



Association of California School Administrators

Brenda J. Chapman, Ed.D., 2010-2011 President, Region VII ACSA

Fall/Winter

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Please visit us online at
www.acsaregion7.org
for additional
information.



Kristi Kirsch, Region VII
Newsletter Editor

President's Report

by **Brenda J. Chapman, Ed.D., Region VII President**
Principal, Jamestown Elementary School



It is amazing what can happen when people say "yes" to Leadership. Region VII has many examples of exciting events that have happened because one person decided to say yes to a specific leadership role.

Claudia Vicino said yes to leadership and on October 21st she and her team hosted a fantastic dinner and professional development opportunity for over 400 classified leaders and their administrators at the SOS Club in Modesto. The speaker, **Mike Robbins**, presented on the power of appreciation.

The **Region VII Cabinet**, along **Moth-**

er Lode Charter, hosted the first **General Membership Assembly** in Jackson on October 28. Thanks to the leadership of **Sean Snider**, President of Mother Lode Charter, for bringing a team of administrators from Amador and arranging for the facility. State ACSA President, **Bob Noyes**, engaged us all in an interactive workshop focusing on leadership activities.

Past President **Denise Wickham** said yes to ensuring the first ever **Region VII Women's Leadership Network** on November 2 at the Ceres Community Center.

She and **Kathy Pon**, Assistant Superintendent., C & I from Patterson, lead a gathering of 70 women leaders in a panel discussion by women executives. (Continued on page 7)

ACSA Board Report

by **John Keiter, Ed.D., Region VII Board Representative**

The ACSA Board held its most recent meeting on October 8, 2010, in Los Angeles.

ACSA membership as of August 31 is 15,180 members. This is a decline of 776 members from last year. ACSA anticipated this decline and has budgeted accordingly. The \$2 a-day program is an effort to reclaim members.

The **ACSA Political Action Committee** (PAC) concluded its recommendations by endorsing **Jerry Brown** for governor. It was evident Brown's platform on education more closely aligned with ACSA's mission and values. The PAC donated to Brown's campaign. The PAC also transferred a contribution to the Aceves campaign.

The **ACSA FEA** revised the fee process for educational services. There will be ACSA

member-only offerings, programs for non-members with one rate, one-third discounts for ACSA members at specified programs, and one-third discount for groups when one member or more is in ACSA.

The ACSA Board also approved the recommendation of the **ACSA ESEA Task Force** regarding criteria for effective teacher evaluations. The recommendation also acknowledged that there must be sufficient administrative staffing to support an effective evaluation process and reduced staffing will not be any benefit if expectations are increased without sufficient numbers of administrators to carry them out.

ACSA BUSINESS COUNCIL MEETING

by Gloria Carillo

The Business Council will be placing 3 non-voting members on the legislative policy committee who will each hopefully serve on sub-committees so our input is considered in all areas. Those sub-committees are: 1. Charters, HR, and employee relations, 2. Assessment and curriculum, and 3. Budget and funding.

We will have a conference call January 21 to discuss the new Governor's budget proposals for next year. This will take place after we've all attended budget conferences so we can gather questions and/or concerns from our members to bring back to ACSA. **Please send me a list of anything you'd like for me to bring to that call.**

Future capitol visits: ACSA BC is working on developing care issues platform for this year's meeting in February. Being considered are

things like flexibility, Prop 98, deferrals, etc. **Please send any thoughts you might have for this as well as legislation items you would like to see ACSA sponsor.**

ACSA's 2010-2011 top 10 platform lists Education Funding and the State Budget as its #1 priority. Current budget appears to be smoke and mirrors so there is real concern about mid-year cuts. Historically, we've experienced cuts in 6 of the last 7 years so it doesn't look good.

One thing to note: the Legislature doesn't really look forward more than the current year and just barely in to the next year once January arrives. This is important to note because this is why they are not seeing the urgency all of us are feeling about the flexibility issues. ACSA is attempting to educate them about what this is doing to our planning but

isn't holding out a lot of hope for a change in long-term planning. Therefore, don't expect to see real discussions about these programs until the January before they are due to sunset.

SB1425, pension reform, is expected to be reintroduced. More to follow on that.


ACSA prepared a response paper to the penalty/interest issue on the STRS proposed regulations that came from AB654. It appears that STRS far exceeds the language in the bill, especially as it relates to retros, unit pay, sub pay, and stipends. This item will be revised before it goes back to the board and, at the very least, ACSA expects a grace period to be inserted. For instance, if you settle on a retro, you might have until March to make that payment without penalty.

(Continued on page 7)



STANISLAUS CHARTER NEWS

John Christiansen, Charter President



ACSA Stanislaus Charter is off to a fantastic year. Our theme this year, "Dream, Believe, Lead, Succeed," symbolizes our efforts as administrators to lead our schools despite the tumultuous times public education is currently facing.

We held our annual **Kick-Off Celebration** on August 18th at the Martin Petersen Event Center, with more than 120 local administrators in attendance. Everyone enjoyed a great time and we were treated to live music, with a mixture of contemporary and oldies provided by the "**The Nines**," a guitar ensemble featuring the son of our President-Elect, **Debra Fusco**. Our charter cabinet has done a fine job of lining up all our speakers for our monthly breakfast meetings held the second Wednesday of every month from 7 a.m. – 8 a.m. at the Old Mill Café in Downtown Modesto. We always welcome new members or visiting ACSA members to join us. In Septem-

ber, **Mike Gonzales** from Empire and **Ken Geisick** from Riverbank provided insight into the job responsibilities for small school district administrators and the many hats they must wear due to the budgetary restraints in effect. In October, **Jorge Perez**, Outreach and Intervention Coordinator for Modesto City Schools, presented on the gang situation within our community. Tom Chagnon joined us in November and spoke about Stanislaus Military Academy and we had the wonderful guest performers from the **YES Company** on December 8th.

Stanislaus Charter hosted an all-day professional development seminar on October 29, featuring Skip Jones. Skip is a retired investigations bureau commander with 25 years of law enforcement experience. His seminar revealed the dynamics that occur when dealing with a hostile and angry person.

HAPPY BIRTHDAY DR. BURKE!

by Claudia Vicino

Retired administrator, **Dr. Frank Burke**, turned 98 on June 19th. Family and friends gathered at the home of **Mary Ann Sanders**, ACSA Region VII consultant, to honor Frank. The highlight of his 98th birthday, according to Frank, was getting his driver's license renewed.

Frank was born in Denver, Colorado, in 1912 and spent his formative years in Oregon on a simple farm. Times were tough and Frank and his brother moved around the state of Oregon with their mother who was a school teacher.

Frank graduated from Gonzaga University in 1932 and moved to San Francisco where he went to San Francisco State to seek a teaching credential. He married Dorothy Grennan in 1940. Returning back to school, Frank graduated from UC Berkeley with a Ed.D. in 1958.

Frank has had an exciting career taking him from the classroom to principal to assistant superintendent all over the state of California. Frank's final position was in Stanislaus County as the Director of Elementary Education and later promoted to Assistant Superintendent of Stanislaus County Office of Education. He retired in 1975, but was able to spend 11 more years as a college instructor, supervisor of student teachers, and as a consultant.

Frank has remained active in ACSA, the ACSA Retirees' group, and the Exchange Club. He is a regular at the ACSA Stanislaus Charter meetings and charter members look forward to his jokes every month. Frank was a recent recipient of **Region VII's**

Retired Administrator of the Year award.

Frank was married for 63 years to Dorothy, who passed away in 2004. He has six children and many grandchildren and great grandchildren. Frank said, "I have enjoyed Modesto, got a lifetime membership in the local Exchange Club, had the chance to travel abroad, enjoyed community offerings, ACSA meetings, and a retiree group has made a lot of difference in filling the gap, a social entity I'd never imagined and for which I am truly grateful."

Happy 98th Birthday, Dr. Burke, from your ACSA friends and colleagues.



ACSA STATE CEL COUNCIL UPDATE

by Claudia Vicino

The **Classified Educational Leaders Council** met on Wednesday, September 22nd, prior to the CEL Institute at the Doubletree Hotel in San Jose, California.

The main focus of the meeting was the 2010 CEL Institute and getting ready for the event. Seventy-five people registered for this year's Institute, the first time this event has been held in Northern California.

The 2011 CEL Institute Planning Committee was selected. **Jean Wells**, from Region VI, will chair the event. **Sylvia Alvarez**, Region X; **Monica Ross**, Region IX; and **Cheryl Dollar**, Region XIX, volunteered to serve on the planning committee. Council members voted to hold the **2011 CEL Institute in Northern California**. Location will be determined at a later date, either in the San Jose area or in Sacramento. **Institute dates will be September 22 & 23, 2011**. Council members were asked to contact Jean Wells or **Lori Allred** if they have specific topics or presenters in mind for the Institute.

The CEL Council will also be offering scholarships to next year's Institute through State ACSA. A planning committee to develop guidelines/criteria for the scholarships was formed. **Claudia Vicino**, from Region XII, will chair the committee. Other

planning committee members include **Dee Dee Holcher**, ACSA Member Services; **Wendy McMillin**, State ACSA CEL Council President; **Valerie Callori**, Region III; and Cheryl Dollar, Region XIX. More information will be available through EdCal and our CEL website once the scholarships become available.

Council liaisons were appointed to the Human Resources Council, Membership Services Council, and the Business Services Council.

Our council goal for this year is to obtain membership lists and update and/or identify CEL members within our regions by using school district directories, county directories, and other resources. Once membership is correctly identified, information will be sent to the State ACSA Member Services Department.

Lori Allred, ACSA Staff Liaison, will be updating our CEL website with all the handouts from the Institute as well as pictures under the "My ACSA" section. This will be for members only.

Next meeting will be a video conference meeting on January 14th. A new region representative training workshop was held prior to the council meeting.

Nominations are Opening for Region VII Officers

Region VII leadership will open nominations for 2011-2012 officers soon. Past-President **John Keiter** chairs the committee responsible for filling all the open positions in the Region VII Cabinet. This year the region will find a new **Vice-President** who will be on track to be **President in 2013-2014**, a new **Vice President of Programs**, and a new **Vice President of Legislative Action**. All these positions are open because the incumbents' terms have run out. Members with ideas for nominations should pass those thoughts on to your charter's directors who serve as the nominating committee along with the President-Elect. The nominating committee's goal is to have all the nominations complete well before our annual conference in Sparks, Nevada.

CEL FALL WORKSHOP A BIG SUCCESS

by **Claudia Vicino**

The annual **CEL Fall Workshop and Dinner** was held at the **SOS Club** in Modesto on October 21, 2010. Approximately 488 district and site administrators, along with their support staff, spent an evening with colleagues and guest speaker **Mike Robbins**. Mr. Robbins, best-selling author and motivational speaker, spoke about "**The Power of Appreciation**." Special guests included ACSA State Board Member **Dr. John Keiter**, Region VII President **Dr. Brenda Chapman**, President Elect **Dr. Mary Jones**, Vice President of Legislation **Jane Johnson**, Vice President of Programs **Barbara Cortese**, Secretary **Christine Facella**, and Treasurer

Sheri Coburn.

Each year this event is sponsored by the ACSA Region VII CEL Council and ACSA Region VII. A special thanks to the **CEL Council** for all their hard work putting this event together. They include: **Grace Merritt**, **Carol Metivier**, **Debbie Koehler**, **Kayla Rhoads**, **Dee Dee Holcher**, **Mary Ann Sanders**, **Cheryl Barton**, and **Claudia Vicino**.

On behalf of the CEL Council, I want to thank those who have supported our dinner each year, not only with your attendance, but by bringing or sending your support team and encouraging others to attend.



The Region VII CEL Council takes a moment to pose at the CEL Workshop & Dinner at the SOS Club in Modesto.
Above Top Row – L to R: Mary Ann Sanders, Dee Dee Holcher, Carol Metivier, Kayla Rhoads.
Bottom Row – L to R: Claudia Vicino, Debbie Koehler and Grace Merritt.

Registration Information

Moving Our Mission Forward

Send this form with a check payable to ACSA Region VII (no P.O.'s or credit cards, please) to:

ACSA Region VII c/o Claudia Vicino
 Empire Union School District
 116 North McClure Road
 Modesto, CA 95357

Questions? (209) 521-2800 vicino@empire.k12.ca.us

Fax (209) 526-6421

One form per person—Type or Print, please

Name: _____
 Position: _____
 District: _____
 Address: _____
 City: _____ Zip: _____
 Phone: _____ Badge Name: _____
 Email: _____

Registration Fees: (Includes Presidents' Reception, Luncheon, and all speakers and vendor activities)

- ACSA/School Board Member prior to 3-11-11 \$225
 - Registration after 3-11-11 \$250
 - Non-member \$300
 - Retired member (Region VII) Charge for meals only \$ 75
- Extra Guest/Spouse tickets:**
- Guest/spouse lunch ticket for Saturday \$25.00
 - Guest/spouse Presidents' reception ticket \$50.00
- (Free guest Presidents' reception ticket with registration by 3-11-11)
- Guest continental breakfast ticket \$10.00
 - Guest buffet breakfast ticket \$15.00

Total: _____

- ◆ Is this your first time attending this conference? _____
- ◆ No registration charge for spouse who is not eligible for membership (Name: _____)

- ◆ No Purchase Orders or credit cards, please
- ◆ Early registrations must be postmarked by 3-11-2011. Registrations postmarked after 3-11-2011 subject to full registration fee.
- ◆ No refunds after 4-15-2011—\$10 fee before 4-15-2011

Hotel Reservation Request

Note: Make hotel reservation by calling 1-800-648-1177.

Must mention "GASCA11" for special conference rate.

Room rate is \$109 + 13.5% tax sing or double occupancy plus \$5.0 resort fee which includes valet parking and shuttle service from the airport. Cutoff date is 4-6-11.

Note: All reservations must be guaranteed with a major credit card. Hotel will not hold any reservations without a major credit card. **Check in is 3:00 p.m. Check out is 11:00 a.m.** Maximum of four people per room. Deposit is fully refundable if cancellation is received by hotel 48 hours prior to arrival. **Special conference rate expires 4-6-11.** This special rate may be available prior to and after the conference if you wish to extend your stay, based on availability.

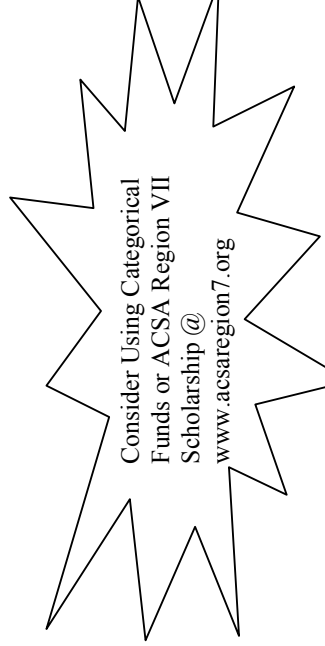
**John Ascuaga's Nugget Hotel
 1100 Nugget Avenue
 Sparks, NV 89431**

- ◆ Contact Howard Holtsman at: hholtzman@verizon.net for information on the Golf Tournament on Thursday, April 28, 2011.



Moving Our Mission Forward

Welcome to the
 ACSA Region VII
 Spring Conference
 April 29-May 1, 2011
 John Ascuaga's Nugget
 Sparks, Nevada



Consider Using Categorical Funds or ACSA Region VII Scholarship @ www.acsaregion7.org

Featuring sessions designed specifically for:

**Standards-based instruction
 Scientifically proven research-based activities**

Conference Schedule

Friday, April 29, 2011

9:00 a.m. — 5:00 p.m. Registration
 10:30 a.m.— 11:45 a.m. Welcome and Recognition
 First General Session

Tom Changnon

Stanislaus County Superintendent of Schools

11:45—1:00 p.m. Lunch (Box lunch provided)
 11:45 a.m. —3:00 p.m. Exhibits open

(Drawing at 2:40 p.m.)

1:15—2:30 p.m. Breakout Sessions

3:00—4:15 p.m. Second General Session

Brett McFadden

6:30—10:00 p.m. Presidents' Reception and Region Awards

Dinner followed by entertainment

Saturday, April 30, 2011

7:30—8:30 a.m. Continental Breakfast

8:00 a.m. — 12:00 noon Registration

8:45—10:00 Breakout Sessions

10:00—11:15 a.m. Third General Session

Greg Lucas

Political Analyst and Blogger

11:00 a.m. —12:30 p.m. Exhibits open (Drawing at 12:00 p.m.)

12:30—2:15 p.m. Awards and Installation Luncheon

2:30—3:45 p.m. Breakout Sessions

3:45 ---4:45 p.m. Break

4 : 4 5 - - 6 : 1 5 p . m . Reception

Dinner on your own

Sunday, May 1, 2011

7:30 — 9:00 a.m. Buffet Breakfast

9:15—10:30 a.m. Closing General Session

Matthew Emerzian

"Every Monday Matters"

Moving Our Mission Forward...

Educators in California face the daily challenges and rewards of working in a system that requires increasingly sophisticated leadership skills. Our conference, *Moving Our Mission Forward*, will celebrate the daily heroism of educational leaders and offer some solutions to the many challenges we encounter each day. **Tom Changnon**, will kick off the first general session with an inspiring presentation that is guaranteed to get us off to a positive and inspired start. Tom is the Stanislaus County Superintendent. He brings a sense of humor and enthusiasm.



Brett McFadden, our second general session speaker, will provide us with strategies that empower us to lead in tough times. Brett is a former Governmental Relations executive with ACSA who has recently moved to a district leadership position as Chief Business Official for Pajaro Valley Unified School District. **Greg Lucas**, is destined to become a Region 7 favorite. Greg is a former editor of the San Francisco Chronicle and currently reports on the political scene in Sacramento on his blog. He is an engaging and entertaining speaker with lots of inside stories on Sacramento and politics. **Matthew Emerzian**, author of *Every Monday Matters*, has experienced the world as an entertainment agent working with clients like the Kardashians as well as the CEO of a non-profit organization dedicated to helping people understand the power of personal commitment in improving life for everyone. His story will move and inspire us all to make sure Every Monday Matters.

Region VII Spring Conference Highlights

Breakout workshops presented by ACSA members in our region with help from experts in many fields, include: *Promising Practices for Principals*, Multicultural Manners, *Special Education*, What's Up With the ESEA Reauthorization, *E-Discipline*, Gang Awareness, *Women in Leadership*, Critical Support for Aspiring Retirees, *Internet and Cyberbullying*, Staying Out of Legal Hot Water,—Come share challenges, best practices, and discuss professional issues with peers from your job categories.

Special focus on key issues relevant to California Public Education...

President's Report

(Continued from page 1)

The event included vendor opportunities for the participants and was a huge success.

The **Leadership Summit** on November 3-6 in San Diego included a Region VII reception for our State award winner for Special Education Administrator of the Year, **Jan Kearns**, which was hosted by UOP. Friday night was the State Awards Banquet to honor Jan and all other State ACSA award winners.

Charters are busy with many practical and informative professional development events. Our Charter Presidents have made a big commitment to the "YES" of leadership by providing and engaging their membership in a variety of activities that show the value of being a member in ACSA.

The conference planning committee under the leadership of **Barbara Cortese** has been working non-stop to plan an outstanding conference in Sparks. Plan now to join us. You won't be disappointed!!

And a big welcome to our newest charter, the **Retirement Charter**. It was approved by the General Assembly on October 28. Thanks to the leadership of **Bill Parks** and **Dennis Sigona**, our Region now has a home for our retirees!!

Imagine, if all this has happened in 3 months, what will the rest of the year bring! Tune in and join in and enjoy the benefits of being a part of ACSA.

Business Council

(Continued from page 2)

Transparency issues are mostly being driven by the media. No surprise there since it means we are doing their job for them. There may be an added form as part of the annual 470 to disclose benefits like car allowances or annuities. ACSA is fighting to be at the table when that form is developed and wants one form to be used for everyone who is mandated to disclose, including all elected officials.

Governor suspended the mandate on mental health and cut county funding as we all know. Counties are mostly refusing to provide services unless they can bill back districts. Some are simply notifying districts they will no longer provide the services at all. Questions about if the Governor has the right to suspend mandates so this will continue to be discussed. In the meantime, counties want the federal IDEA \$. CASBO, ACSA, School Services, SIA have all joined together to campaign to reverse this decision.

Looking Ahead in Region VII - 2010-2011

January 2010

4 Retirement Charter Meeting, 8:30 a.m., Old Mill
 13 Motherlode ESS Breakfast, Ironstone
 18 SCASCA Employees Making a Difference, Petersen Even Center
 20 4:30 p.m. Region VII Delegate Assembly, Dave Wong's, Stockton

February 2011

9-11 State Delegate Assembly, Ontario
 9 7:00 a.m. SCACSA Breakfast Meeting, Old Mill, Modesto
 9 7:00 a.m. SJACSA ESS Recognition Breakfast, SJCOE
 10 TCACSA ESS Breakfast
 28 SCACSA Cabinet Meeting

March

1 8:30 a.m. Retirement Charter Meeting, Old Mill, Modesto
 7 Region VII Cabinet Meeting
 9 7:00 a.m. SCACSA ESS Breakfast, Petersen Event Center
 16 7:00 a.m. SJACSA Charter Meeting, SJCOE

April

13 MLACSA Breakfast PDP, (Amador County), Location TBA
 14 4:30 p.m., Region VII Delegate Assembly, Tommy's Top Flight, Stockton Airport
 29-May 1 Region VII Spring Conference, Sparks Nevada

Region VII Officers 2010-2011

PRESIDENT Brenda Chapman, Ed.D.	VICE PRESIDENT, PROGRAMS Barbara Cortese	SECRETARY Christine Facella	REGION VII, STATE BOARD MEMBER John H. Keiter, Ed.D.
PRESIDENT-ELECT Mary Jones, Ed.D.	VICE PRESIDENT, LEG. ACTION Jane Johnston	TREASURER Sheri Coburn, Ed.D.	REGION VII CONSULTANT Mary Ann Sanders
VICE PRESIDENT Sean Snider		PAST PRESIDENT John H. Keiter, Ed.D.	