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REPORT CARD

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NOVEMBER 2013

- 7 **ASBA Advocacy Workshop** at Phoenix Marriott Tempe at the Buttes: [Agenda/info](#)
- 8 **ASBA/AASBO/ASA Legislative Workshop** at Phoenix Marriott Tempe at the Buttes: [Info/register](#)
- 11 **DEADLINE** – Hotel reservations for ASBA-ASA Annual Conference: [Hotel reservations](#)
- 11 **Veterans' Day** – ASBA Office Closed
- 28-29 **Thanksgiving** – ASBA Office Closed

DECEMBER 2013

- 11 **Telling Your Story Pre-Conference Workshop** at the Biltmore Conference Center, Phoenix: [Info](#)
- 12-13 **ASBA-ASA Annual Conference** at the Biltmore Conference Center, Phoenix: [Agenda/info](#)
- 25 **Christmas Day** – ASBA Office Closed

ASBA Board of Directors to welcome new and veteran County Directors in 2014

The following school board members were elected or re-elected by peers in their county to serve two-year terms on the ASBA Board of Directors as County Directors, beginning in 2014:

- Arnold Goodluck* (Sanders USD), Apache
- Dr. Jeffery Crandall* (Tombstone USD), Cochise
- James Bryce (Solomon ESD), Graham
- Luis Montoya (Clifton USD), Greenlee
- Bill Adams* (Washington ESD), Maricopa (co-director)
- Linda Yazzie* (Holbrook USD) Navajo
- James Love (Flowing Wells USD), Pima (co-director)
- Torri Anderson* (Maricopa USD), Pinal
- Marvin Marlatt* (Antelope Union HSD), Yuma

Elected to one-year terms because of mid-term appointments to the seat for which they ran were:

- Tom Duranceau* (WAVE JTED) Mohave
- Maria Neuman (Santa Cruz Valley USD), Santa Cruz
- Ken Dobson (Seligman USD), Yavapai

*Indicates re-election or continuation of service

New officers, bylaw changes up for vote at ASBA Annual Business Meeting

Each ASBA member board may send one representative to vote on its behalf at the annual ASBA Business Meeting, to be held Dec. 12 from 8 – 9:15 a.m. The meeting will be held in Phoenix at the Biltmore Conference Center in conjunction the ASBA-ASA 56th Annual Conference.

Delegates will vote on two bylaw changes, the details of which will be sent to members later this week, and select three ASBA officers for 2014. The officers will serve for a single-year term on the ASBA

Board of Directors. The ASBA nominating committee, which was chaired by Immediate Past President Michael Hughes (Mesa USD), met on Friday, Nov. 1, and has put forth recommendations for the following individuals to serve as ASBA officers for 2014:

- President-Elect: Jesus Rubalcava (Gila Bend USD)
- Treasurer: Kathy Knecht (Peoria USD)
- Secretary: Julia Bacon (Paradise Valley USD)

Rounding out the executive committee of the ASBA Board of Directors for 2014 will be President Elaine Hall (Sahuarita USD) and Immediate Past President Randy Schiller (Phoenix Union HSD).

All member boards that intend to have a delegate present to vote on these items at the business meeting should complete the online delegate form no later than Dec. 2. The form is available at www.azsba.org/delegate-form

ASBA welcomes new staff member

Lindsay Jenner has accepted the position as ASBA's new part-time receptionist. Born in Colorado, Lindsay is a longtime Arizona resident and considers herself a native. She is a recent graduate of Arizona State University where she has earned a B.S. in nonprofit leadership management. She is eager to learn the association business.

Honor Roll Awards deadline extended

The ASBA Honor Roll Award acknowledges the contributions of board members who are leaving their boards after at least two consecutive terms (or at least eight years). To ensure that all boards have the opportunity to recognize any board members leaving service this year, ASBA has extended the nomination deadline to Mon., Dec. 2. To nominate, go to www.azsba.org/honor-roll-award.

2013 Legislative Workshop this Friday, Nov. 8!

Although we are past the deadline to register without the late fee penalty, you can still attend this important conference! Join ASBA, AASBO and ASA at the Phoenix Marriott Tempe at the Buttes for an in-depth and comprehensive full-day preview of the upcoming legislative session and examination of current education public policy. State budget and revenue projections, insights from the education committees, plus updates on federal education policy and legislation, performance funding, school capital and legal advocacy will be covered. Walk-in registration for members is \$190 per person and includes all online conference materials, continental breakfast and lunch.

[Legislative Workshop agenda/info](#)

Get a first look at ASBA's 2014 political priorities

There will be a free ASBA Advocacy Workshop on Thurs., Nov. 7, from 5-6 p.m. at the Phoenix Marriott Tempe at the Buttes prior to the ASBA-AASBO-ASA Legislative Conference. This is your opportunity to learn about ASBA's top three advocacy targets for the legislative session and how you can get involved in the upcoming year. No registration is necessary. [Agenda/info](#)

Marketing and communications for school districts is focus of ASBA's Dec. 11 "Telling Your Story" workshop

Understanding what families in your community want from their children's school, enhancing your district's brand and identity to retain and attract students and families, making your message personal, the communications benefits of citizen committees, and the essentials of social media and the web will all be covered on Dec. 11 at ASBA's "Telling Your Story" workshop, which is this year's pre-conference to the ASBA-ASA Annual Conference (Dec. 12-13, Biltmore Conference Center). The fast-paced, information packed, day-long event will conclude with a highly interactive media and presentation training center appropriate for board members and administrators alike.

[Pre-Conference details and registration](#)

ASBA Annual Conference to offer New Board Orientation Track

Your first step to achieving Master of Boardsmanship status and all ASBA board member training awards is to complete the New Board Orientation Track. This option will be offered as part of this year's annual conference but you must indicate your intent to attend these sessions when you register. You will also be required to purchase several essential publications at the cost of \$50. These publications will be distributed at the event. [Info/register](#)

Complete Annual Conference details now available online

This year's annual conference will be held Dec. 11-13 at the Biltmore Conference Center in Phoenix. You will not want to miss this year's conference, which features outstanding keynote speakers, a vibrant exhibition hall, the Golden Bell Luncheon, 40 dynamic breakout sessions, and ASBA's Annual Awards Dinner where we honor many of Arizona's board members for their contribution to public education. Your registration fee of \$310/person includes all meals as noted on the agenda, online conference materials and free conference wi-fi. Deadline to register without penalty is Monday, Dec. 2.

[Agenda and registration](#)

Hotel conference rate at the Biltmore is \$159 night single/double. Deadline for hotel registration is Mon., Nov. 11. You may call them directly at 800.950.0086 (be sure to mention you are with the Arizona School Boards Association) or [book online](#).

Know an amazing teacher? Nominate him or her for a \$25,000 prize

TNTP is a national nonprofit founded by teachers in 1997, which works with schools, districts and states to ensure that poor and minority students get outstanding teachers. Their Fishman Prize is the only national award exclusively for teachers in high-poverty public schools. Early deadline is Tues., Dec. 3, 2013, and final deadline is Mon., Jan. 21, 2014. [Information/nominate](#)

ASBA Executive Searches

Opening soon:

- Superintendent, Bowie USD
- Superintendent, Santa Cruz USD
- Superintendent, Sierra Vista USD

Looking for an interim superintendent? ASBA can help. We maintain a database of people interested in serving as interim superintendents. We will post your requirements and send to this list, then provide you with applications from those individuals interested in your position. There is no charge for this service. For assistance in this area, contact Steve Highlen, ASBA Executive Search Consultant, at shighlen@azsba.org.

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Contact Shirley Simpson, ASBA Membership Services Coordinator, at ssimpson@azsba.org.

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Quality leadership and advocacy for children in public schools