



February 26, 2014

Dear Member,

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### **Telling Our Stories**

When I first began my work in an ESA, my father asked me what I did. He understood when I was a school superintendent what my work entailed, but he had a hard time grasping all of the things CEOs of ESAs do. That lack of understanding is true in every state - amongst legislators, the public, and even school people. Taking control of our message has never been easier than in today's technology environment. Yesterday, I viewed Larry Pfeiffer's work in explaining what the Regional Offices of Education do in Illinois. He did a nice job of providing a summary for anyone who cared to look. Check out his Facebook post -

<http://www.youtube.com/watch?v=cNATmGeyNFs&app=desktop>. Let us know of your efforts too. We would be glad to share the good news with others around the country!

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### **Upcoming Events**

- **New CEO Orientation** - April 28-30, 2014 - Focused on ESA CEOs in the first couple of years on the job. Registration for the New CEO Orientation is open - <http://www.aesa.us/conferences/NewCEO%20Cohort4%20Flyer%20Final.pdf>
- **Summer Leadership Conference** - Registration coming in mid-March - For CEOs and their leadership team. If last year's event is any predictor, (we sold out), you might want to register as soon as it becomes available. The inquiries for this year's conference are already high and that promises to make this summer's event pretty exciting as well! A good portion of the conference will focus on the Concept to Market Design with Paul Gould of MAYA Design Group.
- **Educator's Call to Action Conference** - September 16-18, 2014 in Washington D.C.

- **AESA Annual Conference** - December 3-6, 2014 in San Diego. The Call for Breakout Session Proposals will open in mid-March. Please watch for it and submit your proposal.

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