2020 Eastern Region Leadership Conference

Let Your Brilliance Shine

Wind Creek Bethlehem
March 20-21, 2020

Let your local leaders know you are interested in attending the conference. We encourage you to find others who will help your team sparkle.

Choose from our glitzy sessions and complete your registration.

A block of rooms has been reserved at Wind Creek for this event.

Get ready to shine during this weekend of networking, learning and leadership!

Follow us on social media @easternpsea

Registration materials are also available at www.psea.org under About PSEA - Office Locations - Eastern Region.
Eastern Region Leadership Conference  
March 20-21, 2020 ♦ Wind Creek Bethlehem  
(Formerly Sands Bethlehem)

Tentative Agenda  
Theme: Let Your Brilliance Shine!

Friday, March 20, 2020  

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 p.m. – 6:30 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td>Dinner</td>
</tr>
<tr>
<td>7:00 p.m. – 11:00 p.m.</td>
<td>Eastern Region Suite Social with Fun Activities along with Exploring the: Casino – Shopping -- Nightclubs</td>
</tr>
</tbody>
</table>

Saturday, March 21, 2020  

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:45 a.m.</td>
<td>Breakfast/Registration</td>
</tr>
</tbody>
</table>
| 9:00 – 9:40 a.m. | Welcome and Introductions  
Greetings by State Officer(s) |
| 9:45 – 10:45 a.m. | Breakout Session 1                                        |
| 10:45 – 11:00 a.m. | Break  
Note: Check-out time is 11 a.m.  
<p>|
| 11:00 a.m. – 12 noon | Breakout Session 2                                        |
| 12 noon – 1:00 p.m. | Lunch                                                      |
| 1:15 – 2:15 p.m. | Breakout Session 3                                        |
| 2:15 – 2:30 p.m. | Break                                                      |
| 2:30 – 3:30 p.m. | Breakout Session 4                                        |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Session 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Compensation Basics</td>
<td>Building Your Union</td>
<td>Issues on the Front Line?</td>
<td>Legal Update</td>
</tr>
<tr>
<td></td>
<td>John McKieman</td>
<td>Through Fairness, Voice,</td>
<td>Jen Brodhead and Cori Fecho</td>
<td>Jesika Steuerwalt, Esq. and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transparency, and Impartiality</td>
<td></td>
<td>Chloe Romanowski, Esq.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Terry Burnett</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Local President/Local</td>
<td>Building Your Union</td>
<td>Community Activity Round Table</td>
<td>Bargaining 201: Bargaining for</td>
</tr>
<tr>
<td></td>
<td>Leader 101</td>
<td>Through Fairness, Voice,</td>
<td>Tiffany Dollar</td>
<td>OUR Common Good</td>
</tr>
<tr>
<td></td>
<td>Mark Lynn</td>
<td>Transparency, and Impartiality</td>
<td></td>
<td>Cori Fecho</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Terry Burnett</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>How Do I Explain All that</td>
<td>The Cost of Complaining....</td>
<td>Solving Workplace Issues</td>
<td>Legal Update</td>
</tr>
<tr>
<td></td>
<td>PSEA Is?</td>
<td>or Not?</td>
<td>Through Organizing</td>
<td>Jesika Steuerwalt, Esq. and</td>
</tr>
<tr>
<td></td>
<td>Cori Fecho</td>
<td>Jolene Vitalos and Molly</td>
<td>Tiffany Dollar</td>
<td>Chloe Romanowski, Esq.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mirabito</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>The Cost of Complaining....</td>
<td>School Board Elections 101 -</td>
<td>Parliamentary Procedure</td>
</tr>
<tr>
<td></td>
<td></td>
<td>or Not?</td>
<td>2020</td>
<td>Jena Brodhead and Bryan Sanguinto</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jolene Vitalos and Molly</td>
<td>Tiffany Dollar</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mirabito</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 Eastern Region Leadership Conference

Introduction

The Eastern Region Leadership Conference is taking the opportunity to Let Your Brilliance Shine! The Leadership Development Committee and Eastern Region Staff have worked collaboratively to bring you sessions that are relevant to the needs of your local to develop your current leadership, to foster new leadership, and to broaden your knowledge on topics facing our locals. We have worked to have sessions that cover a wide range of skills and knowledge to keep our novice and veteran members alike engaged and learning the entire conference.

Please encourage members of your local to come to the conference as a team, but to spread themselves out among the different sessions. We would like you to leave having experienced as many perspectives as possible on the different topics that have an impact on an Association.

We are hoping to provide a full day of training that leaves you energized and ready to take on the obstacles being put into the path of public education in a proactive way. Take this opportunity to LET YOUR BRILLIANCE SHINE!
2020 Eastern Region Leadership Conference

Friday Night Social

Wind Creek Bethlehem
Friday, March 20, 2020

Can't make it for the whole conference, but want to join in on some fun?

Join us Friday, March 20th for some Eastern Region socializing, games and networking.

This is a great opportunity to check out all that Wind Creek Bethlehem has to offer while spending time with colleagues from across the region!

Follow us on social media @easternpsea

Registration materials are also available at www.psea.org under About PSEA - Office Locations - Eastern Region
Breakout Session Descriptors

Saturday, March 21, 2020

Please consult the General Schedule Table to assist with selecting sessions.

Breakout Session 1  (9:45 a.m. – 10:45 a.m.)

Compensation Basics
Presenter: John McKieman, PSEA-NEA UniServ Representative
In this session we will be discussing the major issues that affect compensation and how decisions made by bargaining teams today will set the path for many contracts to come. We will spend time learning the terminology associated with salary schedules and how number of steps and incremental costs can make or break bargaining. We will end by looking at real examples of salary schedules that are working and some that are hanging on by a thread. This session is designed to be for the novice through the expert looking for a review of the basics and candid honest discussion!

Building Your Union Through Fairness, Voice, Transparency, and Impartiality
Presenter: Terry Burnett, PSEA Eastern Region RFD
During this 60-minute interactive session, participants will discuss the pillars of procedural justice, share current best practices, and look for ways to improve our current systems and processes to ensure our members have a voice.

Issues on the Front Line?
Presenter: Jena Brodhead, PSEA Eastern Region Vice-President, and Cori Fecho, PSEA-NEA UniServ Representative
Teaching gets more and more difficult each year and sometimes it is that actual teaching of a lesson that is the easy part! Let’s identify and discuss the issues that are weakening our teachers/teaching and discuss strategies to collectively combat these issues.

Legal Update
Presenter: Jesika Steuerwalt, Esq., PSEA ER Staff Attorney, and Chloe Romanowski, PSEA EA Associate Staff Counsel
The legal update, delivered by our Eastern Region Legal staff, will highlight this year’s legal developments including local decisions and issues of statewide significance.
Breakout Session 2  *(11:00 a.m. – 12:00 p.m.)*

Local President/Local Leader 101 (Or You Are Thinking About Even Getting Involved!)
*Presenter: Mark Lynn, PSEA-NEA UniServ Representative*

Being new to working with your local association can be very overwhelming. This session will go over all of the basics to keep in mind if you are a new president, a new building representative, or even if you are only first getting involved in working with your union. This will allow participants to be introduced to the basics that will allow them to take a critical look at their local to continue the important work of growing and moving forward as an organization.

Building Your Union Through Fairness, Voice, Transparency, and Impartiality
*Presenter: Terry Burnett, PSEA Eastern Region RFD*

During this 60-minute interactive session, participants will discuss the pillars of procedural justice, share current best practices, and look for ways to improve our current systems and processes to ensure our members have a voice.

Community Activity Round Table
*Presenter: Tiffany Dollar, PSEA-NEA Region Advocacy Coordinator*

The #RedForEd movement illustrates best practices for engaging your members and your neighbors in the fight for great public schools. A key component of this is building lasting relationships in your community and not just reaching out when the local is facing a problem (think difficult bargaining, subcontracting threats, hostile school board, etc.). In this session, you will hear from locals who are doing this work and brainstorm potential opportunities in your school district.

Bargaining 201: Bargaining for OUR Common Good
*Presenter: Corinne Fecho, PSEA-NEA UniServ Representative*

The needs of the educational environment are changing and growing. So are the needs of our members! We need to grow in our perspective of what could and should be bargained. Often we impose limits on ourselves that don’t really exist and we need to push those limits to more accurately reflect contractual benefits that our members would appreciate. This session hopes to get your brain ticking at interesting items to consider and language that will have you asking for more.
Breakout Session 3  
1:15 p.m. – 2:15 p.m.

How Do I Explain All that PSEA Is?
Presenter: Corinne Fecho, PSEA-NEA UniServ Representative

At meetings, local leaders tend to only talk about collective bargaining, enforcing the contract, and grievances. PSEA is so much more than this! As members of PSEA, do we really truly understand all that PSEA has to offer and the myriad of ways that PSEA is there to help us with our everyday lives? PSEA offers many opportunities for our members that will help them professionally and personally. This is also a way to connect with the majority of your members for them to find value in being a part of what is a positive organization. Connect with and engage more members in your local as you start to begin to understand the benefits of membership that extend beyond Collective Bargaining and the contract. This session will allow you to leave with a treasure trove of benefits to start to spread throughout your entire membership.

The Cost of Complaining....or Not?
Presenter: Jolene Vitalos and Molly Mirabito, PSEA-NEA UniServ Representatives

There is a “cost” associated with gripes, grievances, mediations, and arbitrations. In this session we will separate the complaints from the legitimate contract violations. How does a local leadership team determine which is what? Life revolves around time and money, two things your local may need to make or find (short of counterfeiting cash!) Which one will it be for the situation your member is facing? Come learn how to be brilliant as an advocate and shine some light on any situation you may face.

Solving Workplace Issues Through Organizing
Presenter: Tiffany Dollar, PSEA-NEA Region Advocacy Coordinator

“It’s not fair! We have to grieve the issue!” Have you heard this from your membership? Not every injustice in the workplace can be solved by filing a grievance, so what do you do? Learn how to identify issues in the workplace that not only unite your members, but help you collectively gain power and solve workplace problems.

Legal Update
Presenter: Jesika Steuerwalt, Esq., PSEA ER Staff Attorney, and Chloe Romanowski, PSEA EA Associate Staff Counsel

The legal update, delivered by our Eastern Region Legal staff, will highlight this year’s legal developments including local decisions and issues of statewide significance.
Breakout Session 4  (2:30 p.m. – 3:30 p.m.)

The Cost of Complaining….or Not?
Presenter: Jolene Vilalos and Molly Mirabito, PSEA-NEA UniServ Representatives
There is a “cost” associated with gripes, grievances, mediations, and arbitrations. In this session we will separate the complaints from the legitimate contract violations. How does a local leadership team determine which is what? Life revolves around time and money, two things your local may need to make or find (short of counterfeiting cash!) Which one will it be for the situation your member is facing? Come learn how to be brilliant as an advocate and shine some light on any situation you may face.

School Board Elections 101 – 2020
Presenter: Tiffany Dollar, PSEA-NEA Region Advocacy Coordinator
One of the most important ways you can support your efforts as school district employees and at the bargaining table is by working to elect competent, pro-public education school board members. Whether you have prior experience with school board elections, or you are brand new to the process, this session offers something for everyone. We will talk about the basics required to plan and implement a successful school board election campaign with a focus on candidate recruitment. This session is perfect timing for the next round of School Board Elections in May 2021.

Parliamentary Procedure
Presenter: Bryan Sanguinito, PSEA Eastern Region President, and Jena Brodhead, PSEA Eastern Region Vice-President
Parliamentary procedure is the body of rules, regulations, customs and ethics that govern meetings of various bodies, including clubs, organizations, legislatures and other governing groups. This session will focus on navigating Robert's Rules of Order, the basic rules that govern how a meeting, and the matters being discussed, should be handled. There will be time to ask questions about your group's own needs and changes that are being considered.
EASTERN REGION LEADERSHIP CONFERENCE  
March 20 & 21, 2020 ♦ Wind Creek Bethlehem  

REGISTRATION PACKAGES/PROCEDURES

CONFERENCE PACKAGES AVAILABLE TO PARTICIPANTS  (all costs are per person)

- Friday Dinner .................................................................................................................. $30
- Full Conference Package .......................................................................................... $80  
  (Includes: Friday Dinner; Saturday Breakfast; Saturday Lunch; and all Conference Materials)
- All Day Saturday Conference Package ........................................................................ $55  
  (Includes: Saturday Breakfast; Saturday Lunch; and all Conference Materials)

NOTE: The above prices do NOT include overnight accommodations.

See the OVERNIGHT ACCOMMODATIONS INFORMATION sheet for details on making your OWN room reservation if planning on staying overnight.

AS A BENEFIT TO OUR MEMBERS, EASTERN REGION AND PSEA ARE UNDERWRITING A PORTION OF THIS LEADERSHIP CONFERENCE.

APPLICANT REGISTRATION INFORMATION

NEW THIS YEAR ------ Online registration is available. Online registration for this conference can be found at www.psea.org/ER/LeadershipConference. Not able to register online? No worries, you can still register by hard copy using the paper Registration Form and mailing a check.

- Complete all information. Membership number is required as proof of membership.
- Room and session assignments will be made on a first-come, first-served basis.

IF YOU DO NOT REGISTER ONLINE, IT IS POSSIBLE THAT A SESSION COULD FILL. ALL SESSIONS WILL BE LIMITED TO 30 PARTICIPANTS. THE CONFERENCE COULD ALSO REACH A MAXIMUM NUMBER OF PARTICIPANTS. PLEASE MAKE SURE TO REGISTER EARLY!

REGISTRATION DETAILS

- The deadline for conference registration is Friday, February 28, 2020.
- If registering by mail, all checks should be made payable to: Eastern Region PSEA.
- A confirmation postcard will be sent to each participant after the registration deadline passes.

IF REGISTERING BY MAIL, SEND THE REGISTRATION FORM ALONG WITH YOUR CHECK TO:
BethAyn Tarsi ♦ c/o PSEA ♦ 4950 Medical Center Circle ♦ Allentown, PA 18106

CANCELLATION POLICY

- Reservations for the conference must be cancelled by contacting BethAyn Tarsi (erleadership@gmail.com) no later than Wednesday, March 11, 2020, 3 p.m.
- Members that fail to comply with this procedure will be held liable for the expenses incurred.
- Hotel reservations must be done by individuals through Wind Creek Bethlehem. PSEA will not be making or cancelling overnight accommodations for conference attendees!

PLEASE DIRECT ANY QUESTIONS TO CONVENTION CHAIRPERSON BETHAYN TARSI AT ERLEADERSHIP@GMAIL.COM
EASTERN REGION LEADERSHIP CONFERENCE
March 20-21, 2020 • Wind Creek Bethlehem

REGISTRATION FORM

Reminder — If you plan to stay overnight, it is YOUR responsibility to make overnight accommodations with Wind Creek. See the enclosed “Overnight Accommodations Information” sheet for details.

APPLICANT REGISTRATION INFORMATION — please fill in completely

Member ID # ____________________________ (CIRCLE ONE): EA ESP STAFF RETIRED COMMITTEE STUDENT

Name ________________________________ Local Assn (spell out): ____________________________

Address ______________________________ City/State/ZIP: ____________________________

Phone # (home) ______________________ (work) ______________________ (email) ________________

Breakout Sessions (see enclosed Session Descriptors)

Saturday, 9:45 – 10:45  (SELECT 1st AND 2nd CHOICE)

___ Compensation Basics  ___ Building Your Union Through Fairness, Voice, Transparency, and Impartiality
___ Issues on the Front Line?  ___ Legal Update

Saturday, 11:00 – 12:00  (SELECT 1st AND 2nd CHOICE)

___ Local President/Local Leader 101  ___ Building Your Union Through Fairness, Voice, Transparency, and Impartiality
___ Community Activity Round Table  ___ Bargaining 201: Bargaining for OUR Common Good

Saturday, 1:15 – 2:15 (SELECT 1st AND 2nd CHOICE)

___ How Do I Explain All that PSEA Is  ___ The Cost of Complaining…. or Not?
___ Solving Workplace Issues Through Organizing  ___ Legal Update

Saturday, 2:30 – 3:30  (SELECT 1st AND 2nd CHOICE)

___ The Cost of Complaining…. or Not?  ___ School Board Elections 101 - 2020
___ Parliamentary Procedure

CONFERENCE PACKAGE* INFORMATION AND REQUESTS

*All conference package prices are per person.

☐ I am registering only for the Friday Dinner ($30)
☐ I am registering for the Full Conference Package (Friday and Saturday) ($80)
☐ I am registering for the Saturday Conference Package ($55)

SPECIAL REQUESTS/ACCOMMODATIONS/DIETARY NEEDS:

REMINDER OF CANCELLATION POLICY: If for any reason it is necessary for members to cancel or change their reservations, it shall be their responsibility to do so. If members fail to comply with this procedure, they will be held liable for the expenses incurred. Please cancel reservations for the hotel by contacting Wind Creek Bethlehem directly according to their policy. Cancel the conference by contacting BethAyn Tarsi (erleadership@gmail.com) no later than Wednesday, March 11, 2020.

Checks should be made payable to: EASTERN REGION PSEA
SEND REGISTRATION FORMS AND CHECKS NO LATER THAN FRIDAY, FEBRUARY 28, 2020, TO:
BETHAYN TARSI • c/o PSEA • 4950 MEDICAL CENTER CIRCLE • ALLENTOWN, PA 18106
OVERNIGHT ACCOMMODATIONS INFORMATION

INFORMATION ON OVERNIGHT ACCOMMODATIONS

<table>
<thead>
<tr>
<th>Room Types</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$169.00</td>
</tr>
</tbody>
</table>

*Room rates are per night, per room, and subject to all applicable federal, state and local taxes. Does not include food.

- Overnight accommodation reservations must be made on an individual basis by February 21, 2020. A room block has been set aside for the event but will be released after that date. To make reservations, call 1-877-726-3777. To receive the discounted rate, use the group code “GPR0320.” Each individual must pay for the room when the reservation is made.

- It is imperative to reserve early to guarantee the special rate as we have a limited room block and rooms will go quickly.

- Check-in time is any time after 3:00 p.m.; check-out time is 11:00 a.m.

- When booking the reservation, please note the cancellation policy for yourself.

- Each registered guest must be at least twenty-one (21) years of age.

TO MAKE RESERVATIONS BY FEBRUARY 21, 2020:
Call 1-877-726-3777
To receive the discounted rate, please use the group code: GPR0320
We have a limited number of rooms reserved so book early to assure availability.

Please be advised…. You must CALL to make the reservation to receive the above rate.

Hotel reservations must be done by individuals through Wind Creek. PSEA will not be making overnight accommodations for conference attendees!