

# CalSPRA Sacramento Summit



January 16-18, 2008

Sheraton Grand  
Sacramento, CA

WEDNESDAY, January 16

4:00 p.m.

### **PR Boot Camp**

This two-hour mentoring session will focus on *Media Training* for public relations professionals that will also include an opportunity to practice interviews on camera.

*Presented by the CalSPRA Board of Directors: President Kelly Avants, Administrator for Communications for Clovis Unified School District; President-elect Trent Allen, Director of Communications for the San Juan Unified School District; and Past-president Terry Koehne, Community Relations Coordinator, San Ramon Valley Unified School District.*

6:00 p.m.

Session Ends  
Evening/Dinner on Your Own

# CaISPRAs

## Sacramento Summit



THURSDAY, January 17

- 8:00 a.m.      **Registration/Breakfast/Networking**
- 8:55 a.m.      **Welcome** by *Kelly Avants, CaISPRAs President*
- 9:00 a.m.      **School Services Perspective on the Budget Proposal**  
Review of budget proposal and tips on effectively communicating the complex topic of school finance.
- 10:30 a.m.     **BREAK**
- 10:45 a.m.     **Ideas for the Year of Education: The Little Hoover Commission and Governor's Committee on Education Excellence Study Public Education**  
  
Presented by *Stuart Drown, Executive Director of the California Little Hoover Commission.*
- 12:00 a.m.     **LUNCH**  
Table Top discussion on issues facing School PR Professionals.
- 1:00 p.m.      **Hotel Check In/Break**
- 1:30 p.m.      **CDE Panel** coordinated by *Tina Woo Jung, CDE*  
A panel of key staff members will provide overviews of the state's assessment program (API, AYP, CAHSEE, STAR testing) and the latest guidelines on No Child Left Behind.
- 2:45 p.m.      **BREAK**
- 3:00 p.m.      **Legal Issues in Education**  
A variety of education topics to have recently hit the court docket and other updates.  
Presented by a *Representative from Kronick, Moskovtich, Tiedmann & Gierard*
- 5:30 p.m.      **Networking Reception (Hosted by CSBA)**
- 7:00 p.m.      **Evening/Dinner on Your Own**

# FRIDAY, January 18

8:00 a.m. **Breakfast/Networking**

8:45 a.m. **Communication Offices and School Boards Working for Positive Change**  
*Session created in collaboration with California School Boards Association.*

9:45 a.m. **BREAK**

10:00 a.m. **Education Reporters Sound Off**

A panel of the top education journalists in Sacramento will discuss a variety of topics including media access to school campuses, building strong media relationships, coverage trends and pitching tips. Followed by Q&A.

Presented by *Tamma Adamek, Sacramento Bee Education Editor; and Kim Minugh, Sacramento Bee Education Reporter.*

11:40 a.m. **BREAK/Check Out of Hotel**

12:00 p.m. **NSPRA 2009 Planning—Lunch**

## CalSPRA Sacramento Summit Registration Deadline: Friday, January 4, 2008

|  | PR Camp Optional | Two Days | One Day only |
|--|------------------|----------|--------------|
| CalSPRA Member   | \$ FREE          | \$189    | \$139        |
| New Member<br><i>(Includes individual membership fee \$95)</i> | \$ FREE          | \$284    | \$234        |
| Non-member   | \$ FREE          | \$239    | \$169        |

I will be attending:

January 16       January 17 & 18       January 17 only       January 18 only

Conference fees include Thursday breakfast and lunch; Friday breakfast and luncheon. Make checks payable to "CalSPRA." We are not able to accept purchase orders. Registration available online at [www.calspra.org](http://www.calspra.org).

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City/Zip: \_\_\_\_\_ Promotional Code: \_\_\_\_\_

### Send completed form & checks to:

Tracy L. Newell, MeetingWise, P.O. Box 3279, Manhattan Beach, CA 90266.

Checks and **registration due by January 4, 2008** or register online at [www.calspra.org](http://www.calspra.org).

## HOTEL ACCOMODATIONS: \$145 PER NIGHT

Location: Sheraton Grand Sacramento  
1230 J Street  
Sacramento, CA  
(916) 447-1700

\$145 per night (additional 13.55% suite tax). Rate is for single or double occupancy.

When registering, tell them you are with CalSPRA. You must register by **December 21, 2007** to get this rate.

Parking: Valet parking or self parking is available.

Website: [www.starwoodhotels.com/sheraton/index.html](http://www.starwoodhotels.com/sheraton/index.html)



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