

February 2-3 • Cobo Center, Detroit, MI

2012

MEA

Michigan Education Association

Bargaining and
Public Affairs Conference

*Advocacy
in Action*

Proud

MEA

Michigan Education Association

Union Member



Building Full Capacity Locals

Index

Bus Schedule	5
Conference-at-a-Glance	14-15
Conference Schedule	5
ESP Certification Program	9/12
Hotel Information	13
Registration Form	7-8
Registration Information	6
SB-CEU Program	9/11
Session Descriptions	16-29

For Further Information:

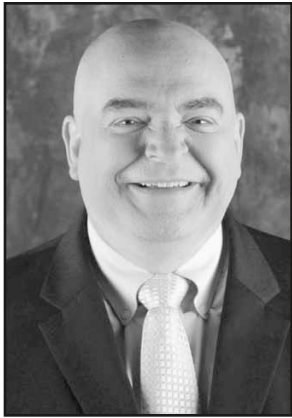
www.mea.org/bpa
Chris Piggott, Conference Coordinator cpiggott@mea.org
Fax: 517-336-4013
Carol Price, Conference Registration cprice@mea.org
Fax: 517-336-4024

Phone: 800-292-1934 517-332-6551
Address: Bargaining and Public Affairs Conference
Michigan Education Association
P.O. Box 2573
East Lansing, MI 48826-2573

Detroit Marriott
400 Renaissance Center
Detroit, MI 48243
313-568-8000

Cobo Conference Center
One Washington Blvd.
Detroit, MI 48226
313-877-8777

A portion of this conference is being underwritten by MESSA.



Dr. Earl Wiman—Thursday Lunch Speaker

Dr. Earl Wiman was elected to the Executive Committee of the National Education Association in July of 2011 and took office on September 1, 2011.

Dr. Wiman leads the Teacher Leadership Institute for the Metropolitan Nashville Public Schools. The Institute provides highly collaborative teachers an opportunity to develop the leadership skills necessary to serve in individual school and school district leadership positions.

Dr. Wiman is also participating in a district-wide effort to bring about a teacher-led reform model for implementation in middle schools in Metro Nashville Public Schools.

Earl Wiman served as president of the Tennessee Education Association from July 2006 through July 2010. He served two terms as TEA's vice president and as a member of the Association's board of directors prior to his election as president. He was also chair of the Association's budget committee during his tenure as vice president.

Previously, Dr. Wiman served as president of the Jackson-Madison County Education Association in west-central Tennessee.

As principal of Alexander Elementary School in Jackson, TN, Wiman was recognized by the Tennessee School Board Association for 'Excellence in Educational Programming' for implementation of its magnet themed "MicroSociety" program.

Wiman has been working in Tennessee's public schools for 35 years, beginning with a year of teaching in Hardeman County Schools. He then moved to the Jackson-Madison County school district as a kindergarten teacher and became an elementary school librarian before taking on the leadership responsibilities of building principal.

The National Association of Elementary School Principals and the U.S. Department of Education named Dr. Wiman a "National Distinguished Principal" in 2005. He was recognized by the Jackson-Madison County chapter of the NAACP for his work in race relations in 2003.

Wiman has been a consistent leader in his professional Association. He served the National Education Association as a member of the Resolutions Committee. He served as a member of the T-PACE Council, the group that directs the Tennessee Education Association's political activities. And he served as Vice President of Governance for the National Council of State Education Associations, a leadership group comprised of officers and executive directors from all of NEA's 50 state affiliates.

Dr. Wiman earned his bachelor's degree from Union University in Jackson, TN. He received his Masters degree in Education from the University of Memphis. He was awarded a doctorate in Education Leadership from Trevecca Nazarene University in Nashville.

Dr. Earl Wiman resides in Nashville.



Senator Debbie Stabenow — Friday Lunch Speaker

Born in Gladwin and raised in Clare, Debbie Stabenow knows what matters to Michigan. Elected to the United States Senate in 2000, she is respected for her ability to build coalitions to get things done for Michigan and our nation.

As Chair of the Senate Agriculture Committee, and a member of the Senate Energy, Finance, and Budget Committees, she has a powerful and unique role to play in shaping our nation's manufacturing, health care, and agriculture policies, which are so critical to our future.

Among her many accomplishments, she has cut taxes for small businesses and passed initiatives to revitalize our manufacturing sector. In 2009, she authored the successful "Cash for Clunkers" program that gave a critical boost to the auto industry and manufacturers, and she authored the retooling loan program for advanced manufacturers that is bringing jobs back to Michigan from Mexico.

She serves as Co-Chair of the bipartisan Senate Manufacturing Caucus, and was appointed to the President's Export Council by both President Bush and President Obama, where she helps Michigan companies export their products overseas.

Elected to the U.S. Congress in 1996 representing Michigan's Eighth Congressional District, she made history in 2000 when she became the first woman from the State of Michigan elected to the United States Senate.

She is a true friend and fighter for Michigan.

Attention All Local Presidents

Statewide Local Presidents Caucus

Breakfast Meeting

Friday, February 3, 2012 7:30 - 8:30 a.m.

Room — To Be Announced, Detroit Marriott

Please make sure you mark the
"Friday Breakfast for Local Presidents"
on the Registration Form.



Wednesday, February 1

7-9 p.m. Registration—Detroit Marriott, Level 3

Thursday, February 2

7-8:30 a.m. Breakfast—Detroit Marriott

7-8:30 a.m. Local Presidents Academy (LPA) Breakfast—Detroit Marriott

7:30 a.m.-5:30 p.m. Registration—Cobo Center

7:30 a.m. Bus Shuttle to Cobo Begins

8 a.m.-5:30 p.m. Exhibits—Cobo Center

9-10:30 a.m. 100 Sessions

10:30-10:45 a.m. Break

10:45-12:15 p.m. 200 Sessions

12:30 p.m. Lunch—Cobo Center —Speaker: Earl Wiman, NEA Executive Committee Member

2-3:30 p.m. 300 Sessions

3:30-3:45 p.m. Break

3:45-5:15 p.m. 400 Sessions

5:30-7 p.m. PAC Reception—Hosted by MEA Public Affairs—Detroit Marriott

6 p.m. Last Bus Departs to Detroit Marriott

Friday, February 3

7:30 a.m.-4 p.m. Registration—Cobo Center

7:30 a.m. Bus Shuttle to Cobo Begins

7:30-8:30 a.m. Breakfast—Detroit Marriott

7:30-8:30 a.m. Statewide Local Presidents Caucus Breakfast/Meeting—Detroit Marriott

8 a.m.-2:30 p.m. Exhibits—Cobo Center

9-10:30 a.m. 500 Sessions

10:30-10:45 a.m. Break

10:45 a.m.-12:15 p.m. 600 Sessions

12:30 p.m. Lunch—Cobo Center—Speaker: U. S. Senator Debbie Stabenow

2-3:30 p.m. 700 Sessions

4:30 p.m. Last Bus Departs to Detroit Marriott

Times are subject to change. Please check your conference program upon registration.

Bus Schedule

Thursday, February 2

Continuous shuttle starting at 7:30 a.m. and ending at 6 p.m.

Friday, February 3

Continuous shuttle starting at 7:30 a.m. and ending at 4:30 p.m.

2012 Conference Registration Information

NEW!! On-line Conference Registration

\$10 Discount if you register on-line!

MEA is excited to announce our new Member's Only website. Among the features is access for all MEA members to register for upcoming MEA conferences.

Other website features:

- MEA members can update their own contact information, including home e-mail addresses used for MEA communications
- View committee affiliations

Technical Questions?

- Should you have technical questions please e-mail fred@mea.org

To register on-line:

Go to <https://netforum.mymea.org/members>

- Find the conference registration information under Upcoming Events.
- On-line Registration must be paid with a credit card.
- On-line Conference Registration Fees and Deadlines:
 - Early Registration \$260
Deadline is December 20, 2011
 - Registration \$280
Deadline is January 20, 2012
- On-line registration will no longer be available after midnight on January 20, 2012.

If you mail in or fax your registration form:

Select your first, second and third choice for each of the session series. This is to assure that if some sessions are filled before your registration request is processed, you will be assigned sessions that interest you. PLEASE NOTE: Some sessions continue into the next time block (e.g., 111-211); please check for conflicting times.

If you do not plan to attend a session during a time slot or a meal, mark "Not Attending." PLEASE DO NOT LEAVE ANYTHING BLANK.

Payment in full must accompany the registration form.

Make check or money order payable to Michigan Education Association and mail with the completed registration form to:

Accounting Department
Michigan Education Association
1350 Kendale Blvd.
PO Box 2573
East Lansing, MI 48826-2573

Credit card registrations – mail to the above address or fax to 517-336-4024.

Early registration deadline is December 20, 2011. Registrations must be postmarked no later than December 20, 2011 to receive the reduced rate of \$270.

After that date until the next deadline of January 20, 2012 the fee is \$290. Registrations must be postmarked no later than January 20, 2012.

After January 20, 2012 registrations must be done on-site and that fee is \$310. The on-site registration dates/times are:

Wednesday, February 1, 7-9 p.m. at the Detroit Marriott

Thursday, February 2, 7:30 a.m.- 5:30 p.m. at Cobo Center

Additional Information:


Plan to register early since some sessions have limited enrollment.

Substitutions and/or session/meal changes may be made by contacting the registration coordinator up until Friday, January 20 or at on-site registration. Changes will be reflected in the registration packet.

All cancellations must be in writing. No refunds will be made for cancellations received after January 20.

Earning Credits:

Some sessions qualify for State Board of Education Continuing Education Unit (SB-CEU) credit. Pre application is required. See form on page 9.

Some sessions qualify for Michigan ESP Center of Professional Learning (MECPL) credit. Look for the sessions marked . See pages 9 and 12.

**EARLY REGISTRATIONS MUST BE POSTMARKED
ON OR BEFORE DEC. 20, 2011**

Please read page ___ before filling out registration form (pages ____).

ALL payment information for the conference MUST accompany this registration form.

Please complete the ENTIRE registration form. All information is necessary to process the registration.

Member's Name:
Last

First

Initial

Previous/Maiden Name:

Last 4 Digits of Soc. Security #

Badge Name: (First Name Preference)

Profession:

First time attending
this conference? Yes No

Are you a
local president? Yes No

1) EA Instructional 2) EA Non-Instr. 3) ESP Instr. 4) ESP Non-Instr. 5) Other

School District:

Home Address:

Number

Street

Lot/Apt. #

City /Town

State

Zip Code

School Phone: Area Code and Number

Home Phone: Area Code and Number

E-mail Address:

_____/_____/_____

Type of Registration	Early registration Postmarked by Dec. 20	Registration postmarked after Dec. 20 to Jan. 20
Members Full Conference	\$270	\$290

All registrations after January 20, 2012 will be completed on-site – fee is \$310

Member Information:

- 1) MEA (5 yrs. +)
- 2) MEA (5 yrs. -)
- 3) MEA Staff
- 4) MEA-Retired
- 5) Student MEA
- 6) Nonmember

Cancellations/Changes Deadline: January 20, 2012

Amount Enclosed: \$ _____

Number of forms included with payment _____

Payment Method:

Check (payable to MEA) Check # _____

Received from _____

VISA MasterCard Exp. Date _____

Card Number

Printed Name of Authorized Signer

Authorized Signature

MAIL Form and Payment to:

Accounting Department
Michigan Education Association
1350 Kendale Blvd.

P.O. Box 2573
East Lansing, MI 48826-2573
OR

FAX Credit Card Registration to:

517-336-4024

Registration Coordinator:

Carol Price
800-292-1934, ext. 5539
cprice@mea.org

**Registration for
Sessions** 

**Conference information
on the Web:
www.mea.org/bpa**

For Accounting Use Only

2012 Bargaining and Public Affairs Conference Registration Form

Name: _____

SESSIONS/MEALS:

Please select three choices for each series. If you do not plan to attend a session (or a meal) during a time slot, please mark "Not Attending."

To prevent unnecessary follow-up, **PLEASE DO NOT LEAVE ANYTHING BLANK.**

Series/Meals	Time	First choice	Second choice	Third choice	Not attending
Thursday Breakfast	Thursday 7-8:30am Full Breakfast	<input type="checkbox"/> Yes <input type="checkbox"/> Not Attending			
100 Series	Thursday 9-10:30am				
200 Series	Thursday 10:45am-12:15pm				
Thursday Lunch	Thursday 12:30pm	<input type="checkbox"/> Spinach & Chicken Salad <input type="checkbox"/> Grilled Shrimp Salad <input type="checkbox"/> Roast Beef Kaiser <input type="checkbox"/> Vegetarian <input type="checkbox"/> Not Attending			
300 Series	Thursday 2-3:30pm				
400 Series	Thursday 3:45-5:15pm				
Thursday Dinner	On your own				
Friday Breakfast	Friday 7:30-8:30am Full Breakfast	<input type="checkbox"/> Yes <input type="checkbox"/> Not Attending			
Friday Breakfast for Local Presidents	Friday 7:30-8:30am Full Breakfast	<input type="checkbox"/> Yes <input type="checkbox"/> Not Attending			
500 Series	Friday 9-10:30am				
600 Series	Friday 10:45am-12:15pm				
Friday Lunch	Friday 12:30pm	<input type="checkbox"/> Chicken <input type="checkbox"/> Beef <input type="checkbox"/> Fish <input type="checkbox"/> Vegetarian <input type="checkbox"/> Not Attending			
700 Series	Friday 2-3:30pm				
Friday Dinner	On your own				

Before submitting, please make sure you have completed pages 7 and 8.

Please make a copy of completed registration form for your file.

If you need hotel accommodations, find the Hotel Information included in this packet on page 13.

Certificate of Completion Application

MEA SB-CEU Program OR MECPL ESP Certificate Program

To participate in the SB-CEU program or the MECPL ESP Certificate Program for the 2012 Bargaining and Public Affairs Conference, complete this form and return prior to the beginning of the conference to: Michigan Education Association, Deb Hahn, PD/HR Dept., P.O. Box 2573, East Lansing, MI 48826-2573

SB-CEU Program

SB-CEU Quick Facts: Individuals who hold the following certificates are eligible to use SB-CEUs for certificate renewal every five (5) years:
• Professional Education Certificate • Occupational Education Certificate • School Psychologist Certificate • The School Counselor License

The above certificates require renewal every five years. The renewal requirement includes the completion of six semester hours of appropriate coursework through an approved institution, 18 SB-CEUs, or a combination of both.

Program Title: 2012 Bargaining and Public Affairs Conference

Completion Date: February 3, 2012

Important Notes: To participate in the SB-CEU program for this conference, your application to participate must be completed and received by the MEA prior to the beginning of the conference. At this conference, sessions eligible for SB-CEU credit are marked by **SB-CEU** in the announcement. You will receive an attendance card at the conference. Take this attendance card with you to the sessions. The presenter or facilitator must sign the sheet before you leave the session, stating you were in attendance. Actual time "on task" is used to calculate SB-CEUs.

You may be denied credit for any of the following reasons:

- You have not documented attendance in all sessions (did not indicate session number or get an authorized signature from a presenter or facilitator on the attendance sheet at the close of each session).
- Your original signed attendance card was not received at the MEA by the established deadline of February 17, 2012.
- You failed to complete the application form and provide your e-mail address.

Michigan ESP Center for Professional Learning (MECPL) ESP Certificate Program

Procedures for receiving MECPL credit for attending approved sessions at the 2012 Bargaining and Public Affairs Conference, you must do the following:

- 1. ATTENDANCE IS CRITICAL.** The MECPL program requires that you attend each approved session for the full amount of time allotted (be on time and do not leave the session early).
- 2. SIGNATURES ARE REQUIRED.** You will receive a purple MECPL attendance card in your registration packet that you pick up at the MEA registration desk. Have the presenter sign your card for each individual session. Get signatures **BEFORE LEAVING** the session.
- 3. It is your responsibility to return the attendance card to MECPL by February 17, 2012.** The card must be returned to the Learning Center before the MECPL credit can be received.

Option 1: Drop off the MECPL Attendance Card at the MEA Registration Desk before you leave the conference.

Option 2: Mail the Attendance Card to: Michigan ESP Center for Professional Learning, P.O. Box 2573, East Lansing, MI 48826-2573.

B/PA Participant Information (Please Print)

Name

Last 4 digits of Social Security number

Address

City

State

Zip

Daytime phone: (Area code & number)

Home/Cell phone: (Area code & number)

E-mail address

Employing school district

I wish to participate in the follow program (check only one): SB-CEU Program MECPL ESP Certificate Program

I have read and understand the information on this form and would like to participate in the above program at the 2012 Bargaining and Public Affairs Conference.

Participant Signature

2012 Bargaining and Public Affairs Conference SB-CEU Eligible Sessions

- 106 Assisting Priority Schools to Meet Requirements for Improvement
- 110 Tenure Cases and Changes to Tenure
- 111-211 The Art of the Sound Bite
- 113-213 Team Building Using True Colors
- 116-216 Using Microsoft Publisher to Create an Electronic Newsletter
- 118-218 For Women Only—We’re Just Going to Deal with It 1
- 207 Indoor Environmental Quality: Every Breath You Take
- 219 Hot Topics: An Update of Recent State and Federal Legislation
- 309 Are They Reading Your Newsletter? Your E-mails? Your Web Site?
- 312-412 Family-School-Community Partnerships (FSCP)
- 315 Introduction of MEA’s New On-Line Professional Development
- 316-416 Advanced Microsoft PowerPoint—Advanced Techniques in PowerPoint
- 402 Safe & Supportive Working Environments
- 403 Conflict Management
- 408 Teacher Evaluation: Addressing Recent Changes in the Law
- 417 Social Networking 101
- 418 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment
- 423 KEYS 2.0 – How School Employees Work to Improve Skills
- 503-603 Job Embedded Professional Development
- 506 Hot Topics: An Update of Recent State and Federal Legislation
- 507-607 Implementation of Common Core Standards and ESEA Flexibility
- 509 Reauthorization of ESEA/NCLB
- 511 National Board Certification: The Ultimate Merit Pay
- 515 Teacher Evaluation: Addressing Recent Changes in the Law
- 516-616 For Women Only—We’re Just Going to Deal with It 2
- 517-617 The Art of the Sound Bite
- 519 Back to the Future
- 520-620 Using Social Media to Enhance Your Member Communications
- 521 Taking the Road Less Stressed...America’s Funniest Stressbuster
- 606 The MEA Web-Based Professional Development Program
- 608 Talk Back
- 621 Taking the Road Less Stressed...America’s Funniest Stressbuster
- 702 Talk Back
- 715 Introduction of MEA’s New On-Line Professional Development
- 718 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment

Michigan ESP Center for Professional Learning ESP Certificate Program



Procedures for receiving MECPL credit

If you would like to receive MECPL credit for attending approved sessions at the 2012 Bargaining and Public Affairs Conference, here are a few things you will need to do.

TIMING IS CRITICAL. The MECPL program requires that you attend each approved session for the full amount of time allotted (**be on time and do not leave the session early**).

SIGNATURES REQUIRED. Ask the presenter or facilitator to sign your card at the end of each approved session that you attend.

Signatures must be obtained BEFORE LEAVING the session.

It is your responsibility to get the attendance card back to the Learning Center by **February 17, 2012**.

Option 1: You can drop off the MECPL Attendance Card at the MEA Registration Desk before you leave the conference.

Option 2: You can mail the Attendance Card to the Michigan ESP Center for Professional Learning 1216 Kendale Blvd., P.O. Box 2573, East Lansing, MI 48826-2573.

This card must be returned to the Learning Center before MECPL credit can be received.

The sessions listed below have been certified as part of the ESP Certificate Program.

CORE Curriculum – Communication

- 106 Assisting Priority Schools to Meet Requirements for Improvement
- 109 Privatization: The Latest on the Fight
- 111-211 The Art of the Sound Bite
- 113-213 Team Building Using True Colors
- 118-218 For Women Only—We’re Just Going to Deal with It 1
- 212 The Formula on How to UNprivatize
- 312-412 Family-School-Community Partnerships (FSCP)
- 403 Conflict Management
- 417 Social Networking 101
- 418 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment
- 505 Higher Ed ESP Forum
- 512-612 Nuts and Bolts about Anti-Privatization
- 516-616 For Women Only—We’re Just Going to Deal with It 2
- 517-617 The Art of the Sound Bite
- 520-620 Using Social Media to Enhance Your Member Communications
- 608 Talk Back
- 702 Talk Back
- 703 Preparing for a Crisis: The CMU Story
- 706 Engaging Members in Crisis Activities
- 718 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment

CORE Curriculum – Growth/Development/Psychology

- 521 Taking the Road Less Stressed...America’s Funniest Stressbuster
- 621 Taking the Road Less Stressed...America’s Funniest Stressbuster

CORE Curriculum – Legal/Ethical

- 115 Legislative Update
- 219 Hot Topics: An Update of Recent State and Federal Legislation
- 323 2012 MERC Update
- 418 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment
- 506 Hot Topics: An Update of Recent State and Federal Legislation
- 507-607 Implementation of Common Core Standards and ESEA Flexibility
- 509 Reauthorization of ESEA/NCLB
- 510 2012 MERC Update

- 615 Legislative Update
- 718 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment

Elective Curriculum – Cultural/Diversity/Equity

- 312-412 Family-School-Community Partnerships (FSCP)
- 402 Safe & Supportive Working Environments

Elective Curriculum – Other (Instructional Issues)

- 315 Introduction of MEA’s New On-Line Professional Development
- 423 KEYS 2.0 – How School Employees Work to Improve Skills
- 503-603 Job Embedded Professional Development
- 507-607 Implementation of Common Core Standards and ESEA Flexibility
- 606 The MEA Web-Based Professional Development Program
- 715 Introduction of MEA’s New On-Line Professional Development

Elective Curriculum – Organization

- 301-401 Organizing 501 for Higher Education

Elective Curriculum – Technology

- 116-216 Using Microsoft Publisher to Create an Electronic Newsletter
- 309 Are They Reading Your Newsletter? Your E-mails? Your Web Site?
- 315 Introduction of MEA’s New On-Line Professional Development
- 316-416 Advanced Microsoft PowerPoint–Advanced Techniques
- 417 Social Networking 101
- 418 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment
- 520-620 Using Social Media to Enhance Your Member Communications
- 715 Introduction of MEA’s New On-Line Professional Development
- 718 School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment

Elective Curriculum - Work environment/school

- 106 Assisting Priority Schools to Meet Requirements for Improvement
- 207 Indoor Environmental Quality: Every Breath You Take
- 402 Safe & Supportive Working Environments
- 521 Taking the Road Less Stressed...America’s Funniest Stressbuster
- 621 Taking the Road Less Stressed...America’s Funniest Stressbuster

Elective Curriculum – Safety

- 402 Safe & Supportive Working Environments

If you have any questions about the MECPL program or what is required of you, please call 517-333-6260.

MEA

Michigan Education Association

Bargaining and Public Affairs Conference

February 2-3, 2012

A block of rooms has been set aside at the Detroit Marriott at the Renaissance Center.

Available rooms are King or Two Queens at the negotiated rate of \$109 plus 15% room tax for a total of \$125.35.

Check-in time is 3 p.m. Check-out time is noon.

Reservations may be made on-line at:

<https://resweb.passkey.com/go/meabargaining2012> or by calling 1-800-266-9432 and mention you are with the MEA Bargaining & Public Affairs Conference.

Reservations must be made no later than 6 p.m. January 11, 2012. After January 11, 2012, reservations will be accepted on a space and rate availability basis only.

Detroit Marriott requires your credit card number to accompany your reservation.

Full refund of deposit will be made upon cancellation of your room reservation if it is received by 6 p.m. on the day of your scheduled arrival.

Conference Sessions

2012 BARGAINING AND PUBLIC AFFAIRS CONFERENCE

Thursday 9 - 10:30 a.m.

Thursday 10:45 a.m. - 12:15 p.m.

Thursday 2 - 3:30 p.m.

Thursday 3:45 - 5:15 p.m.

101	Tracking and Reporting Your School's Financial Trends	201	Basic Training in Drafting Contract Language (307)	301-401	Organizing 501 for Higher Education
102	Coalition Negotiations	202	Preparation, Preparation! Getting Prepared to Bargain Successfully	302	Using Web Technologies to Enhance Bargaining (209)
103-203	What Really Good Negotiators Do			303	MEA Advantage: What Do I Get for My Dues Dollars?
104-704			Introduction to Bargaining - Primer and Round Robin Sessions		Conflict Management
105	Making the Most of MESSA—How to Work the Numbers (501)	205	An Offer They Can't Refuse	305	Making the Most of MESSA—Resources for Addressing Bargaining Issues
106	Assisting Priority Schools to Meet Requirements for Improvement	206	Making the Most of MESSA—Questions to Ask the Competitor	306-406	Don't Negotiate Until You Are Ready - The ABCs for the Chief Spokesperson
107	The Matrix: Make the Salary Schedule Work for Our Members (609)	207	Indoor Environmental Quality: Every Breath You Take	307	Basic Training in Drafting Contract Language (201)
108	Introduction to Interest-Based Bargaining	208	K-12 Finance (413)	308	Bargaining Privacy: Personnel Files & FOIA
109	Privatization: The Latest on the Fight	209	Using Web Technologies to Enhance Bargaining (302)	309	Are They Reading Your Newsletter? Your E-mails? Your Web Site?
110	Tenure Cases and Changes to Tenure	210	Mediation Process (419)	310-410	Insurance Bargaining
111-211	The Art of the Sound Bite (517-617)			311-411	Bargaining in the Brave New World (120-220, 518-618)
112	Organizing for Action	212	The Formula on How to UNprivatize	312-412	Family-School-Community Partnerships (FSCP)
113-213	Team Building Using True Colors			313	Campaign 2012 (709)
114	Planning a PAC Drive (710)	214	Michigan Public Schools Retirement System (MPSERS) (717)	314	Court Cases Update
115	Legislative Update (615)	215	The Mackinac Center: Free Market Think Tank or Right Wing Propaganda Mill?	315	Introduction of MEA's New On-Line Professional Development (715)
116-216	Using Microsoft Publisher to Create an Electronic Newsletter			316-416	Advanced Microsoft PowerPoint—Advanced Techniques in PowerPoint
117	Wage & Hour Laws – What They Require and How to Use Them to Fight Privatization	217	End Member Apathy - NOW! (619)	317	Every Day is Saturday
118-218	For Women Only—We're Just Going to Deal with It 1			318	30 Years is a Long Time! Creative Strategies for Improving Your Retirement Outcome
119	Social Security—The "Second Leg" of the Retirement Stool	219	Hot Topics: An Update of Recent State and Federal Legislation (506)	319	Bargaining Protections in Giving Medication
120-220	Bargaining in the Brave New World (311-411, 518-618)			320-420	Association Representatives - The Face of the Union
121	Higher Ed for Your Head - Faculty	221	Choosing Our Candidates—The Screening & Recommendation Process (508)	321	Fact-finding (513)
123	Higher Ed for your Head - ESP	223	Bargaining Value Based Health Benefits	323	2012 MERC Update (510)
				421	Right to Work—FOR LESS
				423	Keys 2.0 - How School Employees Work to Improve Skills

Conference Sessions
2012 BARGAINING AND PUBLIC AFFAIRS CONFERENCE

Friday 9 - 10:30 a.m.		Friday 10:45 a.m. - 12:15 p.m.		Friday 2 - 3:30 p.m.	
501	Making the Most of MESSA—How to Work the Numbers (105)	601	More True Tales from Higher Ed Bargaining	701	Q & A with Senator Stabenow
502	Engaging Your Membership	602	Expedited Bargaining	702	Talk Back (608)
503-603	Job Embedded Professional Development			703	Preparing for a Crisis: The CMU Story
504-704	(continuation) Introduction to Bargaining – Primer and Round Robin Sessions				
505	Higher Ed ESP Forum	605	Making the Most of MESSA—Communication During Uncertain Times	705	Making the Most of MESSA—Health Promotion Is Important to You and the Employer
506	Hot Topics: An Update of Recent State and Federal Legislation (219)	606	The MEA Web-Based Professional Development Program	706	Engaging Members in Crisis Activities
507-607	Implementation of Common Core Standards and ESEA Flexibility				
508	Choosing Our Candidates—The Screening & Recommendation Process (221)	608	Talk Back (702)	708	Recruiting for Vacant 3-1(g) Seats
509	Reauthorization of ESEA/NCLB	609	The Matrix: Make the Salary Schedule Work for Our Members (107)	709	Campaign 2012 (313)
510	2012 MERC Update (323)	610	Party! Party! Party!	710	Planning a PAC Drive (114)
511	National Board Certification: The Ultimate Merit Pay	611	When the Numbers Don't Add Up (711)	711	When the Numbers Don't Add Up (611)
512-612	Nuts and Bolts About Anti-Privatization				
513	Fact-finding (321)	613	Facing Imposition?		
514-614	Elect Your Employer and What to Do after You Elect Them			714	Chat with a Lobbyist: Politics...the Rest of the Story! (414)
515	Teacher Evaluation: Addressing Recent Changes to the Laws (408)	615	Legislative Update (115)	715	Introduction of MEA's New On-Line Professional Development (315)
516-616	For Women Only—We're Just Going to Deal with It 2				
517-617	The Art of the Sound Bite (111-211)			717	Michigan Public Schools Retirement System (MPSERS) (214)
518-618	Bargaining in the Brave New World (120-220, 311-411)			718	School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment (418)
519	Back to the Future	619	End Member Apathy - NOW! (217)		
520-620	Using Social Media to Enhance Your Member Communications				
521	Taking the Road Less Stressed...America's Funniest Stressbuster (621)	621	Taking the Road Less Stressed...America's Funniest Stressbuster (521)		

2012 Session Listings

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can't make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you'll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

100 Sessions – Thursday 9 a.m.

101

Tracking and Reporting Your School's Financial Trends

9-10:30 a.m.

Does school financial information confuse and frustrate you? Learn how to easily track income and spending trends of your district and report them to audiences.

Presenter(s):

Craig Culver, MEA Insurance Strategy and Development Consultant

102

Coalition Negotiations

9-10:30 a.m.

Have you thought about coalition negotiations such as having an ESP

member from your area on your EA bargaining team or vice versa? What about having someone from another district or your MABO on your bargaining team? How about having one team from your MABO negotiate all the contracts for the MABO? This session will give practical tips on the why, how and when to do this. There will also be a panel of experts who have tried this approach to their bargaining.

Presenter(s):

Michelle Pollok, MEA UniServ Director

103-203

What Really Good Negotiators Do

9 a.m.-12:15 p.m.

Based on the book, Negotiation Genius, we will explore the primary concepts of becoming a better negotiator. This includes concepts such as anchoring your proposals, preparations, analyzing your zone of potential agreement, and much more. Every bargainer can become better. This session is only for experienced bargainers.

Presenter(s):

Gretchen Dziadosz, Director of Field Services

104-704

Introduction to Bargaining

Thursday 9 a.m. through Friday 3:30 p.m.

This session is the first of four half-day sessions designed to provide a comprehensive introduction to bargaining in school districts. These two days of training will provide the new bargainer with an exposure to everything you need to know about bargaining. This first session features an introductory primer on collective bargaining in the public school sector and constitutes the start of a rotation by participants through four round-robin sessions including Facts and Figures for Bargaining, Team Building for Bargaining, Bargaining Models, and Setting Your Bargaining Goals. Each round-robin session will last approximately one hour and fifteen minutes and by the end of the day each participant will have participated in all four round-robin subjects.

Day 2 of Introduction to Bargaining has participants rotating through four round-robin mini sessions during the morning

including mini sessions on Bargaining Models #2, PERA Primer, Bargaining Strategies and Bargaining Issues. During the afternoon session, participants will engage in bargaining simulations to gain practical experience in the bargaining process and have the opportunity to apply the information and skills that were featured during the round-robin sessions. The two-day Introduction to Bargaining Workshop will conclude with a comprehensive wrap-up and recognition honoring the efforts of our participants.

Presenter(s):

Renaye Baker, MEA UniServ Director
Barb Cameron, MEA UniServ Director
Sandy Grier, MEA UniServ Director
Jordan Harris, MEA UniServ Director
Ric Hogerheide, MEA UniServ Director
June Pettyplace, MEA UniServ Director
Sue Rutherford, MEA UniServ Director
Troy Scott, MEA UniServ Director
Saun Strobel, MEA UniServ Director
Gil Suzor, MEA UniServ Director
Dan Zarimba, MEA UniServ Director

105

Making the Most of MESSA—How to Work the Numbers

9-10:30 a.m.

Employers always want to focus on the cost of your benefits. This session will show you how to decipher quotes or proposals made from other insurance companies and how those compare to MESSA. The session will answer frequently asked questions such as: What goes into creating a health insurance rate? What are the right questions to ask the employer and the competitor? Advocating for your association means addressing important issues such as being prepared to explain to your members that lower premiums from the competitor equal higher out-of-pocket costs for them. Find out where the shift in cost is hidden and how to best prepare for benefit bargaining in difficult times.

Also offered as Session 501.

Presenter(s):

Fred Baker, MESSA Field Representative
Sarah Neyaz, MESSA Health Economist
Jill Nowicki, MESSA Marketing Research Consultant

106  SB-CEU

Assisting Priority Schools to Meet Requirements for Improvement

9-10:30 a.m.

This session will focus on assisting Priority Schools address the requirements to improve student achievement.

Presenter(s):
Frank Ciloski, MEA PD/HR Consultant

107

The Matrix: Make the Salary Schedule Work for Our Members

9-10:30 a.m.

Anti-Public Schools Legislators are using salary steps and the “automatic raise” myth against our members. Let’s use the current climate to stop it.

This session is limited to 50 participants.

Also offered as Session 609.

Presenter(s):
Matt Edgell, MEA UniServ Director

108

Introduction to Interest-Based Bargaining

9-10:30 a.m.

Whether you are a veteran member or brand new, Interest-Based Bargaining is another option you have to solve problems.

This session will highlight how the interest-based process works and what teams need to do to prepare for Interest-Based Bargaining.

Presenter(s):
Marie Edlund, IBB Trainer and Facilitator
Mark Middlewood, MEA UniServ Director

109  SB-CEU

Privatization: The Latest on the Fight

9-10:30 a.m.

Organizing, public relations and bargaining all have a place in our anti-privatization efforts. Hear the latest on what is being done in our on-going fight against privatization.

Presenter(s):
Nancy Knight, MEA Statewide Anti-Privatization Organizing Consultant


110  SB-CEU

Tenure Cases and Changes to Tenure

9-10:30 a.m.

This session will focus on recent developments and case decisions in the areas of teacher tenure. The changes in teacher tenure will be described along with ideas on whether there should be changes in local implementation.

Presenter(s):
Jeff Murphy, MEA Staff Attorney
Doug Wilcox, MEA Staff Attorney

111-211  SB-CEU

The Art of the Sound Bite

9 a.m.-12:15 p.m.

When the media calls, do you know what to do? Or do you mumble “no comment” and run the other way? Conducting a great media interview is an art that requires training and practice. Being a great resource and source for reports—whether for print, TV, radio or on-line—is critical to getting good coverage. In this session, you will see firsthand what works and what doesn’t and how you can avoid the mistakes others sometimes make. Learn how to get your messages into elusive seven-second sound bites, and get hands-on, on-camera practice in talking with the media about your issues.

Also offered as Session 517-617.

Presenter(s):
Doug Pratt, MEA Director of Public Affairs


112

Organizing for Action

9-10:30 a.m.

One of the hardest tasks of a leader is to get folks motivated to do something. Apathy is often confused with a lack of awareness and knowledge. This session will address this issue and provide materials and skills training to help local leaders move individual members and groups of members from inaction to action.

Presenter(s):
Bob Burke, NEA Midwest Region Campaign & Elections Organizational Specialist
Tom Ferris, Retired MEA Southern Zone Director

113-213  SB-CEU

Team Building Using True Colors

9 a.m.-12:15 p.m.

The keys to successful team building training will unlock the potential and release the power of your team. This easy to use, hard to forget approach will accelerate your learning and appreciation of valuable team building concepts. This training will provide the information and tools to produce high performance work teams that celebrate individual contributions, avoid or quickly resolve team stress and conflict, and achieve outstanding results.

Presenter(s):
Linda Myers, MEA PD/HR Consultant
Joyce Phelps, MEA PD/HR Consultant

114

Planning a PAC Drive

9-10:30 a.m.

In order to be successful in influencing policymakers at the local, state and national levels, an organization like MEA must have money. This is called Political Action Committee (PAC) money and it is used mainly to help elect pro-public education candidates to local, state and national offices. This session will help to explain to your members why PAC is so important. We will demonstrate ways for you to ask members for PAC money. You will be provided a step-by-step process of how to build your local MEA-PAC Program and how to plan your PAC drive. Most important, we will provide tips on how to make PAC fun and easy.

Also offered as Session 710.

Presenter(s):
Jo Bird, Retired, Substitute Teacher

115 

Legislative Update


9-10:30 a.m.

Budget cuts, MESSA attacks, bargaining rights, charter schools, retirement issues, employee rights, campaign finance, etc., are all topics of legislation affecting higher education, K-12 and Pre-K education. Meet with an MEA lobbyist for the current update on such issues.

Also offered as Session 615.

Presenter(s):

David Michelson, MEA Lobbyist

116-216  

Using Microsoft Publisher to Create an Electronic Newsletter

9 a.m.-12:15 p.m.

Keep your members informed with a camera-ready newsletter that can be added to your Web site. Create a newsletter using in-depth step-by-step tutorial guides and templates. Use Microsoft Publisher to add content to your newsletter using standard Microsoft commands and tools. If you have content, pictures, logos or other items you wish to use, bring them with you on a CD or thumb drive.

This session is limited to 14 participants.

Presenter(s):

Donette Ramey, MEA IT Programmer Analyst

117



Wage & Hour Laws – What They Require and How to Use Them to Fight Privatization

9-10:30 a.m.

State and federal wage and hour laws are extremely complicated and most employers are committing some type of violation. Learn the basics and examine options in the event your employer wants to privatize your job.

Presenter(s):

Rick Long, MEA Staff Attorney

118-218  

For Women Only—We're Just Going to Deal with It 1 (formerly known as BGP I—Put on Your Big Girl Panties and Deal with It!)

9 a.m.-12:15 p.m.

Do you hate to talk to your supervisor or superintendent about union issues? Are you worn out from trying to make everyone happy? Do you feel like your administrators talk down to you? Do you feel out of your league at the bargaining table? Being a woman advocate involves social expectations that need to be recognized and dealt with. Learn how to effectively represent your members and command respect. This session will cover power in communication, male/female interaction, verbal/nonverbal communication and how to be more assertive.

This session is limited to 50 participants.

Presenter(s):

Wendy Heinig, MEA UniServ Director
Rondy Murray, MEA UniServ Director
Kathy Oakes, MEA UniServ Director
Rulesha Payne, MEA UniServ Director
Tanya Pratt, MEA UniServ Director

119

Social Security—The "Second Leg" of the Retirement Stool

9-10:30 a.m.

Every paycheck reminds us we contribute to Social Security, but what do we get? Should we take it early or wait? What should our spouse do? Come to the MEA Financial Services session and learn about this important component of our retirement income. Discover strategies to maximize your benefit and improve your retirement.

Presenter(s):

MEA Financial Services Staff

120-220

Bargaining in the Brave New World

9 a.m.-12:15 p.m.

This year our bargainers have faced more new laws than ever before. This panel will focus on P.A. 54 and P.A. 100 through 103. Bargainers will describe the new laws, strategies and advice they have for local bargaining teams.

Also offered as Session 311-411 and 518-618.

Panel:

Helen Brish, MEA UniServ Director
Dan Hoekenga, MEA UniServ Director
Tonya Karpinski, MEA UniServ Director
Renee Szurna, MEA UniServ Director

121

Higher Ed for Your Head – Faculty

9-10:30 a.m.

Best practices are explored for rallying higher education faculty members in a call to action within our ever changing union environment. This is an "Ideation Session" so wear comfortable clothes and be prepared to win a prize in the following categories: 1. Craziest Hat. 2. Best Message on a Hat (must have a hat to qualify).

Presenter(s):

Kevin Karpinski, MEA UniServ Director
Melissa Sortman, MEA UniServ Director

123

Higher Ed for Your Head – ESP

9-10:30 a.m.

Best practices are explored for rallying higher education ESP members in a call to action within our ever changing union environment. This is an "Ideation Session" so wear comfortable clothes and be prepared to win a prize in the following categories: 1. Craziest Hat. 2. Best Message on a Hat (must have a hat to qualify).

Presenter(s):

Kevin Karpinski, MEA UniServ Director
Melissa Sortman, MEA UniServ Director

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can't make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you'll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

200 Sessions Thursday — 10:45 a.m.

201

Basic Training in Drafting Contract Language

10:45 a.m.-12:15 p.m.

The wording of contractual provisions is important because the provisions govern your working conditions. Contract language must be carefully drafted so as to convey the intent of the parties. Participants in this session will learn the basic rules of contract interpretation, do's and don'ts of language writing and tips for drafting clear and unambiguous language.

Also offered as Session 307.

Presenter(s):

Suzanne Clark, MEA UniServ Director

202

Preparation, Preparation, Preparation! Getting Prepared to Bargain Successfully

10:45 a.m.-12:15 p.m.

This session will provide tips to prepare bargaining teams and association members for successful negotiations.

This session is limited to 50 participants.

Presenter(s):

George Przygodski, MEA UniServ Director

205

An Offer They Can't Refuse

10:45 a.m.-12:15 p.m.

In the words of Vito Corleone, "I'm gonna make him an offer he can't refuse." This session is intended for beginning bargainers. Using clips of the 1972 classic film, the Godfather, we will review bargaining basics and strategies. Remember, "Power isn't everything...it's the only thing."

This session is limited to 50 participants.

Presenter(s):

Curt Lange, MEA UniServ Director

Jennifer Miller, MEA UniServ Director

206

Making the Most of MESSA— Questions to Ask the Competitor

10:45 a.m.-12:15 p.m.

When the employer, board attorney or benefit consultant tells you they have a plan just like MESSA, how can you be sure? This session is designed to provide you with questions to ask about the employer's plan, the services and the costs.

Presenter(s):

Julie Berryman Adams, MESSA Field Representative

Cal Mott, MEA UniServ Director

207

Indoor Environmental Quality: Every Breath You Take

10:45 a.m.-12:15 p.m.

Participants in this session will gain information on indoor Environmental Quality and its impact on students and

school employees. Learn how to conduct a school environmental walkthrough and what to do if a problem is discovered.

Presenter(s):

Jeff Condon, Adrian EA President

Mary Halley, MEA UniServ Director

208

K-12 School Finance

10:45 a.m.-12:15 p.m.

Participants will learn the K-12 school finance information needed to bargain over economic issues. This session is not useful for higher education members.

Also offered as Session 413.

Presenter(s):

Ruth Beier, MEA Economist

209

Using Web Technologies to Enhance Bargaining

10:45 a.m.-12:15 p.m.

Please join us to learn how to leverage the power of your web site, Social Networking Sites, On-line Surveys and Electronic Document Management Systems to enhance the way that you bargain.

This session is limited to 50 participants.

Also offered as Session 302.

Presenter(s):

Kyle Shumaker, The Shumaker Tech Group

210

Mediation Process

10:45 a.m.-12:15 p.m.

The mediation staff from the Michigan Bureau of Employment Relations (MERC) will provide a comprehensive outline of the mediation process provided by the bargaining law. Services provided by the state bureau: how a mediator is assigned; how mediation is initiated; when you should ask for mediation; the responsibility of the mediator; your responsibility to the mediator; mediation strategies; and tips from the mediation staff on how best to make mediation work for you.

Also offered as Session 419.

Presenter(s):

James Amar, MERC Mediator

Micki Czerniak, MERC Mediator

212 

The Formula on How to UNprivatize

10:45 a.m.-12:15 p.m.

Want to UNprivatize your units that have privatized? Then this session is for you. You will learn the process that Marquette units used in unprivatizing their ESP units.

Presenter(s):
Stuart Skauge, MEA UniServ Director

214 Michigan Public Schools Retirement System (MPSERS)

10:45 a.m.-12:15 p.m.

Is it ever too early to start thinking about retirement? Not anymore! This session will cover the retirement system for public school employees and provide participants with a thorough understanding of their pension benefits, including a review of the tax-deferred payment plan, service credit purchases, and health benefit package. Members will be provided with an overview of the MPSERS guidelines and be given the opportunity to ask pension related questions.

Also offered as Session 717.

Presenter(s):
Earl Eliason, Pre-Retirement Training Cadre
Mike Meldrum, Pre-Retirement Training Cadre

215 The Mackinac Center: Free Market Think Tank or Right Wing Propaganda Mill?

10:45 a.m.-12:15 p.m.

Founded in 1987 by then Senator John Engler and financed by the insurance industry, the Mackinac Center has grown to have a major voice in the formation of public policy in Michigan, and throughout the nation and world, thanks to its franchise operations. Learn about its contributors, its "research", and the major role it plays in promoting privatization and Right to Freeload (Work). And learn what you can do about it (which is plenty).

Presenter(s):
Greg Steimel, MEA Research Consultant

217

End Member Apathy—NOW!

10:45 a.m.-12:15 p.m.

Learn how to energize and engage your members using resources and ideas from MEA's Building Full Capacity Locals initiative. Topics to be covered will include how to engage your newer members, how to do a better job of communicating with members, how to get members politically active, etc. You'll learn how to secure funding to implement your ideas, how to get the training you need and how to access and use all of the resources available to local leaders. You'll come away from this session excited about strengthening your local and getting more of your members involved—**GUARANTEED!**

Also offered as Session 619.

Presenter(s):
Teri Battaglieri, BFCL Coordinator

219 

Hot Topics: An Update of Recent State and Federal Legislation

10:45 a.m.-12:15 p.m.

Public education and public employees are under attack at both the state and federal levels. This session will review new laws and amendments that affect public employment in education.

Also offered as Session 506.

Presenter(s):
Art Przybylowicz, MEA General Counsel

221

Choosing Our Candidates—The Screening & Recommendation Process

10:45 a.m.-12:15 p.m.

MEA's Screening and Recommendation procedure is a grassroots, sophisticated and interesting process. When combined with legislative councils, it can be an exciting and effective activity for politically involved members. Since every "educational decision" in Congress, the State Legislature, or the Local School Board is a "political decision," join us at

this session to truly influence the future of education in Michigan.

Also offered as Session 508.

Presenter(s):
David Michelson, MEA Lobbyist
Don Noble, MEA Campaign Consultant

223

Bargaining Value-Based Health Benefits

10:45 a.m.-12:15 p.m.

Learn how to advocate for health benefits that are affordable and will add value to the health care equation and provide the type(s) of coverage today's members need.

Presenter(s):
Carol Barrett, MESSA Field Representative
Craig Culver, MEA Insurance Strategy and Development Consultant
Arch Lewis, Staff Retirement Plan Administrator
Grace Romzick, MESSA Field Representative

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can't make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you'll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

300 Sessions — Thursday 2 p.m.

301-401

Organizing 501 for Higher Education

2-5:15 p.m.

Graduate level course for higher education organizing. Learn advanced organizing skills for the purpose of recruiting and organizing faculty and employee groups at higher education institutions in Michigan. Have you identified a group that would be good to organize? Are you interested in helping to form an organizing team? Would you like to know what the process is? Come to this session and leave with the tools and a strategy for organizing in Colleges and Universities!

Presenter(s):

Kevin Karpinski, MEA UniServ Director

302

Using Web Technologies to Enhance Bargaining

2-3:30 p.m.

This session is limited to 50 participants.

See Session 209 for description.

303

MEA Advantage: What Do I Get for My Dues Dollars?

2-3:30 p.m.

This session will help you answer that question for all your members. We will help you develop a strategy to energize your members—both new and seasoned. Come to this session to get ideas and materials you can take back home and increase member satisfaction.

Presenter(s):

Nancy Knight, MEA Statewide Anti-Privatization Organizing Consultant

305

Making the Most of MESSA—Resources for Addressing Bargaining Issues

2-3:30 p.m.

Bargaining benefits for your members can be frustrating at times. This session is designed to acquaint you with the human and material resources available at MEA and MESSA to help you: pull together the MESSA package that fits your members' needs; seek out the information you need to prepare for bargaining benefits; and strategize ways to handle competitors, mediators and fact-finders.

Presenter(s):

Barb Frisk, MESSA Field Representative

306-406

Don't Negotiate Until You Are Ready—The ABCs for the Chief Spokesperson

2-5:15 p.m.

This session is designed to give the chief spokesperson an overview of the duties, legal information and organization needed to prepare for bargaining.

Presenter(s):

Cyndi Austin, MEA UniServ Director
Aaron Sheposh, MEA UniServ Director

307

Basic Training in Drafting Contract Language

2-3:30 p.m.

See Session 201 for description.

308

Bargaining Privacy: Personnel Files and FOIA

2-3:30 p.m.

This session will focus on personnel files, Freedom of Information Act and the Family Education and Right to Privacy Act. We will discuss the Bullard Plawewski Right-to-Know Act, files kept by principals, disciplinary reports, what information can be obtained via FOIA requests or PERA requests, student information accessible under FERPA and provide practical bargaining tips.

Presenter(s):

Michelle Pollok, MEA UniServ Director

309 

Are They Reading Your Newsletter? Your E-mails? Your Web Site?

2-3:30 p.m.

The real test of effective member communication is whether or not your members—and that means all members from the newbies to the seasoned—are reading it. Come discover the secrets that can make your newsletter, your e-mail, your Web site or your blog so compelling that none of your members will be able to tear themselves away. Bring along samples of your member communications and news you want to use and we'll show you how to get it read!

Presenter(s):

Doug Pratt, MEA Director of Public Affairs

310-410

Insurance Bargaining

2-5:15 p.m.

How do you best go about preparing and presenting your insurance proposals? This session will cover strategies to best leverage your proposals for success.

Presenter(s):

Craig Culver, MEA Insurance Strategy and Development Consultant


311-411

Bargaining in the Brave New World

2-5:15 p.m.

See Session 120-220 for description.

Also offered as Session 120-220 and 518-618.

312-412  

Family-School-Community Partnerships (FSCP)

2-5:15 p.m.

The Family-School-Community Partnership (FSCP) training and resources will generate energy, expand the foundation, increase the knowledge and skills to support Association leaders/members to intensify partnerships with families and communities in schools that serve low-income children.

Presenter(s):

Connie Boylan, MEA/NEA Director
Joyce Phelps, MEA PD/HR Consultant

313

Campaign 2012

2-3:30 p.m.

Redistricting has occurred and Michigan is targeted as a pivotal state for the November 2012 election due to Debbie Stabenow's reelection to the U.S. Senate and the Presidential race. Because of redistricting, Michigan's fourteen Congressional Seats will be contested and all Districts in the Michigan State House will be on the ballot. We will get an idea of how redistricting may have changed the make-up of each district. Come and learn the strategies that are being planned for and by MEA for success in November. MEA member involvement in campaigns helps to shape our future and the future of public education in Michigan.

Also offered as Session 709.

Presenter(s):

Bob Burke, NEA Midwest Region
Campaign & Elections Organizational Specialist
Don Noble, MEA Campaign Consultant

314

Court Cases Updates

2-3:30 p.m.

This session will cover the annual update on major court cases on a variety of school and bargaining-related issues impacting you and your members.

Presenter(s):

Rick Long, MEA Staff Attorney

315  

Introduction of MEA's New On-Line Professional Development



2-3:30 p.m.

This session will serve as an introduction to and demonstration of MEA's new on-line professional development program. This will be a "one-stop" access to quality, on-line educational professional development offered in a variety of formats. We will provide both self-paced and instructor-led courses on many different educational related topics. In addition, on-line courses related to computers and technology, personal development and professional development will be provided. Graduate credit and SB-CEUs will be awarded for select courses.

Also offered as Session 715.

Presenter(s):

Tim Brannan, Instructional Technology Services, Inc. President
Frank Ciloski, MEA PD/HR Consultant
Linda Myers, MEA PD/HR Consultant

316-416  

Advanced Microsoft PowerPoint—Advanced Techniques in PowerPoint

2-5:15 p.m.

Learn how to use slide transitions to add movement to slides, hover over an image and automatically go to another slide, Web site or document; insert Excel charts instead of listing bullet points; add custom animation to text, shapes and graphics and install the YouTube video add-in for PowerPoint and add a YouTube video to a presentation. Create a custom photo album and save it as a screen saver to your desktop. If you have content, pictures, logos or other items you wish to use, bring them with you on a CD or thumb drive.

This session is limited to 14 participants.

Presenter(s):

Donette Ramey, MEA IT Programmer Analyst

317

Every Day is Saturday

2-3:30 p.m.

As an MEA-Retired member you have many opportunities to remain active. Learn from those who are living every Saturday daily how retirement can work for you. Also Branko Bojicic from Blue Cross Blue Shield will explain the retiree health care program.

Presenter(s):

Branko Bojicic, BCBSM Manager of Key State Accounts
Judy Foster, Retired MEA Member
Harvey Miller, Retired MEA Member
Dan Rudd, Retired MEA Member

318

30 Years is a Long Time! Creative Strategies for Improving Your Retirement Outcome

2-3:30 p.m.

30 years, 10,954 days or 262,896 hours— anyway you figure it, the average retirement can last a long time. Time that should be stress free! Come to the MEA Financial Services session and learn what new programs and strategies are available to help reduce the uncertainty and risk to your retirement savings. Learn also about the recent changes affecting MPSERS and what bargaining strategies may be used to help you make your retirement a better one.

Presenter(s):

MEA Financial Services Staff

319

Bargaining Protections in Giving Medication

2-3:30 p.m.

Non-medical school personnel are increasingly being asked to dispense medication and perform some medical procedures. Learn what the law permits non-medical employees to do, and what it prohibits. Topics such as student inhaler use, providing CPR to students, delegation of medical procedures to non-medical

school employees, as well as the training, supervision and oversight of such employees will be addressed. This session will also provide helpful tips on how to bargain protections for members assigned these duties.

This session is limited to 50 participants.

Presenter(s):

Michael Shoudy, White, Schneider, Young & Chiodini, PC Attorney
Melanie Waltz, MEA UniServ Director

320-420

Association Representatives—The Face of the Union

2-5:15 p.m.

Association representatives (ARs) are often a member's first (and only) contact with their union. That being the case, it is critical for a local association to have well-trained, knowledgeable, confident ARs who know how to creatively solve problems and get things done. This high-powered training is guaranteed to give you the knowledge and skills you need to confidently and enthusiastically advocate for members in today's climate. You'll leave this session filled with ideas and energy, plus the tools you'll need to give your members the top-notch service they deserve.

Presenter(s):

Teri Battaglieri, BFCL Coordinator
Arch Lewis, Staff Retirement Plan Administrator

321

Fact-finding

2-3:30 p.m.

Fact-finding is a part of the bargaining process but is often misunderstood. Learn what the fact-finding process entails, what it means, when to go to fact-finding, and when not to. Learn how to line up your issues strategically to maximize your chances of a positive result. This session will include a presentation from MEA Research summarizing and analyzing fact-finding awards for the past five years.

Also offered as Session 513.

Presenter(s):

Renaye Baker, MEA UniServ Director
Bill Kuiper, MEA UniServ Director
Greg Steimel, MEA Research Consultant

323

2012 MERC Update

2-3:30 p.m.

This session will discuss the recent legislative changes made by the Republicans to the Public Employment Relations Act, including changes impacting salary and benefits after a collective bargaining agreement expires and the many new prohibited topics of bargaining. Highlights of recent MERC and court decisions interpreting PERA will also be discussed.

Also offered as Session 510.

Presenter(s):

Doug Wilcox, MEA Staff Attorney

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can't make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you'll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

400 Sessions —Thursday 3:45

402 SB-CEU

Safe & Supportive Working Environments

3:45-5:15 p.m.

Safe working environments are a must for all school employees. Some employees enter the school building worried about harassment from students and colleagues because of their sexual orientation or gender identity. Come to this session and learn about how to create a safe working environment and protect the rights of our gay, lesbian, bisexual and transgender (GLBT) union members. This session will include ideas for contract language to protect GLBT employees, ways to make them feel safer in school, the legal issues surrounding GLBT employees and offer participants resources they can take back with them to help create safe working environments for all employees and students.

Presenter(s):

Frank Burger, Carman-Ainsworth EA President
Jay Kaplan, ACLU of Michigan Staff Attorney

403 SB-CEU

Conflict Management

3:45-5:15 p.m.

Participants will learn strategies for effectively handling conflict, and will assess their own conflict management style using the Thomas Kilmann Conflict Mode Instrument.

Presenter(s):

Tara Wilbur, MEA UniServ Director

405

Making the Most of MESSA—Thinking of Joining the MESSA Family?

3:45-5:15 p.m.

Are you a leader or bargainer that is interested in returning to MESSA or becoming part of the MESSA family for the first time? This session will provide detailed information about MESSA plans, services and our business models. It will answer your questions about MESSA

benefits so you can separate the myths from reality and work toward bargaining for your members the health plan that MEA started over 50 years ago.

Presenter(s):
Helen Brish, MEA UniServ Director
Cynthia Coleman, MESSA Field Representative
Mark Hoffman, Trenton EA President

407

Bargaining Calendar – Time is \$

3:45-5:15 p.m.

When it comes to bargaining calendar, time is money! This session will cover:

- Importance of calendar,
- General calendar issues,
- Bargaining common calendar with the ISD,
- What does the state require?

Presenter(s):
Jonathon Fielbrandt, Warren EA President
Jennifer Miller, MEA UniServ Director

408

Teacher Evaluation: Addressing Recent Changes in the Law

3:45-5:15 p.m.

The focus of this session will be on advocating for quality teacher evaluation while addressing the recent changes in law.

Also offered as Session 515.

Presenter(s):
Frank Ciloski, MEA PD/HR Consultant

409

Higher Education Financial Analysis

3:45-5:15 p.m.

This session will show you the money! It will cover the analysis of community colleges and universities using audited financial statements, using the audits from your institution. It will help you discover unrestricted funds, those that the board can spend any way it wants, for bargaining wages and benefits.

Presenter(s):
Greg Steimel, MEA Research Consultant

413

K-12 Finance

3:45-5:15 p.m.

See Session 208 for description.

414

Chat with a Lobbyist: Politics...the Rest of the Story!

3:45-5:15 p.m.

This is your chance to participate in an interesting session to get background information on current legislation, educational issues, future ballot issues, and election politics straight talk only heard by an MEA lobbyist's ears! This INFORMAL GROUP SESSION will whet the appetite of any MEA political junkie or pundit. Join us – experience “real politics” the way we see and hear it at the Michigan Capitol. This session will provide valuable information as you discuss MEA legislative programs and goals with your members and legislators. Remember, all decisions affecting public education are political decisions.

This session is limited to 30 participants.

Also offered as Session 714.

Presenter(s):
David Michelson, MEA Lobbyist

415

MEA Budget Input

3:45-5:15 p.m.

An explanation of the proposed 2011-12 MEA Budget with an opportunity for input/questions/discussion.

Presenter(s):
Rick Trainor, MEA Secretary Treasurer

417

Social Networking 101

3:45-5:15 p.m.

Many of your members have already taken the leap into Facebook, Twitter, YouTube, blogs and texting. Come find out what all the excitement is about. This is a basic session, explaining social networking opportunities. If you're ready to shake up your communications, be here.

Presenter(s):
Julielyn Gibbons, i3 Strategies Partner

418

School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment

3:45-5:15 p.m.

The internet and on-line communications are staples of our daily lives. EA and ESP leaders use e-mail for communicating with their members and each other believing that those communications are confidential. Nearly all teachers and many other school employees use on-line communications in keeping parents updated on the progress of their children. However, like many great inventions, these important communications tools may become traps for the unwary. This session will look at the protections that school employees have under the First Amendment to the United States Constitution and other laws when using e-mail and on-line sites and will provide guidance on how to use these tools without creating employment problems.

Also offered as Session 718.

Presenter(s):
Art Przybylowicz, MEA General Counsel

419

Mediation Process

3:45-5:15 p.m.

See Session 210 for description.

421

Right to Work—FOR LESS

3:45-5:15 p.m.

Out-of-state forces are advocating for so-called “Right to Work” initiatives/policies here in Michigan in order to weaken the unions. We must educate our members and the public about this dangerous idea that has nothing to do with anyone's right to have a job—it has everything to do with requiring everyone to pay their fair share and allowing unions to continue representing and protecting working Americans. Learn what you can do to keep this deceptive scheme from becoming law in Michigan.

Presenter(s):
Doug Pratt, MEA Director of Public Affairs

423

KEYS 2.0 – How School Employees Work to Improve Skills

3:45-5:15 p.m.

KEYS 2.0 is a comprehensive, research-based, and data driven continuous school improvement program grounded on 42 indicators of School Quality that are clustered around six “Keys.” At the heart of the NEA’s KEYS program is a survey that gathers the perception from all school stakeholders on how their school stacks up against every indicator in each “Key” area. KEYS 2.0 gives you the information to make changes where they are needed in your school. The KEYS process is free to MEA locals.

Presenter(s):

Linda Myers, MEA PD/HR Consultant
Kathy Oakes, MEA UniServ Director

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can’t make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you’ll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

500 Sessions —Friday 9 a.m.

501

Making the Most of MESSA—How to Work the Numbers

9-10:30 a.m.

See Session 105 for description.

502


Engaging Your Membership

9-10:30 a.m.

In these critical bargaining times, it is even more important to have ALL of your members engaged in their local. Get ideas on how to manage your membership, assess member strengths and move them into local activities.

Presenter(s):

Marcy Felegy, MEA UniServ Director
Melissa Sortman, MEA UniServ Director

503-603 

Job Embedded Professional Development

9 a.m.-12:15 p.m.

This session will provide examples and ideas of how to incorporate high quality professional development during the work day.

This session is limited to 50 participants.

Presenter(s):

Jonathan Harmon, MEA UniServ Director
David Hornak, Holt Public Schools
Principal

505 

Higher Ed ESP Forum

9-10:30 a.m.

Round table discussion of current issues facing ESP members at higher education institutions. Topics will include bargaining updates, contract language sharing, benefit comparisons and other issues.

This session is limited to 50 participants.

Presenter(s):

Pam DeGryse, Maury Koffman, Susan Russell, Cynthia Schneider, Leo Sell, Gloria Wagener—Local Leaders

506 

Hot Topics: An Update of Recent State and Federal Legislation

9-10:30 a.m.

See Session 219 for description.

507-607 

Implementation of Common Core Standards and ESEA Flexibility

9 a.m.-12:15 p.m.

This session will provide strategies and requirements for implementing the newly developed common core standards and the implementation of waivers under the flexibility of the Elementary and Secondary Education Act (ESEA) designed to improve academic achievement and to increase the quality of instruction.

Presenter(s):

MDE Staff

508

Choosing Our Candidates—The Screening and Recommendation Process

9-10:30 a.m.

See Session 221 for description.

509 

Reauthorization of ESEA/NCLB

9-10:30 a.m.

We are looking at changes to ESEA/NCLB through the reauthorization process. You will learn where Congress is in the reauthorization process and how you can work with your Congress person to make positive changes to the Act. We will learn if states will receive additional funding for implementing NCLB programs.

Presenter(s):

NEA Staff

510 

2012 MERC Update

9-10:30 a.m.

See Session 323 for description.

511 SB-CEU**National Board Certification: The Ultimate Merit Pay**

9-10:30 a.m.

This workshop is designed to inform union leaders, negotiators and interested teachers of the advantages of National Board Certification (NBC). You will be given information to help you know the basics about NBC through the National Board of Professional Teaching Standards. We will also discuss "Take One" as a staff development opportunity for an individual or school. Further you will learn what some districts around the state have done to the extent of contract negotiations around NBC. You will leave with prototype language to use as a guide in contract negotiations.

Presenter(s):

Jan Parady, National Board Certification Facilitator

512-612 **Nuts and Bolts About Anti-Privatization**

9 a.m.-12:15 p.m.

What to do when it looks like a duck, smells like a duck and privatization looms. This session will show you how to develop a plan of action to ward off privatization. You will be provided with pro-active tips to avoid getting to that point.

This session is limited to 50 participants.

Presenter(s):

Troy Beasley, Connie Boylan, Percy Brown, Frank Burger, Drew Campbell, Roy Freeman, Lee Maxwell, Mike Ryan—Statewide Anti-Privatization Committee

513**Fact-finding**

9-10:30 a.m.

See Session 321 for description.

514-614**Elect Your Employer and What to Do after You Elect Them**

9 a.m.-12:15 p.m.

All politics is local. There is no more important elected official in the lives of MEA members than your local school


board member. Every year, members have a chance to elect individuals who have a direct impact on local education policy. This session is designed to help members to identify potential candidates, analyze election data and run a successful campaign. Local associations do an excellent job in campaigning and electing school board candidates. However, once they are elected, we seem to forget them. This session will provide ideas on keeping in constant contact with the person elected and informing him/her about your issues and the impact on the school district. Most often the local superintendent has daily contact with the board, while those who elect them seem to forget who they elected. This session will provide ideas of how to avoid this trap.

Presenter(s):

Jennifer Miller, MEA UniServ Director
Steve Smith, MEA UniServ Director**515 SB-CEU****Teacher Evaluation: Addressing Recent Changes in the Law**

9-10:30 a.m.

See Session 408 for description.


516-616 SB-CEU **For Women Only—We're Just Going to Deal with It 2** (formerly known as BGP II-Put on Your Big Girl Panties and Deal with It!)

9 a.m.-12:15 p.m.

If you liked For Women Only—We're Just Going to Deal with It 1 (formerly BGP I-Put on Your Big Girl Panties and Deal with It!), then you will love the sequel. For Women Only—We're Just Going to Deal with It 2 will focus on women-to-women interactions, handling conflict in the bargaining arena and as an association representative exploring what we can do to reduce our stressors and frustrations.

This session is limited to 50 participants.

Presenter(s):

Wendy Heinig, MEA UniServ Director
Rondy Murray, MEA UniServ Director
Kathy Oakes, MEA UniServ Director
Rulesha Payne, MEA UniServ Director
Tanya Pratt, MEA UniServ Director**517-617 SB-CEU** **The Art of the Sound Bite**

9 a.m.-12:15 p.m.

See Session 111-211 for description.

518-618**Bargaining in the Brave New World**

9 a.m.-12:15 p.m.

See Session 120-220 for description.

Also offered as Session 120-220 and 311-411.


519 SB-CEU**Back to the Future**

9-10:30 a.m.

Student teachers and first-time teachers are facing challenges most of us didn't face when we first chose teaching as a career. They are entering the profession with larger class sizes, unprecedented public attacks and shrinking compensation. This session will help you learn how to engage and support them, introduce them to our profession and help them see how the profession supports their efforts to change the world one child at a time.

Presenter(s):

Christina Canfield, SMEA Staff Liaison

520-620 SB-CEU **Using Social Media to Enhance Your Member Communications**

9 a.m.-12:15 p.m.

Your members are using Facebook, Twitter and YouTube to create their social networks, but how do you use those tools to more effectively communicate with them about your local association. Join the conversation and find out how to make social media strategic part of your member communications. Harness its power to engage and inform your members.

This is a hands-on session with a limited enrollment of 14 attendees.

Presenter(s):

Julielyn Gibbons, i3 Strategies Partner

**Taking the Road Less Stressed...
America's Funniest Stressbuster**

9-10:30 a.m.

Feeling stressed? Needing a good laugh? In our frenzied world, we need to be reminded of the importance of managing our stress, keeping our sense of humor and taking care of our health. In this fun, lively and informative session, participants learn about the causes and effects of stress and how to manage. With this energetic, upbeat presentation, you'll laugh while you learn without straining your brain. It's "humor-with-a-message" at its funniest!

Also offered as Session 621.

Presenter(s):

Kay Frances, Author and Humorist

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can't make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you'll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

600 Sessions — Friday 10:45 a.m.**601****More True Tales from Higher Ed Bargaining**

10:45 a.m.-12:15 p.m.

This session will include a panel consisting of members from various higher education faculty and support staff negotiating teams. The panel will discuss their experiences at the negotiating table.

Presenter(s):

Michelle Pollok, MEA UniServ Director

602**Expedited Bargaining**

10:45 a.m.-12:15 p.m.

In this session you will learn when to use expedited bargaining, how to make it successful and when not to use it. You will add another tool to your bargaining repertoire.

Presenter(s):

Marcy Felegy, MEA UniServ Director

Nancy Koziol, MEA UniServ Director

605**Making the Most of MESSA—
Communication during Uncertain
Times**

10:45 a.m.-12:15 p.m.

Benefits for educational personnel and MESSA are under attack by various groups and individuals. This session is designed to provide you with practical information concerning strategies and resources for dealing with internal and external assaults on benefits. Whether you are defending benefit decisions at a general membership meeting or trying to respond to the local media—this session will help you create a communication response campaign that fits your association's needs.

Presenter(s):

Matt Nyquist, MESSA Field Representative

Karen Schulz, MESSA Communications Consultant

**The MEA Web-Based Professional
Development Program**

10:45 a.m.-12:15 p.m.

We will provide information and demonstrate the newly developed web-based Professional Development Program.

Presenter(s):

Frank Ciloski, MEA PD/HR Consultant

Linda Myers, MEA PD/HR Consultant

608 **Talk Back**

10:45 a.m.-12:15 p.m.

You've got a voice—now find out how to use it effectively in letters to the editor, blogs and news stories. This session will walk you through the do's and don'ts of opinion writing so your views will be printed and read by others sharing your same ideas and concerns. This will be a hands-on session so come prepared to get your thoughts written down and have your voice heard.

Also offered as Session 702.

Presenter(s):

Thomas Morgan, Byrum & Fisk advocacy Communications

609**The Matrix: Make the Salary
Schedule Work for Our Members**

10:45 a.m.-12:15 p.m.

This session is limited to 50 participants.

See Session 107 for description.

610**Party! Party! Party!**

10:45 a.m.-12:15 p.m.

To elect a "public education majority" MEA needs you to set the agenda in the Democratic and Republican political parties. Join this training and learn how you can help frame the debate. This is an opportunity for newer members to become more involved in the political process.

Presenter(s):

Don Tilley, Democratic Educators' Caucus Chair

Doug Thering, Republican Educators' Caucus Chair

611

When the Numbers Don't Add Up

10:45 a.m.-12:15 p.m.

Good bargaining requires good preparation—and a thorough review of the employer's finances. It is easier and more effective than you think. Practitioners will show you actual examples and teach you how you can do your own.

Also offered as Session 711.

Presenter(s):

Paul Ciske, MEA Financial SNAP/Mio Ausable EA Member

Dave VanZile, MEA Financial SNAP/Carman-Ainsworth EA Member

Tara Wilbur, MEA UniServ Director

613

Facing Imposition?

10:45 a.m.-12:15 p.m.

When facing a potential imposition during bargaining, there are many things to consider. This session will cover the bargaining and legal implications involved.

Presenter(s):

Krista Abbott, MEA UniServ Director

Craig Culver, MEA Insurance Strategy and Development Consultant

615 

Legislative Update

10:45 a.m.-12:15 p.m.

See Session 115 for description.

619

End Member Apathy—NOW!

10:45 a.m.-12:15 p.m.

See Session 217 for description.

621  

Taking the Road Less Stressed... America's Funniest Stressbuster

10:45 a.m.-12:15 p.m.

See Session 521 for description.

MESSA Information Center

Struggling with bargaining benefits or benefit issues? Get the information you need.

Center Hours:

Thursday—8 a.m. - 3:45 p.m.

Friday—8 a.m. - 2 p.m.

Do you want to know more about what really makes MESSA different from the crowd? Can't make it to a MESSA session, but you have strategy questions you want answered? Do you need materials to share with your members? Get the help you need at the MESSA Information Center. MESSA Field Representatives will be available to help you get answers to your questions and suggest materials you can use.

The MESSA Information Center provides a forum that offers an informal opportunity to visit with MESSA staff. Whether you are struggling with member issues or preparing for bargaining, you'll get answers from the experts.

We look forward to seeing you!

Hosted by MESSA Field Representatives

702  

Talk Back

2-3:30 p.m.

See Session 608 for description.

703 

Preparing for a Crisis: The CMU Story

2-3:30 p.m.

Steps to follow in preparing for a crisis/job action. Hear the CMU story and how they went about preparing for the crisis prior to the start of classes.

Presenter(s):

Liz Berndt-Morris, CMU Faculty Association Crisis Chair

Pat Bolen, MEA UniServ Director

Laura Frey, CMU Faculty Association President

Bill Kuiper, MEA UniServ Director

Ron Parkinson, MEA UniServ Director

705

Making the Most of MESSA—Health Promotion is Important to You and the Employer

2-3:30 p.m.

MESSA promoted wellness long before it was a buzzword in the health industry. This session will provide you with practical information on what MESSA offers individuals and groups in terms of health promotion. This is an opportunity to get information and materials on this important topic that you can utilize with your members and at the bargaining table. It will show how MESSA wellness can benefit both the employee and the employer.

Presenter(s):

Mona Tropf, MESSA Health Promotion Consultant

700 Sessions — Friday 2 p.m.

701

Q & A with Senator Stabenow

2-3:30 p.m.

Ever had the chance to talk face-to-face with a U.S. Senator? This session will provide you with such an opportunity. You will be able to ask about issues directly and how we as educators can help push a pro-public education agenda on the federal level. You will also have an opportunity to have your picture taken with Senator Stabenow.

Presenter(s):

Senator Debbie Stabenow

706 

Engaging Members in Crisis Activities

2-3:30 p.m.

We are living in tough times and along with that bargaining is also tough. Therefore, it is very important to engage ALL members in Local Association crisis activities. This session will give you ideas and possible activities to help bring your members together. Such activities may include writing and publishing a crisis newsletter; food committee for meetings and activities; designing a crisis t-shirt; and preparing signs, flyers and press releases for local news outlets.

Presenter(s):
Suzanne Clark, MEA UniServ Director

708

Recruiting for Vacant 3-1(g) Seats

2-3:30 p.m.

This session will provide training for any member holding a Representative of Minority 3-1(g) MEA or NEA RA delegate seat. In addition, any leader who has an affiliate that holds a 3-1(g) seat may also attend to learn the importance and purpose of 3-1(g) seats. Participants will be provided key recruitment strategies, become knowledgeable about the responsibilities and obtain a better understanding of the accountability related to holding such a seat. Come learn the history and leave with a better understanding, plus helpful strategies to recruit future 3-1(g) seat holders.

This session is limited to 50 participants.

Presenter(s):
Joyce Phelps, MEA PD/HR Consultant

709

Campaign 2012

2-3:30 p.m.

See Session 313 for description.

710

Planning a PAC Drive

2-3:30 p.m.

See Session 114 for description.

711

When the Numbers Don't Add Up

2-3:30 p.m.

See Session 611 for description.

714

Chat with a Lobbyist: Politics...the Rest of the Story!

2-3:30 p.m.

This session is limited to 30 participants.

See Session 414 for description.

715  

Introduction of MEA's New On-Line Professional Development

2-3:30 p.m.

See Session 315 for description.

717

Michigan Public Schools Retirement System (MPSERS)

2-3:30 p.m.

See Session 214 for Description

718  

School Employees Gone Wild: The Internet, Social Networking Sites, E-mail, and the First Amendment

2-3:30 p.m.

See Session 418 for Description.

MEA 2012 Conferences

ESP Statewide Conference

March 16-17, 2012

Somerset Inn, Troy

Individual workshop sessions structured to meet both the generic and specific needs of all support staff.

Student MEA Conference

March 17, 2012

MEA Headquarters, East Lansing

A variety of sessions that enhance the ability of teachers-in-training to become effective educators.

Minority & Women's Involvement Program

April 14, 2012

MEA Headquarters, East Lansing

Designed to increase the participation of women and minorities at all levels of the MEA.

Summer Leadership Conference

July 31-August 2, 2012

Saginaw Valley State University

Provides valuable skills and resources for local presidents, leaders and members in leadership positions at the local, state and national levels.

Social Justice Institute

August 17, 2012

MEA Headquarters, East Lansing

The institute addresses social justice and human rights issues that affect student learning.

Long Range Bargaining Committee

Richard Fink, Region 9, Chair

Bob Cameron, Region 16, Vice Chair

Connie Boylan, Liaison, NEA Director

Melissa Clapper, Region 5

John Duffy, Region 6

Gerry Faye, Region 7

Pam Faunce, Region 3

Don Harris, Region 2

David Hockaday, Region 8

Millie Lambert, Region 5

Cathy Murray, Region 6

Ana Sanchez, Region 7

Don Tilley, Leg. Commission Chair, Region 12

Mike Zimmerman, Liaison, MABO Chair, Region 15

Jim Munroe, MEA Staff Liaison

Communications Committee

Cynthia Schneider, Region 8, Chair

Bill Triolet, Region 2, Vice Chair

Julie Brill, Region 9

Ed Bryant, Region 8

Brian Byars, Region 8

Linda Foster, Region 10

Troy Hayes, Region 6

Ed Hummel, Region 13

Jennifer Jones, Region 9

Dawn Levey, Region 8

Chandra Madafferi, Region 7

Carol Niemann, Region 4

Seth Petty, Region 3

Cynthia Pierce, Region 9

Heidi Posh, Region 7

Jack Schneider, MEA Retired

Mary Ston, MAHE-Region 7

Michael Swope, Region 2

Doug Pratt, MEA Staff Liaison

Staff Bargaining Strategy and Implementation Team

Cyndi Austin, UniServ Director

Evelyn Baran, UniServ Director

Patrick Bolen, UniServ Director

Barb Cameron, UniServ Director

Christina Canfield, Special Assignment

Suzanne Clark, UniServ Director

Cheryll Conklin, Central Zone Field Services Director

Craig Culver, Special Assignment

Gretchen Dziadosz, Director of Field Services

Dan Hoekenga, UniServ Director

Tonya Karpinski, UniServ Director

Nancy Knight, UniServ Director

Bill Kuiper, UniServ Director

Diane Langan, UniServ Director

Robin Langley, Southern Zone Field Services Director

Rick Long, Staff Attorney

Jim Munroe, Eastern Zone Field Services Director

Frank Musto, MESSA Field Services Director

Linda Myers, PD/HR Consultant

June Pettyplace, UniServ Director

George Przygodski, UniServ Director

Dave Stafford, Lobbyist

Gil Suzor, UniServ Director

Renee Szurna, Special Assignment

Yvonne Williams, Northern Zone Field Services Director

Ross Wilson, Interim Executive Director MEA-FS

Conference Staff

Teri Battaglieri, BFCL Coordinator

Rosemary Carey, MEA Staff

Gretchen Dziadosz, MEA Director of Field Services

Linda Myers, MEA Staff

Chris Piggott, Conference Coordinator

Doug Pratt, MEA Director of Public Affairs

Carol Price, Registration Coordinator

MEA

Michigan Education Association

P.O. Box 2573, East Lansing, MI 48826-2573

517-332-6551 or 800-292-1934

www.mea.org

Steven B. Cook, President • Nancy L. Strachan, Vice President • Richard S. Trainor, Secretary-Treasurer • Lu Battaglieri, Executive Director

The mission of the MEA is to ensure that the education of our students and the working environments of our members are of the highest quality.

