Summer Leadership Conference
July 16-17, 2022

Register Here!
Deadline to register June 30!

Crowne Plaza-The Desmond Hotel
660 Albany Shaker Road, Albany, NY

Registration Fee = $160

Fee includes:
- Leadership training Saturday and Sunday
  - 24 workshop choices
  - 3 educational and fun general sessions
  - NYS PTA Training tables
- Conference materials and t-shirt
- Exhibitor hall and networking
- Saturday dinner, Sunday breakfast, and Sunday snacks for travel home

Hotel Reservations are made on your own (under the NYS PTA room block) at Crowne Plaza-The Desmond before June 30, 2022 at the room rate of $135/night, per room (not per person). Reservations are to be made directly through the hotel booking link or, call the hotel directly at 518-869-8100 using the Group Code: LDC
Dear PTA Leaders,

It is our pleasure to invite you to the 2022 Summer Leadership Conference on July 16-17, at Crowne Plaza-The Desmond Hotel in Albany! Every year the workshop selections, program and new components make this event a unique and energizing start to everyone’s PTA year.

The 24-hour program includes training workshops, presentations, networking, and is cost efficient. You can also make your own hotel accommodations at a reduced room rate (see below for that info)! Crowne Plaza-The Desmond Hotel is a scenic, relaxing atmosphere where PTA members from around the state have an opportunity to network with state PTA leaders, and one another, to expand their leadership skills. Past attendees have found the information interesting, useful, motivational and supportive. It is also a wonderful opportunity to meet new PTA friends and share ideas. This year we are Following the Yellow Brick Road; we want you to join us and learn how you can take your PTA unit to new and exciting places. There’s No Place Like PTA!

Please visit our website at www.nyspta.org, where you can view the latest up-to-date information, printable fliers, registration information and register online. If you have questions about this event, please contact your PTA Region Director or send an email to the 2022 Summer Leadership Conference Coordinator Carol Raymond at craymond@nyspta.org. Registration inquiries should be directed to the Conference Coordinator.

NYS PTA will provide you with the tools and skills you need to be strong and confident leaders. This is a great opportunity to build a better and more diverse PTA by ensuring participation from among our members. Our events should be offered to officers, board members and to all members interested in developing their leadership skills. This leadership training event is a legitimate PTA expense, as a well-run PTA will serve the children and community most effectively. Well trained and motivated members will lead to the successful longevity of your PTA unit.

Take a look at the workshop offerings, share the information widely, register and attend a wonderfully planned conference, while you enjoy meeting other PTA leaders in a fun, relaxing environment.

We hope that you and members of your unit, council and region will join us for a fun filled, informative and energizing conference.

Looking forward to seeing you in Albany!

Dana Platin
NYS PTA President

Carol Raymond
Summer Leadership Conference Coordinator

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Schedule at a Glance

Saturday, July 16, 2022

12:00pm – 2:00pm  Registration / Information / 1st Timers / PTA Store
12:00pm – 5:00pm  Exhibitors
1:30pm – 3:00pm  General Presentation
3:00pm – 3:30pm  Dedicated Exhibit time / NYS PTA Training Tables / PTA Store
3:45pm – 4:30pm  Workshop Session 1
4:30pm – 5:00pm  Dedicated Exhibit time / NYS PTA Training Tables / PTA Store
5:15pm – 6:00pm  Workshop Session 2
6:30pm – 7:30pm  Dinner
7:45pm – 9:30pm  General Presentation/Activity

Sunday, July 17, 2022

7:45am – 8:45am  Breakfast
9:00am – 9:45am  Workshop Session 3
10:00am – 10:45am  Workshop Session 4
11:00 am – 11:45am  General Presentation and Prize Drawings

Visit the PTA Store for all your PTA related merchandise and conference specials!

Dreams Really Do Come True... at the PTA Store
**2022 SUMMER LEADERSHIP WORKSHOPS**

**Saturday, July 16, 2022**

**Session 1: 3:45 p.m. – 4:30 p.m.**

101 **Membership Playbook**
Are you looking for ways to have a more effective, successful, and fun school year? It all starts with membership! Join our workshop to get data-driven ideas, strategies, and tips on what you can do now to achieve success. Topics will include peer-tested membership growth ideas, membership basics, membership awards, and more.

102 **Bylaws 101 for Units**
This workshop will walk you through the process of submitting your unit bylaws through the Bylaws Wizard. We will also review how and when to submit an amendment.

103 **Are You OK? Supporting Our Mental Health** *(This workshop is available for possible CTLE credit)*
Join us for an informative discussion about mental health and the impacts that we are feeling in ourselves, and our fellow volunteers. How do you support and help manage the stress and distress that you are seeing in your volunteers, teachers and staff, and yourself, and how do you identify when someone is in need of help.

104 **Who Do I Ask?**
This workshop will teach your units and councils how to educate your members and community, and hold "Parent University" forums to get information out. You will learn what a Board of Education can and does do, where to find the curriculum, and how to advocate for your child within your district.

105 **Ice Breakers**
An interactive session with activities and materials to take home that will help you to enliven meetings, make new members feel welcome and manage discussions in a creative way.

106 **Intro to Canva**
Canva is a free-to-use online graphical tool that combines design, photo editing, and layout that has been growing in popularity recently. How can you utilize this great resource to create social media images, printed communication, and other designs to share your PTA’s story? This brand-new workshop will leave you with inspiration and real tips that you can start using immediately.

107 **Principled LEADership: Follow the Yellow Brick Road**
Learn how principled LEADership can get you and your PTA on the path to a smooth year and increase in volunteerism.

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**STRANDS:**

- 🌵 **MEMBERSHIP**
- 🎤 **LEADERSHIP DEVELOPMENT**
- 🎨 **PROGRAMS**
- 📊 **ADVOCACY**
- ✈️ **FINANCIAL**
- 🏝 **FIELD SERVICE / UNITS**
- 🔥 **FIELD SERVICE / REGIONS**
201 **MemberHub - What You Need to Know!**
In this workshop, you will see an overview of how to utilize MemberHub for PTA management. The workshop will cover the required modules for officer compliance, membership, remitting state dues, and 990 filing confirmation. We will briefly cover some of the modules that can make your PTA work easier with communications and utilizing your online store. Step by step pre-recorded video instruction will be available after the workshop for each area so you can follow along to learn specifics when you need them.

202 **Nominations and Elections - Everything You Need to Know**
Come along and follow the Yellow Brick Road as we navigate the proper procedures and processes for Nominations and Elections to successfully help us arrive at the Emerald City. Bring Your Questions!

203 **From Kansas to Oz: Having the Brain, the Heart, and the Courage to Become a Great PTA Board**
Serving on a unit/council executive board should enrich the lives of both board members and their PTAs. An effective, well-run board can empower volunteers to take on PTA positions and become effective new leaders, as well as growing and engaging new members. Inspired by Dorothy and her friends, we will explore three essentials for success in board service: a brain rich in knowledge and skills, the heart to embrace our child-centered mission, and the courage to promote advocacy, outreach, and the true value of PTA membership.

204 **Bylaws 101 for Councils**
This workshop will walk you through how to complete & submit Council bylaws through the Bylaws Wizard. We will also review when and how to submit an amendment.

205 **Empowering and Engaging Your SEPTA**
This workshop will support SEPTA leaders by providing tips and tools to help increase family engagement, encourage school involvement, and advance community outreach. There will be time for Q & A - so bring your questions.

206 **Allyship in Your PTA**
In doing DEI work, conflict and contentious responses are always possible. Learning how to be an effective ally is crucial in advocacy and in being a voice for every child. This workshop will explain what allyship is, why it is important to your PTA, and how you can become a better ally.

207 **Building Healthy Communities**
Through Every Child Healthy the NYS PTA and Fidelis Care are working together to promote health and wellness in families, schools and communities. Learn more about the partnership between the NYS PTA and Fidelis Care and find out how you can bring the partnership to your local school.

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**Sunday, July 17, 2022**

**Session 3: 9:00 a.m. – 9:45 a.m.**

1. **301 MemberHub Store - Selling, Fulfilling, Accounting**
   This workshop is geared to PTA leaders who are considering or currently using the MemberHub (MH) store to sell online membership, spirit wear, and other products. We will cover how to create products and include options such as size, color, etc., as well as delivery information. Learn how to keep your store clean from year-to-year, and best practices for how to summarize payout reports in a way that your treasurer will appreciate.

2. **$302 Make Your Unit Budget Dreams Come True**
   We will review drafting, approving, and amending your budget. Financial reports, monthly reconciliations, and the audit will also be discussed.

3. **303 Be An OZ-some Unit!**
   We will lead attendees through a 30-point checklist of all aspects of PTA so they can assess their strengths and areas for improvement. The checklist is designed to ensure your unit is mission-focused and in good standing with NYS PTA.

4. **304 Emerging Leaders in your PTA**
   Every PTA can have youth members not just PTSAs! Youth members can bring a fresh perspective and new energy to your PTA. This workshop will give unit leaders direction on how to recruit youth members, how to equip them to participate in PTA, and how to empower them in their role.

5. **305 Hot Topics in Education (This workshop is available for possible CTLE credit)**
   Join in this collaborative conversation on what’s happening in schools, the issues facing our students and educators, and how we can support them all.

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401 You Had the Power All Along … To Be Successful with Membership
In this workshop we will share success stories from some of our outstanding PTAs across the state! From events, fundraisers, meetings and more…these PTAs take advantage of each opportunity to grow membership every day. This is a great workshop for new and returning volunteers.

402 President to President Chat
Are you a unit or council president? Join NYS PTA President, Dana Platin, for a President's roundtable where you can learn, share, and connect with other presidents.

403 Keeping Councils Relevant - The Struggle is Real
Council may seem to be a redundant level within our organization, however, as a group they can be extremely important to larger school districts sharing the same community, people, places, and situations. Within councils, often members will span one or more schools with students of different ages, creating a shared source of volunteers. Councils provide training for newer officers. Yes, we are fortunate enough to have training from national, state, and our regions, but the training sometimes that officers need the most involves dealing with our own district - something that only a council can do with historical experiences.

404 Incorporating the Arts and Literacy into Unit Programs
This workshop will give a basic overview of the Reflections program and the PARP program. In addition to discussing ways to bring families together with Art and Literacy.

405 MemberHub Communications - Getting the Word Out!
MH21 introduced a newsletter option in the communications module. This workshop will show how you can use Newsletters to create eye-catching communications that are sure to get clicked, as well as how to send messages and save files in your MH platform.

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LEADERSHIP DEVELOPMENT

PROGRAMS

ADVOCACY

FINANCIAL

FIELD SERVICE / UNITS

FIELD SERVICE / REGIONS

It's not WHERE YOU GO.
It's WHO YOU MEET along the way.
-The Wizard of Oz
REGISTRATION FEE = $160

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- Leadership training Saturday and Sunday
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https://nyspta-store.memberhub.com/store/items/705889

Cancellation Policy
Registrations cancelled prior to June 30, 2022 will receive a full refund, less a $25 processing fee. **No refunds** will be given for cancellations received after June 30, 2022 or for no-shows. **No advance registrations accepted after June 30, 2022.**
Registrations received after this date will only be handled as on-site registrations.
**NOTE:** All on-site registrants must pay in full at time of registration, no invoices will be issued.