

MAACS 2022 Conference: “Resiliency & Change: Controlling Your Future”

Pre-Conference Activities Wednesday, July 27

	<u>Location</u>
8:30 AM – 12:00 PM: Advanced Legal Workshop for Schools by Duane Morris Law Firm	Ellwood Room
9:30 AM – 12:00 PM: Annual MAACS Cosmetology and Barber School Meeting	Grand Station I-II
12:00 – 12:45 PM: Annual Cosmetology and Barber School Luncheon	Reflections

DAY 1 Full Conference Wednesday, July 27

12:00 – 3:00 PM: Registration Open	Grand Station Foyer
1:00 – 1:15 PM: Annual Business Meeting	Grand Station I-II
1:20 – 2:40 PM: Plenary Session #1 “Federal Legislative & Regulatory Updates” by Tom Netting & Nicholas Kent	Grand Station I-II
2:40 – 3:10 PM: Break with Exhibitors	Grand Station III-V

BREAKOUT SESSION	HASLTON ROOM	ELLWOOD ROOM	BRIGHTON ROOM	POINTVIEW ROOM
Breakout #1 3:15 – 4:15 PM	“The ABC’s of Communication”	“Enhancement Tools for Campus Success”	“Building a Simple Cybersecurity Program for your School”	“A Case Study: Data Focused Marketing Strategy Results in Rapid Enrollment Growth”
Speaker:	Carol Woodard	Robert Amell Bill Benham James Edrington	Don DaRe	Patrick Hart Lily Kirov
Breakout #2 4:20 – 5:20 PM	“Be the Winning Coach for your School”	“Pennsylvania Private Licensed School (PLS) Board Updates”	“Mindset of a Leader”	“PDL’s & Referrals”
Speaker:	Carol Woodard	Nicole Campbell Jenny Piper Dr. Allison Felix	Len Petrancosta	Lisa Olmedo

5:30 – 7:00 PM: **“Its 5:00 Somewhere” “Cocktail Challenge & Reception with Schools & Exhibitors”** Grand Station III-V

7:00 – 9:00 PM: **“Dinner on your Own”** Enjoy any of the many restaurants within blocks of hotel

9:00 – **“President’s Late-Night Reception”** With career school leaders and exhibitors in unique setting with one of the best views of Pittsburgh.

Reflections



MAACS 2022 Conference: "Resiliency & Change: Controlling Your Future"

DAY 2 Full Conference Thursday, July 28

7:00 AM: **Registration Opens**

Grand Station Foyer

7:15 – 8:15 AM: **Breakfast available in exhibit hall**

Grand Station III-V

8:00 – 8:15 AM: **Opening remarks by MAACS**

Grand Station I-II

8:20 – 9:20 AM: **Plenary Session #2 "The Principals of Persuasion-
How To Be More Influential" by Mark Cohen**

Grand Station I-II

BREAKOUT SESSION	HASELTON ROOM	ELLWOOD ROOM	BRIGHTON ROOM	POINTVIEW ROOM
Breakout #3 9:25 – 10:25 AM	"The Psychology of Resilience"	"Negotiated Rulemaking" (NegReg) Updates	"The Digital Marketing Landscapes of Schools"	"Improvong Online Reviews"
Speaker:	Dr. Henry Johnson	Roger Swartzwelder Brandon Sherman	Aaron Edwards Jeremy Schoen	Chris Linford

10:25 – 10:55 AM: **Break with Exhibitors**

Grand Station III-V

BREAKOUT SESSION	HASELTON ROOM	ELLWOOD ROOM	BRIGHTON ROOM	POINTVIEW ROOM
Breakout #4 11:00 – 12:00 PM	"Every Student is a Success"	"The Ever-Changing World of Title IX"	"The 4 C's of Leadership"	"The Hidden Motivation of Prospects"
Speaker:	Dr. Henry Johnson	Chris Deluca	Barry Wolf	Shane Sparks
Breakout #5 12:05 – 1:05 PM	"Together Toward Tomorrow"	"Disclosures & Consumer Information"	"Maryland Higher Ed Commission Updates"	"Remote Work As an Accommodation After the Pandemic"
Speaker:	Dr. Scott Fitzgibbon	Natalie Beaver Mike Wherry Dr. Jessica Sanders	Dr. Emily Dow	Karen Baillie

1:15 – 2:45 PM: **Lunch**

Grand Station I-II

1:30 – 1:50 PM: (During Lunch) Keynote Speaker #1 on "**Resiliency**" by Pittsburgh Promise

1:55 – 2:20 PM: (During Lunch) **Awards Ceremony**

2:20 – 2:45 PM (During lunch): Keynote Speaker #2 on "**2022 Congressional Races**" by Dr. Jason Altmire

2:45 – 3:15 PM: Closing break with exhibitors. Pick-A-Prize winners drawn. Must be present to win. Gift Card Bonanza winner to be drawn. You do not need to be present to win.

