



Alternative Education Spring Training On Legal & Marketing Issues

March 26, 2010
8:30 – 4:00 p.m.
Grand Blanc East Middle School
6100 Perry Road
Grand Blanc, MI 48439

Agenda

8:30 a.m.	Welcome - Rich Klemm
8:40 – 9:00	Goals, Plays, and Expectations
9:00 – 10:15	Legal Problems Facing Your Program: Students, Discipline, Staff, Grading, Attendance, Cyber Bullying, Sexting and More <i>Eric D. Delaporte, Attorney, Thrun Law Firm, P.C.</i>
10:15 – 10:30	BREAK
10:30 – 12:00 p.m.	Review of the Issues and Q & A <i>Eric D. Delaporte, Attorney, Thrun Law Firm, P.C.</i>
12:00 – 1:00	Lunch: A Ballpark Tradition
1:00 – 1:30	How to Score with Your Marketing Plans: What's In Your Game Plan? <i>Kevin Lane, Plymouth-Canton Public Schools</i>
1:30 – 2:00	Who's On First? Your District, Administration and Board <i>Brian Barber, Director, White Lake Area Community Education (First Base Coach)</i>
2:00 – 2:30	Can't Get to Second Base? Your Community: Businesses, Local Government and Nonprofits <i>Michele Irwin, Senior Director for Community Relations & Programs, L'Anse Creuse Public Schools (Second Base Coach)</i>
2:30 – 2:45	BREAK: The Seventh Inning Stretch
2:45 – 3:15	Rounding the Corner On Third, Don't Forget Your Fans: Staff and Students <i>Marlana Krolicki, Consultant, Oakland Schools (Third Base Coach)</i>
3:15 – 3:45	Bringing It Home, the Final Touches: Media, Marketing and Special Events <i>Kevin Lane, Coordinator of Alternative and Adult Education Plymouth-Canton Public Schools (Home Base Coach)</i>
3:45 – 4:00	Wrap Up: What's your Game Plan? <i>Rich Klemm, Gregg Dionne, Marlana Krolicki (The Umpires)</i>
	Sharing and Evaluation of the Day
4:00 p.m.	Adjourn