



**Annual Spring Conference
“EMBRACE THE CHANGE”**

Thursday, March 18, 2010

**9:30 a.m.-10:00 a.m.
REGISTRATION**

**10:00 a.m.-10:05 a.m.
WELCOME**

Patti Koslo, NSPRA/Ohio President and Public Information Officer-Nordonia Hills City Schools

10:05 a.m.-11:30 a.m.

**SOCIAL MEDIA POLICY: A STRATEGY SESSION FOR SCHOOLS
LOCATION: BLOSSOM 1 & 2**

Facilitator: Kari Basson, NSPRA/Ohio President-Elect and Director of Community Relations & Auxiliary Services-Kettering City Schools

Presenters:

Billy Fischer, Social Media Strategist/Business Development Manager-Oxiem Marketing Technologies
John Fimiani, President-Springboard Marketing

Panelists:

Sandy Nekoloff, Executive Director of Communications-South-Western City Schools
Kim Davis, Superintendent-Ohio Hi-Point Career Center
Toby Fischer, Technology Integration Specialist-Upper Arlington Schools

11:30 a.m.

LUNCH ON YOUR OWN

Restaurants are located inside Cherry Valley Lodge or there are several restaurants, both sit down and fast food, located just down the road in Newark or Granville.

**12:30 p.m.-12:50 p.m.
REGISTRATION**

12:50 p.m.-2:00 p.m.

OHIO SCHOOL PR BEST PRACTICES PANEL

LOCATION: BLOSSOM 1 & 2

Facilitator: Patti Grey, APR, NSPRA/Ohio At-Large Board Member and Public Liaison-Ohio Department of Education

Moderator: Beth Milligan, APR, NSPRA/Ohio V.P. of Communications and President-Public Relationships

Panelists:

E-COMMUNICATION/Aaron Reinheld, Communications Manager-ESC of Central Ohio
 SCHOOL-RUN TV STATIONS/Kenneth Kreitzer III, Team Leader-DPS TV/WDPS FM at Dayton Public Schools
 COMMUNITY ENGAGEMENT/Peggy Caldwell, Director of Communications-Shaker Heights City Schools
 LEVY CAMPAIGNS/Karen Vrabec, Communications Coordinator-Plain Local School District

2:00 p.m.-2:10 p.m.

BREAK

2:10 p.m.-3:45 p.m.

SOCIAL MEDIA TOTAL IMMERSION WORKSHOP

LOCATION: BLOSSOM 1 & 2

Facilitator: Melissa Fowler, NSPRA/Ohio Secretary and Communications Specialist, Dayton Public Schools

Presenters:

Billy Fischer, Social Media Strategist/Business Development Manager-Oxiem Marketing Technologies
 John Fimiani, President-Springboard Marketing
 Shane Haggerty, Marketing & Communications Coordinator-Ohio Hi-Point Career Center
 Lee Cole, Director of Communications-Pickerington Local School District

3:45 p.m.-4:00 p.m.

BREAK

Enjoy a mid-afternoon snack and beverages compliments of NSPRA/Ohio

4:00 p.m.-5:10 p.m.

EMERGING TECHNOLOGY SHOWCASE & WORKSHOP

LOCATION: BLOSSOM 1 & 2

Facilitator: Lee Cole, NSPRA/Ohio V.P. of Membership and Director of Communications-Pickerington Local School District

Presenter: Smart Solutions, L.L.C.

5:15 p.m.-7:00 p.m.

NSPRA/OHIO SOCIAL NETWORKING EVENT

LOCATION: CoCo Key Water Resort Private Room

Sponsored by Smart Solutions, L.L.C.

Decompress from all the information you took in from today's workshops by joining us for this networking event. Appetizers and drinks will be available courtesy of Smart Solutions and NSPRA/Ohio.

Friday, March 19, 2010

8:00 a.m.-8:30 a.m.

REGISTRATION/CONTINENTAL BREAKFAST

LOCATION: BLOSSOM 1 & 2

8:30 a.m.-8:40 a.m.

WELCOME

Patti Koslo, NSPRA/Ohio President and Public Information Officer-Nordonia Hills City Schools

TREASURER'S REPORT

Ellen Ondrey, NSPRA/Ohio Treasurer and Communications Director-Chardon Local Schools

NSPRA/OHIO ELECTIONS

Jenny Birtle, NSPRA/Ohio Past President and Communications Director-Mad River Local Schools

8:40 a.m.-9:45 a.m.

KEYNOTE SPEAKER

LOCATION: BLOSSOM 1 & 2

Tim Hensley, APR

NSPRA National President and Assistant to the Superintendent in charge of Public Relations at Floyd County Schools, Rome, GA

Facilitator: Patti Koslo, NSPRA/Ohio President and Public Information Officer-Nordonia Hills City Schools

9:50 a.m.-11:00 a.m.

BREAKOUT SESSIONS (Choose one to attend)

1. REVAMPING YOUR WEBSITE FOR MAXIMUM IMPACT

LOCATION: JUBILEE E

Facilitator: Beth Milligan, APR, NSPRA/Ohio V.P. of Communications and President-Public Relationships Consulting

Presenters:

Billy Fischer, Social Media Strategist/Business Development Manager-Oxiem Marketing Technologies

John Fimiani, President-Springboard Marketing

2. CRISIS COMMUNICATION ROUNDTABLE

LOCATION: BLOSSOM 3 & 4

Facilitator: Lee Cole, NSPRA/Ohio V.P. of Membership and Director of Communications-Pickerington Local School District

Moderator: Melissa Fowler, NSPRA/Ohio Secretary and Communication Specialist, Dayton Public Schools

3. INSIDE THE “I AM CPS” SOCIAL MEDIA CAMPAIGN

LOCATION: JUBILEE D

Facilitator: Ellen Ondrey, NSPRA/Ohio Treasurer and Communications Director-Chardon Local Schools

Presenters:

Dawn L. Grady, Manager of Marketing & Community Relations-Cincinnati Public Schools

Janet Walsh, Director of Public Affairs-Cincinnati Public Schools

Brandon Rhoten, Account Supervisor-GyroHSR

11:00 a.m.-11:10 a.m.

BREAK

11:10 a.m.-12:20 p.m.

STARTING FROM SCRATCH: BRINGING SOCIAL MEDIA INTO YOUR ORGANIZATION

LOCATION: BLOSSOM 1 & 2

Facilitator: Debbie Alberico, NSPRA/Ohio Board Member and Director of Community Relations-Middletown City Schools

Presenter:

Ryan Squire, Social Media Director-The Ohio State University Medical Center

12:20 p.m.-12:30 p.m.

BREAK

12:30 p.m.-2:30 p.m.

ANNUAL ACHIEVEMENT AWARDS LUNCHEON

LOCATION: JUBILEE C