

**WISCONSIN
ASSOCIATION
OF
SCHOOL DISTRICT
ADMINISTRATORS**



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ADMINISTRATORS ASSOCIATION

ACKNOWLEDGMENTS

The Wisconsin Association of School District Administrators is a professional educational organization primarily for those who serve as superintendents. Over its history the Association has come to provide much more than service and support for its members. In addition it has gained a reputation for being an advocate for the students who attend Wisconsin public schools. Appropriately, the history of this proud Association represents a significant part of the story of how the State of Wisconsin supports quality public education and the children who attend the public schools across the state.

From a personal perspective, I remember a meeting in the late 1980s when representatives from the WASDA Board met with several legislative leaders. A prominent Senator indicated that, “the district administrators in Wisconsin have no power because all they do is whine and they can never agree on the important matters.” Those of us who have observed the evolution of WASDA know that such an assessment is far from accurate especially as WASDA has assumed a significant role in speaking out on key issues affecting education. Granted, with such a diverse membership, disagreements will always exist. More importantly, though, WASDA’s advocacy for students has become an important part of the Association’s agenda while it still continues to support its members in performing their leadership duties.

In preparation for writing this history many of the available past presidents of WASDA offered their assistance especially by providing personal insights into their year of service as president. In addition the Assistant State Superintendent, Steve Dold, provided a Department of Public Instruction perspective. Current Executive Director Miles Turner also assisted in putting together this history. His knowledge of WASDA’s past and current efforts was valuable.

Once the historical data and narrative were assimilated into a draft the typing and numerous revisions were completed by Vivian Ackley, who has served as Secretary to the Superintendent for the Green Bay District for many years. WASDA Executive Assistant, Nancy Lund, helped with final review and preparation. Her historical perspective assured a more accurate summary. Judith Crain, President of the Green Bay School Board, also provided editing assistance.

To some, this history will appear to be a summary of events involving names which often have not received a great deal of public acclaim. For those who have insight into the daily workings of public school districts in Wisconsin, this history highlights the efforts of representatives of the many women and men who have dedicated their lives to offering local leadership toward assuring quality education in all of the Wisconsin public school districts.

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WISCONSIN ASSOCIATION OF SCHOOL DISTRICT ADMINISTRATORS ASSOCIATION

HISTORICAL BACKGROUND

Information in this section comes from The History of the Wisconsin Association of School District Administrators 1938 to 1977 which was published by the WASDA Board of Directors in 1976.

The earliest written record identifying the official existence of an administrator association in Wisconsin was dated September 31, 1938. At that time the formal name of the administrative group was the Wisconsin City Superintendents Association. On that date, 75 city superintendents met in Baraboo and R. W. Bardwell of Madison gave a report mentioning the following concerns:

- Teacher certification;
- Fiscal independence;
- Separation of school treasurers from city treasurers;
- Legalizing extracurricular activities;
- Tuition of pupils on governmental lands;
- Increasing the state's support;
- Revision of the basis for apportionment of state support to include the number of pupils involved;
- Adequate financing of the Department of Public Instruction.

Many of these issues remain challenges in the educational environment as we start the 21st century. At this meeting those attending committed to the basic premise supporting the need for cooperation by educators. They agreed:

It is essential that all groups in public education present a united front in the program to obtain laws that will improve the schools.

On April 13, 1940 the Board of Directors passed the following resolution:

Be It Resolved, that the name of the Association be changed from the Wisconsin City Superintendents Association to the Wisconsin Association of School Administrators. Any person who is now or has been the chief administrative officer of the public schools of any village or city in Wisconsin; any assistant superintendent in cities having such officers; any administrative officer of any teacher training institutions who are directly engaged in the training of teachers; and the state superintendent of public instruction and those members of his staff engaged in the inservice training and supervision of teachers shall be eligible for membership.

Provisions of this resolution became amendments to the constitution for the Wisconsin Association of School Administrators (WASA). But all did not join in this attempt at a united front for administrators, and a rural-urban association was formed because its members did not feel that they had much in common with the city superintendents. Reference was made by the rural-urban administrators to a fear of domination by city superintendents who served in larger districts.

Shortly after the official formation of WASA, on November 6, 1940 the Board of Directors announced that a Joint Convention would be held with the Wisconsin Association of School Boards (WASB) at the Loraine Hotel in Madison on April 11-12, 1941. A decision was made by WASA to hold annual meetings each spring in conjunction with the Joint Convention.

On February 18, 1943 all members were notified that WASA and WASB had agreed to move the Joint Convention from Madison to Milwaukee because housing was inadequate in the state capitol.

During the war years travel restrictions made it difficult to hold many WASA meetings. One of the primary efforts by the Association during this period was to seek military deferments to keep male teachers in the classroom.

WASA affiliated with the American Association of School Administrators (AASA) on April 15, 1948 and both state and national dues were collected from the membership. President Forrest Conner from Kenosha attended the national meeting for state association presidents in Chicago that year.

For the first time, in April of 1949 expenses for the directors to attend Board meetings and expenses for committee chairs were authorized. On May 10, 1949, the Board discussed drive-ins with the state divided into districts and meetings held in each to assure a more complete discussion of organization problems as well as the challenges facing education in general. However, the idea of hosting drive-ins was not implemented at this time. The first mention of WASA having an interest in protecting the rights of individual members was recorded on July 20, 1949, when the superintendent's struggles in the Beloit District were discussed. After the April 13, 1950, meeting the Board initiated the idea of publishing a bulletin three or four times a year. This began the commitment of WASA to communicate with members on a regular basis beyond a meeting format.

On May 10, 1954, the Board introduced a plan to have a banquet the Wednesday evening prior to the fall State Superintendent's Conference. All of these initial activities and experiences laid the foundation for the operation of a more permanent and cohesive professional organization in future years.

In a significant step to better coordinate the efforts of administrators, on March 24, 1955, WASA President Harold Mennes of Neenah presented a new constitution for consideration. It provided, "for the consolidation of all administrative groups into a single organization." On September 29, 1955, the WASA Board was asked to appoint a representative to work with the Wisconsin Education Association (WEA - later the name Wisconsin Education Association Council or WEAC would be used) in seeking solutions to problems arising from misunderstandings of teacher contracts. Conflicts, especially those related to collective bargaining, between the professional associations representing teachers and administrators have continued to present a major challenge to both groups over the years.

During 1955 and 1956 WASA became an all-inclusive Association (including chief administrators) with the new Board of Directors meeting on April 21, 1956. The groups represented were:

- City superintendents, supervising principals, supervisors of the Wisconsin Department of Public Instruction, and administrators and supervisors of education departments in colleges and universities;
- County superintendents;
- Community superintendents;
- Directors of Vocational and Adult Education;
- Presidents of County Teacher Colleges.

Note should be made that principals were not represented in this WASA initiative.

For the next three years the all inclusive WASA as well as another organization, the Department of Superintendents, continued in existence and there is no clear indication which was most dominant in the eventual evolution of the Wisconsin Association of School District Administrators (WASDA). While the concept for a new all-inclusive WASA was introduced at the previously mentioned March 24, 1955, meeting, minutes were recorded for an April 21, 1956, Directors meeting of the Department of Superintendents which directed that an annual banquet at the fall State Superintendent's Conference be continued. The president of the Department of Superintendents was sent to the AASA meeting of state presidents that year. Later on September 27, 1956, the Directors of the Department of Superintendents' discussed their relationship with WASA but there was no resolution in terms of better coordinating the activities of the two groups. In fact, the Directors voted to have their own meeting on the Thursday of the Joint Convention. It is noteworthy that the Department of Superintendents had no separate meetings and each of its two yearly meetings were in conjunction with meetings of other groups.

September 25, 1957, marks a significant date in the history of WASDA. At 4 p.m. at the conclusion of the DPI sponsored Fall Superintendent's Conference, the Board of WASA met and a joint communication from the Community Superintendents and the District Superintendents was considered to amend the WASA constitution and allow the two affiliated organizations to merge. This is the first time that the words "district superintendent" appeared in reference to a name for an administrative organization. The new name of the merged groups became the Department of District Superintendents. Provisional approval was given and part of the dues for the Community Superintendents and the District Superintendents were to be sent to the newly formed all inclusive WASA. Finally, the idea of holding a separate spring meeting was discussed; however, there was a reluctance among administrators to meet independently in this early stage of their professional organization's development.

Meetings of the Board of Directors of the Department of District Superintendents continued through the 1960's and 1970's. As noted in The History of the Wisconsin Association of School District Administrators during the period starting in the late 1950's: "There must have been a great deal of confusion among the members" since the Boards of both the all-inclusive WASA and the Department of District Superintendents met separately. For example, in 1958 "The Board of the parent group met five times between April and December that year, and the Board of the District Superintendents met once."

On March 31, 1959, the Directors of the Department of District Superintendents held a Board meeting to consider disaffiliation with the parent organization, WASA. Only forty-two of a total of 314 district superintendents were present at the membership meeting which was held on April 18, 1959. At this meeting a motion was approved by 37 to 0 authorizing "our officers to work for dissolution; if they fail in this to work for disaffiliation." By a vote of 42 to 0 the matter was referred to the entire membership to have a final decision made by mail vote. When the mail vote was tallied on April 30, 1959, the results were 225 for seeking dissolution and 13 against with one ballot rejected.

In turn, on May 15, 1959, the Board of WASA decided to poll their membership on dissolution. The results of the mail vote were 241 yes and 116 no votes. Based upon this tally, the Board declared WASA dissolved as of June 30, 1959, and the assets would be divided at the September 1959 Board meeting.

This summarizes the rather complicated and often confusing historical background of the evolution of the Wisconsin Association of School District Administrators (WASDA) which began as an organization on July 1, 1959. Although the word "District" had been referred to over the preceding five years, its official inclusion in the name was the result of a committee decision made in the office of Howard Kajath who was Superintendent of Waupun. Thus began the new era of the Wisconsin Association of School District Administrators which became a uniting force supporting superintendents and advocating for children and learning.

HISTORY OF THE WISCONSIN ASSOCIATION OF SCHOOL DISTRICT ADMINISTRATORS - 1959-2000

Information in this section comes from: a review of the WASDA Board minutes from 1959-2000, reviews requested from available WASDA Past Presidents, interviews of Executive Director Miles Turner, and a review of The History of the Wisconsin Association of School District Administrators 1938 to 1977.

1959-60 President John A Bjorge Berlin, Wisconsin

On July 21, 1959, an organization meeting in Madison was held for the Wisconsin Association of School District Administrators. At this meeting John Bjorge of Berlin was elected as incoming president. Later, on July 19, 1960, the Board of Directors appointed Verne Klontz as the first Executive Secretary for WASDA. Klontz's salary was initially set at \$100 per month understanding that since he was retired he planned to spend the winter months in Florida.

Seventy percent of individuals eligible for membership joined WASDA in that first year of existence. In its early years, the WASDA Board meetings were usually held in conjunction with other educational events. The Board met in September at the time of the State Superintendent Conference, in November at the time of the Wisconsin Education Association Convention, in January at the time of the Joint Convention, and in April. The annual membership meeting was held during the January luncheon.

At the January 21, 1960, Annual Meeting, the following Committees gave reports: Auditing, Legislative, Professional Relations, Vocational Agriculture, Membership, Board of Health Awards, Nominating and Constitution. The Committee titles signify some of the key areas of focus for the newly formed Association.

Bjorge confirms that he was the first President elected by WASDA, and later the 44,000 teachers in WEA elected him President of their Association. He remembers that State Superintendent George Watson welcomed him as "someone to go to seminars and programs and school visits...." According to Bjorge, Watson closed about 10 county high schools, as well as college campus schools, one-room schools and outdoor toilets. In 1959 all areas in the state were required to be included in a high school district. According to DPI statistics this resulted in a trend which eventually reduced the number of K-8 districts from 2,359 in 1959 to 366 in 1962. In terms of his contributions, Bjorge explained, "I had the word District placed in our name. Else we had so many joining us that weren't us."

1960-61 President Homer DeLong Eau Claire, Wisconsin

From the beginning, WASDA focused on the need for a working relationship with the Wisconsin Association of School Boards (WASB). At the Board meeting in September, 1960 Dale Davis of Sparta requested that WASDA and WASB invite winners in the September primary elections to attend joint area meetings of the two organizations. Also at that meeting, the Board authorized the appointment of a Welfare Committee of three. As guides for the Committee three items previously approved by WASB in March, 1957 were cited:

- The school board shall refuse to dismiss any employee for any reason other than that which is ethically acceptable and should notify the person dismissed of the real cause of dismissal.
- The school board shall function as a legislative body and not assume duties that should be performed by the superintendent and his staff.
- The school board shall transact school business only in regular or legally called meetings, and not in sessions called without proper notice to all members.

Member representation on the Board was an important issue when the Association was formalized and, as recorded in November, 1960, the Board members included:

- north half of the state = 4;
- south half of the state = 5;
- employing 0-50 teachers = 2;
- employing 51-100 teachers = 2;
- employing over 100 teachers = 2;
- and the Past President.

The dividing line between north and south extended from Manitowoc to La Crosse. Expenses for Board members and committee members were paid only if involved school boards refused to pay them.

At the September, 1960 meeting, the minutes indicate: “It was unanimously agreed that membership is one of our most important problems.” Over the years WASDA has continued to attempt to reach out to as many superintendents as possible.

In November 1960 the Board voted to join the Joint Committee on Education and pay the \$10 annual dues. This group, which was formed in 1934, consisted of WASB, Wisconsin Association for Childhood Education, Wisconsin Council of Agriculture, Wisconsin Education Association (WEA), the Farm Bureau, Wisconsin Library Association, Daughters of American Revolution, State Grange, and the Department of Public Instruction. As late as 1973, State Superintendent Barbara Thompson designated the Joint Committee as her sounding board for policy.

At this time, WASDA had two publications, The Newsletter which was published eight times a year, and The Administrator which was published four times a year. During the first official annual WASDA meeting a constitutional change was made stating: “Only chief school administrators holding an institutional membership may vote or may delegate such voting power to a representative from his school district.” Also, at this January, 1961 Annual meeting Angus Rothwell from Manitowoc was officially endorsed for State Superintendent. Historically this was the first official action by WASDA.

Later, when the WASDA Board met on April 27, 1961, in Wisconsin Rapids, it was decided the President-elect would be sent to the AASA meeting for state presidents and expenses would be paid by WASDA. It was also decided that Board member expenses would be paid for attending WASDA meetings except when expenses were paid by local Boards. Also, WASDA partnered with the Eau Claire Book and Stationery Company and the University of Wisconsin as sponsors of a \$500 annual administrative fellowship. Clothing drives were discussed at the April 27, 1961, meeting. Through unanimous Board action, administrators were encouraged to thoroughly investigate drives before participating. It was suggested that educational implications should be considered in establishing local school policies relative to such drives. Finally, the Board voted to sponsor a reception with the Department of Public Instruction for State Superintendent-Elect Angus Rothwell.

1961-62

President Ken Rawson

Clintonville, Wisconsin

At the September 20, 1961, Board meeting the Legislative Committee was directed to conduct a feasibility study on whether to retain a lobbyist. Henry Weinlick, Executive Secretary of WEA, reported to the Board that a luncheon sectional had been arranged for WASDA at the 1962 WEA Convention. At this time most WASDA members were also WEA members.

The origins of the WASDA Welfare Committee were introduced to the Board by Leslie Johnson of Sheboygan. In his report it was explained that a “welfare committee shall review such cases as may be called to its attention by a member aggrieved by an action taken against him by a person or persons which may place his career as administrator in jeopardy....” This action confirmed WASDA’s commitment to support members who were experiencing problems in their local districts. In addition, it was decided that the welfare committee may serve as a consultant, for members and that it “shall” review legislation, review insurance plans and study administrative salary plans.

At the November 1, 1961, Board meeting Executive Secretary Klontz was appropriated \$350 to partially cover the necessary minimum expenses for him to visit state officers and secretaries of various state organizations similar to WASDA in the Southeastern part of the United States. With this action the Board recognized the need to inservice their executive, at least in terms of practices in other states. Also at this meeting the Board discussed teacher training in the state colleges “with particular stress on the lack of uniformity between the various institutions... in evaluating credits earned in previous years.”

At the January 24, 1962, meeting, the Board unanimously approved a resolution that WASDA “go on record voicing the disapproval of all athletes, professional and amateur, participating in public testimonials supporting the use of cigarettes, tobacco and alcoholic beverages.”

On the state level, discussions for ending the position of county superintendent were taking place and the system of Cooperative Educational Service Agencies (CESA) was eventually implemented to replace the county focus. At the January 17, 1963, business meeting, the WASDA membership supported the implementation of CESAs along with the establishment of a State Board of Education.

1962-63

President Charles F. Hub

Ripon, Wisconsin

During Hub’s term WASDA Secretary Klontz had his car mileage rate increased by the Board and his \$350 expense for interviewing officers of other states was re-confirmed. Klontz reported that WASDA voting members had increased from 286 in 1959-60 to 383 in the current year. Non-voting membership had decreased from 123 to 22 in the same time period.

At the July 9, 1962, meeting the Board unanimously approved the Code of Ethics recommended by the Ethics Committee. This action was approved later by the full membership at the Annual meeting. Under the heading “The Administrator as Guardian” the Code stated: “The administrator should protect the schools against commercialism and propaganda.”

On May 10, 1963, the Board approved an awards program. Included were the Quarter Century Award, the Outstanding Educator Award, the Retirement Award and the Past President Award. Several days later on May 8, 1963, Directors of Cooperative Education Service Agencies were recognized by the Board as voting members. At this meeting, the Board approved a voluntary contribution of \$5 per year by voting members, to be used to support the activities of the Welfare Committee which offered support to members who were struggling with their local school boards.

Two interesting “Long Range Goals” for WASDA in 1962-63 were to:

- Actively support school reorganization and work toward the goal of all Wisconsin school units operating a program of kindergarten through grade 12 by 1968;
- Promote the concept of a state-wide pay scale for administrators.

1963-64

President Dale Davis

Kettle Moraine, Wisconsin

On July 10, 1963, a “Secretarial Retirement Fund for V.E. Klontz” was created by the Board in the amount of \$3,000. From this Fund, \$1,000 was to be paid per year starting with the Executive Secretary’s first year of retirement. The first payment of \$1,000 was made in January, 1971. Providing an adequate retirement plan for the executive was an issue the Board would continue to face in the future.

Reflecting the informal operation of the Association in its early formation, the Annual meeting on January 23, 1964, had an abbreviated agenda as noted in the minutes, “Due to the length of the morning program there was time for only two committee reports....” The reports were Long Range Program and Professional Relations. Throughout the year the WASDA Board received updates on the development of a kit “to be used in presenting information on the financial problems confronting the public as a result of increasing enrollments....” The cost of the project was \$3,000 and equal shares were paid by WASB, WEA and WASDA. Dr. Richard Rossmiller of the University of Wisconsin provided leadership for the initiative. In 1964 Cooperative Educational Service Agencies (CESAs) were first created, a major state educational development.

1964-65

President Charles Jones

Manitowoc, Wisconsin

On July 7, 1964, the Board unanimously adopted a two-year graduate study requirement for members beginning July 1, 1968. Also, at this meeting, the Board approved \$1,000 to support the making of a filmstrip on financing schools entitled "It's Up to You." Dr. James Lipham from the University of Wisconsin assisted with this project. Also at this meeting the efforts of WASDA to establish friendly relations with WASB were recognized when a letter from WASB Executive Secretary George Tipler was shared with the Board members. In the letter Tipler thanked the WASDA Board for urging their membership to encourage local school board members to become active in WASB activities. The letter noted, "Needless to say we are extremely proud to receive such a fine tribute and recommendation."

Later, on September 16, 1964, the Board discussed college entrance requirements in Wisconsin. Members of the Board expressed concern that potentially good students would be excluded if a proposed policy were implemented to admit only the top half of high school graduating classes. In addition, the Board revisited a controversial decision by the Wisconsin Employment Relations Board involving a teacher dismissal. This reflects the growing challenge presented to districts related to Chapter 111 dealing with dismissal issues. Conflicting stances by WASDA and WEA were beginning to increase tensions between the two Associations. For example, at the November 4, 1964, meeting a question from WEA regarding the use of District funds to support the activities of the Welfare Committee was discussed. The Board recommended a letter be sent to WEA indicating that, "no institutional funds have or will be used..."

During the Annual meeting on January 21, 1965, the two-year graduate student requirement for new superintendents (a grandfather clause exempted current members) and the \$5 voluntary contribution to the Welfare Committee were approved by the membership. At the Board meeting held in conjunction with the Annual meeting, the Board supported a waiver of attendance from school for those youth who were over 16 and who had full time jobs. In future years this position would change.

1965-66

President Fred Holt

Janesville, Wisconsin

At the November 3, 1965, meeting the Board voted to give \$100 from the welfare fund to Muskego to appeal a teacher employment case it had lost before the Wisconsin Employment Relations Board. This action again reflects the growing disagreement between WASDA and WEA regarding key employment issues. Interestingly, at the Annual meeting on January 20, 1966, there was no business requiring attention.

On May 6 the Board discussed the question, "Is C.E.S.A. heading for what is known as an 'intermediate district' - a link between the Department of Public Instruction and the administrators in school districts?" As stated in the minutes, "Much concern was voiced..." Apparently WASDA members feared a loss of some local control should CESAs be given more status.

On the state level, in 1965 two significant changes occurred including the elimination of County Superintendents and the raising of the compulsory age for school attendance to 18.

1966-67

President J. K. Hoyer

Whitehall, Wisconsin

During this year State Superintendent Angus Rothwell resigned and Governor Knowles appointed William C. Kahl as his replacement. On July 5, 1966, the Board voted to "applaud with enthusiasm" the new appointment.

At its November 2, 1966, meeting, the Board reviewed a letter from Henry Weinlick, Executive Secretary of WEA, written in response to an earlier communication from Executive Secretary Klonz of WASDA. The letter confirmed growing tensions between the two Associations. Weinlick noted: "I am very much disturbed at the attitude some administrators have taken in public saying WEA is anti-administrator."

On May 1, 1967, the Long Range Planning Committee proposed the following:

- an annual WASDA convention independent from other conventions;
- investigating office space at the University of Wisconsin-Madison;

- a full-time Executive Secretary;
- an increase in dues ;
- selecting an administrator from each CESA to serve as a liaison with WASDA.

From the above proposals the Board approved only the study of office space at the University, and the CESA liaison proposals for presentation at the Annual Convention in 1968.

1967-68 President R. G. Hein Waukesha, Wisconsin

During Hein’s term WASDA began holding its own separate annual meetings apart from the Joint Convention. At the September 20, 1967, Board meeting Ludwig Petersen from Fond du Lac and the WASDA Convention Committee Chair, presented the proposed program for the first WASDA Annual meeting scheduled for the spring. The separate annual convention showed a commitment to provide members with specialized assistance and training. Also at this time President-elect Amundson reported a plan to schedule two WASDA Executive Committee meetings to help to streamline Board meetings and minimize time consuming discussions of background details which could be addressed as part of Executive agendas. Assurance was given that all activities of the Executive Committee would be reported to the Board of Directors. At this meeting a list of “Problems We Face” was presented to the Board. Among the 26 listed topics included were contract jumping and the stealing of teachers. A “Master plan for continued reorganization in Wisconsin” was also mentioned in recognition of recent state efforts to reduce the number of smaller districts.

With growing concern about deteriorating relations with WEA, at the November 1, 1967, meeting a discussion with the Department of Public Instruction addressing issues related to strikes was highlighted.

At the January 24, 1968, Board meeting, it was moved and unanimously approved that Directors Leslie Johnson, President-elect Amundson and Secretary Klontz serve on an ad hoc committee to work with the PTA over the coming year. The PTA was viewed as an advocate for education and therefore an important partner for WASDA.

The first separate Annual Convention was held on April 8-10, 1968, at the Pioneer Inn in Oshkosh. The agenda included Committee reports open to all members to offer support or suggest changes. A business meeting was then scheduled to review and approve the finalized Committee reports after input had been incorporated. There were also three speeches, two on topics of current interest to administrators and the third presentation was intended to be inspirational.

1968-69 President Elden Amundson Plymouth, Wisconsin

At the July 1, 1968, meeting the Board approved a plan that the Executive Secretary work with drive-in chairs to “have available two or three [experienced superintendents] to meet with beginning superintendents....” WASDA was continuing to expand its role to provide for a variety of training needs for its members based upon their various unique needs.

On November 6, 1968, a motion by Leslie Johnson of Sheboygan and seconded by Ludwig Peterson directed that WASDA explore the creation of an umbrella organization, including WASDA and all other organized groups of administrators and supervisors. Also discussed at this meeting was a request from John Roberts of the Wisconsin Interscholastic Athletic Association (WIAA) to participate in a study of conference realignment. Two representatives were designated to work with the WIAA.

The second Annual Convention on April 28-30, 1969, was again held at the Pioneer Inn in Oshkosh. At the Convention the Distinguished WASDA Service Award was approved. Also, the position to have superintendents encourage PTA affiliated units in their districts was supported unanimously. In conjunction with the Annual Convention, the Board met and agreed to be part of the umbrella organization named the Wisconsin Council of School Administrators Association (WCSAA). The theme of coordinating the efforts of administrative organizations has been endorsed by WASDA throughout its history.

At the May 28, 1969, meeting the Board authorized the President to appoint a committee of three to make a report the following September on the feasibility of WASDA having a full time Executive Secretary. This was an indication that WASDA was flourishing as a professional organization and full time leadership needed to be considered.

1969-70

President Walter Ploetz

Cudahy, Wisconsin

At the September 16, 1969, meeting among the items discussed were assessment, salaries for superintendents and “a lengthy discussion... on problems involved in the area of sex education in the schools.”

The committee which had been asked to report on the feasibility of a full-time WASDA Executive Secretary, surveyed the membership. On November 6, 1969, Robert Fenske of Wisconsin Dells indicated to the Board that 63 of the 208 polled were opposed to the idea. Although no action was taken, this issue would continue to be studied by WASDA.

Also, at the November Board meeting, R. G. Hein, Chair of the Program and Policies Committee, recommended the Board approve a WASDA sponsored Political Seminar to be held in Three Lakes on September 27-29, 1970. This reflects the growing need for districts to become aware of complicated legal issues in regular operations. Finally at this meeting, President-elect Ludwig Peterson’s resignation was approved by the Board.

On December 17, 1969, the Board appointed R. G. Hein to succeed Vernon Klontz as the WASDA Executive Secretary beginning July 1, 1970. Since the position was still part-time, Hein was allowed to assume other part-time employment provided it wouldn’t interfere with his WASDA duties.

At the time of the third Annual Convention on April 27-29, 1970, John Bjorge of Berlin stated that participation in WEA by WASDA members was inconsistent with the newly developed role of administrators and not compatible with the ethical perception of an administrator. Much discussion followed and the related motion was eventually tabled. In a significant action, President Amundson proposed a constitution and bylaws for the implementation of an umbrella organization which was named the Wisconsin Council of School Administrative Association (WCSAA). The initiative received approval by the Board. Also, the Board approved a contribution to the Williams Bay District of \$150 to use in the appeal of a court decision on the rights of a school district to establish dress codes for students.

1970-71

President Eric T. Becker

Beaver Dam, Wisconsin

At the September 15, 1970, meeting, the Board approved providing, without charge, a professional liability policy to each member. On November 5, 1970, Leslie Johnson moved that the President appoint a committee to investigate securing legal counsel on a retainer basis. Through this action, WASDA became the first administrative organization in the nation to provide legal assistance for itself and its members.

In October, 1970, the initial Political Seminar was held and Governor Patrick Lucey was the speaker. As part of the Board meeting in conjunction with the fourth Annual Convention, the newly designated WASDA Attorney, Manny Brown of Racine, was authorized to draw up a model contract for administrators. Also, at this time, the Executive Secretary’s title was changed to Executive Director. During the Annual Convention, Bjorge’s motion that membership in WEA was inconsistent with the role of an administrator was supported by a margin of 43 to 36.

President Becker remembered that the most significant educational issues in Wisconsin at that time were labor negotiations, financing building construction and planning vocational training. These three issues would continue to face educators in the future. In 1971 Wisconsin began the requirement that teachers must earn a bachelor’s degree to enter the profession, a key historical decision. The familiar two year county college teacher degree was no longer recognized. Under Becker the practice of having the WASDA Board adopt a calendar for its yearly meetings was initiated.

1971-72

President Harvey Johnson

Ashland, Wisconsin

During Johnson's term five members, whose names were kept confidential, were provided contract assistance under the new plan approved by the Board to offer support to members facing legal issues. For a third time, the Board's earlier endorsed position to require two years of graduate work for WASDA membership was postponed to July 1, 1974, (from the previously adjusted date of July 1, 1972). During its early history, members apparently did not feel comfortable with WASDA assuming a role of establishing qualification standards. The number of drive-ins was increased from six to seven and attendance followed CESA boundaries.

At the Annual Convention in April, the campaign headed by Robert Kreuser of Muskego to have the WASDA president elected by the membership rather than the Board received approval as a constitutional amendment. Interestingly the first contest for president-elect to be decided by the membership involved candidates Kreuser and Gerald Thompson of Brodhead. Thompson was elected but Kreuser was elected the following year.

At the March 17, 1972, meeting Walter Ploetz requested that the WASDA committee on the election of the State Superintendent invite representatives from four other administrative organizations to work with his committee. This proposal showed an interest by WASDA to assume a role in key elections affecting education and it indicated WASDA was willing to provide leadership in coordinating efforts related to endorsements with other organizations. The view was that a unified voice had greater impact.

Interestingly, at the April 24, 1972, Board meeting, Robert Houg of Stevens Point reintroduced the idea of having one administrative association to include all administrators, an effort harkening back to historical issues which were prominent prior to the formation of WASDA. The Board did not have an interest in pursuing such a direction since specialized assistance for superintendents was viewed as a critical need.

Finally, at the June 27-28, 1972, Board meeting, it was agreed that the fellowship sponsored in conjunction with the University of Wisconsin should not be awarded for 1972-73 because sufficient funds had not been raised, and because there was no candidate who met the qualifications. This project would formally be discontinued a few years later.

1972-73

President Ollie Berge

Sun Prairie, Wisconsin

At the September 19, 1972, meeting the Board expressed an interest in organizing a group trip to the American Association of School Administrators (AASA) Convention scheduled to be held in February in San Francisco. This idea was new, not only for WASDA but also for the national organization. Initially AASA refused to allocate a block of rooms for Wisconsin since the preference was that individual administrators should go through the AASA housing bureau. Eventually the block was approved and AASA has accommodated blocks of rooms for states since that time. That year 150 WASDA administrators and wives attended the San Francisco Convention. The new initiative was a success.

In other action that year, the Board directed the following members be registered as lobbyists: Ken Williams of Edgerton, Gilbert Anderson of Antigo, Allen Schraufnagel of Elroy, George Nikolay of Cambridge and Executive Director Reinie Hein. This was the first time the Board authorized individuals to act as lobbyists for WASDA and it showed an increasing interest in legislative matters. President Ollie Berge recollected that the key issues addressed during his term included the ongoing discussion of a full-time director as well as expanding office space and increasing secretarial assistance. WASDA endorsed Dr. Barbara Thompson for the office of State Superintendent, a position she eventually was elected to fill.

The WASDA committee structure was expanded which Berge felt brought more members into active roles. Finally at the fifth Annual Convention, a constitutional change was approved that the Board of Directors consist of one member per CESA to assure representation across the state. From a wider perspective, Berge indicated there continued to be a growing tension between the union (teachers) and management (school boards/administrators).

As a result, bargaining issues were prime topics for workshops, seminars and conventions. Special Education was evolving into a major issue as was the ongoing discussion of the state school aid formula with a specific focus on percentages paid districts. In 1973 the state school aid formula was changed so that property-wealthy school districts' "excess taxes" were redistributed to poorer districts through "negative aids." Also, programs for the education of all handicapped children were first funded in 1973.

At the June 27, 1973, meeting the Board voted to endorse Elden Amundson from Plymouth as a candidate for AASA Vice-President. It was agreed to pay fifty percent of his campaign expenses from WASDA funds, up to a maximum of \$500. On June 24-26, 1973, the Bill Kahl Seminar was held in Stevens Point. This became the second annual seminar sponsored by WASDA (the first was the Political Seminar) and it reflects the growing focus on professional development activities which WASDA assumed. This Seminar was named in honor of William Kahl, who retired as State Superintendent on July 1, 1973, and the focus was intended to deal with current administrative issues.

1973-74

President William Paton

Oconomowoc, Wisconsin

With the increased activities of WASDA, the Board of Directors scheduled seven meetings in 1973-74. A committee addressing the issue of teacher strikes was initiated showing growing concerns in this area. Paton remembers the Hortonville strike which took place during his term and he notes, "While WASDA did not actively involve itself, we did meet with the Hortonville administration and State Superintendent, Barbara Thompson, to keep WASDA current..." Robert Kreuser, from Muskego, headed the special committee on teacher strikes with reports and discussions taking place at the December, 1973 and February, 1974 Board meetings.

Another special committee dealt with the energy crisis and it was headed by Ollie Berge of Sun Prairie. His report, was well received by the Board and a copy was sent to all WASDA members.

Berge also chaired the Programs and Policies Committee and he delivered this Committee's report to the Board on February 6, 1974, with the following recommendations:

- A part-time Executive Director and a full time Legislative Coordinator or a full time Director assigned to both areas of responsibility should be hired.
- A budget of \$65,000 was needed if a full time Director was hired.
- A change in the dues structure was needed to meet these needs.

The issue of a full time Director was not a new one and there was Board consensus in favor of this initiative. At the Annual Convention on April 30 - May 1, 1974, the appointment of a full time Director was approved with only one dissenting vote. The following dues were set:

| | |
|---------------------------|------|
| Personal | \$75 |
| Professional Subscription | \$75 |
| Associate | \$75 |
| Service | \$10 |

Also during the Annual Convention, Kreuser's committee report on strikes was not adopted but the Convention did vote to support the existing state law prohibiting teacher strikes.

At the June 28, 1974, meeting, the Board again approved up to half of the cost, not to exceed \$500, for Elden Amundson to seek a second term as Vice-President of AASA. President Paton also presented a plan for the WASDA Executive Committee to screen candidates for the newly approved full time Executive Director position and to recommend three finalists for the Board to consider.

In reviewing his term Paton highlighted the movement toward a full-time Executive Director as well as the change in the Annual Convention agenda to move "in the direction of topic oriented sectionals rather than sectionals based on Committee Reports."

1974-75

President Gerald E. (Gus) Thompson

Waupun, Wisconsin

Following the previous year's approval, the budget acted upon by the Board at the September 17, 1974, meeting included funds to hire a full time Executive Director. After narrowing the search to three candidates in November, Ollie Berge of Sun Prairie was hired as the Executive Director to begin March 1, 1975. One of the early actions taken by Berge as Executive Director was to hire Nancy Lund as a full-time secretary. Nancy has remained with WASDA for many years and, among her contributions has been assistance with planning and coordinating WASDA activities and events, especially as the development and training functions of the Association became a greater focus.

In November, out-going Executive Director, Reinie Hein, reported that office space for the full time Director was available without cost in the University of Wisconsin's Education Building. In response, the Board agreed that the WASDA office should be located in Madison but no motion to accept the offer from the University was made. At the January 22, 1975, meeting, the Board accepted the University of Wisconsin offer by a vote of 12 to 6.

With the growing focus on training, the WASDA Board addressed cost considerations in terms of fees. On March 20, 1975, the Board agreed that the cost of WASDA seminars should be determined by the Program and Policies Committee and a registration fee would be charged to provide WASDA a reasonable profit.

During the Annual Convention, a recommendation was approved from the Administrator-Board Relationship Committee to offer several seminars around the state on budget issues and administrator-board relationships. These seminars were in addition to the Political and Bill Kahl Seminars. Budgets and board relations have been on-going issues facing WASDA members and they have remained topics of interest for WASDA over its history.

President Thompson recalls that during his term the Board authorized a member payment of \$6 per month for the purpose of hiring a full time lobbyist through the Wisconsin Council of School Administrator Associations. Jim Deroiun was hired as the lobbyist. With a formal lobbyist the voice of WASDA on key legislative matters was better assured.

According to Thompson, significant educational issues faced during his term included:

- the Department of Public Instruction attempting to establish 13 educational standards for all districts (WASDA voted to request a delay);
- the application of Chapter 89 which required districts to serve handicapped children;
- negotiations and how to avoid strikes through mediation;
- career education;
- school administrator evaluations and rewards along with board administrator relations.

1975-76

President Robert Kreuser

Muskego, Wisconsin

On September 16, 1975, the WASDA Board voted to discontinue providing professional liability insurance coverage for members. Also, the Board approved a request from WCSAA to charge a \$90 per year service fee which would be paid by all WCSAA member associations. The dues would be pro-rated among the involved associations.

In November it was announced that Elden Amundson had not made the final ballot for AASA president elect but he had made the final ballot for vice president, even though he had not been an announced candidate. The Board endorsed his candidacy but made no mention of financial support.

During Kreuser's term an innovation was introduced in the conduct of Board meetings asking each member to report on ideas and desires from their CESA. Kreuser also announced that the Executive Committee had been in contact with Reinie Heim regarding writing a history of WASDA. It was felt that if an agreement could be reached, the history could be finished by the end of 1976.

In reviewing his term, Kreuser explained:

Coming to a head during my presidency was the issue relating to a superintendent's proper role as a member of WEA. I spear-headed the position that the migration of the WEA from an educational organization into one primarily focused on economic aggrandizement and union advancement, dictated that membership in WEA was inconsistent with our professional role(s) and that no WASDA member should properly continue such affiliation.

Kreuser also highlighted his role as President-elect in hiring Ollie Berge as Executive of WASDA. He noted, "...the skills and dedication of Ollie on the job was greatly responsible for the high status WASDA acquired among educational associations in the state of Wisconsin."

1976-77

President Jim Munro

Bloomer, Wisconsin

In December, 1974, the WASDA Board elected Jim Munro to replace Del McGinnis as President-elect after Del had resigned. Munro indicated that during his term emphasis was placed on administrative team development. In addition, superintendents were strongly encouraged to become involved in political action. Among the political issues of particular importance Munro listed:

- WEAC's support of 14 DPI educational standards;
- Mandatory binding arbitration;
- State cost controls;
- DPI staff reductions;
- Desire to get to the 40% state aid level;
- Collective bargaining for middle management;
- Raising the drinking age to 19.

In terms of notable action taken by the Board during Munro's term, he confirmed the following initiatives:

- A Political Action Committee was established;
- WASB and WASDA agreed to form a committee to "study and make recommendations regarding length of seasons, the length of practice sessions, the tournament philosophy, and the number of interscholastic activities possible during a season."
- Guidelines for endorsing State Superintendent candidates were established.

The issue of endorsing candidates for state elected positions would remain an on-going discussion for future WASDA Boards.

The Board approved participation in the statewide spelling test on November 3, 1976. At the April 26, 1976, Annual Convention, the Quarter Century Award was changed to an award requiring only 20 years of service as an administrator working directly with a school board. Among the listed concerns discussed at the June 25, 1976, Board meeting was new license requirements for administrators and the number of forms required, in general, by the DPI. Also in 1976, in the case Buse v. Smith, the Wisconsin Supreme Court determined that "negative aids" were unconstitutional and they were repealed by the legislature. "Negative aids" required some property wealthy districts to pay money to the state rather than receive money or aids from the state. The issue of equity in the state funding formula has plagued Wisconsin over the years. Because the state has such a variety of districts with a wide range of taxing capabilities, the challenge of assuring equity in funding of education has made it historically difficult for WASDA to arrive at a consensus in this important area.

1977-78

President Bill Knapp

Greendale, Wisconsin

President Bill Knapp remembered the Annual Convention during his term featuring a motivational speaker and a doctor who spoke about health considerations. As Knapp concluded in looking back, "Not much has changed - we're still in need of motivation and still must be concerned about superintendents' mental and physical well being." Another general session treated the concept of an "administrative team." Also there was a sectional explaining how the North Central Association was expanding its certification to a K-12 focus from the earlier emphasis on high school certification. This was in response to districts striving to document a commitment to providing current educational programs from kindergarten through high school graduation.

A list of other sectionals provides insight into key issues being addressed during Knapp's term. They included:

- Gifted and Talented - do we segregate into special programs?
- School administrator/school board relationships;
- Reduction in Force (RIF) to deal with a growing concern about declining enrollment;
- Retirement changes;
- Revisions of the negotiation laws with a special focus on impasse resolution;
- Vocational education;
- Handicapped education;
- Competency based education (CBE).

According to Knapp, during his term there was an effort made to establish better working relationships with WSSPA (the secondary principals) and WESPA (elementary principals). This was a follow-up to the WASDA interest in an "administrative team" concept.

In conclusion, Knapp indicated that in his opening letter to the WASDA members he highlighted his feelings by noting, "that we have a strong organization with an able and competent Executive Director and...we can make an impact in the lives of boys and girls in Wisconsin."

1978-79

President Orlie Ziemann

Appleton, Wisconsin

At the September 12, 1978, Board meeting there was discussion as to whether WASDA should consider endorsing a gubernatorial candidate. Also at this meeting, there was considerable discussion on the motion made at the spring WASDA convention "relating to affiliation with other associations." The discussion was concluded with the passage of a motion not to support merging but that "...our association instead should continue to promote a strong and close working relationship with our related associations."

On March 19, 1979, the Board set the Executive Director's salary along with a retirement payment and agreed that WASDA would cover the cost of leasing an automobile. The expanding role of a full time Executive necessitated the use of a car to provide a personal presence in districts throughout the state. While the quality of Directors who have led WASDA throughout its history has been commendable, it has been a challenge to retain the best by making the WASDA executive's contract package competitive with that of practicing superintendents across the state.

At the June 22, 1979, meeting the Board discussed a request from the Awards Committee that a "growth award" be considered for administrators who are implementing innovative ideas. No action was taken but the recommendation reflects the desire on the part of the organization to support new approaches to current challenges. At the same meeting State Superintendent Barbara Thompson discussed a number of matters with the Board including her assertion "...that schools must do something to reduce the dropout rate for our minority students." This shows that Wisconsin was beginning to serve a more diverse student population, a trend which would continue to escalate into the future.

1979-80

President Lyle Martens

Seymour, Wisconsin

At his first Board meeting on September 19, 1979, Martens expressed concern "...over the lack of communications between Governor Dreyfus and the various educational associations, including WASDA." Also, a special committee was created to address the 19 year old or 21 year old legalized drinking age in Wisconsin.

Highlighting the growing impact of technology in education, at the November 6, 1979, meeting Martens informed the Board of proposed changes by the Educational Communications Board related to policies and procedures governing state instructional television. Board members were also informed of a survey sent to members related to this area. The DPI requested WASDA to encourage school administrators to "continue gathering data on cost controls and its affect and impact upon school districts - especially declining enrollment school districts."

Indicating a growing concern about energy consumption, at the January 16, 1980, meeting, Board members were informed of a series of five "Energy Conservation" workshops which were to be conducted by the Executive Director during the last week in February and the first week in March.

At the June 20, 1980, meeting there was discussion of forming a coalition to override the Governor's veto of the 10.5 percent cost control exemption which would give districts much needed flexibility. It was confirmed that a Beginning Administrators Conference would again be held in conjunction with the State Superintendent's Fall Conference to deal with the number of new members resulting from the turnover of district administrators in Wisconsin. In addressing the issue of declining enrollment in many districts across the state, the Executive Director discussed district legal responsibilities relating to the reduction in force (RIF) of administrators. An Attorney General's opinion was requested clarifying this issue.

Over the entire year the Board received regular reports from James Munro who served on the Administrative Team Concept Committee. With the number of issues related to such things as cost controls, declining enrollment and tense bargaining, a team approach to administration was viewed as an important goal for districts. Through a team the ever increasing demands on administration could be understood and shared among management staff in a district. Because this was a key need, WASDA assumed a leadership role in creating a vision for a team in local district operations.

1980-81

President Mike Malone

Port Washington, Wisconsin

At the September 16, 1980, meeting a plan was proposed for the WASDA endorsement of a State Superintendent candidate. Also at this meeting WASDA objectives were considered. Among the suggestions submitted by Board members were the study of alternative methods of financing public education and retirement for administrators. Dr. Herbert Grover was endorsed by the Board at the November 7, 1980, meeting on a 10 to 6 vote with 3 members absent.

The Board approved a motion at the January 21, 1981, meeting not to participate in an "Administrator of the Year" award. Issues were discussed related to the WIAA, including conference realignment and a football play-off. Each Board member was asked to develop a petition regarding the playoff question. At the May 4, 1981, meeting it was reported that only eight Board members had circulated a petition and "Because of the obvious lack of interest in this project, the WASDA did not forward a request for action on this issue to the WIAA."

At the June 19, 1981, meeting a special ad hoc committee was created to study the function and purpose of the CESAs and to make a proposal relating to their short and long term financial status. Support for CESAs in the state budget had recently become an issue and the WASDA Board obviously had an interest in this area since CESAs had come to serve important coordinating needs, especially in smaller districts.

1981-82

President Elgie Noble

Poynette, Wisconsin

At the November 6, 1981, meeting the Board discussed the issue of resolving the question of the allocation of revenues among the sponsors of the Joint Convention in Milwaukee. Previously WASDA and WASBO had requested additional revenues from WASB. It was decided that the President and the Executive Director would meet with George Tipler, the Executive for WASB, to discuss this issue. Also, the Board reviewed the idea of competency based testing and “suggested that serious consideration be given to requiring competency testing for future teachers.” Acknowledging the introduction of computers into the educational process, the Board was informed that the Executive Director was planning four Computer Literacy Workshops.

As a follow-up to the earlier directive from the Board to discuss Joint Convention revenues with George Tipler, President Noble reported Tipler had indicated that WASB would increase their contribution to WASDA and WASBO from \$300 to \$400. Noble had requested an increase to approximately \$1,200. Obviously this represented a serious rift between WASB and WASDA.

At the June 25, 1982, meeting, WASDA members were urged to seek signatures from the general public indicating opposition to growing support for legislation which would provide for tuition tax credits. It was felt that tuition tax credits represented a serious threat to the already challenging problem of funding public education in Wisconsin.

1982-83

President Fred Johnson

St. Croix Falls, Wisconsin

At the September 13, 1982, meeting, former President Elgie Noble reported on the meeting he, Don Hafeman of Madison, Lyle Martens of Seymour and Ollie Berge had had with DPI financial staff to discuss proposals for the State Superintendent’s budget. Endorsement of a candidate for Governor was discussed at this meeting. A membership survey, indicated 130 administrators supported while 105 opposed endorsement. The motion for endorsement was approved. The Board confirmed that its endorsement of a candidate would require a two-thirds vote of the total Board and the vote should be taken via telephone. Ellen Meister of Mequon-Thiensville and Linda McIsaac, formerly of Merton, reported on the project “Assisting Women to Advance Through Resources and Encouragement” (AWARE). AWARE was an AASA initiative and the two WASDA representatives also had joined a consortium organization of seven midwestern states titled “Upper Midwest Women in Education Administration.”

As a follow-up to the action taken by the Board in September to support endorsement, at the October 22, 1982, meeting, the WASDA Board officially endorsed Tony Earl for Governor.

1983-84

President Wallace Lindholm

Glenwood City, Wisconsin

At the November 4, 1983, meeting Sam Castagna from West Allis updated the Board on the court order related to the Milwaukee desegregation program which was to expire January 1, 1984. Of the 17 Milwaukee County districts, 15 were participating in the related negotiations which also involved the National Association for the Advancement of Colored People (NAACP). Eventually this issue was settled through the 220 agreement. Over the years, those state districts which were not part of the 220 agreement argued that the settlement took money from the general state aids to districts. Such issues added to the challenge of keeping the WASDA membership a cohesive unit with commonly shared goals.

With the growing involvement in legal matters affecting members, the Board discussed the solicitation of contributions from the membership for the Action In Learning-Political Action Committee (AIL-PAC) fund during the November meeting. Since this fund had to be supported through personal contributions, the on-going challenge of providing sufficient dollars continued as an

important matter facing the WASDA Board on an annual basis. Much of the fund goes toward providing assistance to WASDA members facing legal conflicts in the performance of their duties as superintendents.

Over the years a primary commitment by WASDA has been to advocate for students. As an example of this focus, the WASDA booth at the Joint Convention in 1984 handed out buttons with the slogan, "Together for Kids." The booth ran out of buttons by mid-afternoon on Thursday indicating the popularity of this theme. During the Board meeting held in conjunction with the Joint Convention, a motion was considered to change the Board membership by retaining a representative from each CESA and eliminate the large school representative. The motion failed 2 to 17. Interestingly, in 1984 the state reduced the number of CESAs from 19 to 12. Among other topics discussed at the January meeting, Sam Castagna expressed a concern for programs run by colleges using off-campus sites with a Ph.D. earned within a year. During the part of the agenda devoted to the DPI, the Board continued recent discussions related to Senate Bill 600 which would standardize credit requirements for high school graduation across the state. Carl Carmichael of the DPI indicated a standard of 22 credits could be easily reached by the 1988-89 school year. Beyond required credits, SB 600 also proposed a required standard for the length of high school class periods. Mandates of this type often frustrated WASDA members.

At the April 30, 1984, meeting the Board reversed its earlier stance, and endorsed State Superintendent Grover's idea of recognizing "an outstanding superintendent" each year. The item was referred to the Awards Committee and the Executive Committee to identify a selection process in conjunction with the DPI.

1984-85

President Mark Stone

Little Chute, Wisconsin

At the January 16, 1985, meeting the Board tabled the Superintendent of the Year as a WASDA project and indicated that the initiative "...should be considered a DPI project rather than a WASDA project." Bob Hubert from Merrill reported on the WIAA task force study on "sex equity." He indicated proposals would be presented on this topic in the future. The Board had an extensive discussion with the DPI representative on the Governor's proposed budget. Among other things the Governor would require 1,050 hours of pupil instruction each year. Again, this represented an area of frustration with state mandates.

A major topic discussed at the March 1, 1985, meeting was the Executive Director's contract. The Board approved a proposal for the Executive Director to consult with a financial expert to make suggestions to the Board for a total retirement package. Again the goal was to do justice to the important position of WASDA Executive Director in order to maintain the tradition of strong leadership for the Association. Designing an attractive contract package was an important consideration for the Board.

The June 21, 1985, meeting had time scheduled to discuss the issue of sex equity with WIAA Executive Director, John Roberts. Roberts indicated that complaints on the sex equity recommendations were coming, "... primarily from athletic coaches, assistant coaches and principals...." He said if issues couldn't be resolved through cooperation, the topic "...could be brought under the control of the state legislature." The desire was to work out problems between the two associations rather than face mandated legislative solutions.

In 1985 the state of Wisconsin adopted 20 school district standards which have remained in effect, with some modifications, over the years. DPI teams were sent to every district over a multiple year schedule to audit how the standards were applied on the local level. In several years this type of prescriptive approach toward assuring quality education would be replaced with a greater focus on district accountability for learning through mandated state testing.

Statistics provided by John Wigman about his term in office indicate that of the 439 WASDA members there were 39 new superintendents in Wisconsin. The programs sponsored that year by WASDA highlighted key challenges which were facing education. The Bill Kahl Seminar had "Administrative Skill Building" as a theme. Other special programs on key topics were planned. The Ventures for Excellence consulting firm, in cooperation with WASDA and the Association of Wisconsin School Administrators (AWSA), conducted a one day seminar on the future of education. Ken Blanchard, author of the One Minute Manager, was contracted by WASDA to offer a one day workshop on how Blanchard's ideas on efficiency might be applied to administrators on all levels.

Looking toward the future, a WASDA Long Range Planning Committee, under the chairmanship of Dick Swantz from LaCrosse, was directed to study new ideas WASDA could consider. The Small Schools Committee was also created to explore a Small Schools Conference dealing with unique issues affecting this important segment of WASDA membership.

In March, 1986 the Executive Committee of WASDA met with the Board of Directors of WASB to discuss concerns regarding the Management Team concept for school districts. This meeting was part of a continuing effort to bring the two Associations together to encourage more efficient local district operations.

Wigman recalls that the WASDA Special Education Committee surveyed membership to get input on the revisions proposed by the DPI in PI 11 which contained rules to implement Chapter 115 (the special education statute) of the Wisconsin Statutes. A frustration which has continued to face administrators is the inability to have their perspectives understood in the implementation of federal and state special education mandates, with a special concern about increased costs which aren't adequately funded.

In facing the ongoing issue of WASDA's role in state elections, the Association struggled with the question on whether to endorse a candidate for the office of Governor of Wisconsin. The initial vote was not to endorse for the primary election.

According to Wigman, this was a time of exciting and challenging education issues facing the state and nation. Among the highlights he cited were:

- The retirement of John Roberts after 29 years as Executive Director of the WIAA;
- Cost controls - from Wigman's memory, Representative Tommy Thompson assured WASDA, WASB, WEAC and the DPI that he could deliver Republican votes against cost controls. Other Representatives who took a stance against cost controls were Richard Shoemaker, Cal Potter, Robert Jauch and John Volk;
- On June 4, 1985, the U. S. Supreme Court struck down the Alabama statute setting aside classroom time for "meditation or voluntary prayer;"
- President Reagan and Secretary of Education William Bennet proposed a national voucher plan for all students in public and parochial schools. Bennet's close ties to the Bradley Foundation in Milwaukee made this a key concern in Wisconsin;
- The legislature passed a provision in the state budget that school districts, not the local municipality, were responsible for school crossing guards;
- The funding of CESAs was a major state issue.

1986-87

President Sam Castagna

West Allis, Wisconsin

At the September 16, 1986, meeting the Board discussed the idea of endorsing senatorial candidates as well as a gubernatorial candidate. No action was taken on senate candidates, but the Board did endorse Tommy Thompson for the office of governor.

On January 21, 1987, Jerry Schoenike of Clintonville, Chairman of the Legislative Committee, discussed key legislative issues with the Board. Included were:

- Cost controls - cost containment;
- Retirement;
- Educational standards;
- Home schooling;
- School consolidation;
- Corporal punishment;
- Statewide or regional bargaining;
- Endorsement of candidates.

As part of the March 6, 1987, meeting the new WIAA Executive Director, Doug Chickering, discussed the current basketball tournament schedule. He also informed the Board that “there have been absolutely no inquiries or efforts on the part of non-public officials to combine the two associations in a state basketball tournament.” Eventually in the 2000-01 school year, private schools became members of the WIAA for the first time. Another evolving issue involved home schooling which was discussed at this meeting. Marvin Berg of the DPI indicated that prior to 1984 there were 94 home school children in Wisconsin compared to 2,589 during the 1986-87 school year. The Board approved a motion requesting State Superintendent Grover to explain to school districts what they were expected to do regarding home schooled youth under the law.

Because of recent controversies related to endorsement, at the June 19, 1987, meeting the Board approved a motion that a special committee be appointed to “review, fine tune and develop a political process...” to address this area.

1987-88

President Don Mrdjenovich

Janesville, Wisconsin

In reviewing his term, Don Mrdjenovich remembered, “We spent a lot of time reacting to external initiatives - judicial, legislative and local.” With these challenges Mrdjenovich expressed the frustration that “We didn’t have much influence over matters of great concern to us.” He emphasized that the nation’s governors had become key decision makers regarding education. Also, he acknowledged the growing power of WEAC in educational matters on the state level.

For a focus during his term, Mrdjenovich indicated there continued to be a significant interest in board/superintendent relationships. WASDA replicated a national Education Research Service (ERS) survey to compare Wisconsin to the nation relative to this topic. Wisconsin’s status appeared to generally suggest the state had a better situation than was reflected on the national level. Miles Turner of River Valley and Mrdjenovich met with the leadership of WASB to discuss the roles and working relationships between boards and superintendents. The focus on communication with WASB was especially important because of the change in leadership when George Tipler was replaced by Ken Cole as the Executive Director.

Mrdjenovich cited other key educational issues faced during his term including:

- Community involvement through advisory committees;
- Micro-management by school boards;
- Single issue school board candidates;

- Curriculum reform;
- Exceptional Education Needs (EEN) mandates;
- Court decisions limiting administrative authority;
- Declining enrollments.

1988-89

President Robert Hubert

Mauston, Wisconsin

At the September 13, 1988, meeting the Board discussed what WASDA might do in recognition of George Tipler's retirement from WASB. Also at the meeting the Board approved advertising the vacancy for the WASDA Executive Directorship, along with a proposed job description and qualifications. It was understood that finding a replacement for Ollie Berge would be a major challenge since his leadership had been instrumental in molding WASDA into a professional organization which was respected in the state. The combined loss of both Tipler and Berge, who often collaborated in behalf of education, represented a concern since WASB and WASDA relations, by their nature, frequently resulted in tensions.

Richard Magnuson of Sauk Prairie reported on the questionnaire which was administered by the Status of School Buildings in Wisconsin Committee. The condition of school facilities was also a key point discussed with Superintendent Grover during this meeting. Obviously deteriorating school facilities in Wisconsin had become a major issue. Many felt that the survey results from Magnuson's committee played a key role in gaining legislation to assist districts in addressing local facility needs. WASDA's evolving impact on legislative matters was very evident. During the September meeting, Lyle Martens of Green Bay also discussed the concept of distance learning with the Board. More and more technology applications were being studied by educators.

At the November 11, 1988, meeting the Board endorsed Bert Grover for reelection as State Superintendent.

Since earlier in the year Ollie Berge's Director position had been posted, the January 5, 1989, meeting was set aside for the Board to interview the three candidates who were finalists. Miles Turner of River Valley was offered the contract. At the meeting on January 18, 1989, a procedure was worked out by the Board to have Turner replaced as President-elect of WASDA which would allow him to accept the position of WASDA Executive Director.

A review of legislative issues discussed at the February 24, 1989, Board meeting highlights key challenges being faced by superintendents at that time. Included were:

- Equalization and state support;
- Children at risk;
- Aging schools;
- Early retirement;
- Open enrollment, parental choice (including parochial schools) and school consolidation;
- Boundary changes;
- Four year old kindergarten and counting these students in district membership;
- Considering pupil's absences for determining grades;
- Loan of textbooks to parochial schools;
- Law enforcement picking up truants;
- Releasing records to school officials;
- Lowering the drinking age to 18/19;
- Phasing out property taxes as a source of revenue to support public education;
- Cost controls.

On the state level, 1988 was the first year the Wisconsin Reading Comprehension Test was administered to third graders.

1989-90

President Robert B. Froehlich

Marinette, Wisconsin

President Robert Froehlich selected two issues as primary goals for his term as WASDA president. The first issue involved upgrading the equalized aid formula, but care was taken not to support replacement of the current formula with a foundation aid plan. Froehlich said that the second issue was “perhaps.... the most important goal” which was to develop a formula to place administrators on parity with teachers in terms of local salary schedules. As a result of the latter goal, “A substantial number of incumbent superintendents, principals and curriculum directors received salary increases that were as high as \$10,000-\$12,000 in the first two years after school boards understood how far behind administrator salaries had fallen.”

Froehlich indicated that the ideas related to administrative salaries were “not embraced by the WASB.” Particularly his concern remained focused on “talented teachers, but especially administrators moving to large membership districts... with small enrollment districts serving as preparation centers.”

During the September 19, 1989, meeting the Board discussed whether WASDA would join WEAC, WASB, WASBO (Wisconsin Association of School Business Officials) and the DPI to sponsor a state reading conference as a follow-up to the third grade reading test.

An interesting item discussed during the November 3, 1989, Board meeting was the viewpoint that WASDA banquets were sometimes too lengthy and “dry.” President Froehlich indicated that in the future an attempt was made to make them shorter and more enjoyable. Most past presidents are able to share memories about issues some members pushed during their term which in hindsight might appear to be trivial. Being the president of such a large association comprised of members with diverse viewpoints often required adept political skills.

Two WASDA workshops were proposed to the Board for new administrators during the January 23-24, 1990 meetings. Often superintendents, especially in smaller rural settings, are isolated and these types of workshops offered personal support along with valuable insights.

In an effort to set a vision for the future, during the La Crosse Annual Convention in May President-elect Jim Coles conducted a nominal group process which had as its purpose to strategically plan for the future through total member participation. Appropriately the initiative was titled WASDA 2000.

For the summer retreat on June 22, 1990, the Board approved a process for designating the Superintendent of the Year which was done to coordinate with the National Superintendent of the Year program sponsored by the American Association of School Administrators. In a very significant development on the state level, 1990 was the first year the Milwaukee Parental Choice Program was expanded to allow attendance at private nonsectarian schools. WASDA members were concerned that this would open the door to include state funding for religious schools. These concerns were well founded because in 1998 a Wisconsin Supreme Court decision allowed for expanded religious school enrollment with state financial support.

1990-91

President Jim Coles

New Berlin, Wisconsin

During his term as President Jim Coles described that attempts to direct a large group of superintendents in a common direction was like “herding cats.” The previous year’s La Crosse Annual Convention involved all attending members in developing a WASDA 2000 vision for the future. As Coles noted, “Without a doubt, WASDA’s success over its 42 year history has been its ability to anticipate the needs of its members.” He concluded, “This tradition of planning for the future was continued during the 1990-91 WASDA year with the creation of WASDA 2000.”

At its June 22, 1990, meeting the WASDA Board unanimously agreed to assign each of the of the twelve CESAs one of the issues identified at the May meeting in La Crosse. The WASDA Board member representing each CESA chaired a committee that was to submit a final action plan for review during the March, 1991 Board meeting. On May 9, 1991, these plans were published in a document titled **WASDA 2000** which was distributed to all members. The document provided a foundation for future Association planning. Some of the key areas/initiatives highlighted in **WASDA 2000** were:

- A WASDA Child Advocacy Committee;
- The need for a lobbyist and legislative leadership;
- The need for a School Administrators Association to coordinate the efforts of the various administrative associations;
- The need to acquire office space for WASDA;
- The need to clarify a WASDA mission statement and goals;
- An expansion of the WASDA mentor initiative;
- The assignment of every WASDA member to a committee;
- Confirmation that a key responsibility for WASDA was to address the professional development needs of administrators.

At the September 18, 1990, meeting, the Board discussed the WASDA mentor program which assigned mentors designated by CESA directors to assist and support new superintendents. Also, information on the Milwaukee lawsuit on parental choice was updated and a Superintendent of the Year process was formally approved. Finally, acting on a report from the Legislative Committee, the Board amended a motion to endorse Governor Thompson for re-election to include the sending of a letter to the Governor indicating WASDA's strong opposition to public funds being spent for private schools as well as support for an increase in state aids to a 66% level. WASDA was willing to take strong stances in representing the membership's feelings even in the most controversial areas.

At the November 2, 1990, meeting, the Board named Victor Rossetti of Oconto Falls as the first Superintendent of the Year who would compete for the same award on a national level sponsored by AWSA.

1991-92

President Dennis Richards

Black River Falls, Wisconsin

At the September 17, 1991, meeting State Superintendent Dr. Herbert Grover addressed the Board for over an hour. He indicated he was "disappointed with the recent WASDA responses which were critical of the Department of Public Instruction." In response the Board's consensus was that WASDA "recognizes the importance of a State Superintendent who will stand up for education." There was the clarification by one of the Board members who said, "We are professionals and we need to disagree from time to time."

In addition at this meeting, David Nispel, the new AWSA/WASDA Director of Legislative and Legal Services was introduced. His hiring was a response to the desire for WASDA to have a greater presence as a lobbyist and it hinted of an administrative legislative coalition in the future which had been included in the WASDA 2000 report.

Tensions appeared to escalate between WASDA and WASB. At the September meeting Executive Director of WASB, Ken Cole, was present to explain his Association's support of the alternative certification for superintendents. He indicated he did not believe that the WASB position taken at the last Milwaukee Joint Convention was "attacking the profession...." The Board affirmed their view that "proper training and background" was needed for administrative licensure. Anything less would be compromising quality which was the concern WASDA had with the WASB position on certification.

The Board stances taken at the September meeting again showed how independent WASDA was becoming in presenting viewpoints that didn't always coincide with those of other state educational leaders and groups such as the DPI and WASB.

Karl Hertz was endorsed by the Board at the November 8 meeting as a candidate for the AASA Executive Committee. Dick Swantz of La Crosse reported on his trip with the Wisconsin delegation to observe the German apprenticeship program. School to Work initiatives were receiving growing support in the state as evidenced in the German visit.

As previously mentioned, at the January 21 meeting WASDA 2000 progress reports were reviewed. Also, at this meeting the Board gave the Executive Committee power to enter into an agreement for WASDA to join the School Administrators Alliance (SAA). SAA would soon become a significant voice in the legislature, especially because it represented a larger group of administrators from multiple organizations that had combined their perspectives on key educational matters. Previously administrator views often had been dismissed because there hadn't been a united front, and the positions taken were viewed as representing a small constituency.

At the March 3, 1992, Board meeting Dr. George Kliminski from U.W. Madison discussed how the University and WASDA could work together to promote women and minorities in educational administration. Both groups were seriously under-represented in Wisconsin and this situation was felt to be an important area of focus for WASDA.

Richards noted that during his term, Roland Rockwell, the former financial consultant for the DPI who was known for his expertise about the state school aid formula, agreed to fund the Superintendent of the Year Award. Through the generosity of Rockwell and his wife, a \$1,000 check was to be given to the annual recipient. Rockwell was an advocate for quality in education throughout his career. Also, Richards indicated that the first Winter Seminar was hosted by WASDA in December 1991 with the pertinent theme of site based management. Finally, Richards remembers his encouragement for Executive Director Turner to secure a car phone to assure his accessibility, especially since the demand for increased travel throughout the state resulted in less office time. Service to membership continued to be an important goal.

1992-93

President Dick Swantz

LaCrosse, Wisconsin

Dick Swantz identified the following initiatives addressed during his term:

- The facility across from East Towne in Madison was purchased by WASDA after Board approval on September 15, 1992;
- The Child Advocacy Award was initiated, under the leadership of Ed Eckhardt of Grafton;
- John Benson was endorsed for State Superintendent on November 6, 1992;
- A WASDA member, Karl Hertz from Mequon Theinsville, was elected to the American Association of School Administrators Executive Board;
- At the June 18, 1993, meeting the Board approved a "Roles and Expectations of the Superintendent." A key responsibility was "Being an advocate for children." The focus on students continued to be an important consideration for the Association which was highlighted through the Child Advocacy Award.

Swantz recollected that the following were general issues in education during his term:

- School choice and vouchers on both the state and national levels;
- Youth apprenticeships in Wisconsin;
- The SANDIA Report was released which questioned some of the growing criticism of public education;
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- The Department of Public Instruction initiated requirements for a site based management initiative.

In 1993, the state legislature took significant action in several areas which would affect the operation of school districts in the coming years. Revenue caps were imposed restricting the increase in the amount of general school aids and property tax levy revenues a district could receive. These revenue limits were modified and made permanent in 1995. They effectively limited district expenditures by controlling two of the primary sources of money, property taxes and state aids. Understanding the large impact salaries had on district budgets, the state introduced the option of Qualified Economic Offer (QEO) which allowed districts to offer a package increase of up to 3.8% for salaries and fringe benefits. If the QEO was offered only non-economic issues would be eligible for binding arbitration. The QEO applied only to bargaining for certified staff. In what some WASDA members felt was punishment for administrators becoming more powerful in political matters involving key educational issues, the QEO law also required that administrators could not receive a salary increase greater than 2.2%. Eventually the singling out of administrator salaries was made more flexible.

In the continuing trend by many states to support greater choice for school enrollment, the Wisconsin legislature allowed public school districts in 1993 to create charter schools. Charter schools were exempt from many laws and rules governing traditional public schools. Some saw charter schools as an initiative aimed at reducing the power of unions in the operation of public education in the state. The 1990's represented a significant time for legislative initiatives which would affect education in Wisconsin for many years.

While Swantz served as the WASDA president, he faced significant challenges in his home district including working with 20 different school board members and four board presidents in a twelve month period. This exemplifies a challenge faced by all WASDA presidents to continue to provide leadership on the local as well as on the state level. In Swantz's case this challenge was a significant one.

1993-94

President John Negley

Whitewater, Wisconsin

At the September 14, 1993, Board meeting, President Negley reviewed his plan for "WASDA 2000: The Next Step" as a follow-up to the initiative started during Jim Coles' term. Also, at this meeting, Negley discussed the continuing tension between WASB and WASDA. He and Turner scheduled meetings between the two Executive Committees in October and April in an attempt to assure open communications.

On November 5, 1993, the Board reviewed the expanding role of mentors under the leadership of Mike Weber, Superintendent of Glenwood City. Also, at this time David Nispel was provided temporary clerical assistance, recognizing the growing role of SAA and Nispel's important function as a lobbyist to represent the interests of this administrative coalition.

At the January 18-19, 1994, meetings, the Board confirmed that the Child Advocacy Award would be referred to as the WASDA Bert Grover Child Advocacy Award in recognition of Grover's commitment to monetarily support an annual Award winner. After State Superintendent Grover completed his last term, his support for children was often recognized by WASDA members as a noteworthy personal distinction. Also discussed was the terrible tragedy in which the Assistant Principal at Wauwatosa East High School, Dale Breitlow, was killed by a former student. A motion by Karl Hertz of Mequon-Thiensville was approved stating that the Board "abhors the notion of the type of violence that happened at Wauwatosa High School." Sadly, violence in schools would become a major challenge for educators on a national level over the coming years.

During the June 16-17, 1994, meeting, the Board was introduced to Jim Lynch's resume. Jim had been hired by the SAA as a replacement for David Nispel.

1994-95

President Terry Olson

Durand, Wisconsin

At the November 14, 1994, Board meeting, Executive Director Miles Turner provided an update on the Wisconsin Education Bulletin Board Service (WEBBS). Technology was becoming an area of increasing importance for WASDA as the Association looked at ways to better communicate and serve its members. Also, at this meeting John Negley's motion was approved that Karl Hertz's announced candidacy for the President-elect of AASA be funded to the level of \$10,000 through a combination of membership contributions, WASDA funds and WASDA fund raising. The Wisconsin Institute for School Executives (WISE) proposal was also approved after much discussion, with a special concern that the significant involvement of WASDA in providing quality inservice would not be jeopardized through a competing initiative like WISE. Once approved, President Olson and Executive Director Miles Turner went to Governor Thompson seeking his support. As a result of that meeting, Governor Thompson offered a grant of \$250,000 to be used to offset start up costs for WISE. Finally the Board formally approved Nancy Lund as the recording secretary for future WASDA Board meetings. This practice was instituted to allow the Director to take a more active part in the conduct of Board business.

At the March 23, 1995, meeting, by an 11 to 3 vote, the Board approved a donation of up to \$2,500 to the Village Partnership. This Partnership was a State initiative in which participating districts sponsored teams of union representatives, board members and administrators for the purpose of encouraging greater compatibility in local decision making. WASDA continued to seek ways to smooth tensions involving school boards (WASB) and teachers (WEAC). Also, at the March, 1995 meeting, the Board addressed the growing rift between the Governor and the State Superintendent by passing a motion supporting the continuation of an elected State Superintendent as opposed to a Governor's appointment to fill this position. This was another example of WASDA's willingness to take a public stance on controversial issues.

A major change occurred at the April 19, 1995, meeting when the Board voted to have only one nominee for the President elect rather than have two as in the past. In this way the humiliation of defeat was avoided when two qualified candidates were forced to compete against each other.

During the June 14-16, 1995, meeting the Executive Committee urged Board members to complete the jointly sponsored survey by WEAC and WASDA to assess the negative impact of revenue caps which had been recently implemented by state legislators. This was an effort to provide data highlighting the problems which districts faced with escalating costs and budgets limited by revenue caps.

1995-96

President John Egan

Kohler, Wisconsin

In anticipating his term as President of WASDA, John Egan identified three goals in May, 1994. Egan described the goals and related action in the following summaries:

- The elevation of community respect for WASDA members as key leaders and child advocates was treated by sending a monthly communication to members on how community awareness of this goal might be accomplished.
- The need to further expand professional development activities for WASDA members was addressed through WISE which was created with state legislative funds.
- The need to welcome competent candidates, with a special focus on females and minorities, into administrative ranks which resulted in Executive Director Miles Turner and Egan working with UW-Madison staff to expand the pool.

Technology continued to be an emerging trend in education and on February 14-15, 1996, the first WASDA Technology Conference was held in Appleton. One hundred fifty four participants attended.

Also during Egan’s term, Governor Thompson was the President of the Education Commission of the States. Egan indicated the push to have educators represented when the Commission met in Denver, Colorado was addressed in part, when he and Miles Turner were invited to participate. Later, Turner attended the next Commission meeting in New York. In turn, at the state level Governor Thompson was attempting to weaken the governance structure of the DPI. As a result, a lawsuit had been filed questioning the constitutionality of this effort. The question was whether WASDA would take a stand on such a controversial issue involving a powerful Governor. At the September 19, 1995, meeting a motion was made by John Kammerud of Greenwood and seconded by Ben Kanninen of Superior that WASDA would file a friend of the court brief supporting the constitutional role of the State Superintendent of Public Instruction. The motion passed by 11 to 4 and the minutes noted; “It is recommended that this action be highly publicized throughout the state.” This was bold action in a time when political tensions were running high in the state. At the November 3, 1995, meeting Executive Director Turner confirmed that the Lawton and Cates law firm would file an Amicus Brief on behalf of WASDA, AWSA and the PTA. Also during his term, Egan recalls “worthwhile/intense meetings” with WASB and WASDA to address the conflicts which were apparent.

On the national level, WASDA member Karl Hertz was successful in his campaign for AASA President-elect, an office he assumed in March, 1996. WASDA now had a national presence through Hertz’s successful campaign which was funded in part by contributions from WASDA members.

In conclusion, Egan indicated that his presidency was a personal highlight which stood out in his 30-plus years as an educator. In addition he observed, “there is no question that the meat of the year was the drive-in circuit” which allowed Egan to personally meet and appreciate the efforts of WASDA members.

1996-97

President Tim Gavigan

Columbus, Wisconsin

President Gavigan highlighted the following initiatives in describing his term in office:

- Coordination/refinement of the organization’s relationship with the SAA - especially as it related to candidate endorsements;
- The continuation of WISE;
- Working with Karl Hertz to support his election and term as AASA President;
- Expanding the use of SAA Project Teams to support key legislative issues;
- Nominating the first woman as the WASDA Board President;
- Expanding the use of WASDA Drive-Ins as effective listening sessions.

During Gavigan’s term, several major state issues were faced with WASDA playing a key role. First, Governor Thompson continued raising questions about the powers of the State Superintendent, and he and John Benson waged an open battle in this matter. Second, the Board, working through the School Administrators Association (SAA), spent a great deal of time debating whether the Association should endorse candidates for the governor’s office. Eventually the existing SAA procedures for endorsement were re-confirmed.

Noting that many districts were facing facility issues, a School Facilities Conference was held in Stevens Point on February 6-7, 1997. More and more, WASDA was providing needed training and awareness related to the growing number of challenges which local educators were facing in a changing world. Conferences in areas like technology and facilities show evidence of WASDA’s expanding role of providing needed training for practitioners.

At the April 28, 1997, meeting it was decided that Randy Freese, formerly Administrator of West DePere, would become the part-time director of WISE and the first WISE Institute was held on August 10-13, 1997 in Appleton. Eventually, because of a lack of funding, WISE would be discontinued. Mike Weber of Glenwood City assumed leadership in expanding mentorships to address the needs of a growing number of new superintendents. Weber regularly reported on the mentor initiative during Board meetings.

On the state level, 1996 was the first year in which qualified districts entered into five year achievement contracts with the DPI through the Student Achievement Guarantee in Education (SAGE) program. SAGE provided reduced class sizes in participating schools initially in kindergarten and first grade. In future years additional elementary grades were included.

1997-98

President Dan Woll

St. Croix Central, Wisconsin

During his term, Dan Woll gave strong support for WASDA to become more involved in current telecommunication approaches. He urged 100% e-mail access for all members. In addition, Woll emphasized;

- Consultants were featured dealing with board/administrative relationships;
- At the Joint Convention in Milwaukee, Dr. Tom Poston spoke on budget planning;
- A pilot edition of a WASDA yearbook with pictures and profiles of members was created with a goal of familiarizing the membership with each other. Regularly Woll talked about the need for members to know and support each other;
- WASDA members were encouraged to have greater participation in AASA activities.

An important issue discussed during Woll's term was the Equity in Funding case in which over 100 districts participated in questioning whether the current state aid formula provided equitable educational opportunities in all Wisconsin districts. WASDA was not formally part of this case but regular updates were provided as part of Board agendas.

Again reflecting WASDA's commitment to address current educational needs and trends, on November 12-13, 1997, the first Women in Administration Conference was held in Stevens Point. Women continued to be seriously under-represented as superintendents in Wisconsin.

On December 9-10, 1998, WASDA selected "Standards" as the theme for the Winter Seminar. This topic was so pertinent to the needs of local districts facing the reality of state assessments with published results by school and district, that the Conference became the largest event in WASDA's history. Over 500 participants were recorded at the Conference.

At the meeting on June 25, 1998, the Board authorized up to \$5,000 to be spent on a proposed lawsuit opposing religious school choice. In 1998 Wisconsin first instituted statewide open enrollment in public schools and there was great concern about a next step which would allow state funding to religious schools through choice legislation. Legislative issues were critical and Jennifer Kammerud replaced Jim Lynch on July 1, 1998 as the new lobbyist for SAA. The lobbyist role was vital in providing a voice from administrators as the legislature and state executive offices became more involved in education.

Key national and state educational issues which Woll remembers included:

- Revenue caps imposed by the state on district budgets;
- The concept of Qualified Economic Offer (QEO) and its implication on local negotiations;
- State controls on administrator compensation;
- Parent choice;
- Charter schools;
- Tuition for private school attendance.

In connection with revenue caps and QEOs, in 1997 the state committed itself to funding two thirds of the cost of education through state aids. Politically this commitment was made possible by limiting district spending, especially in relationship to salaries and fringe benefits. In reviewing his term in his last newsletter to WASDA members, Woll noted, "We are building a stronger WASDA to help you with both the crises and the day to day living."

1998-99

President Linda Barrows

Oregon, Wisconsin

Linda Barrows was the first female to serve as President of WASDA. She made strategic planning for the Association the focus of her term. At the September 15, 1998, meeting she created study committees with appointed chairs to address the three areas of: WASDA finances and investments chaired by Jim Shaw of Menomonee Falls, short and long term facility needs chaired by Tom Joynt of Green Bay and technology planning chaired by Jack Lewis of Brillion. The three committee reports were presented and approved at the Annual Convention and they provided a road map for the Association to reference in making future decisions. Particularly the recommendation to study a larger shared facility with other educational organizations provided an impetus for WASDA to consider becoming more user friendly by housing a larger meeting area as well as offering off-site training through distance learning.

Another significant accomplishment involved implementing a retirement system for the Association's employees. Dating back to Jim Coles' presidency, a commitment had been made to Miles Turner when he became Executive Director to provide him with a competitive retirement package since he would not be eligible for the state plan available to district superintendents. The retirement plan developed for the WASDA staff during Barrows' term met this commitment.

As educators across the nation faced increasing pressures related to violence in schools because of incidences like the killings in Littleton, Colorado, WASDA responded to the desire to create a forum to discuss this challenge and a Conference on School Violence was held on August 12-13, 1998, in Oshkosh. WASDA co-sponsored this event but the programs actually were organized by the Association's staff. Over 300 participated in the Conference.

Barrows also used the Fall Drive-Ins to provide feedback as to how WASDA could better serve its members.

Among the state and national issues Barrows remembered were:

- Charter Schools;
- The standards movement;
- Assessment and accountability;
- Revenue Caps.

Under Barrows, WASDA members were especially concerned about the academic standards developed by the DPI and the related assessments with publicly reported proficiencies by district and school.

1999-2000

President Thomas Joynt

Green Bay, Wisconsin

During Joynt's term he indicated key focus areas included:

- An effort to open communications, particularly with the University of Wisconsin-Madison Educational Administration Department. Among the agreed upon initiatives was a column written in the monthly WASDA newsletter by a University staff member;
- A goal to improve communications with WASB. The Executive Boards of WASB and WASDA agreed to meet on specified dates and also the two Directors committed to attending a Board meeting of the other Association;
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- A plan was initiated to provide the Child Advocate Award winner with a work of art from a Very Special Arts student with the student receiving a scholarship to further develop their artistic interest;
- The Drive-Ins were used to review feedback from key State leaders on their concepts of needed educational reform;
- A pilot first-year teachers survey was administered in CESA 7 to assess needs in the state related to teacher training. Interestingly, key areas identified in the survey which first year teachers felt needed greater focus were technology, the application of standards, classroom management and parent communication;
- The Urban Superintendents Association officially became directly affiliated with WASDA under the title of the Large District Caucus. The first workshop sponsored by this group as a part of WASDA focused on “Closing the Gap” which dealt with minority achievement.

At the November 17, 1999, Board meeting, Executive Director Turner described expanded technology services offered by the WASDA office through a new server and also he indicated a new accounting software package would be installed. At this meeting it was explained that the Executive Committee had authorized the Executive Director to contribute up to \$2,500, along with support from AWSA, to write an Amicus Brief in a Racine District lawsuit. This lawsuit was intended to protect the confidentiality of administrator files in matters involving negotiations.

The national and state issues which were prominent during Joynt’s term included:

- Concerns about required state assessment were expressed by members, especially single test assessment related to graduation and promotion;
- The Equity in Funding case was denied by the State Supreme Court by a narrow margin of 4 to 3. Gene Hamele from Waunakee represented WASDA on a special State Task Force which studied options that might be considered to address the issue of funding equity apart from litigation;
- Through the “behind the scenes” negotiations, a required school calendar start time after September 1 was part of the state budget settlement. WASDA members played an important role in lobbying for an opt-out hearing to allow districts flexibility to start prior to September;
- Expansive certification changes were proposed by the DPI and WASDA held strongly to the position that administrative certification needed to be treated differently than teacher certification. Suzanne Hotter of Watertown represented WASDA on the DPI committee which was finalizing a plan in this area.

In an on-going effort to encourage better school board/superintendent relations, on April 14-15, 2000, WASB and WASDA co-sponsored a special workshop in Wisconsin Rapids which addressed this theme.

Throughout his presidency Joynt tried to emphasize the important role superintendents play as child and learning advocates, but he also indicated there should be a time to laugh at ourselves. He often used the medium of story telling to show humor in the serious day to day work of a district administrator.

During Joynt’s term, a goal setting process for WASDA was followed which was initiated through an annual report delivered to the Board by the Executive Director. At the Spring conference pins were provided emphasizing the theme of diverse children in our schools to remind members of their most important responsibility. Joynt summarized his view that, “In my estimation WASDA has come to be viewed in Wisconsin as one of the key advocates for children and quality education as opposed to only dealing with membership issues.”

Shaw adopted a theme of “Commitment to All Children” during his presidency. This theme was highlighted through four major activities: the drive-ins, the “Model Schools” program, the Superintendent of the Year Program and the annual spring conference.

The year’s focus on “all children can learn” was introduced to WASDA members at the first conference sponsored by the newly reorganized Large District Caucus (formerly the group’s independent organization was called the Urban Superintendents Association which now had become affiliated with WASDA). The conference was held in August, 2000 and it featured Jeffrey Howard from Harvard as well as unique state programs. Shaw also made the “all children can learn” theme a topic of discussion at the fall Drive-Ins. Attending superintendents were asked to share their best practices for educating all children regardless of background. According to Shaw, he learned that many districts were reorganizing budgets, curriculum and schools to raise learning standards. He enthusiastically concluded, “Many superintendents were educators, not just managers.”

In addition, during Shaw’s term two issues, high stakes testing and the achievement gap for minority and low socio-economic children, dominated education on the local, state and national levels. With a concern about the trend of ranking schools and districts by test scores, Shaw created a WASDA initiative to recognize “Model Schools” that had a high percentage of minority or lower socio-economic enrollments along with a focus on learning for all children. The five “Model Schools” were: Dr. Martin Luther King Jr. Elementary (Milwaukee), Kilbourn Elementary (Milwaukee), Liberty Pole Elementary (Viroqua), Franklin Middle School (Green Bay) and the Shell Lake School District. Onsite visits were scheduled at each site to highlight the importance of recognizing the commendable efforts of Wisconsin educators who were meeting the challenges of diverse learners.

During Shaw’s term he was selected as the Wisconsin Superintendent of the Year and he used occasions when this award was featured as opportunities to promote the concept of all children can learn. The WASDA spring conference also emphasized the year’s selected theme.

While Shaw served as president the issue of endorsing a candidate for State Superintendent took on a unique perspective because, prior to the February 20, 2001, primary, of the seven announced candidates there was no strong “front runner” as is often the case with an incumbent (John Benson had announced he would not run again for State Superintendent). The WASDA Board was concerned that a candidate who supported educational ideals similar to those of the Association should be publicly endorsed and this candidate would likely need financial support in order to be successful in the primary. In a decisive act, which some members questioned, the Board voted to not follow the established SAA endorsement process, and Tony Evers (CESA 6 Administrator) was endorsed prior to the primary. Considerable Board discussion emphasized that to be advocates for education, WASDA needed to lead the way, especially in politically related matters.

No other educational organization made an endorsement prior to the primary. Although Evers was not successful in the primary election, the endorsement from the Board showed a commitment to be pro-active.

Recognizing the mounting pressures on superintendents and a trend toward shorter tenures, the Board approved a proposal to honor superintendents who had served five years prior to their retirement and award them a lifetime member pin. In addition, at the March 21 meeting the Board approved a plan to have the president-elect preside over a goal setting session as part of the agenda during the June meeting. In this way key goals could be confirmed and addressed over the entire year of a president.

On the state level during Shaw's term, Wisconsin's only four-term Governor, Tommy Thompson, was appointed to the newly elected President George W. Bush's cabinet and he was replaced by Lieutenant Governor Scott McCallum. Thompson had impacted education in a number of ways including the establishment of revenue caps and qualified economic offers, payment of state money to private schools in Milwaukee, committing to two thirds funding of public education by the state, and focusing on testing to eliminate social promotion. Shaw observed that, "many new schools were constructed and remodeling projects were completed throughout the state during Thompson's administration." It was felt that often these facility initiatives were made possible because of the state's commitment to two thirds funding. Certainly Thompson's term affected education and his initiatives caused controversy among the WASDA membership. As Governor, Thompson often sought input from the WASDA leadership.

Shaw indicated that his focus as WASDA president on all learners "reinforced WASDA's strong tradition of advocating for students."

2001-2002

President Jack Lewis

Brillion, Wisconsin

During his WASDA Presidency, Jack Lewis identified the primary goal of the Association as helping the members to become more aware of their health – physical, mental and spiritual. He indicated that one of the driving forces in making this decision was the recent loss of his friend, Steve Frederick who formerly was the superintendent of the Melrose-Mindoro School District. The health theme was emphasized at the Fall Drive-Ins. During the Drive-Ins, Lewis shared articles outlining ideas on how to reduce stress in daily work and he also asked attending members for their suggestions from personal practice. The video, *Fish*, was shown at the Drive-Ins to help members become more aware of creating a positive environment in the work place. In his column in the monthly WASDA newsletter, Lewis also emphasized themes on how to keep fit and reduce stress. Lewis assessed the Drive-Ins as an exceptional professional growth experience for him in becoming more aware of challenges and the commendable efforts of WASDA members throughout the state.

During Lewis' term, Tommy Thompson left his position as Governor of Wisconsin to take the position of Health Secretary in the Cabinet of newly elected president, George W. Bush. Lieutenant Governor, Scott McCallum, replaced Thompson. Governor McCallum commissioned a study of the needs of Wisconsin schools related to funding education. Lewis headed a WASDA contingency when the commission meant. He assessed his participation as "my first practical experience in lobbying and politics on the state level." Lewis described the meetings as a "media feast" partially due to the secretive nature of the agendas and the attention the activity attracted from media representatives who struggled to get a lead on related stories. After three days of meetings, Lewis concluded that one important thing that was accomplished was the opportunity for WASDA leaders to expand communication with leaders of the Wisconsin Education Association and Wisconsin Manufacturers Commission.

Also, during Lewis' term, a new State Superintendent, Elizabeth Burmaster, was installed at the Department of Public Instruction.

On the federal level, ESEA legislation was updated by Congress tying local testing to federal dollars based upon a formula calculated by what was called Annual Yearly Progress (AYP). This initiative came to be known as No Child Left Behind and it would influence the conduct of public education for years to come.

Lewis noted that an interesting change in the delivery of education on the local level was the creation of virtual schools in two Wisconsin districts in an attempt to increase participation by offering this option to students who otherwise were home-schooled or not attending school.

During Lewis' term, the world was shocked by the attack on the New York World Trade Center on September 11, 2001. This terrorist attack changed the lives of every one and in education, the evolving concern for the safety of schools was increased as all public places seemed more vulnerable than ever before.

The Spring Convention in LaCrosse continued the focus on health and wellness. Staff at the University of Wisconsin LaCrosse and the Gunderson Clinic provided expert advice during sectionals at the Convention. A pamphlet was distributed at the Convention which was a compilation of ideas on stress reduction and wellness that were gathered from members attending the fall Drive-Ins.

This truly was a time of change and challenge in education.

2002-2003

Gene Hamele

Waunakee, Wisconsin

Hamele emphasized that his term involved concerns about funding education as the state of Wisconsin faced a growing fiscal crisis. Appropriately the WASDA Board of Directors adopted school finance as a focus for his term. Lobbying through the School Administrator Alliance (SAA) was emphasized. WASDA, in cooperation with the Wisconsin Association of Business Officers (WASBO), offered a Finance Seminar that was delivered to members throughout the state via distance learning networks. Not only did the Seminar underline WASDA's leadership in clarifying educational funding issues in the state, but it also showed that the Association was using state of the art technology to keep members abreast of important information without requiring time consuming travel to a single central meeting location. The vocational colleges and CESA offices assisted by providing technology delivery sites for this important Seminar. This innovative effort was well received by the WASDA members.

The fall Drive-Ins also focused on financial issues, as well as the shortage of qualified administrators to fill vacancies in the state.

Fall elections in 2002 brought new state leadership to the legislature and the governor's office. Governor James Doyle was elected to replace McCallum. Newly elected officials faced a significant budget shortfall and educational funding issues were a major concern. Much of WASDA's energy and resources went to working with SAA to mitigate the negative impact of the proposed state budget. Individual WASDA members were encouraged to be active in discussing educational needs with locally elected officials.

The spring Conference was entitled "Challenging Times" in response to the state financial woes as well as to concerns about No Child Left Behind legislation. In addition the Conference offered information about PI 34 with its impact on new licensure requirements for educators in Wisconsin. Regarding PI 34, many members expressed concern about implementing the new rules and the cost of this unfunded mandate in a time of serious fiscal constraints. Questions were raised such as who would pay for required mentors and how were reviews of Professional Development Plans to maintain certification going to be conducted? Answers were not readily available as DPI representatives struggled to put a plan together to implement the new certification initiative.

WASDA received a generous donation from Roland Rockwell and his wife that served as the basis for an expansion of the Association's offices and the procurement of new technology to provide more accessible training and information to members. As part of the focus on technology, WASDA implemented electronic portfolios for members. This initiative anticipated some of the new PI 34 portfolio requirements that would be required of Wisconsin educators, including administrators. The WASDA web site was also updated. Traditional paper communication was replaced with technology alternatives. Members were introduced to more efficient ways of using technology to communicate as well as to improve the delivery of education. With the purchase of new equipment, WASDA became a national model for state administrator organizations in the use of technology to better serve its members.

WASDA showed a willingness to address new challenges with creative and current approaches. In addition, WASDA maintained its traditional role of advocating for quality education in the public arena.

2003-2004

Thomas Evert

Janesville, Wisconsin

Thomas Evert felt the “overriding goal” of his term was supporting efforts to improve student learning and achievement. Three specific sub-goals clarified the focus of the Association. These goals included:

- WASDA should take an active role, along with SAA, in working with the governor and legislature on a new school finance plan.
- WASDA should strengthen relationships with other agencies and organizations to improve efforts in Madison to improve student learning.
- WASDA should encourage improved school board/superintendent relationships by providing information, training and support that will ensure effective local district leadership team efforts in implementing quality educational programs for students.

School board/superintendent relationships were the focus for the fall Drive-Ins. As explained by Evert, “The vast majority of board/superintendent relations are positive. However, there are capable, veteran superintendents reporting difficulties.” The school board president of Janesville, Tom Wolfe, attended the fall Drive-Ins with Evert and Miles Turner. He stressed the need for clear communication and teamwork. This was the first time that a board member attended and presented at the Drive-Ins.

WASDA was represented on Governor Doyle’s Task Force to study new ideas on the state funding of education.

At the spring Conference in Green Bay, the Rockwells were honored for their generous donation that transferred the WASDA offices into a state of the art technology learning center.

2004-2005

Kathy Martinsen

Rosholt, Wisconsin

During her term as WASDA President, Kathleen Martinsen worked with the Board of Directors, staff and membership to reflect upon the purposes and procedures of WASDA in relation to changing expectations and the needs of the members.

In June of 2004, the Board of Directors set four goals for the organization for 2004-05 that included: (1) a self-analysis of WASDA; (2) advocacy for and awareness of school finance issues; (3) strengthening relationships with other educational agencies; and (4) improving board-administrator relationships. The following actions were taken toward achieving these goals:

1. Self-analysis of WASDA

In order to conduct a self-analysis of the organization, the input of the WASDA membership was solicited in regard to their perceptions of the strengths and opportunities for growth for WASDA at the Fall Drive-ins. These ideas were summarized and prioritized by the Board of Directors and presented to the membership at the WASDA Annual Education Conference in May.

Based upon this process, the Board and membership identified the following strengths of WASDA:

- WASDA Leadership acts with the highest integrity and is competent, consistent, dependable, accessible and responsive to its members.
- WASDA provides ongoing and current professional development and growth opportunities utilizing state-of-the-art technology.
- WASDA provides individual professional and personal support for all members.
- WASDA demonstrates its commitment to child advocacy in all decisions.
- WASDA seeks opportunities to form collaborative partnerships with other organizations to promote child advocacy.
- WASDA demonstrates its inclusiveness through membership strength.

The following opportunities for growth for WASDA were identified:

- WASDA needs to continue to be a positive, indisputable and clarion voice for public school students.
- WASDA needs to continue to build and sustain proactive relationships with all public, private, and political organizations.
- WASDA needs to continue to proactively seek partnerships on behalf of public school students.
- WASDA needs to assure that processes are in place to maintain the quality of leadership effectiveness of the WASDA Executive Director and Board.
- WASDA needs to continue to educate decision makers regarding the diverse needs of Wisconsin students and varied community resources.
- WASDA needs to continue to provide quality professional development opportunities and support aspiring, new, and experienced superintendents including the use of technology, traditional conference formats, and individual support.

This information was reviewed by the Board of Directors and President-elect John Gaier as they developed the WASDA goals for 2005-06.

2. Advocacy and Awareness of School Finance Issues

In order to create greater awareness of issues related to school finance, a presentation of the recommendations from Governor Doyle's Task Force was recorded for the WASDA Video Library. In addition, John Forester kept administrators aware of the latest legislative issues related to school finance through SAA bulletins and presentations at conferences and encouraged members to contact their legislators.

3. Strengthening Relationships with Other Educational Agencies

In regard to strengthening relationships with other educational agencies, WASDA collaborated with several agencies during the year that resulted in: a new program for aspiring superintendents (AWSA); a school finance academy in August (WASBO); a discussion of a "common agenda" with WEAC, WASB, AWSA, and the SAA; and an improved relationship with the DPI. State Superintendent Burmaster appointed several WASDA members to committees during the year. In addition, she appointed President Martinsen to serve on the DPI Collaborative Council, the Rural Advisory Council, and to participate in an eight-member delegation to Hessen, Germany in June of 2005 to study the German educational system and learn how the State of Hessen defines the skills necessary to participate in the new global economy.

4. Improving Board-Administrator Relationships

In regard to improving board-administrator relationships, Miles Turner met with several Boards of Education locally to address this topic. In addition, he conducted sectionals at several WASDA and WASB conferences on this topic and videotaped a presentation for the Video Library.

As she concluded her term, Martinsen praised the membership for having hope and faith in the future and the courage to serve as district administrators and advocates for the needs of children during very challenging times. She quoted the words of Jane Addams who said, "What after all has maintained the human race on this globe despite all the calamities of nature and all of the tragic failings of mankind, if not faith in new possibilities and the courage to advocate them."

2005-2006

John Gaier

Neillsville, Wisconsin

John Gaier viewed his term as president of WASDA as a "tremendous personal honor." He indicated that during Kathleen Martinson's prior term as president, information was collected from the members about the needs of WASDA as an organization. During his presidency the data that had been gathered was studied and five Key Objectives were identified to assist in focusing the attention and efforts of the members. The Objectives were:

Assure that processes are in place to maintain the quality leadership of the WASDA Executive Director and Board.

Action taken included:

- Review the Executive Director's contract for clarity and appropriateness
- Review the Executive Director's contract to assure fairness and competitiveness related to the benefits package
- Budget for any unfunded liability planning
- Continue to provide quality professional development opportunities and support for aspiring, new, and experienced superintendents through the use of technology, traditional conference formats, and individual support. This included:
 - Complete an ongoing needs assessment through continuous member feedback
 - Create mentoring partnerships with CESAs to provide higher levels of support and partnering for new members
 - Expand the use of technology through: the video library, interactive video to achieve better communication, and surveys to achieve member feedback
 - Provide QEI for new PI34 licensed members
 - Pursue the concept of LEAD Academies for professional growth opportunities
 - Continue to build and sustain proactive relationships with all public, private, and political organizations on behalf of public school children. This included:
 - Create a new business partners program to end vendor booths and embed business members into the WASDA conventions
 - Outreach to key organizations such as the DPI, WASB (Executive Director John Ashley), and WEAC (Executive Director Dan Burkhalter)
 - Build effective political relationships with local legislators
 - Establish endorsement policies
 - Establish a conduit
 - Enhance the PAC
 - Be aware of the challenge – education is political, most educators aren't
 - Continue to have WASDA be a positive, indisputable and clarion voice for public school children.

This included:

- Continue a unified political voice through SAA
- Continue to educate decision makers regarding the diverse needs of Wisconsin students and varied community resources. This included decision makers such as:
 - Local school boards
 - Local community leaders
 - Local legislators
- Themes of the major conferences sponsored by WASDA were developed to address one or more of the five Key Objectives.

Two other milestones began during the 2005-06 school year. The first was WASDA and the DPI agreed to have WASDA take over the planning and sponsorship of the State Superintendents' Fall conference in Madison. The first WASDA sponsored Fall conference was held in September, 2006.

The second milestone was the creation of the One Voice – One Future initiative to support public schools in the state. This group was unique because it represented schools of all different demographics throughout the entire state. It was hoped that One Voice – One Future could unit the varying interests of districts throughout the state to become one political voice for children regardless of where they resided.

In concluding his term in office, Gaier summarized that he was “deeply moved by the compassion, passion and professionalism that WASDA members bring to their positions.” He concluded, “We are all facing very difficult issues in our schools due to continued budget constraints, but I am thoroughly convinced that there is not a better group of leaders anywhere to lead us through these difficulties than the WASDA members.”

2006-2007

Joe Heinzelman

Oakfield, Wisconsin

First, I should say being WASDA President was one of the most humbling and most enjoyable experiences I have ever had. My term began with the first ever WASDA Fall Conference put on in cooperation with the Department of Public Instruction. State Superintendent Burmaster presented her speech at the State Capitol and it was well received by the membership. The Fall Conference was actually a combining of the WASDA Political Seminar with the State Superintendent's Fall Conference planned during the tenure of John Gaier.

I started my term with the intent of continuing the One Voice-One Future Initiative. The One Voice One Future initiative started out as a “Push Back Group” to respond to negative information about schools and school districts. Art Rainwater, Madison Superintendent, was the impetus behind the beginning of that discussion.

The group met at the Hilton in Madison on July 19, 2006. Members of WASDA that were available at that meeting were John Gaier, Jon Bales, Dave Schmidt, Art Rainwater, Kris Gilmore, Henry Lamkin and Joe Heinzelman. After much discussion, it was decided we needed to get the WASDA Board of Directors to agree with the concept before we moved forward. We met in Stevens Point on August 9, 2006 and came away with the support of the WASDA Board to present information on One Voice One Future at all the Drive-ins. The purpose would be to see if our membership would support trying to get together the three major players in education (WASB, WEAC and WASDA) and craft a message that we could agree on and present to the public.

This was the first year that all Drive-ins were held in the month of October. It was very hectic but worked well. My presentation was focused on Goal #4: “*WASDA should continue to be a positive, indisputable and clarion voice for public school children.*” In this context, it was my intent to find out if the membership would be in favor of meeting with the other groups and begin a process of developing the message we would hope to eventually agree upon and present a unified front to the public. The overwhelming response was we should pursue meeting with the other organizations and work on the process of developing that message.

At the same time, Sally Sarnstrom, Superintendent at Merrill Public Schools, had informed her Board of our intent along with a possible resolution statement. The Merrill School Board took that proposition and presented it as a resolution at the WASB Delegate Assembly in January at the WASB Annual Convention. The resolution passed with a significant majority which appeared to be a very positive step.

In November, Miles Turner went to Ireland and brought back the message on how Ireland transformed their education system.

Significant progress was made in building the video library. It was at this time that Miles hatched the thought of going national with our Wisconsin Video Library. He continued to work on building the library for a national audience.

The AASA put in a new governing structure that included members from each state comprising the Governing Board. I was elected as a member (one of three) on the Governing Board for Wisconsin. Other members were Dan Nerad of Green Bay and Wayne Anderson of Mount Horeb.

The School Finance Network was formed and was facilitated by Dean Julie Underwood for the purpose of trying to find a funding formula all could agree on. Miles participated representing WASDA while John Forester represented the SAA on that committee. Although there seemed to be little progress at first, eventually some good things came out of this committee.

The Annual Education Conference was held in Green Bay at the beginning of May. The theme of the conference was “Effective Leaders See The Big Picture.” Once again, Miles, Nancy and Jessica did an outstanding job putting together a great line up for state superintendents.

Although I hate to report this happened during my presidency, Miles traded in his “He-Man” Ford F150 for a little “wussy” electric car. It was a shameful experience for me!! 😊

I look forward to the One Voice One Future initiative being taken to the next level by Jon Bales, DeForest Superintendent.

It was such a great honor to go around the state and see how dedicated and committed the superintendents in Wisconsin are. We have many challenges ahead, but there is no doubt in my mind, knowing the people I met, that we can meet them!

2007-2008

Jon Bales

DeForest, Wisconsin

My year in the Presidency for WASDA was a blur, but a distinctly memorable one. It ended with a deep sense of gratitude for having been given the opportunity to serve the membership of the Association. I came into the role at a time when the Executive Committee of the Board was working very closely together on a number of initiatives that were either “years in the making” or at the forefront of their evolution. I saw my efforts being tied to a number of distinct responsibilities.

First was to bring closure to efforts to secure and enhance the WASDA Executive Director position – not only for the near term, but also for the long term future. WASDA leadership wanted to ensure we could retain Miles for a number of years and at the same time increase our capacity to attract and retain a quality leader upon Mile’s eventual retirement. This led to an impetus to make the position more attractive, viable and secure – including incorporating it into the state retirement system. A number of “partial starts” eventually led to the creation of the WASDA/CESA 2 Leadership Academy. The Executive Director of WASDA would be employed under a grant arrangement with CESA 2 in Milton (chosen solely due to their geographic proximity to the WASDA office) to lead the Academy. As an employee of CESA, the Director of the Academy was effectively paid by CESA (with funds provided by WASDA through the grant) and included within the state retirement system. WASDA retained a separate contract with the Director of the Academy to serve as its Executive Director, securing the necessary leadership capacity for the Association. The Leadership Academy itself was designed to provide quality ongoing professional development for superintendents with delivery being facilitated regionally through the state wide CESAs. The arrangement resulted in three notable positive outcomes:

1) The Leadership Academy will provide efficient and current professional development to superintendents throughout the state. CESA professionals will have access to the media site live production abilities to deliver improved and just-in-time staff development programs throughout Wisconsin. The first strong component of the Academy was a comprehensive Mentoring Program for new Superintendents with ongoing mentoring and coaching being provided by Norm Fjeldstad and Joe Heinzelman. The early response was overwhelming and the feedback from new superintendents was unanimously positive.

2) The structure of the contract between CESA 2 and WASDA resulted in a significant improvement in the employment status for the Executive Director position for WASDA. This will serve to improve both the pool and quality of candidates available for the future leadership of the Association.

3) The new employment structure for the Executive Director allowed WASDA to reach its stated goal of securing that position for the near term in a manner that allowed reasonable market comparability and security for the Association and the current Executive Director.

A second key emphasis during my tenure was the continued work on the One Voice One Future initiative and its derivative, the W3 group. This collaborative effort between WEAC, WASB, and WASDA (hence, the W3 label) was guided by the following joint pledge: “We commit to develop, model and sustain a culture of respect and collaboration that promotes synergy for our shared value of insuring a world-class public education system for all students.” Much progress was made during this period with several retreats held for the W3 group. Work centered on increasing our shared understanding of important educational issues and how we might discover areas of shared interest that would result in a collective voice from the W3 group.

New communication channels were opened, with the Executive Directors of the three groups committing to communicate with each other proactively prior to any action that would impact the others. There was acknowledgment that there would remain areas of difference, but that those differences should not diminish the growing understanding that the groups had many shared interests and more to gain on behalf of children when and where they could work together. The year ended with the W3 planning its first joint initiative – to convene districts from across the state that had been successful in achieving a collaborative and proactive team effort with their board of education, administration, and local teacher association. These districts would share their stories in a format designed to both improve their own practice and construct a “guide” for other districts seeking to create a more productive, collaborative working environment. The W3 collaborative recognized that it should provide leadership through efforts to discover shared interests at the top levels of the Associations, but that it should also nurture and encourage that effort in local school districts throughout the state. This project was planned to be extended into the future.

Finally, there was an emphasis on ensuring that WASDA continued on its clear path of continuous improvement and organizational health nurtured by all those who had served before me. Membership continued to grow and members worked diligently to ensure that WASDA’s premiere professional development conferences throughout the year provided high quality learning opportunities. In addition, Miles and the Board continued to support efforts to enhance the evolution of our Video Library, eventually debuting SAM-On Line and pushing for the vision that WASDA could be “taking it national” by some means – be it through the AASA or on our own if they were unable to partner with us. Finally, I would observe that with Miles’ leadership, WASDA’s visibility and credibility at the state legislature and among other state agencies invested in our states children continued to expand at a time when strong leadership was needed.

I have always had a deep sense of appreciation for WASDA and what it has provided me both personally and professionally throughout my career. My year as President allowed me the privilege of working closely with many dedicated superintendents across the state and even closer with the inspiring WASDA staff of Miles, Nancy and Jessica. Commitment alone does not sufficiently characterize the passion with which these people nurture this Association. We are fortunate indeed to be guided by this threesome. We are all fortunate too to have such an outstanding group of colleagues with which to work and learn. WASDA's history is firm and notable, but its future is stronger yet.

2008-2009

Kim Eparvier

Peshtigo, Wisconsin

With the majority of the term as the WASDA President now behind me, I will reflect on the significant highlights that were initiated during my presidency, or carried over from prior leadership, as these all-important initiatives are truly worthy goals, and only ongoing efforts will accomplish the desired outcomes that WASDA had previously prioritized.

- 50th Anniversary of WASDA, celebrating the theme, "Leadership for Learning." Special activities were held throughout the year to recognize the legendary history of the Association and honor the past and present leadership. A multi-talented group of superintendents, also accomplished musicians, gave of their time and talents to energize and entertain the membership at the fall and spring conventions.

- TRIFECTA (Tauscher's Reading Initiative for Every Child to Achieve)

The WASDA membership partnered with Mark Tauscher, a veteran offensive lineman with the Green Bay Packers, to provide financial support and promote literacy skills for the students in Wisconsin. This activity demonstrates the Association's ongoing commitment to "child advocacy."

- School Finance Network-The Association partnered with various key educational affiliates and other agencies from around the state to address deficiencies in the school funding formula. This plan was rolled out and highly publicized in the winter of 2009.

- Establishment of a collegial partnership with the CESA's around the state. This partnership will allow opportunities for on-going professional development for the superintendents state-wide.

- The W3, "One Voice, One Future," joint effort between WASDA, WEAC, and WASB continues to generate enthusiasm and credibility with the leadership from the respective participants.

- Due to the vision, persistence, and credibility of Miles Turner, AASA has recognized the value and need for high quality, easily assessable, and cost effective professional development. For this reason, SAM-Online, a video library component, is now available to superintendents around the country. Potentially, this venture may provide a revenue stream that will strengthen the fiscal viability of WASDA during challenging economic times.

- WASDA played a leadership role in developing the first annual RTI (Response to Intervention) Summit. This conference attracted well over 1000 educators from around the state, and only due to facility restrictions, registrants had to be turned away. This event speaks well for the superintendent's role of "educational leadership."

- A primary function of my presidency this year was to lay the framework for a strategic planning process to prepare WASDA for the year 2020. The "Drive-Ins" focused on gathering input from the membership to determine or project future challenges facing districts and superintendents a decade into the future. The following list features, in rank order, the most critical issues identified by the current practitioners:

- Funding that will support "world class schools."

- Recruiting and maintaining quality leadership in the superintendency.

- Establishing effective staff development for 21st Century teaching to prepare the students for a rapidly changing global society.

- Meeting the diverse needs of growing minority populations and students of poverty.

- Effective consolidation of programs/services/school districts.

- Developing a long-range “business plan” for the Association.
- Succession planning for the next WASDA Executive Director.

In closing on the history of WASDA for the year 2008-09, I extend a sincere “thank you” to my colleagues for the opportunity to serve as the President. It was truly an honor to represent such a large cadre of visionary, resourceful, optimistic, and dedicated professionals. Wisconsin’s public schools are in “good hands.” Because of this experience, and the exchange of dialogue with so many of you over the course of this year, I believe my professional attributes have been positively impacted. I hope I have served you well.

Finally, my appreciation is extended to Miles, Nancy, and Jessica. I am astonished and impressed by their talents, work ethics, and commitment to the organization. They represent the heart and soul of WASDA!

2009-2010

Gregg Lundberg

Maple, Wisconsin

The WASDA Board of Directors devoted a considerable amount of time and effort in June and August of 2009 participating in planning discussions (facilitated by Dr. Keith Marty, Menomonee Falls Superintendent) to answer the question, what is our “preferred future”? An opportunity for the membership to offer input regarding the “Preferred Future” of WASDA was provided during the annual fall Drive-In circuit and by means of an online survey for WASDA members unable to attend their respective Drive-In, which was vital for the Board to review and examine as the foundation for shaping the direction and future of WASDA. The Board looked at the “preferred” future after reviewing the past and current status.

As a result of the strategic planning sessions the Board of Directors identified and developed proposed Belief Statements and Mission Statement to replace Article II of the WASDA Constitution and Critical Issues that the Association and Superintendents would face over the next 10 years. This initiative was a follow-up of the WASDA 2020 plan begun by President Kim Eparvier that looked at key changes and challenges facing Superintendents and public education in Wisconsin along with designing strategies to prepare the membership for the Superintendency in 2020.

The recommended changes to the WASDA Constitution had overwhelming support from the membership and the following statements replaced Article II – Purpose:

WASDA Belief Statements

We believe:

- That Superintendents exist to serve children, community, and the profession.
- That Superintendents exist to ensure that all children receive quality education.
- That Superintendents are responsible for providing leadership and engaging the community for our educational future.
- That Superintendents embody and model strong ethical behavior.

Mission Statement

WASDA, as the premiere collaborative educational leadership association, serves Superintendents by providing professional support and expanding their capacity to be effective, innovative leaders.

Three defined **CRITICAL ISSUES** remain a work in progress with efforts on the action plans to follow over the few years.

1. Create a shared educational vision to ensure sustainable public education.
 - Connect and collaborate with communities, boards of education, government, and other entities.
 - Provide leadership in the process.
2. Provide challenging professional development to cultivate effective, innovative leaders.
 - Technology driven
 - Relevant
 - Collaborative
 - Leader focused
 - Future
 - Existing
3. Create a sustainable Business Plan to maintain the premiere collaborative educational leadership association.
 - Funding model
 - Succession plan
 - Membership
 - Business partnerships

WASDA events that occurred during the 2009-10 year included:

● **Annual Summer Legal Issues Seminar: Sturgeon Bay – July 29-31, 2009**

You Make the Call (Attorneys Steve Weld, Gary Ruesch, Kirk Strang, and Michael Julka)

Labor and Employment Law Update (Attorney Steve Weld; Weld, Riley, Prens & Ricci)

Collective Bargaining in a Challenging Legal Environment with Reduced Resources (Attorneys Michael Julka and Shana Lewis; Lathrop & Clark, LLP)

Legal Issues Round Tables (Panel of attorneys Steve Weld, Gary Ruesch, Kirk Strang, and Michael Julka)

IDEA and Section 504 (Attorney Gary Ruesch; Quarles & Brady Law Firm)

School Law Update (Attorney Kirk Strang; Davis & Kuelthau Law Firm)

● **New Superintendent Workshops (WASDA/CESA #2 Executive Coaching Program – with Dr. Norman Fjelstad as the Director of Mentoring and Executive Coaching)**

Workshop I Stevens Point July 23-24, 2009

Workshop II Madison September 23

Workshop III Madison November 18

Workshop IV Madison February 24, 2010

Workshop V Wisconsin Dells May 5

● **2009 Drive-In Schedule**

September 30 CESA #10 & #11 Sleep Inn Hotel – Eau Claire/Chippewa Falls

October 1 CESA #9 & #12 Northwoods Supper Club – Fifield

October 9 CESA #7 & #8 Radisson Hotel – Green Bay

October 15 CESA #3 & #4 Firehouse Restaurant – Viroqua

October 19 CESA #1 Country Springs Hotel – Waukesha

October 20 CESA #2 Holiday Inn Express – Janesville

● **Wisconsin Association of School Superintendent Assistants (WASSA)**

Fall Workshop – September 16-17 – Wisconsin Dells

● **Fall State Superintendents Conference: Madison – September 23-25, 2009**

You Can't Cut Your Way Out Of This™: Keynote speakers included the following:

David Zach, Futurist—*An Owner's Guide to the Future*; Paul Gabriel, Executive Director of Wisconsin Technical College District Boards Association—*Technical Colleges and School Districts: New Levels of Collaboration in a New World*; State Superintendent Dr. Tony Evers—*Annual State of Education Address*; Dr. Michael Wesch, Assistant Professor of Anthropology Digital Ethnography Working Group, Kansas State University—*Mediated Culture and the Future of School*; Todd Berry, President, Wisconsin Taxpayers Alliance—*If I Were...the State's King, Emperor, Poohbah, Dictator*; Dr. Samuel Betances, Senior Diversity Consultant, Professor Emeritus of Sociology at Northern Illinois University, and author—*Think, Collaborate, Act Your Way Out of It—A Formula for Success*; and State of Wisconsin Governor James Doyle.

● **“Getting School Finance Right: From the Budget to the Levy” Workshops**

October 21 Stevens Point

October 22 Madison

● **WASDA Winter Seminar: Madison – December 9-10, 2009**

“Windows on the Future: New Schools for the New World”: Keynote speaker and facilitator Ian Jukes (teacher, administrator, writer, consultant, university instructor and keynote speaker. As the Director of the InfoSavvy Group, he works extensively with school districts, businesses, community organizations and other institutions to help shape preferred futures. Ian Jukes is the creator and co-developer of TechWorks, the internationally acclaimed K-8 technology framework).

General Session: 21stC Tools – 20thC Mindset: Schools in the New Digital Landscape

Living on the Future Edge 1: It's Not About Hardware – It's About Headware! Parts 1, 2, 3
Our Children Are Not the Students Our Schools Were Designed For: Understanding Digital Kids – Parts 1, 2

● **89th Joint State Education Convention: Milwaukee – January 19-22, 2010**

“Empowered together”: Keynote Speakers – General Session: Daniel Pink – *A Whole New Mind*, author of *Drive: The Surprising Truth About What Motivates Us*; General Session: Margaret Wheatley, Ph.D. – *Community Is the Answer*, author and organizational consultant – recent book, *Turning To One Another: Simple Conversations to Restore Hope to the Future*; WASB Breakfast: former Green Bay Packers All-Pro defensive back LeRoy Butler – *From Wheelchair to Lambeau Leap*;

General Session: Christopher Gardner – autobiography, *The Pursuit of Happyness* the story of courage and persistence- his aim is to help others achieve their full potential.

Wisconsin Superintendent of the Year: Gerald R. Kember, School District of La Crosse

● **“Everything You Need To Know About School Finance Right Now!” Workshops**

March 9 Madison

March 23 Stevens Point

● **Wisconsin Rtl Summit**

March 10-11 – Green Bay

● **Wisconsin Association of School Superintendent Assistants (WASSA)**

Spring Conference – April 15-16 – Appleton

Patricia E. Neudecker, Superintendent of Oconomowoc, was elected 2010-11 President-elect of the American Association of School Administrators on April 19, 2010.

● **43rd Annual WASDA Educational Conference: Wisconsin Dells – May 5-7, 2010**
“Never Waste A Good Crisis”

Recognition of 15, 20, 25+ year superintendents; WASDA Outstanding Educator (Gary Damaschke, Retired Supt., Union Grove Jt. #1; Distinguished Service (Dr. Norman Fjelstad, Supt., Edgerton; and Special Recognition for Service to Wisconsin (Thomas Beattie, Retired Executive Director-AWSA awards; and Recognition of 2010 Retirees.

Gary Scheuerell, Supt., Juda – recognized for 40 years of service.

Nancy Lund, WASDA Executive Assistant – recognized for 35 years with WASDA.

WASDA Bert Grover Child Advocacy Award: Linda Freeman, school board member/Board President for the Walworth Jt. District #1 for 42 years.

General Session Keynote Speakers: **Dr. John Draper** CEO, Educational Research Services – *Crucial Conversations About Public Schools – Good News For School Leaders*; **Dr. Jim Rickabaugh**, Supt. Whitefish Bay Schools – *Bad News: The Cavalry Isn't Coming. Good News: A Once In A Lifetime Leadership Opportunity*; **Alan November**, Senior Partner & Founder, November Learning – *Never Waste A Good Crisis*

The Board of Directors also reviewed a proposal for the redesign of the WASDA Fall Drive-Ins to include purpose, location, and format for 2010. The modifications to the fall meetings are an attempt to increase participation and provide expanded opportunities for personal and professional development.

2009-10 State Legislative Summary (Source: Advocacy and Government Relations WASB):

In excess of 280 bills were presented throughout the 2009-10 state legislative session that had the potential to directly impact K-12 education.

SCHOOL FUNDING

The economic crisis facing the nation and a massive state deficit resulted in cuts to general equalization school aids for the 2009-11 biennium along with an effort by lawmakers to hold down property tax increases by reducing revenue limit increases and funneling the few available dollars into the first dollar tax credit.

Regardless of these challenges, support and promotion by advocates assisted in:

- Allowing exemptions to school district revenue limits for certain transportation, nursing, school safety and energy efficiency costs;
- Providing additional funding for sparsity categorical aids;
- Providing additional funding for high-poverty categorical aids;
- Preserving funding for special education categorical aids;
- Increasing funding for Project Lead the Way grants; and
- Fostering continued dialogue regarding school funding reform and encouraging numerous proposals for additional flexibility.

EDUCATION POLICY REFORMS

Democrats controlled both houses of the Legislature and the governor's office for the first time in many years during the 2009-10 legislative session. As a result, many initiatives were effectively moved forward by organizations which had played a convincing role in securing the Democratic majorities. These initiatives included the following:

- the repeal of the qualified economic offer,
- elimination of the greatest and greater weight arbitration factors for revenue limits and local economic conditions, and
- the requirement for prep time to be a mandatory subject of collective bargaining.

Further, under the pretense of making the state eligible for federal Race to the Top grants, proposals were approved to grant the state superintendent additional authority to intervene in local school districts and to segregate teachers from their students' state assessment results. Again, advocacy groups assisted in:

- Advancing efforts to reform the state assessment system;
- Increasing the number of pupils allowed in SAGE classrooms and open up the program to more schools;
- Preventing a one-year moratorium on arbitration;
- Stopping efforts to make it more difficult to overturn unfair arbitration decisions;
- Stopping efforts to allow the mayor to take over Milwaukee Public Schools;
- Passing legislation to improve information sharing between schools and law enforcement;
- Improving legislation updating the state's building standards;
- Preventing unrealistic nutritional standards for school foods to be advanced;
- Providing alternative timelines for school district consolidation referenda;
- Allowing flexibility in the use of TEACH data lines;
- Increasing accountability requirements for private schools accepting voucher payments; and
- Stopping efforts to unduly restrict schools from effectively controlling disruptive students.

It was a distinct honor and privilege to serve as a member of the WASDA Board of Directors since 2002 and I will be forever grateful for the opportunity experienced on the Executive Committee as President-elect, President, and Past-President all of which further expanded my knowledge base as that experience allowed me an additional avenue for personal and professional growth.

I also appreciated the leadership, knowledge, and experience of all the members that comprised the Board of Directors since my initial term began in 2002 that so eloquently represented the insights, views, and perspectives of the administrators in their respective CESAs serving as advocates for the youth in their school districts. Further, I have valued and respected the dedicated administrators that I am personally associated with that comprise CESA #12 and the Heart O' North athletic conference and **all** of the administrators around the state that I had the pleasure to meet while serving on the WASDA Board of Directors.

It also goes without saying, but is necessary to state, what a tremendous WASDA office staff I had the honor to be around and work with. Miles has always done an excellent job of representing the District Administrators and we are fortunate to have a person of his quality that is prepared and proficient in the role of Executive Director of WASDA. His leadership involving professional development opportunities; political and legislative issues at the local, state, and national levels; and providing member services to administrators regarding employment, legal matters, and personal aspects related to the functions of a school district administrator are second to none. His annual review of activities and goal accomplishments as well as goals and initiatives beyond the current year truly exemplifies the visionary aptitude Miles has to sustain the integrity of District Administrators specifically and WASDA generally. Miles is a consummate professional; constantly in demand and continuously valuable to the cause relentless in repeatedly going beyond the call of duty to get the job done on behalf of District Administrators.

Nancy and Jessica are true professionals; remarkably talented, top-notch, first-class people and very competent in making the organization and operation run so smoothly. They are always prepared and incredibly proficient in all of the intricacies involved with the “behind the scenes” preparations for meetings, conferences, communication with the business partners, workshops, and the coordination of schedules. They are always courteous and pleasant in their dealings with the membership of the organization and have an innate ability to stay one step ahead of every situation. Their loyalty to the WASDA organization is over-shadowed only by their constant desire to go the extra mile.

The commitment, cooperation, technical and political expertise, human relation skills, and collaborative efforts of the entire WASDA staff validates their enviable reputation and epitomizes a long-standing tradition of “*service before self*” and “*excellence in everything we do*”. I have the utmost respect and admiration for the WASDA staff and WASDA membership.

WASDA PRESIDENTS

| | | |
|-------------------|------------------------------|-------------------|
| 1959-60.. | John Bjorge.. | Berlin |
| 1960-61.. | Homer DeLong.. | Eau Claire |
| 1961-62.. | Ken Rawson.. | Clintonville |
| 1962-63.. | Charles Hub.. | Ripon |
| 1963-64.. | Dale Davis.. | Kettle Moraine |
| 1964-65.. | Charles Jones.. | Manitowoc |
| 1965-66.. | Fred Holt.. | Janesville |
| 1966-67.. | J. K. Hoyer.. | Whitehall |
| 1967-68.. | R. G. Hein.. | Waukesha |
| 1968-69.. | Elden Amundson.. | Plymouth |
| 1969-70.. | Walter Ploetz.. | Cudahy |
| 1970-71.. | Eric Becker.. | Beaver Dam |
| 1971-72.. | Harvey Johnson.. | Ashland |
| 1972-73.. | Ollie Berge.. | Sun Prairie |
| 1973-74.. | William Paton.. | Oconomowoc |
| 1974-75.. | Gerald Thompson.. | Waupun |
| 1975-76.. | Robert J. Kreuser.. | Muskego |
| 1976-77.. | James Munro.. | Monroe |
| 1977-78.. | William Knapp.. | Greendale |
| 1978-79.. | Orlyn Zieman.. | Appleton |
| 1979-80.. | Lyle Martens.. | Seymour |
| 1980-81.. | Michael Malone.. | Port Edwards |
| 1981-82.. | Elgie Noble.. | Poynette |
| 1982-83.. | Fred Johnson.. | St. Croix Falls |
| 1983-84.. | Wallace Lindholm.. | Glenwood City |
| 1984-85.. | Mark Stone.. | Little Chute |
| 1985-86.. | John Wigman.. | CESA #8 |
| 1986-87.. | Sam Castagna.. | West Allis |
| 1987-88.. | Don Mrdjenovich.. | Janesville |
| 1988-89.. | Robert Hubert.. | Mauston |
| 1989-90.. | Robert Froehlich.. | Marinette |
| 1990-91.. | James Coles.. | New Berlin |
| 1991-92.. | Dennis Richards.. | Black River Falls |
| 1992-93.. | Richard Swantz.. | La Crosse |
| 1993-94.. | John Negley.. | Whitewater |
| 1994-95.. | Terry Olson.. | Durand |
| 1995-96.. | John Egan.. | Kohler |
| 1996-97.. | Tim Gavigan.. | Columbus |
| 1997-98.. | Dan Woll.. | St. Croix Central |
| 1998-99.. | Linda Barrows.. | Oregon |
| 1999-00.. | Thomas Joynt.. | Green Bay |
| 2000-01.. | James Shaw.. | Menomonee Falls |
| 2001-02.. | Jack Lewis.. | Brillion |
| 2002-03.. | Gene Hamele.. | Wauwaukee |
| 2003-04.. | Thomas Evert.. | Janesville |
| 2004-05.. | Kathleen Martinsen.. | Rosholt |

| | | |
|--------------|------------------------|--------------|
| 2005-06..... | John Gaier..... | Neillsville |
| 2006-07..... | Joseph Heinzelman..... | Oakfield |
| 2007-08..... | Jon Bales..... | DeForest |
| 2008-09..... | Kim Eparvier..... | Peshtigo |
| 2009-10..... | Gregg Lundberg..... | Maple |
| 2010-11..... | Mike Shimshak..... | Lodi |
| 2010-11..... | Jamie Benson..... | River Valley |
| 2011-12..... | Jamie Benson..... | River Valley |
| 2012-13..... | Wayne Anderson..... | Mt. Horeb |

WASDA EXECUTIVE DIRECTORS

| | |
|--------------|--------------------------|
| 1960-1970 | Verne Klontz |
| 1970-1975 | Reinie Hein |
| 1975-1989 | Ollie Berge - Full Time |
| 1989-present | Miles Turner - Full Time |

WASDA FULL TIME EMPLOYEES

| | |
|--------------|---|
| 1975-present | Nancy Lund - Executive Assistant |
| 1996-2000 | Terri Tuggle - Receptionist/Secretary |
| 2000-present | Jessica Schwedrsky - Receptionist/Secretary |

RECIPIENTS OF THE WASDA AWARD OF SPECIAL RECOGNITION FOR SERVICE TO WISCONSIN

| | |
|-------|------------------------------|
| 1975. | George Tipler |
| 1976. | Louise Morrissey |
| 1977. | Sen. Walter Hollander |
| 1978. | Rep. Walter Calvert |
| 1979. | Eugene Lehrmann |
| 1980. | Alverna Robinson |
| 1982. | Dr. Leonard Haas |
| 1984. | Dr. Robert Moser |
| 1985. | Dr. John Cronk |
| 1986. | John Roberts |
| 1987. | Roland Rockwell |
| 1988. | Rep. John Volk |
| 1989. | Dr. Richard Rossmiller |
| 1990. | Dr. Galen Chevront |
| 1991. | Don McCarty |
| 1992. | Dr. Douglas Ritchie |
| 1993. | Dr. Lyle Bruss |
| 1994. | John Oakeson |
| 1995. | Dr. Charles Miller |
| 1996. | Bambi Statz |
| 1997. | Edward Coe |
| 1998. | Milt Lunda |
| 1999. | Henry Hendrickson |
| 2000. | Dr. George Kliminski |
| 2001. | Doug Chickering |
| 2002. | Michael George |
| 2003. | Rep. Luther Olsen |
| 2004. | Michael Anderson |
| 2006. | Governor James Doyle |
| 2007. | Dr. Betty & Dr. Rolan Womack |
| 2008. | Herbert V. Kohler, Jr. |
| 2009. | Senator Herb Kohl |
| 2010. | Thomas Beattie |
| 2011. | Mark Tauscher |
| 2012. | Miles Turner |

RECIPIENTS OF THE WASDA DISTINGUISHED SERVICE AWARD

| | |
|-------|----------------------|
| 1969. | Vernon Klontz |
| 1970. | Kenneth Rawson |
| 1971. | Leslie Johnson |
| 1972. | Homer DeLong |
| 1973. | Charles Jones |
| 1974. | Reinie Hein |
| 1975. | Walter Ploetz |
| 1976. | Gordon Nelson |
| 1977. | Louis King |
| 1978. | Charles Jones |
| 1979. | Fred Holt |
| 1980. | William Terrill |
| 1981. | Eric Becker |
| 1982. | Harvey Johnson |
| 1983. | Marvin Nelson |
| 1984. | Willis Hamilton |
| 1985. | Charles Hub |
| 1986. | Orlyn Zieman |
| 1987. | William Paton |
| 1988. | Robert Kreuser |
| 1989. | John Bjorge |
| 1990. | Gerald Thompson |
| 1991. | Marvin Lansing |
| 1992. | William Knapp |
| 1993. | Wallace Lindholm |
| 1994. | Alan Osterndorf |
| 1995. | Merlin Johnson |
| 1996. | Vaughn Hoffman |
| 1997. | James Munro |
| 1998. | Paul Pisani |
| 1999. | Leonard Kavajecz |
| 2000. | Lyle Martens |
| 2001. | Karl Hertz |
| 2002. | Thomas Joynt |
| 2003. | Richard Swantz |
| 2004. | John Negley |
| 2006. | Michael Weber |
| 2007. | Dr. James Shaw |
| 2008. | Storm Carroll |
| 2009. | Thomas Evert |
| 2010. | Dr. Norm Fjelstad |
| 2011. | Dr. James Rickabaugh |
| 2012. | Gerald Kember |

RECIPIENTS OF THE WASDA OUTSTANDING EDUCATOR AWARD

| | |
|-------|--------------------------|
| 1961. | George E. Watson |
| 1963. | John Guy Fowlkes |
| 1966. | Harold Vincent |
| 1968. | Angus Rothwell |
| 1969. | Glen Eye |
| 1970. | Eugene McPhee |
| 1973. | William Kahl |
| 1978. | John Melcher |
| 1979. | Eugene Tornow |
| 1980. | Elden Amundson |
| 1981. | Dr. Barbara Thompson |
| 1982. | Charles Wileman |
| 1983. | Dr. Walker Wyman |
| 1984. | Dr. Herbert Grover |
| 1985. | Dr. James Stoltenberg |
| 1986. | Russell O'Harrow |
| 1987. | Frank Joswick |
| 1988. | Donald Jacobson |
| 1989. | Dr. George Tipler |
| 1990. | Ollie Berge |
| 1991. | John Wigman |
| 1992. | Roger Sunby |
| 1993. | John McDermott |
| 1994. | Maurice Sullivan |
| 1995. | John Mulrooney |
| 1996. | George Longo |
| 1997. | John Benson |
| 1998. | Michael Wallschlaeger |
| 1999. | William Vincent |
| 2000. | Juanita Pawlisch |
| 2001. | Judy Sargent |
| 2002. | John Koehn |
| 2003. | Don Mrdjenovich |
| 2004. | Suzanne Hotter |
| 2006. | B. Dean Bowles |
| 2007. | Dr. Nancy Stanford-Blair |
| 2008. | Dr. Julie Underwood |
| 2009. | Michael Dickmann |
| 2010. | Gary Damaschke |
| 2011. | Giles Williams |
| 2012. | Patricia Neudecker |

PAST RECIPIENTS OF THE SUPERINTENDENT OF THE YEAR

- 1989 Ken Ripple - Westfield
- 1990 James Fricke - Stoughton
- 1991 Victor Rossetti - Oconto Falls
- 1992 William Decker - Menasha
- 1993 George Longo - Sheboygan
- 1994 Don Mrdjenovich - Janesville
- 1995 Richard Swantz - La Crosse
- 1996 Kathleen Cooke - Hamilton
- 1997 Rosa Smith - Beloit
- 1998 Gerald Freitag - Franklin
- 1999 Frederic Frick - Holmen
- 2000 John Box - Mequon-Thiensville
- 2001 James Shaw - Menomonee Falls
- 2002 Linda Barrows - Oregon
- 2003 Thomas Scullen - Appleton
- 2004 Thomas Andres - Sauk Prairie
- 2005 Sarah Jerome - Kettle Moraine
- 2006 Dan Nerad - Green Bay
- 2007 Nancy Hendrickson - Pecatonica
- 2008 James Rickabaugh - Whitefish Bay
- 2009 Jon Bales - DeForest
- 2010 Gerald Kember - LaCrosse
- 2011 Joe Schroeder - Muskego-Norway
- 2012 Kristine Gilmore - D.C. Everest

PAST RECIPIENTS OF THE BERT GROVER CHILD ADVOCACY AWARD

- 1993 Herbert Grover
- 1994 Jack Magnuson, Former Supt., Menomonee Falls
- 1995 Nancy Armbrust - Schreiber Foods of Green Bay
Sanford Swiggum - Director of Pupil Services, Marshall School District
- 1996 Jean Melchert - Board Member of Seymour School District
- 1997 John Olkowski - Board Member of Three Lakes School District
Senator Cal Potter
- 1998 Nancy Schopf, Green Bay Area Chamber of Commerce
- 1999 Lois Balk, Former teacher and principal, Mondovi & Alma School Districts
- 2000 Donna Mahr, Oregon School District
- 2000 Dr. Rev. Floyd Prude, Jr., Beloit
- 2001 Dr. Rev. Floyd Prude -Beloit
- 2002 Lois Smith, Wittenberg-Birnamwood
- 2003 Margaret Rogers-Winneconne
- 2004 Judge William Stewart, Jr. - Menomonie/Elk Mound
- 2005 Julie Garber - Osseo-Fairchild
- 2006 Janice Coenen -Board Member, West DePere
- 2007 Nancy Buck Ransom - Crivitz
- 2008 Daniel Ariens - Brillion

2009 Joe Huber - West Bend
2010 Linda "Kelly" Freeman - Walworth Jt. #1
2011 Garry Hageness - Eleva-Strum
2012 Audrey Ader - Random Lake

Appendix A

Superintendents of Public Instruction 1949-2012

| | |
|----------------------------|---------------------|
| George Earl Watson | 1949-61 |
| Angus Rockwell | 1961-66 |
| William Kahl | 1966-73 |
| Barbara Thompson | 1973-81 |
| Herbert Grover | 1981-93 |
| John Benson | 1993-2001 |
| Elizabeth Burmaster | 2001-2009 |
| Tony Evers | 2009-present |

Appendix B

Wisconsin Governors 1949-2012

| | |
|---------------------------|---------------------|
| Oscar Rennebohm | 1947-51 |
| Walter Kohler, Jr. | 1951-57 |
| Vernon Thomson | 1957-59 |
| Gaylord Nelson | 1959-63 |
| John Reynolds | 1963-65 |
| Warren Knowles | 1965-71 |
| Patrick Lucy | 1971-77 |
| Martin Schreiber | 1977-79 |
| Lee Dreyfus | 1979-83 |
| Anthony Earl | 1983-87 |
| Tommy Thompson | 1987-01 |
| Scott McCallum | 2001-03 |
| Jim Doyle | 2003-11 |
| Scott Walker | 2011-present |