



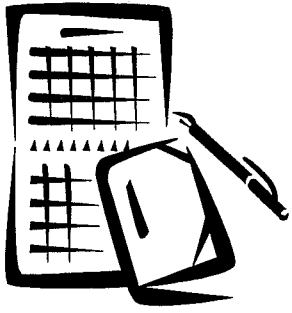
# Maryland PTA Summer Leadership Conference

## *Sailing the High Seas Of Membership*



### Registration Information

Saturday, July 17, 2010  
Conference Center at the Maritime Institute  
692 Maritime Boulevard  
Linthicum, Maryland 21091



# Schedule of Events

Saturday, July 17, 2010

7:30 am—12:00 pm	Registration
7:30 am—8:30 am	Breakfast and Networking
8:30 am—9:45 am	Leadership 101
10:00 am—11:00 pm	Maryland PTA & National PTA
11:00 am—12:30 pm	Lunch
12:30 pm—1:30 pm	Workshop Session #3
1:45 pm—2:45 pm	Workshop Session #4
3:00 pm—3:45 pm	Workshop Session #5
3:45 pm — 4:00 pm	Conference Evaluation & Resources for the Future

Exhibit Hall—Saturday 8am—4pm

The exhibit hall will be packed with exhibitors featuring new products, resources, fund raising ideas, technology and education information. Look for the directory of exhibitors at the conference.

## FAQ

**What is the goal of this event?** Summer Leadership is devoted to providing leadership training for new and returning leaders.

**Who should attend?** PTA officers, chairmen, up and coming leaders. Each PTA should encourage all of their elected officers to attend.

**Why should each local PTA send all elected officers?** To increase their PTA knowledge and enable your officers to work more effectively as a team.

**Can we send more than two representatives?- YES!** In fact, we encourage you to send as many representatives as you can to this leadership conference.

**What will we learn?** Leadership skills and tools that will assist you during your term in office.

**What do we need to bring?**

- Notebook - something to write down your notes and ideas
- Business cards—Create ones for you and your officers to handout to other PTA members
- Preprinted address labels for use in the Exhibit hall

### **Maryland PTA and the Enough is Enough partner to bring Internet Safety 101 to parents, educators and other caring adults at the Summer Leadership Conference, with support from the Maryland Verizon Foundation**

Enough Is Enough (EIE), a non-partisan, 501(c)(3) non-profit organization whose mission is to make the Internet safer for children and families, emerged in 1994 as the national leader on the front lines of efforts to protect children from online dangers. With support from the U.S. Department of Justice, Enough Is Enough launched a new multi-media program—*Internet Safety 101<sup>SM</sup>*—to educate, equip and empower parents, educators, and other caring adults with the knowledge and resources needed to protect children from the online dangers. The program includes a four-part DVD teaching series, workbook, Rules ‘N Tools<sup>®</sup> Booklet, Facilitator’s Guide, and website, [www.internetsafety101.org](http://www.internetsafety101.org), which presents comprehensive information about pornography, predators, cyberbullying, mobile devices, social networking, online gaming and equips with the non-technical and technical safety measures, Internet Safety 101<sup>SM</sup> Rules ‘N Tools<sup>®</sup> to protect children from online threats. Enough Is Enough, in partnership with the Maryland Verizon Foundation, are proud sponsors of the Maryland Summer Leadership Conference.

***Note: Enough Is Enough recommends that participants attend all three sessions to become fully equipped to protect your children, schools and communities from online dangers. Sessions One and Two will examine different online dangers and safety solutions, and Session Three will be a train-the-trainer session to equip you to train your community using Internet Safety 101 resources. The first 100 participants to sign up for all three sessions will receive a free copy of the Internet Safety 101 DVD teaching series and other Internet Safety 101 resources!***

# Schedule of Workshops

General Sessions 8:30 — 11:00am & 3:45 — 4:00pm Auditorium

**First Session 101 8:30—9:45**  
 "Leadership 101 or What you need to know....now"  
 Presenters: Sam Macer, President, Maryland PTA, Rita Lowman, Policy Chair, Maryland PTA, Jayne Lee, Bylaws Chair, Maryland PTA and Teresa Willis, Office Administrator, Maryland PTA

9:45—10:00  
 Break

**Second Session 201 10:00—11:00**  
 "National PTA—Share Plans and Goals for the Future"  
 Presenters: Derrick Byrd, National PTA  
 Advocacy-Our True Purpose-Rick Tyler, Federal Leg Chair, Maryland PTA and Laura Carr, Member Leg Committee Maryland PTA

11:00—12:30  
**Lunch is included! Be sure to obtain a meal ticket right outside the Cafeteria!**

	President	Treasurer	Membership	Legislative	Organizational	Enough is Enough
<b>Session 3 12:30—1:30</b>	301 Help! What have I gotten into? Auditorium	302 Treasurer 101 Basics A300	303 Creating Effective Family-School Partnerships to Support Student Success Bridgeroom	304 Advocacy - Congressional, Federal & National Issues A307	305 Bylaws A302	306 Internet Safety 101 Session I A303
<b>Session 4 1:45 — 2:45</b>	401 Planning for a Successful year Auditorium	402 Budgets & Funding Them A300	403 Benefits of Membership Bridgeroom	404 Advocacy - State & Local Issues A307	405 Tax Forms A302	406 Internet Safety 101 Session II A303
<b>Session 5 3:00 — 3:45</b>	501 Organizing Internal Structure Auditorium	502 Protecting Your PTA A300	503 How to Develop a Membership Campaign Bridgeroom	504 Secretary A307	505 Reflections A302	506 Internet Safety 101 Session III A303

**Session 6 3:45 — 4:00**  
 Conference Evaluation & Resources for the Future (Auditorium)

## **Session #1—8:30 am —9:45 am**

### **# 101 “Leadership 101 or what you need to know.... now”**

Join all of the conference attendees to learn about:

Upcoming Maryland PTA convention and conference changes and their consequences  
—Presenter Rita Lowman, Policy Chair Maryland PTA

Bylaws amendments to be brought to the Maryland PTA convention — Presenter Jayne Lee, Bylaws Chair Maryland PTA

Standards of Affiliation — Presenter Teresa Willis, Office Administrator Maryland PTA

Training Capacity Building Initiative (TCBI) , Maryland PTA’s Extension Plan and Diversity Plan — Presenter Sam Macer, President, Maryland PTA

## **Session #2 10:00 AM - 11:00 am**

### **#201 “Maryland PTA and National PTA – Share Plans and Goals for the Future”**

Join all of the conference attendees to learn about:

Advocacy—Our True Purpose — Presenters, Rick Tyler, Federal Legislative Chair, Maryland PTA and Laura Carr, Member Legislative Committee, Maryland PTA

National PTA Membership Plan— Presenter, Derrick Byrd, National PTA

## **Session #3 — 12:30 — 1:30 pm**

**#301 Help! What have I gotten myself into?** This is a must for first time presidents. Learn what the responsibilities are of a new president. This is the first workshop in a series of three that build on themselves. Presenter Kay Romero, President-Elect Maryland PTA

**#302 Treasurer 101- The Basics** This is a must for first time treasurers – even if you have accounting experience. This workshop will help you understand the basic responsibilities that every treasurer needs to know. This is the first of a series of 3 workshops geared towards the PTA treasurer. Presenter Rita Lowman, Policy Chair Maryland PTA

### **#303 Creating Effective Family-School Partnerships to Support Student Success**

Parent Involvement – What does this really mean? How do we encourage and promote active parent involvement in our schools? Learn how to effectively use the National Standards/Family-Schools Partnerships for National PTA. Presenter Sheri Johnson, National PTA and Sam Macer, President Maryland PTA

**#304 Advocacy—National Issues** — Briefing as it applies to congressional, federal and national issues. Learn who's who in the legislative process, how a bill is written, processed and approved. Find out the PTA role in the process and where to find resources. Presenters National PTA TBD, Rick Tyler, Federal Legislative Chair, Maryland PTA and Laura Carr, Member Legislative Committee, Maryland PTA

**#305 Bylaws Why are they so important?** Learn the purpose of your bylaws and how they will assist you in effectively operating your PTA. This is a must for bylaws chairs or 1<sup>st</sup> Vice Presidents. Learn some of the common errors local units make. Presenter Jayne Lee, Bylaws Chair Maryland PTA

**#306 Internet Safety 101 Session I—Protecting Kids from Internet Pornography and Online Predators** Through the Internet, kids have free and easy access to Internet pornography, and predators and pedophiles have easy and anonymous access to children. Research suggests that 7 out of 10 youth accidentally come across pornography while online, and this graphic material is having a significant impact on the social, emotional and physical health of our children. Additionally, 1 in 7 kids report receiving a sexual solicitation while online. Join leading Internet safety organization Enough Is Enough (EIE) to learn about protecting children from these dangers. The session will incorporate footage from EIE's award-winning four-part Internet Safety 101 DVD series, including poignant true stories from kids, parents, victims and even a convicted sex offender, as well as expert advice from clinicians, child safety advocates, law enforcement and technology insiders to help protect your children from online harm.

## **Session #4 — 1:45 — 2:45 pm**

**#401 Planning for a Successful Year** – Find out what a PTA is supposed to do and how to do it. Learn how the mission and purposes fit into your planning. Acquire the knowledge needed to help make your school year successful and what it means to be a successful leader. This is part two in a series of three workshops for Presidents and Vice Presidents. Presenter Kay Romero, President-Elect Maryland PTA

**#402 Budgets and Funding Them** – A budget supports the goals of your PTA. Learn how to create a budget and amend when necessary. Also, learn the ups and downs of funding them. This is the second of a series of 3 workshops geared towards the PTA treasurer. Presenter Rita Lowman, Policy Chair Maryland PTA

**#403 Benefits of Membership** – Learn the benefits of membership in PTA, not only for the leaders but for your membership as well. Presenters Sam Macer, President Maryland PTA; Bob Ross, Membership Chair Maryland PTA and Derrick Byrd, National PTA

**#404 Advocacy—State and Local Issues** — Briefing as it applies to state/local issues, budgets, etc. Learn who's who in the legislative process, how a bill is written, processed and approved. Find out the PTA role in the process and where to find resources. Presenters, National PTA TBD, Rick Tyler, Federal Legislative Chair, Maryland PTA and Laura Carr, Member Legislative Committee Maryland PTA.

**#405 Tax Forms** - This workshop will give you an overview of how you can assist your local unit and help them meet standards of affiliation. Learn more about the operational procedures of PTA such as tax forms, incorporation, PPRs, etc. Presenter Teresa Willis, Office Administrator, Maryland PTA

**#406 Internet Safety 101 Session II —Protecting Children while Social Networking, Online Gaming and Using Mobile Devices and Internet Safety Rules 'N Tools®** Our children are navigating an online world that can seem foreign and overwhelming to us as parents and educators, but for our children, navigating this ever-evolving Internet, often referred to as Web 2.0, seems as natural as breathing. Become equipped to prevent your child from becoming a victim of cyberbullying and sexting. Finally, become empowered with the basic non-technical and technical safety measures (Internet Safety 101 Rules 'N Tools®) to protect your children from online threats across all Internet-enabled devices. The session will incorporate footage from EIE's award-winning Internet Safety 101 program including poignant true stories from kids, parents, victims and even a convicted sex offender, as well as expert advice from clinicians, child safety advocates, law enforcement and technology insiders to help protect your children from online harm.

## Session #5—3:00 — 3:45 pm

**#501 Organizing Internal Structure** – Grow your PTA Board and Committees. This workshop will help you learn how to build your Board and encourage and empower more people to become involved in PTA. Each attendee will receive a template for a procedure book in the workshop. This is last of a series of three workshops for Presidents and Vice Presidents. Presenter Kay Romero, President Elect Maryland PTA

**#502 Protecting Your PTA**– This workshop will help you learn the warning signs of fraud, theft, embezzlement and other financial control problems experienced by PTAs and what steps you should take in handling the situation. It will cover accurate record keeping and how to set up strategic checks and balances to minimize the misuse of funds. This is the last of a series of 3 workshops geared towards the PTA treasurer. Presenter Rita Lowman, Policy Chair Maryland PTA

**#503 How to Develop a Membership Campaign** – Do you want to increase your membership? This workshop will help you understand the different levels of membership involvement and how to “sell” your PTA. Presenters Bob Ross, Membership Chair Maryland PTA and Derrick Byrd, National PTA

**#504 Secretary, not as easy as everyone thinks!** Learn what it takes to be the official record keeper of the PTA. What are the responsibilities of the secretary? Learn how to keep accurate minutes of your meetings. Presenters Frani Ciesielski, Maryland PTA Office Assistant; Donna Shaffer, Secretary Maryland PTA

**#505 Reflections** - PTA believes that all children should nurture and grow their own artistic talents and expressions. The Reflections Program, established in 1969 and sponsored by the National PTA, is a perfect vehicle for enhancing a love of the arts for all children K–12. Learn how to organize and run the Reflections program in your PTA. Presenter Lynne Pagan, Reflections Chair, Maryland PTA

**#506 Internet Safety Session III —Using Internet Safety 101’s Multi-media Program to Protect Maryland’s Children/Train-the-Trainer** It is strongly recommended that participants attending sessions one and two, also attend this session which will train parents, educators and community leaders to use Internet Safety 101<sup>SM</sup> in the field. This session will conclude with Q&A. Internet Safety 101 is a widely acclaimed multi-media teaching series that paints a comprehensive picture of online dangers and safety solutions. The Internet Safety 101<sup>SM</sup> Program includes a four-part DVD teaching series, workbook, Rules ‘N Tools<sup>®</sup> Booklet, Facilitator’s Guide, and website, [www.internetsafety101.org](http://www.internetsafety101.org), which presents comprehensive information about online dangers and equips adults with the non-technical and technical safety measures, Internet Safety 101<sup>SM</sup> Rules ‘N Tools<sup>®</sup> to protect children from online threats.

The Internet Safety 101 Program’s plug-and-play, flexible, easy-to-use format is perfect for individual or group use, without the need for a trained facilitator. The program includes poignant true stories from kids, parents, victims and even a convicted sex offender, as well as expert advice from clinicians, child safety advocates, law enforcement and technology insiders to help protect your children from online harm. The Internet safety training was shot in front of a live studio audience, led by renowned Internet safety expert and EIE President Donna Rice Hughes.

## Session #6 3:45 PM - 4:00 PM

**#601 Conference Evaluation & Resources for the Future** - Please join us in the auditorium for a brief conference evaluation including a chance to gather resource information for the future.

# Summer Leadership 2010—Pre-Registration Form

## The Maritime Institute — Saturday, July 17, 2010

First name	Last Name
Name of PTA	County/Council
Home Address	
City/State/Zip	
Daytime Phone	E-Mail Address
Emergency Contact Name	
Emergency Daytime Phone	Emergency Evening Phone

**Remember to make a copy of this form for your records!**  
**No receipts will be mailed!**

### Payment Information

Fees (Please bring membership card)	Total Cost
<b>Early Bird Registration</b> Remit \$125.00 if postmarked by July 1, 2010	
<b>On-Site Registration</b> Remit \$150.00 payment that day	
<b>Non-PTA Member</b> Remit \$200.00 payment that day	

### Workshop Choices

Session	1st Choice	2nd Choice	3rd Choice
Session 3			
Session 4			
Session 5			

**Mail** your completed registration form with payment postmarked by July 1, 2010 to:

**Maryland PTA**  
**5 Central Avenue**  
**Glen Burnie, MD 21061**

**Or fax credit card registration to:**  
**410-760-6344**

**Form of Payment:**

Check     Visa     Master Card

Credit Account # \_\_\_\_\_

Expiration date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**No refunds will be given. If you are unable to attend after registering, you may transfer your registration to another member at no additional charge.**