



REGISTRATION
and
WORKSHOP
INFORMATION



Summer Leadership Conference

July 27-28, 2024

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



Dear PTA Leaders,

It is our pleasure to invite you to the 2024 Summer Leadership Conference on July 27-28, at Crowne Plaza-The Desmond Hotel in Albany! NYS PTA has planned an exciting 24-hour event, which includes keynote speakers, training workshops, exhibitor opportunities and networking with members across the State. This is an approved and encouraged use of PTA funds, and you can make your own hotel accommodations at a reduced room rate (see below for that info).

Summer Leadership Conference 2024 is a wonderful opportunity to meet new PTA friends, network and expand your leadership skills. Our NYS PTA Governance Team members and other professionals will provide you with the tools and skills you need to be strong and confident leaders.

This year we are planning this to be an all-encompassing event with our theme – *PTA is All of Us, And All of Us are PTA!* Whether you have watched the Barbie movie or not, we are sure you may have heard many of the taglines popular with the message of the movie, focusing on diversity, inclusion, and acceptance for all, and offering insights into overcoming challenges. The movie depicts various characters who have to navigate their own challenges, how they stay true to themselves, and how they come out stronger (with the help from their friends) in the end. Every character along the journey finds out who they really are, and discovers that at the end of the day, anyone can be anything and there's no one to stop you from being you. So, come dressed as your best "Barbie" and "Ken" and join us as we celebrate ALL OF US and WHO WE ARE.

SLC is ALSO a great opportunity for you and your PTA officers, board members and all members interested in developing their leadership skills. 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.

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 2024 Summer Leadership Conference Coordinator Carol (Raymond) Clementi at craymond@nyspta.org. Registration inquiries should be directed to the Conference Coordinator.

We hope that you and members of your unit, council and region will join us for a fun filled, informative and energizing conference, as we continue Supporting Kids, Raising Awareness!

Looking forward to seeing you in Albany!

Carol (Raymond) Clementi
Summer Leadership Conference Coordinator

Hotel Reservations are made on your own (under the NYS PTA room block) at Crowne Plaza-The Desmond Hotel before July 8, 2024 at the room rate of \$145/night, per room (not per person). Hotel reservations for Summer Leadership Conference [CLICK HERE](#) or call the hotel directly at 518-869-8100 using **Group Code SHI**.

The online reservation booking link automatically defaults to a specified date. To change the arrival and/or departure date, please follow these instructions on the reservation page: Right Hand Corner, click on *Change Search* that allows you to change the arrival and departure dates.

Schedule at a Glance



Saturday, July 27, 2024

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

Sunday, July 28, 2024

7:45am – 8:30am	Breakfast
8:45am – 9:45am	Workshop Session 3
10:00am – 11:00am	Workshop Session 4
11:15am – 11:45am	Closing Remarks and Prize Drawings



July 27 only!
**Visit the PTA Store
for your PTA-related
merchandise and
exclusive specials!**

WORKSHOPS - Saturday, July 27, 2024



Session 1: 3:15 p.m. - 4:15 p.m.

101 Maximizing Engagement, Marketing, and Success Beyond Elementary School

Presented by: Mary Sotomayor, Leadership Development Coordinator

Unlock the secrets to sustained engagement and success post-elementary school in our dynamic workshop. Learn proven strategies tailored to various age groups, master the art of effective marketing, and craft a step-by-step game plan for long-term success. Join us and empower your educational initiatives with practical insights and actionable steps.

102 President and Secretary - How they Work Together to Make Your Unit/Council Successful!

Presented by: Amany Messieha Dgheim, NYS PTA Acting President, and Melissa Cancro, NYS PTA Secretary

Every member of the Executive Committee is important to making your unit successful. However, the President and Secretary have a unique relationship and need to work together to make your unit/council succeed. Come learn some helpful hints and tools from our NYS PTA Acting President and Secretary on what it takes to make things run smoothly.

103 PTA Programs: Take Advantage of these Fun-Raising and Fundraising Opportunities!

Presented by: Sarah Henris, Programs Coordinator; Melanie Johnson, Arts Specialist; and Tina Shek, Literacy Specialist

Does your PTA take advantage of the benefits of running PTA programs? Join us to learn about the new and updated resources available to get your programs started or growing. PTA Programs are designed for school improvement, arts education, literacy, science, technology engineering and mathematics (STEM). By providing access to engaging, educational and fun opportunities that inspire, recognize and impact all students and their families, you may even qualify for National PTA Grants.

104 Not Your Typical \$\$ Workshop - Financial Reviews

Presented by: Sonya Verrillo, NYS PTA Treasurer

All unit/councils/regions are required to do an annual financial review as part of your insurance coverage. Bring your financial records and audit committee to SLC and let's get this done! Instructions and guidance will be provided directly to attendees so they can complete this important review during the SLC event.

105 Youth Gambling Behaviors - A Growing Concern: What Can We Do? (This workshop is available for possible CTLE credit)

Presented by: Brandy Richards, NY Council on Problem Gambling Director

With legalized gambling opportunities expanding across NYS, it is imperative that we work together to prevent underage gambling among our youth. Join us as we explore the various forms of gambling that young people are engaging in, learn about potential harm caused by gambling, warning signs to look for, and identify ways to prevent underage gambling through education and promoting healthy alternatives.

106 Region Membership Workshop for RMCs

Presented by: Renee Daniels, Membership Coordinator

Part 1 of Region Membership Chair training (*for Region Membership Chairs only*).

107 Region Bylaws Chair Training

Presented by: Geri Lehane, Bylaws Coordinator and Pat Assortato, Field Support Coordinator

Training for Region Bylaws Chairs. It would be helpful for Region Directors to understand this process as well (*for Region Bylaws Chairs and Region Directors only*).

WORKSHOPS - Saturday, July 27, 2024



Session 2: 5:00 p.m. -6:00 p.m.

201 Creating Culturally Responsive PTA

Presented by: Susan Fisher, Resolutions Coordinator; Namiko Suga, Juvenile Protection Specialist; and Tina Shek, Literacy Specialist

With the US becoming increasingly diverse, standard Eurocentric messaging just isn't relatable to many immigrant kids and their families. This workshop will provide an overview of the unique experiences of immigrant youth & families and guide participants in framing messaging and experiences from a culturally responsive lens. We will discuss strategies including framing PTA using cultural language and values, leveraging our members' cultural beliefs and practices, facilitating communication, and creating and modeling partnerships.

202 Quest for Leadership - 30 Point Checklist for Units

Presented by: Velida (Val) Ford, Southeastern Region Director

We will guide attendees through a comprehensive 30-point checklist covering all PTA aspects. This will help them evaluate their strengths and areas needing improvement. The checklist is crafted to confirm that your unit is aligned with the mission and is compliant with NYS PTA standards.

203 Barbie's 101 Guide to a Breathable Planet

Presented by: Pat Genco, Wellness Coordinator; Maria Sanders, Environment Specialist; and Bevin Llanes, Health Specialist

Join us at this vibrant PTA workshop where we dive into how our modern lifestyles, characterized by the gadgets we adore and the habits we may ignore, are impacting our health and the environment. Inspired by our favorite icon of change, Barbie, we'll explore the pressing concerns surrounding vaping, the use of lithium-ion batteries, beauty products and so much more. This session will empower parents, teachers, and community members with the knowledge to make healthier choices and advocate for a cleaner, safer planet. Expect engaging discussions, expert insights, and practical tips on navigating these modern challenges while fostering a sustainable future for all our 'Barbies' and 'Kens' in the making. Don't miss out on this exciting opportunity to transform environmental awareness into action in a fun and relatable way.

204 Selling Your SEPTA!

Presented by: Lissa Zukoff, Special Education Specialist

Special Education PTAs provide valuable support to all families. Since most SEPTA units are not attached to a specific building, it can be difficult to get that message across. This workshop will help leaders answer the question, "Why should I join SEPTA?", and will share creative ways to engage with families by collaborating with school unit PTAs and with faculty. This workshop is not just for SEPTA leaders - special interest PTAs (like Pride) can apply these techniques to their work, and local unit leaders will walk away with information needed to broaden their reach.

205 Building Healthy Communities

Presented by: Shawn Smeltzer, Fidelis Care

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

206 Region Membership Workshop for RMCs

Presented by: Renee Daniels, Membership Coordinator

Part 2 of Region Membership Chair training (*for Region Membership Chairs only*).

207 Bylaws Wizard Training for Units & Councils

Presented by: Geri Lehane, Bylaws Coordinator and Pat Assortato, Field Support Coordinator

This workshop will walk you through the process of submitting your bylaws using the Bylaws Wizard tool.

WORKSHOPS - Sunday, July 28, 2024



Session 3: 8:45 a.m. – 9:45 a.m.

301 Chit Chat with NYS PTA Presidents

Presented by: NYS PTA Presidents

This workshop is an opportunity for PTAs/PTSAs/SEPTAs/SEPTSAs/Council Presidents to have a frank and honest conversation about the problems they are currently facing. We may not have all the answers, but we do need to have the conversation. *This workshop is for PTA/PTSA/SEPTA/SEPTSA unit and council Presidents ONLY.*

302 PTA 101 (The Basics)

Presented by: Susan Brown, Field Support Coordinator

This interactive workshop will present an overview of PTA from our mission to roles, duties, financial concerns, and running meetings. It will help new PTA leaders gain insight to the issues of importance and reinforce critical information to help leaders gain confidence that they can do this thing called leadership.

303 Vice Presidents are VIPs

Presented by: Jenn Collazo, Field Support Coordinator

Vice Presidents are often an under-utilized member of our unit and council boards. While hopefully preparing to become president, VPs can lead projects/committees to showcase their importance in a unit. Vice presidents can be "gems" in the crowns of our executive committees when given the opportunity to shine.

304 Three Workshops in One: Reflections, PARP, Awards

Presented by: Karen Quimby, Awards Coordinator; Sarah Henris, Programs Coordinator; Melanie Johnson, Arts Specialist; and Tina Shek, Literacy Specialist

Join us for a speed-meeting (kinda' like speed dating but not) workshop event. You'll take part in three brief, small group presentations that will highlight the nuts and bolts of our PARP program, Reflections program, and PTA Awards.

305 We Are Kenough: How to Empower Men to Get Involved in PTA

Presented by: Anthony Cruz, Male Engagement Specialist

Join us for an empowering journey into PTA-land! Just as Ken has stood alongside Barbie in her adventures, men have a vital role to play in shaping our PTAs. In this workshop, we'll explore strategies to actively engage men in PTA activities and build a community where every voice matters - we are kenough to make a difference for our students!

306 PTA is All of Us, and All of Us are MEMBERS!

Presented by: Renee Daniels, Membership Coordinator

In this comprehensive membership workshop, we will discuss a multitude of topics to help you grow your PTA's membership. We will start with strategies (such as The Power of You campaign), PTA history, Success Stories from around the state and how to present your PTA to potential members. Come ready to learn WHY PTA!

307 Barbie's Dreamhouse Blueprint: Building a Thriving PTA Community

Presented by: Maria Sanders, Environment Specialist

A playful & strategic approach to marketing your PTA and growing your membership and volunteer base. Learn how to leverage social media effectively, craft compelling messages and organize events that excite and draw crowds. Design a PTA community as dynamic and beloved as Barbie herself.

308 Empowering Our Youth: Evidence-based Programing for Students and Families *(This workshop is available for possible CTLE credit)*

Presented by: Stephen Hall, M.S.T., SHRM-CR, Pr., NYSED Liaison-Division of Prevention Services and Problem Gambling

Learn more about evidence-based practices approved and used by New York State Office of Addictive Services and Supports, Division of Prevention Services in a school setting across the state. Gain a better understanding of the opportunities for partnership between school districts and local OASAS-funded Prevention Providing Agencies to provide programming that helps build skills and teach strategies for students and families to reduce substance misuse and improve emotional regulation and healthy choices. We will also be highlighting the newly released Parent and Mentor Cannabis Toolkit, to help provide information and resources to caregivers talking with their youth about cannabis.

WORKSHOPS - Sunday, July 28, 2024



Session 4: 10:00 a.m. – 11:00 a.m.

401 Everyone Belongs in PTA

Presented by: Patty Frazier, NYS PTA Consultant and Jane Harsha, NYS PTA Past President

As our communities are increasingly diverse, welcoming and engaging a representative membership should be a goal for every unit. In this workshop we will envision a new role for your hospitality committee that goes beyond providing greetings and refreshments to building a culture of belonging, as well as empowering future leaders.

402 Councils: A Most Valuable PTA Resource

Presented by: Robin Brumfield, Leadership Training Specialist and Kathleen McEnroe, Technology Training Specialist

Councils can be a significant resource for their units, helping them to function successfully in their communities, yet they are often underused and left without guidance. Learn to use your "council" to build membership and promote the PTA mission/purpose in larger districts.

403 NYS PTA Region Resources

Presented by: Joan Wabnik, NYS PTA Vice President and Jenn Collazo, Field Support Coordinator

NYS PTA is divided into 12 Regions, each with a unique demographic. Each PTA region has its own board and elected officers. Regions have events to unite their members and can advise local PTAs and Councils. Learn what your region can do for you.

404 PTA Money 101

Presented by: Sonya Verrillo, NYS PTA Treasurer

Money may not be needed in Barbie Land, but it seems to be necessary in our society. Whether you are a new Treasurer or any other PTA Officer/Leader, come and learn how finances work in PTA and how to take care of this valuable resource to ensure long-term success for your group.

405 Mental Health - What You Need to Know Right Now (This workshop is available for possible CTLE credit)

Presented by: Danielle Vallas M.ED. LMHC, President D&G Wellness Consulting, Licensed Mental Health Counselor

The National Alliance on Mental Illness reports 1 in 6 kids ages 6 to 17 in the U.S. experience a mental health disorder, and suicide remains the second-leading cause of death among all U.S. children ages 10 to 14. From identifying the effects of social media and the COVID-19 pandemic, understanding the daily pressures they face, to overcoming stigma, there's lots to unpack around teen mental health. Participants will leave the workshop feeling empowered to notice the red flags and warning signs, start the conversation, and have a tool box to best support the young people in their lives.

406 Come Learn Givebacks (formerly MemberHub) ... and Have the Best Day Ever!

Presented by: Renee Daniels, Membership Coordinator

Today is the best day to learn Givebacks system (formerly known as MemberHub)! In this workshop, you will receive an overview of how to utilize Givebacks as a PTA Officer and Membership Chair. The workshop will cover the required modules for officer compliance, managing membership, remitting state dues, and 990 filing confirmation. We will also briefly cover PTA communications and utilizing your online store.

407 Understanding and Interpreting Your Bylaws for Units and Councils

Presented by: Geri Lehane, Bylaws Coordinator and Pat Assortato, Field Support Coordinator

What do all those articles and sections in the bylaws actually mean? This workshop will interpret all of it into plain English and explanations; a discussion of what can and cannot be changed.



Summer Leadership Conference

July 27-28, 2024

Crowne Plaza Albany - The Desmond Hotel

Registration Fee: \$162

FEE INCLUDES:

- Leadership training Saturday and Sunday
- More than 25 workshop choices
- Educational and fun general sessions
- NYS PTA training tables
- Conference materials and t-shirt
- Exhibitor hall and networking
- Saturday dinner and Sunday breakfast

REGISTER NOW!

To pay by check - [REGISTER HERE](#)

To pay by credit card - [REGISTER HERE](#)

Deadline to Register July 1st!

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