

AESA NEWS

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Association of Educational Service Agencies

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AESA congratulates new council members



Central Region Representative — Lee Warne

Lee Warne is the executive director of the Southwest/West Central Service Cooperatives, District #991 at Marshall, Minnesota. The SW/WC Service Cooperatives serves 66 public school districts in Minnesota. Lee served as the deputy executive director for four years and has been the executive director since 1996. He also has served as superintendent of schools, high school principal, and teacher over the past 30 years.

Lee has been an active leader in Minnesota education. He is president of the Minnesota Rural Education Association and past chair of the Minnesota Service Cooperative Directors. Lee believes the role of educational service agencies continues to grow. He is committed to a collaborative approach to addressing members needs and will bring this approach to his service for AESA.



Southern Region Representative — Judith H. Miller

Judith Miller is executive director of the East Mississippi Center for Educational Development, Inc. (EMCED); and interim chair and assistant professor of educational leadership for the Division of Education at Mississippi State University, Meridian, Mississippi.

Judith's career highlights include extensive work with rural school districts in the areas of technology, team building and strategic planning. She also developed and implemented Project Right Start, a new teacher induction program and has extensive experience in grantsmanship.

In addition to her current position, Judith's occupation includes being assistant professor and program coordinator for educational leadership at Mississippi State University. She served as public school teacher and administrator for Meridian Public Schools, 1980 to 1995.



Western Region Representative — Edward L. Schmitt

Dr. Edward L. Schmitt is the superintendent of Oregon's largest ESD providing comprehensive services to eight districts in Multnomah County including the Portland Public Schools. He oversees a budget of \$70 million. He is currently serving as president of the Oregon Association of Education Service Districts and is a leader of the Oregon Public Education Network. He has worked as a teacher, principal, college instructor, district administrator, and superintendent in both Iowa and Oregon.

Ed Schmitt is a distinguished educational leader who has won the support of his colleagues in both metropolitan settings and in the most isolated reaches of Oregon because he solves problems by looking for the good of the whole. He is thoughtful, well organized, visionary, articulate, and reflects a sincere interest in his communication with others.

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Council adopts 2003 Legislative Agenda

AESA's governmental relations committee met in January in Washington DC to formulate the 2003 Legislative Agenda. This document guides the association and its members as they seek changes to federal legislation. The executive council approved the document at the winter council meeting on February 20. You can access and print a copy of the entire document from the AESA Web site at www.aesa.us. Please familiarize yourself with this document, in preparation for meetings with your elected officials and their staffs.

With the reauthorizations of Individuals with Disabilities Education Act (IDEA), the Carl D. Perkins Vocational and Technical Education Act, and the Higher Education Act all scheduled for action this year, there are many suggestions for inclusion of ESAs in these federal laws. First and foremost, AESA will advocate for the definition of ESAs found in No Child Left Behind to be included in these three laws.

The AESA governmental relations committee is made up of one voting member from each state. In addition to formulating the association's federal legislative positions for 2003, this important committee reviews and revises the Beliefs that Guide the Association's Governmental Relations Activities.

Federal relations meeting planned: save the date!

Join your colleagues for the Educator's Call to Action, AESA's federal relations conference. It will be held September 10-12, 2003, at the Hyatt Regency on Capitol Hill, 400 New Jersey Avenue, Washington DC, just a short walk to the Hill for those important meetings with your senators and representatives.

The conference starts with a welcome reception on Wednesday evening, followed by a breakfast and topical sessions before heading to the Hill on Thursday. Friday will start with a breakfast speaker, additional time for Hill visits and conclude with the awards/speaker luncheon. Participants are expected to make their Hill appointments prior to coming to Washington for the Educators' Call to Action conference.

More information regarding hotel rates and conference registration will be available on-line at www.aesa.us later this spring. Please check the Web site for your AESA conference registration needs.

Find us now at www.aesa.us!

AESA has a new Web site address - www.aesa.us. Now don't type .org, because that will take you to the Armenian Engineers and Scientists of America!

The launch of www.aesa.us ushers in a era of new technologies for the association. Not only will you receive lower conference rates for registering on-line and paying with a credit card, but you will shortly be asked to conduct survey's on behalf of the association on-line as well. Like last year, only on-line submissions for the call for presentations will be accepted.

On AESA's Web site you will find information on registration, agendas and hotel information for all up coming events!

Please bookmark the new Web address. And, if your agency has a link from your site to the association's, be sure to let your Web master know of the change. AESA's former URLs (www.aesa.org and www.aesa-serves.org) will automatically forward to the new address.

Two biggest mistakes in public speaking

How to avoid them, by Mr. Per, America's confidence coach

Have you ever been in a car when the driver was lost? How long did it take you to figure out that the driver was lost? Almost instantly, which did what for your confidence in the driver? When a speaker stands up to speak and is lost, how long does it take for the audience to realize it? Immediately, which causes the audience to lose confidence in the speaker and disengage from what the speaker is saying. One of the two most common mistakes in public speaking is that the speaker stands up to speak and is lost.

When you are lost while driving, you are lost for one of two reasons. You either know where you are, but don't know where you are going. Or you know where you want to go, but don't know where you are. A speaker is lost for the same two reasons. He is lost when he knows where in his speech he is, but doesn't know what destination he is driving the audience to. Or he knows where he wants the audience to end up and yet doesn't know where he is in his speech.

Confident speaking requires both a destination and a map.

Destination

Your speaking destination is what you want the audience to know, think/feel and do. What the audience knows are called facts, what they think/feel are thoughts and emotions, and what they do are actions. This combination of intellectual knowledge, cognitive thought, aesthetic emotion and physical action is the foundation of human experience. The better you are at engaging the audience with all four elements, the greater your ability to relate to them.

To develop your destination, write 'facts,' 'thoughts/emotions' and 'actions' on the top of three blank pieces of paper. Now fill up the pages with what you want the audience to know, think/feel and do. My advice is to spend 25 percent of your speech development time detailing your destination.

Story/points

This brings us to the other common mistake in public speaking. The speaker makes a point, without telling a story, or tells a story without making a point. Telling a story builds energy, however with no call to action the audience has no direction at which to point that energy. Making a point is a call to action, however with no energy, it is nothing more than an intellectual point. When you tell a story, always make a point. When you make a point, always have told a story. The body of your speech is story/points. To develop your story/points, list personal stories that would be relevant to the audience. List points you would like to make, and cross-reference between the two. Spend about 50 percent of your development time on your story/points.

Building your speech map

Now that you have your destination and story/points, you are ready to create your speech map. For each story/point, find two-to-five key words that remind you of that story/point. For example, if a story/point relates to a difference between men and women, your key words could be 'gender differences.'

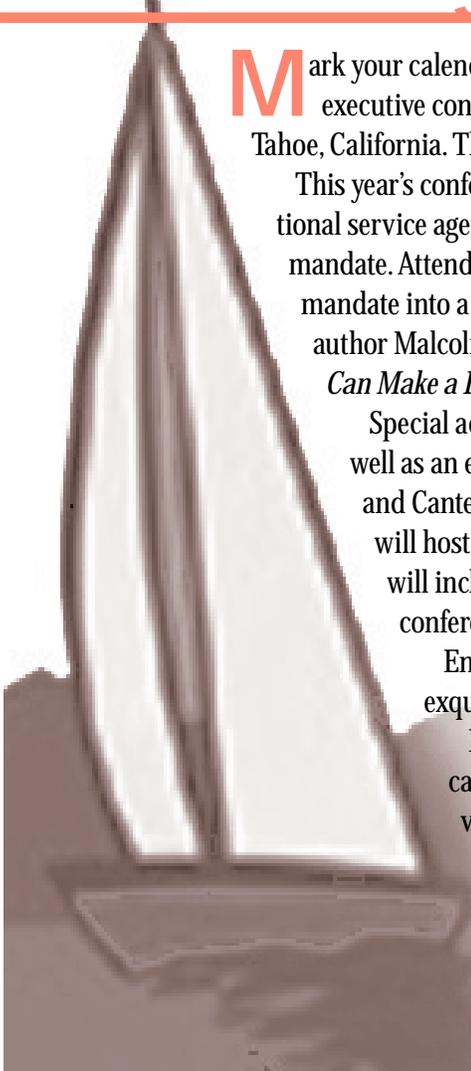
On a blank sheet of paper, write 'hello' at the top and 'destination' at the bottom. Above 'destination' write the key words that remind you of the story/point you want to tell last. Of your story/points, use the most powerful one last. Above the story/point's key words, write the key words for your second most powerful story/point. Working upwards, continue building your speech until you get to 'hello.'

This outline is your map. From the top of the page to the bottom, you have a map as to how you are going to go from your introduction to your conclusion. This map gives you confidence because it gives you a structure to work within, while giving you the freedom to make adjustments on stage. Creating your outline is the final 25 percent of your speech building time.

You now have a clearly defined speaking destination and a map to lead you there. With this you will never be lost on stage, so you can relax and confidently be yourself on stage.

Mr. Per — America's confidence coach — is one of those rare individuals who has both the powerful ideas of an original thinker and the energy of a performer. When not writing books and articles or appearing on TV, Mr. Per entertains corporate audiences from American Express to Marriott, with his keynote speeches. For more information call (407) 210-3666 or visit www.everydayknowledge.com.

ESAs leading the leaders



Mark your calendars for the upcoming annual CEO summer/ executive conference at the Embassy Suites Hotel in South Lake Tahoe, California. The dates are July 30 to August 1, 2003.

This year's conference will focus on the leadership role of educational service agencies in implementing the No Child Left Behind mandate. Attendees will be given a framework to turn this federal mandate into a meaningful mission— applying principles from author Malcolm Gladwell's *The Tipping Point—How Little Things Can Make a Big Difference*.

Special activities will be planned for spouses and guests, as well as an evening cruise on Lake Tahoe. Apple Computer, Inc. and Canter & Associates are sponsors of the conference. Apple will host a 'partner's activity' on Thursday afternoon which will include the hands-on use of IFOTO in and around the conference area.

Enjoy the exciting conference and experience the exquisite Lake Tahoe area with your family and friends.

For more information, please visit www.aesa.us. You can find information on the hotel, register on-line, and view the conference agenda. Make plans now to include this conference in your summer plans.

This event is being coordinated and hosted by Dr. Colleen Wilcox, county superintendent of schools for Santa Clara County, California.

AESA has a new address

AESA will be moving this month! Please update your records and mailing lists to include our new address and other related information.

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AESA announces partnership with EducatorsMoney

Upon completion of a rigorous due diligence process, AESA is pleased to announce a new business partnership with EducatorsMoney, a Great West Company. EducatorsMoney blends the convenience of the internet, world-class retirement planning expertise, and high quality, no load investment choices that educational service agencies can now offer through 403(b), 402(a), and newly attractive 457(b) programs. The service model provides plan compliance guarantees, paperless administration, plan tax reporting and no commissioned sales people to bother your employees.

"EducatorsMoney extends the same service, low-cost and breadth of investment choices commonly available through the private sector 401(k) plans to educational institutions offering 403(b), 402(a) and 457 retirement plans," said Barbara Healy vice president. "EducatorsMoney offers the strength, value and experience of being part of the Great West Family of Companies, one of the largest providers of retirement services to the public sector and whose clients include the city of New York, city of Los Angeles, and the state of Colorado. We currently service more than 12,100 defined contribution clients and more than 2,000,000 participants."

For more information, please contact: Jackie Fabitore Matheny, national education accounts director, EducatorsMoney, a service of BenefitsCorp, a Great West Company at (800) 804-3992, or by e-mail jackie.matheny@gwl.com