

INSPRATIONS

Spring 2006

Illinois Chapter
National School Public Relations Association

A Message from INSPRA President Brett Clark

Dear Fellow PR Professionals -

How's the desk looking these days? Mine is a mess as we approach what I think is for many the busiest time of the year. It seems as if there is too much to do and not nearly enough time to do it (although that can be said for most of the year!)

With as much as all of us have going on right now, it would seem futile to ask for some of your time but I am going to ask anyway. If you haven't heard (and how could you not) we are hosting the National School Public Relations Association conference in Chicago this year. This is a wonderful opportunity on many fronts. Being so close for many of us, if you have never attended an NSPRA conference, this is your chance. I can truly say that it can have a profound influence on your professional life. You won't meet a group of more caring people - I still call on many of my contacts from national conferences when I am in a jam - they are always there to help.

Additionally, by hosting this conference, INSPRA has some unique opportunities for members that are outlined in this newsletter. From volunteering to help with the activities

that are taking place to helping find sponsors, I believe this is a wonderful way for you to get the most out of your membership. While you will always hear me sing the praises of my friends and colleagues on the national level, your fellow INSPRA members are top shelf. We have a wonderful collection of PR professionals that I am honored to work with. There is no better way to establish your own lasting relationships with your INSPRA colleagues that to take part and volunteer to be a part of the fun. Yes, this will be fun ... and a lot of it!

Please read through the articles on these pages about the national conference and jump in with both feet. You have nothing to lose and everything to gain. We are ordering fedoras in all sizes, so everyone is welcome to take part.

On a final note, thank you for the opportunity to serve the chapter for the past year. It has been a truly rewarding experience and one that I am honored to have completed. Thank you to all the Board members who have put up with me for the past year and have done all the work!

Brett Clark

Helping INSPRA Deliver the Promise

The Illinois Chapter of the National School Public Relations Association (INSPRA) is proud to host this year's national conference, *Delivering the Promise*, in Chicago. Through the generous support of our local and regional sponsors, INSPRA has been able to help provide an amazing opportunity for school public relations professionals including more than 75 workshops, exclusive networking opportunities and plenty of fun and entertainment in Sweet Home Chicago.

**Be a part of
the promise-
sponsorships
are still
available!**

Purple Monkey, Turner K-12 Education Group Company and UNICOM-ARC, additional support is still available for the July conference. Organizations who sponsor this educational endeavor will receive attractive benefits including numerous opportunities to reach a highly desirable audience of public relations professionals from across the country.

If you know of companies that could benefit XXX the NSPRA national conference in Chicago, please contact Terri

Although INSPRA has secured important sponsorships with Arcon Architects, Dicianni Printing, Honeywell,

McHugh at 847.357.5028, terrimchugh@sd54.k12.il.us or Melea Smith at 630.420.6412, msmith@Naperville203.org.

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Got the Blues?

INSPRA's got the Blues...*Blues Brothers* that is! Join the quirky pair, Jake and Elwood, and the entire cast of INSPRA members at this year's national conference right here in Sweet Home Chicago. School public relations professionals will enjoy a choice of over 75 sessions that address virtually all topics related to communicating in an educational setting. Learn from fellow colleagues who have "been there, done that."

As a member of INSPRA, enjoy the convenience of a national conference only a few miles from home. If you have never been to a conference, make this one your first!

Sign up for the Tuesday night event at the Chicago Historical Society

Limited tickets are still available! Visit www.inspra.org for details

INSPRA Members- Get involved in Chicago!

It is finally here! The INSPRA national conference comes to Chicago July 10-14 and we need YOU to make this event the huge success that it is destined to be. Let's show our school public relations friends what makes Chicago the greatest city in the country! We need volunteers to:

Host the Sunday night reception and sign-up dinners

Greet attendees from the INSPRA booth- various dates/times available

Stuff goodie bags

Staff various position for the Tuesday night event

Offer time and effort to numerous other tasks

Please call to volunteer or attend one of two planning meetings for INSPRA members who would like to get involved:

June 2nd at 10 a.m. and June 23rd at 10 a.m.

Aramark, Downers Grove



Last session of the school year!

Tips & Tactics

April 21, 2006

Become a master of focus groups & surveys
Every District needs to keep a finger on the pulse

8:30 a.m. coffee & networking

9:00 a.m. session starts

Aramark, Downers Grove



For questions or comments regarding this newsletter, please contact INSPRA administrator Chris Glatz at 815.464.3275 or via email at cglatz@managementservices.org