

AESA NEWS

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Association of Educational Service Agencies

April 2004

AESA congratulates new council members



Eastern Region Representative — Douglas Garman

Dr. Douglas Garman is the superintendent of the Wood County Educational Service Center located in Bowling Green, Ohio. In addition to providing leadership for the school districts in Wood County, Doug has also served as president of the Ohio Educational Service Center Association. Additionally, Doug served as president of the Northwest Ohio Association of School Administrators as well as serving on numerous State Department of Education advisory councils. As a community leader, Doug has served on the Bowling Green Chamber of Commerce, the Wood County Family and Children First Council, and the Wood County Juvenile Court Advisory Council.

Doug Garman has a proven track record as a leader who has enhanced the community in which he lives and works. Many of the community and professional organizations have come to rely on Doug's expertise to move them forward.



Southern Region Representative — Rick Saunders

Rick D. Saunders is the director of the Dawson Education Services Cooperative. One of 15 cooperatives in Arkansas, Dawson operates as an intermediate unit in support of 27 school districts and four colleges. The 43 staff members of Dawson ESC serve as major professional development providers.

Rick has served as state chairperson of the Arkansas ESC Directors and Legislative Committee of the Arkansas Administrators Association. He has served in many leadership roles in Arkansas education. The Association of Educational Office Personnel selected him as Arkansas Administrator of the Year 2000. He has worked as a teacher, superintendent, state administrator, and has been the director of Dawson ESC for ten years.

He believes the intermediate service agency's role of supporting schools is absolutely critical to the success of both state and Federal No Child Left Behind initiatives. He is success oriented with student achievement as the benchmark for success.



Western Region Representative — Dale McCall

Dr. Dale McCall is executive director of the Centennial BOCES in Colorado. The BOCES has 120 employees with an annual budget of \$13.5 million, serving 11 districts and 50,000 students in Northern Colorado. Dale has degrees from Colorado State University and has worked as a teacher, principal, state specialist, district administrator, superintendent and executive director for 34 years.

Dale served as president of the Colorado BOCES Association, on the board of directors and legislative cochair for six years. He has participated in the national AESA conferences since 1966 and served on the Federal relations committee for five years.

Dale believes the role of educational service agencies will continue to grow and AESA should continue influencing Federal legislation; serve as a strong voice for ESAs with the US Department of Education, congress and state educational agencies along with providing professional development, technical assistance and legislative advocacy for ESAs.

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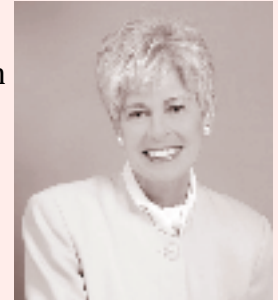
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If you were a contestant on a particularly popular television game show this month, you would be a winner if your question was, "What is the total membership of AESA?" That's right, 622 agencies in 42 states, from Alaska to Florida, now look to us as their professional association! A follow-up question might well be, "Do you think those leaders involved in the formation of AESA envisioned the association's potential to assist the membership assure both quality education and equal opportunity?" The short (and not unexpected) answer is "YES, of course they did!" In fact, a quick review of leadership initiatives over the past three decades clearly demonstrates a strong and consistent focus on membership expansion, advocacy for the value of ESA's research on best practices, professional growth opportunities, as well as technical assistance. Such intentional efforts have undoubtedly led to the unprecedented growth and professional standing the association enjoys today.



Broad recognition of the value in membership, however, brings new responsibilities for current leadership. So much so that in December 2003 the executive council formed a "standing" membership services committee. This important committee will be comprised of 12 members: two from each of the four identified geographic regions, as well as three at-large members from any region. Council president may also appoint a 12th member. The charge to the committee is to "develop and implement initiatives to assure AESA's ability to support its members."

There is another charge to the membership services committee: to facilitate the efforts of a research and development subcommittee. This specialized subcommittee will spearhead efforts for determining and conducting the research and development needs of our membership, advocating for service agencies through research and information, sponsoring institutes in ESA current issues, and other important functions.

The initial scope of work of the membership services committee has been established for 2003-06. It includes these action plans:

1. To improve communication within the membership: develop and implement a series of NETWORK OPPORTUNITIES within AESA's four geographic regions.
2. To provide TECHNICAL ASSISTANCE to new and emerging ESAs.
3. To IMPROVE COMMUNICATION LINKAGES for Federal initiatives (i.e., NCLB) at the national, regional and local levels.
4. To design and offer ADVANCED DEVELOPMENT SERVICES for member ESAs.

There is also one final initiative that I hope will gain your attention and support. It will help assure long-term success for education service agencies nationwide.

5. To INCREASE THE NUMBER OF QUALIFIED CANDIDATES FOR ESA CHIEF EXECUTIVE OFFICERS.

With the help of colleagues across the country, an AESA ASPIRING ADMINISTRATOR TRAINING COURSE has been developed and will be "piloted" this spring and summer. Once finally approved, this innovative leadership program will offer mentored internships at "host" ESAs and a learning agenda emphasizing effective governmental relations, policy and governance, partnership building, and executive briefings on current issues. Upon successful completion, the AESA council will make formal recognition of each aspiring leader.

In closing, your council has reaffirmed one of AESA's most important operating principles with the establishment of the membership services committee. Originally adopted in 1988, "Our members are our primary customers — their satisfaction is our highest priority." It's been a privilege to serve on the council and help develop a means by which the expectations of all 622 members and more will continue to be met. It's no small task, but as a member yourself, here's a new and important way to become involved: volunteer to serve on the membership services committee. That way, you'll be ready for the question, "What is 622? – or for that matter, 687?"

New project for AESA longtime supporter

AESA staff log many requests each year for information as to ESA enabling statutory language in the 41 states with these entities. Requests come from both states that are interested in establishing ESAs as well as those who are considering change so as to improve their current legislation.

While AESA does have written copies of state legislation, our response to requestors has been via paper copy and offers no searching capacity. Clearly, our ability to respond to our members does not take advantage of current technology. AESA brought this need to the attention of National Cooperative Bank. NCB provides comprehensive financial services to cooperatives and other member-owned organizations throughout the country. Headquartered in Washington, DC, NCB has offices in Alaska, California, Connecticut, Ohio, and New York.

AESA members, most notably in Connecticut, have been longtime customers of NCB. Currently, AESA has a loan with NCB and uses its subsidiary NCB, FSB for checking and investment services. Brian Talbott, AESA executive director, recently recognized the long-term relationship between our two organizations and expressed gratitude to NCB for “the investment made in AESA.”

Chuck Synder, NCB president and chief executive officer, recently said, “We value our long standing relationship with AESA and its members, and we are happy to support AESA’s database technology project.”

Watch for an announcement of the availability of this new information tool.

Research services now available

Research is key to effective decision making in today’s environment of greater accountability and challenges created by NCLB. AESA recognizes this need and has established a special relationship with the highly respected Educational Research Service (ERS) to provide research at special discounts.

“The objectivity and quality of ERS research is exactly what we need to tackle the issues facing our members and their constituent districts,” said Dr. Brian Talbot, AESA executive director. “We are confident our members will benefit from our newly formed partnership and take advantage of the latest research available.”

Research is available from ERS on a multitude of areas pertaining to K-12 education. Visit the ERS Web site at www.ers.org to receive your special AESA member discounts and search the hundreds of titles available. Use Promotion Code ES1 when ordering to receive 20 percent off of your purchase.

Summer CEO conference

The AESA council tasked the AESA Foundation to plan and carry-out this year’s summer CEO conference as a means to grow the Foundation Fund of the Future. The planning committee is chaired by Ron Fielder of Grant Wood AEA in Iowa and chair of the Foundation board. Assisting Ron are David Calchera (EASTCONN, CT), Dave Distel (Hamilton County, OH), and Ginnie Seccombe (LEARN, CT).

This year’s conference participants will enjoy a quality learning experience. Led by Jean Frankel, a partner in Tecker Associates who specializes in working with associations, we will consider the theme “The Leader’s Edge: Knowledge, Trust and Nimbleness.” Pre-conference materials will be made available via a Web site download so that attendees will be well prepared.

There will be a good amount of time available to discuss the materials presented and also to share what participants are doing in their agencies. Efforts are underway to ensure that participants have the opportunity to interact with counterparts from a variety of agencies across the country.

Building on the experience last year, AESA President Tim Gavigan will provide participants with information about the directions that AESA is considering and will solicit the guidance of those present. This is a great opportunity to practice what we have learned at the conference.

We will be meeting at the beautiful Mystic Marriott Hotel and Spa in Groton Connecticut. Rooms are available at the conference rate of \$179 per night and can be booked through the Marriott Web site (www.marriott.com) or by calling the hotel at (800) 228-9290. Conference registration can be completed on-line and the rates are \$325 if a credit card is used (AESA accepts VISA, MasterCard and American Express) or \$355 if we need to invoice your agency.

The conference is not all work! We will begin on Monday evening, July 26, with a reception at the Mystic Aquarium. The dinner that evening will feature an exciting guest speaker. On Tuesday evening, July 27, participants and their guests will enjoy a New England Lobster Bake at the Seaman’s Inn located on the grounds of the Mystic Seaport. All meals are included in the registration rate for participants. Tickets are available for spouse/guests/family members for the Monday and Tuesday night meals.

Come and enjoy this great learning opportunity while seeing the sights of southeastern Connecticut. Suggestions for airports to use and ground transportation can be found at the AESA Web site.

For comprehensive conference and registration information, please visit the AESA Web site at www.aesa.us.

EPIP: ESA Personnel Identification Project

By now, each ESA member CEO has received a letter from Brian Talbott, AESA executive director, announcing EPIP and requesting that they go to www.aesa.us/epip/login.html and, using the username and password that we have supplied, enter some information about your agency. Many have already done this and we greatly appreciate the excellent response.

We encourage those of you who have not yet entered your information to do so. Once your information is entered we will start sending information to key folks who are identified in your agency on matters of critical importance to ESAs, including Federal policy. We did not wait to reach some magic number of participants before implementing the system. We started sending messages to members once the first entry was made.

In the event that information about this program did not reach you as a member agency CEO, please e-mail either Aleck Johnson (EPIP director) at ajohnson@aesaus or Peter Young (project administrator) at pyoung@aesaus.

This program is of real benefit to agencies and to the schools and school districts you serve. Don't delay! Access EPIP and enter your agency's data today. Fifteen minutes of your time will reap substantial benefits.

AESA congratulates retirees

AESA offers special congratulations to those retiring this year from ESAs. We at AESA wish we could name all of our friends who will be moving on to golf, fishing, or consulting, but we would not want to leave anyone off that list! We know you are appreciated and will be missed by your staff and colleagues alike.

We invite you to continue your involvement in AESA by joining as an associate member. Associate members are classified as individual persons and/or retirees not associated with an ESA (or other institute) who have an interest in supporting regional educational programs. For \$75 annually, you will continue to receive this newsletter, the on-line newsletter, the annual journal *Perspectives*, as well as other mailings. You will also be listed in the membership directory, so all of your friends will know where to contact you.

Associate membership in AESA would be a great retirement gift for agencies to give to their outgoing superintendents or other staff members.

For more information, please visit www.aesa.us and click on Join AESA. You can download the brochure, fill it out, and fax it to (703) 807-1849.

Calendar of events

AESA Summer CEO Conference, July 26-28, 2004

Mystic Marriott Hotel & Spa, Groton, Connecticut.
(Please see conference article on this page 3.)

Educators Call to Action: Federal Relations, September 15-17, 2004

Hyatt Regency on Capitol Hill, Washington DC.

Please plan to attend this election-year conference for the final press on education funding and end-of-the-year legislation. More information will be sent later this spring.

AESA Annual Conference & Exposition, December 1-4, 2004

J.W. Marriott Desert Ridge Resort & Spa, Phoenix, Arizona.

Plan your agency's role in this year's conference at the beautiful new Desert Ridge Resort in Phoenix. Submit your on-line proposal to lead a compelling session, or showcase your agency and the products and services you offer. Let your staff and board know that now is the time to propose a session for consideration. The Call for Presentations process closes May 1.

Make your hotel reservations now! Registration will open later this spring. Go to www.aesa.us for information about this conference and any other AESA event.

New e-mail addresses

As of early March, AESA completed the transition to a new computer system, which is wholly owned by the association. You will notice that our Web site and our e-mail addresses now match: aesaus! You may use our new addresses immediately.

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We thank Hewlett Packard and Microsoft for their generous donations of hardware and software to the association enabling us to implement this major undertaking. Special thanks to Central Susquehanna Intermediate Unit in Pennsylvania for their ongoing technical expertise and for hosting our Web site.