

Tools for Today's PTA Volunteer



Becoming a PTA volunteer takes more than a willingness to serve; it takes knowing how to work effectively within your PTA and school community. National PTA offers volunteers support in many ways, and one of them is training. When you train with PTA resources, you have a chance to:

- Participate in workshops and seminars with family-engagement experts
- Network with your peers
- Learn online at your own pace

Annual National PTA Convention and Exhibition

Share your wisdom and experiences with other PTA leaders and volunteers at the National PTA Convention and Exhibition. Each year, members and delegates from every PTA congress gather to:

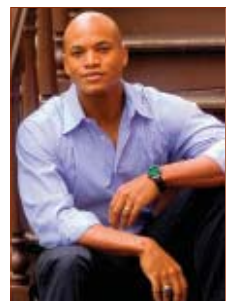
- Gain practical ideas and observe best practices for PTA units
- Receive advocacy, education, and program updates
- Learn about new initiatives and gain inspiration from dynamic keynote speakers
- Network with hundreds of PTA peers and exhibitors from around the country
- Learn about new products and services from nearly 200 hundred exhibitors
- Vote for National PTA leaders, bylaws changes, and resolutions

Plan to attend the 117th Annual National PTA Convention and Exhibition, June 20–23, 2013 in Cincinnati, Ohio. Convention attendance is a legitimate, justifiable budget item that pay dividends for your PTA.



Convention Keynote Wes Moore Inspires Delegates

Attendees at the 116th Annual National PTA Convention and Exhibition in San Jose, California, were off to a rousing start when the first keynote speaker of the convention, Wes Moore, took the podium. Moore is a youth advocate and national best-selling author whose first book, *The Other Wes Moore*, became an instant *New York Times* bestseller. Moore, a new parent, had stories of his hard knocks growing up and how the support of the adults in his life made all the difference in his pursuit of a productive life.



A combat veteran, Moore recalled returning from Afghanistan to be greeted by well-wishers with flowers, balloons, and thanks. Moore continued, "I remember talking to a group of people who were off to the side, and they told me that they were educators. And the only thing I could think to say back to them was 'thank you for your service. The greatest opportunities that we have in this country will not be won and fought overseas. They will be won and fought by raising as much human capital in this country as we possibly can. The reason that I love the PTA is that you all fundamentally understand that.'"

Moore continued to stress the importance of PTA to a new generation of parents: "We have a lot of parents who don't know the importance of the lesson that you all fight for and advocate for every day. You all say, how do we make sure we have a genuine, and an honest, and an inclusive conversation. If we can provide the tools and the resources, we can ensure that everyone is in this fight."

Moore ended with the profound importance of education. He said, "Education matters because it teaches you how to be free. And that's the greatest gift we can give someone."

For convention highlights, go to PTA.org/2042.asp.



E-learning/Webinars

At a time when PTA budgets are tight and schedules are even tighter, e-learning is a solution for leaders and volunteers looking to expand their skills cost-effectively and without the need to travel. Leaders and volunteers can access e-learning courses and webinars any time, wherever there is an internet connection. Go to PTA.org/5117.asp, and you will find a menu of e-learning topics categorized for diverse audiences, including Planning Your PTA Year, Outreach and Partnerships, and Effective Meetings. Or, perhaps you are interested in learning how to facilitate an upcoming PTA program, such as Reflections, or want to prepare an application for the Healthy Lifestyles Grant Program. E-learning is available for your programmatic needs, too.

Live and recorded webinars on a variety of topics and PTA programs and initiatives are among the many resources available at PTA.org/5175.asp. New PTA e-learning courses and webinars are added throughout the year and are available to members at no cost. Connect with the National PTA to expand your skills and organize your PTA for continued success.

For more information, contact the Training Department at PTATraining@pta.org.

Emerging Minority Leaders Conference

The PTA Emerging Minority Leaders Conference (PTA.org/emlc) offers the perfect opportunity for you to continue building a national network of peers and learn how to negotiate the challenges you face as an emerging minority PTA leader, community advocate, parent, or caregiver. Now in its seventh year, this conference has emerged as the premier family engagement program for training ethnically diverse leaders to serve underserved school populations.



2012 Emerging Minority Leadership Conference Destination Leadership VII: Excellence in Action



Destination Leadership is the dynamic leadership conference emerging minority PTA leaders have made their Number 1 go-to event. Join us in Washington, DC, September 21-23, 2012, to learn about the issues that face ethnically diverse families in our nation's school systems, develop your leadership skills, and have a chance share your experiences with others. Bring what you learn back to your communities—or invite other leaders in your area to attend! Find out more at PTA.org/emlc.

State Conventions and Leadership Trainings

Attending your state PTA convention and leadership training conferences is an excellent way to gain and share information with other leaders and volunteers from across the state, to participate in the business of the state association, and to reaffirm your commitment to the vision and mission of the PTA. A schedule of state PTA conventions and leadership trainings is available at PTA.org/state_conventions.asp, or contact your state PTA.

Workshop Facilitators and Resources

Looking for an expert to lead a PTA workshop or meeting? How about a sample meeting agenda or board assessment? Look no further! Our goal is to provide comprehensive learning and development resources to support the success of your PTA. Contact the Training Department at PTATraining@pta.org for assistance in finding the right person or resource to meet your learning needs.

Get More Value with PTA's New and Improved Membership Card



Are you a proud PTA member? Now you can show off your pride with an attractive new membership card that offers you real benefits. The 2012–2013 PTA membership card has a new look, a new feel, and a new activation process. The sleek, new card has bright colors, pictures of children, and clearly identifies that a member is a part of their local PTA, their state PTA, and National PTA. It also provides important information about the benefits of PTA membership. With the click of a few buttons, you will not only receive money-saving coupons, but you also will stay connected to the latest in child advocacy, PTA programs, and parent learning.

Like credit cards and online site registrations, the PTA membership card will now need to be activated at PTA.org/activate. If you prefer, you can still call PTA at (800) 307-4PTA (4782) and provide your name, your e-mail address, and a few other essential bits of information to start accessing money-saving member discounts and incentives right away. Activating your card is not only quick and easy, but PTA members who activate also will receive a \$10 coupon from OfficeMax and a special offer from Hertz!

Membership card FAQs

Can I still print membership cards on my home or office printer?

Yes. The new card is compatible with home printers. You can also write directly on the card with a ballpoint pen or pencil.

What type of information will PTA members need to provide to activate their membership card?

PTA members will be asked to provide first and last name, e-mail address, PTA unit ID, the unique ID that is preprinted on their card, and their primary role in PTA, such as parent, guardian or teacher.

How will I receive my new card(s)?

Your state PTA will provide cards to all active PTA local units, and the local units should distribute cards to all individual PTA members.

What if I don't have access to the internet?

Although PTA members are encouraged to activate their cards online at PTA.org/activate, a telephone option is available to activate the card for members without internet access by phoning (800) 307-4PTA (4782) during normal business hours.

Am I member of PTA if I don't activate my membership card?

Your membership is active once you pay your dues. You are not required to activate your card. Yet activating your membership card allows you to access exclusive PTA member benefits and current updates to PTA member resources; so we hope you choose to activate your card.

How do I receive the OfficeMax and Hertz coupons?

Once you have activated your card, a link will be sent to the e-mail address you provided where you can access your coupons and print them. In most instances, if you use the coupons, they will pay for the cost of PTA membership.

To stay up to date throughout the year with the latest PTA membership card information and resources, visit PTA.org and click on "Running a PTA." There you will find current FAQs, webinar audio recordings, card-printing instructions, and additional details to help you stay connected to PTA.