



everychild.one voice.

## 2017 CALL TO CONVENTION

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### Officers

- President: Paula K. Purkhiser
- President-Elect: Beth Simek
- Vice President: Anne Gabriellini
- Secretary: Ronni Fredrickson

### Region Directors

- Northern Arizona: Nicky Indicavitch
- North Central Maricopa: Sergio Chavez
- Northeast Maricopa: Sonji Johnson
- Northwest Maricopa: Lisa Fowler
- Southern Arizona: Jennifer Ladd Omo
- Southeast Maricopa: Sonji Johnson
- Southwest Maricopa: Leah Johnson
- Western Arizona: Beth Simek

### Committee Chairs

- Convention Lead: Beth Simek
- Diversity: Jessica Romero
- Male Engagement: Nick Reyes
- Membership: Jenny Chavez
- Health & Safety: James Reeves
- Parent/Family Engagement: Donna Davis

### Council Presidents

- Southwest Valley PTA Council: Courtney Schuh
- Surprise-El Mirage PTA Council: Lisa Fowler

### Youth Representatives

- Andrew Simek & Victoria Gabriellini

## Arizona PTA 111<sup>th</sup> Annual State Convention & Exhibition

June 9-10, 2017

Marriott McDowell Mountain Resort  
16770 N. Perimeter Dr. Scottsdale, AZ



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***Full Steam Ahead!***

**Welcome to the 111th Year of Arizona PTA!**

As a PTA member, you along with members across the state of Arizona have been supporting the Mission of PTA for 111 years, beginning in 1906. "The overall purpose of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children."

We cordially invite you to attend the 111th Arizona State PTA Convention and Exhibition held at the Marriott at McDowell Mountain in Scottsdale, June 9 and June 10, 2017.

The convention committee, under the enthusiasm and direction of our Executive Committee and facilitator, Beth Simek, have planned thought provoking changes. Some of the notable changes are: mobile application for all workshops, you may download onto your mobile phone; Youth member event; Keynote Speakers include: Steve Watson, Maricopa County School Superintendent; Dr. Heather Carter, Representative Arizona State Legislature; David Lujan, Arizona Center for Economic Prosperity; and Wayne Bauman – Secretary/Treasurer for National. We are having our PTA Gala Awards Ceremony for Local PTA Units and high performing Membership Awards, with a dance to follow; lunches served in the main ballroom; Local Unit Teacher of the Month Nominees; coffee and conversation with the President Friday morning; and exciting workshops for advanced attendees; card for tracking workshop attendance. Distribution of membership cards for the 2017-2018 year at convention, please plan to pick these up as this is the only training offered in Maricopa County this year.

The Convention Committee and State Board of Managers look forward to our annual opportunity for all to come together, learn about the essential work that we all tackle and accomplish on behalf of every child in Arizona. Come participant in the democratic processes that have kept our State PTA Association strong since 1906.

The Arizona PTA officers, I and the Board of Managers, thank each of you for taking the time away from your families and busy lives to attend our 111th year annual Convention. Our goal is for you to share your expanded knowledge and leadership skills with your PTA board, PTA members and school community to empower them to become a highly effective PTA that supports and advocates for your students, families, and teachers.



A handwritten signature in blue ink that reads "Paula R. Purkhiser".

## Keynote Speaker

## Steve Watson, Maricopa County Superintendent of Public Instruction



Steve Watson is a native of Arizona. He currently teaches Career Technical Education for the Deer Valley Unified School District. He has been teaching for 14 years at both the middle and high school levels.

As a student, Sup. Watson attended schools in the Cartwright, Alhambra, Washington, and Glendale Union High School Districts. Steve also attended Glendale Community College and the University of Arizona. Steve has a B.A. in Spanish and a M.A. in Education from the University of Alabama at Birmingham. Married for 18 years, Supt. Watson, his wife Tessa and their 6 children contribute to his desire to develop strong schools in Arizona and Maricopa County. While his children attend public schools, Steve Watson wants all schools, public, charter, and private to provide the best educational opportunities to Arizona's children.

## Keynote Speaker

## Wayne Bauman, National PTA Secretary/Treasurer

Wayne Bauman has been involved in the field of education for quite some time. He currently serves as the National PTA Secretary-Treasurer. He previously served in roles such as President of the Iowa PTA, member of the National PTA Board of Directors, Leadership Coach, President and Secretary/Treasurer of the National PTA State Presidents' Club and a member of the Our Home-Our Legacy-Our Future subcommittee, among numerous other things.

Bauman is also very active in his community. He has spent time as the treasurer of the Des Moines Gifted and Talented Association and president of the Des Moines Choral Society. He is a cantor at church and a trained mediator.

Along with all of these positions of the past and present came quite a few awards and honors such as the Life Achievement Award and Honorary Life Membership Award, both for the National PTA, Honorary Life Membership awards from three state PTAs; Iowa, Nevada and West Virginia and an award for impressive leadership from the Des Moines Choral Society.

Wayne has been employed by the Iowa State Education Association as a UniServ Director over the past 21 years. He is a UniServ Director for the Iowa State Education Association.

Bauman has been married to his wife, Dodie Bauman for nearly 40 years and they have two adult children, Justin and Kate.





## Keynote Speaker Dr. Heather Carter, LD AZ House of Representatives



Since moving to Arizona over 25 years ago, I have devoted my professional life to making Arizona a quality place to learn, work and prosper. With experience in both the private and public sectors, I understand how a vibrant business environment and both a top-quality education and health care system impact our families, our economy and Arizona as a whole.

First elected in 2010, I have a track record of sponsoring legislation that solves 'real-life' problems, making me one of the most effective legislators at the Capitol. As your state legislator, I've worked to streamline government, improve the economy, encourage job creation, reform education and balance the state budget through responsible spending measures. Serving as the House of Representatives Health Committee Chairwoman, I work relentlessly to make sure our Arizona health care system is both efficient and effective while providing Arizonans access to world-class treatments right in our own backyard.

After graduating from Arizona State University with a degree in communication, I completed a master's degree in educational technology and received a doctorate degree in education leadership from Northern Arizona University.

Currently, I am a full-time, clinical associate professor. At Arizona State University, I helped organize the Office of Innovation and Partnerships in the Mary Lou Fulton Teachers College, which created the education-entrepreneurship program and launched education reform initiatives. I currently live in the north Phoenix area with my husband and daughter.

## National PTA Field Representative

Linda Johnson

Linda Johnson is Arizona PTA's National Service Representative. She travels to nine western states for National PTA to provide training and resources to PTA leaders, parents, and school and community leaders. She has been a PTA member since 1995 and has served in various PTA leadership positions at the local, council, region and state levels. Linda has also served on education committees at the school, district and state levels. She currently serves on the Nevada P-20 Advisory Council and the Governor's Workforce Investment Board- Healthcare and Medical Services Sector Council. Linda holds a Master of Education in Audiology and practiced Audiology until 1992.





## Keynote Speaker

David Lujan, AZ Center for Economic Prosperity

David Lujan is the Director of the Arizona Center for Economic Progress. David is a former member of the state Senate and House of Representatives, and has worked in public policy in Arizona for 20 years. He served as an assistant attorney general advising the School Facilities Board, legal counsel for the Arizona senate, a staff attorney providing legal services to abused and neglected children and, most recently, as a public policy director for Reading Partners, an organization that provides services to young children struggling in school. David also served as chief administrator for Arizona State University's Preparatory Academy in Phoenix, a public charter school for preschool through 12th grade students. David earned his law degree at the Sandra Day O'Connor College of Law at ASU.



## Convention Sponsors



**PROCEDURE FOR NOMINATIONS FROM THE FLOOR**

Per Arizona PTA Bylaws adopted June 1, 2013, Article VIII, Section 1.f., Any member planning to run from the floor for a position must advise the Arizona PTA President twenty-one (21) calendar days before the first general session of the annual Arizona PTA convention.

The slate of officers for the 2017-2019 term is as follows:

**Officers Candidates:****President-Elect****Vice President****Region Director Candidates:****North Central Maricopa Region Director****Northwest Maricopa Region Director****Southeast Maricopa/Pinal Region Director****Western Arizona Region Director**

The following provisions shall govern the qualifications and eligibility of candidates for election. (Arizona PTA Bylaws, Article VIII, Section 2. a, b, and c):

If a member is interested in a position listed, they can be nominated from the floor at the First General Meeting during convention, June 9, 2017. Member must advise the Arizona PTA President no later than May 19, 2017, emailing the appropriate forms to [nomination@azpta.org](mailto:nomination@azpta.org). Member must meet the qualifying criteria which shall be verified by the Nominating Committee. The following provisions shall govern the qualifications and eligibility of candidates for election.

**President-Elect:** a person must have experience serving as an officers for at least one (1) year on a local PTA/PTSA unit or council and at least two (2) years of Arizona PTA Board of Managers experience upon assuming office July 1st.. (Arizona PTA Bylaws, Article VIII, Section 2a)

**Vice President:** To be eligible as a candidate for Vice President, a person must have experience serving as an officer at local PTA/PTSA unit or council and at least one (1) year of Arizona PTA Board of Managers experience upon assuming office July 1st. (Arizona PTA Bylaws, Article VIII, Section 2b)

**Region Director:** To be eligible for nomination to the office of region director, a person must have a background of at least two (2) years accumulated local PTA/PTSA unit, council, region, or state PTA experience. Region directors shall be elected by the delegates from their respective regions at the annual Arizona PTA Convention. A region director's nomination must be signed by a person within their region. (Arizona PTA Standing Rules, amended September 2008, Article XII, Section

7. g) . **Note:** Only members in the same region can nominate a member for the position of Region Director.

**In addition to the above- mentioned criteria,** to be eligible for nomination, a candidate must be a member of an Arizona PTA local unit in good standing. A candidate must reside in Arizona (Arizona PTA Bylaws, page 8 Article VIII, Section 1 for complete information). \*In regard to experience, a year shall be defined as twelve (12) months of service from the date of assuming office or appointment by the President. (Arizona PTA Bylaws, Article VIII, Section 2, Page 9)

**Duties and Responsibilities of Positions**

These can be found in the Arizona PTA Bylaws, Article IX: Duties of Officers, pages 10 and 11, and in Article X: Board of Managers, page 12. The Positions of Secretary and Treasurer are considered members of the Executive Committee and those duties can be found in the Arizona PTA Bylaws, Article XI: Executive Committee, page 13. The position of Treasurer is considered Chairman of and considered a member of the Budget Committee and those duties can be found in the Arizona PTA Bylaws, Article IX, Section 5, page 11, and Article XII, Section 4: Budget Committee, page 4.

## Arizona PTA President

Beth Simek

On July 1, 2017, Beth Simek will transition to the role of Arizona PTA State President after fulfilling a 2-year term as the Arizona PTA State President-Elect in accordance to the Arizona State PTA Bylaws Article VIII Sect 1-b. Beth will serve a 2 year term as State PTA President. Beth is one of only three President-Elects in Arizona PTA history to transition from PE to State President.

Over the past 2 years, I have focused on updating and upgrading Arizona PTA's business model through upgraded technology and new business applications. I have worked to increase membership and to bring Arizona PTA to the forefront as the leading child advocacy association in the state. I worked side by side with Gov. Ducey, the legislature and our education partners on the passage of Prop 123. I worked with many legislators to increase the role of families in public schools, and I have been the voice of Arizona PTA on many television and radio interviews to discuss issues like teacher salary increases, school recess, social media safety, the state's budget and more! My focus will be on increasing urban and rural family engagement, AZ PTA's advocacy in the renewal of Prop 301, and working collaboratively with our community to create more value to being a PTA member. I am excited to transition to the role of President and look forward to the future of Arizona PTA! Full Steam Ahead!



## Candidate for State PTA President-Elect

Sergio Chavez



I believe in a simple rule of **Anyone and Everyone** can be PTA. With that being said, I feel I am ready for the next step in my journey which is the role of President Elect. I have been a faithful member of Arizona PTA since 2009 when my daughter started kindergarten. Since then I have challenged myself to become more and more involved in my school, my community, our Arizona State PTA and even our National PTA. In my experience as the Orangewood PTA male engagement/membership chair, I learned the importance of inclusivity. In my many roles at the State PTA level I learned how proper procedure can work and the value of clear communication. In my committee experience with National PTA, I learned how to inspire others and work under challenging conditions and how to cohesively blend various visions into a common goal. I think all my experience has been a ladder that has brought me to the next level of support for the Arizona PTA.

In addition to my experience listed above and in my resume, I know I have certain unique skills that can be useful in the role of President Elect. I am a very personable and welcoming individual, I have a "can do" spirit and have excellent people and bi-lingual communication skills. I am a family man and understand the importance of work/life balance, but I know how to get things done. I've experienced the spectrum of emotions that many of our members have probably faced from the unwelcome outsider, to the overwhelmed volunteer, and finally a savvy advisor.

As President Elect, I plan to focus on membership and diversity. I want to continue to grow our great organization as our previous leadership has so recently done, but I also want to seek out the many other hearts and minds that are out there not knowing the joy that is PTA.



## Candidate for State PTA Vice President

Anne Gabriellini

For the past eleven years I have been a member of the Arizona PTA. I have come here from New York searching for a better life for my children. In that span of time I have served as President of my school PTA at Ashton Ranch school in Surprise. I am one of the original founding officers of the Surprise-El Mirage PTA Council and served as Treasurer for 4 years. I have served as State Membership Chair, Northwest Maricopa Region Director and for the past two years, have served as Arizona PTA Vice President. I have served on numerous committees including bylaws, nominations, membership, and convention. My passion is helping local units to reach their full potential and serve the children in our state. I have loved working on our board developing the Region Directors and managing the State PTA's bylaws as interim chair.

I seek your vote for my re-election as State Vice President because there is still work to be done for our state PTA to achieve greatness and I'm prepared to do the hard work to help bring us to that level!



## Candidate for Northwest Maricopa Region Director

Lisa Fowler



I was appointed to the position of N\NM Region Director in July 2017. This school year I have enjoyed getting to know many of the local units in my region. My job has been to mentor board members and encourage our local units to grow their membership and engage their families.

I am currently the Surprise El Mirage PTA Council President. I was the Marley Park PTA President for two years and the Vice President of Membership for one year. Marley Park PTA was recently named a National PTA School of Excellence based on our work in the 2015-2016 school year.

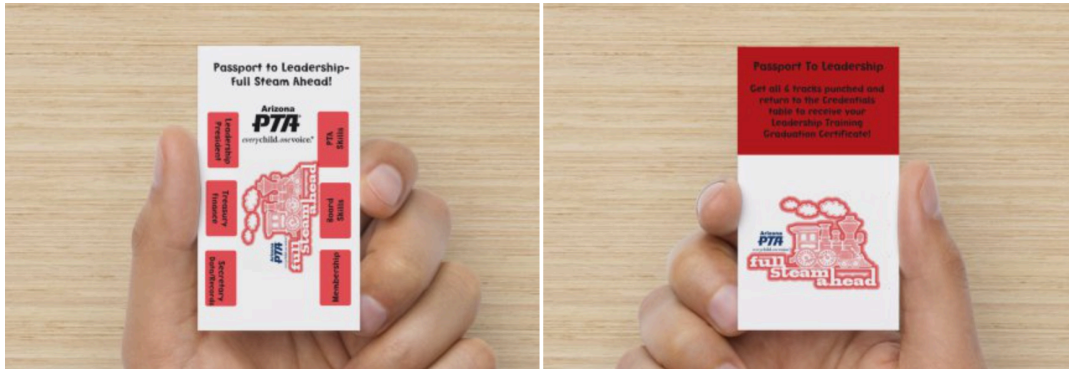
In addition to my PTA experience I was actively involved in the successful passing of the Dysart USD Override Election. I helped organize volunteers and lead a challenging get out the vote effort.

If elected, I look forward to chartering new units, continuing to grow my current local units, and improving my leadership skills through further PTA training.

## Convention At-a-Glance

With training now a requirement in the Unified Local PTA/PTSA Unit Bylaws as a Standard of Affiliation to maintain charter as a PTA under Arizona and National PTA, we've made it easier for you to select the right classes to meet your training requirements. We have beginning and advanced classes so that even the newest PTA member or the seasoned veteran will find something interesting in each class.

At Convention, you will receive a Passport to Leadership Punch Card



Get all 6 required blocks completed and you will receive a Diploma for your Graduation from Leadership Training to certify you as a Certified Leader for your PTA for the upcoming year. Classes will be coded for easy reference to make it easier for you to select your blocks. There are several courses that will meet more than 1 requirement—like arresting two villains for the price of one!

**(L)=Leadership/Advocacy**  
**(T)=Treasury/Finance**  
**(S)=Secretary/Record Keeping/Data**  
**(M)=Membership**  
**(PS)=PTA Skills**  
**(BS)=Board Skills**

We also offer a variety of classes for general knowledge as well for well rounded leadership that will count toward your overall mandatory training blocks! Each course will be approximately 50 minutes long and we encourage your board to attend different courses so you experience as many learning opportunities as possible! Reserve your spot early by registering during the Early Bird registration period. All PTAs who register early will receive a Welcome to Convention gift!

## Convention At A Glance Continued...

Registering for the 111<sup>th</sup> Annual Arizona PTA State Convention is easier than ever! Just go to: <http://azpta.org/events/convention/registration.html> You can even pay online with a debit or credit card securely via PayPal (PREFERRED) or you can print the form and mail with a check payable to Arizona PTA 2721 N. 7<sup>th</sup> Avenue, Phoenix, AZ 85007.

Early Bird Registration:	\$160.00 per person (From April 7-May 15, 2017)
Regular Registration:	\$200.00 per person (May 15-June 1, 2017)
On Site Registration:	\$250.00 per person (meals not guaranteed)
Non-Member Registration	\$350.00 per person
Convention T-Shirts	\$12.00 each (Adult Sm-3XL—men's cut)

Youth Summit Registration (Ages 13-19)	\$30.00 per student (\$50 per student after May 15) <a href="http://azpta.org/events/convention/youthsummit.html">http://azpta.org/events/convention/youthsummit.html</a>
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Arizona PTA Awards Ceremony	\$50 per person (not included in price of registration)
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*PTAs with finalists for "Be A Hero" Local Unit Awards and finalists for Super Teacher of the Year will be notified in advance so those nominees may attend the awards dinner free of charge. Additional guests will be \$50 each.*

Registration includes: Convention Badge, Convention Tote, All Workshops, General Sessions, Exhibit Hall, Exhibit Hall Happy Hour on Friday, Breakfast and Lunches on Friday & Saturday, Snack Breaks on Friday & Saturday. The Arizona PTA Awards Ceremony is a separate, ticketed event.

**Registration is non-transferrable. All sales are final.**

## Honorary Arizona PTA Life Membership

A special way to honor special people is to give the highest honor of the state, second only to the National PTA Life Achievement Award. It is especially significant to honor someone who has given outstanding service to children, someone who has promoted children's well-being by service as an advocate in such areas as education, health, safety, and legislation. These people may be:

- A PTA Leader, Past or Present
- An Outstanding teacher—perhaps one who is retiring
- School crossing guard or support staff
- Legislator who works for laws benefitting children
- Newspaper editor who champions public education
- School Superintendent or Principal
- School Board Member
- Senior Citizen who serves as volunteer
- Youth Representative
- Police Officer who highlights youth programs

Presentation of an Honorary Arizona PTA Life Membership is a highlight at Convention. Please contact Beth Simek, President Elect at [bsimek@azpta.org](mailto:bsimek@azpta.org) for an application and request a point of personal privilege during Convention to present your special person with an Arizona PTA Honorary Life Membership.



## Friday Convention Schedule

Times and workshops listed are subject to change

Exhibit hall open 3PM-7:30PM on Friday, 5:30-7:30PM Happy Hour Friday Eve. Saturday 9-2PM (Dedicated time from 9AM-11AM)

Time	Workshop 1	Workshop 2	Workshop 3	Workshop 4	Workshop 5
Registration 7AM-11AM					
Pastries w/Paula 8:30-9AM	Welcome	To	Convention	101	Speaker: Paula Purkhiser and Mayor Jim Lane
Block 1: 9AM-9:50AM	Advocacy/ Leadership	Advocacy/ Leadership	Advocacy/ Leadership	Advocacy/ Leadership	Advocacy/ Leadership
Block 2: 10:00AM- 10:50AM	Treasury	Treasury	Treasury	Treasury	Treasury
Block 3: 11:00AM- 11:50PM	Secretary	Secretary	Membership	Membership	Membership
Lunch: 12:00-1:00	Propel Mobile	Mountain America			
General Session 1 1:15-2:45	Speaker Dr. Heather Carter	Speaker Steve Watson, MC Super	General Session	General Session	General Session
Block 4: 3PM- 4:15PM	Legislative Panel	Legislative Panel	Legislative Panel	Legislative Panel	Legislative Panel
Block 5: 4:30-5:15PM	Region Director Round Up	Region Director Round Up	Region Director Round UP	Region Director Round Up	Region Director Round Up
Vendor Happy Hour 5:15-7:30PM	Dedicated	Vendor	Hall	Time	YAY!
Bylaws Help Desk 5:15-7:30PM					

**iLead**



For the first time ever, Arizona PTA is hosting our iLead Youth Summit on Friday June 9! We will have workshops from 9AM-12:00PM geared specifically toward our teen members! (*The workshops are geared toward ages 13-19yrs old.*) Cost is \$30 per student early registration (\$50 after May 15) and includes convention tote, name badge, and lunch!

9AM-9:50AM	Kids CALL Getting Involved in Legislative Process
10:00-11:00AM	Human Trafficking and the Effects on Teens
11:00AM-12:00PM	Screenagers*
12:00-1:00PM	Lunch
1:15-2:45PM	General Session 1
3PM-4:15PM	Legislative Panel Discussion

Register for the iLead Youth Summit here:

<http://azpta.org/events/convention/youthsummit.html>

*SCREENAGERS is an award-winning documentary probing into the vulnerable corners of family life, including the director's own, and depicts messy struggles, over social media, video games, academics and internet addiction. Through surprising insights from authors and brain scientists solutions emerge on how we can empower kids to best navigate the digital world.*

## Saturday Convention Schedule- Tentative

Times and workshops listed are subject to change

Exhibit hall open 3PM-7:30PM on Friday, 5:30-7:30PM Happy Hour Friday Eve. Saturday 9-2PM (Dedicated time from 9AM-11AM)

Time	Workshop 1	Workshop 2	Workshop 3	Workshop 4	Workshop 5
Registration 7AM-11AM					
8AM-9:30AM	Continental Breakfast	Continental Breakfast	Continental Breakfast	Continental Breakfast	Continental Breakfast
9AM-11AM	Reverse	Happy	Hour	Dedicated	Vendor Time
Block 1: 11AM-11:50AM	PTA Skills	PTA Skills	PTA Skills	PTA Skills	PTA Skills
Block 2 12:00-12:50PM	Leadership	Leadership	Membership	Membership	Membership
Working Lunch 1PM-2PM	Lunch	and	Mandatory	AIM Insurance	Workshop
Block 4 2:10-3PM	Board Basics	Board Basics	Board Basics	Secretary	Secretary
General Session 2 3:15-5:45PM	Wayne Bauman NPTA Sec/Treas	David Lujan, ACEP	General Session 2	General Session 2	General Session 2
Awards Cocktail Hour 6:15PM					
Awards Dinner 7PM-10PM					



All PTAs are asked to bring a Tri-Fold Brag Board to Convention this year to show off individual PTA successes and accomplishments! This is a great opportunity to toot your horn and share great ideas with other PTAs so that we can all be successful!

## Workshop Descriptions

**PTA 101** (Lisa Fowler, NWM Region Director, Leah Johnson, SWM Region Director): An introductory workshop on the basics of PTA to help new leaders get started on the path to success. This course will cover planning your year, basic treasury and leadership requirements, and set you on the path for success! (Leadership/Advocacy-Friday)

**Lead the PTA Way** (Paula Purkhiser, President) A fun, interactive workshop for both beginning and advanced Presidents, Vice Presidents, will dive into the role and duties, how to run an effective meeting and manage your board, as well as what it means to be a leader. We will discuss how to cultivate relationships with administration, families and the community. (Leadership/Advocacy-Friday)

**Super Board Leaders-Creating Super Leaders, the PTA Way!** (Southwest Valley PTA Council): Functioning as a new board can be daunting but this workshop will explain the roles and responsibilities of each board member, how to work together for success, and how to work with your administration and community to bring your PTA to new heights! (Leadership/Advocacy-Friday)

**Legislature 101** (Geoff Esposito, Expect More Arizona) This workshop will describe the legislative process and the terms associated with it. Further, attendees will learn how to become more involved in policy decisions and how to advocate for those decisions at the State Legislature level. Attendees will become familiar with the Request to Speak system and how to be a stronger voice in the fight for public education priorities in Arizona. (Leadership/Advocacy-Friday)

**Understanding State Standards** (Dr. Gerry Petersen-Incorvaia, Director of Curriculum & Instruction, Glendale Elementary School District) This fun interactive workshop will discuss current Arizona education standards, Common Core, AZ Merit and how to engage families in the process of preparing our children for state-wide testing. Learn how to be a partner with your school to be the go-to in sharing information about the new statewide assessments and how to understand the results. (Leadership/Advocacy-Friday)

**Grassroots Advocacy** (Wayne Bauman, National PTA Secretary/Treasurer) This advocacy presentation is designed to help you engage parents in the efforts of PTA advocacy. This workshop focuses on creating a larger grassroots network, utilizing social media and working with elected officials to work to achieve PTA's mission. (Leadership/Advocacy-Saturday)

**Understanding School Finance-Following the Money Train** (David Lujan, Executive Director Arizona Center for Economic Prosperity) Arizona school finance numbers can be a dizzying array of figures that not even the best mathematician could keep straight. This workshop is a straight-forward easy-to-understand explanation of how schools are funding in Arizona, where the money comes from and how it gets spent so that when your next district bond/override comes up, you can be the resource on how these funds are needed. (Leadership/Advocacy-Saturday)

**Membership 101** (Jenny Chavez, Membership Chair) This bare-bones workshop helps attendees to understand the value of membership, gaining and retaining members, and the business of membership in your PTA. (Membership-Friday)

**Building Today's PTA** (Linda Johnson, National PTA) Learn how building a relevant and modern PTA, attracts new and diverse members, engages volunteers, and meets community needs. Discuss simple yet powerful membership recruitment ideas that have been proven to work when trying to recruit today's families (Membership-Friday)



## Workshop Descriptions Continued...

### **Engage Us-Diversify Your PTA!** (Beth Simek, President-Elect, Jessica Romero, AZ PTA Diversity Chair)

This interactive panel discussion will feature tips and techniques to engage non-traditional families in your schools and PTAs. (Membership-Friday)

**The MEN of PTA** (Sergio Chavez, Northcentral Maricopa RD & Nick Reyes Male Engagement Chair): A fun and interactive session to discuss how PTAs serve as a conduit for greater father and male involvement resulting positive outcomes and successful relationships for children, families, schools and the community. Learn about the PTA MORE Alliance and how you can break down the barriers in male engagement. (Membership-Saturday)

**Membership University** (Jenny Chavez, Membership Chair): This interactive panel workshop will feature some of the top PTAs in our state to share with you their tips and techniques for increasing membership in your local unit. (Membership-Saturday)

**Social Media in Today's PTA** (Beth Simek, President-Elect) Learn how to amplify your PTA's voice using social media tools like Facebook, Twitter, Instagram, LinkedIn, Snapchat and more! (Membership-Saturday)

**The Basics of PTA Treasury & Finance** (Anne Gabriellini, Vice President) What every treasurer needs to know to have a successful year! This interactive workshop will discuss budgets, amendments to budgets, creating treasurer's reports, performing monthly reconciliations, banking and how to be fiscally responsible in Today's PTA! (Treasury-Friday)

**The Game of Money** (Mountain America CU): Our children can't wait to be free and on their own, can they? Well, the words "on your own" and "free" don't really go together—not when you're the one paying the bills. Life is expensive! Make no mistake: being an adult is cool, but we want our kids to make it in the big world. To learn about life as an adult, we have to help our kids take a trip to grown-up land, where they can experience their own big adventure! You will learn about practical and creative methods to help them move toward a positive financial path.(Treasury-Friday)

**Protecting Your PTA From Embezzlement** (Linda Johnson on Friday and Wayne Bauman, NPTA & Kourtney Foreman, AIM on Saturday) This workshop focuses on tried-and-true methods to ensure fiscal security in your PTA from both the PTA leader as well as from AIM-Companies insurance policy perspective. We will create internal controls, how to prevent problems from happening, and what to do if something does. (Treasury Friday/Saturday)

**PTA And Non-Profit Liability** (Kourtney Foreman, AIM-Companies) Your event is decorated, the kids are laughing, the fundraiser is making money, everyone is happy! But then someone gets hurt and you realize that you forgot to purchase insurance—now what? Come find out the ins and outs to protecting yourself and your PTA!

**This is a mandatory workshop for all board members and will be held on Saturday during Lunch. (Treasury punch included)**

**Advanced PTA Treasurer—Beyond the Budget** (Leah Johnson, SWM Region Director) This advanced course will discuss the importance of how to reconcile your work, file PTA taxes and navigate the IRS filing to succeed in your role of PTA Treasurer. (Treasury-Friday)

**Raising Grants and Sponsorships** (Wayne Bauman, NPTA Secretary/Treasurer) This workshop will help to guide you finding and securing grants and sponsorships. Upon completion of the workshop You will know how to research and write grants, Make your PTA sponsor friendly and how contact and communicate with potential funders. (Treasury-Friday)

## Workshop Descriptions Continued...

**PTA Secretary-More Than Just Minutes** (Paula K. Purkhiser, President): This interactive workshop will teach the correct way to take minutes, how to create agendas, how to follow the adopted agenda, maintaining critical records and more! The Secretary is a key board position and functions in a cooperative board position. (Secretary-Friday/Saturday)

**CAFE (Community & Family Engagement)**(Jill Hicks, School Connect AZ) Want to know more about how to engage families and the community? This course will take you through the process of creating School CAFÉ, Community and Family Engagement meetings, where the school principals, staff, and PTAs meet with their community partners to strategize a collaborative plan for their school's success. (Secretary/Data-Friday)

**So You Want To Form A Council?** (Surprise-El Mirage PTA Council) This panel workshop discusses what a PTA Council is, how to form one, and why your district/region/town needs one! Discover the benefits of teamwork, collaboration, and networking with other PTAs in your area! (Secretary/Data-Saturday)

**Learn from your Legislators:** A Legislative Panel conversation to answer the most pressing questions that we as voters have about public education, child safety, and so much more! Learn directly from Arizona legislators ways to work with them and be a cohesive team. (Board Basics-Friday)

**PTA Building Blocks; Bylaws & Standing Rules** (Anne Gabriellini, Vice President) Discuss how your bylaws and standing rules can be a valuable tool for getting your PTA through a successful year. Get past the legal terminology and understand the guidelines that are included in this important document. Also included will be an overview of the proposed bylaws changes for both the Arizona PTA bylaws and the Unified Local PTA/PTSA unit bylaws. (Board Basics-Saturday)

**PTA Reflections What's Your Story** (Jetuan Whedon, Reflections Chair) The National PTA Reflections program supports student success and serves as a valuable tool for building strong partnerships in your school community. Film production, dance choreography, visual arts, literature and photography are all the ways students can express themselves. This workshop will provide you with the tools you need to hold a successful Reflections program at your school and update you on what changes are coming. Did you know visual arts are almost limitless now? (Board Basics-Saturday)

**Conflict Management** (Linda Johnson, NPTA Field Rep) Learn strategies to address conflict. You will learn definitions of three types of conflict. You will identify your personal conflict management style. Learn about, discuss, and apply a collaborative conflict management model to resolve conflict. (Board Basics-Saturday)

**Understanding Bonds and Overrides** (Donna Davis, Family Engagement Chair & Expect More AZ) Learn the ins and outs of bond and override elections. Learn how to engage your community in the bond/override process and how to advocate the PTA way. (PTA Skills-Saturday)

**Understand the Challenge-Youth Online** (Not My Child) Kids are tech savvy and get most of their information and socialization through the Internet and digital devices. For them, there is no distinction between the real world and the online world – they are one in the same. As a parent, the best way to help ensure your kid's safety online is to become tech savvy yourself. Think of technology as a language. Your kid has most likely spoken this language since birth and is fluent in it. You need to know the language if you want to communicate with them. (PTA Skills-Saturday)

**Scholastic Book Fairs: Ready to Hold Your First Book Fair?** Are you an old hat at book fairs? There is something to learn for everyone in this interactive workshop! Get tips on how to run an easy, successful Book Fair. At the workshop, you'll discover new ways to increase traffic to your Fair, get students excited about reading, and encourage your entire school community to participate. (PTA Skills-Saturday)

## Arizona PTA Proposed Bylaws Amendments

The Arizona State PTA Bylaws Proposed changes are included on our website at <http://azpta.org/about-arizona-pta/advocacy/bylaws/amendments.html>

There are 18 proposed bylaw amendments this year.

Please be sure to read up on the changes as delegates will be voting on these amendments during General Session 2 on June 10, 2017. There will be time on Friday June 9 from 5:15-7:30PM to ask questions at convention about the proposed amendments or make any amendments to these amendments. There will be no amendments from the floor.

Please contact Anne Gabriellini [agabriellini@azpta.org](mailto:agabriellini@azpta.org), Bylaws Chair, if you have questions now or would like to propose amendments prior to convention.





## Arizona PTA Resolutions for Reaffirmation

While ARS 28-907 and ARS 28-909 exist, which both require the use of vehicle restraints for occupants while riding inside a vehicle, there is no specificity about riding in the cargo area of a pick-up truck. Currently if a law enforcement agent sees a child in the back of a pick-up truck, unrestrained, it is at his/her discretion as to whether or not to cite the driver. Therefore, it is the recommendation of the Arizona PTA Legislative Committee to reaffirm this resolution for another 5 years.

### **Restricting Passengers in Cargo Areas of Light Trucks/Pick-Up Trucks**

Adopted by the Convention Body June 1992  
Reaffirmed by the Convention Body May 3, 1997  
Reaffirmed by the Convention Body June 2002  
Reaffirmed by the Convention Body June 2007  
Reaffirmed by the Convention Body June 2012

**WHEREAS:** The current mandatory seat belt laws do not apply to passengers traveling in the cargo area of light trucks/pick-up trucks; and

**WHEREAS:** Statistics show a continuing and in fact increase of life-threatening permanent physical and mental handicaps and fatalities to children and youth as a result of ejection from a light truck/pick-up truck cargo area as the result of a collision, sudden stop, swerving, slow moving and non-moving incidents; and

**WHEREAS:** Travel in the back of light trucks/pick-up trucks has not been adequately addressed as an occupant protection issue; and

**WHEREAS:** One of the missions of Arizona PTA is to protect the health and welfare of our children through education and enactment of laws; therefore, be it

**RESOLVED:** That the Arizona PTA and its constituent associations shall work with other concerned organizations, public and private, at national, state, and local levels to implement educational programs addressing the danger of people, especially children and youth, riding in the cargo area of light trucks/pick-up trucks; and be it further

**RESOLVED:** That the Arizona PTA and its constituent associations shall encourage and support federal, state, and local governments to enact laws and ordinances forbidding the use of cargo areas of light trucks/pick-up trucks as a passenger area; and be it further

**RESOLVED:** That Arizona PTA shall, upon passage of this resolution, forward it to the National PTA Resolutions Committee for consideration at the 1992 National PTA Convention.

## Arizona PTA Resolutions for Reaffirmation

Arizona is one of 15 states that still allows corporal punishment in public schools. While most districts prohibit the use of corporal punishment, there is no state law abolishing this antiquated form of discipline structure in our schools. It is the recommendation of the Legislative Committee that this resolution continue as part of the Arizona PTA Legislative Platform.

### **Corporal Punishment**

Adopted by the Convention Body June 1992

Reaffirmed by the Convention Body May 3, 1997

Reaffirmed by the Convention Body June 2002

Reaffirmed by the Convention Body June 2007

Reaffirmed by the Convention Body June 2012

**WHEREAS:** There is large and growing body of evidence which indicates that corporal punishment a) provides a model for children which leads to further violence and b) interferes with the process of learning, and c) is detrimental to the emotional and educational needs of the children and that discipline should be on understanding, compassion, the building of self-esteem and competence, and the modeling of positive means of resolving conflicts; and

**WHEREAS:** Children are helpless and vulnerable to the physical punishment inflicted by adults and two million or more cases of children being hurt by their teachers are reported annually; and

**WHEREAS:** There is a growing opposition to the use of corporal punishment because effective discipline alternatives are readily available; and

**WHEREAS:** Children are full citizens of our nation, entitled to due process and to basic assurances of safety and fairness and must be given the same, if not more protection against assaults as adults;

**Therefore, be it**

**RESOLVED:** That the Arizona PTA opposes the use of corporal punishment in schools and all other institutions, public and private, where children are cared for, and educated; and be it further

**RESOLVED:** That the Arizona PTA supports legislation to outlaw corporal punishment of children in such institutions; and be it further

**RESOLVED:** That Arizona PTA, its individual members, local units, councils and the association as a body, work actively toward the passage of such legislation; and be it further

**RESOLVED:** That the Arizona PTA and its constituent organizations will continue to work with other organizations in demanding corporal punishment be abolished.

# Arizona PTA 2017-2018 Proposed Legislative Platform Priorities

The following are the proposed amendments to the Arizona PTA Legislative Platform Priorities. These amendments will be presented at General Session I on June 9, 2017 and voted upon at General Session II on June 10, 2017.

Arizona PTA and its constituent local PTA/PTSA units are members of the largest volunteer child advocacy association in the nation. Our association provides families with a powerful voice to speak on behalf of every child while providing the best tools for families and communities to help their children to be healthy, safe and successful as students. Arizona PTA and National PTA work in cooperation with many state and national education, health, safety and child advocacy groups, as well as state and federal agencies to collaborate on projects that benefit children and bring valuable resources to our members. In Arizona, the term, “public schools” includes district schools and charter schools.

## **Public Education – Arizona PTA**

1. Will work toward the creation of sound and sustainable public education revenue streams necessary and appropriate to invest in quality teaching and learning that meets high standards.
2. Supports efforts and incentives to ensure a supply of capable and highly-qualified teachers for the education of Arizona’s children and youth.
3. Supports making teacher evaluations professional learning tools, and for school districts to provide effective professional development to promote excellence in the classroom.
4. Will work to educate the public and legislators about the effects of inflation on education funding.
5. Will work to increase funding for all public schools; district and charter, with a sustainable and fair solution recognizing that current levels of funding are both inadequate and inequitable.
6. Supports public schools by ensuring that the historic school trust lands are allowed to fulfill the purpose for which they were originally created and advocate for sound financial management of the school trusts to provide the maximum benefit to the children in public education who are the beneficiaries of those trusts, and shall work to ensure that these funds do not supplant existing education funding.
7. Opposes any public funds being funneled to private or religious schools in any form including tuition tax credits and vouchers.
8. As a matter of public interest, accountability and greater transparency, Arizona PTA supports separating voucher school funding from community-based school funding and the State’s general fund.
9. Supports legislation that increases transparency and accountability in reporting from all schools that receive any public funds used for K-12 education, and that all reports are equitable and include performance measures.
- ~~10. Opposes the use of high stakes testing as the only criteria to determine eligibility for grade promotion or graduation.~~
11. Supports investing in the education of the whole child, including but not limited to art, music, technical education, critical thinking, decision-making and creative thinking, instead of the use of high stakes testing as the only criteria to determine eligibility for grade promotion or graduation
- ~~12. Supports programs that promote public awareness of the arts and arts education and the integration of the arts in school curriculum.~~

13. Supports effective high-quality early childhood education and development programs that are adequately funded and accessible; are developmentally appropriate and that coordinate comprehensive services for young children and their families; characterized by high standards for teaching, training, health and safety and incorporate strong family engagement components.
14. Supports expanding Voluntary Pre-Kindergarten to fund school districts ready to implement the program with ability to lease spaces and use mixed delivery models at the site and district level.
15. Supports high-quality after school programs that are affordable and accessible to all children; and characterized by high standards for teaching, training, health and safety; and encourages members (PTA) to collaborate with communities to establish affordable, high-quality after-school programs.
16. Supports high-quality education standards for K – 12; and supports families, teachers and community to advocate for the policies and resources needed for Arizona schools and school districts to develop, implement, maintain and evaluate adopted standards and enacted policies.
17. Supports requiring and facilitating the ability of Arizona post-secondary institutions to partner with high schools to preserve the early college opportunities for juniors and seniors without interruptions in concurrent enrollment with blended delivery models.
18. Supports the updating and continued examination of high school course and standards requirements to best equip young adults with the knowledge and life skills to be productive citizens and meet the changing and complex challenges of the World's Best Workforce.
19. Supports education that leads students to the appropriate path of post-secondary education including College, Trade School, and Military Service.
20. Supports legislation that advocates for the rights of ALL children. These rights include, but are not limited to confidentiality of school records, equal access to quality public education, adequate food and shelter, and their health care services, including mental health assessment and treatment.

### **Health and Safety – Arizona PTA**

1. Supports education, programs and policies that promote the importance of improving child and youth wellness and safety to reflect the current health and safety evidence based information and science trends.
2. Believes that the safety of children, youth, and school personnel in all school settings is a fundamental right and will work to support state and federal programs and policies related to that right.
3. Opposes any form of corporal punishment in schools and all other institutions, public and private, where children are cared for and educated and supports legislation to outlaw the practice.
4. Supports education and key employees that support the whole child, which includes support for students suffering from emotional trauma. This can be the result of the



## Arizona PTA 2017-2018 Proposed Legislative Platform Priorities Cont..

- loss of a loved one, removal from the home, suicide of a classmate or other harrowing circumstance.
5. Supports the allocation of funding to mandate licensed, registered nurses to be on duty at the appropriate ratio in each school district and charter school.
  6. Supports policies and programs that address the prevention, intervention and elimination of bullying, and the advancement of research-based Social and Emotional Learning (SEL) programs in schools.
  7. Supports the protection of children and youth from violence in schools.
  8. Supports and promotes the importance of healthy eating and physical activity both at home and at school among children and youth to combat the growing national epidemic of childhood obesity.
  9. Supports students, families and community to advocate for schools and school districts to develop and implement policies for school recess that include adequate unstructured outdoor play and indoor play (for inclement weather days); that include student education about safe playground rules, ensure the safety of playground equipment, and develop an adequate adult to student ratio.
  - ~~10. Supports students, families, and communities to advocate for the benefits of school recess~~
  11. Supports educating the public on firearm safety and current information on gun safety devices as well as requiring making stored guns inaccessible to children to reduce the risk of accident, suicide and homicide.
  12. Supports legislation requiring that a bike helmet be worn by children.
  13. Supports legislation to abolish the use of pickup truck cargo areas for passengers.
  14. Oppose all legislative attempts to suppress aggregate information about family diversity and sexual orientation.
  15. Supports legislation to ensure that the rights of children and youth with behavioral and mental illnesses are protected and to encourage and facilitate consumer and family input into all aspects of an individual's treatment and plan for recovery.

### Parent Family and Community Engagement – Arizona PTA

1. Supports comprehensive and evidence-based policies at the state and local levels that seek to engage families and members of the community at every level of education and will effectively involve and include families and whole communities in the education of children.
2. Encourages students working towards a teaching certificate to received training prior to graduation to effectively involve and include all parents and families in the education process of their children.
3. Supports community engagement policies, procedures, and laws which assure that school-based decisions such as school policies, curriculum decisions, and all programs related to the public schools are made with the input of parents-families.
4. To promote effective family focused, school-based interventions for children who are truant.

5. Encourages awareness about the growing need to provide consumer protection for youth and families.

Arizona PTA will monitor all legislation and will take positions to support bills that enhance and oppose bills that detract from the Arizona PTA Legislative Platform.

*The Arizona PTA 2017-2018 Proposed Legislative Platform is developed by the Arizona PTA Legislative Issues Committee and approved by the Arizona PTA Board of Managers. The Legislative Platform represents Arizona PTA's current legislative priorities. It is based on the public policy statements and resolutions of the Arizona PTA and National PTA. The Legislative Platform will be presented for adoption during General Session II June 10, 2017*



JOIN US AS WE CELEBRATE THE CONDUCTORS OF PTA—YOU!!

WHEN: SATURDAY JUNE 10, 2017

TIME: CASH BAR COCKTAIL HOUR BEGINS AT 6:15PM

DINNER BEGINS AT 7PM WITH AWARDS AT 7:30PM

DANCING TO FOLLOW AWARDS CEREMONY

WHERE: GRAND CENTRAL STATION (MAIN BALLROOM)

UNIFORM: YOUR FAVORITE 90'S GEAR!

BE READY TO BE PART OF OUR FLASH MOBI

"BE A HERO" LOCAL UNIT AWARDS AND ALL MEMBERSHIP AWARDS  
WILL BE AWARDED THIS EVENING!

**\*\*CASH BAR\*\***

CARVING STATIONS AND DESSERT BAR  
(\$50.00 PER PERSON)

## Hotel Reservations and Directions



MARRIOTT  
SCOTTSDALE  
MCDOWELL MOUNTAINS

16770 North Perimeter Drive  
Scottsdale, AZ 85260

Call: 1-800-288-6127 Group Code: AZ PTA 111<sup>th</sup> Annual Convention

Or, copy and paste the following link into a web browser:

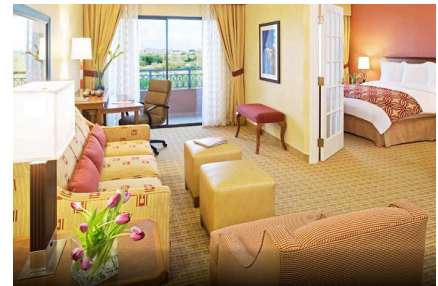
<https://aws.passkey.com/e/49130635>

**Standard 2-Room Suite: \$135/night (sleeps 5 comfortably)**

**Group Rate Deadline: Thursday, 5/15/2017**

### **Features:**

- Free Self-Parking
- Waived Resort Fees
- Complimentary Shuttle Service (5-mi radius)
- Complimentary In-Suite Mini-Refrigerator
- Complimentary Hair dryer/coffee maker/tea service
- Beautiful Pools
- Agave Bar and Grill Restaurant
- Cell Phone Charging stations in lobby
- State of the Art Fitness Center
- Complimentary High Speed Internet for *Marriott Rewards Members* (join for **FREE** today: (<http://www.marriott.com/rewards/rewards-program.mi> and save \$12.95/day)



### **Restaurants and Local Information:**

Information about local restaurants, stores, and activities, may be found by visiting the following: [www.scottsdalemarriott.com](http://www.scottsdalemarriott.com)





## Convention FAQ's

### **WHO SHOULD ATTEND CONVENTION?**

At the Arizona PTA annual convention, the delegates shall include any member of a local unit including but not limited to the President, Vice President, Secretary, Treasurer, and any other elected/appointed board member. Priority should be given to new and returning board members. Training opportunities are offered for all board members.

### **WHO PAYS FOR A DELEGATE TO ATTEND CONVENTION?**

Arizona PTA strongly encourages its local units to allocate for as many attendees as entitled to attend the annual convention. Training is an authorized and legitimate PTA expense and should be budgeted. Officers not only get assistance on how to perform their duties and fulfill their roles, but receive **mandatory training** about how to advocate, determine what programs best fit their school and community, and is an investment in all children and families. The convention expense should be a line item in a PTA budget. Training is necessary and **mandatory** to run an effective and successful parent association.

### **WHAT IF OUR ELECTIONS DO NOT OCCUR PRIOR TO THE EARLY REGISTRATION DATE?**

Local units can submit registration forms with unnamed delegates to represent their unit at the annual convention. Once the new officers are elected, submit the names to Arizona PTA with all the necessary details.

### **WHAT TO BRING AND THINGS TO KNOW**

- Plenty of great eateries and the hotel shuttle is available to transport you and your board to the Scottsdale Quarter and Kierland Commons for dinner or if you bring your family, events for them too!
- Invite and list Guest Tickets for your principal, district superintendent, teachers, counselors and parents to attend the Saturday Scholarship and Awards Ceremony.
- Don't forget your hotel confirmation and PTA check, credit card for incidentals.
- Dress is business casual during Convention hours.
- The Awards Ceremony is business casual but please no jeans.
- The Exhibit Hall will have plenty of opportunities to participate in the vendor drawings. Bring a supply of business cards or peel and stick labels with your contact information. Use those cards to also exchange with other local unit leaders to get and stay connected in order to help each other grow and support all Arizona children. Visit each booth as many of them offer free programs that help you advocate in various ways for the children on your campus.
- Bring a light sweater or jacket as workshop rooms always seem to be a little cool; so be prepared.
- Divide and conquer! Make sure to split your unit's attendees to enable you to take advantage of all the training opportunities and classes occurring during the same time slot. During your first meeting after convention, provide copies of the workshop material and share the topic details with your board so that you can determine how to use it on your campus.
- Help Arizona PTA improve training at convention by completing Workshop Evaluation Forms after each workshop. Each workshop also offers tickets in exchange of the completed evaluation for great door prizes.

## Final Thoughts

Do you have questions about Convention? Contact your Region Director or send us an email to [office@azpta.org](mailto:office@azpta.org). You can also call our office at 602-279-1811.