



Be INSPIRED
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Leadership Training Conference 2011



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Virginia PTA

**Leadership Training
Conference (LTC)**

July 15 & 16, 2011

*Glen Allen High School
10700 Staples Mill Road
Glen Allen, VA 23060*

.....
Learn more about PTA, Attend great workshops,
Network with people from across the state
.....

***Inside Find: Registration Information, Workshops,
Directions, Hotel Information***

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Letter from the Virginia PTA President & LTC Conference Chair



Attendance at VA PTA Leadership Training has increased almost 50% over 2007 and attendees have received a valuable experience along with quality training opportunities for PTA leaders. This year, we hope to continue that trend.

The LTC committee has worked very hard to put together workshops and events to Build a Better PTA. Helping you to be the best PTA leader you can be is at the core of our efforts. As always, there will be opportunities to network with other PTA leaders while gathering new ideas and learning new skills. Attendees will have the opportunity to meet with their district and council leadership during district socials. Your district and council leadership are your resource for year-round access to guidance and assistance throughout the year.

We encourage all PTA units to send as many members of your board as possible to the conference. Please remember leadership training is a legitimate expenditure of PTA funds and is the best way to build a solid base for your PTA this year and beyond. We hope to see you in July!

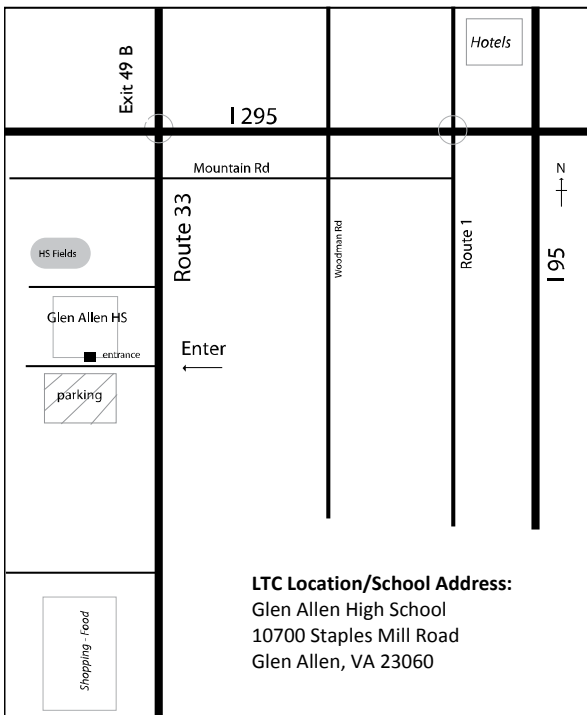
Debi

Debi Abadie
Virginia PTA President

Robin

Robin Grove
LTC Chair

Map to Glen Allen High School



DIRECTIONS TO CONFERENCE LOCATION

(Please use Google to map to your hotel.)

From Charlottesville and points West of Richmond: Take 64 East (toward Richmond), take Exit 177 to merge onto Interstate 295-toward Washington/Norfolk. Take exit 49B Route 33 East. Turn onto Staples Mill Road. The school will be less than a mile on the right. Go to the second entrance.

From Southern Virginia: Travel 95 North to Interstate 295 South exit 84B toward Charlottesville. Take exit 49B Route 33 East. Merge onto Staples Mill Road and the school will be less than a mile on the right. Go to the second entrance.

From Norfolk/Virginia Beach and points East of Richmond: Take I-64 West toward Richmond. Take exit 200 merge onto I 295 north toward Washington. Take exit 49B Route 33 East. Merge onto Staples Mill Road and the school will be less than a mile on the right. Go to the second entrance.

From Northern Virginia: Travel 95 South to Interstate 295 South. Take exit 49B Route 33 East. Merge onto Staples Mill Road and the school will be less than a mile on the right. Go to the second entrance.

CONFERENCE REGISTRATION FEES **& DEADLINES**

We encourage everyone to register ONLINE.
Find out if you get the workshop you want when you register online.

ADVANCE REGISTRATION: \$40.00—Admission to workshops (Friday & Saturday), a continental breakfast, and lunch on Saturday. Deadline June 20, 2011—must be completed online or postmarked by that date.

LATE REGISTRATION: \$55.00—Admission to workshops (Friday & Saturday), a continental breakfast, and lunch on Saturday. Registrations received after June 20, 2011 (either completed online or post-marked).

AT THE DOOR REGISTRATION: \$70.00—Admission to space-available only workshops (Friday & Saturday).

We encourage everyone to register ONLINE.

If you do not register online, Do NOT mail registrations after Friday, July 8th. Email 2011LTC@vapta.org or info@vapta.org with questions.

Send your registration and check to the state office.

Virginia PTA, 1027 Wilmer Avenue Richmond VA 23227-2419



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Leadership Training Conference 2011

Reserve your room now for LTC 2011!



The VA PTA Board of Managers will stay at the Comfort Suites at Virginia Center. When scheduling your stay, mention that you are with the VA PTA LTC group to get the negotiated rate.

Comfort Suites - Virginia Center Commons **\$ 79.99 per night**

*10609 Telegraph Road
Glen Allen, VA 23059
(804) 262-2000*

(complimentary breakfast)

Rate guaranteed until June 29, 2011

7.89 miles from Glen Allen HS

Candlewood Suites – Richmond North **\$ 79.99 per night**

*10609 Telegraph Road
Glen Allen, VA 23059
(804) 262-2240*

Rate guaranteed until June 29, 2011

7.89 miles from Glen Allen HS

Hampton Inn & Suites/Virginia Center **\$ 89.00 per night - King bed only**

*1101 Technology Park Drive
Glen Allen, VA 23059
(804) 261-2266*

(complimentary breakfast)

Rate guaranteed until June 29, 2011

7.21 miles from Glen Allen HS

Hyatt Place

\$ 89.00 King bed only

*4100 Cox Road
Glen Allen, VA 23060
(804) 747-9644*

(complimentary breakfast)

Rate guaranteed until June 29, 2011

6.5 miles from Glen Allen HS

2011 LTC

Friday, July 15

Registration	9:00 a.m. — 4:30 p.m.
PTA Store	9:00 a.m. — 6:00 p.m.
Membership Card Pick-up	9:00 a.m. — 6:00 p.m.
Exhibitor Hall	10:00 a.m. — 6:00 p.m.
Workshop #1	11:00 a.m. — 12:15 p.m.
Lunch	12:15 p.m. — 1:30 p.m.
Workshop #2	1:30 p.m. — 2:45 p.m.
Workshop #3	3:00 p.m. — 4:15 p.m.
General Session #1	4:30 p.m. — 5:30 p.m.



Saturday, July 16

Registration	8:00 a.m. — 12:00 p.m.
PTA Store	8:00 a.m. — 3:00 p.m.
Membership Cards Pick-up	8:00 a.m. — 3:00 p.m.
Exhibitor Hall	8:00 a.m. — 3:00 p.m.
Workshop #4	9:00 a.m. — 10:15 a.m.
Workshop #5	10:30 a.m. — 11:45 a.m.
Lunch #1/District Socials	12:00 p.m. — 12:40 p.m.
Lunch #2/District Socials	12:45 p.m. — 1:30 p.m.
Workshop #6	1:45 p.m. — 3:00 p.m.
Workshop #7	3:15 p.m. — 4:15 p.m.
General Session #2	4:30 p.m. — 5:30 p.m.
Conference Ends	5:30 p.m.

Track Recommendations

The LTC Workshop committee has provided the following recommendations for you based on your position in the PTA or based on your school level. We encourage you to explore different options and to broaden your knowledge of PTA by attending sessions that are out of your area of responsibility.

President and President-Elect Tracks

President Basics, Transitioning President, Did You Hit the Mark?, Treasurer Basics, Audits, Budgets, Nominations & Elections, How to Conduct Effective PTA Meetings, Parliamentary Procedure Part 1 & 2, Avoid PTA Burnout, Public Speaking—Who Me?, Conflict Resolution, Navigating PTA Resources, Social Media, Bylaws

Treasurer Track

Treasurer Basics, Budgets, Audits, IRS Form 990, What Should PTAs be Funding

Membership Chair Track

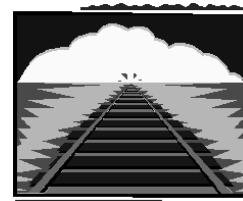
Membership Basics, Increasing Membership in PTAs, Increasing Membership in PTSAs, Just Between Friends, How to Become a Great Committee Chair

Ways & Means Chair Track

Working on a Shoe String Budget, Grants & Alternative Funding, Fundraising, Be Creative - Share your PTA Ideas, How to Become a Great Committee Chair

Middle & High School Track

Become a Middle School PTSA, Increasing Membership in PTSAs, Energize your Unit! Programs for Middle & High Schools, Health & Safety Issues in Secondary Schools, Putting the 'S' in PTSA



PTSA Student Track (secondary students)

Putting the 'S' in PTSA, Health & Safety Issues in Middle & High Schools, Energize your Unit! Programs for Secondary Schools, After Prom/After Grad

First Timers Track

Parliamentary Procedures, Bylaws Nuts & Bolts, Standing Rules, Be Creative - Share your PTA Ideas, Navigating PTA Resources

'Advocacy' Track

Legislation: What is a PLP and Why is it Important?, How to Advocate at the Local Unit Level, What Should PTAs Be Funding

PTA Leadership Track

You're on the Board—Now What?, Being Involved on your Council/District, Navigating PTA Resources, Conflict Resolution, The 'Value' of PTA: Marketing the Difference, Bylaws

Workshop Schedule

Friday: July 15th

Workshop Session One, 11:00 a.m.—12:15 p.m.

- 101 President Basics
- 102 Treasurer Basics
- 103 You're on the Board—Now What?
- 104 Membership Basics
- 105 Building Inclusive PTAs
- 106 Reflections Program
- 107 Technology for Today's PTA
- 108 Ways & Means - Grants & Alternative Funding
- 109 How to be a Great Committee Chair
- 110 Building Successful Volunteer Programs
- 111 Understanding Bylaws

Friday: July 15th

Workshop Session Two, 1:30 p.m.—2:45 p.m.

- 201 Transitioning President
- 202 Audits
- 203 Secretary
- 204 Learn MORE about Male Involvement
- 205 Conflict Resolution
- 206 Putting the "S" in PTSA
- 207 Social Media
- 208 What Should PTAs be Funding
- 209 The Principal and The PTA
- 210 Wanted: Volunteers
- 211 Health and Safety Issues in Secondary Schools
- 212 Just Between Friends

Friday, July 15th

Workshop Session Three, 3:00 p.m.—4:15 p.m.

- 301 President Basics
- 302 Public Speaking: Who Me?
- 303 The "Value" of PTA: Marketing the Difference
- 304 Family Engagement: The New Millennium
- 305 Standing Rules: Why You Need Them
- 306 Legislation: What is a PLP and Why is Important?
- 307 Navigating PTA Resources
- 308 Fundraising
- 309 How To Conduct an Effective PTA Meeting
- 310 Increasing Membership in PTSAs
- 311 What is the Health & Safety Committee?
- 312 Be Creative: Share Your PTA Ideas

Saturday, July 16th

Workshop Session Four, 9:00 a.m.—10:15 a.m.

- 401 President Basics
- 402 Treasurer Basics
- 403 Secretary
- 404 Energize Your Unit! Programs for Elementary Schools
- 405 Parliamentary Procedures-Part 1 of 2
- 406 Council Board Training
- 407 Websites for Beginners
- 408 Nominations and Elections
- 409 Wanted: Volunteers
- 410 Become a Middle School PTSA
- 411 Health & Safety Issues in Elementary Schools
- 412 IRS Form 990
- 413 How to Market Your PTA & Get More Parental Involvement

To find full workshop descriptions, visit the VA PTA website. www.vapta.org

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Workshop Schedule

Saturday: July 16th

Workshop Session Five, 10:30 a.m.—11:45 a.m.

- 501 Transitioning President
- 502 Budgets
- 503 Reflections Program
- 504 Calling All Men: Join the FBI
- 505 Parliamentary Procedures-Part 2 of 2
- 506 How to Advocate at the Local Unit Level
- 507 Navigating PTA Resources
- 509 Social Media
- 510 Membership Basics
- 511 Avoid PTA Burnout
- 512 Energize Your Local Unit for Secondary Schools

Saturday: July 16th

Workshop Session Six, 1:45 p.m.—3:00 p.m.

- 602 What Should PTAs be Funding
- 603 Secretary
- 604 Understanding Bylaws
- 605 Standing Rules: Why You Need Them
- 606 You're on the Board—Now What?
- 607 Newsletters: Electronic and Snail Mail
- 608 How to Become a Great Committee Chair
- 609 Working on a Shoestring Budget
- 610 Increasing Membership in PTAs
- 611 Being Involved in your Council/District
- 612 The "T" in PTA

Saturday: July 16th

Workshop Session Seven, 3:15 p.m.— 4:15 p.m

- 701 Presidential Parking Lot
- 702 Financial Parking Lot
- 703 E-Learning Online
- 704 Learn MORE about Male Involvement
- 705 Building Inclusive PTAs
- 706 Dealing with Difficult People
- 707 Ways & Means: Grants & Alternative Funding
- 708 Be Creative: Share Your PTA Ideas
- 709 General Parking Lot
- 710 How to Conduct Effective PTA Meetings
- 711 After Prom/After Grad



NOTE: Workshop enrollment is limited for each session due to seating capacity in classrooms. Please indicate your first, second, and third choices for each session by inserting **WORKSHOP NUMBERS ONLY** in the space provided on the registration form. Refer to the tentative Workshop schedule and workshop descriptions to make your selections.

To find full workshop descriptions, visit the VA PTA website. www.vapta.org

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LTC and Workshop Tips

- **Don't limit attendance to unit officers**—bring committee chairs, teachers, PTSA Students and principals.
- **Attend LTC as a group** – attend different workshops to multiply benefits for your PTA unit.
- **Register online right away** – this increases your chances of getting your first choice of workshops.
- **Workshop spaces are limited**– if your first choice is full, your second choice may apply.
- **Dress is casual**– It may be hot outside and cold inside, bring a sweater just in case.
- **Unit presidents** (or designated attendee) may pick up the 2011/12 membership cards.
- **Follow a track of workshops** designed to meet the needs of your PTA position. Review the recommended tracks and the “target audience” indicated at the end of each description.
- **Turn cell phones and pagers to vibrate**—this is a courtesy for all attendees.
- **Smoking is prohibited on school grounds**—please speak to someone at the info desk if you are a smoker.

Not sure what to wear at LTC?



Dress comfortable, be prepared for hot weather and cool classrooms and pick up a Virginia PTA t-shirt to show your spirit!

High-quality 100% cotton t-shirts will be available for purchase during the event or pre-order your shirt on the registration form on page 15. Wear this shirt at your next PTA event and be recognized as the volunteer you are!

PTA Leadership Training is VITAL to the success of your unit!

Leadership training is a legitimate PTA budget expense. Take what you learn back to your unit and increase the value you get from LTC!

LTC Refund Policy

We understand that things happen. If you find yourself in need of a refund, please be aware of our policy.

Refunds for non-participation can be requested via email to info@vapta.org. This request must be sent before July 25th. Any refunds requested past this date will have to get approval by the Virginia PTA president. No refunds will be given for the Friday lunch.

Each Attendee will receive a USB flash drive with all the workshop informa-



tion and the Local Unit Resource Guide. Additional USB flash drives can be purchased for \$ 5.00 each at the PTA store.

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Virginia PTA Scholarship Raffle

The Virginia PTA will be holding a raffle

to benefit the Virginia PTA Scholarship Fund.

We will be raffling off prizes during the second General Session on Saturday, July 16*.

Raffle prizes include:

Free registration to 2011 Convention in Richmond and much, much more!

Support the raffle and show your support for Virginia's students!

***Must be present to win.**



Volunteer Opportunities at the Leadership Training Conference

The Virginia PTA Board of Managers needs your help at LTC.

If you are willing to pitch in for part or all of the event, email 2011LTC@vapta.org.

Floater

Greeters

Workshop Moderators

Registration Assistants

Information Desk Workers

LTC attendees, we are looking forward to a great conference this summer. We request that children not attend LTC. We **do not** have activities or supervision for children.



VIRGINIA PTA STORE

The Virginia PTA has a store with PTA merchandise available for purchase.

The store will be open during the conference. Make your lists for your local unit board members. Get them a pen, planner, portfolio. Treat yourself some post-it notes.



Here is a sample of many items that will be available for purchase.

- Officer Pins
- Secretary Notebooks
- Pens
- Post-it notes
- Zippered Portfolio
- Canvas Bags
- Magnets
- "PTA Meeting Tonight" stickers
- Volunteer stickers

Credit cards accepted.

LTC WORKSHOP REGISTRATION FOR SECONDARY STUDENTS IN A PTSA

This year we offer a "Student Track" for secondary students in a PTSA.



Students under the age of 18 years old, **MUST be registered and accompanied by an adult.** Please fill out the information on the registration form.



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“Sleep In” for Health @ LTC

The Virginia State PTA is sponsoring a “Sleep In” @ LTC. All proceeds will support our Family Fitness Mini-Grants. The grants assist local units in providing healthy programs for our children and families.

You can “Sleep In” an extra hour. For your \$20.00 donation you will receive :

- A special “Sleeping for Health” door hanger
- An Attractive Sleeping Mask
- A pass for a Free Extra Hour of Sleep at LTC
- Raffle Ticket for a chance to win a Healthy Spa Basket and more!



Virginia
PTA

everychild one voice.®

\$20.00 donation is required. Limited to the first 300 applicants!

Register online and make your donation or at the registration desk at LTC.

This donation is considered a personal donation and not an approved training expense for a local unit.

ONLINE REGISTRATION INSTRUCTIONS



These simple steps get you registered in a snap:

1. In the 'Ticket Information' section, choose which ticket type(s) you want to purchase. You may purchase tickets for multiple members by choosing a number from the drop down list. You will have to complete separate registration information, including workshop selections, for each attendee.
 2. Click the 'Order Now' button, located at the bottom of the 'Ticket Information' section.
 3. You will come to the 'LTC Registration Information' page. Some of the fields will be already filled for you. Fill out the required information (mandatory fields are marked with an *) in the 'Ticket Buyer', 'Home Address' and 'Other Information' fields.
 4. To select your workshops, use the dropdown menus for each of the sessions. If you choose to skip a session, select NONE from the dropdown.
 5. There are 12 workshops in each session. If you do not see the workshop listed, it is already at max capacity so there are no more seats available. Several of the workshops are repeated at different times, so be sure to look for the workshop you want within a different session.
 6. If you selected more than one registration, you will see BOTH registrations listed. You will need to fill out the information for each attendee. Each ticket is labeled with a #.
 7. When you have completed the form and you are ready to check out, you have 2 choices: checkout with Paypal (recommended) and pay by check. To pay by check you must click 'Show' beside that choice at the very bottom of the section. (See steps for paying by check in # 13 below.)
 8. If you choose Paypal, you will be taken to the Paypal website to execute the transaction. Paypal is a well-respected online payment vendor. **You do not have to have a Paypal account to pay by credit or debit card in Paypal.**
 9. If you do not have a Paypal account, click the 'Continue' link that is located on the left side, near the credit card logos.
 10. Fill out the information in the fields provided, click 'Review Order and Continue'.
 11. Review your order information as provided and click 'Submit'.
 12. If you have a Paypal account, log in on the first screen and submit your payment as usual. A payment to 'Virginia PTA' will appear on your statement.
 13. If paying by check, click 'Show' beside that choice at the bottom of the section. This will reveal a 'Pay by Check' button.
 14. Click 'Pay by Check'.
 15. This is the last step before submitting your order, so make sure you are ready to proceed. Click 'OK'.
 16. The system will save your order and present you with a confirmation. **YOU'RE DONE!** Note: Enclose a copy of the electronic registration form if you choose to mail in your payment.
- If you chose to pay by check, send your payment to the following address: Virginia PTA c/o LTC, 1027 Wilmer Avenue, Richmond, VA 23227-2419

Here are a few other things you can learn and do on the LTC Registration page:

- If you have Facebook, click 'Connect with Facebook' to automatically post this to your profile. We appreciate the advertising!
- You can add the dates to your calendar by clicking the 'Add to my Calendar' link in the 'When' section on the right side of the page.
- You can map your route to the conference location in the 'Where' section on the right side of the page.
- See who else is registered by looking at the 'Attendee List' section at the bottom of the page.

We hope adding online registration has made this process easier for you. Please send comments to communications@vapta.org.

REGISTRATION INSTRUCTIONS

1. Please use one form per person. If you are attending in a large group, send your registrations together.
2. Fill out the entire form. Check appropriate boxes.
3. Deadline for advance registration is (postmark of) June 20, 2011.
4. Workshops may close earlier if enrollment limits are met. Be sure to mark your 2nd and 3rd choice selections.
5. Enclose a check for the TOTAL AMOUNT DUE for all registrations along with copies of your registration forms. Make checks payable to VIRGINIA PTA and forward to: Virginia PTA, c/o 2011 LTC, 1027 Wilmer Avenue, Richmond, VA 23227-2419

Virginia PTA Leadership Training Conference Registration Form
Friday—Saturday, July 15-16, 2011 — Glen Allen High School, Glen Allen, VA



Last Name _____ First Name _____ MI _____
 Mailing Address _____ City _____ Zip Code _____
 Daytime Phone (_____) _____ Email Address _____
 Name of PTA/PTSA _____ City/County _____
 PTA District _____ PTA Position _____
 Emergency Contact _____ Day Phone _____ Relationship _____

Advance Registration (postmarked June 20 or before)	\$ 40.00	
Late Registration (postmarked June 21 or after)	\$ 55.00	
At-The-Door Registration (July 16 or 17)	\$ 70.00	
"Sleep In" Donation— <i>considered a personal donation and not an approved training expense for a local unit</i>	\$20.00	
LTC VA PTA T-Shirt <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> XXXL	\$10.00	
Friday Lunch <input type="checkbox"/> Turkey <input type="checkbox"/> Ham <input type="checkbox"/> Vegetarian	\$6.00	
Payment : <input type="checkbox"/> Personal Check <input type="checkbox"/> PTA Check <input type="checkbox"/> Cash	Total Due	\$ _____

I require special needs: Hearing Impaired Wheelchair Access Other _____

I am over 18 yrs old ___ Y ___ N
 I am under 18 yrs old ___ Y ___ N
 If you are under 18 yrs old, name of adult you are registering with:
 Name: _____
 Local Unit: _____

Enclose a check for the TOTAL AMOUNT DUE.
Make checks payable to Virginia PTA and forward to:
Virginia PTA c/o LTC 2011
1027 Wilmer Avenue
Richmond, VA 23227—2419

Refer to descriptions for workshop options	1st Choice Session #	2nd Choice Session #	3rd Choice Session #
Session 1			
Session 2			
Session 3			
Session 4			
Session 5			
Session 6			
Session 7			

FOR OFFICE USE ONLY:
 Date Received _____ Check Number _____ Amount \$ _____ Confirmed Date _____

Signature _____ Date _____