

**Charles Miller**

Region 7 Director  
(360) 659-0151 N. County  
(425) 609-4536 S. County  
ptareg7@wastatepta.org

**Jenny Forbes**

Region Membership Chair  
(425) 385-3939  
RMC7@wastatepta.org

**Nalani Baker**

Region Outreach Chair  
(425) 743-1797  
ROC7@wastatepta.org

**Jesica Stuckles**

Region Legislative Chair  
(425) 931-8553  
RLC7@wastatepta.org

**Michelle Nims**

Newsletter Editor  
(425) 338-7202  
michellenims@juno.com

**Ron Martinez**

Edmonds Council President  
(425) 670-1777  
danaronm@comcast.net

**Christa Pederson**

Everett Council President  
(425) 585-0853  
christapederson@comcast.net

**Michele Lopez**

Everett Council Vice President  
(425) 772-3228  
michelelopez1@comcast.net

**Annette Rice**

Marysville Council Co-President  
(360) 658-9704  
thericefamily@peoplepc.com

**Steve Campbell**

Marysville Council Co-President  
(360) 653-1303  
scamp10204@msn.com

**Amy Fairchild**

Mukilteo Council President  
(425) 742-3220  
fairhaven4@msn.com

**Barbara Arocha**

Service Specialist  
(360) 659-7724  
barbaraarocha@yahoo.com

**Brandis Roundy**

Service Specialist  
(425) 774-8937  
roundyclan@comcast.net

**Daniela Thom**

Service Specialist  
(425) 338-0995  
Thom.daniela@hotmail.com

**Julie Matheny**

Service Specialist  
(425) 385-2482  
JMatheny@CWTSatoTravel.com

**Lisa Matson**

Service Specialist  
(425) 299-6656  
Miss.lisa.matson@gmail.com

## Charles' Comments

As winter is upon us, it is a great time to look back to evaluate our board of directors and see what has worked, what hasn't and what can be improved upon. If you elect a nominating committee now, they will have plenty of time to observe the membership and make sound recommendations for your elections in March. Look on the WSPTA website to see all of the awards that your local unit or council can apply for and fill out the application.

Legislative Assembly was a truly motivating event where I had the opportunity to meet many of you for the first time. Your Region Legislative Chair and our Council Legislative Chairs have teamed up with Region 8 to the north to give everyone the opportunity to attend Focus Day in Olympia. Thanks to grants from Everett and Marysville PTA Councils, you can ride the bus for a nominal fee and not have to worry about parking. It is a holiday, so bring the kids.

The Region 7 Spring Conference will be held on March 16<sup>th</sup> at 5 PM and will host an array of classes and vendors. Please mark your calendars! A registration form with more information and class descriptions will be sent out shortly. We will offer some traditional classes and try to present some new and exciting classes for one small fee of \$40 per local unit which includes a light dinner and class materials. If you have any class ideas or would like to present or co-present a class, please call me.

Washington State PTA Convention is right around the corner on April 30th. Consider sending as many people as you can to have a voice, receive training and share this once in a lifetime event. As you think about your budgets for next year

make sure to set aside money for education. We have the responsibility to remain informed, educated and inspired to lead our PTAs into the next year. This year we are going to try to coordinate carpools and room sharing to cut costs. My goal is to make convention affordable for all.

Your Service Delivery Team has volunteered hundreds of hours, answered thousands of emails and taken over 500 phone calls since June. We have traveled to many schools, presented classes and helped many PTAs problem solve. Without our team, we wouldn't be able to make PTA the largest non-profit organization in the State of Washington. If you need anything, just ask.

Charles Miller, Region 7 Director  
(425) 609-4536 or (360) 659-0151  
Ptareg7@wastatepta.org

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# Legislative Loop:

## PLAN ON COMING TO OLYMPIA ON FOCUS DAY AND BRING THE KIDS!

Washington State PTA's annual Focus Day has taken on an added dimension this year. If the first proposed budget submitted by the Governor were to be enacted, there would be more than \$400 million current spending on education cut from the budget in the next school year, on top of the \$1.5 billion already cut when the 2009-11 budget was enacted this past spring. The reason is that state revenues are still in decline because people are not spending at the same rate as in previous years and thus sales tax revenues—which make up the main source of state revenue—are down considerably more than were predicted nine months ago.

In addition, because of a scheduling anomaly, Focus Day is very early in the Legislative session. This is not all bad news—because the session is only 60 days long, it's important to get our message out early, and because Focus Day is scheduled on a day when schools will be closed, we hope you will come in large numbers and bring the kids. Not only will it provide an opportunity for them to see the Capitol and learn about state government, their presence will be a very powerful message to the Legislature about the importance of maintaining a quality education system. In anticipation of a lot of children coming, our **Focus Day co-chairs John Stokes and Stacey Riley** have done a terrific job of planning a range of children's activities that will engage and inform children of all ages. Here is a partial list:

- **Create Leave-behind messages for their legislators** - Draw a picture on the front and then write a message on the inside. There will be a map and an office list so that the kids can go and drop-off the cards

- **Table-top Word Search** - A word search including 100 civic-centered terms.
- **Suffrage for Kids!** - Ballots, "I Voted!" stickers, and a vote counting machine.
- **Write your own law** - Kids can think of a problem, create a law to help fix it, get signatures of supporters, and "submit" it for approval (a gold seal).
- **Campaign buttons** - Kids design and make their own buttons with images of historical buttons around for reference.
- **Build the Legislative Building** - For the little guys: blocks on a blanket on the floor, and a picture of the legislative building.

We also hope to have age-appropriate tours of the Capitol and other important buildings or monuments on the Capitol Campus.

So please take a moment and plan to attend Focus Day now. **REGISTRATION IS FREE**, and while it's not required in order to attend and participate, by registering in advance you will help make sure we know how many people to plan for.

Also, for Region 7 and 8 only....A Party Bus!!

Registrations are being taken now! **Fill out the form included in this newsletter** with all your information and send in \$13 to ride the bus there and back. It will be a great time, and with no traffic headache! Get to know your Region, unite together for the same cause, and help get the point across to our legislators that we mean business!!

Jessica Stickles, Region 7 Legislative Chair  
[RLC7@wastatepta.org](mailto:RLC7@wastatepta.org)

## Region 7 Calendar of Events

Wednesday, January 13th, 2010:

Friday, January 15<sup>th</sup>:

Monday, January 18<sup>th</sup>:

Monday, January 25<sup>th</sup>:

Monday, March 1<sup>st</sup>:

Tuesday, March 16<sup>th</sup>:

Tuesday, May 25<sup>th</sup>:

Monday, May 31<sup>st</sup>:

Focus Day "Party Bus" Registrations Due

Reflections Entries Due To WSPTA Office

WSPTA Legislative Focus Day (All Day)

Membership Fee Remittance Due

Award Applications Due

Region 7 Spring Leadership Conference

Membership Fee Remittance Due

Charitable Solicitations Renewal

Please refer to [http://www.wastatepta.org/regions/region\\_7/region\\_calendar.html](http://www.wastatepta.org/regions/region_7/region_calendar.html)

# Region 7 Spring Leadership Conference

**Tuesday, March 16, 2010 from 5:00—9:00 PM**

Eisenhower Middle School—10200 25<sup>th</sup> Ave SE, Everett 98208  
\$40.00 per unit or council if pre-registered by March 9th

**PRIZES**

**PRIZES**

## Directions:

From I-5 North, head NE toward exit 186, take the 527 exit toward 99/Mall way and merge onto 19<sup>th</sup> AVE SE. Left at 100<sup>th</sup> St SE, Right at 25<sup>th</sup> Ave SE.

**5:00-5:50** Light Dinner with registration and vendors.

**5:50-6:00** Introduction of Region 7 Service Delivery Team and region updates

**6:00-6:30** Keynote Speaker (TBD)

**6:45-9:00** **Two sessions of classes, likely to include the following:**

*Classes are subject to change as needed*

- **Components of the PTA Legislative Platform:** This class is a great overview of how WSPTA chooses issues that represent “all children” — what guides WSPTA to advocate.
- **Newsletter & Basic Websites:** Communicating with your members is important and in this class you will learn how to plan, write and publish a PTA newsletter, learn if a webpage is a good fit for your local unit and see examples of electronic news.
- **Managing Complex Meetings:** This class handles the ob of how to conduct an effective meeting, including how are issues raised and handled, how to best manage dissent, and what is the board’s role?
- **The Magic of Conflict:** Think together about how to resolve and keep conflict out of your organization. This class is a must for all boards with conflict.
- **PTA & School Administrators—A Partnership:** PTAs, school principals, superintendents, and school boards need to build successful partnerships to reach our common goal — success for every child. Learn valuable techniques for communicating and understanding the similarities and differences of each partner, and discuss how to make the most of these pivotal relationships.
- **Nominating Committee:** The Nominating Committee is the most important committee in PTA. Learn how to elect a nominating committee, ways to encourage nominations, and all the procedures around electing the next officers of your PTA. Recommended for interested board members.
- **Preventing Theft In Your PTA:** This class will help participants be able to define the terms: Theft, fraud, and embezzlement. Recognize at least 10 warning signs, gain 10 tips for fraud prevention and learn what to do when theft is suspected.
- **Council Programs:** Structured for both new and experienced council leaders, this session reviews the mission and responsibilities of councils and their relationships with local units, the region and WSPTA. We will also discuss how to meet the needs of your local units through a variety of council programs.
- **Budgets & Financial Reviews:** Building a budget based on goals is key to success of all PTAs. Learn how to assess the financial management practices of your PTA, and how to build, develop, and amend budgets. Discuss who, what, when, where, and why of financial reviews. Topics discussed are not covered in Money Matters.
- **Moving Local Units Beyond The Basics:** Wondering how to help stimulate a local unit into a new direction? Then this class may be the one for you! This session will offer ideas on how to start the PTA year off with a bang, how to build new and successful programs, and will offer ideas around building relationships in the school community, among parents, and within your PTA membership. You will also learn how to build a volunteer base along with encouraging others to step up into board leadership positions, and more! This class is a leadership class for PTA members interested in developing skills to serve at a council or region service delivery team level.
- **Energizing Your Secondary PTA:** Secondary parent involvement is crucial and certainly different than primary school PTA. Give your secondary PTA a jump-start with this interactive consideration of what is unique and powerful about secondary PTAs.
- **Outreach—Making our PTAs More Inclusive:** Learn and share ways to successfully reach out to all families in your school communities regardless of race, social economic status, language, or other perceived barriers.



# Membership Minute:



Happy New Year! I would like to start out by congratulating the 22 local units who obtained the Silver Level Membership Award by increasing their membership by 5%! That is quite an achievement and you should be very proud of yourselves!

Now that everyone is back from the break it's time to look ahead to the next payment deadline, which is just around the corner on **MONDAY, JANUARY 25<sup>th</sup>**. Remember to get your request to your treasurer early enough to allow them time to get the two signatures needed on the check.

January is also a great time to launch another membership drive at your school! Here are some ideas!

- Publish a brochure highlighting the wonderful things you've already done this year, and let them know it isn't too late to join. Let them know how joining benefits all the children at the school.
- Consider recruiting translators and/or language teachers to help publish multi-language docu-

ments, flyers, etc or to help at your PTA meetings. On the WSPTA website there are Spanish versions of most documents, and in the Membership section there is also a Vietnamese translation of a PTA Welcome Letter.

- Advertise/promote PTA on your school's reader board, newsletter, bulletin board, etc. Use all communication tools available.
- Although a bit time consuming, a short handwritten note goes a long way in encouraging members to join!

Remember Membership is a TEAM effort and recruit others to help you!

One of the biggest reasons parents give for why they haven't joined the PTA is that they didn't feel they were asked. So be Pro-Active, Creative, and ASK!

Jenny Forbes, Region 7 Membership Chair

Email: [RMC7@wastatepta.org](mailto:RMC7@wastatepta.org)

Phone: (425)385-3939

# Outreach Outtakes:

**Outreach**, noun

Program for getting help to people in a community.

**Community**, noun

1. Body of people living in the same place
2. A sharing in common

Sounds simple enough? The Outreach program is newer

and being improved constantly. There are many different ways that we can be effective in reaching out to people in our communities. Many times it takes just an idea or thought from you to begin reaching out in your own communities. Ask yourself...

Who can I reach out to? What are their needs?

Have any ideas you would like to share? Let us know.

Nalani Baker  
Region 7 Outreach Chair

# WSPTA Scholarships:

Each year, the Washington State PTA awards a limited number of scholarships to graduates from Washington State public high schools beginning their freshman year of post-secondary education in the United States.

## Program Overview

Scholarships of two thousand dollars (\$2,000) are given to recipients entering four-year post-secondary institutions. One thousand (\$1,000) dollar grants will be

awarded for community colleges, voc-tech schools or other accredited institutions. Washington State PTA scholarships are awarded on the basis of:

- 1) financial need
- 2) academic performance
- 3) leadership & community service

## 2009-10 Application:

[http://www.wastatepta.org/programs/scholarship/Application\\_2010\\_Final.pdf](http://www.wastatepta.org/programs/scholarship/Application_2010_Final.pdf)

# WSPTA Awards:

The Washington State PTA has an awards and recognition program whose purpose is to build pride and participation in, and an awareness of WSPTA programs; to give recognition for outstand-

ing efforts; and motivate units and councils to provide quality service for and involvement of their members.

**COMMUNICATION:** Communication awards identify and recognize all forms of effective communication from PTAs to PTA members and the community about programs, projects, activities, and issues affecting children. These awards are not limited to any specific medium and may include web sites, email, voice mail, public access television, communication through with partners, and more.

**Communication Award Form & Judging Sheet:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/Communications\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/Communications_Application_09.pdf)

[http://www.wastatepta.org/leadership/awards/0910\\_awards/Communication\\_Award\\_judging\\_sheet\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/Communication_Award_judging_sheet_09.pdf)

**OUTSTANDING NEWSLETTER:** In addition, PTA newsletters are judged and presented awards in 5 categories for units and 1 for councils. Outstanding Newsletter recipients will be announced and recognized at the State PTA convention.

**Outstanding Newsletter Award Form & Judging Sheet:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/Outstanding\\_Newsletter\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/Outstanding_Newsletter_Application_09.pdf)

[http://www.wastatepta.org/leadership/awards/0910\\_awards/Outstanding\\_Newsletter\\_judging\\_sheet\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/Outstanding_Newsletter_judging_sheet_09.pdf)

**HONOR UNIT:** An Honor Unit is a PTA/PTSA local unit which has, in its service to children, gone significantly beyond the attainment of standards of excellence and has demonstrated the kind of exceptional qualities that merit replication by others. A local unit must apply and go through a competitive judging process to be an Honor Unit. Honor Units will be announced and recognized at the State PTA convention.

**Honor Unit Application & Judging Sheet:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/Honor\\_Unit\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/Honor_Unit_Application_09.pdf)

[http://www.wastatepta.org/leadership/awards/0910\\_awards/Honor\\_Unit\\_judging\\_sheet\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/Honor_Unit_judging_sheet_09.pdf)

**100% MEMBERSHIP AWARD:** A PTA local unit that serves a school building community may apply to receive a very special membership award if it achieves a membership total equal to or exceeding the student enrollment of that school building.

**100% Membership Award Form:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/100\\_Membership\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/100_Membership_Application_09.pdf)

**OUTSTANDING LOCAL UNIT OF THE YEAR:** The Outstanding Local Unit of the Year is the PTA unit that, when compared to all others in their unique environments and within their own special circumstances, is selected as the most representative example of a local unit which exemplifies the purposes and mission of PTA. The Outstanding Local Unit of the Year is selected from the Honor Units.

**Outstanding Local Unit of the Year Nomination Form & Judging Sheet:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/OLU\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/OLU_Application_09.pdf)

[http://www.wastatepta.org/leadership/awards/0910\\_awards/OLU\\_judging\\_sheet\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/OLU_judging_sheet_09.pdf)

**PTAs TAKING SIGNIFICANT ACTION:** The purpose of this program is to recognize the accomplishments of units and councils across the state that present programs, projects, and activities that show significant originality, involvement, potential, usefulness, and results. Selected programs will reflect how projects and activities are implemented by small and large, affluent and poor, city and rural PTAs. Recipients will be recognized at the State PTA convention and asked to display their projects.

**PTAs Taking Significant Action Application Instructions & Judging Sheet:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/PTAs\\_significant\\_action\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/PTAs_significant_action_Application_09.pdf)

[http://www.wastatepta.org/leadership/awards/0910\\_awards/PTAs\\_Significant\\_Action\\_judging\\_form\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/PTAs_Significant_Action_judging_form_09.pdf)

**STANDARDS OF EXCELLENCE (LOCAL UNIT):** The purpose of the Local Unit Standards of Excellence program is to: (a) provide PTA local units with a set of standards that define qualities of excellence; (b) provide training to local units on attainment of those standards; (c) identify, recognize, and honor those units that achieve the standards. Units achieving the standards will be announced and recognized at convention.

**Standards of Excellence Application Form & Judging Sheet:**

[http://www.wastatepta.org/leadership/awards/0910\\_awards/LU\\_SoE\\_Application\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/LU_SoE_Application_09.pdf)

[http://www.wastatepta.org/leadership/awards/0910\\_awards/LU\\_SoE\\_judging\\_sheet\\_09.pdf](http://www.wastatepta.org/leadership/awards/0910_awards/LU_SoE_judging_sheet_09.pdf)

**Submission deadline  
March 1, 2010**

# Council Corner:

**Mukilteo Council:** At the start of the 2009 school year, the Mukilteo PTSA Council had two main priorities: to provide our local PTAs and PTSAs with timely information, and to host helpful "roundtable" discussions on topics of interest.

We are happy to report that through our e-mail system (which includes elected officers in all our local units, school principals, school board members, district administrators and the Council officers) we provide relevant, up-to-date information. We let our local PTA's and PTSA's know what is going on here in our own Council, and also pass along relevant information from the Washington State PTA. Many thanks to our communications volunteer, Barbara Edmondson, for her help with this.

Additionally, we created a new website at [www.mukilteoptsacouncil.com](http://www.mukilteoptsacouncil.com). Here, everyone can see our standing rules, financial reports, meeting minutes and – best of all! – our master activities calendar. The calendar includes local units' events with dates, times and locations. This is a great tool that lets everyone know what other schools are up to. Now, one school can attend another school's event – a carnival or a bike rodeo, for example – to see how it's organized, and to decide if they'd like to put on their own event. We know that our PTAs and PTSAs would rather not "reinvent the wheel" when planning events, so this calendar is a great solution, and we've had some very positive feedback on it. We'd like to thank our Webmaster, Tony Davis, for all his hard work making our website and calendar a reality.

The Mukilteo PTSA Council has also hosted roundtable discussions on Reflections, and on the district's Giving Wishes holiday program for families in need. These informal gatherings have been a great way to exchange helpful information and spark ideas. Additionally, we provided a platform for the Mukilteo school board president to discuss the upcoming levy, and to answer questions.

Council will host a district-wide Reflections celebration on January 6 at Explorer Middle School. Thanks to Edith Ross and Marcie Hagan for teaming up with Council to make this exciting event possible.

We would like to congratulate our PTAs and PTSAs on their membership drives. The Council has a 63 percent increase in membership over last year! Congratulations to the following units for achieving the State PTA's Bronze membership levels: Endeavour PTA 7.5.8; Fairmount PTSA 7.5.10; Picnic Point PTA 7.5.17; and Serene Lake PTA 7.5.20. And congratulations to these Silver membership level units: Columbia PTA 7.5.5; Mukilteo PTSA 7.5.13; Odyssey PTA 7.5.12; and Olivia Park PTA 7.5.15.

We look forward to 2010 and our District Spelling Bee, District Volunteer of the Year celebration, and other events!

If you have any questions about the Mukilteo PTSA Council's activities, please email Co-Presidents Amy Fairchild and Rick Simon at [MukilteoPTSACouncil@yahoo.com](mailto:MukilteoPTSACouncil@yahoo.com).

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**Marysville Council:** The Marysville PTA Council Reflections Art Program had a very successful year! From the 13 schools participating, we had 489 entries submitted and of those, 148 were forwarded on to the council level. 17 people volunteer to chair Reflections at their individual schools.

As a result, beautiful works of art and photos adorned many of the school's hallways. Our volunteers put together assemblies, incorporated Reflections into Family Fun Night and presented Power Point presentations. One school invited several local artists, authors, photographers, dancers and musicians to spend the evening with students to stir up excitement for their craft and motivate them to produce their own art.

Staff from various schools has reported to us how much fun the awards ceremonies have been and look forward to seeing how their students do at the council level.

We are fortunate to have local professionals willing to judge our entries and the Marysville Library willing to provide space for our visual arts gallery.

Students will receive invitations in January to our council-level awards ceremony scheduled for 6:30 p.m. Thursday, February 4<sup>th</sup> at the Marysville-Pilchuck High School auditorium. Ribbons will be awarded and art will be displayed. We will have students read some of their literature entries and refreshments will be served. It promises to be a fun night!

**Continued Page 8**

## Council Corner:

### Edmonds Council:

Edmonds Council is planning a meeting with Rosemary McAuliffe. The Senator has decided to meet with us and the community on **MAY 17, 2010 @ 7:00 PM** in the Edmonds Service Center, which is located at 20420 68th Avenue West, Lynnwood, WA.

This meeting will give the Senator the opportunity to communicate with the education leaders, parents, and concerned citizens of our community, leaving no doubt why she is one of the best informed and influential members of the Legislature. We hope that this meeting will be attended by civic leaders from the surrounding communities as well as by members of the Edmonds District PTA.

**Ron Martinez**  
Edmonds Council President

# WSPTA Region 7 Newsletter

## January, 2010

### Spring Leadership Conference Registration Information Enclosed

## PLEASE READ!

**Washington State PTA**  
2003 – 65<sup>th</sup> Avenue West  
Tacoma, WA. 98466

Non-Profit Org.  
U.S. Postage  
PAID  
Tacoma, WA  
Permit No. 474