Beyond the Poster: Marketing That Matters  
**Patrick Maurer, CSP**  
Think Small. Got Milk? The Old Spice Guy. All great MARKETING campaigns that impact the way we think. Yet on our campuses, we tend to focus on the advertisements rather than consider the whole marketing picture. In this workshop find new ways to approach your events and implement a MARKETING strategy rather than simple advertisements.

Increasing Student Voice and Acknowledgement through Principal Leadership Councils  
**Charisse Hilton**  
What titles do you hold? What titles do you want to hold? What are your strengths? Areas of Improvement? These are just some of the questions that can be addressed through a comprehensive Principal's Leadership Council. The goal is to increase student voice, celebration of ALL programs and open dialog with students and administrators.

Leader Speak: How to Use Powerful & Positive Language to Bring About Change & Build Community  
**John Nepper**  
Participants in this session learn how to be more aware about how their own language either ensures failure and being stuck in their own negative thinking or creates success and positive change in their lives and with others on their teams and in their communities. This high energy session gives participants step by step strategies to change their own language in a way that will create a pathway to lead others to their own possibility. Social Media... Where Do I Begin?

Social Media... Where do I begin?  
**Sara Nilles**  
Do you have Facebook and use it, but worry that you might do something wrong? Do you have a Twitter account, but don't use it because it's overwhelming? Does the thought of Instagram scare you? Do you think Snap what? when someone mentions Snapchat? If you answer YES to any of these questions, this workshop is for you. We are going to go backwards, slow down and be vulnerable to asking questions that maybe you have been embarrassed to ask before or don't know what to ask. # getcomfortablewithbeinguncomfortable

The 4 People You'll Ever Need to Know in Life  
**Darryl Woods**  
What if there were only four people you needed to know to know and understand everyone you interact with and to get along and build dynamic relationships in spite of Race, Gender, or cultural background? In this session, participants will learn how to build instant rapport with others while gaining a greater understanding of yourself and those you encounter. Attendees will learn how to identify personality styles and motivate others to move the team Forward like never before. This session is filled with fun, engaging and empowering activities that will lead you to be a greater teammate, leader and everything in between.

You Are the Magic! – **Mark Zacharia**  
This presentation is designed to use magic to highlight basic tenets by which to improve one’s character. Examples of tenets include the value of being an effective listener and not just waiting to speak; and the appreciation that little gestures mean a lot; an understanding that we all stand on the shoulders of giants and could learn form every interaction; and the wisdom of nurturing our imagination.
Brains, Bias, and Behavior
Judson Laipply
The mind is a complex thing. Learning more about how it functions and how it influences our own interaction is key for anyone working with both youth and adults. Understanding the intersections of motivation, manipulation, and inspiration allows for the successful use of all three.

Check Model for Event Planning
Micah Jacobson
Ready to plan extraordinary events while training students to be accountable? This workshop focuses on the core skills which enable students to take charge in event planning while ensuring that the adults who work with them don’t go crazy. The Check Model takes advantage of the latest thinking in student accountability while utilizing the tried and true strategies for excellent event production. This is a must attend for anyone who plans events with students.

Emoji’s of Leadership
Derek Emery
Do you think about becoming a better YOU? Then this session is for you! Activities will highlight research and theory with practical recommendations which will improve and expand your leadership effectiveness. Participants will actively examine their choice of leadership characteristics (Emojis) by engaging in fun, effective activities designed to take you to your next leadership level. You will learn how to use your leadership Emoji as motivation to bring out the best in your students/staff and inspire their performance. Just like choosing an Emoji, your choice to inspire others is yours. Remember, leadership is action, not position.

Leadership Class Step by Step
Doug Erickson
"The Complete Leadership Curriculum" Doug Erickson has taught and refined his leadership class at Orono High School for that last twenty years. It was the first leadership class for credit in the state of Minnesota. He has created a week by week outline that is complete with the activities that accompany the concepts. Covering one semester in one session is a challenge so hang on. The workshop can also be adapted to leadership training at camps, retreats, or your regular meetings.

Leadership Lessons from the Twilight Zone
Marty Fortin
Episodes of the Twilight Zone are easily available on the SciFi channel or for rental/purchase, they are not necessarily well known, they are short episodes, excellent studies of human nature and character, and entertaining and thought provoking. Join us for a unique Leadership Lesson

Seasons of Leadership
Kristin Grimm
In this session participants will actively learn leadership lessons that span the seasons. More than twelve leadership lessons will be discussed and/or demonstrated.

SMARTER Goals, Bigger Achievements
Zach Zellner
We all know about SMART goals, but in today’s day and age we need to be SMARTER. In this program we will review SMART goals as well as teach the importance of Evaluating and Resetting. This style of goal setting has been a staple of Zach’s personal goal setting as well as helping his athlete’s set and accomplish their goals.

The Forward Pass
Sandy Ginger
Attendees will participate in a series of small group activities focused on goal setting. These activities can be used in a leadership class or small group training to inspire discussion about the dynamic nature of goals and the importance of realistic targets.
Using Personality Indicators to Enhance Leadership Development
Felix Yerace
In this session participants will learn about Jungian psychology and differences in personality types, as well as how to present this material to their students to show differences in leadership styles and preferences. Participants will receive a free tool they can use with their students to determine personality preferences and will also be given information they can use with their students to help them understand how personality impacts their leadership. They will also see that each personality type has specific strengths and weaknesses that can be used by students.
And ACTION: Finding and Creating Video Content to Enhance Your Events
Preston Hickert
Throughout this workshop, we will discuss how videos can enhance your event experience. We will discuss ways to curate, create and share videos. Topics will also include how videos can strengthen your brand and marketing efforts.

Engaging Youth Groups
Karen Kettle
This interactive workshop will empower advisors with activities and opportunities for young people to develop their leadership potential and engage with their shared purpose – whether it is a student government, after-school club, sports team, camp, or community organization. Kagan structures provide portable interaction sequences that can be used by advisors and by student leaders to:

- engage youth in large or small group settings,
- build relationships,
- learn leadership lessons together,
- generate creative ideas,
- make decisions,
- run cooperative meetings,
- design student-led workshops.

How to have EPIC Camps!
Lauretta Eldridge
Take your camp from good to EPIC by developing and training staff to set everyone up for success. Spend more time front-loading to spend less time during camp micromanaging. Develop the days with interesting workshops. Innovative activities and fun are all components of an EPIC camp.

Learn, Engage, Advocate, Develop, Empower, and Reach (LEADER)
Michael Rampolla
Wisconsin has one of the largest camp programs in the country featuring 3 middle level camps and 4 high school camps. Each camp is uniquely different, with a foundation built on the WASC Leadership Standards. Learn, Engage, Advocate, Develop, Empower, and Reach (LEADER). Their latest camp is Project Delta - a 3 day camp for high school students. The camp leadership team works collaboratively to ensure an impactful, applicable development experience for its participants.

Speaker DNA
Judson Laipply, Patrick Maurer, Harriet Turk
Come learn about the ins and outs of working with, hiring, handling, befriending, and everything else that comes with speakers. Join three of the nation’s premier speakers with over 50 years combined experience speaking in all 50 states and countless countries. They’ll answer any question you have with an open and honest conversation. They’ll share practical and usable tips for booking and working with speakers and answer any questions for people looking to expand their own speaking and training business.

What Do I Do Now? The Answers Are Here! – Terri Johnson
“What am I supposed to do now?” Every advisor has asked this question, from the new to the seasoned veteran. It is important to provide training and strong professional development for those who stepped into the role of leading our leaders. This workshop will provide ideas, resources, tools and publicity prompts to use to train advisors who are searching for the answer to the question. Hands on examples, video, pictures and resources will be shared to help you develop and refine your advisor training program.
SATURDAY “FORWARD” BREAKOUT SESSION DESCRIPTIONS
FORWARD Approaches for Engaging Students and Staff in High Schools & Middle Schools

Creating Culture That Works
Scott Backovich
What if I told you that school spirit doesn’t have to be loud or crazy? What if the purpose of dances, rallies, and assemblies wasn’t to gain massive attendance, but to establish something even greater? Most importantly, what if I told you that the entire process of building a positive and inclusive community in your school could be boiled down to ONE system? Get in fast! In this session, we will cover student engagement as a hands-on model, backed by data and proven in schools all across the country. Want to know how the best schools in America are formed? Come in and learn the model yourself!

Forward Thinking Rally Games
Amy Langhorst
Keep moving Forward with assembly/lunch time/pep rally games that encourage large scale participation. Participants will be encouraged to be engaged in activities in this session.

Got Spirit? Increase School Spirit and Change your School Culture
Jessica Banchieri
Using fun incentives, hear how Heritage High (CA) has changed our culture from one where no-one dressed up and attendance at events was low, to one where it is now “cool” to be spirited. Currently we have thousands of students at games and events! Information will be presented about how to plan and implement a successful night time basketball rally modeled after “Midnight Madness”. Examples of creative events will be shared with the goals of connecting more students to your activities and programs.

Leadership Begins with…Everyone!
Aaron Tarnutzer and Jim Kramer
Aaron and Jim’s approach to working with student leaders and school leadership groups is grounded in the principles and practices of Love and Logic, The 7 Habits of Highly Effective Teens, and the writings of Simon Sinek, Jon Gordon, & Tim Elmore. Their bottom-up approach to empowering students provides opportunities for all students to participate and find their leadership potential. Leadership begins with…everyone!

Parachute Packers
Heather Schultz
Maya Angelou stated, “When you learn, teach; when you get, give.” One of the most important roles we play in life is that of a mentor… listening, guiding, role modeling and simply believing! Just imagine helping someone go further than they thought they could because someone else believed they could. Let that someone be YOU. Adults who work with young people must have the ability to connect with young people. This engaging and interactive workshop will teach participants to mentor youth so they can reach their full potential and become strong leaders. Participants will leave with many new ideas and be ready to put them into action.

You’ve Got the Spirit! Simple Ways to Strengthen your School Spirit
Bob Kline
School spirit is the secret to a positive and accepting school climate. In this workshop advisors will reflect on their roles as the true ‘spirit leaders’ in the school and explore simple ways to model and drive school spirit among student councils, among the wider student body, and even among staff.
SATURDAY “FORWARD” BREAKOUT SESSION DESCRIPTIONS
FORWARD Methods and Resources to Raise Expectations & Inspire Achievement

Being an Advisor is Hard Work!
Chad Rizner and Rhiannon McKee
We will be confronting the most challenging parts of being an advisor based on numerous year of experience as teachers and advisors in the largest public school in Missouri. When participants enter they will choose between Communication, Organization, and Motivation using stickers to vote. We will be prepared on any of these topics. The topic that receives the most votes we will present first, and then the other two as time allows. We will discuss how we deal with that topic at JCHS then allow participants to discuss the topic in small groups. We will have each group record their ideas which we will share with a Google Document.

Get Your (Quick) Books in Order!
Lou Miller
After a somewhat critical audit letter from our CPA, we needed to carefully examine our financial management and accountability structures. The end result was a significant overhaul of how we handle the day-to-day business of our association with a gained awareness of critical factors in sound fiscal management. In this workshop, I will share the nuts and bolts of what we did and the important rationale behind it. Attendees will come away with a better understanding of necessary structures of fiscal accountability, budgeting, and how to manage funds within those structures using readily available accounting software (QuickBooks online).

Impact Leadership
Carl Olson
Join Carl Olson as he shows many of the keys he has used in his work with his business, Energizer Olson Presentations. In his work with E.O.P., he has had the pleasure of conducting programs for over one million people and has authored two successful books that have sold nearly fifty thousand copies. In this workshop participants will be given tools to help them increase their leadership impact. These tools will give ideas to improve presentations, inspire, motivate and increase personal connections. The presentation will be fast-paced, hands-on, inspirational and fun. Olson uses magic in his work, and he wants to share this magic with you!

Making Positive Life Choices – Become a Student for Life
Jason Heinritz
Do you want to learn valuable life skills that you may never take a class on? Do you want to be happier and more successful in high school and college? Come to this break out to learn what choices students could make daily that will greatly improve their future.