

# MESSAGE FROM MAUREEN region director

What's in it for me?

Has anyone ever asked you that question when you have invited them to join your local PTA unit?

What was your response? Were you prepared with an educated and meaningful answer that compelled them to join? Or did you find yourself in an uncomfortable place, not really knowing what to say? Do you really know all that your local unit does to help the kids and the community? Do you know what the PTA does on the state and national levels in terms of advocacy and legislation? Think about it. Why would someone want to be a part of your organization if you cannot even sum up the reasons they should join.

School has been in session for approximately two months. Every day I drive by various schools I see cars filling the parking lot early in the morning and staying late into the afternoon. I know the preparatory work is underway by our hardworking teachers to be ready for the school day, but I am left to wonder what the school PTA is doing to be ready. Has the board been meeting and have they set goals for the school year? Have they properly reviewed the financial records and transferred the books to the incoming offices? Have dates been set for the major events of the year including general membership meetings and PTA training's and convention? What about plans for their membership campaign for the year? Have they reviewed the efforts of the past, building on what was successful and working through failures to find alternatives that will bring them success?

Running a successful PTA does not rely solely on the gifted nature of the president or the willingness of volunteers to serve. Great care must be paid to making a plan based on goals that meet the needs of the population groups of your school. What kind of considerations is your board making as they plan the activities and priorities of your PTA? Are you representing all of the kids that attend your school? Do you want to? What are the groups that are underrepresented in your PTA? Why? What should be the same and what should be different in your PTA to make it better serve all kids that attend your school?

As these kinds of considerations are contemplated, the answers directly affect the tenor of your membership campaign. Consider these observations. Most people do not join the PTA simply because they are not asked. Another major reason individuals do not join is because they do not see value in a membership. Most PTA members (including board members) do not understand how much more the PTA does than fund raise and sell t-shirts. Take the time as a board to develop a membership campaign that educates the parents of your school and the members of your community. Your membership campaign should last throughout the year. Let them

*Continued on page 2*

## IN THIS ISSUE

- |                                     |  |   |  |  |
|-------------------------------------|--|---|--|--|
| <b>2</b> Calendar<br>Did You Know?  | <b>4</b> Auburn<br>Tahoma & Tukwila<br>Federal Way | <b>6</b> Leadership Academy<br>Programs | <b>8</b> WSPTA Group Awards<br>(continued) | <b>10</b> PTA Network                              |
| <b>3</b> Kent<br>Renton<br>Highline | <b>5</b> Membership Tips<br>PTA Store              | <b>7</b> WSPTA Group Awards             | <b>9</b> Legislative Update<br>Focus Day   | <b>11</b> Where do PTA<br>Revenues Go?<br>SDT Team |

# MESSAGE FROM MAUREEN

## region director

know where their membership money is being spent. Tell them the goals of your PTA and explain why these goals are important and why they matter to every parent and to every child. Explain to them in specific terms, why their involvement is critical to the success of their child and to the success of their community in the long run. Help them have a clear vision of what good could come of their involvement in the PTA.

In terms of connecting with the parents and teachers of your school, remember that one strategy never reaches every target. Refrain from making newsletters or take home handouts your sole method of communicating with parents. Be creative!!! Think of ways to reach them remembering that the more personalized a contact is the more likely a person is to respond to it. Consider the cultural, socioeconomic, racial and gender differences of your parent population. Make your efforts reflect sensitivity and thought in relation to these factors. Be sure your board understands that membership is EVERYONE's job not just the membership chair and committee's work. Working together to build membership will help the membership work together to build a successful PTA.

As this year continues, notwithstanding all of the challenges this year presents, I believe every one of the units in Region 9 has the potential to make this the best year in their history! I look forward to seeing and hearing about all your successes this year. Everything that we do to help the children we know and love serves to create a better future for them and for ourselves.

~Maureen



## MARK YOUR CALENDAR

January 15	State Reflections Entries Mailing Deadline	
January 25	Membership Service Fees Due	
February 20	Focus Day	Olympia, WA
March 1	State Recognition Awards Deadline	
	Men's Essay Deadline	
March 10	Emerging Minority Leaders Conference	Renton
March 17	Region 9 Spring Conference - 8:30 AM-12:00 PM	Saghalie MS - Federal Way
May 4-6	WA State PTA Annual Convention	
May 25	Membership Service Fee Due	
May 31	Charitable Solicitations Renewal Due	



## DID YOU KNOW?

Did you know that President Theodore Roosevelt served on PTA's Advisory Council of Fathers?



Did you know that the National PTA supported early childhood education and fought for the establishment of Kindergarten as part of the public school system?


 The logo for Region 9 Kent features a large, stylized number '9' on the left. To the left of the '9' is the word 'REGION' written vertically in a sans-serif font. To the right of the '9' is the word 'KENT' in a large, bold, orange sans-serif font.
 

# REGION 9 KENT

At the September Kent Area Council General Membership Meeting, Region 9 Program Chair Tina Garcia shared information about Reflections and WSPTA Group Awards. Thank you Tina for educating us in a fun and entertaining way! At the October meeting, we heard from the four Kent school board candidates.

Since school started, the KAC Clothing Bank has been open five evenings providing clothing and school supplies to children in the Kent School District. For homecoming at Kent's four high schools, our Cinderella Project provided dresses and discounted tuxes to students. On November 4<sup>th</sup>, we're providing a Workshop Fun Day roller skating in Auburn.

At the WSPTA Legislative Assembly, we were well represented. Five KAC board members attended as well as local unit representatives. Legislative Assembly delegates voted to add to the WSPTA Legislative Platform two proposals submitted by Kent PTA members – early learning and highly capable.

Now we're gearing up for Reflections in Kent. Entries are due to Kent Area Council on Saturday, December 3<sup>rd</sup>. December 12<sup>th</sup> is our annual Presidents and Principals Luncheon at the ShoWare Center. Local unit presidents, their school principals, Kent Area Council board members, and Kent School District administrators all attend the luncheon.

As you can tell, we are busy providing training, information and services to our 36 local unit PTA/PTSAs so collectively we can support the education and well-being of every child in the Kent School District. Thank you to KAC board members and special committee chairs for making it all possible! KAC general membership meetings are the fourth Monday of each month at 7:00 pm in the board room of the Kent School District Administration Building. I look forward to seeing you there!

Agda Burchard, KAC President


 The logo for Region 9 Renton features a large, stylized number '9' on the left. To the left of the '9' is the word 'REGION' written vertically in a sans-serif font. To the right of the '9' is the word 'RENTON' in a large, bold, blue sans-serif font.
 

# REGION 9 RENTON

Membership meeting - January 30th @ KEC, 7:00 PM

President - Karen Carpenter - [president@rentonptsa.org](mailto:president@rentonptsa.org)


 The logo for Region 9 Highline features a large, stylized number '9' on the left. To the left of the '9' is the word 'REGION' written vertically in a sans-serif font. To the right of the '9' is the word 'HIGHLINE' in a large, bold, blue sans-serif font.
 

# REGION 9 HIGHLINE

Mailing address for correspondence and membership fees:  
Highline Council PTSA  
P.O. Box 66539, Burien, WA 98166

# REGION 9 AUBURN

Many support opportunities for Auburn students are online right now. Please check out [DonorsChoose.org](http://DonorsChoose.org) for the 116 projects in the Auburn School District and statewide projects that need some funding. You can donate your coffee budget for the day. Go to [Projects]; [Location] – Washington; [District] – Auburn.

Our Auburn Education Association now has a Facebook page. You should “LIKE” them for education news and articles. Our Auburn High School show choir is competing for funding through the “Glee” Give a Note contest. Voting can be done daily from each computer through Nov. 7<sup>th</sup>.

Please check out our webpage: [auburncouncil.weebly.com](http://auburncouncil.weebly.com) for upcoming dates and Auburn information. We meet on the 2<sup>nd</sup> Tuesday at 7:00pm at our Admin Building across from AHS.

# REGION 9 TAHOMA

# REGION 9 TUKWILA

Contact Toni Troutner with any questions - [btkktrout@yahoo.com](mailto:btkktrout@yahoo.com)

# REGION 9 FEDERAL WAY

Hello from Federal Way PTSA Council. With the smell of fall in the air our PTA units are in full swing for the new PTA year. In late August and mid September, 21 of our 34 units attended the Region 9 Fall Conference. We would like to thank Adelaide, Camelot, Enterprise, FWPA, Lake Grove, Lakeland, Meredith Hill, Nautilus, Olympic View, Panther Lake, Sherwood Forest, Silver Lake, Star Lake, Twin Lakes, Wildwood, Woodmont, Lakota, Saghalié, Sequoyah, Decatur and Todd Beamer for their attendance. We look forward to seeing everyone at PTA & the Law on October 27<sup>th</sup>. Don't forget if your unit attends PTA & the Law, Federal Way PTSA Council will reimburse you for the cost if requested within 30 days of the event.

The Federal Way PTSA Clothing Bank is up and running. We have a wonderful chair this year and many energetic and dedicated volunteers. Numerous families have been helped already and more keep coming. We are proud to be able to offer this much needed resource for our kids.

Reflections is well under way and the due date to council has been set. All entries from the Federal Way School District are due to council November 15<sup>th</sup>. The Reflections Ceremony will be at Todd Beamer High School again this year on January 5, 2012. We are honored this year to have Suzanne Smith and Novella Fraser as MC's for the evening.

# MEMBERSHIP TIPS & TOOLS

Now that the first Membership deadline of 2011 has passed, some might think that Membership is all done. It is true that most units see the majority of their growth in the first month of school, but the work is far from over! It is just getting fun!

As a committee, sit down and talk about the current state of your unit's membership. Evaluate and assess your recent membership drive: How many members do you have? Did you meet your goal? How are you doing compared to recent years? What is lacking in your roster? Are you satisfied with what you did to get the word out? By answering these questions, you are on your way to setting a new goal.

When you determine what succeeded and what needs a little work, you can create a new plan of action. For example, if your goal was to focus on teacher participation and you achieved your goal by increasing teacher membership, give yourself a pat on the back! If you also determined that your outreach goals to the Hispanic community in your school were not as successful, create a new plan to reach out and welcome those parents into your group. Do you need to increase Spanish-language flyers? Host a meeting with a translator? Personally invite parents to attend informational meetings?

To sum it all up:

Congratulations on a Fall Well Done!

Evaluate your drive

Set new goals

Go get 'em!

As always, if you have questions or need some help, please drop me a line!

Michelle Baker

[RMC9@wastatepta.org](mailto:RMC9@wastatepta.org)

Washington State  
**PTA**  
everychild.onevoice\*

## Store

The Washington State PTA Online Store is up and running!

Visit <http://store.wastatepta.org> to purchase all of your PTA supplies. You can order office supplies, membership supplies, WSPTA apparel and bags, cups/mugs/bottles, and WSPTA award certificates and plaques.

You can do all of your PTA shopping and get your awards ordered all from the comfort of your home!





# LEADERSHIP ACADEMY

The WSPTA is a volunteer organization. The differences we make in the lives of children are because of volunteers who are committed to being a voice for every child. In gratitude for many hours of service and training, the WSPTA Board of Directors created the Leadership Academy Awards Program. The purpose of this program is to recognize and acknowledge leadership skills attained by PTA leaders throughout all levels of the association. Application forms are due March 1, 2012

We urge all PTA leaders to apply for this award. Go to [www.wastatepta.org](http://www.wastatepta.org) and click on leadership resources. You can download the application, fill it out and send it in to get recognition for all those hours you give to the PTA. If you have any questions on this application, please contact one of your council representatives or your Region 9 Service Delivery Team for help.

Thank you for all you do! You make a difference every day in the lives of thousands of kids in your unit, across our state and throughout our nation!



## PROGRAMS

Reflections programs are now well under way so now it is time to think about group WSPTA awards and WSPTA Grants. Is it possible you have not considered applying?

Could it be that you are not sure what they all mean? Are you asking yourself, does our unit or council really want to apply? These are great questions and I am hoping to help with the answers. Having your local unit or council apply for group awards is a great way to analyze what you are doing well, see where you could improve and share your successes with others. As most of you have heard me say "PTA is never meant to be done alone, we are all in this together." I have also said on multiple occasions "Stop hoarding the good ideas to yourselves, please share." PTA is a partnership not just with parents, teachers and students; but with other units and councils. I am available to help train you in applying for awards and grants. Please contact me at [RPC9@wastatepta.org](mailto:RPC9@wastatepta.org) or call me at 206-794-4981. All group award applications are available on the state PTA website [www.wastatepta.org](http://www.wastatepta.org) under Leadership Resources "Group Awards."

Tina Garcia  
Region 9 Program Chair  
[RPC9@wastatepta.org](mailto:RPC9@wastatepta.org) 206-794-4981



## ~WSPTA Awards~

### 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.

**Kari Wilkinson/WSPTA Membership Director 2823 204th Ave KP S. Lakebay WA 98349**

☎ Phone: (253) 884-1128 ✉ [ptamembdir@wastatepta.org](mailto:ptamembdir@wastatepta.org)

### 100% Teacher Membership Award - Due 11/15

The 100% Teacher Membership Award is an award presented to a PTA unit that serves a school community, and enrolls 100% of its certificated teaching staff as members. For purposes of this award, all certificated teachers assigned to the school as their "home school", including those who spend part of their teaching time at another building, are included in determining the number of teachers.

**Kari Wilkinson/WSPTA Membership Director 2823 204th Ave KP S Lakebay, WA 98349**

☎ Phone: (253) 884-1128 ✉ [ptamembdir@wastatepta.org](mailto:ptamembdir@wastatepta.org)

### Communication - Due 3/1

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.

**Jack Markley - WSPTA Communication Award Chair 15116 105th Ave CT E, Puyallup, WA 98374**

☎ 253.405.0806 ✉ [Comm@wastatepta.org](mailto:Comm@wastatepta.org)

### Honor Unit - Due 3/1

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.

**Michelle Nims - WSPTA Honor Unit Chair 14822 48th Ave SE, Everett, WA 98208**

☎ 425.338.7202 ✉ [HonorUnit@wastatepta.org](mailto:HonorUnit@wastatepta.org)

### Mentor-A-PTA Award - Due 3/1

A local unit PTA must adopt another PTA. The PTA must provide a helping hand to the adopted PTA in any of the following means: Training, Leadership or Financial support. The purpose is to provide assistance to the adopted PTA in the implementation of the PTA Objects and Goals.

**Dee Dee - WSPTA Program Director 18306 E 4th Avenue, Spokane Valley, WA 99016**

☎ 509.927.6873 ✉ [ptaprokdir@wastatepta.org](mailto:ptaprokdir@wastatepta.org)



# GROUP AWARDS

## ~WSPTA Awards (con't)~

### Outstanding Local Unit of the Year - Due 3/1

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.

**Dee Dee - WSPTA Program Director**

☎ 509.927.6873 ✉ [ptaprokdir@wastatepta.org](mailto:ptaprokdir@wastatepta.org)

### Outstanding Newsletter - Due 3/1

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.

**Michelle Johnson - WSPTA Outstanding Newsletter Chair 5307 State Highway 303 #154, Bremerton, WA 98311**

☎ 360.535.3425 ✉ [News@wastatepta.org](mailto:News@wastatepta.org)

### PTAs Taking Significant Action - Due 3/1

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.

**Dawn Peschek - WSPTA PTAs Taking Significant Action Chair 15724 207th Place SE, Renton, WA 98059**

☎ 425.277.2770 ✉ [PTAAction@wastatepta.org](mailto:PTAAction@wastatepta.org)

### Standards of Excellence (Local Unit) - Due 3/1

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.

**Janice Kutzera - WSPTA Standards of Excellence Chair 15722 62nd Pl NE, Kenmore, WA 98028**

☎ 425.488.3143 ✉ [SoE@wastatepta.org](mailto:SoE@wastatepta.org)

# LEGISLATIVE UPDATE

Every mid-October the Washington State PTA holds a Legislative Assembly where the PTA members determine our 2-year priorities. This year is the second of two years and gives us the opportunity to add to the platform.

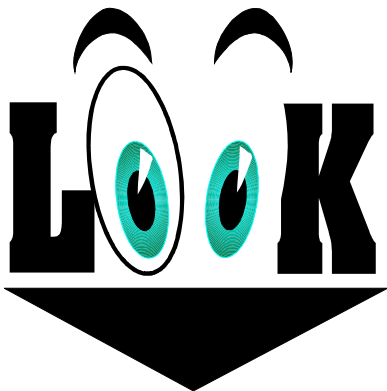
Here's the updated platform for this next legislative session. For more information on the WA State PTA platform go to: [www.wastatepta.org/advocacy](http://www.wastatepta.org/advocacy)

Washington State PTA's 2011-12 legislative platform:

1. Following up on reforms of 2009 and 2010 (Basic education finance/HB 2261 and education reform/SB 6696)
2. Math and science instruction
3. Literacy screening and instruction
4. Reduction in Force/layoff policies
5. Fund education first in the state budget process
6. New, research-based model for teacher compensation that emphasizes rewarding teacher effectiveness in improving student learning.

ALSO SUPPORTED (listed alphabetically and \* issues adopted at 2011 legislative assembly)

- Achievement gaps and educational opportunities\*
- Charter schools\*
- Early learning\*
- Highly capable\*
- Improve food quality in breakfast and lunch programs
- Juvenile justice\*
- Make physical education/health a core subject
- School-zone signage\*



## SAVE THE DATE:

Monday, Feb. 20, 2012  
WA State PTA Focus Day

It's President's Day, the kids are off so bring them down to Olympia rally on the steps of the State Capitol and help advocate for Basic Education. There will be tours, kid activities and Legislator meetings. Stay tuned for more info.



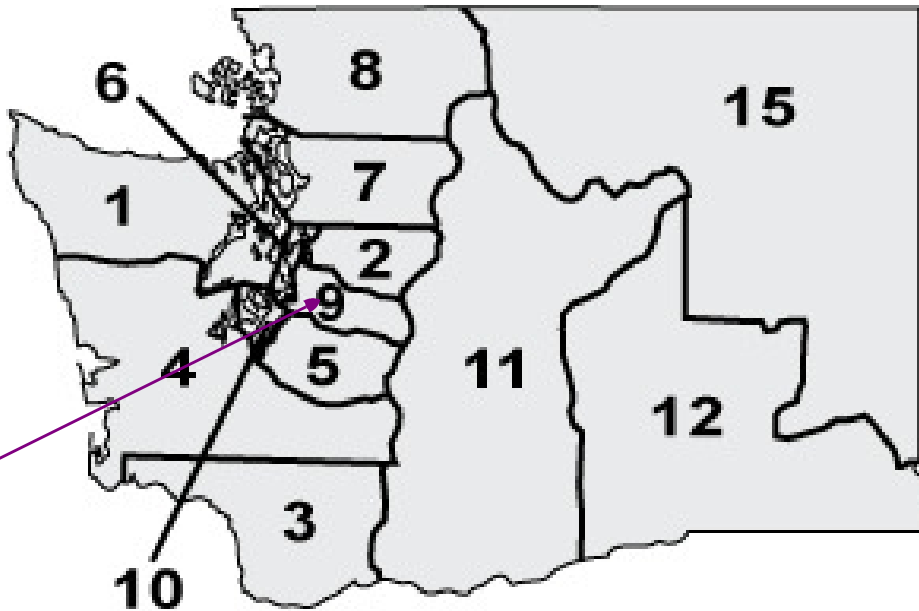
# YOUR PTA NETWORK

## National

National PTA - [www.pta.org](http://www.pta.org)

## State

Washington State PTA - [www.wastatepta.org](http://www.wastatepta.org)



## Region

A region is the focal point for leadership education, training, networking, service and coordination of all PTA units and councils within that area.

WSPTA is divided into 13 regions to achieve a closer working relationship between local PTA units and councils. By dividing the state into regions, member unit needs and concerns can be met quickly and with greater understanding by a member of the State PTA Board of Directors living within the region

## Council

PTA Councils serve all the local unit PTAs in an area. Councils provide training, information and services to local PTA units.

## Local Unit

Network with other units in your region and neighboring regions - there are many great ideas out there - share the knowledge and grow strong units!

## Where do PTA revenues go?

Washington State PTA's revenues come primarily from membership services fees (67%), convention (17%), and award sales (7%) with the balance made up of fees for Legislative Assembly and region conferences, fundraising affinity programs, and interest on investments.

The information below explains how those revenues are used to serve WSPTA's local units and councils, and through them our 150,000 members. Expenditures are grouped in broad categories followed by a listing of the major services or programs funded within each grouping.

### 20% Membership

#### Technical Assistance & Communications

- National PTA Dues
- Key Communicator
- wastatepta.org
- Region Newsletters
- Online enrollment system
- Leadership News
- IRS and Secretary of State advice & consultation
- Reflections

#### Programs & Awards

- Membership Recruitment & Marketing Tools
- Recognition Program
- Leadership Academy
- Applegate Grants

### 18% Parent Involvement

#### Programs

- Representation to Statewide Interest Groups
- Online Child Advocate

- College Scholarships
- Parent Involvement
- PTA Men's Essay Contest

### 18% Convention

- Facility Costs
- Class Handouts
- Speakers
- Registration Mailing & Convention Packet

### 14% Education

#### Leadership Development

- Region Conferences
- PTA & the Law
- Leadership Conference
- Leadership Packets

### 11% Governance

- Board of Directors Meetings & Support
- Statewide Representation
- Director's & Officers' Insurance

- Nominating & Resolutions Committees

### 8% Advocacy

- Legislative Committee
- Advocacy Resources
- Legislative Assembly
- Focus Day
- Grassroots Connection

### 12% Management

- Building Maintenance & Supplies
- Postage
- Printing
- Email & website support
- Financial Management
- Operations Management

## YOUR SERVICE DELIVERY TEAM

Name	SD Position	Council	email
<b>Director</b>			
Maureen Monson	Region Director	Renton	ptareg9@wastatepta.org
<b>Council Representatives</b>			
Laura Theimer	Auburn Council Rep.	Auburn	LaurasPTAstuff@hotmail.com
Dawn Mota	Federal Way Rep.	Federal Way	dawn.mota@yahoo.com
Celeste Hoffman	Federal Way Rep.	Federal Way	celestehoffman@hotmail.com
Agda Burchard	Highline Council Rep.	Highline	
Karen Carpenter	Kent Area Council Rep.	Kent	agdaburchard@msn.com
Toni Troutner	Renton Council Rep.	Renton	2bacarpenter@comcast.net
	Non-Council Rep.	Kent	btkktrout@yahoo.com
<b>Service Specialists</b>			
Tina Garcia	Region Program Chair	Federal Way	rpc9@wastatepta.org
Ray Kusumi	Region Outreach Chair	Renton	roc9@wastatepta.org
Michelle Baker	Region Membership Chair	Auburn	rmc9@wastatepta.org
<b>Open Position</b>	Region Legislative Chair		rlc9@wastatepta.org
Tina Bomgardner	Newsletter Service Specialist	Federal Way	tinabom@live.com
Sharon Pfeiffer	Conference Specialist	Kent	ptareg9conf@gmail.com