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Idaho School Public Relations Association



IDAHO SCHOOL PUBLIC RELATIONS ASSOCIATION ANNUAL CONFERENCE

VOICES IN ACTION

Innovation, Engagement & the Future of School PR

June 25 & 26, 2025 | Pocatello, Idaho

Portneuf Valley Technical Education and Career Campus

4200 Hawthorne Road

www.idspra.org

TARGETRIVER

KEYNOTE SPONSOR

IDSPRA LEADERSHIP 2024-25



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EVENT WIFI:
SD25-ONBOARDING
PVT3CGU3ST!

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VOICES IN MOTION: NETWORKING JUNE 25-26

Trail Talks: Pathway to the Pillars - Photo Op! | Wednesday, June 25 | 4:00 p.m.
Optional Excursion & Photo Op! Meet at Trailhead - See QR Code below
Hike higher, think bigger, and see farther with this group hike to the iconic ISU Pillars. Join fellow conference attendees for a gentle and scenic trek that blends wellness, networking, and inspiration. Along the way, share stories, exchange ideas, and take in the stunning Idaho landscape. At the summit, capture the moment with a breathtaking photo op that symbolizes the path forward for Idaho public school PR. Lace up your hiking boots, bring your camera, and get ready to elevate your perspective—one step at a time.

PR Power Hour! Wednesday, June 25 | 5:30 p.m. | Off the Rails Brewery | 228 S. Main Street
An open invitation to share, inspire, and collaborate with a networking event dedicated to real conversations and bold ideas. Share your story, listen to others, and discover innovative strategies that are shaping the future of school PR. Light fare provided. Drinks and dinner on your own--take this opportunity to explore local dining with new connections. Because when voices come together, the conversation doesn't stop—it just finds a new table.

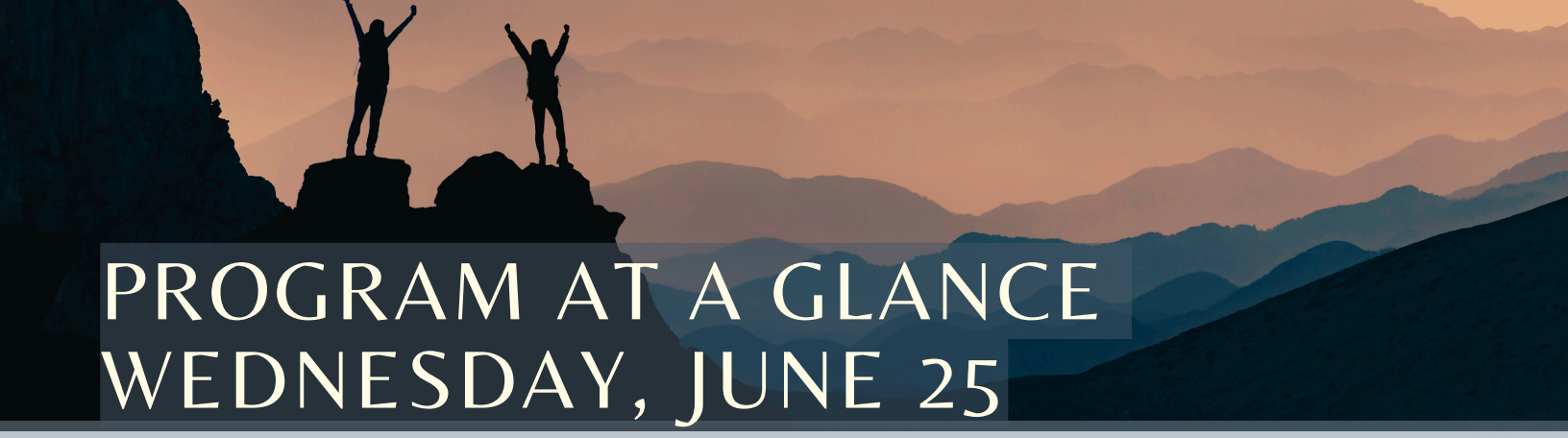
Refresh & Reflect Wellness Bar | Thursday, June 26 | 3:00 p.m.
Before you head out, stop by the IDSPRA grab-and-go Wellness Bar! Recharge with healthy snacks, energizing drinks, and a few mindful surprises to keep you feeling your best. Whether you're catching a flight, hitting the road, or heading back to the office, leave feeling refreshed, inspired, and ready to turn ideas into action.

PATHWAYS TO THE PILLARS HIKE
MEET AT TRAILHEAD

Red Hill Trail

Pathway to the Pillars

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PROGRAM AT A GLANCE
WEDNESDAY, JUNE 25

8:30 AM	Coffee/Beverage Bar; Meet and Greet Time
8:45 AM	Welcome and Introductions. "What's on Your Playlist?"
9:00 AM	Video Message, Heidi Vega, NSPRA President David Biel, NSPRA Northwest Regional Vice President
9:15 AM	**Using AI in Your Workflow: The Mega-Stuffed Oreo Analogy**, Rebecca Bultsma
10:30 AM	Break, Raffle
10:40 AM	**Your Story is Your Superpower**, Dirk Tedmon, APR
11:40 AM	**Can Your Brand Influence Student Success? Maintaining a Strong Brand,** ParentSquare, IDSPRA Spotlight Sponsor
12:10 PM	Lunch, Presented by ClassIntercom, IDSPRA Mix & Mingler Sponsor
1:10 PM	**Winning the Hearts & Minds of Stakeholders to Accomplish Amazing Things** , Brian Epperson, Target River
1:40 PM	**Louder Than Words: What Beatboxing Taught Me About Real Communication, Parker Kane**
2:40 PM	Short Break
2:45 PM	**Capitol Connections: What's Next for Idaho Public Schools?** Quinn Perry, Idaho School Boards Association
3:45 PM	**Trail Talks: Pathway to the Pillars** , *Optional Excursion & Photo Op!* *Meet at Trailhead*
5:30 PM	**PR Power Hour!** | Networking Social | Off the Rails Brewery

Red Hill Trail

Pathway to the Pillars

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PROGRAM AT A GLANCE
THURSDAY, JUNE 26

7:00 AM	**Rise and Shine Yoga Session**, Tonya Terry
8:30 AM	Coffee/Beverage Bar; Meet and Greet Time
8:45 AM	Video Message, Debbie Critchfield, Idaho State Superintendent
9:00 AM	**Election Trends in Education**, Gabe Osterhout, Office of the Idaho Secretary of State
10:15 AM	**School Safety: Communicate. Coordinate. Locate.** Preston Keller, E3
10:45 AM	Break
11:00 AM	**Unlocking the Power of Sponsorships**, Eva Craner, Twin Falls School District
12:00 PM	Lunch
1:00 PM	**IDSPRA Annual Meeting & Leadership Succession**
1:30 PM	**IDEA SPARK: Ignite Conversations, Share Solutions**, Choose a table featuring a topic of interest—whether it's building powerful relationships with lawmakers, onboarding families with impact, boosting student retention and enrollment, embracing "The Let Them Theory" thinking for better boundaries, or broadcasting compelling narratives that resonate. Listen for ideas, share your own experiences, and walk away with strategies you can implement. There will be four rounds—you'll join a new table after each 20-minute session, ensuring fresh perspectives and dynamic dialogue.
3:00 PM	That's a Wrap! Conference Insights and Grab & Go Wellness Bar.

EVENT WIFI:
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KEYNOTE SPEAKERS



Rebecca Bultsma is an AI strategist, keynote speaker, and internationally accredited communications professional helping leaders thrive in the AI era with clarity, courage, and a strong sense of what matters. Drawing on 16+ years in strategic communications and current research in AI governance and ethics at the University of Edinburgh, she works with teams across North America to integrate AI in smart, ethical, and people-first ways.



Parker Kane is a nationally recognized beatboxer, keynote speaker, and podcast host known for his viral "McDubstep" video, which has been viewed over 1 billion times. His journey—from beatboxing in fast food lobbies to appearing on shows like *America's Got Talent*, *The Steve Harvey Show*, and *Ridiculousness*—has led him to TEDx stages, corporate events, and collaborations with leaders like Daymond John. With over a decade of experience in live events, personal branding, and content creation, Parker brings a unique blend of entertainment and impact to every stage. Whether performing, speaking, or emceeing, he energizes audiences, sparks meaningful conversations, and reminds us that our voices—used with purpose—can change everything.



Dirk Tedmon, APR, is **NSPRA's 2024 National School Communicator of the Year** and the Executive Director of Marketing and Communications for Eden Prairie Schools. A strategic storyteller and leader, Dirk has secured over $1 million in funding for school PR initiatives and led award-winning campaigns recognized with NSPRA Gold Medallion and Golden Achievement honors. He uses communication to build trust and engage communities with purpose.

Brought to you by: TARGETRIVER

WEDNESDAY, JUNE 25



8:30 AM | **Morning Brew & Connection**
Rise and shine to set the stage for impactful conversations with your morning brew and the IDSPRA crew! An early meet-up to connect with colleagues is the perfect way to energize, engage, and amplify your voice as we begin this conference journey together!

8:45 AM | **Voices in Action: Igniting Connection & Setting the Stage**
Join us as we kick off the conference with purpose and passion. Hear from Heidi Vega, NSPRA President, and David Biel, NSPRA Northwest Regional VP, as we set the tone for innovation and connection. Sponsor welcomes and participant introductions will follow—let's amplify the voices shaping the future of school PR.

9:15 AM | **Using AI in Your Workflow: The Mega-Stuffed Oreo Analogy**, Rebecca Bultsma
Think AI is overwhelming? Not with Oreos. In this fun and practical session, AI educator and ethics consultant Rebecca Bultsma breaks down how to layer AI into your daily work like a mega-stuffed cookie - strategically, ethically, and without crumbling under the pressure. You'll walk away with clear understanding, real examples, and a better grasp of where AI can save you time and where the human touch still matters most.

10:30 AM | **Break**

10:40 AM | **Your Story is Your Superpower**, Dirk Tedmon, APR
In our role as school communicators, we often get consumed in telling the stories of others. However, our personal stories are not just reflections of our past — they are the keys that unlock our ability to more authentically, empathetically and deeply connect with others. Knowing and owning your story can make you a more effective communicator and enhances your ability to engage and inspire. As you seek to do work that is meaningful and impactful, uncover how your story is your superpower from NSPRA's 2024 National School Communicator of the Year!

11:40 AM | **Can Your Brand Influence Student Success?** Bill Frenzel, VP - Sales West, ParentSquare
IDSPRA Spotlight Sponsor ParentSquare
Your brand greatly influences how your organization is perceived and can even impact student success, family engagement, and support. What should you consider to create a strong brand? In this session, we'll explore the many aspects of branding – visuals, style guidelines, real-life stories, consistency, and more. We'll share how a strong brand can evoke emotion, build trust with stakeholders, and establish your reputation. Attendees will leave with simple steps to build their organization's brand, along with real-life examples, templates, and resources to reference when creating their school's brand.

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WEDNESDAY, JUNE 25



12:10 PM | **Lunch,** Presented by ClassIntercom, IDSPRA Mix & Mingler Sponsor Class Intercom

TARGETRIVER

1:10 PM | **Winning the Hearts & Minds of Stakeholders to Accomplish Amazing Things**, Brian Epperson, Target River, IDSPRA Keynote Sponsor
Discover how to effectively engage with your community to build lasting support and enthusiasm for your school district's mission and goals. In this session, Target River will share proven strategies for strengthening stakeholder relationships, increasing trust, and creating advocates among parents, learners, staff, and community leaders. Learn how to communicate your district's value in ways that resonate, inspire action, and drive collective impact.

1:40 PM | **Louder Than Words: What Beatboxing Taught Me About Real Communication**, Parker Kane, Beatboxer. Speaker. Podcaster. (parkerkane.co)
In a world full of noise, the strongest connections don't come from louder communication. They come from more human communication. In this keynote, renowned beatboxer, speaker, and podcast host Parker Kane shares how breath, presence, voice, and identity shape the future of meaningful connection—and how he learned these lessons from beatboxing. Because the most powerful voices aren't the loudest. They're the ones committed to staying real and not losing themselves along the way.

2:40 PM | **Break**

2:50 PM | **Capitol Connections: What's Next for Idaho Public Schools?** Quinn Perry, ISBA
The 2025 Legislative Session was challenging for Idaho's public school system. With the passage of school vouchers and no new funding to support educational priorities, the upcoming year could look very different for Idaho's public schools. During Capitol Connections: What's Next for Idaho's Public Schools, ISBA's Quinn Perry will discuss the policy changes resulting from the 2025 Legislative Session. She will share more on the wins and losses of the 2025 Session and the legislation we can expect to see in 2026.

4:00 PM | **Trail Talks: Pathway to the Pillars**, Optional Excursion & Photo Op! Meet at Trailhead!

Red Hill Trail
Pathway to the Pillars

5:30 PM | **PR Power Hour!** Networking Social | Off the Rails Brewery
Join the builders of school PR in Idaho as we celebrate our collective efforts with an evening of food and fellowship. Connect with colleagues, forge new friendships, and unwind after a productive day of learning.
*** Light appetizers. No host bar.

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THURSDAY, JUNE 26

7:00 AM | **Rise and Shine Yoga**, Led by Tonya Terry
Not your typical conference kickoff—this all-levels yoga session is your invitation to reset and invigorate the day. Through breath work, gentle movement, and mindful focus, you'll ground yourself for a day of innovation, engagement, and connection. Step onto the mat to find clarity, calm, and the energy to amplify your voice in the future of school PR. Come as you are—leave centered and ready to spark ideas that shape the future of school communications.

8:30 AM | **Morning Brew & Connection**
As we kick off our final day together, grab your morning brew and join the IDSPRA crew for connection, conversation, and community. It's a chance to revisit key takeaways, exchange bold ideas, and celebrate the voices that have moved us forward. Let's recharge, reflect, and reengage before we head back inspired and ready to lead.

8:45 AM | **A Message from Debbie Critchfield**, Idaho State Superintendent of Schools

9:00 AM | **Election Trends in Education**, Gabe Osterhout, Office of the Idaho Secretary of State
Explore evolving trends in Idaho's elections with a focus on education. From voter turnout patterns and campaign finance developments to education-related lobbying efforts, attendees will gain insights into the forces shaping the state's political landscape. The session will also highlight recent ballot initiatives and showcase the ever-popular "voters moving to Idaho" map. Discover how transparency, security, and civic engagement continue to influence public trust in Idaho's democratic processes—especially when education is on the ballot.

10:15 AM | **School Safety and Technology** - Preston Keller, Emergent 3
IDSPRA Spotlight Sponsor
Learn how to use everyday devices to communicate in day-to-day situations at your schools. Follow these three steps: Communicate. Coordinate. Locate.

10:45 AM | **Break**

11:00 AM | **Unlocking the Power of Sponsorships**, Eva Craner
From banners in the gym to logos in your newsletter, sponsorships can do more than just bring in extra dollars—they can elevate your message and build lasting community partnerships. Learn how to create ethical, effective sponsorship programs that support your communication goals without selling out your values.

12:00 PM | **Lunch**

1:00 PM | **IDSPRA Annual Meeting & Leadership Succession**

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THURSDAY, JUNE 26

1:30 PM | **IDEA SPARK SESSION**

Choose a table featuring a topic of interest. Listen for ideas and share your own experiences. There will be 4 rounds and you will join a new table after each 20-minute round.

From the Capitol to the Classroom: Building Results-Driven Relationships with Lawmakers

Senator Jim Guthrie and Representative Soñia Galaviz

Explore how school communicators can move beyond talking points to establish meaningful, results-driven relationships with local legislators. Learn how to share stories that stick and influence public policy with professionalism and purpose.

Tackling Policy Development with Transparency and Trust | *David Biel, NSPRA NW Regional VP*

What happens when a district takes on two hot-button issues—cell phones and dress code—at the same time? In this session, discover how Central Kitsap Schools turned potential controversy into a collaborative opportunity. Learn how they used surveys, stakeholder engagement, and clear, consistent messaging to build community trust while updating their policies. Whether you're addressing your cell phone policy, dress code, or any other issue that impacts school culture, walk away with a blueprint for navigating tough conversations, building trust, and crafting policy that reflects shared values.

Improving Retention of Existing Enrolled Students & Increasing Enrollment from New Students

Brian Epperson, Target River | IDSPRA Keynote Sponsor

Boost student retention and drive enrollment growth in your district. This interactive session, led by Target River, focuses on data-driven strategies, innovative outreach, and community-centered initiatives that showcase your district's strengths and draw families in.

BOOK CLUB: "The Let Them Theory" by Mel Robbins | *Katie Russell (ISBA) & Courtney Fisher (PCSD 25)*

Join the discussion on Mel Robbins' The Let Them Theory and explore how letting go of what you can't control can reduce burnout, build stronger boundaries, and bring clarity to your work in school PR. Learn how to lead with empathy and focus on what matters most.

Broadcasting: Crafting Compelling Narratives | *Matt Sizemore, Nampa School District*

With years in the newsroom and a deep understanding of what makes a story stick, veteran broadcaster Matt Sizemore brings his media savvy to the world of school PR. Learn how to tell your district's story like a pro—captivating audiences, earning trust, and making your message matter. Walk away with insider tips and strategies to elevate your storytelling and broadcast your voice with confidence.

3:00 PM | **That's a Wrap! Conference Insights**
Grab & Go Wellness Bar

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IDSPRA MEMBERSHIP

LEND YOUR VOICE. LEAD THE FUTURE. JOIN IDSPRA.
If you have a role or a passion for educational public relations in Idaho, you belong in the Idaho School Public Relations Association (IDSPRA)—a network of professionals using their voices to shape the future of school PR across our state.

What does membership include?

- Quarterly networking and professional development tailored to the needs of Idaho's school PR professionals.
- Access to IDSPRA-funded initiatives, such as statewide bond and levy video campaigns created exclusively for members.
- A direct line to Idaho's leading voices in school communication—a highly skilled, deeply collaborative network of professionals who are setting the standard and driving innovation in their communities.

Ready to join the conversation? Contact Courtney Fisher at fisherco@sd25.us

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