



2025 LEADERSHIP CONFERENCE

PLAY YOUR HAND AT OUR
2025 LEADERSHIP CONFERENCE

ALL IN TO STRENGTHEN YOUR LEADERSHIP

A BLOCK OF ROOMS IS AVAILABLE FOR
YOU TO JOIN THE FULL HOUSE FOR THIS EVENT.

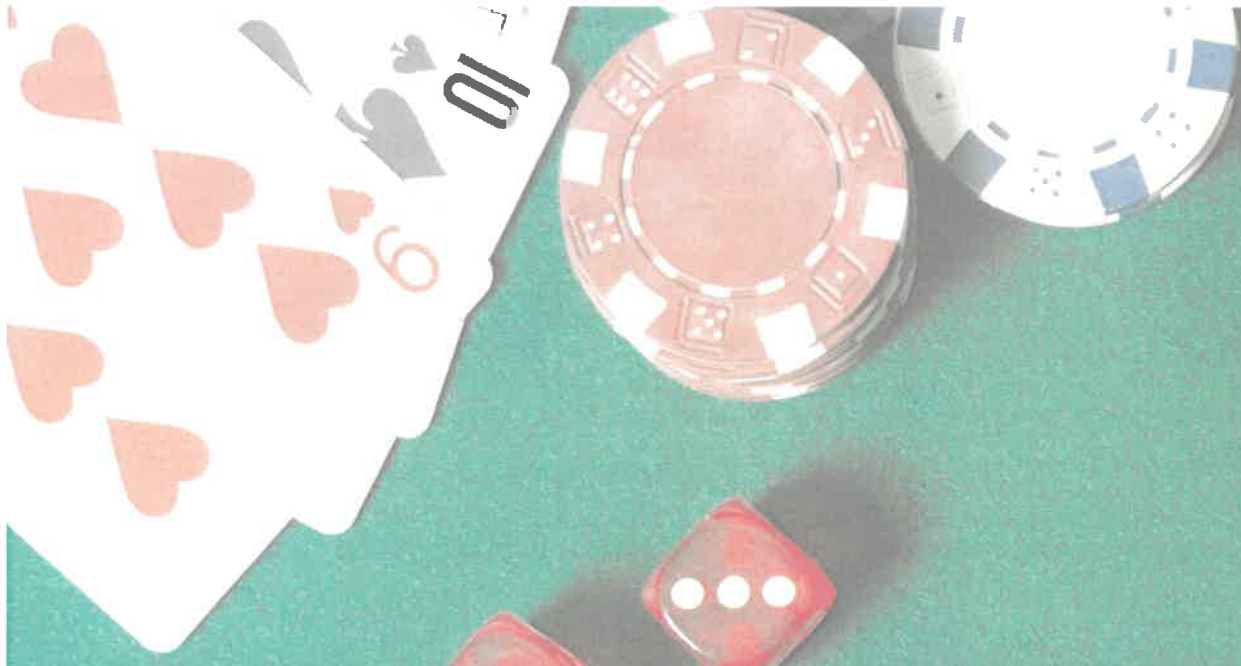
GET READY TO PUT IT ALL ON THE TABLE DURING
THIS WEEKEND OF NETWORKING,
LEARNING, AND LEADERSHIP.

SATURDAY

March 22ND

FRIDAY NIGHT HOUSE OF DELEGATES AND
NETWORKING OPPORTUNITIES FOLLOWED
BY SATURDAY LEADERSHIP SESSIONS

Aster Event Center, 621 Grange Road, Macungie, PA





**Eastern Region Leadership Conference
March 21-22, 2025 ♦ The Aster Event Center at Hyatt**

Tentative Agenda

Friday, March 21, 2025

- | | |
|-------------------------|--|
| 4:00 p.m. – 5:30 p.m. | Registration |
| 4:30 p.m. – 6:00 p.m. | Dinner |
| 5:30 p.m. – close | Eastern Region House of Delegates |
| Close of HOD – 11:30 pm | Casino Night |

Saturday, March 22, 2025

- | | |
|-------------------------|--|
| 8:00 – 8:45 a.m. | Continental Breakfast/Registration |
| 8:45 – 9:15 a.m. | Welcome and Introductions
Greetings by State Officer(s) |
| 9:15 – 10:15 a.m. | Breakout Session 1 |
| 10:15 – 10:30 a.m. | Break (with refreshments) |
| 10:30 – 11:30 a.m. | Breakout Session 2 |
| 11:30 a.m. – 12:15 p.m. | Lunch ——— <i>Note:</i> Check-out time is 12 noon |
| 12:15 – 1:15 p.m. | Breakout Session 3 |
| 1:15 – 1:30 p.m. | Break (with refreshments) |
| 1:30 – 2:30 p.m. | Breakout Session 4 |



WAGE YOUR BETS TO GO ALL IN AT CASINO NIGHT!

FRIDAY, MARCH 21, 2025

THIS IS A GREAT OPPORTUNITY FOR ALL HOUSE OF DELEGATES AND LEADERSHIP DEVELOPMENT CONFERENCE MEMBERS TO ENJOY AN EVENING WITH YOUR EASTERN REGION COLLEAGUES AT THE ASTER EVENT CENTER.

ALL MEMBERS REGISTERED FOR THE HOD AND LDC ARE WELCOME TO JOIN THE SOCIAL AT THE CLOSE OF THE HOUSE OF DELEGATES FRIDAY EVENING.





2025 Eastern Region Leadership Conference

General Schedule Table

<p>1 (9:15 am – 10:15 am)</p>	<p>PR&R: What's That? Melanie Christopher and Molly Mirabito</p>	<p>Legal Update Jesika Steuerwalt, Esq.</p>	<p>What is DFR...and Is It Important? Terry Burnett and Barry DeWitt</p>	<p>Compensation Basics <i>(EA only session)</i> Steve Cholish and John McKiernan</p>
<p>2 (10:30 am – 11:30 am)</p>	<p>Building Bridges: Managing Conflict in the Workplace Mark Lynn and Molly Mirabito</p>	<p>Legal Update <i>(REPEAT from session 1)</i> Jesika Steuerwalt, Esq.</p>	<p>Direct Dues Barry DeWitt and Rebecca Titus</p>	<p>Compensation Awareness Presentation <i>(EA only session)</i> Steve Cholish and John McKiernan</p>
<p>3 (12:15 pm – 1:15 pm)</p>	<p>The Next Generation: Recruitment of Future Local Leaders Mark Lynn and Chad Roth</p>	<p>Nuts and Bolts of School Board Elections Tiffany Dollar</p>	<p>Welcome to PSEA: A Beginner's Guide to the PSEA Structure Corinne Fecho</p>	<p>Wait... I Have to Keep Learning?! Dylan Frenndt</p>
<p>4 (1:30 pm – 2:30 pm)</p>	<p>How Do I Explain All PSEA Is? Expounding on the Value of Membership Jason Capone and Melanie Christopher</p>	<p>Union Power & Union Threats Tiffany Dollar</p>	<p>Myth-Busting the Work of the Union Corinne Fecho</p>	<p>Let me LEAVE in Peace! Dylan Frenndt and Chad Roth</p>



2025 Eastern Region Leadership Conference

WE'RE GOING ALL IN!

Each one of us has transversed a unique set of circumstances to get here today. The years have been challenging, and they will continue to be so. Each day brings along another set of distinct obstacles. Because of this, the entire focus of the Eastern Region Leadership team and staff has been to provide you the information you need to rebuild a solid foundation to allow your set of officers to do their best work on behalf of the people in your membership.

The Leadership Development Committee and Eastern Region Staff have worked collaboratively to bring you sessions that are relevant to the needs of your local to develop your current leadership, to foster new leadership, and to broaden your knowledge on topics facing our locals. We have worked to have sessions that cover a wide range of skills and knowledge to keep our novice and veteran members alike engaged and learning the entire conference.

Please also note that the conference is attended by members of our EA units (e.g., Teachers, Nurses, and Counselors) and members of our ESP units (e.g., Secretaries, Paraeducators, and Custodians). Our sessions are sometimes geared to a topic that addresses unique circumstances faced by members of those classifications. Most of our sessions are designed to address the needs of all.

Please encourage members of your local to come to the conference as a team but to spread themselves out among the different sessions. We would like you to leave having experienced as many perspectives as possible on the different topics that have an impact on an Association.

We are hoping to provide a full day of training that leaves you energized and ready to take on the obstacles being put into the path of public education in a proactive way.



Conference Event

Friday, March 21, 2025

Casino Night Close of EA HOD – 11:30 p.m.

The glitz, the glamour, the incredible night life of a PSEA member. . . no, we're not talking about a new pack of Sharpies and a stack of essays to grade, we're talking about the 2025 Leadership Conference Casino Night! Come socialize with members from all over the region and share ideas as you play just-for-fun casino-style games. Not sure how to play? No worries! We'll teach you! When you're ready to call it a night, cash out your chips and turn them into tickets for silent auction prizes sponsored by our Member Benefits endorsed vendors. Whether it's through a new idea to spice up local involvement or a whirl of the roulette wheel, you're certain to get reinvigorated at this truly special event!

Breakout Session Descriptors

Saturday, March 22, 2025

Breakout Session 1 (choose one) 9:15 a.m. – 10:15 a.m.

PR&R: What's That?

Presenters: Melanie Christopher, Eastern Region PR&R Chair, and Molly Mirabito, PSEA-NEA UniServ Representative

That's often the response when members are asked about *Professional Rights and Responsibilities*. As advocates for our members and the interests that are important to them, our focus is usually, and appropriately, on their rights. But there's another side of that equation: the corresponding responsibilities of union membership. At this session, we'll talk about those responsibilities as outlined in the recently amended PSEA Code of Ethics, options available to try to amicably resolve any alleged infraction informally, and the complaint process if all else fails.

Registering for this course? Then you may want to consider registering for **"Building Bridges: Managing Conflict in the Workplace,"** which is being offered as a companion piece in Session #2. The "Building Bridges" presentation will focus on the Conflict Resolution Through Collaboration process.

Legal Update

Presenter: Jesika Steuerwalt, Esq., PSEA ER Staff Attorney

The Legal Update, delivered by our Eastern Region Staff Attorney, will highlight this year's legal developments including local decisions and issues of statewide significance.

What is DFR...and Is It Important?

Presenters: Terry Burnett, Eastern Region Field Director, and Barry DeWitt, PSEA-NEA UniServ Representative

DFR is Duty of Fair Representation, a legal obligation that requires unions to represent all members fairly, impartially, and in good faith. We will explore key aspects including the legal standards for DFR, the potential for liability if a union fails in its duty, and the practical applications of DFR in real-world scenarios.

Compensation Basics

(EA ONLY SESSION)

Presenters: Steve Cholish and John McKiernan, PSEA-NEA UniServ Representatives

In this session we will be discussing the major issues that affect compensation and how decisions made by bargaining teams today will set the path for many contracts to come. We will spend time learning the terminology associated with salary schedules and how number of steps and incremental costs can make or break bargaining. We will end by looking at real examples of salary schedules that are working and some that are hanging on by a thread. This session is designed to be for the novice through the expert looking for a review of the basics and candid honest discussion!

Breakout Session 2 (choose one) 10:30 a.m. – 11:30 a.m.

Building Bridges: Managing Conflict in the Workplace

Presenters: Mark Lynn and Molly Mirabito, PSEA-NEA UniServ Reps.

What's the best way to manage conflict? By recognizing it at its earliest level, of course, and taking action to stop that conflict in its tracks! As workplace demands increase, so does the potential for conflict with co-workers. Attend this session, and LEARN, LEARN, LEARN...about yourself, your colleagues, and how to use this knowledge to manage conflict in your local...BEFORE it gets to an administrative level and out of your hands. Participants will learn practical skills to help reduce conflict in (and out of) the workplace. Additionally, information will be provided about PSEA's Conflict Resolution services for those times when you need a little extra help.

Legal Update

(REPEAT — from Breakout Session 1)

Presenter: Jesika Steuerwalt, Esq., PSEA ER Staff Attorney

The Legal Update, delivered by our Eastern Region Staff Attorney, will highlight this year's legal developments including local decisions and issues of statewide significance.

Direct Dues

Presenters: Barry DeWitt, PSEA-NEA UniServ Representative, and Rebecca Titus, Former President, Reading EA

Ever thought of making the transition to PSEA Direct Dues to get your district's payroll office out of the way? Then this session is for you! Hear from a former local president who made the transition to PSEA Direct Dues and hear from a UniServ Representative to explain how simple and streamlined the process can be!

Compensation Awareness Presentation

(EA ONLY SESSION)

Presenters: John McKiernan and Steve Cholish, PSEA-NEA UniServ Representatives

This session will examine salary schedules in detail and focus on the best practices of salary schedules. As local leaders and members, we need to have a deeper understanding of how a salary schedule works and the effects good or bad decisions can have on your local for years to come. We will expound on different examples of ways to increase your salary schedule through using best practices with real examples.

Breakout Session 3 (choose one) 12:15 p.m. – 1:15 p.m.

The Next Generation: Recruitment of Future Local Leaders

Presenters: Mark Lynn and Chad Roth, PSEA-NEA UniServ Reps.

As current leaders move into a well-deserved retirement or take a needed break from leadership, Associations are faced with the challenge of replacing them and their many years of experience and institutional memory. Attend this session to learn strategies to identify and train the next group of leaders to take your local where no local has gone before!

Welcome to PSEA: A Beginner's Guide to the PSEA Structure

Presenter: Corinne Fecho, PSEA-NEA UniServ Representative

Knowing the organizational structure of PSEA at the local, regional, and state level will give you an advantage in being a successful member and local leader. To be able to answer questions and explain things to members when issues arise about how we function as an organization is important. This also allows us to bring value to the membership when we are able to give them opportunities that exist through our structure to further their work professionally. The focus of this workshop will be to introduce you to the democratic and representative organization that is PSEA. This workshop will provide you with the knowledge, terminology, and internal supports within our Association to better take advantage of the layers of support found within PSEA.

Nuts and Bolts of School Board Elections

Presenter: Tiffany Dollar, Eastern Region Advocacy Coordinator

Did you know your local has the power to influence who sits across the bargaining table from you through school board elections? A competent, pro-education school board can make all the difference in your wages, working conditions, and benefits. Whether you are just starting to organize around an upcoming board election or already have the candidates on the ballot, this session offers something for everyone. We will talk about the basics required to plan and implement a successful school board election campaign with a focus on reviewing the Dos and Don'ts of campaign laws in Pennsylvania. In the 2021 and 2023 elections we saw anti-union actors recruiting candidates to run on anti-education issues. Join this session to find out how you win a pro-education school board in 2025!

Wait...I Have to Keep Learning?!

Presenter: Dylan Frendt, PSEA-NEA UniServ Representative

Being an educator is a continued journey of acquiring knowledge to help you with your craft. The educational requirements for certified professionals (and even some paraprofessionals!) can seem daunting, or can often slip the minds of our younger members. As a union, our goal is to ensure everyone finds the right balance between acquiring further education and focusing on their craft. Join us for a session that outlines different educational requirements and the ways that PSEA and your contract can help you satisfy those requirements (and make more money, faster)!

How Do I Explain All PSEA Is? Expounding on the Value of Membership

Presenters: Jason Capone, Eastern Region Member Benefits Chair, and Melanie Christopher, Eastern Region PR&R Chair

At meetings, local leaders tend to only talk about collective bargaining, enforcing the contract, and grievances. PSEA is so much more than this! As members of PSEA, do we really truly understand all that PSEA has to offer and the myriad of ways that PSEA is there to help us with our everyday lives? PSEA offers many opportunities for our members that will help them professionally and personally. This is also a way to connect with the majority of your members for them to find value in being a part of what is a positive organization. Connect with and engage more members in your local as you start to begin to understand the benefits of membership that extend beyond Collective Bargaining and the contract. This session will allow you to leave with a treasure trove of benefits to start to spread throughout your entire membership.

Union Power & Union Threats

Presenter: Tiffany Dollar, Eastern Region Advocacy Coordinator

In a 2024 poll, 71% of respondents said they approved of Labor Unions. Yet the mailers from Free to Teach and other attacks on public education continue. Join this interactive session to learn who is behind these attacks and understand their goals. You will leave this session with practical tools to help you combat anti-union rhetoric in your locals and beyond.

Myth-Busting the Work of the Union

Presenter: Corinne Fecho, PSEA-NEA UniServ Representative

Are you becoming exhausted as you play the game of fact or fiction as to what is the work of the union? As you have done union work, are you questioning what is true or false about how things are going? This session will focus on the myth-busting of generalizations that are often associated with the work of the union. We will have discussion about these misconceptions while using scenarios from some of our locals to reemphasize these points. We are hoping to build your local to establish stronger systems and more engagement by busting these myths!

Let me LEAVE in Peace!

Presenters: Dylan Frenndt and Chad Roth, PSEA-NEA UniServ Representatives

Your time is the most valuable thing that you have and it is precious. Your contract, federal law, and state law all afford you different leave options that you can take to match the reason for your being out of work. Each type of leave comes with its own protections, flexibility, and considerations. In this training and discussion, we will view the array of leaves available and help you and your members make more informed decisions when the times comes to take some time for yourself!

EASTERN REGION HOUSE OF DELEGATES/LEADERSHIP CONFERENCE

March 21-22, 2025 ♦ The Aster Event Center at Hyatt

REGISTRATION PACKAGES/PROCEDURES

PACKAGES AVAILABLE TO PARTICIPANTS (all costs are per person)

House of Delegates Package (EA only).....\$0
(Includes: Friday Dinner; Casino Night; and all HOD Materials)

Saturday Leadership Conference Package (all-day Saturday only).....\$75
For those also attending the HOD: When registering, choose this package.
(Includes: Saturday Continental Breakfast; Saturday AM Break; Saturday Lunch;
Saturday PM Break; and all Conference Materials)

Leadership Conference Package (Friday evening AND all-day Saturday)..... \$100
For those also attending the HOD: When registering, do NOT choose this package.
(Includes: Friday Dinner; Casino Night; Saturday Continental Breakfast; Saturday AM Break;
Saturday Lunch; Saturday PM break; and all Conference Materials)

NOTE: The above prices include meals and meeting/conference sessions ONLY. They do NOT include overnight accommodations.

*See the OVERNIGHT ACCOMMODATIONS INFORMATION sheet for details
on making your OWN room reservation if planning on staying overnight.*

**AS A BENEFIT TO OUR MEMBERS, EASTERN REGION AND PSEA ARE UNDERWRITING
A PORTION OF THE HOD AND LEADERSHIP CONFERENCE.**

APPLICANT REGISTRATION INFORMATION

- All registrations must be completed online, which can be found at:
 - ✓ **HOD registration:** www.psea.org/er/houseofdelegates
 - ✓ **Leadership Conference registration:** <https://www.psea.org/er/leadershipconference>

NOTE: If attending **BOTH** the **HOD** and **Leadership Conference**, register using **2 links** —
(1) HOD link above AND (2) Leadership Conf. link above. Under Leadership Conference link,
choose the “Saturday LC Package”.

- Be prepared to select sessions, if attending the leadership conference.
- A credit card will be necessary to complete the registration. (Remember to discuss reimbursement procedures with your local union if they are paying for you to attend.)

REGISTRATION DETAILS

- The deadline for registration is **Wednesday, February 26, 2025.**
- A confirmation email will be sent to each participant after the registration deadline passes.

CANCELLATION POLICY

- Reservations must be cancelled by emailing cfecho@psea.org no later than **Wednesday, March 5, 2025, 12 noon.**
- Members that fail to comply with this procedure will not be granted refunds if unable to attend.
- Hotel reservation cancellations must be done by individuals through The Aster according to their terms for reservations. REMINDER...**PSEA will not be making overnight accommodations for attendees!

FOR INFORMATION ABOUT THE ASTER EVENT CENTER:

Visit their website at <https://astereventcenter.com> or call 610-387-1000.

**PLEASE CONTACT DEBBIE AT THE EASTERN REGION OFFICE (610-391-0835)
ABOUT ANY DIFFICULTIES WITH ONLINE REGISTRATION.**

**EASTERN REGION HOUSE OF DELEGATES/
EASTERN REGION LEADERSHIP CONFERENCE**

March 21-22, 2025 ♦ The Aster Event Center at Hyatt

OVERNIGHT ACCOMMODATIONS INFORMATION

Guest Room Rates*

Room Type	Single/ Double Rate	Triple Rate	Quad Rate
Standard	\$169	\$184	\$199

**Room rates are quoted exclusive of applicable State and Local taxes, currently totaling 10%.*

- **Overnight accommodation reservations must be made on an individual basis by Thursday, February 27, 2025.** A room block has been set aside for the event but will be released after that date. To make reservations, call 610-387-1000 (or use the link or QR code below). To receive the discounted rate, use the group name “**G-PSE2.**” Each individual must pay for the room when the reservation is made.
- **It is imperative to reserve early to guarantee the special rate as we have a limited room block.**
- **GUEST ROOM PAYMENT:** Individuals are responsible for their own room, tax and incidental charges. A valid credit card will be required at check-in for these charges.
- **CHECK-IN/CHECK-OUT TIMES** — check-in time is any time after 4:00 p.m.; check-out time is 12 noon.
- All hotel guests are able to partake in the hot breakfast provided by the hotel.

REMINDER...Hotel reservations must be done by individuals through the Aster. PSEA will not be making overnight accommodations for attendees!

TO MAKE RESERVATIONS BY FEBRUARY 27:

Call 610-387-1000 (or use link below or QR code at right)

To receive the discounted rate, please use the group name: **G-PSE2**

We have a limited number of rooms reserved so book early to assure availability.



<https://www.hyatt.com/en-US/group-booking/ABEZA/G-PSE2>

FOR INFORMATION OR DIRECTIONS TO THE ASTER EVENT CENTER:

Visit their website at <https://astereventcenter.com> or call 610-387-1000.