

# 2020

## 35th Annual Training Conference for Educational Office Professionals

**March 13, 2020**  
**8:00 a.m. to 3:05 p.m.**

at **Kodak Center**  
200 West Ridge Rd.  
Rochester, NY 14615

### Keynote Speaker: **Mark Mambretti**

*Director for Curriculum, Instruction and Personnel  
for East Aurora Central School District*

**“When a Place Becomes a Way”**



### Topics Include:

- **Self-Defense Training**
- **Google Docs**
- **Active Shooter Defense**
- **Social Media Professionalism**
- **Drugs & Impairment**
- **Retirement Planning**
- **More!**

### Co-Sponsors:

**WAYNE - FINGER LAKES**  
Board of Cooperative Educational Services



For School Boards &  
Staff Development

Formerly known as GVSBI  
Genesee Valley School Boards Institute

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[www.upstateinstitute.org](http://www.upstateinstitute.org)

**Keynote: 8:45 TO 9:45 a.m.**

# When a Place Becomes a Way

## Mark Mambretti



Your organization's sustained success relies on providing a memorable experience. Using companies known for providing world-class customer experience as case studies, discover how simple principles and time-tested leadership lessons from the world of business can apply to the world of education! Discover why "magic" isn't magic at all! Rather it is the result of intentional, aligned, and shared leadership which, over time, defines the brand.

Mark is the Director for Curriculum, Instruction and Personnel for the East Aurora Union Free School District, located just outside of Buffalo. In 2013, he was named the New York State Middle School Principal of the Year by the School Administrators Association of New York State (SAANYS) and the National Association of Secondary School Principals (NASSP). While he was the principal, the East Aurora Middle School was named a National Blue Ribbon School of Excellence by the U.S. Department of Education. He holds four masters degrees and has served as an adjunct professor/lecturer at local colleges/universities. He lives in Clarence with his wife and four children.

## SCHEDULE

8:00-8:30	<b>Registration &amp; Continental Breakfast</b>
8:30-8:45	<b>Welcome</b>
8:45-9:45	<b>Keynote</b>
9:45-10:15	<b>Reflection Break</b>
10:15-11:30	<b>Session A</b>
11:30-12:30	<b>Lunch</b>
12:30-1:45	<b>Session B</b>
1:50-3:05	<b>Session C</b>

We are excited to offer you a day of professional development and comradery. We believe you will find **value in the content** that affects you both professionally and personally. Feed your desire to **be a life-long learner** and attend this professional development opportunity!

## SESSION DESCRIPTIONS

SESSION A 10:15 to 11:30

### **A1) Deeper Dive: Making "Magic" - Mark Mambretti**

In the keynote, we discovered WHY intentional, aligned and shared leadership is essential to providing an excellent customer experience. In this deeper dive, we'll begin exploring HOW this can consistently happen in all roles. We'll explore how you can architect processes that produce consistently positive experiences that take root both in your customer's mind and heart.

### **A2) Active Shooter Defense Techniques — Sgt. Christian DeVinney, Monroe County Sheriff's Office**

This workshop expands on the active shooter response of Run-Hide-Fight with a concentration on the fight portion. Instruction will include a brief review of Run-Hide-Fight, nomenclature of weapons, how to potentially disable weapons and /or the assailant, and how to change your mindset to prepare for a confrontation with someone who is armed.

### **A3) Google Docs Basics — Gordon Baxter, Wayne-Finger Lakes BOCES**

You will learn how to create a Google Doc, convert other files into a Google Doc, and all of the basics to get you started with using Google Docs. We will explore available templates, organization, and collaboration. Feel free to bring your device to work along with me as we learn!

### **A4) Maintaining Professionalism in the Social Media Era —Laura M. Purcell, Esq., Harris Beach PLLC**

No matter what position you hold in a school district, you are in a fishbowl. With the increase in social media networking, school employees' personal and professional lives are more vulnerable to public visibility than ever before. This session will address the appropriate use of professional and personal social media to avoid negative consequences in the workplace.

## SESSION DESCRIPTIONS

SESSION B 12:30 to 1:45

### **B1) Drugs & Impairment — Deputy Brendan Hurley, Monroe County Sheriff's Office**

Gain an understanding of what commonly abused drugs look like, how they are packaged and ways to recognize their effect on people. If time allows, experience drunkenness by putting on a pair of goggles and see how well you perform simple tasks.

### **B2) Self-Defense — David Jenkins, Rochester Personal Defense, LLC**

Designed for women who want to even the odds against an attacker. David will give you tips on how to avoid a serious situation such as a sexual assault, and some basics on how to fight and win. This is a class that will get you to think and react faster and better. The skills taught here will greatly increase your chances against an attacker.

### **B3) Google Docs Intermediate — Gordon Baxter, Wayne-Finger Lakes BOCES**

Now that you are familiar with Google Docs, this session will dive into add-ons you can utilize to better leverage this online document application. We will discover how to voice type, assign work to collaborators, make comments, and much more. Feel free to bring your device to work along with me as we learn!

### **B4) Maintaining Professionalism in the Social Media Era —Laura M. Purcell, Esq., Harris Beach PLLC**

No matter what position you hold in a school district, you are in a fishbowl. With the increase in social media networking, school employees' personal and professional lives are more vulnerable to public visibility than ever before. This session will address the appropriate use of professional and personal social media to avoid negative consequences in the workplace.

### **B5) Aging Alchemy: Turning Lead Into Gold? — Curtis Hill & Deb Palumbos, Lifespan of Greater Rochester Inc.**

Have you wondered: What might it be like if I retire early? What am I expecting? How might I feel? What will my friends, family and spouse think? How will I live the 3rd third of my adult life? Quantity vs. quality and how much is enough? What if? Curtis & Deb will frame the discussion to guide you through these considerations, explore your expectations and share links to resources.

## SESSION DESCRIPTIONS

SESSION C 1:50 to 3:05

### C1) Hidden in Plain Sight—James Warren, Council on Alcoholism and Addictions of the Finger Lakes

Paraphernalia, drugs, and their associated insignias aren't always obvious, and they change so fast that it can be difficult for anyone to keep up with. This program is modeled after the bedroom of a youth, from the clothing on the floor to the possibility of paraphernalia on the desk. Learn how to look at their room from a different perspective, which may help save them from a life-threatening addiction.

### C2) Self-Defense — David Jenkins, Rochester Personal Defense, LLC

Designed for women who want to even the odds against an attacker. David will give you tips on how to avoid a serious situation such as a sexual assault, and some basics on how to fight and win. This is a class that will get you to think and react faster and better. The skills taught here will greatly increase your chances against an attacker.

### C3) Chair Yoga & Mindfulness — Marla Pelletier, Inward Office Yoga

Mindfulness is the quality of bringing our full attention to the present moment, both inside of us and outside. We are each an expert in distractions and time-travelling to the future and past. This pattern of distraction can have the negative effect of being on auto pilot in daily life, where life seems to pass us by. Learn how to train your attention using simple exercises that are easily repeatable during your day. The instructor will also teach you gentle chair-based stretches and a meditation to experience the benefits of the practice. No change of clothes or "yoga body" required. This class is based on our workshop series Mindful Stress Relief for Teachers & Staff.

### C4) Spring Into Saving Your Time, Health & Money—Ilene Stella, ROC Your Inner Foodie

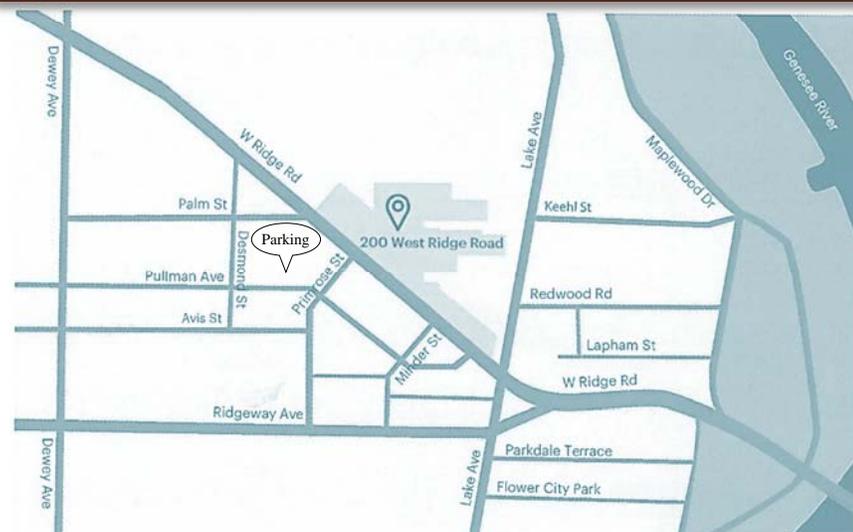
Learn how you can save time, reduce your stress and save money preparing food at home that can take you from breakfast to lunch and all the way through to dinner so you can avoid the drive-through with its calories and costs. Join Ilene as she shares her best tips, tricks and recipes for making delicious and healthy meals. Handouts and demonstrations included.

### C5) Supplement Your Pension—Social Security, 403B and Other Retirement Revenues — Tomas Aponte

While not a personal consultation, this discussion may open your eyes to the need for financial planning NOW so you can be prepared for retirement day, which is closer for some than others. Find out how to make the best use of the financial resources beyond your NY State & Local Employees' pension.

**MAP &  
DIRECTIONS**  
Use this address →

**Kodak Center**  
**200 West Ridge Rd./Route 104**  
**Rochester, NY 14615**



1. Turn onto Primrose Street.
2. Turn into the parking lot.
3. Park. (**FREE Parking!**)
4. Cross Ridge Road.
5. Enter Kodak Center through the main/front entrance.

# Angels of Mercy

NEW YORK

Proceeds from a basket raffle & monetary donations will be given to support their programs and efforts to assist women who have been affected by life-controlling issues such as: violence, drug, alcohol and sexual abuse, self harm, and low self-esteem. Additionally, we are accepting donations of items from their wish list for the Dress a Girl Around the World program and Butterfly Boutique, which includes:

- Fabric/pillowcases (cotton/poly blend; colors & prints, opaque)
- Bias tape and grosgrain ribbon
- Professional clothing for women: in season, business or casual, new or gently used, free of damage and/or stains
- Toiletries

## WHY ATTEND?

- It supports a district's mission and vision statement that staff are an important element in the educational success of a child.
- **Learn** about programs and initiatives in neighboring districts.
- **Network** with co-workers and peers.
- It's **local**. No long-distance travel or staying overnight!
- **Free Parking!**
- **Refreshments are included!**
- Create a revenue stream with the **BOCES AID!**

**Earn credit for the Professional Standards Program sponsored by:**



H E L P

Upstate Institute can provide accessibility services (i.e. ASL interpreter). As soon as possible, please contact:

Lorry.Whipple@wflboces.org  
phone 315-332-7725

**MUST GIVE 48 hours notice for a no-charge cancellation.**

## REGISTRATION CONFIRMATION

Check **www.upstateinstitute.org** to be sure we have received your registration form.

Under the **Staff Events** tab, click on **Office Professionals**.

Look for the **Registrations Received** box.

We update the list every few days.

Multiple vendors have been invited to make their wares available to you. Bring cash, check, credit card and/or ATM card!

## REGISTRATION INFORMATION

**Registration Fee:** (includes refreshments & materials)  
**\$250** per attendee  
**\$200** per Upstate Institute **Member District** attendee  
(\$50 discount)

### PUBLIC SCHOOL DISTRICT PERSONNEL:

- Your district will be billed. **Do not send payment.**
- Complete the registration form
- Have it signed by your supervisor
- Send it as indicated (fax, email, US mail)
- **ELIGIBLE FOR BOCES AID!**



**OTHERS** (individuals, Rochester City, non-public schools, etc.):

- **Pre-payment is REQUIRED**
- Make your check payable to “Wayne-Finger Lakes BOCES”
- Send via US Mail

## REGISTRATION INSTRUCTIONS

### MAIL TO:

Lorry Whipple, Executive Director  
Upstate Institute  
131 Drumlin Ct., Maple Bldg.  
Newark, NY 14513-1863

**FAX TO: 315-332-7425**

### EMAIL TO:

[upstateinstitute@wflboces.org](mailto:upstateinstitute@wflboces.org)

Must be received by  
**March 6, 2020**

## BOCES AID...

It's like a rebate. Your district pays the full registration fee when invoiced and then files for a “rebate” with the NYS Department of Education.

**EXAMPLE: \$200** (registration fee) x **76%** (aid ratio\*) = **\$152** (aid reimbursement)

After Aid—Adjusted Registration Cost = **\$48 per person**

\*NOTE: Your district's aid ratio may be more (or less). This example uses a regional average aid ratio to show the impact it can have on the state aid reimbursement your district receives.

## CANCELLATIONS:

- A written cancellation request (fax or email) **must be received by March 6** to avoid being billed.
- Requests received **after March 6 but at least 24 hours before** the conference will be billed **\$60**.
- **No-shows will be billed the full registration fee.**
- Districts may **substitute** participants **at any time at no charge**. Please call **(315-332-7725)** with the name of the new attendee.

**CONFERENCE CANCELLATION** will **ONLY** happen if a “**state of emergency**” is declared in Monroe County.

# REGISTRATION FORM

Educational Office Professionals — Friday, 3/13/2020  
**Kodak Center @ 200 West Ridge Road, Rochester**

Participant's Name ▲ (please print; appears on your nametag & certificate)	▲ Position/Title
District & Building/Department ▲	▲ E-mail Address
District/Building Address (Street, City, State, Zip Code) ▲	
(       )	(       )
Daytime Phone Number ▲	▲ Emergency/Home Phone Number

Select  1 topic in each SESSION column **AND** list 2 alternates (by letter & #; ex: A3, B2)

SESSION A (10:15 to 11:30)	<input checked="" type="checkbox"/>	SESSION B (12:30 to 1:45)	<input checked="" type="checkbox"/>	SESSION C (1:50 to 3:05)	<input checked="" type="checkbox"/>
1) Deeper Dive—Making “Magic”		1) Drugs & Impairment		1) Hidden In Plain Sight	
2) Active Shooter Defense Techniques		2) Self-Defense		2) Self-Defense	
3) Google Docs—Basics		3) Google Docs—Intermediate		3) Chair Yoga & Mindfulness	
4) Maintaining Professionalism in the Social Media Era		4) Maintaining Professionalism in the Social Media Era		4) Spring Into Saving Your Time, Health & Money	
		5) Aging Alchemy		5) Supplement Your Pension	

**LIST TWO (2) ALTERNATES (example B3): Alt #1 \_\_\_\_\_ Alt #2 \_\_\_\_\_**

8:00 to 8:30:	Registration & continental breakfast
8:30 to 9:45:	Welcome & General Session ( <b>Mark Mambretti</b> )
9:45 to 10:15:	Break / Vendors
11:30 to 12:30:	Buffet Lunch

Please indicate MEDICAL meal considerations:

*I have read and understand the cancellation policy.*  
 Signature of Authorizing Administrator: \_\_\_\_\_  
**(REQUIRED to enable processing)**  
 Administrator's Name/Title (printed): \_\_\_\_\_

**RETURN BY MARCH 6, 2020**  
 Fax to: 315-332-7425 or Email to: [upstateinstitute@wflboces.org](mailto:upstateinstitute@wflboces.org)

131 Drumlín Court  
Maple Building, Room MH210  
Newark, NY 14513-1863



## For BOCES AID:

1. Your Business Official should contact your local BOCES.
2. They should request a cross-contract with the Wayne-Finger Lakes BOCES.

Phone: 315-332-7725

Fax: 315-332-7425

Email: [lorry.whipple@wflboces.org](mailto:lorry.whipple@wflboces.org)

[www.upstateinstitute.org](http://www.upstateinstitute.org)

## COMMITTEE MEMBERS

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Roni Walker, CEOE, Pittsford (retired)  
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Lorry Whipple, Executive Director

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the Professional Standards Program of the National  
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Through Professional Development