

The MPA invites you to...

• Enjoy the best value for your professional development dollars in Maine! At the Fall Conference, you get a first-class program, conference materials, two breakfasts, refreshment breaks, Thursday lunch, and the opportunity to be with colleagues who share and understand your issues and concerns.

• Be stimulated by timely and thought provoking keynote addresses. On Thursday, **Harry Pringle** will deliver the first keynote address, "Be Careful What You Wish For: If I Could Talk to Maine Principals, Here's What I'd Say." At a gathering of superintendents in May, Attorney Harry Pringle from Drummond Woodsum in Portland said, "If I could talk with your principals, here's what I'd say ..." As a result of that provocative statement, Harry has agreed to deliver the first conference keynote. Having looked at schools for thirty-five years from a unique vantage point, he will share his observations on applications of best practice and the law, leadership, and the role of principals and the biggest challenge they face. On Friday, **Christine Heenan** will deliver the second conference keynote, "Communicating in Times of Change and Uncertainty: Lessons and Strategies." Clear, crisp messaging is always an important aspect of effective leadership, and school leadership is no exception. Communicating in times of extraordinary challenge and change makes the quality and strategy of communication plans even more important, whether talking to teachers or parents, and whether discussing regional school units or pandemic preparedness. In this two hour session, Christine Heenan, who has worked previously with many education-focused groups in Maine over the past decade, will review lessons of successful communications and introduce tools for managing your message, defining your audiences, and managing objections. The session will be interactive and anchored in real-world examples introduced by participants.

• Meet Maine's newest and aspiring school administrators.

• Participate in thought-provoking presentations and discussions regarding school leadership and the challenges principals face.

• Participate in over 21 concurrent sessions and round table discussions on all aspects of school administration and leadership.

• Visit over 60 exhibits of products and services to enhance your school.

• Network with over 300 old friends and new colleagues at Maine's largest gathering of K-12 school administrators.

• Win great door prizes provided by conference exhibitors and Maine's leading hotels and resorts.

• Watch for the full conference program in the November issue of **The Maine Apprise** and on the MPA website at <www.mpa.cc> on October 30.

About the keynote speakers...

Christine Heenan is Vice President for Government, Community, and Public Affairs at Harvard University. Before joining Harvard in 2008, she was the founder and CEO of Clarendon Group Inc., a communications and government relations consulting firm in Providence, Rhode Island. In addition to her role at Clarendon Group, she also served from 2005-2008 as a senior adviser at Public Strategies, a national public affairs firm with offices in New York, Washington, DC, and Texas. From 1995-2000, she was the Director of Community and Government Relations at Brown University. In 2005, she was appointed adjunct assistant professor of public policy at the A. Alfred Taubman Center for Public Policy and American Institutions at Brown University, where she taught graduate courses and undergraduate seminars on the role of communications in policy making. Prior to her time at Brown, she served in the Clinton Administration as senior policy analyst on the White House Domestic Policy Council staff, and as a contributor to the communications and speechwriting departments. She also worked as a business strategy consultant for national and international corporations including Corning, Rubbermaid, and IKEA.

Harry Pringle has been representing school districts in all aspects of school law for over 35 years at Drummond Woodsum in Portland. A former director of the National School Boards Association and a current member of the Maine Council of School Board Attorneys, he is listed in *Best Lawyers in America* under the category, "Labor and Employment Law," and has been elected a fellow in the national College of Labor and Employment Lawyers. In addition to teaching courses on Maine school law for the University of New England and USM, he has lectured nationally on school law and employment law and is an editor and co-author of *Maine School Law, 3rd Edition*, and an author of *Significant Cases in Maine School Law, 2nd Edition*. An architect of the now thirteen-year professional development partnership between the Maine Principals' Association and Drummond Woodsum, he designed and for many years taught the summer *Maine School Law Institute* and has created and presented at numerous law-related workshops and seminars for MPA members.

About the Holiday Inn By The Bay...

The hotel is located downtown at 88 Spring Street, across from the Cumberland County Civic Center. You can reserve overnight accommodations at the special conference rate by mailing or faxing the enclosed hotel reservation form **directly to the Holiday Inn By The Bay by October 18**. Parking is available on-site for all overnight registrants (the hotel also offers valet service for overnight guests). If the Holiday Inn garage and parking lot are full, parking is available, for a fee, at the Spring Street Garage, across the street and adjacent to the Civic Center. **Due to limited parking, we urge you to carpool.**

Directions: A map is available at www.innbythebay.com. Those traveling on the Maine Turnpike should consult the map—From I-95 heading north, take Exit 44 then I-295 (I-95 heading south becomes I-295 at Exit 103) to Exit 7 (Franklin Street). Stay on Franklin Street for five (5) lights. Take a right onto Middle Street. Travel approximately 1 mile (Middle Street turns into Spring Street). The Holiday Inn (775-2311) at 88 Spring Street is on the left.

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50 Industrial Drive
P.O. Box 2468
Augusta, ME 04338-2468



Leadership Matters

with
Harry Pringle
and
Christine Heenan

Maine
Principals'
Association

Fall Conference
Holiday Inn By The Bay,
Portland

November 19-20, 2009
(Thursday-Friday)

Fall Conference ~ November 19 and 20, 2009

*** Please register by November 9, 2009. ***
(Sorry, no refunds after November 13, 2009)

MPA 2009 FALL CONFERENCE NOVEMBER 19 AND 20

Name _____

Badge Name _____

Position _____

School _____

Address _____

Phone _____

E-Mail * _____

(* Required—Conference confirmation sent by e-mail only)

✓ **Registration Fee for Fall Conference—
November 19-20**

_____ \$160 MPA members/aspiring administrators

_____ \$215 Non-MPA members

Cost includes program, conference materials, two
breakfasts, coffee breaks, and Thursday luncheon.

Thursday Luncheon Preference *(Please check one.)*

_____ Petite Sirloin Steak Teriyaki

_____ Rosemary Artichoke Chicken

\$_____ Total enclosed. _____ Bill school.

Mail registration and check payable to MPA to:

Maine Principals' Association
PO Box 2468 ~ Augusta, ME 04338-2468
(Fax: 622-1513)

MPA 2009 FALL CONFERENCE HOLIDAY INN BY THE BAY, PORTLAND

Leadership Matters

Wednesday, November 18

3:00 - 6:30 p.m. Fall Conference Registration
3:00 p.m. Interscholastic Management Committee Meeting

Thursday, November 19

**** Be sure to visit the exhibitors during their one day show ****

7:00 a.m. Registration — Lobby
Continental Breakfast and Visit Exhibitors—Casco Bay Exhibit Hall
8:00 - 9:30 a.m. Interscholastic Division Business Meeting
8:00 - 9:00 a.m. Concurrent Session I for Elementary and Middle Level Administrators
9:00 - 9:40 a.m. Coffee Break and Visit Exhibitors—Casco Bay Exhibit Hall
9:45 - 10:45 a.m. Welcome, Entertainment, and General Session I—Harry Pringle—Title: "Be Careful What You Wish For: If I Could Talk to Maine Principals, Here's What I'd Say ... "
10:45 - 11:00 a.m. Break
11:00 - 12:00 p.m. Concurrent Session II
12:00 - 1:45 p.m. Lunch—Sponsored by Horace Mann—followed by the Professional Division Business Meeting
1:45 - 2:25 p.m. Dessert, Door Prizes, and Exhibits—Casco Bay Exhibit Hall
2:30 - 3:30 p.m. Concurrent Session III
3:30 - 4:00 p.m. Refreshments, Door Prizes, and Exhibits—Casco Bay Exhibit Hall
5:30 - 6:30 p.m. Jostens Principals' Reception—All conference participants are welcome

Friday, November 20

7:00 - 8:15 a.m. Registration — Lobby
Full Breakfast—New Hampshire/Vermont Room
8:15 - 9:15 a.m. Concurrent Session IV
9:15 - 9:45 a.m. Coffee Break and Networking
9:45 - 12:00 noon Welcome, Entertainment, and General Session II—Christine Heenan—Title: "Communicating in Times of Change and Uncertainty: Lessons and Strategies"

Thursday/Friday Conference Concurrent Sessions

Elementary

- Elementary Issues Discussion
- Promoting Literacy Achievement Through the Student Needs Continuum (SNC) Process
- RTI—Blurring the Lines Between Special Education and Regular Education to Meet the Needs of All Students
- Establishing A System of School Wide Positive Behavior Supports at the Universal Level
 - Supporting RTI Through Professional Learning Communities

Middle Level

- Middle Level Issues Discussion
- Everything I Learned About Leadership, I Learned in Prison
- Motivating Staff To Use Data for Decision Making
 - Maine's Report on Middle Level Education: Bright Futures!

High School

- Leadership Matters with New Staff
- Your Students All Have Laptops—What Do You Do Now?
- Standards-based Grading: One High School's Story
 - High School Discussion

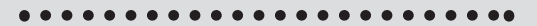
Technology

- Staying Safe on the Internet
- Interactive Whiteboards As A Tool for Teaching and Learning
- Personal Learning Networks: Principal Collaboration—In Your Building, Your District, Your Staff, and the World

K-12

- Childhood Obesity: Schools are Part of the Solution
 - The Implications of Consolidation for Principals

... And much, much more!



Door prizes contributed by the exhibitors will be drawn on Thursday and weekend getaways contributed by some of Maine's finest hotels and resorts will be drawn throughout the conference.