Welcome to WASDA’s February edition of our online Newsletter! We enjoyed seeing many of you at the recent Jt. WASB/WASDA/WASBO Convention in Milwaukee and hope that you found the convention to be beneficial. Several WASDA committees, as well as the WASDA Board of Directors and Large District Caucus, met during the convention and were able to move their agendas for the year forward. Thanks to all of you for your dedication and continued service to your professional association. Your willingness to support WASDA’s committees helps to strengthen the effectiveness of our association.  **THANK YOU!**

Thank you to everyone who stopped by to visit us at the WASDA booth. It was a great opportunity to connect with many of our members.

Complete details about all of WASDA’s events for the remainder of the year can be found on our website at [www.wasda.org](http://www.wasda.org). Remember, we are not mailing out any meeting notices.

Jessica is the person to contact regarding any registration issues or questions on **SAM-Online** (WASDA video library). Please be sure to check it out! You have access to many videos on a wide range of educational topics 24/7. Again, if you experience any difficulties with the SAM-Online, please do not hesitate to contact Jessica.

We are always looking for new ways to serve our members. If we can ever be of service to you, please do not hesitate to contact us. We are here to serve you!

---

**Wisconsin Association of School District Administrators**

4797 Hayes Road

Madison, WI 53704

608/242-1090

608/242-1290 - FAX

[www.wasda.org](http://www.wasda.org)
WASDA E-NEWS

WASDA President’s Message
WASDA Executive Director’s Report
The Capitol Report - John Forester, Dir. Of Gov. Relations
Election of WASDA Board Members
Jack White Obituary
15, 20, 25, 30 & 35 Year Recognition Awards
WASDA Board Selects Candidate for WASDA President-elect
WASDA Noon Lunch Photos
Bert Grover Child Advocacy Award Nominations
Are You Retiring in 2017?
WREA Partnership Member Benefits
AASA Governing Board Election
QEI Student Digital Photography Conte
Superintendent Vacancies
WASDA Calendar of Events

www.wasda.org

Wisconsin Summit for Data Informed Leadership
March 9-10, 2017 Green Bay

REGISTER AT WWW.WASDA.ORG!
WHY CHOOSE WEA TRUST?

We could tell you, but we’d rather you hear it from our customers.

“I would highly recommend the Trust. It’s been very user friendly for our staff and user friendly for myself on the business side.”

Nick Curran
Business Manager at Omro School District

“Any experience I’ve had with WEA Trust has been positive. It was a relief to come back and I’ve been nothing but happy.”

Kristi
WEA Trust Member

“Their customer service is excellent. I don’t have to sit on the phone and wait and push buttons. I get a person to talk to right away.”

Jenifer
WEA Trust Member

To learn more about WEA Trust, contact:

▸ Jon Klett, VP of Sales, Marketing and Product at 262-227-1203 or jklett@weatrust.com
Another successful WASB/WASDA/WASBO convention is behind us, and it was a wonderful opportunity to connect with colleagues and having the opportunity to honor our Superintendent of the Year, Damian LaCroix.

Last month I made a “pitch” for advocacy as we head into a new state budget and legislative season. I will again appeal for that approach, noting that WASDA currently remains as a strong—in my opinion, the strongest—voice in Wisconsin public education. I recently read that WEAC, which has in past years been a strong force in education, has lost over 60% of their dues-paying members. Whether that is true or is “fake news”–I'm not entirely sure—we have seen a decline in public education advocacy from this WEAC. So it's up to us.

Speaking of important matters in Madison, we have a primary election on February 21 and a Spring election on April 4. We will be electing our Superintendent of Public Instruction, arguably our most important leader in K-12 public education. It is my great hope that Wisconsinites elect a Superintendent of Public Instruction that places the emphasis for K-12 education on “public.” And a leader who does not come in to the position thinking that many of our schools in the state are failing.

On the lighter side, in the category of "it's what we do," morale-building with staff is very important. To that end, a week ago I donned a tortoise costume and raced a couple of other school mascots across a field house in front of over 1,000 of our professional staff at a technology professional development workshop. Of course the tortoise always wins the race…in this case not necessarily due to any running savvy I possess, but the other racers were administrators who were interested in job security! The real message to staff was: Don't let our technology initiative stress you out—you don't need to learn everything immediately—take it one step at a time and one day at a time—it's a marathon, not a sprint. Be the tortoise!

Have a great February everyone!

Todd Gray
WASDA President
tgray@waukesha.k12.wi.us
Executive Director’s Message
February 2017
Dr. Jon Bales

An Important Month

Please click on the link below to hear a message from Jon.
CLICK HERE.

Please send your comments and questions to Jon - jbales@wasda.org.

ELECTION OF WASDA BOARD MEMBERS

The following terms of board members currently serving on the WASDA Board of Directors expire as of June 30, 2017:

- CESA #1  Deb Kerr-Brown Deer
- CESA #5* Gus Knitt-Pardeeville
- CESA #6  Kieth Kriewaldt-Erin
- CESA #9* Larry Ouimette-Lac du Flambeau
- CESA #12 Chris Patritto-Hurley

*Gus Knitt and Larry Ouimette are eligible for reelection for a three-year term on the board. The other board members are NOT eligible for reelection.

Superintendents in WASDA wishing to place their names on a ballot to run for the board position open in their respective CESAs must notify the WASDA office on or before April 15, 2017. In order to have a name placed on the election ballot, a WASDA superintendent must follow one of the two following procedures:

1. A written letter of declaration (or email) by a WASDA superintendent sent to the WASDA office. OR

2. By three superintendent members of WASDA signing a nomination paper requesting the name of a WASDA superintendent to be placed on the ballot.

In the event more than two candidates qualify for the ballot, there shall be a primary election held not less than 30 days before the general election, to be conducted in the same manner as the general election. Ballot order shall be determined by draw of names by the Executive Director of the association in the presence of two voting members who are not candidates for the office. The ballots shall be distributed to the voting members no later than May 15, 2017, with an established deadline for return of the completed ballot of June 1.
YOUR GOALS. OUR MISSION.

We share your commitment to public education and our children's futures. And we're ready to help you meet the challenges that the school year will bring.

Green Bay - Toll Free: (844) 833-0830  
Madison - Toll Free: (844) 626-0901  
Service Centers in Milwaukee and Oshkosh  

www.strangpatteson.com
Jack R. White, a devoted husband, loving father and community mentor, passed away on January 17, 2017 in Gilbert, AZ, he was 81. Jack was born August 13, 1935, in Chicago, IL to the late Fred and Dorothy (Corda) White. Following his graduation from AD Johnson High School in Bessemer, MI, Jack served his country until he was honorably discharged from the United States Navy in 1957. Jack understood the importance of education and achieved a Bachelor of Science Degree in Biology from Northern Michigan University and a Master’s Degree in Education Administration from Michigan State University. He shared his passion for education as a Biology teacher at Mount Morris High School in Mount Morris, MI and in Bessemer, MI; serving as Principal at Ontonagon Area High School in Ontonagon, MI and Merrill High School in Merrill, WI. He continued his career in education as Superintendent of Schools for the Hayward Area School District in Hayward, WI where he retired in 1987.

Jack used his love for sports to teach life lessons which he felt were invaluable. From 1960-64, he coached the Mount Morris Football team which went undefeated in 1963, for which he received induction into the Mount Morris High School Hall of Fame in 2013. He returned to his alma mater, AD Johnson High School, to coach their football and track teams from 1964-68. After retirement Jack served as president of the Hayward Civic Club where he enjoyed golfing and promoting golf in the community. Despite spending most of his life in Michigan and Wisconsin Jack remained a loyal fan to the Chicago Cubs and Chicago Bears teams he loved as a boy. His beloved Cubs finally won the World Series in 2016. Throughout his life Jack cherished the time spent with family teaching and watching sports.

Jack is survived by his wife of 58 years, Mary Ann and his 4 children, Bonnie Marsh (Patrick) of Eagan, MN; Cathy White (Andy Rosenthal) of Woodbury, MN; Michael White (Kim) of Gilbert, AZ and JoAnn Hanson (Stan) of Inver Grove Heights, MN. He is also survived by his 8 grandchildren Caitlin and Michael Marsh, John and Kelsey Sigvertsen, Michael Jr. and Mya White, Lauren and Kate Hanson and 3 step-grandchildren, Shelby, Tyler and Macy Tone.

A memorial service celebrating Jack’s life will be held at St. Joseph’s Catholic Church in Hayward, Wisconsin with the internment at the North Wisconsin Veteran’s Memorial Cemetery in Spooner, Wisconsin (details to follow).

15, 20, 25, 30 & 35 YEAR RECOGNITION AWARDS

 Those members who will have achieved 15, 20, 25, 30 or 35 years of service as a superintendent as of June 30, 2017, will be recognized at the Recognition Banquet on Wednesday, May 10, at Concourse Hotel in Madison. This awards ceremony will also include recognition of the 2017 WASDA retirees and the recipients of the three major WASDA awards. Also, the convention fee will include all meals held in conjunction with the convention. Therefore, there will not be an additional charge to attend the Wednesday evening banquet.

If you will have 15, 20, 25, 30 or 35 years of service as a superintendent as of June 30, 2017, please email Nancy Lund at nlund@wasda.org with the details (district and years served; i.e., 2000-2004) so that we are able to recognize you at our Annual Recognition Banquet on May 10.
Below is the nominating process for WASDA President-elect:

"The office of President-elect shall be filled from within the membership. The Board of Directors' Executive Committee shall act as the nominating committee. This nominating committee shall place before the Board of Directors the name of a President-elect nominee from the board. The Board of Directors shall vote to confirm the President-elect nominee at the January board meeting. This vote must be by a two-thirds majority of the board members present at the January meeting.

"Any paid-up member of the association may have his/her name placed on the ballot by submitting a petition with no less than 30 signatures of voting members of the association represented thereon, to the chairman of the nominating committee no later than March 15."

The Board confirmed Steve Bloom, Supt., Palmyra-Eagle, as the President-elect nominee from the board at its January meeting. **THUS, ANY MEMBERS OF WASDA THAT WISH TO FOLLOW THIS PROCEDURE AND HAVE THEIR NAMES PLACED ON THE BALLOT, SHALL SUBMIT THE PETITION TO TODD GRAY, SUPT., WAUKESHA PUBLIC SCHOOLS, NO LATER THAN MARCH 15.**

In the event more than two candidates qualify for the ballot, there shall be a primary election held not less than 30 days before the general election to be conducted in the same manner as the general election. Ballot order shall be determined by draw of names by the Executive Director of the association in the presence of two voting members who are not candidates for the office. The two candidates with the greatest number of votes shall qualify for the general election ballot.
More than 350 WASDA members and school board members attended this year’s WASDA Noon Luncheon at the Jt. WASB/WASDA/WASBO Convention in Milwaukee on January 19.

WASDA President, Todd Gray, Superintendent of the Waukesha School District, chaired the luncheon.

This year’s lunch featured a presentation by the 2017 Wisconsin Superintendent of the Year, Damian LaCroix, Superintendent of the Howard-Suamico School District.

Brian Hanes, Supt., Ashwaubenon, presented Damian with the Flag of Liberty on behalf of the Wisconsin Association of School Public Relations.
WASDA CHILD ADVOCACY COMMITTEE
ANNOUNCES 2017 AWARDS!

Please help us by nominating child advocates from your district. There are two ways to recognize child advocates from your district; you can nominate individuals or companies. Each nomination will receive a certificate from WASDA that you can present at a local board meeting. State finalists will be honored at our spring convention.

Two Awards:

Bert Grover Child Advocate - Individual/Community Based

The Individual/Community-Based award is created to acknowledge an exceptional individual or civic or other community based organization's support for our children. Superintendents are encouraged to nominate local individuals/civic organizations who have demonstrated significant commitment to children by sharing their time, talents and/or financial support. The award is to acknowledge the importance of individuals working to support the greater mission of educating all children.

Bert Grover Child Advocate - Business

The Business Award is a new award created to acknowledge the exceptional business educational partnerships throughout the State of Wisconsin. Superintendents are encouraged to nominate business partners who have demonstrated significant commitment to children by sharing time, talents and/or financial support. The award is to acknowledge the importance of business partnerships as essential to the greater mission of educating all children.

Please use the links below to view the nomination forms. Please submit completed nomination by February 15, 2017.

Individual/Community Based Award

Business Award

If you have any questions or need further information, please contact Mark Gruen, Child Advocacy Chair at gruenm@royall.k12.wi.us or (608) 462-2600 Ext 2113.

ARE YOU RETIRING IN 2017?

The requirements to receive the Honorary Life Membership and be recognized at the retirement banquet held in conjunction with the WASDA Annual Educational Conference are as follows:

A. The recipient must have retired from school work.
B. The recipient must have total experience in educational work on any level of at least twenty-five (25) years.
C. The recipient must have been a member of the Wisconsin Association of School District Administrators at the time of retirement and for the five (5) years immediately preceding retirement.
D. CESA administrators who were county superintendents are to receive credit for the years served as county superintendents.

If you are retiring this year, please email the WASDA office. ALL WASDA members retiring will be recognized at the banquet. This year’s convention will be held May10-12 at the Madison Concourse Hotel in Madison. (Conference begins with a reception at 5:30 p.m., May 10, followed by the Recognition Banquet & ends at 12 noon on May 12.)
Flexible healthcare.

Visible value.

HEALTH INSURANCE THAT WORKS FOR SCHOOLS

Demonstrate Responsible Stewardship
- Wisconsin-based, not for profit
- Flexible plans and premiums
- Highly rated for quality*

Reduce Healthcare Spending
- In-house medical management
- Evidence-based wellness
- Dynamic drug formulary

Manage Benefits Easily
- Simple onboarding kit
- Standard reporting package
- My Choice online enrollment platform

Contact an expert today.
715-303-5115 or www.securityhealth.org/value

* Security Health Plan’s HMO/POS private plans are rated 4.5 out of 5 among the National Committee for Quality Assurance’s Private Health Insurance Plan Ratings 2016-2017.
WREA PARTNERSHIP
MEMBER BENEFITS

As you know, WASDA and WREA have forged a long-term relationship in order to strengthen our advocacy voice for public education. This relationship also allows us to bring to you personal and professional benefits that emerge from our business partnership. Among the benefits, are an array of opportunities available to you while you are still in active employment. Note that these same benefit opportunities can be made available to employees in your district if that is of interest to you.

We partner with AMBA (Association of Member Benefits Association) to offer a menu of benefits. The benefits are available to any employee who has a membership with WREA – which is available to you through your WASDA membership at a reduced cost. This and successive newsletters will provide you a series of videos that will highlight many of the benefits available to you. This month’s video highlights Dental and Vision Benefits. We hope they will be beneficial to you and your staff in making their personal decisions.

http://www.wasda.org/?page=MbrBenefitDental

AASA GOVERNING BOARD ELECTION

It is that time of year when WASDA submits a CALL FOR NOMINATIONS for the AASA Governing Board. There are four Wisconsin positions open for the Governing Board. Three of these positions will be three-year terms beginning JULY 1, 2017 and ending JUNE 30, 2020. The fourth position will be for a one-year position for the JULY 1, 2017-JUNE 30, 2018 year to complete a term held by a previous member who left the board prior to the conclusion of their term. This board meets twice a year. The first meeting of the Governing Board for the 2017-2018 year will be in July. The second meeting will be held during the AASA Convention in Nashville, February 15-17, 2018.

Any Wisconsin AASA members that fulfill the qualifications below are eligible to have their name placed on the ballot.

Section 3. Members of the Governing Board shall be eligible AASA voting members for at least three (3) years and members in good standing in the chartered affiliate for at least three (3) years at the time of election. Employees of AASA and/or a chartered affiliate are not eligible to serve as members of the Governing Board.

Section 4. A member may serve on the Governing Board as the representative of a chartered affiliate for no more than two (2) successive, three (3) year terms.

Additional information about the Governing Board can be found on AASA’s website at www.aasa.org.

If you are interested in having your name on the ballot for this position, please email your name to Nancy Lund by MARCH 30, 2017. A short nomination form will be emailed to you for completion, along with additional information about the Governing Board.

A ballot will be emailed to all Wisconsin AASA members on Thursday, April 13.
Celebrating 125 years of tradition

master planning // facility assessments // referendum // energy upgrades // solar planning // design // renovation // construction

800.236.2370 // www.hoffman.net
2017 QEI Student Digital Photography Contest
Form and Information

Rules:

• Students must be in grades 6 – 8 to qualify for the middle school division.
• Students must be in grades 9 – 12 to qualify for the high school division.
• All submissions must be postmarked by May 12, 2017.
• Prizes will be announced on the imageide@s web site by June 2, 2017.
• Student submission forms must be signed by a teacher/sponsor and a parent or guardian.
• No individual will be awarded more than one prize per contest.

What to send:
Up to 5 images on a flash drive or CD. Include the completed contest form below with a title and a description for each image submitted using a complete sentence or sentences. Please be sure to title your image files so they match the title of your image. The description should be about the subject of the image, not the photographer’s purpose or experience. Limit descriptions to one paragraph, not more than 100 words. In many cases, one sentence is sufficient.

• The images should be in .jpg format. Please provide the highest resolution image possible.

Tips for Photographers:

• No date stamps
• No identifiable minor’s faces
• Consider the criteria below when you take or choose photos
• Both digitally enhanced/edited photos and photos that are not edited are welcome
• Hint: While pictures of sunsets and flowers can be very attractive, use your imagination and creativity to enhance what is already in the imageide@s gallery. You can see past years’ winning photographs at https://myqei.org/imageideas_contest_winners16.php.

Judging Criteria:

Images will be judged by quality of composition, elements of design, concept, color and technical quality. Photographs that feature Wisconsin culture, history or geography may have an advantage in scoring, though overall photographic quality is the most important factor. Judges will look for:

• Strong composition: Lighting, Placement, Focus and Distracting Elements (Up to 10 Points)
• Impression: (Up to 10 Points)
  o Is the photo able to grab the viewer's attention and hold it?
  o What is the WOW factor?
  o Are there any special effects or extras?
• Photos that have an element of Wisconsin history, culture, and/or geography (1 possible additional point)

Prizes will be awarded by judges. Photographs that best meet all of the above criteria will be awarded first prize. Judges’ decisions will include some degree of subjectivity. Judges’ decisions are final.

One first-place prizewinner in each age division will receive $200. One second-place prizewinner in each age division will receive $100. One third-place, fourth-place, and fifth-place winner in each age division will receive $50. All winning photographs will be displayed on the QEI Photo Contest page at https://myqei.org/imageideas_contest_winners16.php. Prizes of equal value may be provided in place of prizes listed above.

Use of Images: All submitted images will be free of copyright, and become the sole property of the Quality Educator Interactive, Inc. (QEI), and may be displayed and freely available on QEI and its partners’ websites. The QEI reserves the right to crop/edit submitted photos before adding them to the website.
2017 QEI Student Digital Photography Contest Form

Please print or type:

Student First Name: _______________________________    Last: _________________________________

Today's Date: _______________________________    Student Grade _____

Student Home Address: ___________________________________________________

City: _______________________________    State _____  Zip: __________________

Parent Name: _______________________________

Parent phone: _______________________________

Parent e-mail address: _______________________________

School Name: _______________________________  District Name: _______________________________

Teacher Sponsor Name: _______________________________

The QEI needs the information above in order to contact contestants. The information will not be shared in any way.
________________________________________________________________________________________________

Title/Filename of Image 1: ____________________________ (must be in JPG format)
Description of Image 1:
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________

Title/Filename of Image 2: ____________________________ (must be in JPG format)
Description of Image 2:
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________

Title/Filename of Image 3: ____________________________ (must be in JPG format)
Description of Image 3:
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________
Title/Filename of Image 4: ____________________________ (must be in JPG format)

Description of Image 4:
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________

Title/Filename of Image 5: ____________________________ (must be in JPG format)

Description of Image 5:
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________

The signature below verifies that all of the information above is true and that the person listed as the student on this form took all submitted images. Your signature verifies that the submitted images are free of copyright, and will become the sole property of the Quality Educator Initiative, Inc. (QEI) and may be displayed and made available by the QEI and its partners’ websites. Parent signature grants permission for the student’s full name to be published with the student’s photograph by the QEI, Inc.

Wisconsin Educator Signature: ____________________________   Date: _______________
Wisconsin Educator Position: ______________________________________________________

Parent Signature: ___________________________________________  Date: _______________

Contestants must send a CD/flashdrive with this form and all submitted images to the address below. Materials will not be returned. All submissions must be postmarked by May 12, 2017. Submit all materials to:

QEI Photo Contest
Attn: John Fischer
P.O. Box 1135
Sun Prairie, WI  53590

*Winners will have the opportunity to have a press release sent to their local newspaper by the QEI announcing the student's name, grade, school, and the winning photograph taken by the student.