

F A L L 2 0 1 0

the

# Sunbeam

Brightening the Lives of Students in the Inland Northwest  
Region 15 PTA



From Your  
Region 15  
Director  
Vicky Seward

Region 15 Service  
Delivery Team

**Region Director**

Vicky Seward 509-891-2319  
[cvseward@comcast.net](mailto:cvseward@comcast.net)

**Region Legislative Chairman**

Angela Falcone 509-435-6249  
[Ang.falcone@yahoo.com](mailto:Ang.falcone@yahoo.com)

**Membership Chairman**

MJ Bolt 509-995-8107  
[bmjbolt@comcast.net](mailto:bmjbolt@comcast.net)

**Event Coordinator**

Rondielle Frye 509-926-8553  
[rondielle@yahoo.com](mailto:rondielle@yahoo.com)

**Council Representative**

Suzy Orth 509-216-9697  
[orthsix@msn.com](mailto:orthsix@msn.com)

**Newsletter Editor**

Brenda Braun 509-928-7568  
[Bbraun8@earthlink.net](mailto:Bbraun8@earthlink.net)

Hospitality Chairman – Vacant  
Outreach Chairman – Vacant  
Non-Council Unit representative -  
Vacant

As we enter the fall there has been a flurry of activity in our region. We have been very busy working and visiting with our Local Units. We've seen many of you at our Fall Training, PTA and the Law and our "new" Non-Council President's workshop on October 14 hosted by East Farms PTA. The 990 Tax form workshop was led by our Presenter Wendy Dingus. We had many positive comments about this workshop. If you missed this first one our next Non-Council President workshop will be January 14<sup>th</sup>. The location is still to be announced.

All of us are volunteers and are giving of our time because we care about what happens to the children in our community. We all need to be appreciated, but rarely get the "Thank You's" that we deserve. I'd like to share a poem that the Region 5 Director got while at National Convention, the author is unknown. May you all have a blessed upcoming holiday season. I thank you for your time and commitment on behalf of the children in each of our communities. (Continued on pg.

## Save the Date!

Presidents Mtg.

Jan 14, 2011

April 14, 2011

For all units that  
are NOT part of a  
council.

Region 15

Spring Training

March 5, 2011

Location TBA

Focus Day 2011

Feb 21, 2011

Olympia, WA

Washington State

**PTA**

everychild.onevoice.®

2)  
(Continued from cover)

## “Never Quit”

When things go wrong, as they sometimes will;  
When the road you're trudging seems all up hill;  
When the funds are low and the debts are high  
And you want to smile, but have to sigh;  
When care is pressing you down a bit -  
Rest if you must, but do not quit.  
Success is failure turned inside out;  
The silver tint of the clouds of doubt;  
And you can never tell how close you are  
It may be near when it seems so far;  
So stick to the fight when you're hardest hit -  
It's when things go wrong, that you must not quit.

Kind Regard,  
Vicky Seward  
WASTATE PTA

## WA PTA State Two Year Priorities – is your issue here?

Early October, PTA legislative chairs from across WA state determined the top 6 issues to lead the PTA lobbying efforts in Olympia over the next two years!

### WSPTA Priority Issues:

- o Maintaining Education Reform efforts  
(HB2261, HB 2776, SB 6696)
- o Math & Science Education
- o Literacy Instruction
- o Teacher 'Reduction in Force' (RIF, layoff) Policy – not just seniority
- o Fund Education First
- o Rational Approach to Teacher Compensation

### WSPTA Supported Issues

- o School Breakfast and Lunch Programs
- o Physical Education and Health

These issues will all improve K-12 education, are there issues here that you or your PTA want to support? Is there an issue here that is important to you or your school? Then consider submitting it for next year, Applications are due in the spring but best to start thinking about it now

**Legislative Action Center** Get connected with your elected officials in Olympia. Our Action Center allows you to communicate your views with lawmakers via targeted e-mail, letter, fax, and more.

Sign up at: <http://capwiz.com/npta2/wa/home/>

## The Great IDEA Bank

by Dori Tate

“Don't reinvent the wheel.” We hear it said all the time in PTA circles. The Great Idea Bank is a social network for sharing successful ideas used by some of the 23,000 local units and 5.3 million PTA members across our nation.

What activities are you are planning for your PTA this year? Why not take a few moments to visit the National PTA's website & see what PTA's in WA & other states are doing for fun.

<http://www.ptagreatideabank.org/>

## OUCH Don't Change That!

One of the hardest things to do is to stop and really, deeply evaluate the purpose, goals and successes of long entrenched tradition-al programs. Have you as a Board stopped after each major event and really thought through if it is still meeting the original purpose and intent?

I sat on another non-profit board where the painful process was truly eye opening. Once we went back to why each area of our service was given birth we found that a few had peaked and the need really wasn't as urgent. Then we found that one program was not serving the target audience at all and found it was because it was out of date. Making these evaluations allowed us to ask what is urgent now? Can we redirect our efforts and now focus on new pro-grams we would not have considered because all the funds were allocated?

Each year does bring new challenges to the population of your school. Are you willing to step out and look for ways to make your programs, events and service to the students more impacting? It will be bumpy, change always is, and those who are vested in the traditional programs will grieve, but if you can show why and how this change will create a greater benefit to your students most will understand. We are here to serve kids. I wish your Board great success.

PTA has  
created  
*PTA Healthy  
Lifestyles:  
A Parent's Guide*  
Available at  
[www.pta.org](http://www.pta.org)





## Autumn Greetings to Everyone Out There in Region 15!

Well, the frost has officially 'claimed' my tomatoes and I am so very discouraged, because we never really had much time to enjoy them. Our summer was a short one, in terms of the weather at least! With autumn we all seem to 'fall' into a busy routine, don't we? The Central Valley PTA/PTSA Council is no exception.

Right out of the gate we have kicked off the year with a Council President and Principal's luncheon, planned for Friday, November 12<sup>th</sup>. We even have a pancake fundraiser planned for Saturday, November 13<sup>th</sup> at Applebee's in the Spokane Valley. This fundraiser is held to assist the council with leadership training expenses.

*Reflections* entries should have already been submitted to your local unit chairperson as well. Your winning entries are due to Council by Friday, November 12<sup>th</sup>. The Council has planned a *Reflections* recognition night on Tuesday, January 11<sup>th</sup> at 6:30 pm at Horizon Middle School. Your Council *Reflections* chairperson is Tanya Lapier. Her contact information is [tlapier@gmail.com](mailto:tlapier@gmail.com). Please be sure to contact her if you have any questions about the CV Council *Reflections* program!

Our next three Council meeting dates and locations will be: Tuesday, November 16<sup>th</sup>, 6:30 pm at Ponderosa Elementary; December's meeting will take place on Tuesday, December 14<sup>th</sup>, 6:30 pm at South Pines Elementary; January's meeting will be on Tuesday, January 18<sup>th</sup>, 6:30 pm at Greenacres Elementary. We sure hope to see all of you there!

Central Valley PTA/PTSA Council invites all local units to its meetings. Even if you are not part of a Council, you can come and sit in on these meetings. Many times we offer training, WSPTA legislative updates, and even guest speakers who share information on education and policies affecting our children. Come be a part of these efforts!

Enjoy your upcoming holiday season everyone and thank you for continuing to do the work you do in order to provide a brighter future for all our children!

Suzy Orth

[president@cvptacouncil.org](mailto:president@cvptacouncil.org)

## Sip, Swipe, Hooray!

In 2009, the National PTA® and Jamba Inc. announced a three-year partnership to support parents and teachers in creating school-based programs that encourage healthy lifestyle choices. The partnership builds upon Jamba's long-time commitment to supporting local schools through fundraising efforts at the store level and furthers National PTA's mission to increase family engagement in their children's school by providing additional funding for local PTAs to create and execute programs that promote physical activity and encourage healthier eating.

To support these initiatives, Jamba and National PTA created a **School Appreciation Card** -- a keychain-sized swipe card that can be used with every purchase at participating Jamba Juice locations. Simply go to a participating Jamba Juice store, make a purchase, swipe the card and 12% of sales will be donated back to PTA--10% to your local PTA and 2% to National PTA. As a special bonus for PTA swipe cardholders, Jamba Juice is offering \$1 off any size smoothie from **October 11 - 25, 2010**.

Click [www.jambajuice.com/eb/pta/index-pta.html](http://www.jambajuice.com/eb/pta/index-pta.html) to print out the coupon. For more information about the pro-gram and to sign up to receive swipe cards, go to [www.jambajuice.com/pta](http://www.jambajuice.com/pta).



## Outreach

Outreach to our community sometimes begins with simply opening our doors. When we gear an event towards those we typically serve as well as those who don't know us yet, we're doing Outreach. I'm guessing many of you are having experiences like this already, but I'd like to highlight a few I've heard about recently. Maybe this will give you an idea for your unit.

Shoreline Council is part of the Back to School Consortium along with a number of community organizations and businesses. The Back to School event held August 28th, is an annual community effort that provides school supplies, haircuts, and clothing assistance for families in the Shore-line School District who are living with a low income and/or experiencing circumstances in their life that make it challenging to prepare their children for going back to school in the fall. Shoreline Council continues their efforts in a variety of ways throughout the year via their clothing program –The WORKS.

Seattle Council, along with Seattle Public Schools and other organizations, held their Family Academy event October 16th and invited the public. Lunch and activities

for kids were provided while parents learned how to support their students with early learning; math; reading and writing nonfiction; essay writing for college entrance; graduation requirements and planning; apprenticeships; advanced learning from cradle to college and career. Northshore Council and local units continue to work with Northshore Community Schools to help with a clothing bank called Threads and Treads located at Kenmore Junior High. Northshore families can shop here for gently used clothing and new socks and underwear. Hang-Time is another new program held at two Junior Highs in the district and is off to a great start. Kids can stay after school for PTSA/ASB clubs, homework help, computer lab and activities organized by the YMCA and other local organizations. Activity buses home are provided. What are you doing to invite the community into your PTA? I'd love to hear your plans and ideas!

Janice Kutzera  
ROC6@wastatepta.org  
Go to: [www.pta.org/take\\_your\\_family\\_to\\_school.asp](http://www.pta.org/take_your_family_to_school.asp)

## Waiting for Super DAD!

No it's not a new film about a super hero but given the publicity around the film –Waiting for Superman□ it should be. The film is a treatise on the state of public schools in America and laments the fact that students are losing out due to many issues that have yet to be resolved. I would like to put forward a simple solution that would alleviate a majority of the disparity between students of differing abilities and economic circumstance- getting involved. And when the father or significant male in the child's life takes a role the results according to every study I have seen are truly super.

Google *male involvement* and you will get over five hundred thousand hits! That is a lot of information. National PTA recommends using the ABC technique for increasing involvement.

**A-Ask** them to participate-According to the article a survey indicated that almost fifty percent of men were –not□ asked to join a PTA. They also state that the ask must be – personal – to be effective and that most men need to know that their child benefits when they join PTA.

**B-Bend**-Remember to be flexible when asking for volunteers especially when recruiting men. Men also like the task to be specific and tend to volunteer for activities that use their skills.

**C-Communication**-the value of PTA and their participation needs to be mentioned over and over. Using male-oriented ads and highlighting specific activities were the most effective techniques.

Now go out and be Super! For the entire article go to:  
[http://www.pta.org/topc\\_abc\\_of\\_male\\_involvement.asp](http://www.pta.org/topc_abc_of_male_involvement.asp)

Wes Brandon,  
Male Involvement, Region 6

### ONLINE RESOURCES

The Resources section of the Washington State PTA website has resources available exclusively to PTA members.

Go to:

[www.wastatepta.org/leadership/index.aspx](http://www.wastatepta.org/leadership/index.aspx)

Logon: PTAmember

Password: leader

Some items that can be downloaded:

- 2010-11 Leadership Packet
- WSPTA Uniform Bylaws
- Award Forms
- Sample Conflict of Interest policy
- Election procedures (sample wording)
- PTA & The Law class handouts
- IRS filing instructions
- Suggested standing rules
- Email communication resources
- Online enrollment instructions
- Installation Ceremony (sample wording)
- PTA & School Administrator tips

## 2010-2011 CV PTA/PTSA Council Meeting Calendar and Important Dates to Remember

| Day/Date               | Time       | Event  | Location                 |
|------------------------|------------|--|--------------------------|
| Friday, Nov 12, 2010   | 12:00 noon | 2010 CV Council President & Principals Luncheon at CVSD District Office<br><b>Reflections Entries Due to Council</b> |                          |
| Sat, Nov 13, 2010      | 7-10:00 am | <b>CV Council Pancake Fundraiser</b>   | Applebee's on Pines      |
| Mon, Nov 15, 2010      |            | <b>IRS 990N/990EZ/990 filing deadline</b>  |                          |
| Tues, Nov 16, 2010     | 6:30 pm    | CV PTA/PTSA Council Meeting  | Ponderosa Elementary     |
| Tues, Dec 14, 2010     | 6:30 pm    | CV PTA/PTSA Council Meeting  | South Pines Elementary   |
| Thurs, Jan 6, 2011     | 6:30 pm    | <b>2011 CV Council Reflections Awards</b>  |                          |
| Tues, Jan 18, 2011     | 6:30 pm    | CV PTA/PTSA Council Meeting<br><b>2<sup>nd</sup> Installment of membership fees due to Council</b>                   | Greenacres Elementary    |
| Tues, Feb 15, 2011     | 6:30 pm    | CV PTA/PTSA Council Meeting  | Progress Elementary      |
| Mon, Feb 21, 2011      |            | WSPTA Focus Day  | Olympia, WA              |
| Tues, Mar 15, 2011     | 6:30 pm    | CVPTA/PTSA Council Meeting   | Chester Elementary       |
| Sat, Apr 16, 2011      | 10:00 am   | <b>2011 5K HEART in Hand Run</b>   | University High School   |
| Tues, Apr 19, 2011     | 6:30 pm    | <b>Golden Acorn Awards</b>   | Horizon Middle School    |
| Fri, Apr 29-Sun, May 1 |            | WSPTA Convention   | Seatac Doubletree        |
| Tues, May 17, 2011     | 6:30 pm    | CV PTA/PTSA Council Meeting<br><b>Final membership fees due to Council</b>   | Liberty Lake Elementary  |
| Tues, Jun 14, 2011     | 6:30 pm    | CV PTA/PTSA Council Meeting  | Greenacres Middle School |

## November — PTA Healthy Lifestyles Month

### Get Active

Kids should be getting at least 60 minutes of physical activity each day. Students are moving less and are sitting more; recent data show that students ages 8-18 are spending an average of 7 ½ hours using computers, video games, cell phones and movies every day. Parents can set an example and make exercise both a personal and a family habit.

- Take a family walk around the block each night after dinner.
- Encourage your children to take advantage of local sports facilities or to join a team.
- Put music on and dance around your home.



### Work with OTHER PARENTS

Start a walking club, plant a community garden, organize a sports day, plan a healthy recipe cook-off, or put together another community health event. PTAs are eligible for funding and can find resources to implement their ideas through the PTA

Healthy Lifestyles program (PTA.org/HealthyLifestyles.)

### Take Action at School

Speak up for an improved school wellness policy. Take a look at the school's nutrition education and physical activity goals; nutrition guidelines for foods available on the school campus; and involvement opportunities for families, school leaders, and the community. Get in touch with the school district office for details.

Go to:

[www.pta.org/healthy\\_lifestyles.asp](http://www.pta.org/healthy_lifestyles.asp)

## Do You Know “WHY”?

Do you have a good answer as to *why* someone should join your PTA?

There are so many great reasons for becoming a PTA member! It's best to recognize the different motives people have for joining. Some will join for our advocacy work, some will join to support their local school/community, and some will join PTA because it is the right thing to do.

### Why should you join PTA? The 30-second Speech...

*Do you believe in kids? Then you should become a PTA member. PTA membership is our voice and vote. It is not just about volunteering or attending meetings. PTA is the oldest child advocacy organization in existence that gives all parents a voice in their children's education. PTA continues to be relevant as it advocates for ALL children and provides opportunities to make a difference in the life of kids. Membership is the heart of PTA and we all make a difference, so consider becoming a member today. Every Member Matters to our PTA!*

Remember, attracting new members and retaining current ones are among the most important duties of a PTA. A thriving membership doesn't just happen; it requires good planning and year-round attention!

### Here's a few great answers to the question “Why join PTA?”

- Join to become an active participant in developing our children's future; to ensure that every child's voice is heard.
- I am not asking you to join your mother's PTA. I am asking you to join with your fellow parents and create your school's PTA. Parents, teachers, students and administrators meet, discuss and act together – speaking for every child and all children – diverse, united, speaking with one voice. We all have a stake in educating our children, since our children are our future.
- PTA serves all our children, not just my child and the children at my school. Share your talents and your time for our children; be a voice for our children's future.
- PTA provides the opportunities and structure for all individuals to become an advocate for children and families in their own communities. Combining the voices of millions of members allows PTA to be a powerful force in ensuring the health, well-being and education of every child.
- There is a need for a powerful voice for all our children. Our children need our support for their schools and their education. PTA

provides an organized family and community component at our school.

- As a parent like me, do you want to be a powerful voice for your children and other children? Do you also need relevant resources and tools to do so? You are not alone! We are not alone! Join PTA – be part of the strongest advocate for the education and well-being of every child!
- PTA provides loving relationships, meaningful work, and faith in something larger than myself.
- Be an “agent of change” – voice your concerns and ideas with a group of like individuals who have a similar vision and hope for children, for education and for our community.
- You should be a member of our PTA. We are all volunteers committed to working on issues that affect children and families. Your voice is so important to us, and we need your help.
- We all have a responsibility to make our world better for children. That is PTA's mission, and that is why I joined the PTA

**Make sure your Executive Board is asking itself and able to answer this question – “Why should a parent join *our* PTA?”**

MJ Bolt  
Membership Chair, Region 15  
Washington State PTA  
[bmjbolt@comcast.net](mailto:bmjbolt@comcast.net)

*With Warm Regards,*

*MJ*



REGION 15 NOMINATING COMMITTEE

RECOMMENDATIONS FOR STATE PTA REGION DIRECTOR

Local PTA Unit and Council Leaders in Region 15:

This is your opportunity to recommend an individual who possesses the leadership qualities and desire to fill the position of Washington State PTA Region Director. This requires an enthusiastic, capable, and committed person who resides within the region to be represented; is a member of a local PTA/PTSA unit; has served as a local unit or council officer for two (2) years or served on the region service delivery team for two (2) years or served on the region service delivery team for one (1) year and as a local unit or council officer for one (1) year or has served on the WSPTA Board of Directors for at least one (1) year and. [WSPTA Uniform Bylaws, Article 7, Region, Section 2, Region Director Election, (b)]

Region Directors shall not be eligible for two (2) consecutive terms in the same office. The Region Director is elected for a 2-year term from June 1, 2011 to May 31, 2013.

Send recommendations to:

Rene Sellgren
Nominating Committee Chair
2527 W. Decatur
Spokane WA 99205

Deadline: November 17th, 2010

RECOMMENDATIONS FOR STATE PTA REGION 15 DIRECTOR

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ email address \_\_\_\_\_

QUALIFICATIONS:

Local Unit Officer:

Name of PTA \_\_\_\_\_ Position \_\_\_\_\_ Year \_\_\_\_\_

Name of PTA \_\_\_\_\_ Position \_\_\_\_\_ Year \_\_\_\_\_

RECOMMENDATIONS FOR STATE PTA REGION 15 DIRECTOR (continued)

Council Officer:

Name of Council \_\_\_\_\_ Position \_\_\_\_\_

Year \_\_\_\_\_

Name of Council \_\_\_\_\_ Position \_\_\_\_\_

Year \_\_\_\_\_

Service Delivery Team:

Year \_\_\_\_\_ Name of Region Director \_\_\_\_\_

Year \_\_\_\_\_ Name of Region Director \_\_\_\_\_

WSPTA Board of Directors:

Year \_\_\_\_\_ Position \_\_\_\_\_

Year \_\_\_\_\_ Position \_\_\_\_\_

PTA SERVICE / INVOLVEMENT

COMMUNITY SERVICE / OTHER

PERSONAL QUALITIES / OTHER

Nominee's Consent:

*I meet the requirements as specified in the Uniform Bylaws of Washington State PTA for the position of Region 15 Director; I understand the duties of the position; and, I am willing to accept the responsibilities of the position, if elected.*

Nominee's Name \_\_\_\_\_

Nominee's Signature \_\_\_\_\_

Date: \_\_\_\_\_

## Applegate Grant

**Due December 1, 2010**

The purpose of the Applegate grant program is to provide opportunities for supplemental funding to units and councils for community-wide projects focusing on the health, welfare, safety, education, care, and protection of children. Each year, the Washington State PTA sets aside funds to be awarded to local units and councils for these programs, projects, and activities. For application go to:

A big huge thank you to **East Farms PTA** for hosting the Region 15 Presidents meeting and 990EZ training, they provided amazing snacks, decorations, everything!! They were AMAZING!!!

## Common Core State Standards Initiative

### WSPTA Joins National PTA Effort to Support the Adoption of Common Core Standards

**Background:** As education reform has evolved over the past twenty years, WSPTA has participated as a full partner in the process. Beginning in the early 1990s, our state developed and implemented state level academic standards to increase program consistency for kids, teachers and parents across the state. Along the way, WSPTA provided information and support to our members about these efforts. As our nation and world have become more interconnected, Governors across the country became interested in developing standards that were consistent state-to-state. They began meeting to address this issue and now have published Common Core Standards for language arts and math. WSPTA has decided to take a leadership role in support of this effort, advocating for strong standards that are consistent from state-to-state, so all kids in this country are receiving the same high quality education they need to succeed and compete in a global economy.

**WSPTA Selected to Help Lead Education Effort:** National PTA (NPTA) has supported the concept of one set of standards for the country for a number of years. Through a generous grant provided by the Gates Foundation, NPTA is working with state PTAs to inform members about the standards, and at the same time strengthen the state association's advocacy capacity. A total of eight states, including Washington, were chosen by National PTA to receive sub grants to educate the public about the benefits of common core standards. WSPTA has appointed a Common Core State Standards Initiative (CCSSI) Committee, led by former WSPTA President Linda Hanson, to educate our members about what the CCSSI will mean for children. The committee had its first planning meeting following the Leadership Conference and attended training in Minnesota in September. Train the Trainers workshops will be offered for members willing to inform others in their community what the CCSSI means. The domino effect will be powerful, reaching all corners of our state so everyone is informed on this critical next step in education reform. For more information about CCSSI, go to the official website at <http://www.corestandards.org/>



# Calendar

|                                 |                  |
|---------------------------------|------------------|
| Non-Council Presidents Meeting  | Jan 14           |
| Focus Day                       | Feb 21           |
| Spring Training                 | March 5          |
| Non-Council Presidents Meeting  | April 14         |
| Washington State PTA Convention | April 29 – May 1 |

