

A publication of the Association of Educational Service Agencies

Alarcon becomes AESA president, Baldwin president-elect, and three new council members seated at spring meeting

Dee Alarcon, superintendent of Solano County Office of Education in California, became president of AESA at the May 3-4 spring council meeting in Cincinnati. Joining Alarcon as officers of AESA were James Baldwin, superintendent of Questar III BOCES in New York, president-elect; and Joe Crozier, superintendent of Great Prairie Area Education Association in Iowa, immediate past president.

AESA also welcomed three new council members at the spring council meeting. New council members are Marjorie Wallace, Northwest Tri-County Intermediate Unit 5, Pennsylvania, representing the Eastern Region; Bruce Dennison, Bureau, Henry, and Stark Counties Regional Office of Education, Illinois, representing the Central Region; and R. Stephen Aguirre, High Plains Regional Educational Cooperative, New Mexico, representing the Western Region. The Southern Region had a bye this election.

Ending their terms on the council were Joan Schuman of Massachusetts, Eastern Region; Rich McBride of Washington, Western Region, completing the unexpired term of Terry Munther of Washington, who retired in 2008; Crozier, Central Region, who continues as past president through Spring 2011; and, Bob Witten of Pennsylvania, Eastern Region, who served 2009-2010 as past president.

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.

AESA congratulates newly installed executive officers:



*Dee Alarcon
President*



*James Baldwin
President-Elect*



*Joe Crozier
Past President*

AESA congratulates new executive council members:



*R. Stephen Aguirre
Western Region*



*Bruce Dennison
Central Region*



*Marjorie Wallace
Eastern Region*

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President-Elect: James Baldwin

Past President: Joseph Crozier

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Jukes, Bramante highlight 25th annual conference in Savannah

by James Baldwin, AESA president-elect

Ian Jukes, director of the InfoSavvy Group, and Fred Bramante, the longest standing member of the New Hampshire State Board of Education, will highlight the 2010 Annual Conference in Savannah, Georgia, December 1-4.

Named one of the top educational speakers in the country, Jukes' rambunctious, irreverent and highly-charged presentations emphasize many of the practical issues related to restructuring to meet the needs of students. Jukes works with school districts, businesses and organizations all over the world to help reshape their futures. He is also publisher and co-editor of the Committed Sardine Blog read in more than 60 countries.

Bramante has led a full-scale effort to redesign public education in New Hampshire, particularly at the high school level. His work has earned him rave reviews across the country. A former candidate for governor, past chairman of the state board of education and former middle school science teacher, Bramante also founded a part-time business in 1972 that is now one of the largest music retailers in the country.

AESA has also invited former U.S. President Bill Clinton to serve as our keynote speaker on Saturday. As Governor of Arkansas, Clinton played a vital role in promoting the Arkansas Education Service Cooperatives.

You may register for the 25th Annual AESA Annual Conference online at www.aesa.us/AnnConf2010.html or by fax at (203) 483-7550. The rate for an AESA employee, board member, or non-exhibiting AESA Business Member is \$725 online with a credit card, or \$780 by check, purchase order, mail, or fax. The rates go to \$825 and \$880 respectively on November 1, 2010.

AESA members may also register for the preconference event hosted by

the National Association of Media and Technology Centers (NAMTC) November 30 - December 1 for \$220.

Unlike other national conferences, AESA registration fees also include two breakfasts, two lunches and a brunch for your convenience.

Hotel registrations at the Westin located adjacent to the convention center, Marriott on the historic riverfront, or the Hyatt on River Front Plaza are tied into AESA's online registration process. When you complete the conference registration online, you will be directed to a special online hotel reservation page. Alternately, you can fill out the registration form in the brochure and fax it to AESA. Once we receive it, we will send instructions as to how to secure your hotel room.

The theme for this year's conference is "ESAs: Meeting Challenges, Celebrating Successes." It will feature keynote speakers and ESA peer-to-peer presentations on four strands. Please visit www.aesa.us for more information.

James Baldwin, superintendent of Questar III BOCES at Castleton, New York, is AESA President-Elect.

Save the dates

Registration is now open on the AESA website for this year's events:

2010 AESA Foundation Summer CEO Conference, July 19-22, Grove Park Inn, Asheville, North Carolina
2010 Educators' Call to Action Conference, Sept. 20-22, Arlington, Virginia

2010 Annual Conference, Dec. 1-4, Savannah, Georgia

Future AESA Annual Conferences:
2011 - Nov. 30 - Dec. 3, Colorado Springs, Colorado

2010 - Nov. 28 - Dec. 1, Tampa, Florida

AESA Executive Council nominations now open!

by Dee Alarcon, AESA president

Each year the Association of Educational Service Agencies (AESA) shares with its members the Call for Executive Council Nominations. As president of AESA, I ask that you think about serving on the council.

AESA is a respected and growing organization. We have a very strong association agenda for this year that includes work being conducted by the following committees: membership services, governmental relations, business relations, research and development, and the global education ad hoc committee. The annual conference in early December has grown exponentially over the last decade. I believe this growth is due to the hands-on efforts of our members and executive council. The annual conference, as well as other association activities are organized by AESA members.

While there is an expectation of real involvement and, yes, actual hard work; personal and professional growth by council members is significant. It is an experience that council members enjoy very much.

AESA Bylaws, Article III, Section (b) states "In order to maintain 12 council members and have four-year terms of office each region elects council members three out of four years. The election sequence will be determined by the council with each region having a bye every four years." This year the Eastern Region has the bye and will not have a nominee. The states in the Eastern Region are Connecticut, Indiana, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island and Vermont. These states will, however, have the opportunity to vote in the national election. This year's national nominations must come from the Central, Western and Southern regions.

All nomination materials, including information on council responsibilities and other information about the role of council members, can be

found on the AESA Website <http://www.aesa.us>. Nominations, biographical statements, signed pledge letter, and a digital picture are to be sent to Peter C. Young, AESA Chief Financial Officer, 53 Hotchkiss Grove Rd., Branford, CT 06405-5409 on or before September 10, 2010.

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 associations in America. This success has been the direct result of outstanding leadership on the AESA Executive Council.

AESA is governed by a twelve/thirteen member body including twelve council members and the immediate past president. The past president, depending on whether he/she was elected in the third or fourth year of his/her term, will either be the twelfth or thirteenth member. In order to maintain twelve council members and have four-year terms of office, each region will elect council members three out of four years. The election sequence was determined by the council with each region having a bye every four years. This year the Eastern Region does not elect a council member.

The AESA regions are:

- Central: Illinois, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin.
- Southern: Alabama, Arkansas, Florida, Georgia, Kentucky,

Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Texas, Virginia, West Virginia.

- Western: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Kansas, Montana, New Mexico, Oregon, Utah, Washington, Wyoming.
- Eastern (Bye – No Council nomination this year): Connecticut, Indiana, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont.

Current Council Members by region are:

- Eastern: James Baldwin, New York (President-Elect); Dan Hare, Ohio; and Marjorie Wallace, Pennsylvania.
- Central: Bruce Dennison, Illinois; Cliff Carmody, Minnesota; Mick Loughran, Nebraska; Joseph Crozier, Iowa (Past President).
- Western: R. Stephen Aguirre, New Mexico; Dee Alarcon, California (President); Mike Cook, Kansas.
- Southern: John Bass, Texas; Dee Cockrille, West Virginia; Lindy Franks, Arkansas.

Each state may have only one voting representative on the council at a given time. Therefore, states with current council members cannot have a council member elected from their state this year. However, those states may nominate persons for the council.

No state shall be represented by an elected member on the council for more than four consecutive years, except in the case of the past president where the past presidency may occur in his/her fourth or fifth year, depending on the year he/she was elected president.

Council members may not serve consecutive terms of office. The state whose council member serves as past president is ineligible during the year of the past presidency.

Perspectives welcomes research articles on service agencies

Editor Bill Keene, editor of *Perspectives*, AESA's research journal, welcomes manuscripts from all those interested in the work of service agencies in the United States. The journal publishes articles of research as well as opinion. Interviews with public officials (legislators, chief state school officials, business leaders, etc.) regarding their positive views of the work of service agencies are also welcome since they can be helpful to colleagues in other states where the environment might not be so friendly.

Anyone currently working on a topic, or who would like information about how to prepare a manuscript, may contact Bill Keene at Keane@oakland.edu or by phone at (248) 370-3094. Keane said any necessary editorial assistance to make the manuscript ready to publish will be provided.

AESA also requests any doctoral dissertations or masters projects regarding educational service agencies be submitted to be posted in the research section of the AESA website. If you or anyone on your staff has completed a dissertation or project, please send those documents to info@aesa.us.

Seventy-two peer-to-peer breakout sessions scheduled at AESA Annual Conference

This year's AESA Annual Conference will highlight 72 breakout sessions presented as peer-to-peer sessions by ESA staff and board members. "We received over 100 applications. Our reviewers across the county had a tough time recommending the finalists, as this was one of the best years we have experienced in the quality of applications. Unfortunately, we have a limited number of slots," said AESA Executive Director Brian Talbott.

This year's conference theme is Meeting Challenges ... Celebrating Success. The 72 breakout sessions will be presented in four strands:

- ESA Board Members setting direction through policy, leadership, and innovation
 - ESAs assisting schools in meeting the four U.S. Department of Education principles:
 - o Achieving equity in teacher distribution/certification
 - o Improving the collection and use of data
 - o Improving the quality of standards and assessment
 - o Improving struggling schools
 - Technology leading us into the future through student, financial, online learning, data warehousing, student learning systems, personal learning networks, and global networking.
 - Innovative ESA programs that meet challenges and demonstrate success
- Online conference and hotel registration for the conference is now open on the AESA website at www.aesa.us.

Four start Executives in Residence program

Four applicants have been selected for the 2010-2011 AESA Executives in Residence program. The program is a yearlong, performance-based opportunity that includes a strong mentor component by CEOs of the council and host organizations to provide access to a variety of leadership experiences to the participants.

The 2010-2011 cohort of Executives in Residence includes: Sharon Henson, associate executive director, Educational Service Center 12, Texas; Anna McClane, managing director, Educational Service Center 4, Texas; Stephen Nielsen, assistant superintendent—finance, Puget Sound Educational Service District, Washington; and Cruz Antonio Pagan, chief technology officer, Hampshire Educational Collaborative, Massachusetts.

The program uses a cohort model providing national networking and communication, begins in July of each year at the AESA Foundation CEO Conference, and includes participation at each national AESA event along with time at an ESA selected by the participant for a "job shadow" opportunity with an ESA superintendent/ceo .

The 2009-2010 Executives in Residence cohort is in the process of completing their activities. That cohort includes: Bob Baker, managing director, support services, Region 4 Education Service Center, Texas; Lisa Fry, programs/services administrator Grant Wood Area Education Service Center, Iowa; Jerry Maze, associate executive director, Region 12 Education Service Center, Texas; and, Janet Sloand, director, Montgomery County Intermediate Unit, Pennsylvania.

Agencies interested in participating in next year's AESA Executives in Residence program either with staff participation, in hosting an executive in residence, or simply interested in learning more about the program may send an email to: info@aesa.us.

Nominations now open for Prentice, Turner Stephens, and Talbott national awards

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 are open and will close on Friday, August 6. The nomination information, guidelines, and annual awards cover sheet are available from the AESA website at: <http://www.aesa.us>. The awards will be presented at the 2010 Annual Conference, December 1-4 at Savannah, Georgia.

Following are descriptions about each of the AESA national awards:

Justus A. Prentice Award

The Justus A. Prentice Award is given to an individual for contributions through executive leadership in the advancement of educational service agency programs at the regional, state, and national levels. Criteria for the award are: 1. Advancement of the goals and philosophies of educational service agencies; 2. Outstanding accomplishments and innovative practices; 3. Exercise of leadership; and, 4. Service to educational service agencies.

Nominees have included past or present educational service agency executives and staff. The 2009 Justus A. Prentice Award was presented to Dr. William McKinney Executive Director of Region 4 Education Service Center at Houston, one of the largest ESAs in the United States.

Walter G. Turner Award

The Walter G. Turner Award is 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. Criteria for the award include: Advancement of the goals and philosophies of educational service agencies; 2. Outstanding accomplishments and innovative practices; 3. Exercise of leadership; and, 4. Service to educational service agency community.

Nominees could include board members, state/national legislators, and local/state/national educators, and professional association staff. The 2009 Walter G. Turner Award was presented to Michael P. Flanagan, Michigan State Superintendent of Public Instruction. Flanagan previously was a K-12 superintendent of the largest ESA in Michigan, executive director of the Michigan Association of School Administrators and the Michigan Association of Intermediate School Administrators.

E. Robert Stephens Award

The E. Robert Stephens Award is given to an individual(s) whose research advances the understanding of educational service agencies at the regional, state, and/or national levels. The work(s) may include, but is (are) not limited to: articles, monographs, dissertation, a book chapter or a book. Nominees could include any individual whose work(s) meet(s) the intent of this award and adds to the research base on educational service agencies. Criteria for the award include: 1. Advancement of the goals and philosophies of educational service agencies; 2. Scholarly nature of the work(s); and, 3. Impact of the research on educational service agencies.

Nominees could include any individual whose work(s) meet(s) the intent of this award. The E. Robert Stephens Award was not presented in 2009.

Brian L. Talbott Award

The Brian L. Talbott Award is given for outstanding contributions through innovative technology support to constituent schools that caused positive improvement to be made, and through the effective use of technology to enhance the agency's own operation and accountability. Criteria for the award include: 1. Advancement of the goals and philosophies of educational service agencies; 2. Evidence that agency/person has provided innovative technology support to constituent schools in the areas of instruction and/or business management that has caused positive improvement; and/or 3. Evidence that the agency/person has effectively used technology for enhancing the agency's own operation and accountability.

The 2009 Brian L Talbott award was presented to Geoff Craven, Telecommunications and Technical Support Manager of Central Susquehanna Intermediate Unit in Pennsylvania.

Federal, state officials highlight AESA Foundation's Summer CEO Conference

US Department of Education Deputy Assistant Secretary for Rural Outreach John White and former Iowa Director of Education Judy Jeffrey will highlight this year's AESA Foundation Summer CEO Conference, July 19-22 at Asheville, N.C.

This year's conference is designed to provide an opportunity for superintendents/CEOs and leadership teams from ESAs across the nation to interact with their peers as they plan for the future.

Sessions include "ESAs Working with SDEs and LEAs" led by Jeffrey with an ESA panel on how ESAs are using Race to the Top and i3 proposals, facilitated work on developing a document to guide ESAs in proposal preparation for the next round of competitions, and leader-to-leader sessions.

The Summer CEO Conference program is available for download from the AESA website. Registration is now open from the AESA website. For more information or to register, please go to: www.aesa.us.

National Rural Education Technology Summit July 21

U. S. Secretary of Education Arne Duncan and Secretary of the Smithsonian Institution G. Wayne Clough will engage experts in education and industry at a National Rural Education Technology Summit in Washington D.C. on July 21, 2010, at the National Museum of the American Indian.

The purpose of the meeting is to share innovative practices for improving teaching and learning in rural schools. The presentations will focus on how rural schools can use technology to overcome the challenges of distance and isolation.

Attendance is limited to the first 170 registrants. To register, go to: www.fsaregistration.ed.gov/profile/form/index.cfm

On July 20, the Smithsonian will offer behind-the-scenes tours of its most popular museums and host a reception at the National Museum of Natural History. Details on the tours and reception will be provided upon your registration.

Special hotel rates of \$170 per night, plus 14.5 percent tax, has been arranged at the Courtyard Washington DC/US Capitol, 1325 2nd Street NE, and a limited number of rooms at the L'Enfant Plaza Hotel, 480 L'Enfant Plaza SW. The Courtyard Plaza Washington DC/US Capitol is the closest hotel to the National Museum of the American Indian. The special rates are available until July 6.

To register at the Courtyard Washington DC/US call (888) 236-2427 or (202) 898-4000, and use the conference code: US Department of Education July Room Block. To register at the L'Enfant Plaza Hotel call reservations at (800) 635-5065 and reference the conference/booking code DOEJ20 under the group name: U.S. Dept of Education – National Rural Technology Meeting.

Questions about the Summit can be emailed to Special.Events@ed.gov

Major Federal legislation focus of Educator's Call to Action Conference

With Congress considering changes in the Elementary and Secondary Education Act which is scheduled for reauthorization, along with changes in categorical and grant programs, and K-12 funding formulas, this year's Educators Call to Action Conference will provide participants up-to-the minute briefings and opportunities to discuss their ideas or concerns with their members of Congress.

The 2010 Educators' Call to Action Conference will be September 20-22 at Arlington, Virginia.

Registration for the conference is now open. Registration and hotel reservations may be completed online at the AESA website: www.aesa.us.

Nova Southeastern University's first AESA graduate cohort ready to begin studies

The first Nova Southeastern University AESA graduate cohort is set to begin studies this fall. AESA Executive Director Brian Talbott said the new program provides a unique opportunity for educational service agency staff who are considering a masters or doctorate with an emphasis on ESA operations and programs.

Talbott said, "We have worked for nearly a year with Nova Southeastern University to customize this program. Nova has listened, and has created a curricula uniquely focused to the unique educational, business, and leadership roles of ESAs."

Nova Southeastern University (NSU) Master's and Doctorate Programs in Organizational Leadership provides ESA staff and local school district staff interested in an ESA leadership role with the ability to:

- Find the course content you have been seeking including classes that incorporate the topics of entrepreneurship, non-profit accountability, accreditation, operations, and investing as well as techniques for influencing statutes and political agendas.
- Develop strategic action plans using cutting-edge education and business models that will organize, motivate and guide others to achieve organizational and team goals.
- Benefit from leadership perspectives of the information age and the success of international education and educators.
- Enroll in a program that was designed for you, with the guidance and support of your AESA leadership. Attend an international University that was voted #1 Online University in 2008 by OED, is the 6th largest not-for-profit accredited university in the country and has the most innovative, accessible, and technologically advanced programs in the nation.

For more information about the Nova Southeastern program, contact AESA Executive Director Brian Talbott at btalbott@aesaus or call (509) 935-7300.