



# LEADERSHIP DEVELOPMENT CONFERENCE

**Registration Materials**

***Deadline to register – August 31***

**SHERATON ERIE BAYFRONT HOTEL  
OCTOBER 13-14, 2018**





**2018 NW REGION  
LEADERSHIP  
DEVELOPMENT  
CONFERENCE**

**FULL SCHOLARSHIPS  
AVAILABLE FOR NEWLY  
ACTIVE MEMBERS**

**Registration  
Deadline:  
August 31**

Northwestern Region is proud to offer CARPE (Cadre of Association Recently-engaged Professional Educators) at this year's conference. This is an initiative aimed at identifying, recruiting, and training newly active Association members to become involved at all levels of the Association.

If you are interested in taking advantage of a full scholarship for someone in your local to attend this track, please contact Wendy Lipinski ([wlipinski@psea.org](mailto:wlipinski@psea.org)) for details.

A limited number are available, so don't wait!

**OCTOBER  
13-14,  
2018  
SHERATON  
BAYFRONT**



## NW REGION LEADERSHIP DEVELOPMENT CONFERENCE

### DATE AND LOCATION

**October 13-14, 2018** Sheraton Erie Bayfront Hotel  
55 West Bay Drive  
Erie, PA 16507

Questions? Contact Wendy at NW Region PSEA  
[wlipinski@psea.org](mailto:wlipinski@psea.org)

### PRICING

Your participation may be funded by your local association. Billing will take place after the Conference. Please do not make payment at this time for any of the package selections.

**Double Room Package** includes overnight accommodations with double occupancy for October 13, meals, conference materials, training, taxes & gratuities. **Price: \$160/participant**

**Single Room Package** includes overnight accommodations for a single room for October 13, meals, conference materials, training, taxes & gratuities. **Price: \$250/participant**

**Commuter Package** includes meals, conference materials, training, taxes & gratuities. **Price: \$80/participant**

### REFUND POLICY

A full refund will be made if registration cancellation is made prior to August 31, 2018. No refunds can be made for cancellation requests received after that date. If you are unable to attend and notify us by August 31, 2018, you may send a substitute.

### PARKING

Parking is at your own expense. Parking at the Sheraton Erie Bayfront Hotel is \$12/night or \$1/hour.

### NAME TAGS

Conference participants must wear their conference-issued name badge at all times during the conference, including sessions, breaks, meals, entertainment functions and when visiting the hospitality room. This policy will be strongly enforced by the NW Region Leadership Development Committee. Thank you, in advance, for adhering to this policy. No non-registered members will be permitted to attend any of the sessions, breaks, meals, entertainment functions or hospitality room.

### DOOR PRIZES

Door prizes will be awarded in random drawings at the close of the conference on Sunday, October 14. Participants must be present to win, so please plan on staying!

Participants can increase their odds of receiving tickets toward the random door prize drawings by attending the sessions for which they are pre-registered. A door prize drawing ticket will also be given to each participant upon registration. Be sure to visit the PSEA Member Benefits Vendors' displays to receive additional door prize tickets!

## NWR LDC CONFERENCE SCHEDULE

### SATURDAY – October 13

**Registration:** 10:00 a.m. – 10:50 a.m. (2nd floor outside of Harlequin Ballroom)

**General Session:** 11:00 a.m. – 12:00 p.m. (Harlequin Ballroom – 2nd floor)

*The Most Important Election of Your Career*

*Matt Edgell, Western Region Advocacy Coordinator*

**Buffet Lunch:** 12:00 p.m. – 1:00 p.m. (Harlequin Ballroom – 2nd floor)

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**Breakout Session 1:** 1:15 p.m. – 2:30 p.m.

**A. Words Matter**

(Otter Room – 2<sup>nd</sup> floor) *Marcus Schlegel, Northwestern Region Advocacy Coordinator*

**B. Cadre of Association Recently-engaged Professional Educators (CARPE)**

(Griffin Room – 2nd floor) *Rhonda Jacoby and Amy Wolfgang, Southern Region UniServ Representatives*

**C. Fostering a “Growth Mindset” in the Classroom Today**

(Safe Harbor Room – 2nd floor) *Dr. Christopher Clayton, PSEA Assistant Director of Education Services*

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**Refreshment Break:** 2:30 p.m. – 2:45 p.m.

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**Breakout Session 2:** 2:45 p.m. – 4:00 p.m.

**A. Legal Update**

(Otter Room – 2nd floor) *Dick McEwen, Staff Attorney*

**B. Cadre of Association Recently-engaged Professional Educators (CARPE)**

(Griffin Room – 2nd floor) *Rhonda Jacoby and Amy Wolfgang, Southern Region UniServ Representatives*

**C. Effective Instruction: What does the research tell us are the most effective instructional approaches, strategies, and techniques?** (Safe Harbor Room – 2nd floor) *Dr. Christopher Clayton, PSEA Assistant Director of Education Services*

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**Refreshment Break:** 4:00 p.m. – 4:15 p.m.

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**Breakout Session 3:** 4:15 p.m. – 5:30 p.m.

**A. Collective Bargaining**

(Otter Room – 2nd floor) *Rob Myers, Northwestern Region UniServ Representative*

**B. Cadre of Association Recently-engaged Professional Educators (CARPE)**

(Griffin Room – 2nd floor) *Rhonda Jacoby and Amy Wolfgang, Southern Region UniServ Representatives*

**C. Student Inquiry Centered Instruction, including introduction to PBL, Design Thinking, Genius Hour, and Maker Movement** (Safe Harbor Room – 2nd floor) *Dr. Christopher Clayton, PSEA Assistant Director of Education Services*

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**General Session 2 (followed by buffet dinner):** 6:30 p.m. – 8:00 p.m. (Harlequin Ballroom – 2nd floor)

**The Supreme Court’s Janus Decision could potentially devastate public education and the union members at its core. We must not let that happen. Our students, our livelihood and our standard of living depend on it.**

*Matt Edgell, Western Region Advocacy Coordinator*

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**Hospitality:** 9:00 p.m. – 12:00 a.m. (Otter Room – 2nd floor)

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### SUNDAY – October 14

**Breakfast Buffet:** 8:45 a.m. – 9:45 a.m. (Harlequin Ballroom – 2nd floor)

**General Session 3:** 9:45 a.m. – 11:30 a.m. (Harlequin Ballroom – 2nd floor)

Speakers – *Kate Philips, Pre-K for PA*

*Tracey Hart, NW Region PSEA President*

*Dolores McCracken, PSEA President*

*Matt Edgell, Western Region Advocacy Coordinator*

Prize Drawing

Adjournment



**SATURDAY – October 13**

**GENERAL SESSION 1: 11:00 a.m. – 12:00 p.m.**

**The Most Important Election of Your Career**

(Harlequin Ballroom – 2<sup>nd</sup> floor) *Matt Edgell, Western Region Advocacy Coordinator*

Unless you have been living under a rock, you know that the Gubernatorial Election in just 25 days will affect the future of education in Pennsylvania for decades. We can't hide under a rock, we can't duck and cover. We have less than a month to make a difference. Here's how.

**Breakout Session 1: 1:15 p.m. – 2:30 p.m.**

**A. Words Matter**

(Otter Room – 2<sup>nd</sup> floor) *Marcus Schlegel, Northwestern Region Advocacy Coordinator*

Do you think that “the truth will set you free?” Well, think again. There is a certain kind of stupid mistake that only smart people make, and that is to assume that a sober set of facts can step into the ring with an easy, comforting lie and win, says Laurie Penny. Incorporating the research of cognitive linguist George Lakoff and others, this session will explore how people think about issues, why so many seem to advocate against their own interests, and how you can make a difference by incorporating different techniques.

**B. Cadre of Association Recently-engaged Professional Educators (CARPE)  
Carpe Diem! Seize the day!**

(Griffin Room – 2<sup>nd</sup> floor) *Rhonda Jacoby and Amy Wolfgang, Southern Region UniServ Representatives*

Northwestern Region PSEA is proud to offer CARPE (Cadre of Association Recently-engaged Professional Educators). Adapted and presented for the Northwestern Region by Southern Region PSEA, CARPE is an initiative aimed at identifying, recruiting and training newly active Association members to become involved at all levels of the Association.

\*\*CARPE consists of three tracks and lasts the entire day. **Participants must attend all three tracks.**

The goals of the session include:

- Presentation of pertinent information to individuals who are newly engaged in their local Association;
- Building an awareness and knowledge of the Education Association at the local, state, and national levels;
- Exploration of opportunities for member involvement at all levels of the Association;
- Networking with CARPE members from other locals.

**C. Fostering a “Growth Mindset” in the Classroom Today (Act 48 approved)**

(Safe Harbor Room – 2<sup>nd</sup> floor) *Dr. Christopher Clayton, PSEA Assistant Director of Education Services*

This session is centered on the work of Dr. Carol Dweck and author Mary Cay Ricci's book entitled “Mindsets in the Classroom.” It explores the importance of cultivating a growth mindset in the classroom with students, teachers, and parents. Participants will emerge from the session with an understanding of “growth” and “fixed” mindsets and be armed with knowledge and resources to effectively implement productive “mindsets” in their classrooms in order to develop and foster a growth mindset, grit, and perseverance.

**Breakout Session 2: 2:45 p.m. – 4:00 p.m.**

**A. Legal Update**

(Otter Room – 2<sup>nd</sup> floor) *Dick McEwen, Staff Attorney*

Join us for this informative session as Attorney McEwen brings us up to date on recent arbitration awards as well as other legal issues of region and statewide interest.

**B. Cadre of Association Recently-engaged Professional Educators (CARPE)  
Carpe Diem! Seize the day!**

(Griffin Room – 2<sup>nd</sup> floor) *Rhonda Jacoby and Amy Wolfgang, Southern Region UniServ Representatives*

*CARPE consists of three tracks and lasts the entire day. Participants must attend all three tracks. See above for descriptor.*

**C. Effective Instruction: What does the research tell us are the most effective instructional approaches, strategies, and techniques? (Act 48 approved)**

(Safe Harbor Room – 2<sup>nd</sup> floor) *Dr. Christopher Clayton, PSEA Assistant Director of Education Services*

This session will explore what current research tells us are effective instructional strategies and what does not work. Within the session, we will delve in to the works of Robert Marzano, Doug Lemov (“Teach Like a Champion 2.0”), John Hattie (“Visible Learning”) and other titans of educational research to explore the most effective instructional approaches, strategies, and techniques for educators to implement within their classrooms.

**Breakout Session 3: 4:15 p.m. – 5:30 p.m.**

**A. Collective Bargaining**

(Otter Room – 2<sup>nd</sup> floor) *Rob Myers, Northwestern Region Field Director*

This course provides an overview of the bargaining process for public school employees in Pennsylvania under Act 195 and Act 88. The course specifically addresses commencement of bargaining, mediation, fact-finding, strikes, types of arbitration, tentative agreements, ratification procedures, and finalizing a contract.

**B. Cadre of Association Recently-engaged Professional Educators (CARPE)**

**Carpe Diem! Seize the day!**

(Griffin Room – 2<sup>nd</sup> floor) *Rhonda Jacoby and Amy Wolfgang, Southern Region UniServ Representatives*

*CARPE consists of three tracks and lasts the entire day. Participants must attend all three tracks. See previous page for descriptor.*

**C. Student Inquiry Centered Instruction, including introduction to PBL, Design Thinking, Genius Hour, and Maker Movement (Act 48 approved)**

(Safe Harbor Room – 2<sup>nd</sup> floor) *Dr. Christopher Clayton, PSEA Assistant Director of Education Services*

This session provides an introduction for teachers to developing instruction for students that is student-centered with their own authentic inquiry as the driver. Participants will be introduced to and have an opportunity to explore resources such as Literacy Design Collaborative (LDC) and Mathematics Design Collaborative (MDC), Problem/Project Based Learning (PBL) as well as introduction to and resources for Design Thinking, Genius Hour, and Maker Movement for the development and actualization of student-centered instruction in their own classroom.

**GENERAL SESSION 2: 6:30 p.m. – 8:00 p.m.**

Continuation of opening session. See previous page for descriptor.

**SUNDAY – October 14**

**GENERAL SESSION 3: 9:45 a.m. – 11:30 a.m.**

*Speakers will include:*

**Kate Philips, Pre-K for PA** - President and founder of Ten 53 Newton, LLC, Kate is widely regarded as an accomplished and respected executive marketing and communications consultant experienced in long-term strategic planning, public affairs and an expertise in crisis communications. Prior to her work in the private sector, Kate spent most of her time serving on the front lines of politics and government as a spokesperson for Maryland Lt. Governor Kathleen Kennedy Townsend, Pennsylvania Governor Ed Rendell and Pennsylvania Congressman Bob Brady. As Chief Spokesperson for Governor Rendell’s administration she developed messages for and defended five multi-billion dollar executive budgets. During her time as the Governor’s Press Secretary, she directed communications for legislative achievements including: the Pennsylvania Race Horse Development and Gaming Act of 2004; the \$2.8 billion economic stimulus legislation of 2004, Growing Greener II, which established a \$625 million fund to protect and preserve the Pennsylvania environment; the first increase in the Pennsylvania minimum wage in more than a decade; and the successful passage and implementation of “Cover all Kids,” which extends healthcare coverage to all Pennsylvania children.

**Tracey Hart, NW Region PSEA President**

**Dolores McCracken, PSEA President**

**Matt Edgell, Western Region Advocacy Coordinator**

**We hope to see you at this year's conference!**

Please feel free to contact Wendy Lipinski with any questions.  
[wlipinski@psea.org](mailto:wlipinski@psea.org) • 800-962-7731 • 814-734-3711

You may register online at [www.psea.org/nwr](http://www.psea.org/nwr) or mail/fax your registration to:

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Edinboro, PA 16412  
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FAX 814-734-5206

**Registration Deadline – August 31, 2018**

