



PSD Admissions Directors' Conference "To Win as Many as Possible"

1 Corinthians 9: 19 – 23

We are pleased to bring you the second-annual Admissions Directors' Conference at Orange Lutheran High School, Feb, 6-7, 2012! This year's event will focus on Social Media, Internal and External Marketing, and Generational Relationships. This conference will have direct application for all decision makers and leaders in your congregation and school – Admissions Director, Principal, Pastor, Business Manager, Administrator, School Board Members, etc. Because of this we are offering a registration discount for 3 or more people from the same school to attend this conference. Make it a priority to attend this excellent professional growth opportunity!

Registration: First and Second person from the same school - \$100 (Partner School*) or \$115 (Non-Partner School) per person. Third person or more from the same school \$75 (Partner School*) \$85 (Non-Partner School) per person. Registration includes conference, materials, breakfast both mornings, and lunch and dinner on Monday.

A block of rooms has been reserved at the Radisson Hotel, Newport Beach, for those needing lodging for \$99 per night plus tax, single/double occupancy. Rooms have been blocked for both the night of Feb. 5th and 6th. The hotel offers complimentary shuttles to and from the Orange County Airport. Please contact the hotel directly at (949) 833-0570 to make reservations. Please indicate you are with "**PSD Admissions Directors' Conference**". We will also provide complimentary shuttle service to/from the conference site from the hotel. Please be sure to indicate on the registration form if you will take the shuttle transportation.

Parking at Orange Lutheran High School is monitored and so a parking pass will be required. Please be sure to indicate on the registration form if you will be driving so a pass can be sent to you. Carpooling from the same school is strongly encouraged!

REGISTRATION DEADLINE IS JANUARY 31, 2012! Don't wait, register today!

**Partner Schools are those schools who have contributed to School Services for the Pacific Southwest District for the 2011-2012 School Year. Please contact School Ministries if you are unsure your school is a partner school.*

PRESENTERS:



Ryder Smith: Ryder Todd Smith is a technologist, communicator and private school consumer. A 1996 graduate of Claremont McKenna College in politics, philosophy and economics, Ryder entered the workforce as the Internet bubble built, and he jumped into the technology world with both feet. For the last fifteen years he has kept a foot in marketing, sales, technology and politics. Today he runs Tripepi Smith, a hybrid technology - marketing - public affairs firm based in Tustin, CA. A past-president of his alumni association, Ryder led the charge on social media engagement for his alma mater while concurrently serving on its Board of Trustees. Four years ago he became a private school consumer, sending his daughter to Carden Hall in Newport Beach for two years before she transferred to The Pegasus School in Huntington Beach in 2010.



Dr. Chip Espinoza: Chip Espinoza is the Chief Executive Officer of GeNext Solutions and Co-author of *Managing the Millennials*. He formerly taught management and leadership at Vanguard University of Southern California. He specializes in leader and leadership development. Recently, Chip has been keynoting internationally and in organizations across the country on how to create an environment in which managers and Millennials (younger workers) can thrive. Chip is a leading expert on the subject of generational diversity in the workplace. He consults in the civic, corporate, and non-profit sectors. His client list features great companies like The Boeing Company, Microsoft, Johnson Controls International, and Special Olympics. Chip has authored several articles on the subject of leadership and is the go-to person for news agencies on the subject of integrating younger workers into organizations. He has been featured on Fox News, CNN, national radio, and in major publications. Chip is a Ph.D.C. in Leadership and Change at Antioch University. His book is on the subject of his doctoral research. He was the featured presenter at the annual Concordia University Business Breakfast. Chip and his wife Lisa live in Dove Canyon, California and have four children.



Rev. Chris Singer: Reverend Chris Singer currently serves as the Executive Pastor at St. John's Lutheran Church in Orange. He is married to his beautiful wife, Jeanette with whom they have five children. He serves nearly 100 couples each year as a marriage coach and counselor. He is a certified chaplain for the Tustin Police Department. Chris grew up in a family of Lutheran principals and teachers and is thrilled to have the honor and opportunity to share with you.



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February 6 – 7, 2012

(Tentative Schedule)

Monday

- 9:00 Registration/Continental Breakfast – Nechita Center
- 9:30 Welcome – Rachel Klitzing
- 9:40 Worship – Pastor Chris Singer
- 10:30 Break
- 10:45 Ryder Smith – Social Media Tools, Orange Lutheran Board Room
- Noon Lunch (Chick-fil-a)
- 1:00 Ryder Smith – Marketing Plans
- 3:30 Break
- 3:45 Table Talk – Facilitated by Ryder Smith
- 4:45 Fellowship, Appetizers and Dinner with a Mardi Gras theme
Musical Guests – Orange Lutheran High School Jazz Band
- 6:30 Leave for hotel/home

Tuesday

- 8:00 Continental Breakfast – Board Room
- 8:15 Devotion – Pastor Chris Singer
- 8:45 Dr. Chip Espinoza - Inter-Generational Relationships
- 10:15 Break
- 10:30 Conference Wrap-Up Table Talk
– facilitated by J.P. Presley, Admissions Director Orange Lutheran High School
- 11:45 Conclusion and sending



This conference is sponsored by School Ministries, Pacific Southwest District.



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Attendee Names (Print Clearly) _____

Fees: \$ 100.00 Partner School* or \$115.00 Non-Partner School *first two attendees*
\$75.00 Partner School* or \$85.00 Non-partner School *three or more attendees*
(Price is per person – Registration Deadline January 31, 2012)

Total Cost for attendees: \$100 x _____ or \$115 x _____
\$75 x _____ or \$85 x _____ = Total \$ _____

School/Congregation _____

Address _____

City _____

Contact Email for confirmation (and to receive Parking Pass if driving)

___ Yes, we are staying at the hotel. Please contact Kim Violette by Jan. 31, 2012 if you need transportation assistance kim.violette@psd-lcms.org.

___ No, we aren't staying at the hotel. We will be commuting each day. We need ___ parking passes

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MAKE CHECKS PAYABLE TO: PACIFIC SOUTHWEST DISTRICT
Mail to: Attn: School Ministries, 1540 Concordia E, Irvine, CA 92612

Office Only: Acct # 4-1730-038 CK# _____ Amt\$ _____ Date _____ Name on check _____