



MISSOURI ASSOCIATION OF SCHOOL ADMINISTRATORS



MISSOURI
SCHOOL PUBLIC RELATIONS
ASSOCIATION

Spring Conference Program

March 26-28, 2025
Margaritaville Resort
Lake Ozark, Missouri

LEAD • DEVELOP • SUPPORT

Wednesday, March 26 Schedule

Registration

Registration begins at 8:00 am and continues until 6:00 pm in the Registration Area outside of Paradise A

Wednesday Opening General Session

2:00 pm - Paradise A/B

Sponsor: Mid-America Sports Construction



“Be Their Hero: Trauma Informed Care”

Keynote Speaker: Josh Varner

Keynote Sponsor: Care to Learn

School district leaders: this is your opportunity to dig deeper into the world of working with students who are facing personal obstacles that impact their learning (and how teachers can help them). Every challenging student has different needs to help them succeed in school.

In this presentation, we’ll examine common challenging situations and practice making plans to help students thrive by identifying their strengths and the cause of the behavior.

Josh Varner is a nationally known trauma-informed speaker and author with a passion for helping individuals and schools to support students who have been impacted by childhood trauma. Along with speaking, Josh has been a mental health professional, school counselor and coordinated an at-risk student program. Josh has experience in the classroom working with traumatized students and knows what will work for school leaders, teachers, administrators, and school communications professionals.

Special Note: Josh will stay after his keynote to lead a special breakout session “Dealing with Increased Stress in the Workplace.”

Be sure to download the MASA Conference app for the calendar-ready conference schedule.

Join the conference Twitter conversation: #SuPR25

Wednesday, March 26

Breakout Sessions

Dealing with Increased Stress in the Workplace (*This will directly follow Josh's Keynote.*)

3:30 - 4:30 p.m. Paradise A/B

Josh Varner

Recent studies have shown that millions of Americans are struggling with toxic levels of stress. So many of our stressors are out of our control (work & family stressors) but we can control how we manage our increased stress load. During this presentation you will learn how stress is stored in the body and evidence-based ways to release it.

Supporting Principals: Elevating Your Principal through the School Leader Paradigm

3:30 - 4:30 p.m. Windgate 60

J. Anderson, Missouri Association of Elementary School Principals (MAESP) and Clark Mershon, Missouri Association of Secondary School Principals (MoASSP)

Building on the solid foundation of the Missouri Leadership Development System (MLDS), this session introduces the School Leader Paradigm used by the two principal associations, MAESP and MoASSP, to guide the work of developing and supporting effective principals. The School Leader Paradigm takes aggregate approach, integrating professional and personal growth, and emphasizing the interplay of leadership behaviors, actions, and dispositions.

Maximizing Impact: Engaging Students, Alumni, and Community for an Exceptional Campaign

3:30 - 4:30 p.m. Nautical Wheeler

Lynn Goehring, Hickman Mills C-1

In a climate where PR Pros are challenged to do more work with less, HMC-1 found innovative ways to honor alums, involve students, and celebrate diversity with a month-long Black History Month campaign. This presentation unveils strategies to engage and mentor students, spotlight successful alums, and create a multimedia campaign that extends across social media and the community.

Leading Literacy Change: How to Ensure Effective Reading Instruction for All Students

3:30 - 4:30 p.m. Windgate 62

Gretchen Guitard, Jamestown C-1 and Karyn Tomkinson, Hand2Mind

Explore research-driven strategies to lead literacy change across Missouri schools, ensuring a well-rounded reading curriculum for all students. Learn how cross-grade collaboration and practical approaches can drive improved reading outcomes that are aligned with Missouri's educational goals.

Celebrate and Succeed: Schools and PTOs in Action

3:30 - 4:30 p.m. Parasol II

Kate Moore and Curtis Cain, Rockwood

Strong partnerships with Parent Teacher Organizations (PTOs) are vital for creating a thriving school community. Enhance parent engagement, support school initiatives, and provide resources that directly benefit students. Schools and PTOs can work together to address challenges and celebrate achievements. Learn to build trust, strengthen community ties, and ensure a unified commitment. Giving PTOs and administrators a toolkit for success will build camaraderie, ensuring volunteers feel supported and empowered to make a lasting impact.

MTSS and the Mental Wellbeing of Students

3:30 - 4:30 p.m. Leeward 76/77

Erin Schulte-Hamilton and Cherie Magueja, Parkway

Supporting the mental wellbeing of students has never been more crucial. It is imperative that schools have a system to proactively identify students who need care and then use a continuum of support to intervene when students need additional help. This session will present the Parkway School District's system of utilizing the expertise of school counselors and mental health staff within an MTSS structure to proactively address student mental wellness and respond when students struggle.

Future-Focused: Smart, Economic Solutions for Effective Facility Planning

3:30 - 4:30 p.m. Windgate 63

Sean Woods and Brian Wilson, Hollister

Explore strategies to optimize facility management for long-term success. This presentation covers key aspects of facility planning, including space utilization, cost-effective upgrades, and sustainability practices. Attendees will gain insights into balancing budgetary constraints with operational efficiency, leveraging technology for smarter solutions, and designing facilities that adapt to future needs. Whether for growth or modernization, this session offers practical guidance for making informed and sustainable planning decisions.

Maximizing School Funding: Strategic Bond & Levy Campaigns

3:30 - 4:30 p.m. Windgate 64

Mike Mabe, Union R-XI and Cory Bextermueller, Navigate Building Solutions

This session will equip school leaders with the tools and strategies needed to develop successful funding campaigns. Participants will learn how to assess community needs, craft compelling messages, and build stakeholder support. This session offers practical insights into developing timelines, budgets, and communication plans to ensure campaign success and long-term financial stability for school districts.

**Be sure to download the MASA Conference app for the
calendar-ready conference schedule.**

Join the conference Twitter (X) conversation: #SuPR25

Wednesday, March 26

Conference Welcome Reception

3:30 – 5:30 p.m.

Exhibit Hall

Sponsored by American Fidelity

Missouri Superintendent Academy Reception

4:30 – 5:30 p.m.

Parasol I

Donna Jahnke, MASA Director of Missouri Superintendents Academy
Members of the 2024-2025 Missouri Superintendent Academy are invited to gather with their colleagues for a casual reception.



Dialogue with the Commissioner

5:00 - 5:30 pm Paradise C

*Dr. Karla Eslinger,
Missouri*

Commissioner of Education

Join the Commissioner of Education in a dialogue about issues that are impacting Missouri's public school districts.

www.masaonline.org

www.mospra.org



MOSPRA Reception

6:30 pm - Compass Rose Ballroom

Reception sponsored by Qualtrics, Finalsite, Edlio, Apptegy; TeacherLists; Sun Graphics; ThoughtExchange; Talking Points; Discovery Works Collaborative
All MOSPRA members are invited to welcome new members, celebrate our Past Presidents, meet with Board Members, and reconnect with friends and colleagues.

MOSPRA Awards Banquet

7:00 pm - Compass Rose Ballroom

Banquet sponsored by ParentSquare

MOSPRA will celebrate the recipients of the Professional of the Year, the New Professional of the Year, the Distinguished Service Awards and the MOSPRA Spirit Award. The evening will also include recognition of scholarship recipients and dignitaries.



MASA Reception

5:45 - 6:30 - Ballroom Hallway/Registration Area

Sponsored by United Health Care

The reception provides an opportunity for MASA members to gather and enjoy conversation with colleagues and friends.

MASA Awards Banquet

6:30 pm - Dinner - Paradise A/B

Sponsored by Tueth Keeney Cooper Mohan & Jackstadt, P.C. and Horace Mann

MASA will honor retiring educators, emeritus educators, those who have served 25 years as an administrator and outstanding beginning superintendents. Friends of Education awards will be presented and the annual MASA Pearce nominees and award winner will be announced.

Thursday, March 27 Schedule

Registration

7:30 am to 11:30 am in the Registration Area (adjacent to Paradise Ballrooms)

Grab & Go Breakfast & Exhibits Exhibit Hall - 7:30 am - 11:30 am

Breakfast Sponsored by Park & Play Structures

Be sure to have your "Minute to Win It" cards signed by exhibitors to be eligible for great prizes.

*Drawings will be held during the President's Reception.
(Must be present to win.)*

Complimentary Coffee Service Resort Coffee Bar

(Adjacent to the hotel registration desk)

8:30 am - 11:30 am & 1:30 pm - 2:30 pm

Coffee Service Sponsored by Coryell Roofing

**Inter-State Directory Photo Booth
For all MASA & MOSPRA Members
Registration Area: 8:00 - 11:00 & 1:30 - 4:00**

Thursday 8:30 am - 9:20 am

Starting Your Own Police Force

8:30 - 9:20 a.m. Parasol II

Lenice Basham, Maries County. R 2 and Tanner Hinson

Are you looking to expand the authority of your SRO? The Maries County R-II School District established its own police department after having attended a session by Green City R-I at a past Spring Conference. Come and find out how this has enhanced our security and safety within our district.

Introduction to Missouri Framework for School-Based Mental Health

8:30 - 9:20 a.m. Windgate 64

Lisa Dierking and Katie Epema, Missouri Department of Elementary and Secondary Education

What is School-Based Mental Health (SBMH)? How can the Missouri SBMH Framework be helpful to you? What are the best practices that can help your school create effective partnerships and integrated multi-tiered systems of support for students and staff? Please join us as we explore the new Missouri SBMH Framework and share additional resources and opportunities.

Title IX Compliance

8:30 - 9:20 a.m. Windgate 61

Jessica Bernard and Anthony McDaniel, Guin Mundorf LLC

Join us as we outline Title IX practices that should keep you compliant no matter the ever-changing Title IX trends.

Communications Interns: Building your District's Communications Capacity

8:30 - 9:20 a.m. Nautical Wheeler

Jill Filer, Harrisonville Schools; Harrisonville Student Interns

High school communications interns can be a great asset for any school district. Their skillset with social media is natural and they can provide you with a much-needed perspective when it comes to communicating with high school students. They can help with social media content, newsletters, photography, event planning, graphic creation - the possibilities are endless. As part of this session, five high school interns will share their experience working to support their district's communications efforts.

What You Need to Know Regarding School Finance, Governance, and Transportation (*This session will be repeated at 10:30.*)

8:30 - 9:20 a.m. Paradise C

Tammy Lehmen and David Tramel, Department of Elementary and Secondary Education

Get the latest updates on current issues affecting School Finance, Governance, and Transportation, such as budget updates, claiming PK students for state aid, calendar requirements, transportation, governance, and resources available to districts on the issues on the DESE website. (Note: This session is also offered at 10:30 - 11:20 a.m.)

How To Capture Professional Quality Videos & Photographs

8:30 - 9:20 a.m. Windgate 63

Andy Waterman, Fox C-6, and Brian Heyman, Pattonville

Get an up close and personal look at the best gear and technology to use when producing videos for your district. Whether you're a SoloPro or a team of communicators, this hands-on presentation details some of the best ways to produce videos on a limited budget.

MSIP6 Cycle 2 Pilot Project: Navigating Cycle 2 of MSIP6

8:30 - 9:20 a.m. Windgate 62

Theresa Christian, Concordia R-II

MSIP6 Cycle 2 Pilot Project Navigating Cycle 2 of MSIP6: One School's Pilot Experience In this session, Concordia R-II School District will share their experience as a pilot school for MSIP6 Cycle 2. This interactive session will provide insight into implementing MSIP6 standards and meeting the expectations for Cycle 2.

Develop & Execute a Facilities Master Plan

8:30 - 9:20 a.m.

Parasol I

Robert Sigrist, St. Joseph; Kenny Rodriquez, Grandview C-4; Jon Isaacson, Hillsboro R-III; Hannah White and Peter Hinkle, Schneider Electric

Hear from a panel of experienced educational professionals who've mastered the art of developing a clear vision for executing their district's facilities master plans, delivering new buildings, additions, renovations, and existing infrastructure upgrades through various implementation models. Learn how to ensure alignment with your community's expectations and future-ready educational needs based on stakeholder input and existing budget analysis. The panel will discuss additional funding methods and strategies to maximize efficiency and ensure long-term project performance.

FMLA, ADA, and the Pregnant Workers Fairness Act

8:30 -9:30 a.m.

Windgate 60

Emily Omohundro, EdCounsel, LLC

It is essential for school districts, as employers, to know the ins and outs of laws relating to protected leave and reasonable accommodations for their employees. Understanding not only the basics, but also how various laws coincide helps administrators develop processes to best comply with those laws and shield their districts from legal claims. This session will begin with an overview of the FMLA, the ADA, and the Pregnant Workers Fairness Act, then a walkthrough of some of the more novel scenarios we have encountered in the last year related to employee leave and creative (and legal!) solutions to managing these issues.

Time to visit the Exhibit Hall

9:30 – 10:30 a.m.

Thursday 10:30 am - 11:20 am

PR & the Law: How to Work Together

10:30 - 11:20 a.m. Windgate 63

Michelle Basi, Tueth Keeney Cooper Mohan & Jackstadt, P.C.

Sometimes it feels like public relations and the law are at odds -- the community wants transparency, the lawyer says "But FERPA! Confidentiality! Defamation!" In this presentation, we will discuss what you can and cannot say in common scenarios and highlight how district lawyers and communications personnel can effectively work together to protect the interests of the district.

Celebrating Successes: A Three-Year Thank You to Our Community

10:30 - 11:20 a.m. Parasol II

Steph Deidrick and Lisa Wade, Kirkwood

In 2021, Kirkwood voters approved a zero-tax rate change proposal to address overcrowding, safety and accessibility in Kirkwood schools. Over the next three years, the district took a multi-pronged approach to celebrating the positive impact of the completed projects by utilizing traditional media, social media, interactive in-person events and video. By utilizing a consistent core message and well-rounded approach, the district was able to show appreciation to the community in an engaging and effective way.

Thursday 10:30 am - 11:20 am

The New Age of Artificial Intelligence

10:30 -11:20 a.m. Windgate 60

Margaret Hesse, Tueth Keeney Cooper Mohan & Jackstadt, P.C.

School leaders need to be ready for the variety of legal issues related to the use of artificial intelligence. In this session, we'll discuss emerging legal pitfalls in the employment and student areas, such as using AI in hiring decisions and student discipline policies.

Mastering the Art of Difficult Documentation: Turning Conversations into Defensible Records

10:30 -11:20 a.m. Windgate 61

Natalie Hoernschemeyer and Grant Wiens, Mickes O'Toole, LLC

In today's educational landscape, effective communication and thorough documentation are more essential than ever for school district leaders. This session will equip you with the tools to handle tough conversations and translate them into precise, legally sound documentation.

What You Need to Know Regarding School Finance, Governance, and Transportation (This session is also offered at 8:30 - 9:20 a.m.)

10:30 - 11:20 a.m. Paradise C

Tammy Lehmen and David Tramel, Department of Elementary and Secondary Education

Get the latest updates on current issues affecting School Finance, Governance, and Transportation, such as budget updates, claiming PK students for state aid, calendar requirements, transportation, governance, and resources available to districts on the issues on the DESE website.

Beyond Traditional CTE: A Modern Approach to Boosting Student Employability

10:30 -11:20 a.m. Parasol I

Gearl Loden, Landon Cornis, and Ashley Finley, Nixa

Are you struggling to figure out how to show students different career options due to limited industry options in your area? Let us share how we are beginning to broaden student horizons and employability through technology options as well as the Registered Youth Apprenticeship Program to help students earn credits and money at the same time. We will present a framework for CTE exploration at a level that is available to any district.

How to WIN Your Next Bond Issue

10:30 - 11:20 a.m. Windgate 62

Chris Norman, Hazelwood; Amanda Bohnert, S. M. Wilson & Co.; Damien Schlitt, BLDD Architects; and Rebecca Esrock, Stifel

This well-rounded and informative panel session equips participants with the knowledge and skills to navigate the complexities of planning, passing and building a school bond issue. Our market experts will outline the options for districts in today's demanding market and lead a discussion on the key success points to passing a bond, designing a building program and executing the build.

First Steps, Lasting Impact: Community Engagement for New Superintendents

10:30 - 11:20 a.m. Windgate 64

Anthony Dobson and Amy Zielinski, Brentwood

Unlock practical tools for building authentic connections with students, staff, families and community members from day one. This session offers proven techniques to foster trust, encourage collaboration and address community needs in ways that align with strategic goals and build lasting support. Learn how intentional engagement can drive a successful transition and set the tone for a thriving district culture.

Superintendent Evaluation that Works

10:30 - 11:20 a.m. Nautical Wheeler

John Downs and Katherine Whitaker, MSBA

Based on feedback from superintendents, MASA, MSBA, and DESE have joined forces to create a refined evaluation process that works for superintendents and their school boards. Using a simplified four-step model, the cycle is designed to foster continuous learning and growth by focusing on high-quality collaboration. A strong board supporting a strong superintendent is crucial for student success!

Be sure to download the MASA app for the calendar-ready conference schedule.

Thursday Luncheon & General Session

Paradise A/B - 11:30 am

Luncheon Sponsored by L. J. Hart & Company and EdCounsel LLC

MOSPRA Administrator of the Year

Thursday Luncheon Keynote Speaker

Luncheon Keynote Speaker sponsored by Safe Haven Defense



Ruben Gonzalez

“Leadership Gold – Becoming a Great Leader”

Olympic leadership speaker Ruben Gonzalez will inspire and equip you to win more.

When Ruben got started in the luge, he thought he could do it all himself. Along the way Ruben realized that he would need help. He needed coaches, sled mechanics, doctors, chiropractors, and financial assistance. He needed to learn some leadership skills and create a team of people. Ruben was able to create a Dream Team and by working through his team he was able to realize his dream.

Ruben believes top leaders are trustworthy and passionate about their mission, and they have a high level of Emotional Intelligence which allows them to truly connect with their people. Those attributes make people want to follow them and fight for the leader’s goals.

Ruben’s an outstanding storyteller with an incredible story. He delivers an idea-packed, energizing and humorous program that not only informs, but inspires people to take action.



SCHOOL OF THE OSAGE
Home of the Indians

Special thank you to the School of the Osage’s Jazz Band, under the direction of Jeff Kile and Kelsy Whitacre, for their performances during today’s Luncheon!

Thursday 2:00 pm to 2:50 pm

Communication and Legal in the Digital Age

2:00 - 2:50 p.m. Windgate 61

Jessica Bernard and Anthony McDaniel, Guin Mundorf LLC

In today's digital age, the community places a microscope on every communication sent out by a district, specifically during crisis that impact students. The days of "no comment" or "this is a pending investigation" have passed. This session will take a deep dive in how (and when) to craft quick responsive public communications while protecting the district from potentially harmful liability admissions. It will also equip district administration with tools to determine when public comment is appropriate.

Maximizing School Communications Without a PR Pro

2:00 -2:50 p.m. Parasol I

Jill Filer, Harrisonville, and Tennille Banner, Green City R-I

In a small school district, you may not have the resources to hire a dedicated communications professional, but effective communication is still critical. This session will equip you with practical, easy-to-implement strategies to enhance your district's communications, whether you're sharing day-to-day updates, telling your district's story, or managing emergency situations. Learn best practices for engaging both internal and external audiences, building trust, and fostering a stronger community connection.

One District's Approach to Emergency Planning

2:00 - 2:50 p.m. Parasol II

Amanda Miles and Daniel Rector, Fulton

Emergency planning is a necessity for school districts. However, not all districts have dedicated individuals who facilitate the planning and implementation of emergency operations. Learn how we've approached planning, and developing our emergency response protocols in a shared, distributive leadership style. Walk away with our blueprint, resources, and templates to build/revise your efforts on school safety strategies.

Extra! Extra! Share all about it! Or Don't... What New Teachers Need to Know

2:00 - 2:50 p.m. Windgate 63

Tori Palumbo and Lindsay Arnold, Branson

Does your communication department present to new teachers at the beginning of each school year? During this session, you'll learn what new staff members need to know to be successful in communications best practices, social media expectations, and how they can be the best ambassador for your district! Maximize your district brand by investing in the greatest positive enablers of the future.

In My Social Media Era: Managing Student Behaviors, Community Expectations and Keeping Schools Safe

2:00 - 2:50 p.m. Windgate 60

Penney Rector, Mickes O'Toole

What have we learned from recent social media threats and their impacts on learning? We will dive into student discipline, including off-campus conduct and speech, and review the authorizations and limitations that administrators face when addressing student misconduct.

Building Staff Connections Using AI

2:00 - 2:50 p.m. Windgate 62

Kenny Rodriquez and Stephanie Amaya, Grandview C-4

Learn how Grandview C-4 harnesses AI utilizing LEBRA to boost stakeholder engagement and sense of belonging. Discover our approach in preparing future-ready students while enhancing workforce experiences, rather than replacing them. Participants will gain insights into how AI tools are used to support District leadership, increase engagement, and drive meaningful interactions among staff within the Grandview C-4 School District as well as enhance their journey toward high quality workforce engagement to create impactful, future-ready learners.

How to Start Thinking Strategically About Communications

2:00 - 2:50 p.m. Windgate 64

Stephen Terrill, Bayless

The Bayless School District began its communications journey in 2022 after not having a dedicated person previously. Over the last two-plus years, it has overhauled its communication strategy, earning multiple awards from MOSPRA and NSPRA. This session is aimed at superintendents without a communications professional or first-year communications professionals. The lessons from Bayless's transformation will help superintendents get through early roadblocks. The session will include social media audits/evaluations; social media best practices; staff communications; and accessibility in communications.

Special Session:

PSRS: Providing a Strong, Stable and Secure Retirement

2:00 - 2:50 p.m. Nautical Wheeler

Dearld Snider and Amanda Wooten, PSRS/PEERS

This educational session will provide an overview of the Public School Retirement System, how the system is funded, potential legislation changes, general retirement planning considerations and resources that are available to our members.

Let's Build Real World Learning Together

2:00 - 2:50 p.m. Paradise C

Jeremy Tucker, Liberty; David Schmitz, Lebanon School District; Sandy Steggall, Clinton County R-III; John French, Lewis County; Jennifer Kephart, Washington; Mike Fulton, Pam Hedgpeth, Charles Pearson, Success-Ready Students Network

Districts throughout Missouri are collaboratively creating regional ecosystems that support student engagement in real world learning. Join us in learning how Superintendents are working with their community and regional partners to make sure every student has access to the opportunities they need to be college, career and workplace ready. Be prepared to walk away with concrete strategies on how to expand opportunities for students in your district with the support of a regional network.

Early Career Superintendent Program

(The session is specific to those enrolled in the program.)

2:00 - 2:50 p.m. Compass Ballroom

John Jungmann, MASA

Thursday, 3:00 - 3:30

Refreshment Break (Registration Area) -- Sponsored By DLR Group

Time to Visit the Exhibit Hall

Thursday 3:30 pm to 4:30 pm

The Board-Superintendent Relationship: Observations from the Other Side of the Table

3:30 - 4:20 p.m. Windgate 61

Duane Martin, Emily Omohundro, and Drew Marriott - EdCounsel, LLC

The Board-Superintendent relationship becomes increasingly complex each year. Drawing on our extensive experience as school attorneys and board members, we offer a unique perspective on this dynamic. In this presentation, Emily Omohundro, Drew Marriott, and Duane Martin will share insights from our observations of the evolving relationship between boards and superintendents across the state. We will also explore strategies for building, maintaining, and repairing these crucial relationships in today's educational environment.

Leadership to Live Out Your CSIP

3:30 - 4:20 p.m. Windgate 63

Mindy Hampton, Oak Grove R-VI; Scott Gemes, Warsaw; and Kevin Daniel, FiredUP Consulting Group

Now that your CSIP has been developed, the real work begins; moving from compliance to commitment and ownership. This session will provide insight and examples of how school Superintendents Scott Gemes and Mindy Hampton implement the CSIP into admin meetings, board meetings and decisions made throughout the year. Their partnership with Dr. Kevin Daniel, FiredUP Consulting Group, ensures that the CSIP is a living document within their school districts.

Fast Tracking Systems for Personalized Competency-Based Learning

3:30 - 4:20 p.m. Windgate 64

Jenny Ulrich and Shauna Stephanchick, Lonedell R-14

Closing the educational resource gap when instructional/curriculum staffing is limited can be challenging for many districts, causing inequitable educational practices. This session reveals streamlined processes that can easily be implemented by smaller and mid-size districts to close the resource gap while creating foundational systems for personalized competency-based learning. This model fast tracks typical curriculum processes to allow teachers to have less time on development and more time on implementation.

Deepfake Ahead – Fraud Prevention In the AI Era (PFM)

3:30 - 4:20 p.m. Windgate 62

Mike Slagle, Raymore-Peculiar; Julie Reynoso, U.S. Bank; Angie Hughes, PFM

Why you should care about AI fraud, how to train your staff to spot and mitigate it, and how to respond immediately if you fall victim.

Special Roundtable Discussions 3:30 pm - 4:30 pm

Join your colleagues for deeper discussions related to school leadership, ethics, and communications. *(Additional details on the Conference App.)*

Women in Leadership Roundtable (Parasol I)

Leadership & Ethics Roundtable (Parasol II)

New Superintendent Roundtable (Windgate 60)

Veteran Superintendent Collaboration Cohorts (Compass Rose Ballroom)

MOSPRA Gold Mine (Paradise C)

MOSPRA Newer Members Roundtable will be held directly after the Gold Mine.

Thursday Evening President’s Reception

MASA & MOSPRA Members

Paradise A/B- 5:30 pm - 7:00 pm

Beverages & Hors d’oeuvres

Sponsored by: Stifel, American Fidelity Assurance Company,

Audio Enhancement and Coaches Tool Chest

Announcement Of Exhibit Hall Door Prize Winners!

Thursday Evening Fun Activity

MASA & MOSPRA Members

Paradise C - 7:00 pm to 10:00 pm

Texas Hold’em Tournament * Corn Hole Tournament *NCAA “March Madness” Basketball

Beverages and Light Snacks Provided

Sponsored By American Fidelity Assurance Company and

Guin Mundorf, LLC Attorneys At Law

MASA & MOSPRA Wish to Thank Our Business Sponsors



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Friday, March 28 Schedule



MOSPRA Breakfast & Special Session

Compass Rose Ballroom

Coffee Service - 7:30 am; Breakfast - 8:00 am; Presentation - 8:30 am

Breakfast Sponsors -- All MOSPRA Full-Year Sponsors will be recognized: ParentSquare; Qualtrics, Finalsite, Edlio, Apptegy; TeacherLists; Sun Graphics; ThoughtExchange; Talking Points; Discovery Works Collaborative

Special Session: Strengthen Relationships by Celebrating Staff

Amanda Miles, Fulton, and Andrea Campbell, Hannibal

Districts across the state are focusing more and more on recruitment and retention; district culture is a key component of that. From everyday celebrations to end-of-year recognitions, are you missing out on ways to strengthen your relationships with district staff? Learn from School PR Pros how the smallest token of appreciation can have the biggest impact, leading to a culture where district staff feel seen and want to stay. **(This will be an interactive session - participants are asked to discuss their successes in the area of celebrating staff.)**



MASA Breakfast & Business Meeting

7:30 am - Breakfast 8:00 am - Business Meeting

Paradise A/B

Breakfast Sponsors: Mickes O'Toole, LLC & Capturing Kids Hearts

Legislative Issues & School Finance

9:00 - 10:30 am Paradise A/B

Legislative Issues

Scott Kimble, MASA, and Mike Lodewegen, MCSA

A review of legislative issues currently being discussed at the state level.

School Finance Update

John Jungmann, MASA; Nate Moore, Branson; Andy Turgeon, Knox County R-I

MASA Executive Committee

Jeremy Tucker, Liberty, President
Jerry Girdner, Princeton, President-Elect
Adam Friga, Oran R-III, Secretary
Tennille Banner, Green City R-I, Treasurer
Jenny Ulrich, Lonedell R-XIV, Past President

District Representatives

Dan Wiebers, Chillicothe R-II: Northwest Region
Jason Snodgrass, Fort Osage: Greater Kansas City Region
Steve Ritter, Warrensburg R-VI: West Central Region
Scott Cook, Mount Vernon R-V: Southwest Region
Jana Thornsberry, Sullivan: South Central Region
Fara Jones, Perry County 32: Southeast Region
Kevin Carl, Hancock Place: Greater St. Louis Region
Jason Harper, Palmyer R-I Northeast Region

MOSPRA Executive Board & Regional Directors

Derek Duncan, Webster Groves, President
Gina Zervos, Rolla, President-Elect
Samantha Fitzgerald, Park Hill, Treasurer
Audrey Henebry, Lincoln County R-III, Secretary
Kelly Gordon, Pattonville, Eastern Region Director
Matt Sharp, Southern Boone County, Mid-State Region Director
Johanna Hall, Neosho, Ozark Region Director
Katy Bergen, Lee's Summit, Western Region Director

Spring Conference Program Committees

MASA Program Committee Members

Amy Fagg, Pettis Co. R-V	Hilary Bales, Waynesville R-VI
David Schmitz, Lebanon R-III	Jason Sefrit, St. Charles R-V
Matt Pearce, Republic R-III	Kenya Thompson, North Callaway R-I
Brian Beard, Arcadia Valley R-II	Brian Hansen, Savannah R-III
Yaw Obeng, Hickman Mills	

MOSPRA Program Committee Members

Dallas Ackerman, Liberty
Braden Berg, Bolivar
Kevin Pope, Festus
Haley Watt, Putnam County R-I

**THANK YOU FOR ATTENDING THE
2025 MASA/MOSPRA
SPRING CONFERENCE!**

SAVE THE DATE!

**The 2026 Spring Conference is set
for March 18-20, 2026
Margaritaville Resort
*Lake of the Ozarks***



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