

# REPORTER

## REGION XI's 2013 ADMINISTRATORS OF THE YEAR



**Terri Rufert**  
*Superintendent*



**Dr. Fernie Marroquin**  
*Secondary Principal*



**Terri Martindale**  
*Middle Grades Principal*



**Danyel Kelly**  
*Elementary Principal*



**Marie M. Pinto**  
*Central Office  
Administrator*



**Mark Thompson**  
*Elementary  
Co-Administrator*



**Kevin Covert**  
*Secondary  
Co-Administrator*



**Rob Herman**  
*Classified Leader*



**Bernadine V. Landeros**  
*Confidential Employee*



**Craig Drennan**  
*Personnel/  
Human Resources*



**Glenda Woolley**  
*Career Technical  
Education*



**Jill Santivanez**  
*Special Education*



**Lora Haston**  
*Superintendent/  
Principal*



**Benita Cortez**  
*Business Services*



**Luis Venegas**  
*Pupil Personnel*



**Charlene Stringham**  
*Cirriculum & Instruction*



**Martha Calderon**  
*Continuation Education*



**Terry Wolfe**  
*Retired Administrator*

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## Region XI Executive Board 2013-2014



**Tom Addington**  
President



**Blanca Cavazos**  
President Elect



**Val Brown**  
Vice President



**Terri Rufert**  
Vice President  
Legislative Action



**Jana Carter-Freeman**  
Secretary



**David Bowling**  
Treasurer



**Kirsti Smith**  
Past President



**David Tonini**  
Executive Director

## Region XI Membership Scoreboard

Charter	May 2012	May 2013	(+/-)
East Kern	63	62	(-1)
West Kern	313	315	(+2)
Kings	100	101	(+1)
Tulare	319	320	(+1)
Inyo/Mono	18	24	(+6)
CSUB Student	6	5	(-1)
Non-Assigned	12	6	(-6)
<b>TOTALS</b>	<b>831</b>	<b>833</b>	<b>(+2)</b>

## “WHAT THEY SAID”

“A special thanks to Clara Finneran for representing our Region XI at State ACSA’s Strategic Planning proposal”

**Kirsti Smith**, *Region XI President, 2012-2013*  
(*Region XI Delegate Assembly, May 2, 2013*)

“I would encourage each Charter to schedule a planning conference following our Region XI’s Planning Conference at Lemoore on June 17-18”

**David Tonini**, *Executive Director*  
(*East Kern Charter Meeting, May 17, 2013*)

“State ACSA membership is starting to look pretty good. There has been an increase of 142 new members as of April 30, 2013. We now have 14,407 members.”

**Joseph Jones**, *Assistant Executive Director Member Services & Professional Standards*  
(*Region Consultants Meeting, Sacramento, May 8, 2013*)

### AN ACSA REGION XI PUBLICATION

**Kirsti Smith**, *President*  
**David Tonini**, *Executive Director*  
**Richard A. Schlagel**, *Editor*  
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## AROUND THE REGION

- **Dr. Kevin Silberberg** is the new superintendent at Panama-Buena Vista Unified School District. Kip Hearron is retiring in June. Kevin has been Superintendent at Standard School District.
- **Dr. Tom Michaelson**, former Region XI Board Member and Administrator in Tulare County, has completed a 6 month interim position as Superintendent at Nampa, Idaho. Tom retired several years ago and now lives in Idaho.
- **Tim Bowers**, Kings Charter Board Member and Kings County Superintendent of Schools, hosted the annual end-of-year Charter's Social and election of officers at his home out of Hanford. Rob Hudson, Superintendent/Principal of Alpaugh School District, will be the Charter's President for 2013-2014.
- **Tom Addington**, Region XI President for 2013-2014, will be leading the Annual Region's Planning Retreat which will be held at Central Union School District's Board Room on June 17-18. The Executive Board will meet on June 17th. The entire Region XI Board, Council and Committee Representatives and new Charter Presidents will assemble on June 18 to make plans for the 2013-2014 school year.
- **Jean Fuller**, Senator, District 18, attended Tulare County Charter's Board Meeting on March 8, 2013 in Tulare.
- **West Kern Charter** sponsored its Annual Secretary's Day Luncheon at STARS Theatre in Bakersfield on April 24 with approximately 150 in attendance. Matt Diggle, Charter Vice President, Programs, Chaired this year's event.
- **East Kern Charter** conducted its end-of-year Dinner Meeting at Indian Wells on May 13. Becca Bell, Senior at Burroughs High School, Ridgecrest, was awarded a scholarship by the Charter.

## COMMENTS FROM YOUR REGION XI EXECUTIVE DIRECTOR



It is with excitement that I write this article as I am looking forward to our Region Planning Retreat tomorrow and Tuesday. We have a lot to do and a lot to discuss regarding the new Proposed ACSA Strategic Plan. Your Executive Board meets tomorrow afternoon, June 17, and your Region Board meets Tuesday, June 18. I realize when you read my comments our Planning Retreat will be over. Your new Region President, Tom Addington, and your Charter Presidents will be sharing with you exciting action plans that are decided upon at the retreat and the goals for the 2013 -2014 school year.

Action Plans will revolve around nine strategies:

1. We will be the authoritative advocates for all matters pertaining to education and its leaders.
2. We will be the premier provider of an array of compelling learning experiences dedicated to developing the capacity of all educational leaders.
3. We will initiate and build dynamic alliances with others of common purpose.
4. We will build and maintain vibrant, purposeful networks of educational communities.
5. We will be the originator and source for inspiring and creating new concepts of learning and teaching.
6. We will boldly brand and aggressively market our identity.
7. We will cultivate transformational technologies in all aspects of our work.
8. We will change our organization from its present structure to constantly evolving formations.

9. We will dedicate our budget, resources and assets to the accomplishment of our mission and objectives.

Proposed Action Plans are now attached to each strategy in the Proposed ACSA Strategic Plan and a new Proposed Mission Statement and Belief Statement have been written. It will be the task of the Region and Charters to implement the ideas generated by the Proposed Strategic Plan and formalize them into action plans and goal statements. This will be an exciting year for your Region and Charters as we chart a new course to better support you in serving all students and meeting their diverse needs.

Before I close, I would like to acknowledge the strong and innovative leadership of your Region President, Kirsti Smith, this past year. Region membership is up, the Region's Mentor Program has started, Inyo/Mono Charter has been reformed and is becoming active in the Region, Region Delegate Assemblies have been scheduled just prior to State Delegate Assemblies so that Region members have more of a voice in what goes on at the State level, an additional Tele Conference Board Meeting was scheduled to cut cost and decrease travel time for the officers that serve you, and Charters were given opportunities to share best practices at Region Meetings. That is just a brief highlight of what has been accomplished under Kirsti's leadership. Thank you Kirsti for a very productive and successful year.

Please email me at davidto02@comcast.net or call me at 559 280 6228 if I can assist you in any way or you have something you would like to share.

**David Tonini**  
Executive Director - Region XI



## REGION XI SPECIAL HONORS



**Glenda Woolley**  
*Itzenhause-Schlagel  
Retirement Membership Award*



**Dr. Sarah Koligian**  
*Marcus Foster Memorial  
Award*



**Professor  
Jacques Benninga**  
*Ferd Kiesel Memorial  
Award*



**Richard Schlagel**  
*Robert E. Kelly  
Award*



*Jim Vidak, Tulare County Superintendent of Schools congratulates TCOE Administrators at Region XI Award Luncheon.  
(L to R) Jill Santivanez, Robert Herman, Jim Vidak and Charlene Stringham*

## DR. WESLEY SMITH SELECTED AS ACSA EXECUTIVE DIRECTOR



Wesley Smith, Ed.D, superintendent of Morgan Hill Unified School District, has been selected as ACSA's new executive director. He has been an active ACSA member for 13 years and has extensive experience in California public education, including service as a teacher, principal, professor, assistant superintendent and superintendent.

"Wes has the professional skills and the leadership qualities required to grow the organization, advocate on behalf of public education, build the capacity of school leaders and develop a coalition of support for the success of our students," said ACSA President David Gomez.

Smith has served in ACSA leadership roles at the charter, region and state level. He is the 2013 Superintendent of the Year for

ACSA Region 8. He is a member of ACSA's Superintendency Council, and he has served on ACSA's Equity, Achievement and Diversity for Success Committee, among his many ACSA roles. He gained knowledge of policy issues early in his career, serving as ACSA's first legislative action summer intern.

"I am honored to serve as ACSA's Executive Director," Smith said. "Educational leadership is my profession and my passion. Shared yet decisive decision making; effective, dynamic communication; innovation; and the moral imperative to ensure the success of our diverse students and employees have been the hallmarks of my career. I look forward to working with the Board and the staff at ACSA to implement the strategic plan and help ACSA become the most influential professional organization in the state and nation."

Smith has led Morgan Hill USD since 2009. Immediately prior to that post, he served as superintendent of the Cascade Union Elementary School District. He has a doctorate in educational leadership from the University of Southern California and a masters of arts degree from Brigham Young University. Smith will officially begin as ACSA Executive Director on July 1, 2013.



*Kirsti Smith, Region XI's 2012-2013 President receives a beautiful gift from State ACSA, presented by David Tonini, Region XI Executive Director. It took place at East Kern Charter's Dinner meeting at Indian Wells Lodge on May 13.*



*West Kern Charter's "Denim and Diamonds" Annual Secretary's Day luncheon. It was held at STARS/Theatre in Bakersfield on April 24.*



*Region XI's representatives at ACSA's State Delegate Assembly held in Sacramento on May 6-7. (L to R) Terri Rufert, Dick Schlagel, Jose Morales, Val Brown, Tom Addington, Blanca Cavazos.*

# WEST KERN CHARTER ANNUAL AWARDS BANQUET

## Recognizing "The Best of the Best"

Rio Bravo Country Club, Bakersfield..... June 6th, 2013, 6:00 p.m.

Master of Ceremonies..... *Deanna Clarke*

Scholarship Recipients .....*Presented by Gerrie Kincaid*

Thomas Green • Bianca Hinojosa • Madison Holmes  
Ryan Holmes • Christine Montes  
Tyler Packard • Kaitlyn Roberts

Media Award .....*Presented by Deanna Clarke*

Delano Record Newspaper - Jason Reed

Golden Apple Awards.....*Presented by Terry Wolfe*

Dr. Norma Wright • Columbo Construction  
Ordiz - Melby Architects • Adolph Wirth

Honored Retiree Recipients.....*Presented by Terry Wolfe*

William Sandoval • Robert Schneider  
Kip Hearnon • Marilyn Brown  
Susan Richardson • Randall Ranes  
Jeanne Hughes • Al Capilla • Linda Godspeed

## Charter Award Recipients

Confidential Employee..... Presented by Matt Torres  
Brenda Tremaine, Fruitvale School District

Classified Administrator..... Presented by Gerrie Kincaid  
Marilou Onaindia, Panama Buena Vista Union SD

Career Technical Ed. Administrator ..... Presented by Gerrie Kincaid  
Brook McKnight, Panama Buena Vista Union SD

Central Office Administrator ..... Presented by Carrie Jager  
Gregory Rhoten, Kern County Superintendent of School

Elementary Principal ..... Presented by Mary Westendorf  
Danyel Kelly, Fruitvale School District

Middle Grades Principal ..... Presented by Richard Morosa  
Jason Brannen, Bakersfield City School District

Professor of Education ..... Presented by Carl Olsen  
Josh Emmett, Point Loma Nazarene University

Elementary Co-Administrator ..... Presented by Fred Molina  
Dina Esparza, Lamont School District

Elementary Co-Administrator ..... Presented by Gerrie Kincaid  
Jeff Maberry, Panama Buena Vista Union SD

Secondary Principal..... Presented by Blanca Cavazos  
Jeff VanderNoor, Valley Oaks Charter

Special Education Administrator ..... Presented by Carrie Jager  
Andrea Wilson, Lakeside School District

Business Services Administrator ..... Presented by Kevin Silberberg  
Karen Cox, Standard School District

Pupil Personnel Administration ..... Presented by Gerrie Kincaid  
Randy Miller, Panama Buena Vista Union SD

Superintendent..... Presented by Pam Bianchi  
Hip Hearnon, Panama Buena Vista Union SD

Retired Administrator ..... Presented by Deanna Clarke  
Terry Wolfe, Director Region XI

Educational Leadership Award ..... Presented by Ruscel Reader &  
Diane Cox

Induction of Officers..... Presented by David Tonini  
Executive Director ACSA Region XI

Induction of Officers..... Presented by David Tonini  
Executive Director ACSA Region XI



# WEST KERN CHARTER'S AWARDS 2013 BANQUET



*Matt Diggle, West Kern Charter's President for 2013-2014 takes over for Deanna Clarke, Charter President for the past 2 years. Both are administrators at Endeavour Elementary School, Fruitvale School District.*



*Dr. Norman Wright, along with his wife, were recognized for their outstanding community service. They received the Golden Apple Award.*



*Media Award... Angel Quinones-Leon and Jason Reed, Delano Record Newspaper, was the recipient of the Charter's Annual Media Award.*



*Randall Ranes, Administrator, Bakersfield City School District, was the recipient of the Charter's Annual Educational Leadership Award.*



*Administrators of the Year... Honored along with 11 other Kern County Administrators (L to R) Kip Hearron, Superintendent, Panama-Buena Vista Union School District; Randy Miller, Pupil Personnel Administrator, Panama-Buena Vista Union School District; Karen Cox, Business Service Administrator, Standard School District and Terry Wolfe, Retired Administrator.*



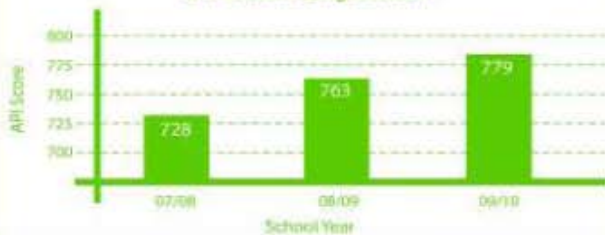
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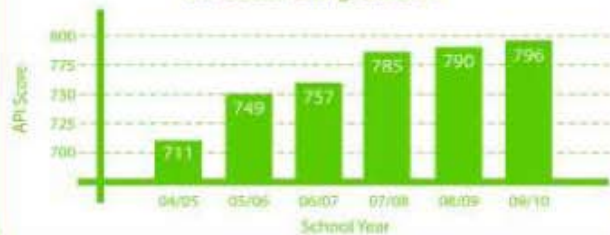


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- **High School**  
*Personal Finance*
- **College/Adult Education**  
*Budgeting/Credit/Identity Theft*

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# TULARE CHARTER SPONSORS 42nd ANNUAL RECOGNITION DINNER

The beautiful outdoors at White House Inn, Three Rivers, was the setting for Tulare Charter's Annual Awards event. This year's award recipients included Golden Apple Awards to seven individuals who have given outstanding service in their communities and school district.

The honored included:

### **Kelly Adams, Tulare City School District**

- Serves as Confidential Secretary, Tulare City School District
- Since 2003-2004, she has assisted our Charter with ACSA's Administrators of the Year and Scholarships Programs and awards.
- She excels in her organizational skills, communication skills, professional demeanor and positive attitude.

### **Steve Ballard, Tulare Union High School District**

- One of the District's most dedicated volunteer, booster member and community member.
- Member of Tulare Western High School Parent/Teacher Academic Club and School Site Council
- Currently serving on the District's Budget Advisory Committee, Facilities Master Plan Steering Committee and recently elected to serve on Board of Directors for the new Educational Foundation for Tulare Joint UHSD.

### **Julianna Bullock, Cutler-Orosi School District**

- School Board Member since 2008.
- Driving force behind the non-profit organization of Parents United for Orosi High School.
- Named "Woman of the Year" by the Cutler-Orosi Chamber of Commerce in 2012.

### **Chief Cliff Bush, Exeter Public Schools**

- Member of Exeter Police Department for the past 23 years.
- Board member of Exeter Responds Committee.
- Has provided information, resources, support and time to kids and families that struggle with everyday life challenges. (Exeter Police Explorers, Boys and Girls Club, Choices Camp, Gang Awareness Night, Food Drives, etc.)

### **Luis Castellanoz, Tulare City School District**

- Started his teaching career at Lincoln Elementary School, Tulare City, in 1975.
- Born leader, ascended the administrative ladder as intern, Vice Principal, Principal, Director of Personnel, Assistant Superintendent and Superintendent (past four years).
- Directly responsible to the Governing Board for overall planning, organizing, directing, and coordinating the total educational program of Tulare City School District

### **Laurie Isham, ProYouth/Heart**

- Over the past 40 years has served on countless school district and county office of education committees.
- Active member of the American Heart Association, Tulare County Women's Symphony League, Tulare County Law Guild and Lawyer's wives of California.
- One of a group of visionary individuals who came together to organize Pro Youth and Heart, an after-school program, serving over 3,000 students.

### **Dick Schlagel, Retired Administrator, Porterville USD**

- Charter member, Association of California School Administrators (1971-2013)
- Has mentored new administrators and served in 11 assignments as Interim Superintendent or Principal since retiring 1987.
- Has served on Scion Board and President of Scion for 20 plus years, editor of Region XI's ACSA Handbook and Newsletter for 25 years, Church Board Member 30 years, College Trustee for 14 years.

Five retirees were recognized for their dedicated and outstanding services to education.

### **Luis Castellanoz, Tulare City School District**

- Started teaching career at Lincoln School in Tulare in 1975.
- Held a variety of Administrative positions in the District - Vice Principal, Principal, Director of Personnel, Assistant Superintendent, Superintendent.

### **Cindi Costa, Visalia Unified School District**

- Educator for 33 years, 28 in Visalia.
- 16 years, Classroom Teacher, Assistant Principal, Divisadero Middle School, 3 years later Principal of Divisadero.
- Continued her administrative responsibilities in Visalia USD Human Resources Department

### **Donna Martin, Tulare County Office of Education**

- 30 years serving TCOE's Special Services Division.
- Began as a Resource Specialist and advanced to Administrator II with the Severely Handicapped Program.
- Recently began a Doctoral Program at Brandman University in organized leadership, also serving a Program Director for Special Ed with Fresno Pacific University (Visalia Center)

### **Jeff Munter, Lindsay Unified School District**

- Began his teaching career in 1976.
- Became part of Lindsay High School Administration team in 1992.
- Has been a vitally important part of the District's

*Continued on page 11*



transition to the Performance Based System (PBS). Has led the transition to an effective and useful electronic monitoring system for learners, learning facilitators and parents.

**Glen Williams, Tulare County Office of Education**

- For 15 years, has been a valuable member of the Instructional Services Team.
- Has provided outstanding service as the county's Technology Consultant
- Served as the event coordinator for many student events including Mock Trial, Academic Decathlon, Math Super Bowl, Expanding Your Horizons, etc.

Lora Haston, Charter President-Elect, chaired the event. Frank Silveira was the 2012-2013 Charter President. The Educational Employees Credit Union sponsored this year's Recognition Dinner.

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# TULARE COUNTY CHARTER HOSTS BREAKFAST FOR ESS STUDENTS


Students from Tulare County High Schools were recognized by Tulare County Charter ACSA. This annual event was held on April 26, 2013 at the Visalia Unified School District Board Room.

Following a buffet breakfast, Dr. Jeremy Powell, Principal, Bartlett Middle School and the Charter's ESS Chairman, announced this year's ESS recipients. Each received a special plaque. Counselors, Principals and other personnel, shared each student's story. A story which told how various students overcame major obstacles and difficult challenges to become a model student on his/her campus.

This year's recipients were:

<i>High School</i>	<i>Student</i>
Countryside High School	Aime Sanchez-Mendoza
Tulare Western High School	Alexander Fredell
Exeter Kaweah School	Alva Coral Nava-Arteaga
Mission Oak High School	Andrew Phillip Gomez
Lindsay High School	Berenice Yopez
Strathmore High School	Eduardo Topete
Monache High School	Emanuel Leon
Tech Prep High School	Fabien Avina
Porterville High School	Jens Nielson
Sequoia Continuation HS	Joseph McBride
Redwood High School	Josh Ford

<i>High School</i>	<i>Student</i>
Orosi High School	Maria Vicuna
Exeter High School	Martin Barahona
El Diamante High School	Muhammad Baig
Golden West High School	Nastassja Opper
Dinuba High School	Nathan Trevino
Harmony Magnet Academy	Oscar Arroyo
Tulare Union High School	Rey "David" Moreno
Mt. Whitney High School	Shannon Riah Herrera
Granite Hills High School	Taylor Dillahunty
Woodlake High School	William Ballew



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# LOOKING AHEAD

## Coming Events

### KINGS COUNTY ANNUAL FALL CONFERENCE

September 26, 2013 (4:30 pm -7:30 pm)  
Pioneer Middle School  
Theme: "It's a Jungle Out There"  
Cost ...\$25.00 per person (\$30 after Aug. 2, 2013)  
Contact: Greg Henry • [henryg@puesd.k12.ca.us](mailto:henryg@puesd.k12.ca.us)

### ACSA'S 2013 LEADERSHIP SUMMIT

November 7-9, 2013  
San Jose Convention Center  
Theme: "Launching Our Bold New Future"  
Information: Contact Danelle Bowron in ACSA Educational Services  
Department at [dbowron@acsa.org](mailto:dbowron@acsa.org) or (800) 608-2272  
Registration: <http://www.acsa.org/leadershipsummit>

## REGION XI ANNUAL FALL CONFERENCE

### Focus: Technology ... ACSA Teaming with CUE

**Date:** Sat., October 19, 2013

**Location:** CSUB, Bakersfield, CA

**Keynote Speaker:** Tim Bedley

**Contact:** Conference Chair, Val Brown  
Region XI Vice President, Principal  
Maple School, Tulare City School District  
Phone: (559) 685-7270 (work)  
(559) 799-8641 (cell)  
Email: [vbrown@tcsd.k12.ca.us](mailto:vbrown@tcsd.k12.ca.us)

## ACSA ACADEMIES FOR 2013-2014

### July 2013

15-19 Categorical Programs  
(SUMMER) - Fairfield

### August 2013

9-10 Categorical Programs - Ontario  
23-24 Categorical Programs  
(FALL) - Fairfield  
30-31 Curriculum & Instruction - Walnut

### September 2013

13-14 School Business - Lodi  
13-14 Superintendents - Whittier  
14 Innovative Technology - Vista  
20-21 Curriculum & Instruction - Redding  
20-21 Personnel - Irvine  
20-21 School Business - Riverside  
20-21 Special Education - Bellflower  
20-21 Special Education - Rancho Cordova  
20-21 Superintendents - Sacramento  
27-28 Curriculum & Instruction - Burlingame

27-28 Curriculum & Instruction - Torrance  
27-28 Personnel - Arroyo Grande  
27-28 Personnel - Stockton  
27-28 Superintendents - Burlingame  
27-28 Superintendents - Oceanside

### October 2013

4-5 Personnel - Azusa  
5 Innovative Technology - Lemoore  
11-12 Personnel - Danville  
11-12 Personnel - Ontario  
11-12 Pupil Services - Fremont  
18-19 Personnel - Burlingame  
18-19 Principals - Visalia  
18-19 Pupil Services - Ontario

### November 2013

15-16 Principals - Ontario

### January 2014

11 Innovative Technology - Fairfield  
25 Innovative Technology - Corvina