

# AESA NEWS

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## AESA supports exploration and delivery of quality programs to clients

Recently many of us had an opportunity to attend the AESA Foundation's CEO conference. Among the many highlights of this conference was an opportunity to meet Dr. Robert Ballard, the noted undersea explorer, scientist and educator. As he discussed his experiences, including the discovery of the legendary Titanic, I was prompted to think of the similarity of his efforts to those of our own regional service agencies.

Clearly, the educational service agencies across our country serve as expert explorers searching new terrains to advance quality education for all children. Every day we are challenged to discover resources and provide technical assistance to those seeking to provide excellent educational opportunities for our country's children.

Not unlike the undersea explorers such as Dr. Ballard, our agencies also require a strong support team to provide the logistics and connectivity that enables the delivery of quality services to our clients. This means that our support team has two important members, AESA and the AESA Foundation.

To support your endeavors this year, AESA has mobilized a number of major efforts. These initiatives have been established and will be facilitated by three standing committees of our executive council. These committees include the Government Relations Committee lead by David Calchera and Lee Warne; the Business Relations Committee lead by Jane Crisp and Ed Schmitt; and the Membership Services Committee lead by Judith Miller and Terry Nelson.

These initiatives are focused on:

- Strengthening our advocacy efforts at the Federal level, including the U. S. Department of Education.
- Continuing to develop quality relationships with our business partners.
- Establishing a "solutions marketplace" to promote and provide access to quality services and products developed by our own members.
- Supporting our members through organized regional networking, and piloting an Executives In Residence program to support aspiring new ESA leaders.
- Providing focused research and development augmented by our recent ESA Personnel Identification Project

supported by a grant from the U. S. Department of Education.

All of these initiatives, combined with AESA's continuing technical support, publications, and advocacy represent a continuing commitment to sustaining a key "lifeline" of support for us as explorers advancing equitable and quality education.

Another key member of our national support team is the AESA Foundation. This foundation, under the excellent leadership of Ron Fielder and the AESA Foundation board, is a growing and dynamic partner for all of us. Certainly the recent CEO conference, which featured Dr. Jean Frankel and her extensive work, is yet another excellent example of the contribution that the AESA Foundation makes on our behalf.

Therefore, as we "dive" into a new school year I urge you to take full advantage of the solutions and tools of your association support team. This includes not only accessing AESA resources, but also participating in our upcoming Educator's Call to Action: Federal Advocacy conference in Washington, D.C. September 15-17 and our Annual Conference, Exposition & Showcases, December 1-4 in Phoenix, Arizona.

Finally, congratulations to all of you for your discoveries and contributions to our students and all who are serving their educational needs. As I have often heard, you do represent public education's "go to" team.



*AESA President Tim Gavigan is administrator of CESA #1 in Brookfield, Wisconsin.*

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## AESA NEWS

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## CEO's explore depths of knowledge, trust and nimbleness at summer CEO conference

**K**nowledge, trust and nimbleness were the reoccurring themes of AESA's Summer CEO Conference, recently held in Mystic, Connecticut, and hosted by the AESA Foundation. A grand kick-off reception was held at the Mystic Marine Aquarium with noted under-water explorer Dr. Bob Ballard offering a lively presentation and speech. His knowledge of underseas exploration set the tone for the remainder of the conference—as leaders, ESA CEOs must explore all areas, not just the surface area or what can be readily seen, but dig a little deeper, and not be afraid to challenge the old ways of thinking.

Featured speaker Jean spoke about the challenges of obligations of leadership and a group discussions led the at-of their peers, the handouts and materials are located on the nimbleness in adapting to educational service agencies was refreshing and rewarding.



Frankel, from Tecker Consultants, leading in turbulent times and the knowledge-based approach. Small tendees to reflect on her words, those various readings. Links to these AESA Web site at [www.aesa.us](http://www.aesa.us). Her

Despite the rainy weather, trust that the sun would come out led to a fantastic old fashion New England lobster bake, complete with bibs and plenty of napkins!

Wednesday's wrap-up included a discussion with the chairs of the three standing committees of AESA—government relations, business relations, and membership services. The chair and vice-chair of each committee presented their strategic planning proposal that was conducted at the spring AESA council meeting. These plans will drive the activities of the association. Feedback was requested and received from attendees. AESA Foundation Chairman Ron Fielder led a group evaluation of the conference. It was clear that participants felt the time well spent and the amenities enjoyable.

Thanks go to AESA Foundation Chairman Ron Fielder, for structuring the conference; Ginnie Seccombe and her staff at LEARN (AESA local agency host), for making us feel welcome and comfortable; and our sponsors—Strategic Energy, Canter and Associates, Learning 24-7, Jason Foundation for Education, and the Mystic Aquarium & Institute for Education.

## AESA participates in leadership conference in Cambridge

**B**ecause of the warm reception that attendees of the AESA 2003 annual conference gave to Ted Stillwill, chief state school officer in Iowa and president of their national association, AESA was invited to participate in their summer leadership conference in Cambridge, Massachusetts. Chief officers from over 35 states attended the Council of Chief State School Officers (CCSSO) Summer Institute to hear about "Improving Instruction; A New Commitment to Students and Teachers." Mr. Stillwill—a strong advocate for area educational agencies in his home state—asked that a panel discussion be held specifically addressing how professional development is conducted between state educational agencies and ESAs.

On the panel were Joe Marinelli, from the Wayne-Finger Lake BOCES, and Richard Mills, commissioner of education, both from New York; along with Margene Beatty, ESU 16, and Doug Christensen, commissioner of education, both from Nebraska. The panel addressed the topic of Polices and Partners in Professional Development: Working with ESAs. Our AESA colleagues and their commissioners did an excellent job of describing how effective an ESA and SEA partnership can be in delivering professional development. While the ESA structure in the states of Nebraska and New York differ in many ways, the success of the state/regional partnership was apparent.

Moderating the panel was Ron Fielder from AEA #10 in Iowa. Also representing AESA was President Tim Gavigan from CESA #1 in Wisconsin, who assisted with group discussions and break out sessions.

It is significant that AESA was invited to attend the CCSSO summer retreat. Clearly, various states are interested in partnerships that will help SEAs and ESAs provide high quality professional development to school districts. Our ESA colleagues provided good models. It would be helpful for ESAs in each state to follow-up with their commissioner as a result of this meeting.

# A tremendous opportunity to grow in your profession: AESA national conference, Dec. 1-4

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**THERE IS ONLY ONE** national conference dedicated solely to educational service agencies (ESAs). The 2004 AESA annual conference will address the unique characteristics of ESAs, including interaction with customer districts, state agencies, and Federal agencies. Other national conferences may offer a few sessions about service agencies; only AESA offers a complete conference focused on ESAs, recognizing the critical role of ESAs today in providing high quality, cost effective support programs for local school districts and local school buildings. With the *No Child Left Behind Act* and reauthorization of the Individuals with Disabilities Education Act (IDEA) and the Perkins Vocational and Technical Education legislation, the focus is on increased accountability for all children to improve. Opportunities exist for ESAs to be dynamic, innovative leaders for the schools and students they serve. Whether you are a veteran of the annual conference or new to the event, opportunities are present to learn and share with colleagues across the nation and around the world. Leverage resources . . . receive a return on your investment . . . make a difference by attending and participating in the 2004 AESA Annual Conference, Exposition & Showcases, December 1-4, 2004 at the JW Marriott Desert Ridge Resort and Spa in Phoenix, Arizona.

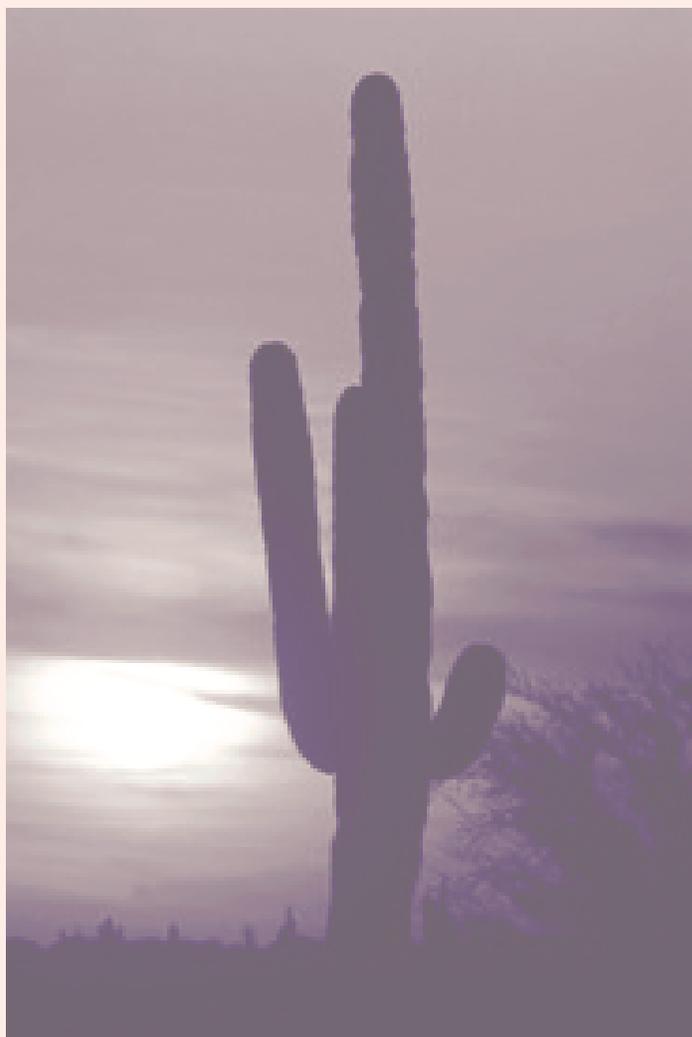
**REGISTER NOW.** Everyone is invited to be involved—board members, CEOs, ESA staff and other professionals along with spouses and guests. This new Marriott has the advantages of a very modern professional learning center. Registration and conference details are at [www.aesa.us](http://www.aesa.us).

**CONFERENCE HIGHLIGHTS** include an Internet cafe , vendor exhibitions, ESA showcases, first timers' orientation, product workshops and regional breakfasts. The first general session features a keynote address by Mervyn "Merv" Kitashima, who has been a participant in a fifty-year longitudinal study of children and families that are "at risk" or "at promise" who succeed despite the barriers to success. The Thursday general session keynote speaker is Dr. Robert Marzano, a leading researcher on improving student achievement. The conference will conclude with Dr. Eric Hartwig, a practitioner and researcher in special education. His speech, *Confessions of an Aging Rock Star*, is humorous, lighthearted and filled with music. Yet, it has a powerful message for all of us as we adjourn the conference and return to our positions to apply what we have gained from this conference.

**SPECIAL EVENTS.** Take this opportunity to join your colleagues in golfing. The Thursday night event is sure to be a fun event including dining and dancing. Make this gathering of conference attendees part of your itinerary. Sign up for this event.

Hotel accommodations are filling fast. Make your reservations now.

**A WORD OF THANKS** needs to be expressed to the partners and sponsors who underwrite part of the costs of this annual conference. Their outstanding contributions enable us to give you, our members, a much lower registration cost.



# AESA council positions are open now!

## The Call for Executive Council Nominations

is now open. AESA is your voice at the national level. By linking the local, regional, and national activities into a strong network representing ESAs throughout the country, we have become the fastest growing and one of the most influential educational groups in America. This success has been the direct result of outstanding leadership on the AESA Executive Council.

AESA is governed by a 12/13 member body including 12 council members and the immediate past president. The past president, depending on whether he or she was elected in the third or fourth year of his or her term, will either be the 12th or the 13th member.

Council candidates are nominated by region, but elected by national vote. If there are more than two nominees from a given region, a regional election will be held to determine the two finalists to be placed on the national ballot.

In order to maintain 12 council members and have four-year terms of office, each region elects council members three out of four years. This year the Western Region has the bye and will not have a nominee.

States in the Western Region include Alaska, Arizona, California, Colorado, Idaho, Kansas, Montana, New Mexico, Oregon, Utah, Washington and Wyoming. These states will, however, have the opportunity to vote in the general election.

This year's national nominations must come from the Eastern, Central, and Southern regions.

States in the **Easter Region** include: Connecticut, Indiana, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, and Vermont.

States in the **Central Region** include: Illinois, Iowa, Michigan, Minnesota, Nebraska, South Dakota, and Wisconsin.

States in the **Southern Region** include: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Texas, and West Virginia.

Following the above regional delineation, nominations for specific council positions must be submitted by filling out an AESA nomination form. All nominations and biographical statements are due at the AESA office on or before September 20, 2004. All nomination materials can be found on the AESA Web site at [www.aesa.us](http://www.aesa.us).

## Calendar of events

### Educators' Call to Action: Federal Advocacy, September 15-17, 2004

Last minute registrations are welcome! Join us for this important conference relating to Federal legislation and appropriations. Special sessions are being held for agencies with a special interest in migrant education, Head Start and early childhood education. Please log onto [www.aesa.us](http://www.aesa.us) for last minute details, including information regarding hotel accommodations. Make your congressional appointments prior to coming to D.C., and please coordinate with others attending from your state.

### AESA Annual Conference, Exposition & Showcases — December 1-4, 2004

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

Have you registered yet? Register on-line and pay with a credit card to save money. Don't forget to purchase tickets to the Thursday night special event and dinner, as well as additional meal tickets for family members and friends. AESA's registration system allows you to go back into your record and bring your receipt and your confirmation form and/or purchase additional tickets. This self-serve system is very hand and user-friendly. Please visit [www.aesa.us](http://www.aesa.us) for more information about this exciting once-a-year event.

### Future conference dates for planning:

#### AESA Annual Conference, Exposition & Showcases

November 30 - December 3, 2005  
Savannah, Georgia

November 29 - December 2, 2006  
Palm Springs, California

November 28 - December 1, 2007  
Tampa, Florida

December 2-6, 2008  
Phoenix, Arizona

#### Educators' Call to Action: Federal Advocacy

September 14-16, 2005  
Hyatt Regency on Capitol Hill, Washington D.C.