

REPORTER

REGION XI • Association of California School Administrators • Fall 2007

CHRISTINE ANDRADA

Christine Andrada is currently serving as Region XI President. Her professional assignment is Superintendent's Administrative Assistant in the Central Union School District in Kings County. Christine has been very active in ACSA at the local charter, region and state level. She is serving on the Classified Educational Leaders State Council and is also a representative on the State ACSA Legislative Policy Committee.



What is your most enjoyable free time activity?

Cooking and baking.

What is the most enjoyable thing about your position as Superintendent's Assistant?

Diversity

What has prepared you for this position?

Life's many experiences.

Do you have a personal goal you long to see fulfilled?

To be involved in Sacramento politics.

Where are you most comfortable.

Driving my P.T. Cruiser headed no where.

What person would you most like to meet?

I Always have wanted to meet the Pope and then the United States President.

What is the best advice you have given to others?

"And this too shall pass".

What are your personal goals as Region XI President?

Working toward better communication between the state, the region and the members.

Working with members to keep Region XI actively involved with State ACSA and state committees and councils.

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From the President



Christine Andrada
Region XI President

"Region XI is pioneering leadership enhancement at its Region meetings. This is a great way to take a little time for professional development. The program being used is John Maxwell's 21 Irrefutable Laws of Leadership. Mr. Maxwell's philosophy is that 'everything rises and falls on leadership'."

The 2007-2008 school year is well on its way. Hopefully it is a great start for Region XI members. Administrators, board members and teachers have received their API scores and have reviewed the AYPs. Everyone is now digesting the data, looking at the state scores and reviewing the benchmark assessments. *And life continues in California education.*

Region XI has reached one of the continuous goals by increasing membership 5 percent. I applaud those who signed up new members throughout the Region. **"WELCOME NEW MEMBERS."**

Region XI is pioneering *leadership enhancement* at its Region meetings. This is a great way to take a little time for professional development. The program being used is John Maxwell's 21 Irrefutable Laws of Leadership. Mr. Maxwell's philosophy is that "everything rises and falls on leadership". At the September meeting, everyone in attendance learned about the "Law of the Lid" which is quite an interesting concept.

The 2007-2008 school year did begin with a budget and cola of 4.53%. As educators look into the crystal ball what will they see in the future? 2008 "Year of Education"? The crystal ball is pretty cloudy on this issue. Currently, ACSA is gearing up in preparation for this *year of education*. At the May State Delegate Assembly, the Regions were introduced to Adequacy and Reform. There are four issues being targeted.

- Governance-Highly prescriptive finance and governance policies that thwart local schools and districts in their efforts to meet the needs of students and promote higher achievement.

- Finance-The current finance system is deeply flawed and is not making the most effective use of its current resources. Additional financial

An ACSA Region XI Publication

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"Serving Kern, Kings, Inyo, Mono and Tulare Counties"

Region XI Membership Scoreboard

Charter	Sept. 2006	Sept. 2007	(+/-)
East Kern	56	58	(+2)
West Kern	353	372	(+19)
Kings	135	148	(+13)
Tulare	341	344	(+3)
Inyo/Mono	24	26	(+2)
CSUB Student	5	5	(0)
Non-Assigned	25	20	(-5)
Totals	939	973	+34

resources must be accompanied by reforms to increase student achievement.

- Teachers and School Leaders-Current teacher policies do not let state and local administrators make the best use of the pool of potential teachers or adequately support current teachers and school leaders.

- Data and Accountability-California must do a better job of tracking educational data and sharing knowledge.

Region XI will be well represented by five members who are committed to education and have volunteered to take an active roll in the workshops being offered.

While everyone is trying to figure out what is wrong with California's Educational System, educators in general have a responsibility to promote California Education and the "POSITIVE". Of course if the discussion were positive, then what would Californians have to discuss at breakfast? Politics? Religion?

"WHAT THEY SAID"

"Health care reform will be a big issue after the budget. Health care will probably take money from future education funding. It has superseded education."

Karen Stapf Walters, ACSA Assistant Executive Director
(Region XI's Annual Planning Retreat at Shell Beach, June 25, 2007)

"Region XI should put its efforts on council chairs at the Delegate Assembly and not on board seats."

Dr. Christine Frazier, Region XI Representative,
State ACSA Board of Directors
(Region XI's Annual Planning Retreat at Shell Beach, June 25, 2007)









"We need to market ourselves more aggressively to business, parents and others."

Tom DeLapp
(Tulare County Summer Institute, June 13, 2007)

"West Kern Charter is a sleeping giant when it comes to membership. You are one of the largest charters in the state and currently have 372 members. You are doing very well."

David Itzenhauser, Region XI Executive Director
(West Kern Charter Board Meeting, September 6, 2007)

Around the Region

-  Bill Elliott, Principal, Thomas Jefferson Middle School, Wasco Union School District, and President-Elect for Region XI, has resigned from these positions for health concerns. Bill has been a very active member in ACSA at West Kern Charter, Region XI and the state.
-  Kenneth Bergevin, former Superintendent, Arvin Union School District, is the new Superintendent at Richland School District in Shafter.
-  The deadline for submitting "Administrator of the Year" nominations to the Region has been set for January 11, 2008. Each charter is encouraged to get nominations for each of the administrative categories.
-  Dr. Carolyn Kehrli, Superintendent, Cutler-Orosi Unified School District, and former Region XI President, will be honored at the Annual State ACSA Leadership Conference to be held at the Hyatt Regency in Santa Clara on Friday evening, November 9, 2007. She will be the State ACSA Administrator of the Year for Adult Education. She has been very active at the local charter, Region XI and state.
-  Dr. Steve Tietjen, former Superintendent, Woodlake Schools, and former Region XI President, has accepted the new position as Superintendent, Los Banos School District.
-  Region XI's next board meeting is scheduled for November 1, 2007 at Hodel's Restaurant, Bakersfield. The board meeting is at 8:30am to 10:30am. West Kern Charter will have a board meeting on the same day and location at 7 am.
-  Both the 2007-2008 Region XI Handbook and each of the quarterly newsletters are on Region XI's webpage at www.acsaxi.org. Members will also receive a mailed copy of each quarterly newsletter in October, January, April and June.
-  Christine Andrada, Region XI President, has challenged the Region's Leadership Team (26 members, Region XI Board) to each recruit one new ACSA member during this 2007-08 school year.

Comments from your Region XI Executive Director



"Every year has had its challenges and this year is no different. However, I believe that working with challenges and being part of changing and adjusting helps educational leaders become stronger and more effective."

David Itzenhauser,
Region XI Executive Director

This year 2007-08 marks my 20th year as your Region Consultant/Executive Director. Wow! When I was selected for this position in 1988-89, I never thought I would still be around, let alone serving ACSA at this time. I really enjoy working with all the outstanding administrators in Region 11.

Every year has had its challenges and this year is no different. However, I believe that working with challenges and being part of changing and adjusting helps educational leaders become stronger and more effective.

Although it is still September, school year activities are already well underway. For the last few years the beginning of school opening has been creeping to an earlier starting time rather than the customary Labor

Day date. This has probably come about due to the testing program and longer Christmas and Spring breaks.

Our Region 11 membership 2007-08 is on the upward move. Let's keep it going and growing! In looking at ACSA's nineteen regions there are only three regions with memberships over one thousand. Look around and invite a non-member colleague to join the team. A special "Dollar Day" recruiting campaign is currently in progress. Our 973 members need only to be increased by 27 members to break the 1000 mark.

It is still not too late to register for the State ACSA Annual Leadership Summit Conference on November 8-10, 2007 in Santa Clara. Dr. Carolyn Kehrli will be honored as the State Administrator of the Year recipient from Region 11 as Adult Education Administrator.

Have a great year!

Feel free to call me if I can help you in any way. Phone: 559-784-2428; Fax 559-781-0381. Write to me at 826 W. Grand Ave., Porterville, CA 93257. Email: dizenha@porterville.k12.ca.us

Kings County Charter ACSA/KCSBA Co-Sponsor 35th Annual Fall Conference

“ACSA + KCSBA = Results Now!” was the theme of the 35th Annual Fall Conference held at the Embassy Suites in San Luis Obispo the weekend of September 14-16, 2007.

FAST Federal Credit Union was this year’s conference sponsor. Approximately 160 school administrators and school board members for Kings County were in attendance to participate in a number of various workshops and professional development activities.

A vendor faire consisting of seven different firms and a reception sponsored by Atkinson, Anderson, Loya, Ruud and Romo, a professional law firm, kicked off the conference on Friday evening.

Dr. Michael Schmoker, a consultant, author and former teacher and administrator from Flagstaff, Arizona was the featured presenter at the entire Saturday morning session. Schmoker has authored four books and numerous educational articles. He has also spoken and consulted at hundreds of school districts throughout the United States and Canada.

Schmoker’s presentation focused on “Results: the Essential Elements of Improvement.”

“A true renaissance could occur in our schools—starting immediately,” said Schmoker. “It will begin with an encounter with what Jim Collins call the ‘brutal facts’—those practices which educators know are important but which have yet to occur in the classrooms.”

His fast-moving interactive workshop session focused on the three simple elements most essential to substantive, measurable improvement:

- Effective, targeted teamwork
- Manageable, measurable goals
- Simple, on-going use of student assessment data

“The brutal facts are after decades of initiatives, programs and plans, we still do not inspect the elements essential to learning,” said Schmoker. “They are what we teach (essential standards) and how well we teach (effective lessons/units).”

He informed attendees that the primary task is: improve what and how we teach. He offered four recommendations that included:

- Replace “improvement planning” with team-based efforts to improve what is taught and how well
- Provide a guaranteed and viable curriculum
- Simply “Leadership
- Radically redefine literacy instruction

He cited one of Mibrey McLaughlin’s works “Learning Communities”, an astonishing concurrence which said: “The most promising strategy for sustained, substantive school improvement is building the capacity of school personnel to function as a professional learning community.”

He urged schools to focus on data, goals, teamwork and short term assessment results.

Workshop participants had opportunities to work as a team

on brainstorming, developing teaching/learning strategies, setting priorities and establishing goals.

He shared eight different guidelines on effective brainstorming. His two hand-outs gave numerous suggestions, ideas and examples which could assist a school site and/or district with its various professional and staff development programs.

Schmoker’s presentation received many favorable comments.

“Dr. Michael Schmoker is a recognized researcher on results. Schools are held accountable for improved test scores and cannot afford to experiment with instructional practices. Dr. Schmoker has done the research and presents strategies that are proven and have shown to produce results. This presentation was good for administrators as well as board members. We all got information that we can apply in our districts immediately,” John Sousa, Kings County Charter said.

Tim Watil, Board Member, Lemoore Union Elementary School, commented, “This workshop focused on building a strong foundation and effective teaching and learning strategies.”

“The opportunity for teachers to work together in professional learning communities and developing key lessons for different standards leads to teacher effectiveness and student achievement,” Nancy Davis, Principal, Central Union Elementary School District, said.

The luncheon featured Jeff Garner, Kings County School Board’s Association President. Garner gave an update on the Association’s purpose, activities, goals, etc.

“We have one mission and that is to have children achieve in a competitive world,” Garner said. “I look at our county board and it comes down to one word — relevant — How can we be relevant as we carry out our responsibilities?”

Garner concluded his remarks by saying, “My goal as president is to have all school district boards in Kings County to be represented at our County Board meetings.”

A variety of door prizes were awarded at the conclusion of the lunch session. Gift certificates, large baskets of goodies and a fishing trip were some of the winning prizes.

The Saturday afternoon session consisted of three different workshops. Participants had the choice of attend-



*Steve Bogan,
Conference Chairperson.*

From the Charters

Kings County 35th Annual Fall Conference



Workshop Presenter Dr. Mike Schmoker (left) presented the opening session on “Results: The Essential Elements of Improvement.” John Sousa, Kings County Charter President, meets with Schmoker during the session break.



Workshop Activity Participants engage in listing strategies and goals in one of Dr. Schmoker’s activities.



Luncheon Speaker Jeff Garner, Kings County School Board’s Association President, gave the luncheon address updating administrators and Board Members on the association’s purpose, mission, goals and activities.



Breakout Session Deeds Gill, Lead School Psychologist, Fresno Unified School District, presents a session on Response to Intervention (RtI).



Words from Sacramento Brett McFadden, ACSA Management Services Director (left), addressed conference attendees on “A Land of Confusion: Factors that Influence K-12 Policy Making.” Tom Addington and Christine Andrada met with him prior to his presentation.



Video Conferencing / Distance Learning Janet Adams, Kings County Office of Education Curriculum - Technology Consultant (left), and Kim Allen, Technology Director, Pioneer School District, concluded the conference with a very interesting and informative session.

From the Region

Region XI Planning Retreat Features Karen Stapf Walters

Region XI's Leadership Team conducted its Annual Planning Retreat at the Spyglass Inn in the Central California coastal town of Shell Beach on June 24-25, 2007.

The Region XI Executive Board met on June 24 prior to the Annual Planning Session.

Christine Andrada, Region XI President, chaired the meeting which addressed issues and various agenda items for the Retreat.

She focused on a game plan for the 2007-2008 Regional's four goals:

1. Administrative Support including Job-A-Like communication, laws of leadership training and direct interaction.

2. Membership Increase of 5%. Each leadership team member is encouraged to recruit one new member.

3. Support and Teaching and Learning recommending break-through coaching and financial support for regional representation at professional conferences.

4. More Effective Communication: State/Region/Charter. Objective for this goal includes adhering to an organizational chart, having Charter President attend one State Delegate assembly and invite the State ACSA President to a Region XI meeting.

Karen Stapf Walters, Assistant Executive Director, State ACSA Governmental Relations, presented timely information on state budget issues along with State ACSA topics. She gave an update on the budget, discussed term limits of redistricting and shared both Republican and Democratic views.

"Education is one of the top issues at the state but we are not number one," Stapf Walters said.

She updated the Leadership Team and ACSA's Adequacy Campaign. This will be the major topic for the next two years.

"It will take 25 billion dollars, which is a 40% increase, to meet the adequacy reforms recommended," Stapf Walters said.



Planning Retreat Christine Andrada, President, Region XI, discusses her 2007-2008 goals for Region XI.

"There are not enough principals and the principal's job is unmanageable," Stapf Walters said. "What we expect principals to do today is unworkable."

CSBA received a grant to interview stakeholders about where consensus might be on the Adequacy issue. This is to "connect the dots" on the money issue.

Other items addressed by this year's 16 administrators at the Planning Retreat included:

1. Sharing of the four Regional goals recommended by the Executive Committee.
2. Accepted the resignation of Bill Elliott, President Elect because of health concerns.
3. Recommended that Terri Ruffert move up to President Elect and also Adolph Wirth moving up to Vice President and Rebecca Mestaz to Secretary with the Delegate Assembly finalizing this decision at the October 4 Region XI Delegate Assembly.
4. Review of the 2007-2008 State ACSA Leadership Manual by Christine Andrada.
5. Approved the 2007-2008 Region XI calendar.
6. Review of Board of Directors of State Council and State Representatives responsibilities.
7. Announced State and Regional awards deadline dates.
8. Discussion on plans for Region's Annual Conference.
9. Presentation by Dr. Christine Frazier, Region XI Representative and State ACSA Board, and State ACSA election process, power of State ACSA Delegate Assembly, importance of Council Chairs.
10. Proposed budget for 2007-2008 presented by David Itzenhauser, Region XI Executive Director. The recommended budget is \$86,114. Ending reserves as of June 30, 2007 are \$79,876.
11. Discussion on student scholarships recommending a common form to be established.
12. Recommend that the Region once again place the Handbook on our website (www.acsaxi.org) with no hard copies and the four issues of the newsletter be placed on the website and also mail a copy to each member (October, January, April, June).

Next year's Planning Retreat will be held at the same location on June 22-23, 2008.

From the Charters

West Kern Charter Honors Administrators and Students at its Annual Awards Banquet

The beautiful Rio Bravo Country Club, east of Bakersfield was the setting for West Kern Charter's Annual Awards Banquet held on June 7, 2007.

The banquet once again featured giving special recognition to many outstanding administrators, students and community people.

The Charter's Administrators of the Year were:

- Jeri Long, Kern High School District – Adult Education
- Bonnie Hinton, Delano Union School District – Business Services
- Armando Vasquez, Kern County Office of Education – Career Technical Ed Office
- Pat Alexander, Kern County Office of Education – Central Office
- Jose Morales, Kern County Office of Education – Continuation/Education options
- Jerelle Kavanagh, Arvin School District – Curriculum and Instruction
- Dan Peeler, Fruitvale School District – Personnel/Human Resources
- Marilyn Thompson, Arvin School District – Elementary Principal
- William Elliott, Wasco School District – Middle Grade Principal
- Bill Jones, Kern High School District – Secondary Principal
- Kevin Rascoe, Standard School District – Elementary Co-Administrator
- Essie Davis, Kern High School District – Secondary Co-Administrator
- Bud Burrow, Kern County Office of Education – Professor of Education
- Janis Spinozzi, Panama Buena Vista School District – Special Education
- Robert Parsons, Pond School District – Superintendent/Principal
- Dr. Carl F. Olsen, Fruitvale School District – Superintendent

Each year the Charter gives special recognition to lay people who make a difference in their schools and/or their communities.

These Golden Apple Awards were given to Holly Mitchell, Deputy District Attorney, Bob Klassen, Architect and Timoteo/Leticia Prado, Parent Volunteers, Vineland School District.

Four outstanding high school seniors were recipients of



Scholarship Recipients West Kern Charter awarded student scholarships to (left to right) Justin Cavazos, Arvin High School; Jessica Bales, Stockdale High School; Brooke Fries, Centennial High School; and John Pierucci, Centennial High School.

scholarships given by the Charter. This year's scholarships were awarded to Jessica Boles, Stockdale High School, Justin Cavazos, Arvin High School, Brooke Fries, Centennial High School and John Pierucci, Centennial High School.

18 West Kern Charter Administrators retired at the end of the 2006-2007 school year. Special recognition was given to Gary Hish, Arvin Union School District, Sherrill Hufnagel, Delano Union, Gary Smith, Delano School District, Cynthia Chase, Fairfax, John Hefner, Fruitvale, Phil Lancaster, Kern County Office of Education, Laurie Maclin, Kern County Office of Education, Dr. James Fillbrandt, Kern High School District, James Bates, Lamont, Ann Paslay, Maple School District, Douglas Miller, Panama-Buena Vista, Paul White, Panama-Buena Vista, Larry Stephens, Panama-Buena Vista, Joy Rose, Panama-Buena Vista, Lyle Mack, Richland, Alice Johnson, Rosedale, Dr. Michael Rucks, Semitropic, Ann Dale, Wasco Elementary.

John Hefner, Fruitvale School District, was this year's recipient of the Charter's Educational Leadership Award.

Lisa Schencker, Reporter, Bakersfield Californian, was recognized with the Charter's Annual Media Award.

Dan Peeler, Associate Superintendent, Fruitvale School District, was the chairperson of this outstanding annual event attended by 110 administrators and guests.

From the Charters



Featured Speaker.... Dr. Mary Retterer, President, Cerro Coso Community College (right), addressed East Kern Charter member at its meeting on September 24. Kirsti Smith (left), President, East Kern Charter, and Laura Hickle, Charter Secretary, were in attendance.

Cerro Coso Community College President Addresses East Kern Charter

East Kern Charter held its first meeting at Bernardino's Restaurant in Inyo Kern on September 24.

Dr. Mary Retterer, President, Cerro Coso Community College was the guest speaker.

Retterer's address focused on the lives of five different students who capitalized on the opportunity of attending a community college. Their community college education made a great impact on each student's life.

Retterer shared how the students overcame obstacles and challenges in their lives and became very successful in their careers. The community college played an important role and opened various doors of opportunity for each of them.

"Flunking out at 18 does not close this door of opportunity," Retterer said. "Community colleges can provide that door."

Kirsti Smith, President, East Kern Charter, conducted a brief business meeting prior to Retterer's presentation.

Her report included Region XI goals for 2007-08, upcoming leadership training seminar, and updates of STRS and the Governor's healthcare program.

Judy Rummer, Superintendent, Sierra Sands Unified School District, and Region XI Past President, gave an update on Region XI and Legislative Action.

"ASCA represents us both at the state and federal level," Rummer said. "Administrators play an important role in student achievement."

Charles Hildebrand and Byron Johnson gave a report on the ACSA Academies which they recently attended.

Hildebrand attended the Superintendent's Academy. "I was impressed with every session and the high powered people in attendance," Hildebrand said.

"I found the Personnel Academy held in Fresno very interesting," Johnson said. "We covered everything in Personnel. It was an eye opening experience and very worthwhile."

David Itzenhauser, Region XI Executive Director, concluded the Business Meeting by updating the audience on upcoming ACSA events.

The Charter's next meeting has been scheduled for November 26, 2007 at 5:30 p.m. at Jake's Steakhouse in Tehachapi.



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From the Charters

Fall Conference from page 4

ing one two-hour breakout session.

Gang Task Force was presented by Marc D. Cerda, Kings County Probation Department, D.P.O. III, Kings County Gang Task Force Investigator.

Cerda is a instructor in firearms, chemical agents, pepperball launcher and state certified gang instructor. His session made those in attendance aware that gangs are both a community and school concern. Education is the key to this concern. His presentation focused on types of gangs, gang activities and current trends among gangs with Kings County.

A second Saturday afternoon session featured Chelsey Quaide, a partner in the Pleasanton Office of Atkinson, Anderson, Loya, Ruud and Romo. Dealing with union representatives was the focus of this workshop, as it addressed when does an employee have the right to a union representative and what role does the union representative have at the meeting.

A skit was performed on "Dealing effectively with different people" or "Putting and Keeping Pushy Union Representatives in their Place and Out of Your Face."

Useful guidelines were given to administrators on union representation at a meeting. A review of the laws covering rights relating to union representation was discussed.

David A. Soldani and Patrick A. Gum also gave a session on utilizing data from legal documents focusing on market conditions and delivery methods to effectively make school construction projects from concept to completion.

The third presentation available to participants was an informative and in-depth workshop on Response to Intervention (RtI) presented by Deeds Gill, MS, NCSP, Lead School Psychologist/RtI Coordinator, Fresno Unified School District. Gill's session dealt with the practice of providing high quality instruction and interventions matched to student need, monitoring progress frequently to make decisions about changes in instruction or goals and applying child response data to important educational decisions. A complete overview of the response to intervention for reading was given. It included an example of successfully implemented Response to Intervention (RtI) Model.

"The schools first mission is to teach a child to read," Gill said. "Reading is a gateway skill and most reading difficulties are preventable."

"RtI is an overall integrated system and service delivery. It is not just an eligibility system—a way of reducing the number of students placed into special education," said Gill.

Gill concluded by offering these suggestions:

- Screen early
- Identify those at risk for reading failure
- Intervene using researched programs
- Monitor students progress frequently (at least every 2 weeks)
- Refer those students who do not respond for further intervention and/or assessment leading to possible special education eligibility. These students are likely to have true disabilities rather than being "instructional casualties."

The Conference concluded with two one hour sessions on Sunday morning.

Bret McFadden, ACSA Management Services Executive,

presented an interesting session on "Land of Confusion: Factors Impacting K-12 Policy Making".

He addressed three factors impacting K-12 policy. They are: (1) Economic and fiscal, (2) Social and demographic, (3) Political/Legal.

McFadden informed the audience that our state revenues rely a lot on stock options and capital gains.

"Prop 98 is a floor but it can also be a ceiling," McFadden said. "Prop 98 locks us in."

The population and demographics have changed dramatically in the last 20 years. Charts and statistics were shared showing these changes. California has different cultures that don't always "mix" well. Class structure is more pronounced. There is a declining middle class.

"Our state is completely different than it was 20 years ago," McFadden said. "Policy development, oversight, fiscal resources don't make the social/demographic realities."

He shared seven political and constitutional (state) elements impacting K-12 education. They are: term limits, Gerrymandering of legislative districts, initiative process, budgeting process - 2/3 majority, multiple layers of government K-12 federal laws and regulations and election politics.

McFadden offered several suggestions as to what we should do:

- Recognize and accept the world we live and operate within
- Recognize that we (education community) have to be catalysts of change
- Retool internal advocacy programs - add new strategies
- Set up regional and local legislative action/involvement
- Develop long term strategies (part of the advocacy of funding discussion).

"Optimism is a top priority in our line of work," concluded McFadden.

The final session of the Conference was a very interesting and informative presentation on Video Conferencing and Distance Learning.

Janet Adams, Kings County Office of Education Curriculum - Technology Consultant, assisted by Kim Allein, Technology Director, Pioneer Union Elementary School District, were the presenters of this session which took the audience on a virtual field trip via video conferencing to Indianapolis, Cleveland, Virginia and West Virginia.

Guest teachers and presenters can actually conduct lessons by live distance learning technology.

Allein's staff at Pioneer School District has implemented the program and it has been well received by both teachers and students.

Steve Bogan, Kings Charter President-Elect was this year's Conference Chairperson. Other members of the Conference Planning Committee were Tom Addington, Diane Cox, Lisa Horne, John Sousa, Paul Terry and Kelly Waddell.

The Charter has scheduled next year's conference once again at the Embassy Suites in San Luis Obispo with Nancy Davis, Charter Vice President and Principal, Central Union Elementary School District serving as chairperson for the 2008 Fall Conference.

From the Charters

Tulare County Conducts Annual Summer Institute

The 2007 Summer Institute for Tulare County Administrators was held on June 13 at the Edison AgTac Center in Tulare.

This annual event was sponsored by the Tulare County Office of Education.

Louie Gravance was the featured speaker. He shared ideas and strategies he utilized as an employee of Walt Disney Studios.

"Smart people focus on the task," Gravance said. "We can do it and hate it or we can do it and embrace it."

"As administrators you have tremendous power over people and what they think," Gravance said.

He told administrators that they must know what you can achieve so you can give it away. He added: "Your job is to remember the context and why you are an administrator."

Gravance concluded his humorous and fast moving address to the administrators by remarking, "Remember and realize the value of what you do and also remember who you are."

Toni DeLapp, Communication Resources for schools, Presentation "Public Schools; The Quality Choice" focused on using effective communication strategies to market schools in an era of accountability.

DeLapp opened his session by remarking, "We need to market ourselves more aggressively to businesses, parents and others."

"We must understand the public education 'Market Place' and today's consumer attitudes toward education," DeLapp said.

Administrators were reminded by DeLapp that public education is under more pressure now to be:

- Accountable (outcome versus process)
- Competitive (comparative and comparable)
- Productive (measurable results)
- Individualized (responsive to individual needs)
- Comprehensive (meeting divergent, diverse needs)

"The collision of three strong forces threatens to sink your boat," DeLapp said. "They are the era of accountability, educational consumerism and uncertain funding and you are in the middle."

According to DeLapp these three forces are pressuring the public schools and encouraging people to abandon ship!

"Today people want straight A's: Achievement, Assessment, Accountability, Accessibility, Alternatives, Articulation and Advancement," DeLapp said. "We've moved from the 3 R's (reform, restructure, retrench) to the 3 A's (Accessibility, Assessment and Achievement) using the 3 C's (communication, collaboration, consumerism)."

Administrators were reminded that the public wants from us Program + Process = Results!

"Our marketing strategy must connect, convince and display confidence," DeLapp said.

Being a school of choice you must (1) make it personal, (2) make it public and (3) make it positive.

Administrators had an opportunity to attend both a morning and afternoon breakout session. There were a total of eight sessions to choose from.

Following the buffet lunch and entertainment by TCOE Theatre Company, Tulare County Administrators of the Year were recognized along with student scholarships.

The 2007 Summer Institute concluded with refreshments and a variety of door prizes.



Summer Institute Featured Speaker... Louie Gravance (right) gave the keynote address at this annual event sponsored by the Tulare County Office of Education and ACSA. Jim Vidak, Tulare County Superintendent of Schools, met with Gravance following his presentation.



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From the Region


Region XI State Council Representatives 2007-2008

Committee	Representative	Phone/Email
Adult Education (2008)	Susan Handy	(661) 835-1855 shandy@khsd.k12.ca.us
Business Services (2009)	John Von Flue	(661) 845-0751 jonflue@lesd.us
Career Technical Education (2008)	Randy Wallace	(559) 733-6101 randyw@tcoe.org
Classified Education Leaders (2008)	Christine Andrada	(559) 924-3405 candrada@central.k12.ca.us
Educational Options (2010)	Chris Dutton	(661) 327-8561 chrisdutton@khsd.ca.us
Curriculum/Instr./Accountability (2008)	Diane Graziani-Orton	(559) 592-9421 dgraziani@exeter.k12.ca.us
Elementary Education (2008)	Beverly Estis	(760) 446-2531 bestis@ssusd@k12.ca.us
Human Resources (2009)	Tom Addington	(559) 924-3405 taddingt@central.k12.ca.us
Middle Grades Education (2008)	David Tonini	(559) 730-2346 dtonini@visalia.k12.ca.us
Student Services / Special Education (2010)	Lisa Horne	(559) 584-8831 horne@puesd.k12.ca.us
Secondary Education (2008)	Blanca Cavazos	(661) 854-5561 bcavazos@khsd.k12.ca.us
Superintendency (2008)	Gary Bray	(661) 758-7111 gbray@wasco.k12.ca.us


Region XI State Committee Representatives 2007-2008

Committee	Representative	Phone/Email
Co-Administration (2010)	Melissa Alanz-Boatman	(661) 854-5561 melissaboatman@khsd.k12.ca.us
Equity, Achievement of Diversity (2010)	Penny Miller	(661) 598-6823 pmiller@central.k12.ca.us
Legislative Policy (2009)	Dr. John Snavelly	(559) 793-2455 jsnavelly@porterville.k12.ca.us
Legislative Policy (2008)	Christine Andrada	(559) 924-3405 candrada@central.k12.ca.us
Member Services (2010)	Rebecca Mestaz	(559) 562-1311 rmestaz@lindsay.k12.ca.us
Retirement (2009)	Ned Kehrl	(559) 688-8552 nedfk@cs.com
Small School District (2010)	Kerry Beauchaine	(559) 688-2908 kerry.beauchaine@oakvalley.k12.ca.us
ACSA/CAPEA (2010)	Efrain Rodriguez	(661) 725-4000 efrodri@zeus.kern.org
Urban Education (2008)	Stan A. Carrizosa	(559) 730-7522 scarrizosa@visalia.k12.ca.us

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Retirees.... Panama-Buena Vista School District had four administrators honored at the West Kern Charter Annual Awards Dinner. (L to R) Larry Stephens, Joy Rose, Douglas Miller, Paul White (not pictured). This quartet of administrators represents 141 years of service in public education.

CALLENDAR

LOOKING AHEAD IN REGION XI 2007-2008

October 2007

- 3 Excellence in Education Awards 7:30am
Visalia Convention Center
- 4 West Kern Charter Board Meeting 7:00am
Hodel's Restaurant, Bakersfield
- 4 Region XI Delegate Assembly 8:00am
Hodel's Restaurant, Bakersfield
- 5 Tulare County Charter Board Meeting 7:00am
Apple Annies Restaurant, Tulare
- 11 State Delegate Assembly TBA
Ontario, CA
- 12 Kings County Charter Board Meeting 12:00pm
County Office of Education

November 2007

- 1 West Kern Charter Board Meeting 7:00am
Hodel's Restaurant, Bakersfield
- 1 Region XI Board Meeting 8:00am
Hodel's Restaurant, Bakersfield
- 2 Tulare County Charter Board Meeting 7:00am
Apple Annies Restaurant, Tulare
- 8-10 State ACSA Leadership Summit Conference
Hyatt Regency, Santa Clara

- 9 Kings County Charter Board Meeting 12:00pm
County Office of Education

- 26 East Kern Charter Board Meeting 5:30pm
Jake's Steakhouse, Tehachapi

December 2007

- 7 Tulare County Charter Board Meeting 7:00am
Apple Annies Restaurant, Tulare

- 14 Kings County Charter Board Meeting 12:00pm
County Office of Education

January 2008

- 11 Tulare County Charter Board Meeting 7:00am
Apple Annies Restaurant, Tulare

- 11 Kings County Charter Board Meeting 12:00pm
County Office of Education

- 17 West Kern Charter Board Meeting 7:00am
Hodel's Restaurant, Bakersfield

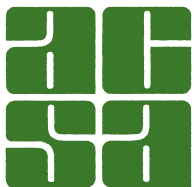
- 17 Region XI Board Meeting 10:00am
Hodel's Restaurant, Bakersfield

- 17 Awards Committee Meeting 12:00pm
Hodel's Restaurant, Bakersfield



www.acsaxi.org

E-mail Gaye Edwards, Executive Secretary I, Kern County Superintendent of Schools Office, to post your announcements, News or articles related to your charter. Email: gaedwards@kern.org



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REGION XI BOARD OFFICERS 2007-2008

President - Christine Andrada
President Elect - Terri Ruffert
Vice President - Adolph Wirth
Vice President Leg. Action - Jamie Henderson
Secretary - Rebecca Mestaz
Treasurer - TBA
Past President - Joanna Rummer

Directors

Dr. Carl Olsen (2008)
Janet Kligel (2008)
TBA (2008)
Terry Wolfe (2009)
Leigh Mosconi (2009)
Ron Seaver (2009)
Blanca Cavazos (2010)
Mimi Bonds (2010)

Membership

Rebecca Mestaz - Region (2010)

Charter Presidents

East Kern - Kirsti Smith
West Kern - Kelly Richers
Kings County - John Sousa
Tulare County - Diane Orton-Graziani
Inyo/Mono - Joel Hampton

Member Services Representative

Dr. John Bogie
Executive Director - Region XI
David Itzenhauser
Newsletter Editor
Richard Schlagel

State Director/ Region XI

Dr. Christine Frazier (2008)
State Superintendency Council
Gary Bray (2008)