) program is a universal mental health promotion program that has demonstrated a strong impact on youth suicide and depression. First developed in Europe and then modified for U.S students, this program can be a unique tool in protecting students. Join us to see how you can improve supports around mental health.

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# TRAINING SESSION TWO

DAY TWO • SATURDAY, JULY 20, 2019

8:00 AM - 9:30 AM



## 101 MORE WAYS TO SAY "THANK YOU"

**San Antonio 4-6**

Jeannie Griffith, Field Service Representative

It takes a lot of people to make a successful PTA! How do we show our appreciation to all of the parents, teachers, staff, and community members that help make that happen? Super cute, fun, and easy ideas for creating an "attitude of gratitude" within your PTA.

## BASICS ADVOCACY

**Fort Worth 5-7**

Suzi Kennon, President-Elect

Is your PTA a strong advocate for your students? Do you want to do more to educate, inform, and energize your community about important issues facing education both at home and in Austin? Join this session to learn how advocacy can help your PTA **back the future** of every child!

## BASICS ARTS IN EDUCATION

**Grapevine 2-3**

Risa Ginther, Director-at-Large

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, innovation, and academic success. Join us to hear how arts education can make an impact on your campus and your PTA!

## BASICS HEALTHY LIFESTYLES

**Grapevine 1**

Karen Burnell, 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 for valuable resources, how to interact with your Council PTA and ISD to achieve results, and how Texas PTA supports you throughout the year!

## BASICS MEMBERSHIP

**Dallas 5-7**

Marni Kaner, Vice President Membership

The new year is just around the corner and we're ready to help you start PTA Strong! This can't miss session for PTA Membership Leaders will review all the key points of recording, tracking, and reporting your members, and provide proven tips to connect with your community to grow the support of your PTA!

## BASICS PRESIDENT

**Texas D**

Sheri Doss, President

There's no such thing as the PTA King or Queen! Serving as president is about helping others find their passion and working to establish PTA as an educational partner on the campus. Learn the tools to efficiently take care of PTA business so you can focus on the people who make your PTA successful! Note: It's always good to bring your Local PTA bylaws for reference.

## BASICS SECRETARY

**Austin 4-6**

LaDorshe Damron, Vice President Programs and Resources

Never say that you're "just" the secretary! Secretaries play an active role in communicating important information to members and Leaders and help ensure that the PTA stays on track with required documents and reporting. Learn the tools of the trade to protect and support your PTA with accurate and comprehensive records.

## BASICS TREASURER

**Texas C**

Heidi PeCoy, Treasurer

Accurate financial information and effective budgeting are critical in realizing the goals of any PTA and this session has the information you need to be confident and successful. From paying expenses to making deposits and beyond, learn the ropes of serving as Treasurer and how you can position your PTA for success!

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# TRAINING SESSION TWO

DAY TWO • SATURDAY, JULY 20, 2019  
8:00 AM - 9:30 AM



## BEHIND THE CURTAIN: SECRETS OF SUCCESSFUL SCHOOL ASSEMBLY PROGRAMS

Texas 2 ◀◀◀◀◀

James Munton, The Munton Group, LLC

School assembly shows are a great way to reward and motivate your students. James Munton has entertained over a million children at schools throughout Texas. He'll show you where to find the best school performers, how to book them, and he'll provide a fabulous checklist so you don't miss anything. James will also share the secrets to obtaining big discounts!

## DUKE UNIVERSITY TALENT IDENTIFICATION PROGRAM

Texas 4 ◀◀◀◀◀

Traci Guidry, Duke TIP

Come learn about the many educational programs, opportunities, and resources that Duke TIP has to offer academically gifted youth, their parents, and educators. Duke TIP helps supplement schools' educational offerings for the highly advanced through talent searches, summer programs, courses, curriculum planning, and research. There is something for everyone!

## ❖ CREATING A CULTURE OF HEALTH IN SCHOOLS



Mustang 4 ◀◀◀◀◀

Sara Jefferson, IT'S TIME TEXAS

Learn about the importance of health programs and their benefits which extend from the child into the community. IT'S TIME TEXAS wants to help support your school district/school, bring free health-centered programs, initiatives, and resources to create a culture of health as the norm for students, educators, and families.

## ↻ IS YOUR PTA A SQUARE

Grapevine 4-5 ◀◀◀◀◀

Kyle Ward, CAE, Executive Director

All PTAs have a personality and a certain reputation. PTAs might be a square, triangle, or circle. Each shape brings opportunities and potential challenges. Explore the characteristics of each shape, with interactive discussion on how to maximize the benefits of each while minimizing the least favorable attributes. Join this fun session so the new school year and your leadership will "shape up" for spectacular PTA-ing.

## CROSS-CULTURAL DIVERSITY: STRENGTHEN YOUR PTA

Texas 5-6 ◀◀◀◀◀

Lisa Johns, Vice President Leadership Panel of PTA Leaders

PTAs are most effective when they reflect the students and families they serve and our communities are expanding in diversity each and every year. Hear from a panel of PTA Leaders who have been successful in reaching the diversity of their campuses to enrich the quality of their PTA!

## MARKETING YOUR PTA/PTSA

Fort Worth 1-2 ◀◀◀◀◀

Dawn Watson, Field Service Representative

Old vs New Marketing, reaching out, value add... what does it all mean? Hear proven strategies from an experienced PTA Leader to build relationships on campus, utilize your circle of influence, understand your competition, and engage your principal for PTA success!

## DOES IT REALLY MATTER? YES, IT'S THE LITTLE THINGS THAT COUNT!

San Antonio 1-3 ◀◀◀◀◀

Shaleen Wilding, Round Rock ISD

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, so learn to do the simple things that will make the biggest difference in your life and the life of your entire family!

## ❖ SCHOOL SAFETY IN TEXAS: EQUIPPING PARENTS WITH THE INFORMATION YOU NEED

Texas 3 ◀◀◀◀◀

Jill Tate, Texas School Safety Center

We see the stories on the news and hope it's never in our community. Find out what the law requires of your school to keep your children safe, including updates from the 2019 Legislative Session. Join us to learn what you need to know in case of an emergency.



**Save your steps!**

Stay in the hotel for your morning workshop.



# TRAINING SESSION TWO

DAY TWO • SATURDAY, JULY 20, 2019

8:00 AM - 9:30 AM



## STAIRS THAT LEAD TO NOWHERE

Dallas 3-4

Kara Grace, Tyler ISD

We are all faced with what we perceive as “Stairs that Lead to Nowhere”. Why are they there? Who would build stairs without purpose? Did they once lead to a door that would open possibilities? Attendees will be challenged to manage expectations with potential failure or significant success, learning to face failure with recognition that “the climb” was the intended result, and discovering how to start “the climb” when overwhelmed with the challenges you may face.

## ❖ SUPPORTING STUDENTS BY ENGAGING THE WHOLE FAMILY

Grapevine 6

Rhonda Blackburn, Wylie ISD

Many times it is difficult to get the whole family involved when everyone is so busy. Two years ago, Cox PTA in Wylie ISD started down this road. This session will focus on the steps we took to engage the family, what we did to build our membership, the programming that took place, and what we did to get the students involved!

## ❖ TAKE A STAND AGAINST BULLYING

Texas 1

Lori Kuykendall, Aim for Success

Sticks and stones ... and names all hurt! Bullying is a major challenge on elementary and secondary campuses by impacting the physical, emotional, and social health of all those involved. This informative and inspirational session explores the causes of bullying and identifies effective intervention and creative prevention strategies for parents and schools.



### Save your steps!

Stay in the hotel for your morning workshop.

## TEXAS ASSOCIATION FOR THE GIFTED AND TALENTED: COLLABORATION BETWEEN PSGS AND PTA



Mustang 2

Kim Farbisz, Grapevine-Colleyville ISD

Kendra Hopkins, Mansfield ISD

Glorry Yeung, Denton ISD

Gifted students require a customized approach to learning that is most successful when parents are fully engaged with their education. Learn more about the Texas Association for the Gifted and Talented, its affiliated Parent Support Groups (PSGs), and commonalities of advocacies between PTAs and PSGs.

## THE MAGIC OF AN OPPORTUNITY MINDSET

Austin 1-3

Christy Largent, Lewisville ISD

This session is for you if you are ready to stop the negativity! You will be empowered to lead with confidence and clarity using Christy’s positivity principles. You will learn how to reframe any negative and turn it into positive momentum for your team.

## THE VALUE OF PAUSE IN OUR FAST-PACED WORLD

Dallas 1-2

Cindy Cruz-Davis, Director-at-Large

One of the many responsibilities we all have as PTA volunteers and Leaders has to do with knowing when to pause before we react, comment, or speak out. Before we confront, we must take a moment to listen, learn, and find a way to use our words to educate and empower others.

## YES, YOU CAN! (ELEMENTARY)

Fort Worth 3-4

Lloyd Bachrach, Yes, You Can! Motivational Programs

Hear from Lloyd, 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 that help students to succeed and realize their full potential.

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# LEADER2LEADER SESSION ONE

DAY TWO • SATURDAY, JULY 20, 2019  
11:00 AM - 12:00 PM



All sessions will be repeated in LEADER2LEADER SESSION 2 on Saturday, 1:45 PM - 2:45 PM.

Available in all 3 Leader2Leader Sessions!

Traducción al Español Disponible

Location	Topic
San Antonio 1-3	Budgeting for PTA Success
Grapevine 1	<b>3x</b> But Where's the Search Bar? Navigating Texas PTA Online Resources
Texas D	<b>CommYOU</b> unity Connections: Campus Principals Can Be Your PTA's #1 Fan!
Texas 4	<b>CommYOU</b> unity Connections: Developing Strong Partnerships Between Council PTAs and School Districts
Dallas 3-4	<b>CommYOU</b> unity Connections: Engaging Early Childhood Families to Create a Strong Foundation for Your PTA
Texas 1	<b>CommYOU</b> unity Connections: Engaging Students in PTA
Dallas 5-7	<b>CommYOU</b> unity Connections: Making Campus Faculty Your Greatest PTA Ambassadors!
San Antonio 4-6	<b>CommYOU</b> unity Connections: Outreach to Special Education Families
Grapevine 2-3	Creating Value for Your PTA Through Programs
Grapevine 4-5	Cultivating Business Partnerships in Your Community
Texas 5-6	Fundraising Without Parents Running the Other Way!
Texas 2	Great Technology to Make PTA Easier!
Austin 4-6	Leading with Confidence: Understanding Your Role as a Board Member
Fort Worth 1-2	Look Within for Reflections 2019!
Fort Worth 5-7	<b>3x</b> Looking Ahead: What's Next After PT Avenue?
Austin 1-3	Networking for Independent PTAs* <small>*Independent PTAs are those who are not members of a Council PTA</small>
Grapevine 6	Not Too Hot, Not Too Cold: Creating Effective Family Engagement
Texas 3	Parliamentary-Palooza!
Dallas 1-2	<b>3x</b> PTA Finances Made Easy: Getting to Know the Texas PTA Financial Reporting Software
Fort Worth 3-4	PTA is Bringing Healthy Back!
Texas C	Rockin' Back-to-School with <b>back the future!</b>

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◀◀◀◀ San Antonio Rooms

◀◀◀◀ Texas Rooms

Resources Available @ Store

Session Repeats

CPE Credit

Traducción al Español Disponible

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# TRAINING SESSION THREE

DAY TWO • SATURDAY, JULY 20, 2019  
4:15 PM - 5:30 PM



## 101 MORE WAYS TO SAY "THANK YOU"

**San Antonio 4-6**

Jeannie Griffith, Field Service Representative

It takes a lot of people to make a successful PTA! How do we show our appreciation to all of the parents, teachers, staff, and community members that help make that happen? Super cute, fun, and easy ideas for creating an "attitude of gratitude" within your PTA.

## **ABC - IT'S THAT EASY! FIND WHAT'S FOR DINNER IN YOUR FREEZER!**

**Texas 2**

Shaleen Wilding, Round Rock ISD

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.

## **ARE YOU A PTA ZOOKEEPER?**

**Grapevine 4-5**

Kyle Ward, CAE, Executive Director

A zoo has lots of different animals. As a PTA Leader, do you ever feel like you are managing a zoo? Conflicts, pettiness, and non-mission behavior just spoil fun as a Leader. Using humor, this workshop will explore human interaction that can at times mirror zoo residents. But the trick for PTA Leaders is being a masterful zookeeper who turns not-so-pleasant behavior into a positive, or at least neutral, situation. Join us and leave prepared for a great school year where your members remember the mission and not a zoo.

## **BE A VIP (VERY INSPIRING PARENT) AND MAKE CHANGE HAPPEN AT YOUR SCHOOL**

**Fort Worth 3-4**

Alice Kirk, Texas A&M AgriLife Extension Service  
Michelle Smith, Action for Healthy Kids

Learn how you and your PTA can ensure kids are healthy, active, and ready to learn. We'll share tips and information on how nutrition and physical activity truly help students be more successful academically. We'll show you ways to promote more recess, ideas for non-food fundraising, ways to improve school meals, and more! Whether you have a Healthy Lifestyle program or you just want to incorporate more focus on the Whole Child, this session is for you!

## **CREATING BRAVE SPACES: THE RISE IN HATE AND WHAT TO DO ABOUT IT**

**Texas 1**

Sherasa Thomas, Anti-Defamation League

This session will provide an opportunity for participants to examine the escalating nature of hate and to consider the difficulty of stopping the progression once it begins. Additionally, participants will be introduced to terms and programs to help create spaces of inclusivity and acceptance.



## **FINANCE FOR BOARD MEMBERS**

**Austin 4-6**



Heidi PeCoy, Treasurer

All PTA Leaders should understand the financial health of their PTA and help maintain transparency and ethical practices. Whatever your role, this session will give you the tools to understand the numbers!

## **HEY DUDE, NICE SHOES: AN ANTI-BULLYING WORKSHOP**

**Texas 3**

Carolyn Brown, Hey Dude, Nice Shoes

"Hey Dude, Nice Shoes" takes a closer look at one of the buzz-words of this generation. Through defining behaviors, we reevaluate what the word "bullying" has come to mean to our students and their parents. By showing examples of kindness every day we can hope to empower the students to make behavior changes to create a safer and softer campus environment.

Austin Rooms

Dallas Rooms

Fort Worth Rooms

Grapevine Rooms

Mustang Rooms (Hotel)

Palomino Rooms (Hotel)

San Antonio Rooms

Texas Rooms



Resources Available @ Store



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**LAUNCH 2019**

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# TRAINING SESSION THREE

DAY TWO • SATURDAY, JULY 20, 2019

4:15 PM - 5:30 PM



## ❖ I SHINE, YOU SHINE: A COMMUNITY APPROACH TO KINDNESS

**Austin 1-3** ◀◀◀◀◀

Katie Kolkmeier, House of Shine

House of Shine believes each of us is born with a unique set of talents and gifts, our SHINE. Come learn about the initiatives we offer and a practical model of implementation for schools, PTAs, and towns/cities to collectively unearth the SHINE within their school community.

## ❖ LIBRARIES: THE BEST KEPT SECRET TO STUDENT SUCCESS



**Mustang 2** ◀◀◀◀◀

Richelle O'Neil, Texas Association of School Librarians

School librarians wear many different hats: leader, teacher, program administrator, information specialist. Perhaps the most important hat a school librarian wears is that of instructional partner. Learn how school librarians partner can partner with PTA to innovate instruction and champion future-ready learning for all students

## 🗨️ INCLUDING DISABILITIES AND GIFTED NEEDS IN PTA: SAGE STRATEGIES FOR SUCCESS

**Fort Worth 5-7** ◀◀◀◀◀

Lizeth LoCicero, Field Service Representative  
Panel of SAGE Parents and PTA Leaders

SAGE (Special and Gifted Education) leaders in multiple districts have successfully worked to include special needs in PTA, including gifted needs. Could your campus or Council benefit from SAGE? How can SAGE improve parent/educator partnerships and student services? SAGE includes differences in the PTA voice - we are here to help!

## RAISING KIDS IN A DIGITAL AGE: PRESENTED BY NATIONAL PTA AND GOOGLE

**Texas 5-6** ◀◀◀◀◀

Lucian Teo, Google  
Alyssa Montchal and Kris Prevatte, National PTA

Discover how this innovative, totally free program provides tools to help families balance the time they spend with their devices and better connect with one another. Hear from Local PTA Leaders who have hosted a workshop at their school. Learn how you can use this program to support your own community's digital safety, security, wellness, access and equity. Be among the first to hear about the new funds available for Council and Local PTAs and advice on how to successfully apply. Fun giveaways for all and a big surprise for one lucky workshop attendee. Don't miss it! Google is a Founding Sponsor of the PTA Connected initiative.

## ❖ IWATCHTEXAS: ENHANCING SCHOOL SAFETY IN TEXAS



**Mustang 4** ◀◀◀◀◀

Lexi Quinney, Texas Department of Public Safety

Often times, school violence can be avoided if we build a culture of reporting. The Texas Suspicious Activity Reporting Network (TxSARNet) enhances school safety and encourages the collection, reporting and dissemination of information related to potential threats to the safety and security of any student, faculty member or school in Texas. Join this session to make sure your PTA is part of this life-saving network!

## RAP THE GAVEL! A LOOK BACK AT THE 86TH LEGISLATIVE SESSION

**San Antonio 1-3** ◀◀◀◀◀

Suzi Kennon, President-Elect  
Ellen Arnold, Arnold Public Affairs

School finance, school safety, STAAR, tobacco prevention, and even some good ol' fashioned politics - this past session had it all! Get the inside scoop and recap the ups-and-downs of what was truly a roller coaster in the 86th Legislative Session.

## 🛒 LEARNING LAB: PTA MEMBERSHIP MEETINGS

**Dallas 5-7** ◀◀◀◀◀

Lisa Holbrook, Past State President  
Kelley Thomas, Plano ISD  
Kirk Overbey, Professional Registered Parliamentarian


Do you leave your membership meetings wondering if there's a better way to accomplish the business of your PTA and reach more families? Join this live demonstration of a typical membership meeting and see how you can increase efficiency, handle the unexpected, and create value for your members' time. Give back to your supporters with a fun and rewarding PTA meeting!

## READY, SET, BID! CREATING AN AWESOME ONLINE AUCTION

**Grapevine 1** ◀◀◀◀◀

Jeannie Deakyne and Keri Ressler, Arlington ISD

Is your PTA experiencing a decrease in available volunteers, fewer fundraising opportunities, and higher donor fatigue? The solution could be as simple as Ready, Set, Bid! Learn more about how to transition your silent auction to an online format, build in inclusive fundraising practices, and raise MORE while requiring less of your volunteers.



**Get a head start!**  
Head to the hotel for your afternoon workshop.



# TRAINING SESSION THREE

DAY TWO • SATURDAY, JULY 20, 2019

4:15 PM - 5:30 PM

# THREE

## ❖ **ROCK THE TALK: WHY, WHEN AND HOW TO TALK TO YOUR CHILD ABOUT SEX**

**Dallas 1-2** ◀◀◀◀◀

Lori Kuykendall, Aim for Success

Children will learn about sex, but the question is where? This inspiring and practical session will equip parents to be the primary sex educator of their children, and to do so with confidence! The session presents helpful information and family values to be shared from Pre-Kindergarten through the teen years.

## **SAFE 2 SAVE: AN APP TO REWARD NOT TEXTING + DRIVING**

**Dallas 3-4** ◀◀◀◀◀

Courtney Scioli, SAFE 2 SAVE

SAFE 2 SAVE is the free rewards-based incentive app which gives users points for not using their phone while driving. Users can then redeem points for free items + discounts at popular restaurant chains and local eateries around town. S2S works to end distracted driving by positively changing behavior.

## 🔄 **SPOTLIGHTS BYLAWS AND STANDING RULES**

**Fort Worth 1-2** ◀◀◀◀◀

Lisa Johns, Vice President Leadership



The best kept secret in PTA is that our governing documents aren't just "rules," they can be the key to foster transparency, reduce conflict, protect member rights, and set expectations from the outset. Hear updates on this year's template changes and how you can easily navigate your bylaws and standing rules.

## **TELL ME A STORY: USING STORYTELLING TO COMMAND ATTENTION AND MAKE AN IMPACT**

**Grapevine 2-3** ◀◀◀◀◀

Jennifer Sarver, Sarver Strategies

Too often our messages are dry, soulless sentences that are easily forgettable. Think back to the most powerful lessons you learned as a child - were they conveyed in bullet points, facts, and pie charts? Or were they wrapped into a good tale that helped sear into your memory the importance of values like kindness, sharing and patience? This session will focus on helping you build the skills needed to effectively and confidently communicate using the power of storytelling.



### **Get a head start!**

Head to the hotel for your afternoon workshop.

## **THE ART OF DELEGATING**

**Texas D** ◀◀◀◀◀

Leslie Boggs, National PTA President

A common leadership challenge is empowering teams to function at a higher level with quality results. Build confidence in shifting duties to other Leaders and lean on those who have the time and talent to make it happen. Join this interactive session to discover the art of delegating!

## **THE LEADER WITHIN**

**Texas C** ◀◀◀◀◀

Sheri Doss, President

Your position does not make you. You make the position. Come and learn how you can be an exceptional leader in your current position. We'll explore the various elements that make a leader, effectively exhibiting authority and influence, and how to engage in continual leadership development.

## ❖ **TRUE COLORS**

**Grapevine 6** ◀◀◀◀◀

Sharon Goldblatt, Past State President  
Michelle Humphreys, 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 promote responsibility, respect, communication, and more. Join this session and bring out the best in your team!

## ❖ **UNLOCKING THE POSSIBILITIES: 5 KEYS TO HELP PARENTS SUPPORT THEIR CHILDREN**

**Mustang 4** ◀◀◀◀◀

Heather Ashwell-Hair, Field Service Representative



Being a parent is the greatest job in the world, but it can also be the most challenging! Join this new Texas PTA Ready. Set. Achieve! program to explore how 5 simple concepts can help your family support the passion of your children and guide them to success in whatever path they choose.

## **WHY DOES YOUR PTA NEED INSURANCE?**

**Texas 4** ◀◀◀◀◀

Elgin Allen, Association Insurance Management

Your event is decorated, everyone has arrived, the fundraiser is making money, everyone is happy. But then someone gets hurt and you realize that you forgot to purchase insurance...now what? What if you discover some of the fundraising money was stolen? Come to this session to find out how to protect yourself and your PTA.



# LEADER2LEADER SESSION THREE

DAY THREE • SUNDAY, JULY 21, 2019  
8:30 AM - 9:30 AM

	<i>Location</i>	<i>Topic</i>
Available in all 3 Leader2Leader Sessions!	Texas 1.....	All-In! Reaching New-to-School Families
	Austin 1-3.....	Books, Reports and Boards, Oh My! Recording the Success of Your PTA
Traducción al Español Disponible	Texas D.....	Burning Questions: Finance Q&A
	Texas C.....	Burning Questions: President's Q&A
	Dallas 3-4.....	<b>3x</b> But Where's the Search Bar? Navigating Texas PTA Online Resources
	Texas 5-6.....	Communities in Action: A School Safety Roundtable
	Texas 2.....	Connect with Us! Texas PTA's Emerging Leaders Academy
	Fort Worth 1-2.....	Effective Transitions and Transformations for Your PTA
	Fort Worth 3-4.....	Getting On Board the STEAM Train! Bringing Arts Education to Your School
	San Antonio 4-6.....	Great Ideas for Teacher Appreciation and Hospitality
	Fort Worth 5-7.....	<b>3x</b> Looking Ahead: What's Next After PT Avenue?
	Grapevine 4-5.....	Oh No She Didn't! Turning Tense Moments to Teamwork
	Texas 3.....	Policy Not Politics: Bonds, Boundaries and School Boards
	Dallas 1-2.....	<b>3x</b> PTA Finances Made Easy: Getting to Know the Texas PTA Financial Reporting Software
	Austin 4-6.....	PTA Success in Title I Schools
	Grapevine 2-3.....	Reflections for Council PTAs
	Dallas 5-7.....	Rising to the President's Challenge: Growing Membership Equal to 50% of Student Enrollment
	San Antonio 1-3.....	Setting Priorities: Balancing Family and Volunteering
	Texas 1.....	Sharing the Good News! Become a "Talk of Texas" PTA
	Grapevine 6.....	Town Hall with National PTA
	Texas 4.....	What's Your Mission Moment? How to Attract Supporters with Your Story

- ◀◀◀◀◀ Austin Rooms
- ◀◀◀◀◀ Dallas Rooms
- ◀◀◀◀◀ Fort Worth Rooms
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- 🛒 Resources Available @ Store
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# TRAINING SESSION FOUR

DAY THREE • SUNDAY, JULY 21, 2019  
9:45 AM - 11:00 AM

# FOUR

## A “HOW TO” SESSION: PTA CONNECTED INITIATIVE—GET FUNDING, STORIES, ADVICE!

**Grapevine 2-3** ◀◀◀◀◀

Alyssa Montchal, National PTA

Learn about the various family-based programs that National PTA provides with a focus on digital well-being, safety, literacy, access, and equity. Walk through each of our program opportunities and get a snapshot of the hand-on activities that they would experience in running this program at their school and learn best practices we’ve collected while hosting digital safety events with PTAs across the country this year. Attendees will also receive copies of our resources we provide in our free event program planning tool kits and guidance on how to apply for future PTA grants.

## A TALK WITH OUR PAST TEXAS PTA PRESIDENTS

**Grapevine 6** ◀◀◀◀◀

Jeannie Griffith, Field Service Representative  
Panel of Texas PTA Past State Presidents

Ever wondered what it takes to serve as PTA President for the great state of Texas? This seminar will give you the opportunity to hear from a panel of our past Texas PTA Presidents and ask them questions about their experience leading one of the largest state PTAs in the nation!

## BASICS PARLIAMENTARIAN

**San Antonio 1-3** ◀◀◀◀◀

Laura Freeman, Field Service Representative

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.

## BOUNDARIES WITHOUT BLAME

**Fort Worth 3-4** ◀◀◀◀◀

Dorothy Kuhn, The Successibles  
Jennifer Collins, Denton ISD

Everyday, people make decisions based on their perceived necessary choices – not the actual available choices, especially in tough situations. This session will help you expand your available choices so you gain respect, while respecting others and avoiding blame. When you do, others hold you in high esteem.

## BUILDING A SENSE OF COMMUNITY THROUGH YOUR SOCIAL MEDIA PRESENCE

**Fort Worth 5-7** ◀◀◀◀◀

Megan Langham, Katy ISD

Engage your community through your social media presence. Learn how to engage families, showcase volunteers, and encourage parents to join your PTA by telling your story with videos in action! You will walk away feeling excited, inspired, and motivated!

## COACHING VOLUNTEERS TO SUCCESS

**Texas 2** ◀◀◀◀◀

Lisa Johns, Vice President Leadership

Group work can be tough! The success of PTA is dependent on a group of leaders coming together to work towards a common goal, and our committee structure is an important piece of coordinating that effort. As a Leader in your PTA, learn how to support your volunteers and committees in their own processes and how to focus on coaching rather than managing. Join this session to help create a supportive and accountable culture for volunteers in your PTA!

◀◀◀◀◀ Austin Rooms

◀◀◀◀◀ Dallas Rooms

◀◀◀◀◀ Fort Worth Rooms

◀◀◀◀◀ Grapevine Rooms

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◀◀◀◀◀ Texas Rooms



Resources Available @ Store



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# LAUNCH 2019

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# TRAINING SESSION FOUR

DAY THREE • SUNDAY, JULY 21, 2019  
9:45 AM - 11:00 AM



## CPR FOR KEEPING YOUR LEADERSHIP ALIVE

Texas 5-6

Katherine Sells, Lewisville ISD

CPR for Keeping Your Leadership Alive focuses on three important issues in leadership that are important when assessing your future as a leader. “C”ommitment, “P”olicy and “R”espect should be on the forefront of a leader’s self assessment each year and should be a continual model for growth in one’s leadership abilities.

## CULTIVATING THE HEART OF PTA

Texas C

Sheri Doss, President  
Suzi Kennon, President-Elect

PTA could not exist without our volunteers because they are the heart of PTA on every level. Come learn what motivates people to volunteer and how to embrace that passion when recruiting, supporting, and retaining your volunteer base.

## DIGITAL HEALTH AND SAFETY: HOW TO KEEP OUR KIDS AND SCHOOLS SAFE IN THIS DIGITAL WORLD

Grapevine 4-5

Katie Greer, KL Greer Consulting

Kids ages 8-18 are spending an average of 7.5 hours a day in front of screens. With the ever-changing nature of technology and social media, parents and educators will learn what’s new, what’s now and what’s next when it comes to helping our kids stay safe in this digital world.

## DOLLARS AND \$ENSE

Dallas 5-7

Steve Ginsburg, Director of Finance

Help make sense out of all things financial. Both Presidents and Treasurers will benefit from hearing answers to common financial questions that have been asked over the years. Learn where to go when you have a question and what you need to ask to receive the most useful information.

Austin Rooms

Dallas Rooms

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## HOW TO BUILD A THRIVING PTA TEAM

Fort Worth 1-2

Cindy Cruz-Davis, Director-at-Large

Learn best practices on what it takes to build a thriving and winning PTA team at your campus! Successful leaders know that it’s not good to simply survive the school year but super important to thrive and flourish as a team!

## IS YOUR PTA A SQUARE?

Texas 4

Kyle Ward, CAE, Executive Director

All PTAs have a personality and a certain reputation. PTAs might be a square, triangle, or circle. Each shape brings opportunities and potential challenges. Explore the characteristics of each shape, with interactive discussion on how to maximize the benefits of each while minimizing the least favorable attributes. Join this fun session so the new school year and your leadership will “shape up” for spectacular PTA-ing.

## IT’S A MARATHON, NOT A SPRINT!

Dallas 3-4

Karen Burnell, Healthy Lifestyles Liaison

Have you heard about Healthy Lifestyles, but you’re not sure what it really is? Have you thought about doing it, but you don’t have a chair? This session will help your PTA successfully tip-toe into Healthy Lifestyles. From a Treasurer hosting a health fair to your hospitality chair promoting a healthy snack challenge, learn more about how anyone on your board can make healthy lifestyles a part of your PTA.

## KIDS FIRST: MY UNIQUE ABILITIES

Austin 1-3

LaDorshe Damron, Vice President Programs and Resources

As members of our **CommYOU**nity, both children and adults must recognize that people with special needs have limits on daily life activities such as caring for one’s self, performing manual tasks, mobility, and communicating. Kids First is a free Texas PTA program that can jumpstart an inclusive culture on your campus for everyone who calls it home.



# TRAINING SESSION FOUR

DAY THREE • SUNDAY, JULY 21, 2019  
9:45 AM - 11:00 AM



## MISSION-BASED LEADERSHIP

Texas 1

Pat Sanford, Director-at-Large

Mission-Based Leadership focuses on practices great leaders use to make their organizations effective, efficient, and dynamic. Mission-based leaders excel at creating buy-in, reducing and eliminating conflict, and getting results. During this session you learn concepts and practice skills that will enhance your leadership skills.

## PASSION FOR THE PURPOSES

Texas 3

Kelley Thomas, Plano ISD

Inspired by Past Texas PTA President Karen Slay’s passion for the purposes of PTA, we will take her guiding principles combined with Simon Sinek’s discussion around the power of “Why” to develop empowered storytellers to attract members and volunteers to our Local PTAs and beyond.

## PEOPLE, WE HAVE A PROBLEM!

Austin 4-6

Heather Ashwell-Hair, Field Service Representative

Whether you are working with fellow volunteers, advocating for your child at school, or just dealing with your family, we encounter “problems” on an almost daily basis. Communication skills can avoid escalation and resolve issues before they become major and sometimes we need conflict resolution strategies as well.

## THE BIG SHIFT: MAKING PTA RELEVANT AT MIDDLE/HIGH SCHOOL

Texas D

Tom Browne Middle School, Corpus Christi ISD  
Cobb Middle School, Frisco ISD

Just because there aren’t holiday parties and weekly folders doesn’t mean there’s not a role for PTA in middle and high school! Creating value for PTA in secondary schools is all about connecting with kids, building community and finding your niche. Hear from Local Leaders who have cracked the code on driving PTA membership and engagement with families and teens.

## TRANSFORMATIVE FAMILY ENGAGEMENT

Dallas 1-2

Michelle Montemayor, National PTA Family Engagement Fellow

Transformative Family Engagement is a collaboration between National PTA with the Center for Family Engagement to share a new way to connect with our communities. The training will discuss examples, resources, and tools to help our leaders connect in a different way with more of our families. TFE is great way to enhance your relationship between your members, community, and staff. Let’s share and get our families engaged!

## WHAT’S IN YOUR SCHOOL’S STUDENT SUCCESS TOOLKIT

San Antonio 4-6

Caroline Crawford, MSW, GIRLS Empowerment Network

Join this session to experience new activities and strategies for supporting positive, pro-social behavior in girls and boys. An expert on confidence building for all youth, Crawford explains how the “6 C’s” — Confidence, Coping Skills, Collaboration, Communication, Critical Thinking, and Creativity — helps students believe in their power and ability to learn.

