

Arizona Court Reporters Association

2019 Midyear Seminar

April 13, 2019

Hilton Phoenix-Chandler, Chandler, AZ

Total: .6 hours NCRA Credit

8:30 a.m. to 10:00 a.m. (.15 CEUs)

TITLE: BEING PROACTIVE, NOT REACTIVE!! (1.5 hours)

DESCRIPTION: Do you feel unprepared and not sure what to do when state and local government want to get rid of us? Are you prepared to fight? This will be an interactive, fun, and encouraging session about what we ALL can do to be Proactive to protect our jobs through educating our legislators, community leaders, judges, lawyers, and the general public. I'll give many examples of how each one of us can assist our state boards and our State and National associations. Be prepared to laugh, be inspired, encouraged, and take some great ideas home to share with your association and other reporters -- and there will be prizes!!!

PRESENTER: Cindy L. Isaacsen, CCR, RPR

SHORT BIO: I grew up in the great State of Texas and attended court reporting school at the Stenograph Institute of Texas. I have been reporting since 1988. I started out as a freelance reporter in Clarksville, Tennessee. The military moved us to Germany, and I worked for a freelance firm out of Frankfurt. I traveled all over Europe taking depositions and various hearings. I then moved to Louisiana and did some freelance work, but mostly enjoyed being a new mom. An official position in Beauregard Parish, Louisiana, fell into my lap, and I worked there for seven years. I moved to Kansas in 2002, and I worked for AAA Reporting for six years and I have been at the Johnson County Courthouse since 2008. In my 30 years of reporting, I have been certified in Texas, Louisiana, Kansas, Missouri, and received my RPR in 2002.

I have been married to Mike since 2006. We have five children together and two beautiful granddaughters.

I served on the KCRA Board since 2013, starting as secretary and moving up the chairs, ending my service with a two-year stint as president. My work on the national level has included working on the elections committee, regional representative and vice-chair for NCSA, and in August I was selected for the NCRA Board of Directors.

In the last few years, I have been invited to speak on various topics to the Oklahoma, Colorado and Wisconsin Court Reporters Association

conventions, in addition to NCRA's national convention in New Orleans. I find great joy in mentoring court reporting students and attending career fairs at schools all around the metro area.

10:30 a.m. to Noon (.15 CEUs)

TITLE: How to Feel GREAT Every Day in Spite of a Demanding Job (1.5 hours)

DESCRIPTION: In this training, Coach Nate Palmer will discuss how to maintain good health while working a demanding job that requires many hours of sitting. He'll be talking about four major health areas that are affected by our profession and simple techniques we can use to keep our joints and tendons healthy. There will be information about nutrition and what we can eat to maintain focus for the duration of the day while still having energy when we get home. Don't miss this opportunity to approach your health from a holistic level without having to spend hours at the gym or meal prepping in the kitchen.

PRESENTER: Nate Palmer

SHORT BIO: Nate Palmer has been a health and fitness expert since 2009, and is the bestselling author of Passport Fitness. He's also a father, husband, and adrenaline junkie. Nate loves writing and working with his clients all over the US. He can be found writing on his blog n8trainingsystems.com as well as outlets like Muscle and Strength, AskMen, and the Huffington Post.

1:30 p.m. to 3:00 p.m. (.15 CEUs)

TITLE: Social Media 101 (1.5 hours)

DESCRIPTION: Social media is a driving force today, shaping the way we communicate at the core level with family and friends, as well as broader channels with businesses and mass media. The fast-paced social world is constantly evolving in terms of technology, access and jargon, and a basic understanding of social concepts will you stay connected and engaged in both personal and professional networks.

In Social Media 101, Taylor Holmes, an Account Executive with Aker Ink Public Relations, will take attendees through basic usage and best practices of popular social networks: Facebook, Instagram, LinkedIn and Twitter. She will explain fundamentals of setting up and using accounts, as well as key ways the networks can be used to build professional connections and stay current in the legal field.

PRESENTER: Taylor Holmes, Account Executive, Aker Ink

SHORT BIO: Taylor Holmes is an Account Executive with Aker Ink Public Relations, a full-service PR and marketing communications firm in

Scottsdale, Ariz. She plays a critical role in the development and implementation of strategic PR plans for both B2B and B2C companies, with a special emphasis on social media marketing. She guides clients through best practices for maintaining social networks, tactics to improve organic and paid reach, and opportunities to grow relevant audiences. She has most recently delved into the influencer facet of social media marketing, and is focused on revenue generation, measurement and overall business development impact.

Taylor started at Aker Ink as an Account Coordinator, providing PR and marketing support to a wide range of clients spanning professional services, law, finance, healthcare and manufacturing.

Before joining Aker Ink, Taylor worked at a variety of local marketing and public relations agencies where she engaged in PR and social media strategy and implementation, media relations and content marketing.

Taylor is a graduate of the Walter Cronkite School of Journalism and Mass Communication and Barrett, the Honors College at Arizona State University, where she earned a Bachelor of Arts in Journalism and a Master's in Mass Communication. She was honored with the Outstanding Public Relations Undergraduate Award upon graduation.

Taylor is a member of the Phoenix chapter of the Public Relations Society of America, one of the country's largest and most active chapters. She participates in the Professional Development Committee, which is tasked with creating and executing educational programming to aid career advancement for hundreds of Phoenix-area members.

A native Arizonan, Taylor spends her free time swimming, hiking and camping across the state. She also volunteers for the Arizona Animal Welfare League, the state's largest no-kill shelter. She's engaged on the frontlines caring for adoptable dogs, and as a member of the Young Professionals Advisory Board, which is responsible for fundraising and increasing awareness.

3:30 p.m. to 5:00 p.m. (.15 CEUs)

TITLE: Moderator-Directed Round Table Discussions (1.5 hours)

DESCRIPTION: Multiple topics will be discussed among all attendees and shared with the group. Topics will include grammar and brief tips, proposed legislation which may impact reporters, court reporting ethics, CART and captioning ethics, etc.

MODERATOR: Kelly Rexroat, RPR, CCR {MO}, CSR (KS)