



Santa Cruz Charter Quarterly Newsletter

September 12, 2011



Charter Updates

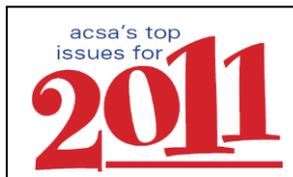
Welcome from the new 2011-2012 Santa Cruz ACSA Charter board. We look forward to an exciting year that supports and celebrates you as an educational leader and champion of public education.



Pictured above are our 2011-12 charter officers, name, board position, current job title and contact information (left to right):

Lee Takemoto, Membership/south, Director/H.R., Leland_takemoto@pvusd.net; Caroline Calero, President, A.P./Watsonville H.S., caroline_calero@pvusd.net; Sylvia Mendez, President-Elect, Principal/Ann Soldo Elementary, Sylvia_mendez@pvusd.net; Olga deSantaAnna, Secretary, Principal/E.A. Hall M.S., olga_desantaanna@pvusd.net; Eric Gross, Membership/north, Director/categorical programs, egross@sccs.net; Robb Mayeda, Vice-President/newsletter, retired administrator, robb.mayeda@gmail.com

Other 2011-12 officers include: Brett McFadden, Vice President/ILegislative. Action, CBO/PVUSD, brett_mcfadden@pvusd.net; Liann Reyes, Treasurer, CBO/SLVUSD, lreyes@slvusd.net



Legislative Action

ACSA's Top Issues: See what ACSA is doing for public education at the legislative level. Click the links below.

ACSA's Top Issues Link:
<http://www.acsa.org/MainMenuCategories/Advocacy/Issues-and-Actions.aspx>

Pension Facts Link:
<http://www.acsa.org/MainMenuCategories/Advocacy/Issues-and-Actions/Pension-Facts.aspx>

Fall Professional Development and Networking Opportunities

Flyers will be sent out electronically prior to events. Please save the dates! All fall events are at no cost to members with the exception of the Leadership Summit.

September:
9/12- Webinar "Time Management Strategies",
9/16- Back to School Breakfast (Monterey) 7:30-9:00am sponsored by ACSA Region 10

October:
10/4 Digital Leadership (So. County) 8:00-10:30
10/5 Digital Leadership (No. County) 8:00-10:30
10/21 Santa Cruz Charter Social 5:00-7:00

November:
11/3-11/5 Leadership Summit (Sacramento)

See You in Monterey This Friday Morning, 7:30 A.M.

Please attend our Region 10 Back-to-School Networking Breakfast. It is at the Best Western Plus Beach Resort, formerly known as the Monterey Beach Hotel, located at 2600 Sand Dune Dr., (exit 218/Seaside/Del Rey Oaks off Highway 1). Our guest speaker will be ACSA State President, Alice Petrossian.

Leadership Matters

This section of the newsletter will be devoted to highlighting ACSA members in our charter who are making a difference for students. Please help our Santa Cruz Charter highlight local educational leaders! Simply submit the name of an instructional leader to the charter president and include a short paragraph describing their excellence. Santa Cruz Charter is full of exceptional leaders and we look forward to highlighting them in our quarterly newsletter.

ACSA Membership Offers

Do you know a fellow leader who may be interested in joining ACSA? Here is a **special introductory** offer, \$2 a day for the 2011-12 school year. The individual must NOT have been an ACSA member during the previous 12 months. He or she MUST authorize payroll deduction. Standard dues calculations begin on July 1, 2012 (annual salary as of June 30, 2012 x.0090).

Student Membership Special: Here is an offer for **aspiring administrators**. Become a student member of ACSA for less than 25 cents a day.

Please contact either Eric Gross (membership/north) or Leland Takemoto (membership/south) for more information

Transitions: Welcome the New and Keep Touch

Congratulations to these school leaders on their new positions.

In Soquel Union Elementary School District: Henry Castaniada, formerly superintendent of Loma Prieta is now the new superintendent of SUESD. Retiring from that position is **Kathleen Howard**. **Kathleen Fitzgerald** is the new principal of Soquel Elementary School, replacing **Eric Gross**, who has gone to SCCS.

In Live Oak Elementary School District: Greg Stein is the new principal of Live Oak Elementary School. Greg was an assistant principal in PVUSD.

In Pacific School District: Eric Bitter is the new superintendent in Davenport's single school district.

In Pajaro Valley USD: Bertha Torres is the new principal at Mintie White Elementary School. Bertha is

a former parent, para-professional, teacher, assistant principal, and summer school principal at Mintie White. **Adelina Cervero-Piqueras** is the new assistant principal at Lakeview Middle School. Adelina came from Napa USD. She takes the position formerly held by **Andrea Roman** who is now an principal of Jordan Elementary School in Orange USD. **Deanna Young** is a new assistant principal at Pajaro Valley High School. She was a science teacher at PVHS. She takes the place of **Rich Moran** who moves to an assistant principal position at Aptos High School, replacing **Dale Knight**. **Elena Fajardo** is a new assistant principal at Watsonville High School. Elena returns to PVUSD after a professional leave of absence. There are two new coordinators of site academic achievement; they are **Gina Elisalde** at Ohlone Elementary, **Andrew Wright** at E.A. Hall M.S. Both Gina and Andrew were teachers at their schools.

In Santa Cruz City Schools: Eric Gross is the new director of academic equity and categorical programs. Eric was the principal at Soquel Elementary School. **Dale Knight** moves from Aptos H.S. to be principal of Branciforte Small Schools Campus. **Jenny Russell** is the new assistant principal at BSSC. Jenny comes for the Migrant Education in PVUSD. **Gail Atlansky** moves up to the position of assistant principal at Soquel High School. **Brad Ruth** becomes a program specialist in special education department. **Keith Hodges** is a new assistant principal at Harbor High School. **Julia Hodges** is a new assistant principal at Mission Hills Middle School. **Jose Quevedo** is the new assistant principal at B-40 M.S. All three are new to SCCS.

Congratulations again and best wishes to the educators in their new positions and to the newly retired. If you have information about similar transitions, please contact Robb Mayeda, at robb.mayeda@gmail.com. Our newsletter will be produced quarterly.

The Green Corner: From time to time we will post tips to help educators live and work in a greener manner. Billions of ink pens wind up in our landfills, because they are difficult to recycle. The "upcycler," Terra-Cycle, works with several companies each year to transform pens into new products. For more information go to www.terracycle.net.