



ospira

Greatest-Of-All-Time

# Spring Conference

MAY 5-6, 2022

## THURSDAY, MAY 5

### SCHOOL

#### The Unbreakable Rules of ^ Marketing

Cathy Armillas, Marketing Strategist  
Pura Marketing

#### If we build it they will come.

#### How can we build it together?

Jennifer Duvall, Human Resources Director  
Corvallis School District

#### Influencer Culture Meets Marketing for Student Enrollment: Thinking Outside the Box!

Jordan Curtis, Digital Marketing Strategist  
Line Leader Media

#### OSPRA Hot Topics Panel Discussion

Multiple School PR veteran experts

#### Survival Mode Lessons:

#### Strategies, Skills and Self-Care

Nicole Kirby APR, Director of Communication Services  
Park Hill School District  
National School Public Relations Association, President

## FRIDAY, MAY 6

#### How Personal Well-being Leads to Professional Growth:

#### Designing Your G.O.A.T. Wellness Plan

Mark Mohammadpour, Owner & Chief Well-being Officer  
Chasing the Sun

#### Supporting our Learners: A Toolkit for Building Equitable Family Engagement

Vidya Sundaram, Co-Founder and CEO  
Family Engagement Lab

#### OSPRA Business Meeting: Chapter updates, awards, scholarships and elections

Emily Hicks, President  
Oregon School Public Relations Association

#### How to Catapult Your Leadership with Essentialism

Bettina Bautista, Communications Specialist  
Michael Clark, Communications Director  
Willamette Education Service District