Closing Keynote Speaker

Tanya Kotlowski

Tanya is the new Superintendent for the Necedah Area School District. She earned her B.S. and M.S. degrees from the University of Wisconsin - Madison and is completing her Ph.D. program at Cardinal Stritch University with a focus on “Leadership for the Advancement of Learning and Service.” Tanya believes “family” is important. Whether it is our personal family or our school community family, our collective care and concern for each other is a priority. We are most successful for our students when we work together. Mutual support and respect is a cornerstone of our success. It starts with building relationships with all members of our school communities.

Institute Presenters

Katie Klanderud

Katie Klanderud is the Director of Board Development at the Minnesota School Boards Association (MSBA). In her 11th year of planning conferences and presenting workshops for MSBA, she has had the opportunity to meet with hundreds of school board members and school district staff across the state of Minnesota. As a former school board member, office manager, grant writer and activities director, she has a unique “been there, done that – I get it and it’s easier said than done” perspective.

Karen Kassebaum

Dr. Karen Kassebaum is a native of Chicago, Illinois. She is a professional educator and trainer in the field of diversity, inclusion, and student-athlete transition success. She earned her undergraduate degree in Elementary Education, her Master’s degree in Curriculum & Instruction with a minor in Educational Psychology, and her Ph.D. in Educational Administration with a focus on Diversity recruitment and Leadership development. Karen brings 19 years of experience in higher education. She currently serves as the director of staff diversity and inclusion at the University of Nebraska-Lincoln. She is responsible for diversifying the talent of the University of Nebraska Lincoln workforce, diversity and inclusion training and retention efforts. She also teaches Multicultural Education TEAC330 at the College of Education and Human Sciences. She is the founder of a transitional mentoring program for student athletes known as Athlete2Athlete. Karen believes that everyone is diverse and has a culture, and that we ALL have something to offer this world! “In Diversity, there is Beauty and there is Strength.” (Maya Angelou)

Audra Mead

In her current role, Audra specializes in helping others get unstuck, maximize their potential and achieve more. She is passionate about coaching others to lead with emotional intelligence, which allows individuals and their organizations to connect authentically, communicate effectively, and thrive collectively.

Audra’s “elevator speech” would read something like... Audra is a Human Resources professional, a culture keeper and a healer. She has worked in diverse industries, increased her focus on internal culture and servant leadership and hasn’t been afraid of doing things differently and for the right reasons. She has a passion for helping others grow and learn, spreading sunshine from her soul and providing others opportunities for self-healing and self-realization.

Audra has been a frequent speaker over the last number of years at the annual NAEOP Conference and has shared her knowledge of Servant Leadership, Goal Setting, Diversity, Effective Feedback, Personal Brand and the Power of being Positive. As a daughter of a long-time member of NAEOP and now NAREOP, she fully supports the mission of the NAEOP organization and is pleased to be able to share her talents with its members.

Audra has more than 25 years of Human Resources experience having served in the manufacturing, insurance, financial services and travel industries. Her background provides experiences and expertise in talent acquisition, compensation and benefits administration, training and development, negotiations, strategic planning, coaching, and culture creation and management.

Eric Weber, Ed.D.

Eric Weber is Associate Superintendent for Human Resources for Lincoln Public Schools in Lincoln, Nebraska. A strong advocate of education, Weber is a 1992 graduate of Wilber-Clatonia High School and a 1996 graduate of Doane College in Crete, Nebraska. After obtaining his Bachelor of Arts in Education degree, Weber taught sixth grade in Nebraska for three years at Syracuse-Dunbar-Avoca Public Schools. In 1999, he became a sixth grade teacher at Lux Middle School and boys’ basketball coach at Lincoln High School. From 2001 to 2004, he served as Middle School Principal and Curriculum and Assessment Administrator for Conestoga Public Schools. In 2004, he became principal at Westside Middle School in Omaha, serving in that position from 2004 until 2008, at which time he became Assistant Superintendent for Human Resources for Westside Community Schools. In 2013, he became Associate Superintendent for Human Resources for Lincoln Public Schools.

Weber was named the Nebraska State Association of Secondary School Principals Region II Outstanding New Principal in 2006. He was awarded the Doane College Alumni Educator of the Year award in 2011. He has served two separate terms on the Special Education Advisory Council for the State of Nebraska. Weber also served as President of the Board of Directors for the Make-a-Wish Foundation of Nebraska in 2015.

Eric continues to learn and stay involved in his field. He earned his Master of Education in Educational Leadership from Doane College in 1999 and received his Doctorate in Education degree from the University of Nebraska at Omaha in 2012. Dr. Weber and his wife Carrie have three daughters, and they reside in Lincoln, Nebraska.
Two Tracks: Leadership and Your Plan for Success
Monday, July 16 Institute
8:00 a.m. - 12:00 p.m. and 1:30 – 5:00 p.m.
Personalities, Communication and Decision Making... oh my.
Katie Klanderud
This session will provide you with the opportunity to unpack your personality and leadership style before recognizing and learning how to communicate with your co-workers and friends. We’ll spend time learning about ourselves, how we approach and make decisions and to recognize these same (and different) traits in others. With a variety of tools, scenarios, and group activities, you will get to know yourselves and those around you better. These insights will enable you to work better with your team (co-workers, family, committees and friends). It will be informative and eye-opening, all while having fun!

OUCH! That Stereotype Hurts!
8:00 a.m. - 12:00 p.m.
Karen Kassebaum
Staying silent in the face of demeaning comments, stereotypes or bias allows these attitudes and behaviors to thrive. This undermines our ability to create an inclusive organization where all individuals feel welcomed, treated with respect, and valued.
Session Objectives:
• Understand the impact of stereotypes and biased statements, when casually said
• Identify the most common reasons people sit silent in the face of bias and stereotypes
• Enhance skills for speaking up against stereotypes without blame or guilt

Monday, July 16 Institute
1:00 – 5:00 p.m.
Human Capital
Eric Weber
There are many factors that go into having a strong workforce. In every organization human capital is what drives success, so it is important to recognize the strengths and demographic needs of your human capital. A strengths-based model infused with in-depth knowledge about each individual is critical for a strong team. In addition, understanding the generational diversity that exists within your organization will enable you to attract and retain the highest quality workforce.
In this presentation you will:
• Understand the importance of high quality human talent (recruiting, developing, and retaining high performers)
• Explore how emphasizing employee strengths fosters a strong interdependent culture
• Recognize how generational differences impact organizations and how to build and keep an excellent workforce
• Understand the importance of mutual accountability in the workplace
• Explore models of effective leadership and transformative workplace culture

Tuesday, July 17 Institute
8:00 a.m. - 12:00 p.m. (continued from Monday, July 16)
Personalities, Communication and Decision Making... oh my.
Katie Klanderud
This session will provide you with the opportunity to unpack your personality and leadership style before recognizing and learning how to communicate with your co-workers and friends. We’ll spend time learning about ourselves, how we approach and make decisions and to recognize these same (and different) traits in others. With a variety of tools, scenarios, and group activities you’ll get to know yourselves and those around you better. These insights will enable you to work better with your team (co-workers, family, committees and friends). It will be informative and eye-opening, all while having fun!

Tuesday, July 17 Institute
1:30 – 5:00 p.m.
From Exhaustion to Exhilaration: Time and Stress Management Tips for Overworked Office Professionals
Paul Wesselmann, The Ripples Guy
Even people who love their crazy lives can (and do) burn out when they forget that we have LIMITS on our time and energy. If you tend to believe, “If only I had more time, I could get everything done,” then you need this strategy-filled, perspective-shifting session. We will bust several commonly held myths around managing time and stress, and you will leave with a handful of simple, practical techniques that are guaranteed to improve both your effectiveness and enjoyment of work and life.

Tuesday, July 17 Institute
8:00 a.m. - 5:00 p.m.
Linking your Brain, Heart and Voice...rewire to connect authentically, communicate effectively, and thrive collectively
Audra D. Mead
Emotional Intelligence, often abbreviated as EQ, EI or EIQ, was originally defined by Salovey and Mayer as: the ability to monitor one’s own and others’ feelings and emotions, to discriminate among them and to use this information to guide one’s thinking and action. Linking one’s brain, heart and voice takes balance – a fine balance of emotion and rationality to succeed — and it is critical thinking that is the connecting link between emotions and intelligence. Critical thinking feeds and enables emotional intelligence, and there are a number of reasons why you should cultivate your emotional intelligence:
• Self-Awareness – clearly understand your strengths and weaknesses without any obstruction
• Emotional Management – not only be aware of your feelings but learn to manage those emotions
• Social Awareness – be well-tuned to the emotions of others and pick up on what’s going on around you
• Effective Communication / Relationship Management – clearly convey what you want to say and do so in a manner that inspires and motivates others and builds relationships

Emotional Intelligence is a pivotal factor in personal and professional success. IQ will get you in the door, but EQ will determine how successful you are in life. The truly extraordinary people who inspire and make a difference do so by connecting with others personally and emotionally. In this workshop, you will learn to use critical thinking and emotional intelligence (EI) to communicate more effectively and improve your interactions with co-workers, management, family and friends.

“We cannot live only for ourselves. A thousand fibers connect us with our fellow men; and among those fibers, as sympathetic threads, our actions run as causes, and they come back to us as effects.” — Herman Melville
Increasing numbers of families experience economic hardship. Youth face financial decisions at a much earlier age. Financial decisions are more complex.

Who Gets Grandma’s Yellow Pie Plate? provides people with practical information about the inheritance and transfer of non-titled personal property.

Planning to pass on such items can be challenging and may lead to family conflicts. Personal belongings often have special meaning for individuals and family members. Giving a blueprint to building your association’s own PSP program. You will be able to take materials home and start building immediately!

The aging process is a difficult topic to discuss and work through for everyone. The reality is that most families do not know how to start the conversation. Their perception is that is Mom and Dad have an estate plan, that everything is taken care of for the end of life situations. The reality is an estate plan is the tip of the iceberg. In this session, you will learn how to start the conversation, explore the areas of concern with aging, and walk away with tools to manage the process. The session will highlight legal, financial, housing, personal care, safety, and security concerns.

Are you fair to partly cloudy, bright and sunny, or do thunderstorms loom on the horizon? This session focuses on attitude, its positive and negative impact on life, the importance of how attitude affects job performance, and the ability to deal effectively with customers. Weather forecasting activities are included!

The main focus of this session will be on safety tips and tricks on how to protect ourselves and stay safe. We will also provide information and various statistics reflecting the importance of women being prepared to defend themselves. Finally, we will present some of the various tools that Damsel in Defense has to offer to assist us in keeping safe.

The world is made up of introverts and extroverts. Did you know that 40-50% of us are introverts? It’s true! During this briefing, we will discover the difference between shyness and introversion. We will learn the “Four Ps” process to track your progress in building your skill set to learn how to better handle uncomfortable situations. We will gain practical and proven tools to build on our quiet strength as introverts, and even embrace our introversion! Introverts are thoughtful leaders and are needed in our workplaces and associations.

A panel of educational office professionals from local and state associations. These include (but are not limited to) teamwork, communication, positive attitude, leadership, professionalism, and customer service.

The PSP program is the cornerstone of NAEOP and promotes regular professional development for all members. Many have their PSP certificate but aren’t sure how to go about serving others who want to obtain theirs. I will give you a blueprint to building your association’s own PSP program. You will be able to take materials home and start building immediately!

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Online learning helps everyone fulfill their dream of receiving an advanced degree. We will discuss what to look for in an online program, including classes, degrees, and institutions. Take the fear out of cyberspace learning.

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Our educational office professional associations are important to us. Many people work together to make each association they belong to a successful one. Avoid being a martyr leader and the one who has “to do it all.” Let’s discover the keys to sharing leadership, delegating some tasks, building trust, and working together to help our associations flourish.

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This session will offer financial education tips to increase consumer awareness of financial issues leading towards attitudinal change and eventual behavior change. The need for financial education has grown:

- Financial decisions are more complex.
- Youth face financial decisions at a much earlier age.
- Increasing numbers of families experience economic hardship.
Briefing 402 – How to Write Survey Questions and Interpret Them
Katherine Reichley, CEOE
Surveys are tools used on a regular basis to gather information from people about their opinions, experiences, and plans for the future. Crafting a useful survey can be difficult. In this workshop, you will learn how to write survey questions in a way that improves your ability to gather useful information from which you can make a decision. We will look at the format of questions (multiple choice, short answer, etc.) as well as their content. We will touch on ways to conduct surveys and collect the data.

Briefing 403 - NAEOP Membership is a Team Sport
Jill Averyhart, CEOE
It is every NAEOP member’s responsibility to actively recruit and retain members while helping us to be our best. NAEOP wants members to become fully invested by enjoying the rights and privileges as well as the duties and obligations that come with NAEOP membership. What innovative ideas can NAEOP use to increase membership numbers? How can NAEOP help members get the most out of their membership? How have you benefited from NAEOP membership? Join this interactive group discussion to share ideas and learn how we can engage and involve more NAEOP members.

Briefing 404 – Choir - Sharon Griffiths, CEOE
Briefing 405 - Award Nominations/Peer Recognition
Lola Young, CEOE
You have the ability to make someone’s day! Have you ever thought about nominating someone for an award and not followed through? Award nominations are an ideal way of recognizing your peers in a meaningful way. There are many outstanding individuals who are worthy of recognition. In this session, you will be provided with some tips to assist you in preparing a nomination packet for the best possible results. We will talk about important details, timelines, recommendation letters, and the actual nomination. You will leave with information to assist you in preparing a successful nomination packet.

Briefing 406 – How to Think Like Leonardo da Vinci
Charlotte Zeller, CEOE
In this session, we will be examining the seven steps used to guide us to everyday genius. Each person is born with the potential to develop multiple talents, loves, and abilities so that we can evolve in every aspect of our lives. This concept shows how IQ is a number on a scale and that an excess of information doesn’t equal knowledge nor can it replace experience. Everyone can find the capabilities inside themselves to utilize their “genius” every day. This interactive session provides opportunities to awaken the creative juices inside each participant. “Genius is made, not born. Human beings are gifted with an almost unlimited potential for learning and creativity. You can uncover your own hidden abilities, sharpen your senses, and liberate your unique intelligence – by following the example of the greatest genius of all time, Leonardo da Vinci.”

Briefing Sessions #5 - Wednesday, July 18 – 11:30 AM – 1:00 PM
Briefing 501 – Overview of Google Apps: Gmail, Drive, Docs
Dena Henrichs, CEOE
This session will provide an overview of the Google Apps including Gmail, Google Drive, and Google Docs. We will go over sharing documents and pictures with others using Google Drive. We will show how to open a Microsoft Word document using Google and export a Google Doc to a Word document. This workshop will be slow-paced and great for the beginner using the Google Apps.

Briefing 502 – Technology Tips, Tricks & Fun
Donita C. Smith, CEOE
Learn the little things that make documents look great. Some of these include setting tabs, creating forms, developing fun presentations, and emails.

Briefing 503 – So You’ve Accepted the Challenge – How Do You Become the Difference?
Lisa Morehouse, CEOE
Susan Belliston, CEOE
Jill Averyhart, CEOE
Leadership roles come in many shapes and sizes. Many times a leader is self-made...they know what they want, they have goals and they strive to meet them. Sometimes, circumstances push us into leadership roles. Whichever situation you find yourself in, YOU have to accept the challenge before you. But just how do you do that?

This session is for association members stepping into leadership roles such as president, president elect, vice president or anyone taking on a leadership role in an educational association. This briefing will include an open discussion that focuses on traits of leadership and how you can grow your traits. We will then break out into like groups to brainstorm, share and learn leadership skills that will help you Become the Difference!

Briefing 504 – Personal and Financial Capabilities
Sharon Powell
This session will offer financial education tips to increase consumer awareness of financial issues, leading towards attitudinal change and eventual behavior change. The need for financial education has grown:
• Financial decisions are more complex.
• Youth face financial decisions at a much earlier age.
• Increasing numbers of families experience economic hardship.

Briefing 505 – Our Mysterious English Language
Pam Posey, CEOE
In many of our writings we use words that sound the same but have totally different meanings. This session will identify some of those words and will review them. Do you always depend on your spell check or grammar check on your computer? Learning the meaning of words and proofreading skills is always a plus.

Briefing 506 – Learn – Lead – Inspire
Wendy Heslink, CEOE
Whether you know it or not, you may already be looked upon as a leader in your field. What leadership skills are you portraying? You want to be a leader who creates energy on the team and inspires the growth of others. This workshop will help define who you are, what you have learned, and how you can inspire others to be the best they can be. You will learn how by learning and leading; you are continually growing to be the best educational office professional you can be!

Briefing Sessions #6 - Wednesday, July 18 – 1:15 PM – 2:45 PM
Briefing 601 – Infographics for Everyone
Jill Averyhart, CEOE
Did you know that 70% of all your sensory receptors are in your eye? People remember 10% of what they hear, 20% of what they read and a whopping 80% of what they see and do! This is why Infographics can be a great tool for everyone. They are easy to digest, fun to share and extremely engaging. Find out how you can use Infographics.
Choose one of the briefing sessions that best fits your position.

New methods and ideas which will help you increase your professional skills.

Networking in this environment affords you the opportunity to take back sessions will provide a facilitated interactive exchange of ideas and information. Share best practices among your peers working in similar positions. These

**Briefing Sessions #7 - Wednesday, July 18 – 3:00 PM – 4:30 PM**

**Job-Alike Discussions**

**Briefing 701 – Executive Secretaries and Administrative Assistants**

**Briefing 702 – Technology and Web Staff**

**Briefing 703 – Payroll/Purchasing/Human Resources**

**Briefing 704 – K-12 Building Staff**

**Briefing 705 – Higher Education Staff**

**Briefing 706 – Supervisors and Managers**

Share best practices among your peers working in similar positions. These sessions will provide a facilitated interactive exchange of ideas and information. Networking in this environment affords you the opportunity to take back new methods and ideas which will help you increase your professional skills. Choose one of the briefing sessions that best fits your position.