The Minnesota Association of School Administrators presents

MASA's 2012 Fall Conference
Innovation - It starts with a vision

September 30 - October 2
Madden's on Gull Lake
Brainerd, MN

Registration

Register by Friday, Sept. 14 and receive a reduced rate!

“… making innovation a priority is not the same thing as making it happen. All too often, innovation becomes nothing more than a buzzword or a bumper sticker—the management theme du jour—that receives a lot of reverential rhetoric …” (Peter Skarzynski)

As leaders of learning, we envision a future in which all students are prepared for success in the global economy, where adaptive educational systems respond to the diverse needs of learners with customized, meaningful learning experiences, and where communities value and support lifelong learning. We see the potential of emerging technologies, the impact of skilled assessment and instruction, and the need for flexible systems that can respond to rapid, pervasive change. We often express the need for “innovation,” but do we truly understand how to move beyond the rhetoric? Join your colleagues at the MASA Fall Conference and explore innovative leadership. What is the future of education? It starts with a vision!

Please see additional information/registration for the following, enclosed in your registration packet:
• MASA Foundation Golf Tournament Registration
• Service Pin Forms

Thank you to our Major Conference Sponsors:
Johnson Controls, Inc., and National Joint Powers Alliance

Preliminary Program

Sunday, September 30
(Registration open 11 am - 5 pm)
9 am - 4:15 pm • MASA Great Start Workshop II
11:30 am • Foundation Golf Tournament - Pine Beach West
5 - 8 pm • Dinner & Wine Tasting
7 - 10 pm • Welcome Reception - Wilson Bay Dining Room

Monday, October 1
(Registration open 7 am - 3 pm)
7:30 am - 1:30 pm • Exhibits Open
7:30 - 8:30 am • Continental Breakfast in Exhibit Halls
8:30 - 10 am • Keynote Speaker: Peter Skarzynski
9 - 10 am • Partners’ Coffee - Madden Brothers’ Store
10 - 11 am • Refreshments Available - Exhibit Halls
10 am - 1:30 pm • Choice Sessions
10 am - 1:30 pm • Futuristic Salon
10 am - 1:30 pm • 21st Century Classroom
10:15 - 11 am • Breakout Sessions I
11 am - 1 pm • Lunch Buffet
11:15 am - 12 Noon • Breakout Sessions II
12:15 - 1 pm • Breakout Sessions III
12:30 - 1:30 pm • Dessert Buffet - Exhibit Halls
1:15 pm • Prize Drawings - Exhibit Hall
1:45 - 4 pm • General Session - One Voice
4:30 pm • Evening Walk - Town Hall
6 pm • Dinner & Wine Tasting
7 - 10 pm • President’s Reception

Tuesday, October 2
(Registration open 8:30 am - 12 noon)
7 - 9 am • Continental Breakfast
9 - 10:15 am • Keynote Speaker: Wayne Kazmierczak, MASA Richard Green Scholar
10:30 - 11 am • MASA and MCPE Annual Business Meetings & Service Recognition
11 am - 12 Noon • General Session: Making Meaning
12 Noon • Lunch Buffet
Conference Highlights...

Golfers will enjoy the MASA Foundation Golf Tournament Mixer on Sunday afternoon. All conference participants are invited to play. Register on the enclosed form.

Sunday evening after dinner, gather with friends for a casual Welcome Reception.

Throughout the conference, we will celebrate the service of our honored colleagues. In addition to celebrating our members’ years of service with pins marking their milestone years, we will present the 2012 Richard Green scholarship to Wayne Kazmierczak and the Polaris Award to Wendy Shannon.

Our Monday morning keynote speaker Peter Skarzynski will describe how organizations intentionally innovate. In our global knowledge economy of persistent and dramatic change, innovation is a valued process for responsive, healthy, sustainable organizations. Peter will describe how organizations intentionally innovate, and he will help us understand how we can practice intentional innovation in our schools. Peter is a founder and Senior Managing Director of Strategos, the strategic services division of Innovaro. He is widely published on the topic of innovation and has written for Dow Jones, CEO Magazine, the Drucker Foundation, and other well-known publications.

* Note that Peter’s book, Innovation to the Core is featured on the July 4, 2012 post of the MASA book blog, “What We Are Reading.”

Members’ partners are invited to get acquainted and gather for golf, walks, bridge, shopping or whatever else might sound inviting. The Partners’ Coffee Monday morning is just the place to make plans!

The Exhibit Fair is a convenient way to visit with representatives of companies offering the latest products and services of value to school leaders.

Our Choice Sessions give participants an opportunity to create just the right mix of professional learning to meet their individual needs. Many options will be available mid-day on Monday, including Breakout Sessions on a variety of cutting-edge topics! See the descriptions within this brochure.

New this year -- Stop in at the Futuristic Salon any time during the Choice Sessions. In this salon we will hear a number of different creators of the future through a series of TED talks. The talks are about 15 minutes long. This discussion will be facilitated by Jane Sigford.

Back by popular demand -- Experience a 21st Century Classroom. Be a kid again -- a kid of the future. During this session, you become a student and experience what classrooms of the future are like with all the engaging technology tools and teaching techniques, a modern room environment, and more. Join our partners TIES, Cuningham Group Architecture, and SMART Technologies.

Monday afternoon, experience One Voice, a partnership among MASA, the Council of Educational Facilities Planners International (CEFPI), and Twin Cities Public Television (TPT). Last spring, a conversation began at the CEFPI unconference here in Minnesota.

The purpose of that event was to gather a diverse group to unify and magnify our collective voice towards creating meaningful learning experiences for all learners in the global knowledge economy. In this afternoon’s session, we will model innovative practice as we continue that conversation. TPT is documenting this evolving conversation and they will be with us, providing videotaped conversation from the previous event for reflection and bridging the ongoing dialogue about making dreams reality for our students. Activities will include collaborative project based learning and, most importantly, a great deal of fun and creativity. TPT will not be videotaping at the event. However, this ongoing conversation will eventually support a 30-minute broadcast and a variety of online video “shorts” that you will be able to use to support your own conversations within your communities.

Monday evening, relax after the long conference day at the President’s Reception. MASA President Jim Hess invites you to join him for refreshments and socializing.

Our Tuesday morning program features the work of our 2012 Richard Green Scholar Wayne Kazmierczak. Wayne’s study, entitled, “Deep Visibility: Meaningful Absence and Presence in the Superintendentcy”, intends to inform superintendents of the value that visibility has on the ability to lead an organization and the impact that visibility has on the perceived effectiveness of superintendent leadership. As the conceptualized roles of the superintendent have evolved over the past century, so too has the emergence of the concepts of visibility and presence related to successful superintendents. While building relationships with stakeholders, superintendents must also develop an understanding of the connections and alignment of all district dimensions while understanding the relationships among the parts, and a presence in the community helps a superintendent to accomplish this. Involvement in the community, effective communication, and a visible presence in a community are all related concepts of which superintendents in the 21st century should take heed.

Tuesday morning, make sure to attend the annual meetings. In addition to our annual business meetings, we will recognize our service pin recipients, hear about progress on the MASA strategic plan, and learn about the vision for the next year. Don’t miss your chance to win a free conference fee for the spring conference for yourself or a team member. Must be present to win!

Our final session of the conference will be dedicated to Making Meaning. Our team will use innovative methods of reviewing and reflecting on the conference, inviting participants to frame the meaning the event has had in their own professional practice. Participants who attend the session will receive tools and information you can bring back to your districts to inform your communities and invite them into a transformative conversation within your local community.
Monday, Oct. 1 Choice Sessions...

10 am – 1:30 pm
Futuristic Salon *Join this session at any time!*
presented by Jane L. Sigford, Adjunct Professor UST, Educational Consultant
Are we really educating students for the future? Or are we still educating them for what used to be? In this salon we will hear a number of different creators of the future through a series of TED talks. The talks are about 15 minutes long. After each presentation the group will brainstorm ideas about what does this mean for ‘my’ district? For education in Minnesota? This discussion will be facilitated by Jane Sigford. You are welcome to attend one, two, or all of the sessions. At the end of the session. We will invite participants to synthesize the wisdom from all of the talks to help us challenge our thinking about what we ARE doing, and what we SHOULD be doing, around “next practice” curriculum, instruction, programming, financing, technology and so on. The speakers will challenge your thinking. They will astound you with what is happening across the world in science, medicine, education, and other areas. Come hear these creative thinkers and be part of creating our own future.

10 am – 1:30 pm
Back by popular demand! **Experience a 21st Century Classroom**
*Join this session at any time!*
presented by TIES, Cunningham Group Architecture, and SMART Technologies
Be a kid again -- a kid of the future. During this session, you become a student and experience what classrooms of the future are like with all the engaging technology tools and teaching techniques, a modern room environment, and more.
• Review your own personalized learning plan on an iPad.
• From a student’s perspective, how does it feel when the teacher becomes a learning guide instead of a lecturer?
• Interact with students from across the country about their opinions of 21st century learning.
• Feel how a student would feel about a well-designed classroom.
To demonstrate how one teacher can be effective in this arrangement, we have just one teacher giving the lesson to all participants.

10:15 – 11 am Breakout Sessions I

**Innovation in Action: Community Schools as a Platform for Cradle to Career Initiatives**
presented by Keith Lester, Superintendent and Patrice Howard, Community School Project Manager, Brooklyn Center Community Schools
In a time where Innovation and Cradle to Career are becoming ever more present in educational dialogue, there needs to be a platform - a plan - for taking substantive action. Brooklyn Center Community Schools has taken this model to address the varying, critical need of our students. These efforts have resulted in the first Full-Service Community School District in the state, the "Gold Standard" for school-based Student Clinics, the first on-site clinic for employees and their dependents and, through multiple partnerships, have provided programming and support that the district would not be able to afford (i.e. over 3.0 FTE Mental Health Providers at a total cost of $25,000).

**Innovation Report Cards: How to Encourage AND Measure Innovation**
presented by Jane Holmberg, Executive Director of Teaching and Learning, and Mike Smart, Innovation Coach and Online Learning Facilitator, Intermediate District 287
Innovative organizations purposefully encourage and measure innovation. Come and see how one district is using indicators of innovation that are usually reserved for the private sector to meet the demands of a strategic plan that calls for "Innovative. Responsive. Solutions." Intermediate District 287 is applying current research in creativity and innovation to fuel scores of new projects that increase student achievement and help staff work more efficiently. A new "Innovation Report Card" summarizes this activity and also assures that innovations are purposeful, not just the shiny new thing.

**iPads in the SMART Classroom**
presented by Kevin Schroeder, Education Solutions Specialist, SMART Technologies
Does your district have SMART Boards in the majority of your classrooms and are you now looking at an iPad initiative and wondering how these technologies can "play together?"
Join us to learn how you can use the iPad to promote collaboration within the SMART classroom. We will also look at popular desktop sharing and inking apps and how iPad, SMART Notebook software and Bridgit® conferencing software can help you create a truly collaborative environment.
• iPad Implementation Question Discussion
• Remote Desktop Options
• "ink"-teractive Apps
• Bridgit & SMART Notebook
• Formative/Summative/Engagement using SMART Response VE
Building An AP Program – Best Practice Ideas for establishing and growing an AP culture

Presented by Christine Silvis, K-12 Educational Manager, and Penny Kotterman, College Board

This session will focus on best practice strategies and tips for establishing a strong AP program in your school while increasing access and equity. We will explore ideas for starting a program from scratch as well as ramping up an established program. In this session administrators will receive strategies that were implemented successfully within MN as well as throughout the Midwest Region and have an opportunity to establish a network of colleagues who are all focused on increasing participation and performance within their AP program.

The Enhanced Value of Community Education to Minnesota’s Public Schools

Presented by Bill Morris, President, Decision Resources Ltd.

The fiscal challenges and responsibilities faced by School Boards nationally are mounting. One distinct advantage that Minnesota schools enjoy is the role that Community Education plays in every community. This session will present three key messages: 1) Community Education is the district’s only connection to its broad citizenry, including the students and families attending the K-12 schools; 2) Community Education provides a significant financial return to the school district on investment and 3) In the future, the role of Community Education in the school district is only going to increase.
11:15 am – 12 noon Breakout Sessions II Cont.

The New Principal’s Evaluation System
presented by Brian Dietz, Superintendent, Waseca Public Schools; Jeff Olson, Superintendent, St. Peter Public Schools and Greg Keith, Coordinator of Educator Evaluation Programs, MDE

This past year, the state legislators passed new legislation that mandates all Principals be evaluated on an annual basis with 35% of their evaluation reflecting test scores. For the upcoming year, 16 school districts across the state of Minnesota have been asked to pilot a model developed to meet the criteria of the law and to determine Best Practices as to how you can deliver a meaningful model for Professional Growth. Attend this session to learn more about the evaluation, how they are implementing the pilot this year, and gain some practical examples and insights of how to institute this when it is mandated in the 2013-2014 school year.

12:15 – 1 pm Breakout Sessions III

Building Emotional Resilience in the Workplace
presented by Karen Lloyd, Senior Director, Behavioral Health Strategy, HealthPartners

What we think - in large parts - determines how we feel. We often create or increase our own stress through negative self-talk. Learn evidence-based technology to promote healthy thinking and reduce your own self-talk. This presentation offers key learning for building a culture of emotional resilience in our workplaces, one person at a time.

Envisioning New Transportation Options: The Rights and Options School Districts Have When Contracting for School Transportation
presented by Thomas R. Revnew, Partner, Seaton, Peters Revnew - Attorneys at Law and Shelly Jonas, Executive Director, MN School Bus Operators Association

Successfully overseeing the contract for school transportation can be a complex process. Some school districts may feel it is necessary to hire a consultant to oversee this process. However, careful planning and diligent communication can minimize the need for transportation consultants. Following this presentation, you will gain a solid understanding of the State Statutes surrounding contracted transportation that will allow your school district to maintain tighter control and gain the most efficient use of their resources for school transportation.

Know... NO! Know...
presented by Jinger A. Gustafson, Associate Superintendent of Middle Schools, Anoka-Hennepin School District, Educational Service Center

This session will showcase Anoka Hennepin School District’s framework regarding anti-bullying and anti-harassment trainings, communications, and continued promotion of a safe environment. Structures will be shared of universal design and delivery system with a focus on adult training as well as expansion to students, families, and community while continuing to work toward the goal of keeping all students safe.

Move Where? Understanding the Drivers of Radical Renovation
presented by David Maroney, Partner and Tom Tapper, Senior Educational Planner, ATS&R Planners/Architects/Engineers

School districts often come to architects with a specific problem that they want solved, such as needing more space for a certain function. In finding that ideal solution, it is our role to look at the bigger picture – examining the current use and fit, considering future needs, all while working WITH the constraints of an existing building which many times has become a mish-mash over the years due to multiple additions/alterations. The larger perspective solution, which would allow the building to function most efficiently and truly meet the district’s long term needs, may require a RADICAL RENOVATION. We are defining “radical renovation” as a large scale redesign and reorganization of functions and circulation while users CONTINUE TO OCCUPY the building. This program will provide school administrators, staff and board members with the considerations that will help lead to a SUCCESSFUL radical renovation.

No More House Calls: Defining the Role of Medical Providers in the School Setting
presented by Nancy E. Blumstein, Attorney and Christian R. Shafer, Attorney, Ratwik, Roszak & Maloney, P.A.

While medical providers can offer valuable information and insight into the needs of students and staff, their role is much more limited than students, staff, or even the doctors themselves perceive it to be. This presentation will address the role of medical providers with respect to employment issues such as requests for accommodations, and time off, and student issues, including requests for homebound services, educational accommodations, and prescriptions for school provided therapy. We will discuss the role of the school nurse with respect to external recommendations. The presentation will include real world, innovative solutions to drawing the proper boundaries between external medical providers and the school district.

P-12 Teacher Development and Effectiveness Program (TDEP)
presented by Mindi Jenson, Director of Curriculum, Instruction, & Assessment; Sue Jenkins, Academic Coach and Kelly Krueger, Academic and Induction Coach, ROCORI School District

Minnesota teachers are leaving the field early in their careers at an alarming rate. Busy administrators, stressed out colleagues, assessment expectations and a lack of induction funding often leave novice teachers feeling alone and many don’t reach their full potential and quit teaching to move into different occupations. The Teacher Development and Effectiveness Program (TDEP) is a performance-based, professional development and effectiveness assessment that develops and evaluates novice and experienced teachers in the P-12 setting. Both teachers and administrators engage in understanding the art and practice of teaching in relationship to student learning. Join this session and learn how the ROCORI Schools employ this work to support teachers.
MASA ‘12 Fall Conference Registration

Register by September 14 and receive a reduced fee.
We’re sorry, but we do not offer a one-day only registration.

Name ____________________________________________

Position Title ______________________________________

Name of Partner (if attending) __________________________

Employing Organization ________________________________

Email Address _________________________________________

Office Phone (______) _________________________________

Please check appropriate registration categories:

____ MASA Member registering ON/BEFORE 9/14 $ 275
____ MASA Member registering AFTER 9/14 $ 325
____ Non-Member $ 325
____ Partner of Member (Spouse who is NOT a member) Free
____ MASA Retired Member Free

Please Note: There is no conference fee for retired members or members’ partners. Participants in these categories pay for meals only. Complimentary fee for Retired members does not apply if a former or current member is attending as a representative of a business entity or serving as an interim superintendent. Please register as an exhibitor or a member.

TOTAL FEE $ __________

Register via:
Online: www.eventzilla.net/web/event?eventid=2138967026

Mail: MASA Conference Registration
1884 Como Avenue, St. Paul, MN 55108

Fax: (651) 645-7518

Pay your registration fee via:
By Credit Card: Register and pay online via PayPal at http://www.eventzilla.net/web/event?eventid=2138967026

By Check: Mail your check (payable to MASA) and your registration form to the address above.

One on One Appointments with Gary

MASA members are invited to meet individually with Executive Director Gary Amoroso. Come to discuss anything that is on your mind - or just to get to know your Exec better!

Simply mark below to register for an appointment. We will arrange a meeting time and notify you.

____ Yes, I would like to have a 30 minute appointment with Gary Amoroso during the MASA Fall Conference.

---

**Lodging**

* Please make your own arrangements for lodging.

A Madden’s form is enclosed. Please return your completed form to Madden’s.

We have also arranged blocks of rooms at two area hotels: Country Inn and Suites in Baxter (Highway 371, about one mile north of 210). When you make your reservations, let the hotel know you are an MASA participant and receive a reduced rate of $77 + tax. Call (218) 828-2161 or toll free, 800-456-4000.

AmeriInn Motel in Baxter (Highway 371, north of 210). When you make your reservations, let the hotel know you would like to corporate rate for the MASA conference and receive a reduced rate of $65.90 + tax. Call (218) 829-3080 or toll free, 866-822-3080.

Additional information about lodging in the Brainerd/Baxter area is available on the web at http://www.visitbrainerd.com/lodging.html.

**Meals**

You must have a meal ticket or guest card for EVERY MEAL at the event.

If you are staying at Madden’s, you will receive a guest card that provides admission to meals and recreation.

If you are not staying at Madden’s, you may purchase commuter meal tickets. Simply complete the enclosed form and return it to Madden’s. Pick up your meal tickets at the Madden Inn. MASA staff is unable to sell meal tickets.

**Golf and Recreation**

You must have your guest card to be admitted to resort recreation facilities, INCLUDING THE FOUNDATION GOLF TOURNAMENT. If you are not staying at Madden’s and you wish to golf, you may pay your green fees at the club house.

**Dress:**

For conference sessions and receptions dress is business casual.

**If you need to cancel:**

Your conference registration:
Cancellations must be made by Friday, September 14. A $30 service charge will be deducted from your refund. No shows will be billed for the full conference fee.

Your lodging and meals (Madden’s):
You are responsible for your entire stay, early departures or reservation reductions are not refundable. Please pay close attention to Madden’s cancellation policy; MASA is not responsible for any penalties associated with a participant’s cancellation or early departure.

**Please do not wait for your district to process a check before sending your registration information. That process can slow down your registration and we want to be prepared for you!**
MASA Service Recognition - 10, 15, 20, 25, 30, 35, and 40 Years

MASA service recognition will be presented during the MASA Member Meeting on Tuesday, October 2.

Members who have completed 15, 20, 25, 30, 35, or 40 years of administrative service and five years as MASA members may receive service pins. Pins are awarded immediately following completion of eligibility years. Eligibility years are counted as school fiscal years. Members are only eligible to receive one award per year.

Members who have completed 10 years of administrative service and five years as MASA members will be recognized in the awards program and with certificates which they will receive by mail following the conference. Certificates are awarded immediately following completion of eligibility years. Eligibility years are counted as school fiscal years.

To apply for your service pin or certificate, please complete the information below, and return it to the MASA office. To be included in the awards program, please respond by Wednesday, September 12. Regretfully, due to publishing deadlines, we cannot guarantee that we will be able to include you in the printed program if we do not receive this information by September 12.

A. Please check the pin for which you qualify:

(Please note that qualifications will be verified by MASA.)

______Silver with Blue Background - 15 Year Administrator
Based on completion of 15 years in an administrative* position and 5 years as an MASA member.

______Silver - 20 Year Administrator
Based on completion of 20 years in an administrative* position and 5 years as an MASA member.

______Silver with Ruby - 25 Year Administrator
Based on completion of 25 years in an administrative* position and 5 years as an MASA member.

______Silver with Sapphire - 30 Year Administrator
Based on completion of 30 years in an administrative* position and 5 years as an MASA member.

______Silver with Diamond - 35 Year Administrator
Based on completion of 35 years in an administrative* position and 5 years as an MASA member.

______Silver with 2 Diamonds - 40 Year Administrator
Based on completion of 40 years in an administrative* position and 5 years as an MASA member.

______Gold with Blue Background - 15 Year Superintendent
Based on completion of 15 years as a superintendent and 5 years as an MASA member.

______Gold - 20 Year Superintendent
Based on completion of 20 years as a superintendent and 5 years as an MASA member.

______Gold with Ruby - 25 Year Superintendent
Based on completion of 25 years as a superintendent and 5 years as an MASA member.

______Gold with Sapphire - 30 Year Superintendent
Based on completion of 30 years as a superintendent and 5 years as an MASA member.

______Gold with Diamond - 35 Year Superintendent
Based on completion of 35 years as a superintendent and 5 years as an MASA member.

______Gold with 2 Diamonds - 40 Year Superintendent
Based on completion of 40 years as a superintendent and 5 years as an MASA member.

**Administrative positions** include educational leadership positions, such as the principalship, central office administration, service provider administration, higher education administration and administration in the Minnesota Department of Education.

B. Please check one:

______I will be present at the Member Meeting.

______I will not be present; please mail my award.

C. Return this form to:
Service Awards - MASA
1884 Como Avenue  FAX: 651-645-7518
St. Paul, MN  55108  aranallo@mnasa.org

Congratulations!
Come kick off the MASA Fall Conference by golfing the beautiful Pine Beach West Golf Course!

No tournament fee is required for registered conference participants and exhibitors. However, players can support the MASA foundation with a $30 tax-deductible donation. Your separate check for your donation can be mailed in with your conference registration or paid at the tournament. Please make checks payable to the MASA Foundation.

Plan to be at the golf course about 30 minutes early (11:30 am) to check-in and participate in the putting contest. The Pine Beach West Course is located west of the entrance to Madden’s.

When you arrive at Madden’s, check in at the Madden Inn, where you will receive your guest pass for meals and golf. Note that you must have your guest pass to play in the tournament.

If you are not staying at Madden’s, please pay your green fees at the clubhouse.

Feel like your game is off? Purchase mulligans at the check-in desk for $5 each. (Max. of 4 per foursome.)

Remember to participate in the putting contest! Donate $5 for 4 chances to putt. Each golfer may participate twice. Each hole-in-one is worth a entry into the prize drawing for an overnight stay and meal at Madden’s! (Valued at $250).

Register to golf on this form!

Name___________________________________________________________
Company/District________________________________________________
Phone__________________________________________________________
Email___________________________________________________________

___________ Please check here if you are enclosing a $30 donation with your registration.
Make checks payable to the MASA Foundation.

Please return this form by Friday, September 14 to:
MASA • 1884 Como Avenue • St. Paul, MN 55108
Phone: (651) 645-6272 • Fax: (651) 645-7518 • aranallo@mnasa.org

*Foursomes will be assigned in order to provide a mix of all participants.
2012 MASA Foundation Golf Tournament

The golf tournament supports the work of the MASA Foundation (a 501(c)(3) organization), providing leadership development for Minnesota’s school leaders and supporting the field of school administration.

Sunday, September 30, 2012

4 Person Team Event, 18 Hole Scramble, Shotgun Tee-off at 12 Noon
Pine Beach West Golf Course at Madden’s on Gull Lake

Register to sponsor on this form!

Company: ____________________________________________________
Contact: ______________________________________________________
Phone: _______________________________________________________ 
Email: ________________________________________________________

Sponsorship Level:
___ Ace ($500 - $999)
___ Eagle ($300 - $499)
___ Birdie ($200 - $299)
___ Par ($100 - $199)

Amount Enclosed: ________
(Please make your tax deductible check payable to the MASA Foundation.)

Please return this form by Friday, September 14th to:
MASA
Attn: Aimee Ranallo
1884 Como Avenue
St. Paul, MN 55108
Fax: (651) 645-7518
Email: aranallo@mnasa.org

Don’t forget to register to golf on the Golf Registration Form.
TWO NIGHTS WITH SIX MEALS TOTAL PACKAGE RATES ARE:

<table>
<thead>
<tr>
<th>DELUXE ROOMS</th>
<th>PREMIUM ROOMS</th>
<th>LUXURY ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$491.60 per adult SINGLE (1 adult per room)</td>
<td>$530.94 per adult SINGLE (1 adult per room)</td>
<td>$589.94 per adult SINGLE (1 adult per room)</td>
</tr>
<tr>
<td>$353.97 per adult DOUBLE (2 or more adults per room)</td>
<td>$398.22 per adult DOUBLE (2 or more adults per room)</td>
<td>$447.38 per adult DOUBLE (2 or more adults per room)</td>
</tr>
</tbody>
</table>

These package rates include lodging, meals, golf on Madden’s Pine Beach East, Pine Beach West & Social 9 courses (golf carts are an extra charge), tennis, croquet, non-motorized boats, use of most resort facilities, service charge and Minnesota sales tax.

**Exhibitors:** Refer to package rates and inclusions listed above OR book lodging only, based on availability. Visit our online booking page at [www.maddens.com](http://www.maddens.com).

**Pre/Post Stays:** The Association’s contracted daily rate will be honored 3 days pre-conference as well as 3 days post-conference for all attendees. Subject to availability. Call Madden’s Reservation Department to make an extended reservation.

**ROOMS:** We will strive to honor your first choice, however, rooms will be assigned on a first come; first served basis. If we are unable to honor your first choice, you will be assigned the next choice and charged accordingly. Reservation and housing requests will not be accepted or honored without payment. Any reservation requests received after August 15, 2012 will be accepted on a space available basis only.

**RATES & ROOMMATES:** All rates are per person; the double rate requires two adults sharing a room. For your safety and security, Madden’s does not assign roommates. If the second occupant is not indicated, we will assign a single room with a single occupancy rate.

**PAYMENT INFORMATION:** The full package payment is required at time of reservation request. Checks payable to MADDEN’S ON GULL LAKE are accepted and must accompany this reservation request form. We accept VISA and MASTERCARD for phone or online reservations. Vouchers and Purchase Orders are not accepted for payment. All guests must present a credit card at check-in.

**RESERVATION METHODS:**

1) MAIL THIS FORM WITH A CHECK TO: MADDEN’S ON GULL LAKE, 11266 Pine Beach Peninsula, Brainerd, MN 56401.
3) Call Madden’s Reservations Office at 800-642-5363.

* Credit card will be charged when the reservation is made.

**CANCELLATION POLICY:** Reservations made online MUST be canceled through online booking system. You are responsible for your entire stay; early departures or reservations reduced in length are not refundable. Package payments are refundable, less a $25.00 cancellation fee, if you cancel by August 15, 2012. Any cancellations made after August 15, 2012 will not receive a refund. (Replacements are gladly accepted.) Reservations made after the deadline are non-refundable.
The Day Meeting Package provides for your participation in your group’s meetings as a DAY VISITOR at Madden’s on Gull Lake. The package includes any scheduled lunches for that day in our Conference Dining Room, parking, and general access to Madden’s Conference Center. Please complete this form to reserve your space and for any additional meals. The deadline to receive the pre-conference meal rates is 9/17/2012. Meal Tickets purchased after the deadline or onsite at Madden’s will be charged the post deadline rate.

(Check all days you will be attending):

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong></td>
<td>$13.00 per day (Post Deadline - $18.00)</td>
<td></td>
</tr>
<tr>
<td>(Meal pricing includes sales tax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>______ Monday, October 1st</td>
<td></td>
</tr>
<tr>
<td></td>
<td>______ Tuesday, October 2nd</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Breakfast Charge__________________</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lunch</strong></td>
<td>$25.00 per day (Post Deadline - $30.00)</td>
<td></td>
</tr>
<tr>
<td>(Meal pricing includes sales tax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>______ Monday, October 1st</td>
<td></td>
</tr>
<tr>
<td></td>
<td>______ Tuesday, October 2nd</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Lunch Charge__________________</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dinner</strong></td>
<td>$32.00 per day (Post Deadline - $37.00)</td>
<td></td>
</tr>
<tr>
<td>(Meal pricing includes sales tax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>______ Sunday, September 30th</td>
<td></td>
</tr>
<tr>
<td></td>
<td>______ Monday, October 1st</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Dinner Charge__________________</td>
<td></td>
</tr>
</tbody>
</table>

Total Day meeting, breakfast, lunch and dinner charges:  

$___________________

MAKE CHECK PAYABLE FOR GRAND TOTAL AMOUNT PAYABLE TO MADDEN’S ON GULL LAKE

Name (please print) _________________________________________________________________________

Company __________________________________________________________ _______________________

Address __________________________________________________________________________________

City ___________________________________________ State ________________ Zip ________________

Email confirmation to: __________________________ Daytime Phone: ______________________________

Signature: _________________________________________________________________________________

Return to: Madden’s on Gull Lake  
11266 Pine Beach Peninsula, Brainerd, MN 56401 * 800/247-1040  
Meal ticket purchases are Non-refundable.

Please pick up meal tickets at the Madden Inn Front Desk.

Tickets include meals only; all recreation incurs an additional fee.