



July 20-22, 2018
Hilton Anatole Dallas
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Workshops at-a-Glance

Below, you will find a current listing of the training sessions to be offered at LAUNCH 2018. Leader2Leader sessions will be posted closer to the event date, as well as any additions or changes to the information below. The final training schedule with times, room locations and presenters will be available by June 30.

101 Ways to Say "Thank You"

It is important to show our parents, teachers, and community members how much we appreciate them! This workshop will provide you with thoughtful, unique, and cost effective ways to say "Thank You" to all the people who work so hard to support our PTAs.

Adopting a Plan: A Step-by-Step Guide to Goal Setting

How do you build a team, get member buy-in, and monitor your PTA's achievements? Goal setting will accomplish all of these tasks! Learn how to set goals and use those goals for engagement, accountability, and success!

Advanced PTA Management using the PT Avenue FULL Version

Learn how the full version subscription features of PT Avenue can help your board increase membership, improve communications, grow participation, manage finances, and save your board members time, through 24/7 cloud-based feature access.

Are You Safer Than a Sixth Grader?

This presentation helps equip parents with four simple, basic concepts that help foster critical thinking skills within their children and teens. These are concepts that will empower them as well as you throughout their and your entire lives to better discern questionable people as well as questionable situations.

BASICS Advocacy

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 Arts in Education

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 Healthy Lifestyles

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.

BASICS Membership

Learn the long-standing basics of PTA membership while also hearing important updates for 2018-2019. This workshop is a must for your PTA's membership leader. We'll cover the six Rs: recruit, record, report, remit, recognize, and retain!

BASICS Parliamentarian

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 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.

BASICS Programs

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

BASICS 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.



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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.

Board Development: Essentials for a Successful Team!

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

Can You Hear Me? Advocacy from Home: Communicating with Local and State Policymakers to Achieve Your Goals

School safety is on the minds of parents, teachers, and administrators across the country. Using this issue as a springboard, learn how to advocate for an issue at the local, state, and even the federal level. Session will use an interactive format.

Common Cents (How to Make Sense of Treasurer Duties)

Presidents and treasurers will benefit from this course. Information gathered from years of answers to common questions will be presented. Learn where to go when you have a question and what you need to ask. Subjects not covered or covered only briefly in the Treasurers Guide will be explored more deeply.

Connecting with Your Tweens and Teens

Raging hormones begin to take over our children and, before our eyes, they become complete strangers. This workshop will focus on giving our children validation and growing their self-esteem. Learn how to connect with your tween or teen to build a stronger and healthier relationship.

Duke University Talent Identification Program

Come learn how Duke TIP can help supplement your school or district's educational offerings for the academically advanced. With its many educational programs, opportunities, and resources, you can easily provide your school with the tools it needs to keep youth, their parents, and GT educators motivated, challenged, and engaged!

Family + School + Community Partnerships = Student Success

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!

From Anxious to Empowered: Fearlessly Inspire, Encourage, and Guide your Kids to Greatness!

Do you feel stressed and anxious trying to propel your kids to meet all the standards we place on them today? This workshop will guide you to create a culture of empowerment and love that will propel your kids to a life of success, happiness, low anxiety, and meaningful living.

Growing Resilient Children

Children and families need to be more resilient than ever to successfully maneuver the complex, risk-filled world in which they live. How do we build upon children's innate resiliency? What protective factors can parents, schools, and communities surround our children with? This workshop will identify practical strategies we can implement now.

Ha! Ha! Help! : Parenting Without Losing Your Sense of Humor

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

Hey Dude, Nice Shoes

Why is 'bullying' one of the buzzwords of this generation? Learn how to define and differentiate between types of negative behavior and teach your child tools to use in response. Learn how to bridge the gap between the generations and come together to cope with this sensitive topic.

How Do I Say That? What to Say When You Ask Someone to Join Your PTA.

Inviting people to join your PTA can generate a wide of responses — "I joined at my other child's school already" or "Why would I sign up my child?" Learn strategies to help you think on your feet and successfully sign up new members!



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How to Advocate Effectively in Your Community

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 from panelists on how to approach teachers, administrators, and school board trustees to positively impact the quality of education for your child, your school, and your community

How To Start and Run Effective Programs

Programs (Non-Fund Raising Programs) are fun for everyone at the school but should be student-focused and effective. Student enrichment is a cornerstone of PTA development. We should look at programs as an opportunity to reach beyond the classroom and show students and teachers what the PTA has to offer. The PTA is more than just a vessel for fundraising. It is important that the PTA offers students an opportunity for enrichment beyond the classroom.

I'm Not Cheating, It's My Right

A growing number of students require accommodations to help ensure their success in the classroom, and are equipped with an Individual Education Plan (IEP). Join this session to better understanding the IEP, your rights as a parent, your child's right, and approaching the discussion with teachers for an effective partnership.

Is Excellence Your School's Goal?

Would you like your school to be honored as a National School of Excellence? This National PTA program offers specific tools and guidance to achieve this two-year designation. Learn all about the program and get tips for success from current School of Excellence participants.

Kids First: My Unique Abilities

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.

Laughter, the Great Stress Reducer

Research shows that a big, hearty belly laugh soothes the soul and calms the nerves. Learn some great tips on making your home and your life happier and healthier.

Leadership 101

Are you ready to take a leadership position or are you hesitating? Do you have the characteristics of a leader? Do you have the time, the support, and the skills necessary? Gain the confidence you need to say "yes" to PTA!

Learning Lab: Effective Board Meetings

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!

Learning Lab: Filing Your 990-N

If your PTA receives less than \$50,000 per year, filing the 990-N is a federal requirement. It only takes a few minutes to complete and filing it quickly can save you a lot of time and headache down the road... even with Texas PTA. Drop by our Filing Lab where PTA Leaders are ready to help you get it done – right here in Dallas! It's great way to check something off the list, and you might even win a prize!

Leave Your Tiara Behind: Tips to Lead Effectively

While the ability to lead comes naturally for some, learning to lead effectively requires a commitment and desire to improve. Being able to honestly assess your leadership strengths and weaknesses, and also learn and grow from both success and failure, will positively impact your organization and prepare you for new opportunities.

Living with Love, Logic, and Laughter!

Maybe you've read the book, but this workshop will bring the Love and Logic principles to life as you've never heard them before. Join this veteran presenter for learning and laughter as we discuss tools to help parents and teachers of all ages set boundaries with anger and yelling, and raise responsible, respectful young people.

Maintaining a PTA/Family Life Balance

Attendees will hear from several active PTA members on how they are able to maintain a balance between PTA and family life and work. Balance is key and we will explore ways to establish balance.



Workshops at-a-Glance

Making the Most of Your Silent Auction: Community Donations & More

This presentation will focus on how to run an effective silent auction. Learn how to get your teachers involved as well as how to properly ask for community and national donations to raffle. Auction tips and templates for donation request, follow-ups, emails, thank you cards, and more will be shared.

Managing PTA Finances with the PT Avenue Financial Module

We will demonstrate the features of the PT Avenue financial management module, which gives the PTA Board 24/7 cloud-based access to transaction data, budgets, reports, and bank balances, providing true financial transparency. Note: This session will not review the online store feature available in the full version.

Meetings, To-Do Lists, and Events, Oh My!

The life of a PTA Leader is no joke! Running from phone calls to meetings and special events—not to mention family obligations of your own. Learn some tips to keep it all organized and help keep the fun in doing great things for kids in PTA.

Membership For All: Strategies to Include the Whole Community

Including the entire community makes your PTA more able to advocate for all of our children. Panelists will share some of their favorite strategies for reaching out to different groups of people in our communities. We want to hear your ideas, too! Come ready to ask questions, share your experiences, and learn from each other.

Membership: How and Why It's Important

This session will focus on why membership is important and what the goal is—A Voice for Every Child. Additionally, this session will help give some thoughts and ideas on how to achieve A Voice for Every Child by sharing samples and success stories from a variety of campus grade levels, to include some ideas for Councils.

Parent Education: Outside the Box

Parent education is part of our mission statement but how can a PTA enhance their efforts beyond the traditional presenter workshop. Be prepared to explore non-traditional delivery techniques and create messaging in this hands-on workshop.

Parenting the Love and Logic Way

Helping parents understand the benefits of holding their children accountable, allowing kids to make mistakes, and experience their consequences—while offering loving support. Providing parents new skills which increase the odds they will raise kids who are respectful, responsible, and have high self-esteem.

Playing Follow the Leader to Win

It's no game. It's for real. The clock is ticking for back to school. I'm a PTA Leader and I need others to "Follow the Leader." Collaboratively we will discover ways to be successful so when we take a peak behind us, we see others following. We will also make a list and check it twice of those attributes that might be a recipe for leading with no one following. At the end of this workshop, it will be one big PTA parade with lines of people following us as leaders.

Presentations: From Nervous to Fabulous!

Preparing a presentation that both teaches and engages your audience is not easy. Learn the steps to prepare and present a workshop, as well as tips for using tools such as media, games, and software.

PT Avenue Member Data Entry and Management

We will review the different options for entering new or updating existing member data in your PT Avenue account. This will apply to all versions of PT Avenue—Basic (free), Financial, or Full—and will address member data import, self-entry, board member entry/import, and entries through www.joinpta.org, including making updates to the paid/unpaid status in a member profile.

PTA: Something for Everyone

The PTA is not just party planning! There is something for everyone. We will discuss the different aspects of PTA and what they involve. Our hope is that the community as a whole will realize there is something in the PTA that fits their interests. Find their niche in PTA and run with it!

PTA and Our Role in Responding to Crisis

The events of this past year have taught us a great deal about PTA's role in responding to a natural disaster. Local and Council PTA Leaders and parents will share their experiences about what they have learned and help you to develop an effective response system in case of a crisis in your community.



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PTA Paradise

Is your PTA referred to as paradise? When you walk into a meeting or host an event, can you see a beautiful PTA sunset, white sand, the ocean, and palm trees? Would it be picturesque if everyone would just get along? Is your magical PTA having a rocky time because of disagreement, conflict, and me-FIRST challenges? Let's take a trip together and figure out how to turn our differences into mission-focused teamwork so you can experience PTA Paradise this next school year.

PTAs and Principals: You CAN Do This - Have a Great Team Relationship!

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! We CAN help you do this!

Putting the "S" in PTSA

PTA believes that every child should have a voice. In this workshop, we will focus on engaging and empowering students to use their own voice as a PTSA member! We will share ways to recruit student members, benefits of student membership, and the role of the student on a PTSA board.

Ready, Set, Relate!

All aboard! Expand your horizons by boarding "The Relate Train." This workshop will navigate through the terrains of diversity and inclusion in lightning speeds. Be immersed in simple truths while receiving empowerment tools to effectively relate to others during this imaginative and interactive workshop.

Rising Stars Academy: Building a Legacy of Leadership

The Rising Stars Academy is an initiative of the Lewisville ISD Council of PTAs to identify and cultivate local PTA leadership and to facilitate district-wide connections. The Council empowers up-and-coming PTA leaders throughout the district, giving them tools to be successful and fostering a district-wide sense of cooperation and collaboration.

Road Trip!

The Texas Legislature returns to Austin in January to make decisions related to school funding, special education services, state assessment, school safety, and more. Can we top last year's attendance at Texas PTA Rally Day? Learn how to organize a trip to Austin to advocate for Texas students.

SAGE (Special and Gifted Education): How to Include Special Needs in Your PTA!

Every school includes students with disabilities and learning differences, including gifted needs. How can your PTA engage these families and include special needs in PTA advocacy and support? Learn how PTA Councils in DFW support special needs through SAGE (Special and Gifted Education)! Panelists will share strategies and answer questions.

School Safety in Texas: A Standard Response Protocol

A critical component to safe schools is the uniform response to an incident. Weather events, fires, accidents, intruders and other threats to student safety are scenarios that are planned and trained for by school and district administration and staff. This workshop will provide an overview of school safety requirements in Texas, the Texas School Safety and Security Standards, and the Standard Response Protocol (SRP). The SRP is based not on individual scenarios but on the response to any given scenario. There are five specific actions that can be performed during an incident: lockout, lockdown, evacuate, shelter, and hold. By standardizing the vocabulary, all stakeholders can understand the response and status of the event.

Shake It Up

Is your board engaged and energized? Are your discussions productive and exciting? Is everyone in your PTA excited about its work, involved in your PTA's success, and invested in making your community a better place for children and families? This highly interactive session is designed to provide tools so you can shake things up in your PTA. Leave with simple-to-use tips and ideas you can start using immediately.

SPOTLIGHTS Bylaws & Standing Rules

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

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!



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SPOTLIGHTS Financial Reconciliation

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.

Take Care: Making It Personal

Stress is a common experience in today's fast paced, high demand world of competing priorities. While some stress is necessary, TOO MUCH negatively impacts our relationships, minds, and bodies. Throughout this highly interactive workshop, participants will engage in helpful activities that can become part of a Take Care rhythm.

Technology: Lies, Truths & Solutions

Raising children in a rapidly changing world requires parents and teachers to keep learning and growing so as not to be left behind. Technology is the powerful force that will not leave our children alone. We must arm ourselves with truth to overcome the lies that technology can teach our children because screen time is rapidly replacing family time. This session will focus on our core needs and how to connect with our kids in a wireless world.

Texas Tuition Promise Fund®

Learn about Texas Tuition Promise Fund®. The state's prepaid college tuition plan allows families to lock in today's prices for tomorrow's tuition and school-wide required fees at Texas public colleges and universities. Tuition units purchased in the plan may be used for all or a portion of these costs, and our flexible payment option fits almost any budget. General enrollment is available September 1 - February 28 (Feb. 29 on leap years). Enrollment for newborns or children less than one year old extends through July 31. TuitionPromise.org

The "4 Es of Community Literacy": How Our School Learned to Love Reading

When schools and their local PTAs plan collaboratively, students win! The "4 Es of Community Literacy" transformed our PTA/Library partnership from a well-intentioned calendar into a comprehensive community literacy program. Learn more about how your PTA can strategically align programs and events to achieve specific student/family learning outcomes.

The Basics of a Contract – or What You Absolutely Need to Know Before Signing!

This workshop will focus on the general terms and conditions of most contracts and will give you a basic understanding of some contract language that is often couched in rather complicated legal terms.

The Facts of Lice

This workshop will help the participants in the proper identification of head lice as well as discuss the safest and most effective methods of removal. It will also cover and dispel the many myths of head lice and provide guidelines for a proactive approach in dealing with head lice in the school setting.

The Great PTA Game Show

Bring your own team or join a team of "new" friends to test your knowledge of National PTA and Texas PTA history, advocacy, programs and resources. Get extra points for the great work you are already doing in your community by sharing your great ideas. Make new friends and build your knowledge of the breadth and scope of PTA's work. Wow your friends with your newfound knowledge. This is a fast-paced and fun session.

They Are Coming! Prepare for November Elections

Learn what PTAs can and can't do in preparation for November general elections. Learn how to host candidate forums, encourage voter registration and get out the vote, and tie joining PTA into one good reason to advocate.

Today's Technology: Sexting, Pornography, and Healthy Relationships

Today's technology has brought sexting and pornography literally into the hands of our children. What can parents do to equip their children to use technology for good and not harm? This interactive session presents the impact of today's technology, sexting, and pornography on the health of our youth and families.

True Colors

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! The material in this workshop promotes responsibility, respect, communication, and more. It can be applied to all aspects of your personal and professional life, allowing you to live and work with others in a more harmonious and productive environment.

Tweens, Teens, and Screens: How to Keep Your Kids Safe and Happy Online

Your child is an academic superstar, yet a single inappropriate photo or offensive post can ruin college and job prospects. Discover where predators go to meet your kids. Find out how we can protect our families and ensure that our children make wise choices. James Munton's entertaining presentation will teach you the five simple questions you need to ask in order to keep your kids safe and happy online.



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Yes, You Can! (Intermediate & Elementary)

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 Can Do This! Why, When, and How to Talk to Your Child about Sex

Who's teaching your child about sex? The media and friends will define your child's values unless you become proactive and start educating your child with your values about sex and relationships. In this empowering presentation, parents will learn how to open the doors of communication and share age appropriate information.

Your PTA Legacy

Our involvement in PTA leaves a legacy for those that follow behind us, even if we don't realize it. As leaders, we need to know that what we do matters. We are creating a legacy.