

Tentative LAUNCH Workshops

Session One: Friday, July 19, 11:30 AM-12:30 PM

Budgeting 101: Are We Spending \$ On the Right Things?

Presented by: Kim Belew, Texas PTA Treasurer

Is your PTA budget designed to make the biggest difference in PTA's mission? Is your 2024-2025 budget adopted by your membership? Are you ready for budget amendments during the year? If you don't yet have an adopted budget, we will share samples so you are ready for a great year.

Elevating Your PTA: Branding and Marketing Strategies with Canva

Presented by: Dominique Harvey, Texas PTA Director at Large

Learn how to leverage Canva, a user-friendly design platform, to unlock the power of visual storytelling and branding for your PTA. In today's digital world, effective branding and marketing are essential for increasing visibility, engaging members, and creating a compelling identity within your community.

Healthy Lifestyles Show and Tell

Presented by: Karen Burnell, Texas PTA Director-A-Large

Do you want to hear success stories from local PTAs and even learn from some flops? Each month, Healthy Lifestyles spotlights a local PTA, and we have a panel of some of the best! Get inspired to bring Healthy Lifestyles to your campus.

Hey Dude, Nice Shoes: An Anti-Bullying / Pro-Kindness Workshop

Presented by: Carolyn Brown, Hey Dude, Nice Shoes Founder and Presenter

"Hey Dude, Nice Shoes" is an anti-bullying and pro-kindness workshop presented to over 45,000 students across the country every year. This workshop helps navigate through the topics one encounters growing up. It's an inspiring presentation that empowers students to change the community around them by choosing kindness every day.

Inclusion: Supporting All Students, Parents, and Teachers

Presented by: Christy Balraj, Partners Resource Network Regional Coordinator

Don't miss this opportunity to enhance your knowledge and skills in fostering inclusion. Join an inspiring workshop that will empower you to make a lasting difference in the lives of students, parents, and teachers. Let's build a more inclusive education system that celebrates diversity and promotes equal opportunities.

Planning for a Successful Year

Presented by: Rachel Mitchell, Allen High School/Lowery Freshman Center PTSA Field Service Lead

Your team is assembled, and there are plenty of great ideas for the year. Now, how do you get everyone on the same page? This session offers practical steps to bring your team together and plan events that meet the needs of your families without overwhelming your board and volunteers.

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The PTA's Role in Advocating for Exceptional Students and Families Through the Exceptional Student Education Committee (ESEC)

Presented by: Jessica Mangelson, Tarleton State University Professor, PTA ESEC Representative

In this session, participants will better understand the role of the ESEC representative and learn effective strategies to provide optimal support for the exceptional student population in their school, particularly special education, 504, Dyslexia, and speech/language. Gain ideas and resources your PTA can implement to support parents of exceptional students.

Tomorrow's Leaders in Today's PTA: Recruiting and Mentoring Student Leaders

Presented by: Shari Sanders, Wylie High School PTSA President

Sydney Sanders, 2nd VP-Programs Wylie High School PTSA

Sometimes, student members are an overlooked resource for a successful PTA, especially in high school. Joining a PTA executive board can help students build a foundation in advocacy and service. This session will offer strategies for identifying student leaders, tips for ensuring their active participation, and tools for effective mentoring.

Why PTA? Our Legacy, Our Brand, Our Future

Presented by: Sharon Goldblatt, Texas PTA Past President

Leslie Boggs, Texas PTA Past President, National PTA Past President, New Mexico PTA Past President

Michelle Humphreys, Texas PTA Past President

Take a walk through 127 years of PTA's achievements, relevance, and brand to gain a better understanding of what PTA has to offer. Embrace the changes brought about not only from COVID but also from our evolving world. Leave with a sense of pride, shouting, "We Are One PTA!"

Session Two: Friday, July 19, 1:00 PM-2:30 PM

Basics Boardsmanship

Presented by: Adrian Hicks, Texas PTA Director-At-Large

This session fulfills the Basics training requirement for local executive board members. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Basics Communications

Presented by: Dominique Harvey, Texas PTA Director-At-Large

The communications chair shares information across campus and the wider community. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

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Session Two: Friday, July 19, 1:00 PM-2:30 PM

Basics Fundraising

Presented by: Colleen Dachowicz, Frisco ISD Council of PTAs VP of Leadership Development

The fundraising chair helps raise necessary funds in alignment with PTA's mission. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Basics Parliamentarian

Presented by: Suzi Kennon, Texas PTA Past President

The parliamentarian advises the board and members on matters of parliamentary procedure. This session fulfills the Basics training requirement for the chair position. To receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Basics President

Presented by: Jennifer Easley, Texas PTA State President

The president leads the PTA in cooperation with the executive board. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Basics Programs

Presented by: Melinda Samberson, Texas PTA VP Programs & Resources

The programs chair helps facilitate resources for families and the school community. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Basics Secretary

Presented by: Tracey Bergfield, Texas PTA Secretary

The secretary keeps accurate and comprehensive records. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Basics Treasurer

Presented by: Kim Belew, Texas PTA Treasurer

The treasurer is the authorized custodian of PTA funds. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

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Session Two: Friday, July 19, 1:00 PM-2:30 PM

Basics Volunteers

Presented by: Stephanie Holdren, Texas PTA Director-At-Large

The volunteer coordinator helps keep events and programs running smoothly. This session fulfills the Basics training requirement for the chair position. Please note, to receive credit, attendees must be in the room by 12:55 pm when the doors close. Otherwise, you will need to complete training at txpta.org.

Session Three: Saturday, July 20, 10:45 AM-11:45 AM

Bylaws: From Start to Finish

Presented by: Suzi Kennon, Texas PTA Past President

The mere mention of bylaws should not strike fear in the hearts of your members or leaders. They can be the key to fostering transparency, reducing conflict, protecting member rights, and setting expectations. Join us to learn how to easily navigate your bylaws and to hear updates for this year.

Conflict: A Leader's Reality

Presented by: Michelle Humphreys, Texas PTA Past President

Conflict can range from simple misunderstandings to common disagreements to crippling stand-offs. Proactively managing tricky situations can lead to better working relationships, deeper understanding, and smooth transitions. Assess your natural style of dealing with conflict and learn how to adapt to the situation and the individuals involved.

Harnessing AI for Enhanced Efficiency and Engagement

Presented by: Dominique Harvey, Texas PTA Director-At-Large

In this enlightening presentation, discover the transformative potential of Artificial Intelligence and how AI can help your PTA. AI has become a game-changer across various industries, and its applications offer incredible opportunities to streamline operations, improve communication, and elevate engagement within your PTA.

Lacking Male Involvement?

Presented by: James Strickland, Katy Council of PTAs Membership

While male involvement in PTA is higher than it's ever been, we still have a long way to go. This session will explore existing programs, initiatives, and tools available to PTAs and present fresh new ideas to get more men involved.

MyPTEZ - Finance and Membership

Presented by: Nicholas Cichella, myPTEZ Customer Support Representative

This session provides interactive training on myPTEZ's finance and membership tools with dedicated time for your questions.

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Session Three: Saturday, July 20, 10:45 AM-11:45 AM

School Security : What Parents Should Know

Presented by: Tracey Bergfield, Texas PTA Secretary

This presentation will exam how school districts develop and implement the Emergency Operations Plan. It will cover legal requirements, resources such as the Texas School Safety Center, I Love You Guys and Sandy Hook Promise, and how districts put them into action.

The House That Confidence Built

Presented by: Derrick Conley, Pine Tree ISD Assistant Superintendent

Kamie Herrera, Field Service Representative Texas PTA

Pine Tree has changed the culture not just within their school and district but community too. Through intentional relationship building with a new PTA board, specifically the president, they have completely transformed their community to be actively engaged in the education of students. Hear about the power of collaboration firsthand.

What It Means To Be an Advocate for Kids

Presented by: Ken Kuhl, Texas PTA Director-At-Large

Whether advocating for your child or every child, we will explore the importance of building relationships and common understanding as a foundation for effective advocacy at all levels. Framed in terms of parent and PTA advocacy, we'll show how these same mindsets and tools are more broadly applicable.

Session Four: Saturday, July 20, 3:30 PM-5:00 PM

Achieving Excellence

Presented by: Michelle Smith, Northwest ISD Council of PTAs President

This session will focus on how to start, reset, and grow a local PTA at any level using National PTA standards. Learn how to improve volunteerism, educational programs, communication, and diversity.

Bring a Pop to Your Programs: Learn to Balloon Design Like the Pros

Presented by: Rachel Allen, 1st VP - Aide to President

Learn to confidently work with balloons and save your PTA money. Instruction includes how to build garlands, columns and arches, necessary tools and equipment, proper inflation techniques, and lots of tricks and tips that will save your PTA time, money, and frustration at your next event.

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Session Four: Saturday, July 20, 3:30 PM-5:00 PM

Facilitate, Don't Dictate

Presented by: Sharon Goldblatt, Texas PTA Past President

Michelle Humphreys, Texas PTA Past President

The chair of a meeting must facilitate honest discussion, encourage meaningful interaction, and navigate multiple personalities. The most difficult part of facilitating is remaining impartial and not getting involved in the discussion. Learn how to manage time, stay on task, and reap the rewards of true team engagement.

How to Plan an Event

Presented by: Amy Terrell, Denton ISD Council President

In this session, we'll cover everything that goes into event planning: selecting a date, finding and supporting volunteers, asking for donations, coordinating with school administration, picking games and activities, and insurance coverage. From organization to advertising, let's talk about how to make your next PTA event a resounding success!

Increase Family Engagement and Build PTA Membership Through Your Fathers and Father Figures

Presented by: Eric Snow, WATCH D.O.G.S. (Dads of Great Students) Co-Founder

J. Michael Hall, President and Founder Strong Fathers Strong Families

Through a combination of lecture, video, live testimonials, handouts, Q&A, and discussion, attendees will learn the exact steps for achieving the same level of success as 1,800 Texas PTA/WATCH D.O.G.S. schools.

Let's Go Paperless with PTA

Presented by: Dominique Harvey, Texas PTA Director-At-Large

Join us for an insightful presentation on revolutionizing the way PTAs operate by transitioning to a paperless system. In this digital age, the shift towards efficiency and convenience is essential. This session will focus on the numerous benefits and practical steps involved in adopting a paperless approach within your PTA.

PTA = Everyone, Everywhere - Promoting PTA to Your CommYOUinity and Business Leaders

Presented by: Dawn Watson, Texas PTA VP Field Service

Georgia Strickland, Texas PTA VP Membership

PTA = Parents, Teachers, ALL of US! Members are everyone, everywhere! Workshop highlights: Who's EVERYONE, where is "EVERYWHERE", why supporting PTA is important to kid's success, traditional vs non-traditional memberships, VALUE of PTA, the "ASK", sharing our "gifts" examples of a Council CommYOUinity membership program/s, CELEBRATE SUCCESSES and havingFUN!

Tentative LAUNCH Workshops

Session Four: Saturday, July 20, 3:30 PM-5:00 PM

Sales Tax 101: A PTA Guide

Presented by: Alyssa Mangold, Tax Analyst – Tax Policy Division Texas Comptroller of Public Accounts

Come learn about Texas sales tax from the source! The comptroller will address:

- What form to provide a seller so sales tax isn't charged.
- When a PTA needs a sales tax permit.
- How to obtain a permit.
- When a sales tax return needs to be filed.
- What is taxable? non-taxable?

Teamwork: More Fun, More Productive!

Presented by: Eddie Hill, Team Up Facilitator

This is an energetic, fun session about achieving a high-functioning team. You will laugh and learn your way through interactive activities. Plus take DISC for free to learn about yourself and handling others better.

The Big Adventure

Presented by: Ramsey-Michele Pruitt, Youth Equipped to Succeed Wellness Education Speaker

Learn about an interactive program that introduces students to mental health, addresses common misconceptions, and provides strategies on how to manage emotions, stress, and conflict.

Session Five: Sunday, July 21, 10:45 AM-11:45 AM

A Penny for Your Thoughts: The Importance of Adequate School Funding

Presented by: Deron Robinson, Denton ISD General Counsel & Superintendent

Dr. Jamie Wilson, Superintendent Denton ISD Superintendent

Dr. Jamie Wilson, Denton ISD Superintendent, and Dr. Deron Robinson, Denton ISD General Counsel, will lead a discussion on school finance building toward advocating for your teachers, schools, and communities, with particular focus on the ongoing budget shortfall most districts are experiencing due to a lack of funding.

Breaking Language Barriers: Translation Solutions for Your PTA

Presented by: Dominique Harvey, Texas PTA Director-At-Large

This presentation will address the challenges faced by PTAs regarding language barriers and provide comprehensive insights into innovative translation solutions and strategies. We will discuss various technological advancements and services available to bridge the linguistic gap within your PTA, enabling inclusivity and accessibility for all members.

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Session Five: Sunday, July 21, 10:45 AM-11:45 AM

Conducting an Effective Meeting

Presented by: Sharon Goldblatt, Texas PTA Past President

Michelle Humphreys, Texas PTA Past President

Do your meetings run too long? Do one or two members of the board monopolize the discussion? Learn how to manage an effective meeting with less stress. Gain insight as to how to use your bylaws, parliamentary procedure, and other tools for success.

Going Paperless with Financials

Presented by: Kellie Worcester, Allen ISD Council of PTAs Treasurer

Kim Belew, Texas PTA Treasurer

Have you wanted to go paperless with all your PTA records, but don't think it's possible? Come see how you can store all of your funds requests and deposit forms on a shared drive, and learn how you can use electronic forms to collect funds requests, invoices/receipts, and signatures.

Healthy Lifestyles - Outside the Box

Presented by: Karen Burnell, Texas PTA Director-At-Large, Health Lifestyles Liaison

No Chair? No Problem! Does your PTA want to support Healthy Lifestyles, but you don't have a chair? There are plenty of options to integrate health into your PTA programs! From starting a healthy fundraiser to hosting a family fit night, learn effective strategies to help anyone on your board.

Lead Like Lasso

Presented by: Suzi Kennon, Texas PTA Past President

Embrace positivity, empathy, and unwavering support! In this session, you'll learn the power of true Ted-isms like: Be a goldfish; believe in believe; and curiosity over judgment. Transform your leadership style to inspire, uplift, and create a cohesive, motivated team by fostering trust, humor, and a culture of continuous improvement.

Lions and Tigers and Bears, Oh My! Managing Multiple PTA Roles Simultaneously

Presented by: Sarah Valentino, Hurst-Euless-Bedford ISD Council PTA President

Sometimes, we find ourselves in multiple roles both in PTA and in life. This session will explore ways to manage time, say no and exist guilt-free, practice self-care, and balance volunteering with work and home life — all the while continuing to grow and enjoy our roles!

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Session Five: Sunday, July 21, 10:45 AM-11:45 AM

Making an Impact: The Ins and Outs of Author Visits

Presented by: Meredith Davis, Texas Children's Authors Author

Chris Barton, Texas Children's Authors Author

Jennifer Ziegler, Texas Children's Authors Author

Varsha Bajaj, Texas Children's Authors Author

Texas is a state teeming with children's authors that can unite a school around a shared vision through the power of story. Hear from four award-winning Texas authors and experienced presenters who will share best practices, successful tips and tricks, and strategies for funding a visit.

Successful School Assembly Shows

Presented by: James Munton, The Munton Group Owner

James Munton has performed for over a million students at Texas schools. He knows school assembly shows are a great way to entertain, inform, and motivate students. In this session, you'll discover how to find and fund engaging performers. Plus, James will reveal top secret tips for discounted fees.

What Did You SAY: Bridging the Communication Gap Between Today's Parents and Teens

Presented by: Johnathane Gaffney, Coach Gaffney Consulting Community Developer/CEO

It's no secret; raising teens in today's climate and culture can be challenging. Oftentimes, a lack of communication creates controversy and/or potential conflict in relationships. Using personal and professional insight, Coach will lead a cooperative learning experience offering multiple perspectives and including best learning practices to strengthen family relationships.