



SPRING 2010 CONFERENCE
Sunday, March 7 & Monday, March 8
Holiday Inn, 205 Wolf Road, Albany, NY

Making a Difference on the Front Line

We are pleased to bring back NYSPRA's Spring Conference!
Special keynote speaker:

James E. Lukaszewski, ABC, APR, Fellow PRSA

James E. (Jim) Lukaszewski advises, coaches, and counsels the men and women who run America's largest corporations and organizations. His pragmatic, ethically based approaches to managing the worst problems businesses and organizations can experience have made him one of America's pre-eminent corporate and organizational troubleshooters. He has advised education leaders on a variety of issues and has been a speaker at NSPRA's Annual Seminar (most recently in 2008) and NYSSBA's Annual Conference (2009). His newest book, "Why Should the Boss Listen to You?" is a *must read* for all public relations practitioners.

Sunday, March 7: Afternoon Business Meeting / Dinner, Conversation and Cash Bar Discussion led by Jim Lukaszewski

What is your toughest challenge? With Mr. Lukaszewski, we will work through two to three of your toughest problems.

Monday, March 8: Practical skills workshops, lunch and all-important networking that will renew your confidence as a communications leader. You will return home invigorated, energized and ready for the months ahead.

Workshops:

Jim Lukaszewski* will present

*How to Develop the Mindset of a Strategist -- Getting to the Table Earlier and With More Personal Power**

*Overcoming Opposition -- A Survival Guide for School System Leaders and Those Who Advise Them**

**For more information on Mr. Lukaszewski and a complete summary of the topics he will present, please visit our website at www.nyspra.org*

Also presenting:

Evelyn McCormack, Public Relations Coord., So. Westchester BOCES

Communicating in a Web 2.0 World -- Examine the brave new world of Web 2.0, including Facebook, Twitter, YouTube, wikis, Nings, blogs and other digital tools, in this interactive workshop. Learn how to apply it to communicate and build consensus in your district.



To round out the day, join our group discussions--one for BOCES communications practitioners and one for school district practitioners

COST: Sunday/Monday: \$175 for members and \$210 for non-members
Monday Only: \$125 for members and \$160 for non-members.

NEW! Early Bird Discount: Register by December 31, 2009 and receive \$50.00 off the registration for Sunday/Monday or \$25.00 off Monday only.

HOTEL: Rooms are \$119 per night. Reservations can be made directly by calling 1-800-HOLIDAY 24-hours a day. Please ask for the NY School Public Relations Association Block at the Holiday Inn, 205 Wolf Road, Albany. All reservations will require a credit card or deposit to guarantee the room. Rooms may be cancelled by 6 p.m. on the date of arrival with no penalty. Check-in time is 4 p.m. and check-out is noon. The discounted room rate is in effect until February 16, 2010.

Send registration form and payment to NYSPRA. (purchase orders will be accepted)

Name _____

Title _____

District / Organization _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

Email _____

PLEASE CIRCLE ONE

Sunday/Monday

Sunday/Monday

Monday ONLY

Monday ONLY

MEMBER

NON-MEMBER

MEMBER

NON-MEMBER

Early Bird*: \$125

Early Bird*: \$160

Early Bird*:\$100

Early Bird*: \$135

Regular Registra-
tion** \$175

Regular Registra-
tion** \$210

Regular Registra-
tion** \$125

Regular Registra-
tion** \$160

Mail to:

Sue Dieck, NYSPRA Treasurer
Carmel Central School District
P.O. Box 296, 81 South St.
Patterson, NY 12563
(845) 878-2094, ext. 202

*To receive Early Bird discount, payment or purchase order must be post dated by 12/31/09

**Non-Early Bird applies to registrations post dated after 12/31/09



**SPRING CONFERENCE
HOLIDAY INN, 205 Wolf Rd., Albany, NY
MARCH 7 AND 8, 2010**

**WITH SPECIAL KEYNOTE SPEAKER
JAMES E. LUKASZEWSKI, ABC, APR, FELLOW PRSA**

Our keynote speaker will be James E. (Jim) Lukaszewski (loo-ka-SHEV-skee). He advises, coaches, and counsels the men and women who run America's largest corporations and organizations. His pragmatic, ethically based approaches to managing the worst problems businesses and organizations can experience have made him one of America's pre-eminent corporate and organizational troubleshooters.

Jim will be talking about two subjects crucial to school public relations professionals, *How to Develop The Mindset of a Strategist*, and *Overcoming Opposition, a Governance Survival Guide*. His roots are in education, having been raised in a family where his father was a junior high school teacher in Minneapolis for nearly 30 years. His father also served as the shop steward in his building for 28 of those 30 years. He has advised education leaders, alternative school systems, advised on labor problems, public policy issues, and facing angry parents and public officials, and no child left behind. Jim knows a lot about education from many different perspectives. He was a speaker at NSPPRA's National Seminar (most recently in 2008) and New York State School Board's 2009 Annual Convention.

Jim's clients will tell you that he is a teacher, thinker, coach, and friend who has the unique ability to help them look at problems from a variety of perspectives, think through and strategize in new ways and take appropriate, highly focused ethical action. He believes that management problems can only be solved through superior personal leadership skills combined with positive, strategic, ethical communication.

You'll want to visit his web site, Blog, Twitter, and get his FREE e-newsletter: *Executive Action, Strategic Advice For Leaders And Those Who Advise Them*. Jim Lukaszewski's newest Book is: *Why Should the Boss Listen to You? The Seven Disciplines of the Trusted Strategic Advisor*, from Jossey Bass.



SPRING CONFERENCE
HOLIDAY INN, 205 Wolf Rd., Albany, NY
MONDAY, March 8, 2010

How to Develop the Mindset of a Strategist
Getting to the Table Earlier and With More Personal Power
Presenter: James E. Lukaszewski

What are you doing to achieve more influence on strategy and key decisions? Do you really have the mindset to get your boss to listen? Do you really have the powerful impact and presence to achieve the impact you need to have? This dynamic and highly interactive 90-minute session is about these three questions and more. Jim Lukaszewski will help you look inside yourself to see what you need to accomplish to become an effective strategist. He will discuss techniques and strategies for getting important matters before important people, being more influential within your organization, selling ideas, and helping management stay focused. The goal: to generate your invitation to the table earlier in the decision-making process.

Crucial topics Jim will be talking about

- Identifying what strategy and being strategic is
 - Processes and practices
- Identifying what isn't strategy or strategic
 - Processes and practices to be avoided
- Who is a strategist?
 - Management thinking

- Intuitive thinking
- Strategist thinking
- The seven skills of a strategist:
 - Verbalization
 - Making recommendations in an operational context
 - Strategic thinking
 - Understanding deconstruction of ideas and concepts
 - Pragmatism
 - Focusing on the doable, sensible, knowable, and achievable
 - Inconsistency
 - Intentionally looking at everything from a different, often reverse perspective
 - Constructive approaches
 - Finding your way forward rather than criticizing or being negative towards others
 - Pattern intuition
 - Harvesting the limited lessons of the past
 - Management sensitivity
 - Avoiding needless failure
- How to know what management wants
- Understand why strategies fail
- Using strategic tools
 - Timeline analysis, timeline investigation, timeline forecasting
 - Contrast analysis
 - Exposure management and surveillance
 - Prioritization



**SPRING CONFERENCE
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**MONDAY, March 8, 2010
Overcoming Opposition
A Survival Guide For School System Leaders And Those Who Advise Them.
Presenter: James E. Lukaszewski**

The world of education today can be very contentious with powerful opposition, whether by a single individual, small group, or in larger numbers, is real, largely predictable, and must be dealt with. The concepts and lessons in this program provide the trusted advisor with crucial techniques and useful knowledge to guide management and leaders through these troublesome circumstances.

Silence, inaction, and non-response to opposition is a toxic strategy..

It is difficult to image a school system that can afford to ignore what their employees, the public, or key audiences think, say, and do about them. This is especially true when the issues or questions are explosive, corrosive, or emotional. Those who do ignore their publics risk negative consequences and marketplace, community, workplace disruption, and for school leadership, career defining moments.

Some Questions Jim Will Answer:

- How do you estimate the impact of angry outbursts, opposition, activism, critics, and media attacks?
- Can we wage peace during negotiations, and avoid war?
- Does every outburst need a response?

- Can you really expect help to come from anybody else?
- Why do those on the attack ignore facts?
- How to we manage the highly negative, emotional dimensions of these situations?
- Do we always have to apologize . . . even when we're right or have done nothing wrong?

In this dynamic, interesting, and strategic presentation, Jim Lukaszewski walks through his concept of how to have the influence necessary in powerfully positive ways to rebuild or maintain internal and public support during these most urgent situations. He will talk about the *Theory of Mutual Inattention* that tends to contradict the old notion of *Reservoirs of Good Will*. He'll describe the *Six Myths of Communication* and why it takes more than facts and data to be convincing, and how too much data can actually destroy your position or argument.

He'll talk about the five *Axioms of Influence*, and why those audiences that don't care are often the most important. And he'll talk about winning, even when people are unhappy or mad at you, and the media are ambivalent or opposed, even when other public officials are making irritating and embarrassing comments.

This program explores and explains the power and purpose of opposition, where their power comes from, and how to develop strategies to succeed and to judge when you will lose. One of the most powerful tools is direct communication, which is communicating and engaging with those directly affected. Lukaszewski will share his unique and powerful understanding of the forces of opposition, and explore innovative approaches that will help you control your own destiny rather than allowing yourself to be controlled by the media, activists, critics, victims, angry employees, the disgruntled, the disheartened, and the disoriented.

The Topics Jim Will Cover Include:

- Communication distractions that could deter or derail you
- How direct communication satisfies a key constituent need and reduces media power
- How to control and contain attacks
- How to correct and clarify misinformation
- How to influence employee attitudes
- Patterns of opposition power
- The anatomy of opposition
- The power of the Web to script everyone
- What the opposition knows about you