

# Building Trust: Building bridges with various audiences

MinnSPRA 2015 Fall Conference - November 12 & 13 at Minneapolis Marriott Northwest

## THURSDAY, NOV. 12

3:30-4 p.m.

### Registration and Networking

4-5 p.m.

### Roundtables (Trust us - this'll be time well spent!) (Salon 2)

*Stan Alleyne - Race relations and the impact of Black Lives Matter*

*Stephanie Crock - Lessons learned at the NSPRA conference*

*Andrew Hagen & Jake Sturgis, APR - NEW MinnSPRA Website and Social Media Plan*

*Barb Nicol, APR - The 5 Ws of getting your APR*

*Jaclyn Swords, APR - Career development... from Specialist to Director*

5-5:45 p.m.

### What our community is telling us, the importance of building trust (Salon 1)

*Peter Leatherman, The Morris Leatherman Company*

6-7:45 p.m.

### Murder Mystery dinner: Who Killed the Levy? (Salon 1)

## FRIDAY, NOV. 13

8-8:30 a.m.

### Registration, breakfast, welcome (Salon 1)

8:30-9:45 a.m.

### Featured Speaker: Building Trust to Tell Your Story (Salon 1)

*Bob McNaney, Vice President for Crisis and Critical Issues at PadillaCRT*

10-10:45 a.m.

### Break-Out Sessions (choose one):

**(Salon 2)** Becoming a Trusted Adviser - *Bob Noyed, APR, Spring Lake Park Public Schools*

**(Salon 3)** Building Trust with Reporters - *Panel of media representatives:*

*Paul Groessel, Edina Community Editor, Sun Current*

*Jana Shortal, Reporter, KARE 11*

*Daren Sukhram, Assignment Editor, KSTP*

11-12 p.m.

### Panel: Building Trust With Legislators (Salon 1)

*Scott Croonquist, Association of Metropolitan School Districts*

*Brad Lundell, Schools for Equity in Education*

*Dr. Fred Nolan, Minnesota Rural Education Association*

12-1:30 p.m.

### Lunch, MinnSPRA Update, Demographics Presentation (Salon 1)

*MinnSPRA President Sara Thompson, APR, St. Louis Park Schools*

*Tom Gillaspy, former State Demographer - The importance of building trust with community*

1:45-2:30 p.m.

### Break-out Sessions (choose one):

**(Salon 2)** "Roll Sleeves Up" and be a part of the solution - *moderated by Sara Thompson, APR*

*We'll put our heads together to brainstorm how we can contribute to solving the state-wide shortage of substitutes, teachers and paraprofessionals.*

**(Salon 3)** Building Trust by Making Info Understandable - *Chelsea Janke & Scott Rogers, CEL PR*

*Bring your computer for this hands-on session*

2:45-3:15 p.m.

### Panel: 30 Ideas in 30 Minutes (Trust us - you'll leave with an idea or two!) (Salon 1)

*Krista Bergert, Centennial School District 12*

*Jeff Dehler, APR, Jeff Dehler Public Relations*

*Brett Johnson, APR, Eastern Carver County Schools*

*Mindy Mateuszczuk, Osseo Area Schools*

*Kristi Mussman, Prior Lake-Savage Area Schools*

*Moderated by Tony Taschner, Rosemount/Apple Valley/Eagan Public Schools*

3:15-4 p.m.

### Structured Social (Trust us - this'll be fun!) (Salon 1)

*Facilitated by Brett Johnson, APR, Eastern Carver County Schools*

Thank you to our conference Gold Sponsor:

**Blackboard®**

# 2015 FALL CONFERENCE PRESENTERS

## Roundtables



**Stan Alleyne**  
Senior Consultant  
Tunheim



**Stephanie Crock**  
Communications Specialist  
White Bear Lake Area Schools



**Andrew Hagen**  
Webmaster  
Wayzata Public Schools



**Barb Nicol, APR**  
President  
Barbara Nicol Public Relations



**Jake Sturgis, APR**  
Chief Storyteller  
Capture Video



**Jaclyn Swords, APR**  
Director of Communications  
and Community Relations  
Eden Prairie Schools

## Murder Mystery Dinner: Who Killed the Levy?



**Peter J. Leatherman**  
Chief Executive Officer  
The Morris Leatherman  
Company



**Alyssa Diamond**  
Communications Coordinator  
Northeast Metro 916

## Featured Speaker: Building Trust to Tell Your Story



**Bob McNaney**  
VP for Crisis and  
Critical Issues  
PadillaCRT

With 17 years of investigative reporting on his side, Bob has been exposed to crises and sensitive news of all kinds. His diverse background in media, public relations and crisis counseling have helped him develop a unique skill set.

Prior to joining Padilla, Bob was an investigative reporter for KSTP-TV news in Minneapolis. There, he was responsible for covering breaking news occurring in the last two decades including the St. Peter/Comfrey tornado and the 35W bridge collapse. An investigative report on the unattended transportation of prisoners won Bob a national Emmy award in 2010. In addition to his reporting experience, he also has worked as a private counselor and has helped lead companies through various confidential crisis situations.

Bob also directs and guides Padilla's team of senior media relations consultants – responsible for assuring that all clients have access to strategy and execution based on insights, compelling messages and stories and proven methodologies.

## Morning Break-Out Sessions



**Bob Noyed, APR**  
Director of Communications  
and Marketing at Spring Lake  
Park Public Schools



**Paul Groessel**  
Edina Community  
Editor  
Sun Current



**Jana Shortal**  
Reporter  
KARE 11



**Daren Sukhram**  
Assignment Editor  
KSTP

## Panel: Building Trust with Legislators



**Scott Croonquist**  
Executive Director  
Association of Metropolitan  
School Districts (AMSD)



**Brad Lundell**  
Executive Director  
Schools for Equity in Education  
(SEE)



**Dr. Fred Nolan**  
Executive Director  
Minnesota Rural Education  
Association (MREA)

## Lunchtime Demographics Session



**Tom Gillaspay**  
Retired State Demographer  
Owner, Gillaspay Demographics

## Afternoon Break-Out Sessions



**Sara Thompson, APR**  
Director of Communications  
and Community Relations  
St. Louis Park Public Schools



**Chelsea Janke**  
CEL Public Relations



**Scott Rogers**  
CEL Public Relations

## Panel: 30 Ideas in 30 Minutes



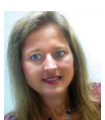
**Krista Bergert**  
Director of Public Information  
and Community Outreach  
Centennial School District 12



**Jeff Dehler**  
Chief Relationship Builder  
Jeff Dehler Public Relations



**Brett Johnson, APR**  
Director of Communications  
and Community Relations  
Eastern Carver County Schools



**Mindy Mateuszczuk**  
Communications Specialist  
Osseo Area Schools



**Kristi Mussman**  
Director of Communications  
Prior Lake-Savage Area Schools

**SAVE THE DATE!** Tentative date for the 2016 MinnSPRA Spring Conference is Friday, April 15. Location TBD.