

The Contra Coaster

A publication of the 32nd District PTA,
serving Contra Costa County.

32nd District PTA

PTA[®]

everychild.one voice.

Wanda Waltman, President

Mona Ricard, Editor

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President's Report by Wanda Waltman

The school year is now in full swing with your plans laid, a budget approved, the committees formed and the membership drive well on its way. The Executive Board should have formulated its mission, goals and objectives as an overall guideline for what is to be accomplished for the year. The Mission is the much larger general plan which is defined by smaller, more refined goals and the objectives are the very specific ways in which the goals will be accomplished. After this is done, the budget is planned for the year and any fundraising should specifically support the goals. Fundraising for the sake of fundraising is not encouraged. When planning events at the school remember the 3 to 1 rule: for every one fundraising event, there should be 3 events that are not fundraising (building community within the school, parent education, advocacy, etc).

The latest edition of the Insurance & Loss Prevention Guide will be coming soon. It contains a wealth of information, any forms that would be needed and contact information. This is one of the "must haves" for your unit or council so be sure to let me know if you do not get it. The new insurance rates for 2010-2011 will be announced soon.

Bylaws are the informational "heart and soul" of your PTA. Be sure your units or council has theirs and that it is reviewed by the Executive Board annually and updated every three years. Each one of your board members should have one in their procedure book.

One of our roles as a District is training for officers at the council and

units. An officer who is well versed in their duties will find it much easier to do their job and contribute to a smoothly running PTA. I hope you all plan on attending the 32nd District officer training that will be offered on October 25th. It is vital that all officers have the knowledge, tools and resources needed to do their jobs well and the training is also an opportunity to network with officers from other units and councils. We will be offering an additional training, the Leadership Academy, in the spring and we will keep you updated on that! The 32nd District Directory will also be coming to you soon and this is a good resource for contacting other Officers at other schools and councils for any questions you have. The Directory is sent to PTA presidents, treasurers, school principals and school board trustees.

We have a few open positions on the 32nd District Executive Board and if you know of anyone who might be interested, please let me know. The job responsibilities in these positions are very similar to those at the council or unit level. The positions are Parent Education, Historian and Scholarship & Honorary Service Awards.

As a District, we are here to support you not only with material resources but with people resources as well! We are available to come to your council or school for trainings or any other needs you have so please don't hesitate to call if you have any questions or concerns. We always love hearing about all the wonderful things going on your council or school!

Wanda Waltman
32nd District President

Inside this issue:

District & Council	2
Treasurer's Info	
Due Dates	2
Dr. Ovick's Message	3
<i>eBylaws</i>	3
October General Meeting/Training	4
Membership Q & A	5
Back to School Membership Activities	6
<i>Reflections</i>	8
Legislative Advocacy	9
Meeting with George Miller	10
32nd District Board Contact information	11
Keep Communications coming...	11
Click, Check and Protect	11
2010-2011 Calendar	12



Contact List for 32nd District PTA and Council Treasurers/Financial Secretaries

32nd District PTA (All of Contra Costa County)

Treasurer: **Elaine O’Hanlon** 925-648-2138 ohanlon@sbcglobal.net

Bayside Council (John Swett Unified, West Contra Costa Unified)

Treasurer: **Michele Fazio** 510-304-9321 michelefazio@sbcglobal.net

Delta Council (Antioch Unified, Brentwood Union, Byron Union, Knightsen, Liberty Union High School District, Oakley Union)

Treasurer: **Mitzi Reagan** 925-978-1979 reaganm@comcast.net

Financial Secretary: **Annette Lewis** 925-625-2915 annettel@ecis.com

Las Trampas Creek Council (Acalanes Union High School District, Canyon, Lafayette, Moraga, Orinda Union, Walnut Creek)

Treasurer: **Mary Beth Moura** marybethmoura@yahoo.com

Martinez Council (Martinez Unified)

Treasurer: **Diane Beck** 925-372-8782 thebeckhome@sbcglobal.net

Mt. Diablo Council (Mt. Diablo Unified)

Treasurer: **Arnetta Jones** 925- 676-8356 arnetta1214@gmail.com

San Ramon Valley Council (San Ramon Valley Unified)

Treasurer: **Jenny Jensen** 925-828-6920 jennyjensen@hotmail.com

Financial Secretary: **Praful Patel** 925-968-1320 praful2nyc@yahoo.com

Important Due Dates



NOTE: All PTA units are in a council. Check list above for your council and council treasurer/council financial secretary contact information.

Payment	Due Date from Unit to Council	Due Date from Council to District
Early Bird (at least 15 members)	October 1	October 15
Chairman’s Club (at least 50 members)	October 1	October 15
Last day to remit per capita to remain in good standing (at least 15 members)	Bayside – October 15 All other councils – November 1	November 15
Insurance premium and Worker’s Comp form (late fees apply)	Check with council	December 1
Last day to remit to avoid charter withdrawal for nonpayment	Check with council	March 15
2009-2010 Tax Returns or extensions must be filed by November 15, 2010		

REMINDER: Per capita should be remitted through channels (unit to council to district) at least monthly. Invitations to join PTA should continue to be extended throughout the year.

A Message from Our County Superintendent of Schools

Joseph A. Ovick, Ed.D.



All schools are back in session, and the excitement among students, parents, teachers, and administrators continues to build at the prospect of the new learning experiences that lie ahead.

Although there is much anticipation and hope that normally occurs with the beginning of a new school year, the reality that awaits students this year is that school districts are facing financially challenging times and possibly fewer educational opportunities. Because the Legislature and Governor have ignored the mandates to pass a budget by June 15, many school districts throughout the state may be faced with difficulties in meeting their payrolls and avoiding a take-over by the State. The following are facts that may interest you:

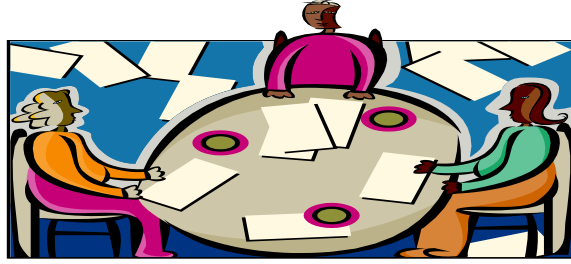
- California ranked 44th out of 50 states in K-12 spending per pupil, spending \$2,546 less than the national average. It would take \$15.4 billion for the state to reach the national average of per-pupil spending.
- The state ranked 46th in education spending as a percentage of personal income. California spent 3.28% of its personal income on public education compared to the national average of 4.25%.
- California ranked 50th out of 50 states with respect to the number of students per teacher—21.3 per teacher as compared to the national average of 13.8.
California ranked 49th for the number of students per guidance counselor, 50th for the number of students per librarian, and 46th for the number of administrators per student.

Some people would say that “it’s always about the money.” Yes, it is a fact of life that private businesses, athletic franchises, charitable foundations, governments, AND schools operate on the resources that are available. When there are fewer resources for our schools, our students suffer educationally. This is not a game to be played by some set of philosophical, political, or ideological rules. Just as all children benefit from favorable educational offerings, all children suffer when resources become tight. Although our viewpoints may differ, I strongly believe that people of good will can come together to benefit our children and their educational needs. Your support of education is needed at this desperate time, and I hope that you will communicate this support to the governor and the Legislature.



California State PTA's *eBylaws*

32nd District PTA units are now set up for e-bylaws. A new, quicker way for you to revise and update your unit PTA/PTSA bylaws! <http://www.capta.org/sections/management/e-bylaws.cfm>



Come meet with your fellow PTA members and leaders for
An informative evening at the

32nd District PTA General Meeting & Training

Monday, October 25, 2010

6:15 - 9:00pm

6:15 Dinner (Free with RSVP)

6:45 General Meeting

7:15 Program/Training

Place: Willow Creek Center, 1026 Mohr Lane, Concord, CA 94518

Choice of break-out training sessions: (please select one)

. **Parliamentarian/E-Bylaws**

(Pick up your information for on-line bylaws)

. **Finance** (Treasurer/Financial secretary/Auditor)

. **President** (VP/Secretary/Communication/Membership)

. **Dynamite PTA Programs**

PLEASE reply by October 14th so we know how much food to order.

For more information, directions, or to reply,
Contact Chris Low at poochcfl@aol.com or (925) 778-0446

If sending or leaving a message, please include your name and PTA council/unit, and
the **break-out training session** that interests you.

Membership Questions and Answers

How do I print the membership cards?

2 templates are available on 32nd District's website at: www.32ndpta.org/membership/index.html

What number do I use for the ID number?

Use your unit's National ID number, located on the front page of your bylaws. The number is also listed in the 32nd District directory.

How much are my dues?

Dues amounts are listed in your bylaws Article IV, Section 4 (usually page 3). If you cannot locate your bylaws, please check with your council parliamentarian, or 32nd District parliamentarian, Brenda Steffen ptasteffen@aol.com

What is the expiration date for the cards?

The expiration date is October 31, 2011.

Where can I find a membership remittance form?

The form is on 32nd District's website at: www.32ndpta.org/membership/index.html and in the Toolkit at: <http://www.capta.org/sections/resources/downloads/toolkit-2009/09-UnitRemittance.pdf>, or on page 334.

Sue Woodworth-Bennett

32nd District Vice President Membership

925-964-0491 bennettela@aol.com



*Checklist:***Back-to-school membership activities**

- Create a team specifically to recruit new members.
- Develop a plan for the entire year for attracting new members and retaining current members.
- Establish goals that are ambitious, but attainable.
- Assign specific tasks to team members and dates for their completion.
- Make everyone feel welcome and provide ongoing training.
- Model inclusiveness, particularly on your membership committee. Your PTA should mirror the demographics of your community.
- Make use of key resources, membership brochures, and information on PTA websites (www.capta.org and www.pta.org which include both National PTA's Great Idea Bank and California State PTA's Bank of Best Practices).
- Provide information including local, state, and national benefit information and contact information so it'd easy to contact your PTA about joining.
- Take advantage of back-to-school enthusiasm. Draft a letter or invitation from your president for use in direct mail campaigns, newsletters or as a handout for school/community events inviting attendees to become members (see the "Guidelines for an invitation letter"). Prepare a "why you should join PTA" presentation and sell the value of PTA membership. Make sure everyone has their three-minute "why PTA?" speech ready.
- Use every PTA or appropriate school event to share information about PTA and recruit members. Host a membership table with materials that inform and educate.
- Make it easy for new people to join by **asking** them to become members.
- Design a visual representation of your growing membership for display at your school, and publish or announce your membership growth in newsletters and at every meeting.
- Include articles about membership and a clip-out membership form in every issue of your newsletter or the school newsletter throughout the year.
- Collaborate with other PTAs that have been successful in their membership efforts to identify best practices you can use in your PTA.
- Evaluate and update your plan by seeking feedback from members about their reasons for belonging (Be sure to contact those that didn't re-join to issue a personal invitation).
- Celebrate your membership growth!



Guidelines for a welcoming and informative invitation to join PTA letter

Writing a letter and attaching the membership envelope or application form is a chance to inform people about the importance of your PTA (and PTA in general) and the benefits of being a PTA member. Use this same information when you make a personal, verbal “ask” and when you speak to parents at kindergarten orientation or Back to School Night. Samples of letters asking people to join PTA can be found in the Toolkit, in the Membership chapter. The following are key Elements:

Information about your membership campaign

- ◇ Membership is open to anyone interested in the welfare of children – not just parents but grandparents, aunts and uncles, neighbors, community businesses, students, staff, etc.
- ◇ The amount of dues per person.
- ◇ The membership theme and goal, as well as, any incentives.
- ◇ The membership campaign never ends, and people can join at any time.

What your PTA provides for the school

- ◇ Be specific about what PTA has provided at your school, such as programs, events and services, reading incentive programs, book fairs, Reflections, field trips, family fun nights, student recognitions, staff appreciation, Red Ribbon Week, campus beautification, etc.
- ◇ Welcome the input of members in establishing the goals and programs each year.

What membership means

- ◇ Membership provides an opportunity to join the largest volunteer child advocacy group in the nation that promotes family involvement and has been in existence for more than 100 years.
- ◇ A voice (voting rights) in local PTA meetings and representation at California State PTA and National PTA conventions. (Involvement is always encouraged but participation in monthly meetings is not required.)
- ◇ Access to parenting and advocacy information and resources.
- ◇ Members benefits (such as those provided by National PTA).

Joining a local PTA means joining the PTA association

- ◇ A portion of local dues goes to the PTA council (if in council), the district PTA,
- ◇ California State PTA and National PTA. Each of these levels of PTA provide training materials, workshops, support, newsletters, community programs, legislative representation and advocacy; thus including the local PTA as part of the national network of PTAs.
- ◇ PTA is a non-profit association of volunteers that has almost 1 million members in California and more than 5 million members nationwide.

PTA Reflections Program

41 Years of Achievement in the Arts



PTA REFLECTIONS

The new PTA® Reflections SM logo was created in celebration of the 40th anniversary of the PTA Reflections Program

2010 – 2011 Theme “Together We Can”

For 41 years, the national PTA Reflections Program has encouraged students across the nation and in American schools overseas to explore their artistic talents.

The PTA Reflections Program is designed to enhance quality arts education for students in preschool through grade 12, encouraging them to create works of art in the areas of dance choreography, film production, literature, musical composition, photography, and the visual arts. More than 500,000 students participate through their local PTAs each year – millions over the course of the program's 41 years.

The Reflections Program was established in 1969 by National PTA board member Mary Lou Anderson. Since that time, more than 10 million students have participated in the program. The program's longevity and participation figures attest to its strength. The excitement and enthusiasm that the program generates for children, parents, schools and communities is unmatched. Participation and appreciation for the arts is the Reflections Program's goal. Although the Reflections Program follows a "contest" format, winning should not be the emphasis.

Students may submit an entry in any of the six arts areas listed below. Only original works of art are accepted. Depending on local PTA guidelines, students may enter more than one work of art. The six arts areas are as follows:

Literature	Musical composition
Photography	Visual arts
Dance Choreography	Film/Video Production

Participation in the Reflections Program is organized by school grade. Student works are critiqued against others in the same grade division. This allows recognition and judging of artworks by appropriate developmental age and skill levels. The four grade divisions are:

Primary Preschool Grade 2 or up to age 7	Intermediate Grades 3-5 or ages 8-10
Middle/Junior Grades 6-8 or ages 11-13	Senior Grades 9-12 or ages 14+

Participation in the California Reflections program is open to all students in attendance at PTA/PTSA schools where the program is sponsored. Please remember that:

- ◆ Students may submit entries only through a PTA or PTSA **in good standing**. Which means that the Unit's per capita dues and insurance payments must have been submitted on time.
- ◆ All entries submitted must be original works and must relate to the annual Reflections Program theme.
- ◆ Each entry must be the work of only one student. Assistance from teachers, parents or friends is not permitted except in special cases (such as for those with visual or physical disabilities)
- ◆ Participation encourages creativity and exploration. Students should do their best, but crooked lines, incorrect musical notes, or misspelled words do not disqualify anyone.

**The deadline for submission of Reflections entries to 32nd District is
Friday, December 3, 2010.**

Units and Councils should set their own deadlines accordingly.

Rules and entry forms can be found in the National PTA summer mailing

Please note: PTA Reflections fliers and posters for the 2010-2011 program year are available at PTAReflections.org.

For more information please contact Sara Hall-Cottrell at (925) 522-9836 or sarahallcottrell@antioch.k12.ca.us.

Legislative Advocacy News



Urge the Governor and Legislature to Pass a Budget for Kids!

The Legislature and Governor have now set a new record on a late state budget that was due on June 15th. With the state facing a \$19 billion deficit, education and other critical children's programs are in jeopardy. Budget negotiations are ongoing. Both the Governor and the legislature have budget proposals that are not adequate for education and hurt children.

Join us in speaking out loudly and clearly for all the children of California.

We are asking you to do **one or more of the following:**

- **Call** the Governor and your state legislators and urge them to pass a budget that includes revenue increases for education and children's services.
- **Email** the Governor, your assembly member, and your state senator.
- **Write a letter** to the Governor.

Contact information, sample letters, emails and phone scripts are on the 32nd District PTA website (<http://www.32ndpta.org/programs/advocacy.html>) For additional information, you may wish to visit the Education Coalition website at www.protectourstudents.org.

November Election Important for Children

The election in November contains ballot measures and elections that will have a significant impact on children and youth. It is important to educate yourself and your PTA members. Included are ballot measures (PTA SUPPORTS Propositions 24 and 25 and is NEUTRAL on Proposition 19), Elections for Governor and State Superintendent of Schools, Congressmen, State Assembly members and local school board members.

A special Election issue of *PTA in California* has been just published, and can be downloaded at www.capta.org.

The 12-page newsletter is full of information on the upcoming election, including:

- What PTAs can and cannot do concerning elections
- Activities around voter registration
- Q & A with the candidates for State Superintendent of Public Instruction
- Gubernatorial candidates' statements on education
- Propositions for which PTA has taken a position
- How to conduct a candidates' forum
- Questions for school board candidates
- Information on the 2011 California State PTA Legislation Conference

Please feel free to share this among your councils and units, and encourage PTA leaders to work on election activities over the next two months. This November's election has many components that will have a significant impact on our children and youth for years to come.

Join Our Education and Legislation Email List

Would you like to get regular updates on issues affecting children and youth? Join our 32nd District PTA E-mail list by contacting Nancy Vandell, VP of Education & Legislation, at nmvandell@comcast.net.

Join Our PTA Legislative Advocacy Committee

We welcome any PTA member to join our Legislative Advocacy Committee.
Contact nmvandell@comcast.net for meeting times and more information.

Key Federal Topics Discussed in meeting with Congressman George Miller

On July 7, 32nd District PTA Legislative Advocacy Committee members Katherine Hern, Clara King, Kathy Rabun and Nancy Vandell met with Congressman George Miller to discuss PTA federal legislative priorities. Congressman Miller represents all or part of of Bay-side, Delta, Martinez and Mt. Diablo Councils. He chairs the powerful House Committee on Education and Labor, which oversees education, health and workforce programs that affect all Americans, from early learning through secondary education, from job training through retirement, so the contact was important.



Congressman George Miller
with Kathy Rabun and Nancy
Vandell

Issues discussed were:

Elementary and Secondary Education Act of 1965 (ESEA) Reauthorization: *No Child Left Behind*, the most recent version of ESEA had great intent and impressive parent involvement provisions. However, it punishes California's schools without giving them the tools or funding to provide the education that our children need. The proposed ESEA Reauthorization does a good job of retaining assessment, accountability, and other features of the existing law while offering states and school districts greater flexibility. We urged the Congressman to pass the reauthorized legislation this year and retain the parent involvement provisions, and to also fully fund ESEA. Mr. Miller said that this is also very important to him, and that he hopes to still bring in the legislation this session.

Parental Information and Resource Centers (PIRCs), established by ESEA, provide important tools for training and empowering parents for meaningful engagement and partnership with schools. We told the Congressman that it is critical that PIRC funding be continued, and he agreed.

H.R. 5211, the Family Engagement in Education Act of 2010 (McCarthy, Platts). We asked Congressman Miller to pass this PTA-supported act, which provides important provisions for engaging parents and care providers in their children's education.

Individuals with Disabilities Education Act (IDEA): It is critical that IDEA be fully funded at its 40% promise. School districts must make up the encroachment on general funds by the failure of the Federal funding of special education, and this creates enormous strain, particularly during California's budget crisis and resulting cuts to education funding. Children with disabilities need the services provided by IDEA, and the significant increase in autism results in skyrocketing costs. Stimulus funding helped to temporarily raise the federal allocation to 28%, but this needs to continue (and be increased) permanently.

Child Nutrition Act of 1966 Reauthorization: We urged the immediate updating of this act. School meal programs should reflect current science and health trends to better address the health and wellness needs of all children. Adequate nutrition improves school attendance, learning, behavior and productivity. This bill has been passed by the Senate and needs to be passed by the House and signed by the president by September 30.

Achieving a Better Life Experience Act of 2009 (ABLE): PTA supports this bill (H.R. 1205/S. 493), which would create disability savings accounts for individuals with disabilities and their families that would accrue interest tax-free, as a way to save for future needs. Congressman Miller said he was unfamiliar with the bill, but would look into it.

32nd District PTA Executive Board Contact Information

President	Wanda Waltman	925-685-3483	wandawalt@astound.net
1st VP Leadership	Kathy Rabun	925-798-5331	krabun@astound.net
2nd VP General Meetings & Special Programs	Chris Low	925-778-0446	poochcfl@aol.com
3rd VP Communications	Mona Ricard	925-586-3446	ricard@silcon.com
4th VP Education & Legislation	Nancy Vandell	925-829-2355	nmvandell@comcast.net
5th VP Parent Education & Community Concerns	-open-		
6th VP Membership	Sue Woodworth-Bennett	925-964-0491	bennettela@aol.com
Secretary	Linda Mayo	925-935-6938	mayolk@aol.com
Treasurer	Elaine O’Hanlon	925-648-2138	ohanlon@sbcglobal.net
Auditor	Janet Abelson	510-525-7709	abeljanet@aol.com
Historian	-open-		
Parliamentarian	Brenda Steffen	925-779-9718	PTASteffen@aol.com
Reflections	Sara Hall-Cottrell	925- 522-9836	sarahallcottrell@antioch.k12.ca.us
Founder’s Day	Maureen Chang	925-743-0464	chnggng@aol.com
Council Presidents:			
Bayside Council	Laura Ramos	510-724-3341	ramosla@aol.com
Delta Council	Bobbi Nugent	925-240-7912	nugentsix@yahoo.com
Las Trampas Creek Council	Kathy Ranstrom	925-376-2929	kranstrom@gmail.com
Martinez Council	Carolyn Griffith	925-228-2895	griffdoggs@aol.com
Mt. Diablo Council	Michele Miller	925-376-0194	millermtdpta@yahoo.com
San Ramon Valley Council	Anaite Letona	925-829-2456	letona4188@sbcglobal.net

Keep Communications Coming to your PTA

Mona Ricard— VP Communications

(Please mail or email to Mona Ricard, 94 Jennie Dr., Pleasant Hill, CA 94523, ricard@silcon.com)

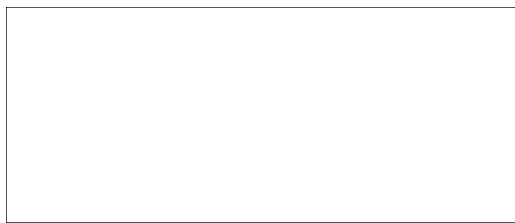
CLICK-CHECK-AND-PROTECT

Frequently, recalls and safety alerts don’t reach individuals that need them the most. Children are vulnerable to risk of injury, illness, or death from unsafe foods and products. Busy parents often don’t hear about vital safety issues and recalls. Consumers Union set out to find a way to get safety into the homes of parents with school-age children. A coalition of government agencies, parent organizations, and school administrators now disseminates recalls and safety alert information to parents and caregivers. The National School Safety Coalition puts the word out through www.clickcheckandprotect.org. Included is safety and recall information from Consumer Product Safety Commission, Food and Drug Administration and U.S. Department of Agriculture. You’ll also find internet safety and personal information from the Federal Trade Commission and, in the near future, health information from the Centers for Disease Control.

National PTA and the National School Boards Association are involved to develop innovative methods for getting safety information directly to parents through their children’s schools.


32nd District PTA 2010-2011 Calendar

Date	Time(s)	Location	Description
2010			
16-Aug	9:30 AM	CCCOE	Mid-Term Eval. & Executive Board
20-Sep	9:30 AM	CCCOE	32nd District PTA Executive Board
18-Oct	9:30 AM	Willow Creek Center	32nd District PTA Executive Board
25-Oct	6:15 PM dinner	Willow Creek Center	GENERAL MEETING 32nd District PTA
	7:00 PM meeting		
15-Nov	9:30 AM	CCCOE	32nd District PTA Executive Board
13-Dec	9:30AM	CCCOE	32nd District PTA Executive Board
2011			
10-Jan	9:15 AM	CCCOE	32nd District PTA Executive Board
22-Jan		Alhambra High School, Martinez	<i>Reflections Showcase</i>
28-Feb	9:30 AM	CCCOE	32nd District PTA Executive Board
21-Mar	9:30 AM	CCCOE	32nd District PTA Executive Board
28-Mar	6:15 PM dinner	CCCOE	GENERAL MEETING 32nd District PTA
	7:00 PM meeting		
18-Apr	9:30 AM	CCCOE	32nd District PTA Executive Board
<i>April 28 – May1</i>		<i>Long Beach</i>	<i>California State PTA Convention</i>
16-May	9:30 AM	CCCOE	32nd District PTA Executive Board
20-Jun	9:45 AM	CCCOE	2nd District PTA Executive Board
25-Jun		Willow Creek Center	Leadership Academy



or current resident

Non-Profit Organization
 U.S. Postage Paid
 Concord
 Permit 464
 California 94520


everychild, one voice.
 32nd District PTA
 962 Getoun Drive
 Concord, CA 94518
www.32ndpta.org