

the Association of Personalized Learning Schools & Services

APLUS+ Network Conference 2025

Overview for Attendees and Presenters

Deadline for Session Proposals: August 22nd, 2025
Deadline for Early Registration: September 5th, 2025



Professor Harold Hill, "The Music Man" (1962)

***"Personalized Learning:
Transcending the Trouble in River City"***

22nd Annual APLUS+ Network Conference

Wednesday October 22nd—Friday, October 24th, 2025
Sheraton Grand Hotel Sacramento
Sacramento, California



APLUS+ Network Conference 2025 Overview

As Professor Harold Hill from the movie musical "The Music Man" (1962) would likely proclaim in response to our dilemma: "A one size fits all school system? Don't you understand? Friends, either you are closing your eyes to a situation you do not wish to acknowledge, or you are unaware of the caliber of disaster indicated by the absence of choice in the public school system in your communities! Well...ya got trouble, my friends. Right here, I say trouble right here in River City."



We're gathering together in October 2025 to celebrate our 22nd annual APLUS+ Conference in our state Capitol in Sacramento, also fondly known as River City. In the fabled town of River City, Iowa in the popular musical "The Music Man", Professor Harold Hill boldly alerts the townspeople to the imminent dangers and threats to their children of a new billiards pool hall emerging in their town. In the real River City of Sacramento, California, the imminent dangers to the six million children of California and their parents from the extreme, direct, hostile attacks by our opposition against our more flex-based and personalized education delivery model are far more profound and far-reaching. We stand united this year to affirm our resolve to fight against this unwarranted attack with our conference theme: "Personalized Learning: Transcending the Trouble in River City".

In 2025, our movement is bracing for another major frontal assault from our opposition to torpedo the NCB segment, pushing a false narrative that any education delivery model other than the traditional full-time classroom is inferior. There exists a false and misguided belief among some elected officials and policymakers that willingly accept this false propaganda narrative, asserting that the traditional full-time classroom education delivery model must be the preferred choice for all students.



Personalized Learning
PUBLIC Charter Schools
put STUDENTS FIRST!



Yet, the evidence to the contrary is factually irrefutable. Chronically poor student achievement data for a significantly large percentage of California's student population speaks loud and clear. Hundreds of thousands of students annually are being disadvantaged and outright failed by this rigid system because the system forces all students to conform to it, rather than offer the flexibility and personalization that is essential to accommodate the individual needs and circumstances of the students who are not well-matched to conform to such a one-size-fits-all system. Couple that chronic systemic mismatch with the severe learning losses, classroom teacher sex scandals, numerous mental health traumas, unsafe learning environments, chronic bullying, disruptive classrooms, special needs, socio-economically disadvantaged circumstances and numerous other life challenges being faced by California students and families, California's public education system is desperate for alternatives that offer greater flexibility and personalization and safer learning environments for students.

As pioneers of the flex-based, Personalized Learning movement in California, we must call upon all available resources to stand up for our students and families and fight for their constitutional right to public school choice. Despite the ongoing hurdles, obstacles, and challenges we face, our greatest strength remains our united commitment through our Flex-Based Personalized Learning model to guide 100,000+ students to their education success annually and to prepare them for the challenges and opportunities that await them in the 21st century. Our evolving potential to serve the needs of our 21st century students is as great as our capacity for imagination, creativity, and innovation. Whatever the destined outcome of this year's legislative cycle, we must find a way forward to best serve our students and families.



Join us in 2025 for our 22nd annual APLUS+ Network Conference to stand united and embrace this opportunity we have been given to fight for the constitutional rights of our students, families, and communities, and to defend 21st century education that is more flexible, student-centered, personalized, and collaborative. I sincerely hope to see you in Sacramento this coming October 2025!

Jeff Rice, Founder/Director; APLUS+

APLUS+ Network Conference 2025 Highlights

Who Attends APLUS+ Network Conferences?

We estimate that our 2025 conference will welcome 400+ attendees. Typically, APLUS+ Network conferences attract a high percentage of both educational and administrative decision-makers who are either on the leading edge of providing an innovative, Personalized Learning model for their students, or who are interested in developing a more flex-based and personalized model for their schools. The majority of our attendees represent California public charter schools that are firmly rooted in Flex-Based Personalized Learning instruction.

Professional Development Workshops, Breakout Sessions, and Networking: The APLUS+ Network Conference Cornerstone!

APLUS+ Conference 2025 workshops, breakout sessions, and networking discussions will be tailored specifically to the needs and interests of key school decision-makers and stakeholders, including Board Members, CEOs, Directors, Site Administrators, CFOs, Curriculum Coordinators and Developers, Counselors, Technology Specialists, Mentor Teachers, Teacher Guides, CTE, Special Education and Special Needs Teachers, and more. Proposed topics may include:

- **Administrative Leadership**
- **Advocacy Strategies, Community Relations, & Outreach Successes**
- **Assessment & Accountability Strategies for Personalized Learning**
- **Charter Renewal Successes**
- **Compliance, Financial, and Legal Issues**
- **Data Collection, Analysis, & Reporting Strategies**
- **Instructional Strategies for Achievement**
- **Mental Health continuing challenges and solutions post-COVID**
- **Preparing Students for Their Goals in Life**
- **Special Education Compliance and Best Practices**
- **Specialized Programs for Personalized Learning Students**
- **Preferred Partner Training Sessions**



MORE THAN A DOZEN TWO-HOUR INTENSIVE WORKSHOPS!

To kick off our 2025 conference we will offer at least a dozen or more two-hour in-depth workshops on Wednesday afternoon, October 22nd. Workshop proposals may be submitted by a single presenter, a panel of presenters, or a discussion facilitator seeking to offer a more in-depth exploration in a particular topic area of interest.

MORE THAN 50 BREAKOUT SESSIONS COVERING YOUR MOST CRITICAL AREAS OF INTEREST!

Over the course of a day and a half throughout Thursday and Friday morning of the conference, APLUS+ will be offering more than 50 one-hour and fifteen-minute breakout sessions and networking discussions. Breakout sessions proposals may be submitted by a single presenter, a panel of presenters, or a roundtable discussion facilitator in your area of expertise.

SHERATON GRAND HOTEL BALLROOM SPOTLIGHT SESSIONS!

The 2025 APLUS+ Conference will again feature several key spotlight sessions in our main ballroom on topics of top-of-mind interest to many of our attendees.

SUBMIT YOUR WORKSHOP/BREAKOUT SESSION PROPOSAL BY AUGUST 22nd, 2025.

Share your expertise, best practices, and enthusiasm with your fellow colleagues! Access the following link online to complete and submit your workshop, breakout session or networking discussion proposal no later than August 22nd, 2025:

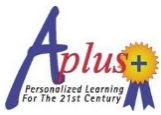
<https://aplusnetwork.wufoo.com/forms/r1toewou0bwok1r/>

APLUS+ Conference 2025 Presenter Bonuses

As always, the strength and success of our annual conference is predicated on the willingness of our members to share their expertise and best practices with their fellow members. Plan to share your wealth of knowledge and experience during our 2025 conference, and in heartfelt appreciation for your willingness to share your expertise and best practices with your fellow members and conference attendees, you will receive a:

- ✓ **10% Discount on Conference Registration Fee***
- ✓ **Special Presenter Appreciation Gift**
- ✓ **Second Entry in Our Signature Bon Voyage "Have Your Cake & Eat It Too" Farewell Reception and Drawing**

*All presenters must register and pay for one of the conference registration options. Session proposals must be submitted prior to submission of the registration form to take advantage of the 10% presenter discount.



APLUS+ Network Conference 2025 Sponsors, Preferred Partners & Exhibitors

"Personalized Learning: Transcending the Trouble in River City"

Our 2025 APLUS+ Conference will feature up to 44 APLUS+ Conference Sponsors, APLUS+ Network Preferred Partners and affiliate resource providers and exhibitors. These quality companies offer a wide variety of products and services that are designed to enhance and support Flex-Based Personalized Learning public charter schools. Our conference exhibitor services typically include a wide variety of single subject courses that may be delivered either online or in person, various curriculum resources, and other education-based products and services, mental health and special needs support, as well as back-office, legal, financial, community relations, advocacy, and other consulting services. Many APLUS+ Preferred Partners will also provide on-site training opportunities for attendees to learn more about their high-quality products and services.



APLUS+ Conference 2025 Pioneer Awards

Following our traditional Flex-Based Personalized Learning state-of-the-state address on Thursday morning, October 23rd, APLUS+ will once again take time to honor and recognize key individuals and organizations within the APLUS+ Network whose innovative vision, passion, achievements, sustainability, and other major successes have helped elevate and advance our model and movement.

APLUS+ Conference 2025 Wednesday Evening Reception

Our APLUS+ Conference 2025 Wednesday evening kick-off welcome reception will take place in the Sheraton Grand Hotel Grand Nave Ballroom Foyer and Gardenia ballroom immediately following our first afternoon of intensive workshops and will feature tasty hors d'oeuvres and drinks. As is our tradition, APLUS+ will treat you to your first beverage to help jump-start your reception experience. Our kick-off reception offers a great opportunity for us all to wind down and relax and chat after our first conference day.

The Return of the APLUS+ Network Singers?!

Yes, you heard it right! Following years of heartfelt requests from long-standing APLUS+ members with long-term memories of early bygone APLUS+ conference days, rumors abound that there are plans for the return of the fabled APLUS+ Network Singers following the Wednesday evening reception. Those of you who have been around since the first decade of this 21st century may remember that our early annual APLUS+ Conference receptions featured the dulcet tones of our exclusive APLUS+ Network singing group, leaving it all on the stage to entertain our conference guests with popular Broadway musical songs highlighted by lyrics with a special flex-based personalized learning theme! For several years, this popular event received rave reviews! With our "Trouble in River City" conference theme and newly discovered APLUS+ Network singing talent, how could we resist resurrecting this popular conference entertainment event for 2025?! You won't want to miss this special entertainment event!



APLUS+ Conference 2025 Thursday Evening Reception

Our APLUS+ Conference 2025 Thursday evening reception will again take place in the Sheraton Grand Hotel Grand Nave Ballroom Foyer and Gardenia ballroom immediately following Thursday's full day of general session events and breakout sessions and will feature tasty hors d'oeuvres and drinks with your first beverage of choice again on us and once again celebrate Diane Grotjohn's birthday!

APLUS+ Conference 2025 Famous Fabulous Farewell Bon Voyage Reception & Drawing

Our annual APLUS+ Network conference tradition returns on Friday morning following our morning breakout sessions as we close our 2025 conference on a high note by bidding you all a fond farewell with our ever popular, signature Bon Voyage "Have Your Cake & Eat It Too" Farewell Reception and Drawing. Go out in style with a smile and a shot of caffeine and a variety of tasty, sweet treats. Experience the thrill of anticipation as you await anxiously on the edge of your seat to see if your name will be called above all others. Plan to stay for this exciting conference conclusion for your chance to win one of several very cool prizes. Must be present to win!



APLUS+ Conference 2025 Schedule at a Glance

"Personalized Learning: Transcending the Trouble in River City"



Wednesday, October 22nd

Registration Check-In	10:00 am—5:30 pm
Coffee and Morning Welcome Snacks	10:00 am—12:30 pm
Workshops I	12:30 pm—2:30 pm
Refresher Break	2:30 pm—3:00 pm
Workshops II	3:00 pm—5:00 pm
APLUS+ Welcome Reception	5:15 pm—6:00 pm
APLUS+ Network Singers Broadway Musical Review	6:30 pm—7:00 pm

WEDNESDAY DINNER ON YOUR OWN

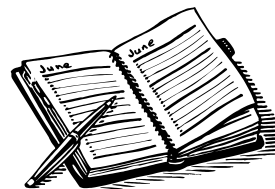
Thursday, October 23rd

Registration Check-In/Breakfast	7:30 am-9:00 am
APLUS+ Exhibitor Hours	7:30 am-5:30 pm
APLUS+ State of the Movement Address	8:00 am-8:50 am
APLUS+ Pioneer Awards Ceremony	8:50 am-9:20 am
Breakout Sessions I	9:30 am-10:45 am
Breakout Sessions II	11:00 am-12:15 pm
LUNCH/Keynote Address	12:15 pm-1:45 pm
Conference Exhibitor Networking & Break Time	1:45 pm-2:45 pm
Breakout Sessions III	2:45 pm-4:00 pm
Breakout Session IV	4:15 pm-5:30 pm
APLUS+ Evening Reception	5:30 pm—6:15 pm

THURSDAY DINNER ON YOUR OWN

Friday, October 24th

Registration Check-In/Breakfast	7:30 am-8:30 am
APLUS+ Exhibitor Hours	7:30 am-11:30 am
Breakout Sessions V	8:30 am-9:45 am
Breakout Sessions VI	10:00 am-11:15 am
Bon Voyage Farewell Reception/Drawing	11:30 am-12:30 pm
Conference concludes	12:30 pm



APLUS+ Conference 2025 Registration Fees

For APLUS+ Members (including Preferred Partner Members):

- Early Full-Conference Registration for Members by 9/5/25-\$799 ea.
- Late Full-Conference Registration for Members by 10/3/25-\$899 ea.
- Early One-Day Conference Registration for Members by 9/5/25-\$599 ea.
- Late One-Day Conference Registration for Members by 10/3/25-\$699 ea.

For Non-APLUS+ Members (including non-member Exhibitors):

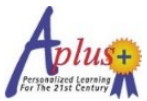
- Early Full-Conference Registration for Non-Members by 9/5/25-\$899 ea.
- Late Full-Conference Registration for Non-Members by 10/3/25-\$999 ea.
- Early One-Day Conference Registration for Non-Members by 9/5/25-\$699 ea.
- Late One-Day Conference Registration for Non-Members by 10/3/25-\$799 ea.

APLUS+ Conference 2025 Registration Instructions

To register for the 22nd annual APLUS+ Network Conference 2025, please complete the online registration form here:

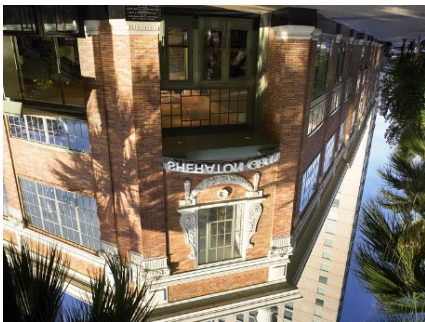
<https://aplusnetwork.wufoo.com/forms/r1x4idm4199en1a/>

Each online registration form can accommodate up to 12 attendees from a single organization. For more than 12 attendees, simply fill out additional forms. Advance registration and payment only. APLUS+ does not offer onsite conference registration.



APLUS+ Conference 2025 Hotel Room Reservations

"Personalized Learning: Transcending the Trouble in River City"



How to Make Hotel Reservations at the Sheraton Grand Hotel Sacramento for the APLUS+ Conference 2025

The APLUS+ Conference 2025 special group hotel room rate is \$259 per night for one king bed and \$279 per night for two double beds. Applicable state or municipal taxes, fees or assessments are additional.

Conference attendees are responsible for contacting the hotel directly to reserve their own hotel rooms and cover all associated costs. Please be sure to specify room preference either as one king or two double beds. If you are reserving multiple rooms for your group, please only reserve the number of rooms you know you will need. Reserving excess rooms early that you may not need and cancelling at the last minute is problematic and costly to your conference host!

Hotel room reservations for the APLUS+ Conference 2025 can be made online by clicking on the following link:

Book Your APLUS+ 2025 Annual Conference Here

Hotel room reservations must be secured no later than Tuesday, September 30th, 2025 to take advantage of the APLUS+ Conference 2025 special group room rate.

The Sheraton Grand Sacramento Hotel is located just across the street from the Sacramento Convention Center and minutes from the State Capitol. The address is:

Sheraton Grand Sacramento Hotel, 1230 J St., Sacramento, CA. 95814

APLUS+ Conference 2025 Registration/Substitution/Cancellation/Payment Policies

Registrations

Our APLUS+ online registration form can accept up to 12 attendees from each organization. For more than 12 attendees, simply fill out one or more additional registration forms online as needed. Our early registration deadline is Friday, September 5th, 2025, and registration forms and payment must be received by this deadline to take advantage of the early registration discount. All conference registrations must be completed and received in advance of the conference and are due no later than Friday, October 3rd, 2025. There will be no onsite registration services available.

Substitutions

Unpredictable and unanticipated circumstances always occur that necessitate last-minute changes in who can attend our conference. Therefore, substitutions for registered attendees are welcome as needed and will be honored until Wednesday, October 15th, 2025 by 5:00 pm.

Cancellations and Refunds

If a school or organization must cancel one or more registrations outright, a full refund of an attendee's conference fee will be given if notification of the attendee's cancellation and a request for a refund is submitted in writing no later than Friday, September 26th, 2025, by 5:00 pm PDT. Due to our annual requirement to front conference costs for materials, food, and other conference related fees for each attendee well in advance of the conference date, refunds are not available for any cancellation notice and refund request submitted after September 26th, 2025. Unfortunately, we are unable to refund conference sponsorship fees.

Invoices

Our APLUS+ conference registration policy is to issue and send invoices for conference registrations only upon request. **PLEASE NOTE: If you require an invoice for processing conference payment, PLEASE REQUEST IT IN ADVANCE ON THE ONLINE REGISTRATION FORM AT THE TIME YOU SUBMIT YOUR CONFERENCE REGISTRATIONS!** For those requesting invoices, a purchase order number is much appreciated along with your conference registration form for reference on your conference invoice, as well as the email address of the individual to whom the invoice should be sent.

Payments

Schools or organizations with more than one representative attending may submit one payment to cover fees for all attendees. Please make checks payable to APLUS+. APLUS+ can accept direct credit card payments online via Paypal. On your online conference registration form, please indicate if you would like to make payment via Paypal and a Paypal invoice will be emailed to you. Payments must be received in advance of the conference and are due no later than Friday, October 10th, 2025.

Late Payments

All payments must be received in advance of the conference and are due no later than Friday, October 10th, 2025. Payments that are not received prior to the beginning of the conference will be subject to a 10% late fee based on the total amount due.

Wellness Support

Our wellness support table was established initially during our first post-COVID APLUS+ Network Conference in 2021. As it has been very well received and very much appreciated by our guests, APLUS+ will continue to help support the well-being of all 2025 conference attendees with an assortment of daily immune-boosting vitamin supplements, chocolate, pocket-sized hand sanitizers, and face masks as requested.