

# ospra

Oregon School Public Relations Association

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**WSPRA**  
WASHINGTON SCHOOL  
PUBLIC RELATIONS  
ASSOCIATION

# Maximize Your Communication Resources!

*present:*

**Annual Early Spring Workshop**  
Friday, Feb. 17, 2012 • ESD 112  
2500 N.E. 65th Ave. • Vancouver, WA

**Thursday, Feb. 16 • 6:30 p.m.**

**Pre-Workshop Social: Tommy O's Bistro • 801 Washington St., Vancouver**  
*Mix and mingle with colleagues in the Pacific Rim spirit! Appetizers provided.*

**Friday, Feb. 17**

- 7:45 a.m. — Registration and continental breakfast opens
- 8:15 a.m. — Welcome and Introductions
- 8:30 a.m. — *Crank Up Your Impact: Design for maximum communication punch!*



Fliers, newsletters, websites, invitations, scorecards—oh my! If you often find yourself the district's default graphic designer, don't miss this session. Learn the basic dos and don'ts of designing, translate those principles to print and online production, and *bring your own work projects* to evaluate and rejuvenate alongside a pro.

"Purveyor of sensible design" Mark Graybill will lead the session. An instructor in Communication Design at Pacific Northwest College of Art, he has designed high-end hotel websites, brochures for nonprofits, branding identities for business networks, and much more. He believes that design is as good as its ability to cut through the clutter of the marketplace.

- Noon — Lunch (provided) and chapter updates
- 1 p.m. — *Crank Up Your Impact: Empower your best ambassadors (employees)!*
  - Panel one: Walk away with a powerful example and mini-training to conduct a communication-ambassador training workshop for all employees
  - Panel two: Tips and samples to produce a compelling, informational, motivating employee newsletter
- 3 p.m. — Wrap up, evaluation, goodbye

REGISTRATION	OSPRA/WSPRA member	Non-member
Pre-registration/RSVP fee*:	\$60	\$80
Late registration fee:	\$80	\$100
Annual OSPRA membership: \$75 • Annual WSPRA membership: \$70		
<i>*Please register/RSVP by Feb. 10 to ensure accurate catering and materials counts</i>		

NAME: \_\_\_\_\_ ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**OSPRA members:** Mail this registration form with a check payable to OSPRA to treasurer Julianne Repman, Bend-LaPine School District, 520 N.W. Wall, Bend, OR 97701.

**WSPRA members:** Mail this registration form with a check payable to WSPRA (sorry, we cannot process POs) to WSPRA, 4616 25th Ave. N.E., PMB 415, Seattle, WA 98105. Please also RSVP to lorraine.cooper@ksd.org or 509-222-7424. To pay by credit card, email all of the above information to lorraine.cooper@ksd.org. You'll receive a request for payment from PayPal (note: there's an extra \$3 charge to cover the PayPal fees).

**Many thanks to Educational Service District 112 for hosting!**

2500 N.E. 65th Ave., Vancouver, WA 98661 • (360) 750-7500

**From I-5:** Take exit 1D for 4th Plain Boulevard. Turn east onto East 4th Plain Boulevard (a left if are coming from the north; a right if you are coming from the south). Turn right onto Northeast 65th Avenue. The ESD will be on the right.

**From I-84 westbound:** Take exit 9, keep right at the fork to merge onto I-205 north. Take exit 27. Continue on ramp to merge onto WA-14 west. Take exit 3 to merge onto East Evergreen Boulevard. Turn right onto South Andresen Road. Turn left onto Northeast 18th Street. Take the first right onto Northeast 65th Avenue. The ESD is on the left.

Rooms have been reserved at a \$108 discounted rate at Heathman Lodge, 7801 N.E. Greenwood Dr., Vancouver. **You must book by Jan. 26.** Mention WSPRA when you call 360-254-3100 or use Group Promo Code "WSPRA" at [www.heathmanlodge.com](http://www.heathmanlodge.com).

**Questions?**

- **OSPRA President Mark Skolnick: [mksolnic@mesd.k12.or.us](mailto:mksolnic@mesd.k12.or.us)**
- **WSPRA President Willie Painter: [wpainter@fpschools.org](mailto:wpainter@fpschools.org)**