



## Business Relations Committee reviews accomplishments

This has been an exciting year for AESA's Business Relations Committee.

Business partnerships, sponsorships, and memberships make up 40% of AESA's total revenue. The committee has taken this recruiting process quite seriously and worked hard to grow and nurture these relationships. What we must always remember is that as we increase our business connections, we also increase our ability to provide cost effective services to our ESA's nationwide and strengthen our national conference offerings.

Under the leadership of our 2008-09 President Bob Witten, Central Susquehenna Intermediate Unit in Pennsylvania, the committee aligned its objectives with one of his goals for AESA, which was to develop strong and dynamic partnerships with businesses that value and support public education. We feel we have done that.

The Business Relations Committee also accomplished the following goals:

- Increased the number of Business Partners, companies that have a contractual relationship with AESA including sponsorship of AESA events, with the addition of Promethean and Computer Automation Services.
- Increased the number of Business Members from this time last year with the addition of these companies: Aflac, American Public University System, American Technology Specialists LLC, Evergreen Data Continuity Inc., Funds for Learning, Grand Canyon University, Image Now by Perceptive Software, Literacy First, National Institute for School Leadership, Netchemia, Nova Southeastern University – Fischler School of Education and Human Services, Professional Educational Service Group LLC, Questar Assessment Inc., Read MTI, VIP Tone, X2 Development Corporation, and Zonar Systems.
- Restructured the Business Relations Committee to ensure representation from all regions. The

committee members for 2009-2010 are: John Bass, TX, chair; Dan Hare, OH, vice-chair; Vicki L. Barber, CA; Twyla Barnes, WA; Wayne A. Bell, NE; Rita C.



Cook, KS; Rick S. Everitt, FL; Clark Godshall, NY; Linda G. Lowe, NC; Vickie Markavitch, MI; Bill McKinney, TX; Thomas Pagan, IN; Virginia Seccombe, RI; and, Jim R. Simeon, NC.

The Business Relations Committee also developed:

- A sponsorship program for companies that provides year-round benefits for the company and increases the services that agencies may access to supplement their programs.
- A marketing plan for new Business Members, including a brochure describing AESA and the benefits to a business. The brochure, which includes an application form, is available on the AESA website: [www.aesa.us/bus\\_members.html](http://www.aesa.us/bus_members.html).

With my selection as president-elect this year John Bass, Region 16 Educational Service Center in Texas, moves from vice-chair to chair of the Business Relations Committee. Dan Hare, Butler County Educational Service Center in Ohio, is the new vice-chair. Under their leadership the committee will be encouraging every superintendent/chief executive officer across the country to review their own agency's top business relationships and recommending to them that they become involved in AESA.

Together, with the services and products of our business partners, sponsors, and members we can all better serve the students of all our states.

*Dee Alarcon of California is AESA president-elect and chaired the 2008-2009 Business Relations Committee.*

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## Executive Council

**President:** Joseph M. Crozier

**President-Elect:** Dee Alarcon

**Past President:** Robert G. Witten

## Central Region

Cliff Carmody

Minnesota (507) 537-2250

Joseph Crozier

Iowa (319) 753-6561

Mick Loughran

Nebraska (402) 463-5611

## Eastern Region

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New York (518) 477-8771

Dan Hare

Ohio (513) 887-3710

Joan E. Schuman

Massachusetts (413) 586-4900

Robert Witten

Pennsylvania (570) 523-1155

## Southern Region

John Bass

Texas (806) 677-5010

Dee Cockrille

West Virginia (304) 529-6205

Lindy Franks

Arkansas (870) 777-3076

## Western Region

Dee Alarcon

California (707) 399-4401

Mike Cook

Kansas (620) 663-9566

Rich McBride

Washington (509) 665-2629

## Staff

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(703) 875-0739

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(203) 481-4063

Dick Moody, Associate Director

(360) 866-6331

## AESA mourns loss of Dr. Michael O'Laughlin

Dr. Michael C. O'Laughlin, superintendent of the Monroe 2 – Orleans BOCES of Spencerport, NY, died on May 23 after a brief illness. He began his career as a fourth-grade teacher, was a principal and for seven years a local district superintendent of the Kendall Central School District before joining Monroe 2 – Orleans BOCES in 2007, The Monroe 2 – Orleans BOCES News, with links to other articles, is [www.monroe2boces.org/news.cfm](http://www.monroe2boces.org/news.cfm).

On June 5, former AESA President Joseph J. Marinelli, superintendent of nearby Wayne-Finger Lakes BOCES, has been named the Monroe 2-Orleans BOCES interim superintendent while the New York State Education Department begins the process for moving forward.

## Rob Clark, Ed Barlow highlight 2009 annual conference at Austin

Ron Clark, the 2000 Disney American Teacher of the Year, and Ed Barlow, president of Creating the Future, will keynote the 2009 Annual Conference at Austin, Texas, Dec. 2-5.

Clark, whose work with disadvantaged students in rural North Carolina and in inner city Harlem gained international attention, was the subject of the made-for-TV movie, "The Ron Clark Story" with Matthew Perry playing the lead role. He has been named by Oprah Winfrey as her first "Phenomenal Man." When Disney discontinued sponsorship of the Teacher of the Year program, AESA Business Partner Great American Financial Resources became the program sponsor. Great American Financial Resources is sponsoring Clark's appearance at the annual conference.

Barlow captivates his audiences with his intuitive and well-studied perspectives as a motivational futurist. His insights into the process of change and expert facilitation skills have also been used to design and facilitate think tank and strategic planning activities in a variety of settings.

Registration for the 24th Annual AESA Annual Conference at Austin, is available online at [www.aesa.us/AnnConf2009.html](http://www.aesa.us/AnnConf2009.html). The current registration for an AESA employee, board member, or non-exhibiting AESA Business Member is \$695 online with a credit card, or \$750 by check, purchase order, mail, or fax. The rates go to \$795 and \$850

respectively on November 1.

AESA members may also register for the preconference event hosted by the National Association of Media and Technology Centers (NAMTC) for \$200.

Hotel reservations for the 2009 AESA Annual Conference at the Hilton Austin, or the new Courtyard by Marriott, which are both located across the street from the Austin Convention Center, are tied to the online registration process. The Hilton Austin rate is \$189 per night. The Courtyard by Marriott rate is \$185 per night. Because the AESA conference block of rooms fills the hotels, reservations are not available by phone or through the websites.

When you complete your online registration for the conference, you will then be referred to an online hotel reservation page linked to the registration. Once you have registered online you will receive a confirmation number and may then access the online hotel reservations system to secure your accommodation at either hotel.

The theme for this year's conference is "ESAs: Creating Tomorrow's Possibilities Today." The conference will feature keynote speakers and ESA peer-to-peer presentations on the theme in strands that include: ESA Board Members, ESAs Responding to the Current Economic Crisis, Delivering and Measuring Success, Collaboration/Community Partnerships, and Technology.

## All American Line Up of insurance offers affordable services and resources

The All American Line Up of insurance, discount services, and resources for educators from AESA's longest standing business partner, Great American Financial Resources, Aflac, and miSolutions is now available for ESAs and all the school districts, private schools, charter schools and others they serve. AESA has been working for nearly 18 months on developing this menu of services to meet the needs of its member agencies.

The Discount Benefit Program through miSolutions is a specially designed package of discount benefits that can save money on day-to-day expenses associated with medical and lifestyle issues. Also included in the All American Line Up are the Great American Plan Administration, Great American Financial Resources, Aflac's Section 125 cafeteria plans, and the "Teacher's deserve the best" program sponsored by Great American Financial Resources that provides free lesson plans from USA Today.

Each of these programs stands alone, allowing agencies, school districts, private schools, or charter schools to make independent decisions regarding the services that best fit the needs of their employees. Each agency that signs up for the program will have its own web site. Local school districts, private schools, charter schools or city and county governments affiliated with ESAs may also have their own web sites. The web site is set up is provided by staff at Great American. The only staff time required for the program of the ESA or any other agency is the normal HR function of enrolling staff if the group program is selected. The AESA has negotiated a royalty agreement for the miSolutions program and will present that opportunity to ESAs during program presentations. Due to some state restrictions, not all discount services are available in some states. The Discount Benefit program includes:

- Coast to Coast Vision that will save you money on vision needs, including eyeglasses, contact lenses and laser surgery at more than 12,000 locations. For contact lenses, mail order discounts for disposable lenses

are available from many convenient providers.

- New Benefits Retail and Mail Order Pharmacy that will save you an average of 30% on prescription drugs. Individual quotes on prescriptions are available from [www.rxpricequotes.com](http://www.rxpricequotes.com) .

- Aetna Dental Access ® gives you access to 76,000 dentists with 15%-50% discounts on routine specialty care.

- TelaDoc™ National network of state licensed primary care physicians providing cross coverage consultations 24 hours/365 days a year. TelaDoc™ physicians use medical records and telephone consultations to diagnose, recommend treatment and write short term prescriptions, when appropriate. TelaDoc™ does not replace the existing primary care physician relationship, but instead enhances it with an efficient, cost-effective alternative for minor medical problems.

- VIP Health and Wellness for savings on vitamins and diabetic supplies. It provides mail-order diabetic supplies and one-stop shopping online or toll-free telephone for thousands of top brand vitamins, supplements, herbs, organics, and natural health care products at up to 80% off retail everyday.

- Roadside Assistance for roadside assistance 24/7, 365 days a year to assist members when owned or leased vehicles are disabled as a result of unavoidable circumstances.

- Travel Assistance provides access to a global network of practicing physicians, travel assistance personnel and emergency evacuation benefits when traveling 100 miles from home and suffering a serious injury or illness. d Washington.

For more information on the AESA All American Line Up including program costs options and royalty opportunities contact AESA Associate Director Dick Moody at [dmoody@aesa.us](mailto:dmoody@aesa.us) or Great American Financial Resources National Manager of Affiliate Programs Pete Titone at [ptitone@gafri.com](mailto:ptitone@gafri.com) .

## Computer Automation Systems offers special education services

Computer Automation Systems (CAS) of Mountain Home, AR, is AESA's newest Business Partner, having completed due diligence by AESA legal counsel and negotiated a contract for services. CAS will be a sponsor at this year's Summer CEO Conference in Napa, California, and the Annual Conference in Austin, Texas.

In 1996, Computer Automation Systems introduced SEAS™ as a special education management system. At the time, its main focus was helping teachers complete compliant IEPs for their special education students. Over the years, SEAS has evolved into a full special education management system with many components – just as special educators have many more responsibilities than just completing an IEP. SEAS is now used by over 2,000 school districts, charter schools, educational service agencies, and state departments of education nationwide.

It is the mission of CAS to help school districts manage all aspects of their special needs programs.

### The CAS solutions include:

- K-12 Special education automation, management and reporting
- Medicaid reimbursement and other revenue recovery services
- Remotely delivered Professional Development content
- Achievement plans for all special populations
- State-level special education monitoring automation and reporting

### CAS has been awarded state contracts in:

- Early childhood intervention
- IEP Management
- Medicaid automation and claiming
- DOC Special education management

For more information about the Computer Automation Systems programs for ESAs, contact Lydia Brasch, Educational Service Agency Program Director, at (402) 380-3691 or toll free (877) 221-7327 or [lydia.brasch@computerautomation.net](mailto:lydia.brasch@computerautomation.net) . For more information about CAS, go to [www.computerautomation.com](http://www.computerautomation.com) .

## AESA council nominations due September 12

Nominations for AESA Executive Council members from the Eastern, Central, and Western Regions are now open and will close on September 12. Each year three council members are elected to a four year term, with one region having a bye. This year the Southern Region does not elect a new member.

The AESA Executive Council is the governing body of the association, and meets four times annually in the spring, summer at the CEO Summer Conference, fall at the Educators' Call to Action Conference, and winter at the AESA Annual Conference. Newly elected council members will begin their term at the spring 2010 meeting. Council rules prohibit nomination from a state with a retiring member. Ending their terms on the council in spring 2010 are: Joan Schuman of Massachusetts, Eastern Region; Joe Crozier, Iowa, who next year will continue as past president, Central Region; and, Rich McBride of Washing-

ton, completing the unexpired term of Terry Munther of Washington, who retired in 2008.

States in the regions with a nomination this year are:

- Central: Illinois, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin. Iowa is not eligible to nominate this year.
- Eastern: Connecticut, Indiana, Maryland, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, and Vermont. Massachusetts is not eligible to nominate this year.
- Western: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Montana, Nevada, New Mexico, Oregon, Utah, and Wyoming. Washington is not eligible to nominate this year.

The nomination packet is available from the AESA website at: [www.aesa.us/About/2008-2009\\_Call\\_for\\_Nominations\\_Executive\\_Council.pdf](http://www.aesa.us/About/2008-2009_Call_for_Nominations_Executive_Council.pdf).

## AESA national award nominations due August 8

Nominations for AESA's four national awards to recognize individuals for outstanding contributions to educational service agency programs at the regional, state, and national levels will close on August 8.

The awards will be presented at the 2009 annual conference at Austin. The four awards are:

**Justus A. Prentice Award**, given to an individual for contributions through executive leadership in the advancement of educational service agency programs at the regional, state, and national levels. Nominees have included past or present educational service agency executives and staff.

**Walter G. Turner Award**, given to an individual citizen who has made outstanding contributions in the advancement of educational service agency programs at the regional, state, and/or national levels. Nominees could include board members, state/national legislators, and local/state/national educators, and professional association staff.

**E. Robert Stevens Award**, given to an individual for research, writing, and/or publishing of information that

advances the understanding of educational service agency programs at the regional, state, and/or national levels. The work(s) may include, but is (are) not limited to, articles, monographs, dissertations, a book chapter, or a book. Nominees could include any individual whose work(s) meet(s) the intent of this award.

**Brian L. Talbott Award**, established this year by the AESA council. "The award is established in honor of current AESA Executive Director Brian Talbott in recognition of his exceptional service to ESAs nationwide and more specifically as a visionary in the area of educational technology and innovation," said AESA President Joe Crozier. He said the purpose of the award is to recognize the extraordinary AESA individuals and/or teams of individuals who have shown exceptional innovation in the area of technology either in providing greater service to local districts within an ESAs service area and/or innovation and service to the ESA itself.

Applications for the four awards are available from the AESA website at: [www.aesa.us/awards.html](http://www.aesa.us/awards.html).

## AESA News goes digital!!

AESA News is going digital. This issue of the AESA News will be the final print newsletter for the association. Beginning with the fall 2009 issue, AESA News will be published as a pdf document, e-mailed to every agency and available for download from the AESA website.

The AESA council considered the printing and mailing costs of the AESA News in adopting the 2009-2010 budget, and decided to make this change. In addition to the cost savings, the digital format will give AESA the opportunity to increase the number of pages when it is deemed appropriate for more in-depth information on topics like the federal legislative and policy issues.

## The Educators' Call to Action: Federal Advocacy Conference Sept. 14-16

The Educators' Call to Action: Federal Advocacy Conference is a unique opportunity for you to explore the hot issues being discussed on Capitol Hill and speak directly with your Senators and Representatives about the issues that are important to your local districts and educational service agency.

The conference is strategically timed so that you will be on the Hill just before final decisions about education funding are made. Participants should make individual appointments with their Congressional representatives prior to traveling to Washington D.C.

All activities, other than appointments with Senators and Representatives, will take place at the Arlington Residence Court (ARC), 1200 N. Courthouse Road, Arlington, VA.

Register today, and make your hotel reservations before August 31, 2009, by calling (703) 524-4000. Let them know you are attending the AESA Educators' Call to Action conference to receive the special conference room rates of \$209 for a studio suite or \$229 for a one bedroom suite per night (rate includes breakfast and dinner at the hotel).

Log on to [www.aesa.us](http://www.aesa.us) for registration and information.