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. Remember, we are not mailing out any meeting notices.

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
WASDA E-NEWS

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www.wasda.org
Dear WASDA Friends and Colleagues,

I know that many of you were able to take part in the networking opportunities and session presentations offered at the recent 98th Wisconsin State Education Convention in Milwaukee. Some of you make use of this time to coordinate Board retreats and to find time to interact socially with your board members outside of the routine normally present in your respective communities. This convention offers a chance for you and your district to also showcase and share publicly the outstanding programs and solutions to local problems and issues with other district leaders. Each year I am amazed at the artistic and musical talent on display during the convention - a reminder to us all that schools are not solely about ACT scores, athletic prowess or rankings on state accountability measurements.

In the spring of 2014 the Fordham Institute published a white paper titled "Does School Board Leadership Matter?" (Shober and Hartney). Researchers sought answers to four key questions related to effective and efficient school board governance and the characteristics of board members, individually and collectively, that lead to higher rates of student learning.

Not surprisingly, researchers found that positive board leadership does matter. A quote offered in the paper relative to school board governance is quite revealing. I quote, "While this structure in many places has grown manifestly political and often educationally dysfunctional, the idea of local control and local accountability still has wide appeal; and it seems preferable to a one-size-fits-all behemoth of centralization" (pg. 4).

WASDA's main mission is to provide high quality professional learning opportunities for its members. This past fall a major focus on school boards was evident in the agenda for the 2018 Fall Superintendents Conference in Madison. Additionally, the results of a recent WASDA member survey indicate that challenges in working with elected school boards remains a high need/high challenge area for most superintendents. Expect to find additional growth opportunities for you in the areas of board governance and administrative/board relationships at future WASDA events. Our Executive Director, Dr. Jon Bales, also has done quite a few administrator/board development workshops over the last several years. Clearly, the ability to work collaboratively with local school boards on high leverage areas such as student learning is a priority for WASDA membership.

Respectfully,

Dr. Steven M. Bloom, District Administrator
Palmyra-Eagle Area School District
WASDA President
sbloom@peasd.org
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.

The Board confirmed Paul Schley, Supt., Cornell, as the incoming President-elect at its January meeting. Paul will become President-elect effective July 1, 2019, and President effective July 1, 2020. Congratulations, Paul!
Your students deserve the best. The best teachers. The best programs. The best facilities. Hoffman will help you create the best learning environment for your students to thrive and grow.

Your students deserve first-rate facilities. You deserve a partner ready to make that happen.

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The following terms of board members currently serving on the WASDA Board of Directors expire as of June 30, 2019:

<table>
<thead>
<tr>
<th>CESA #3*</th>
<th>Bryce Bird - Riverdale (2-year term)</th>
</tr>
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<tbody>
<tr>
<td>CESA #4</td>
<td>Cindy Zahrte - Tomah</td>
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<tr>
<td>CESA #7</td>
<td>John Zegers - West DePere</td>
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<tr>
<td>CESA #8</td>
<td>Todd Carlson - Gillett</td>
</tr>
<tr>
<td>CESA #10</td>
<td>Paul Schley - Cornell</td>
</tr>
<tr>
<td>Lg. Schools</td>
<td>Todd Gray - Waukesha</td>
</tr>
</tbody>
</table>

John Zegers and Paul Schley are eligible for reelection for a three-year term on the board. The other board members are NOT eligible for reelection.

Bryce Bird, the representative for CESA #3, will be retiring effective June 30, 2019. Therefore, a special election needs to occur to complete the remaining two years on his term. All of the other positions are for three-year terms on the board.

Members of the 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, 2019.

Special note for the Large Schools Representative on the board: WASDA voting members employed as chief school district administrators within the twenty (20) largest Wisconsin school districts shall be eligible to elect a board member. District eligibility shall be determined by the most current enrollment data as reported by the Department of Public Instruction.

In order to have a name placed on the election ballot, voting members of the WASDA must follow one of the two following procedures:

1. A written letter of declaration (or email) by the voting member sent to the WASDA office. OR
2. By three voting members of the WASDA signing a nomination paper requesting the name of a WASDA member 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, 2019, with an established deadline for return of the completed ballot of June 1.

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, 2019 will be recognized at the Recognition Banquet on Wednesday, April 10, at Madison Concourse Hotel in Madison. This awards ceremony will also include recognition of the 2019 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, 2019, 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 April 10.
TUESDAY, FEBRUARY 19, 2019
WASDA SCHOOL LEADERSHIP CENTER-MADISON

PROGRAM

7:30 a.m. REGISTRATION/CONTINENTAL BREAKFAST

8:30 a.m. WELCOME/SHARING: REFLECTIONS, QUESTIONS, AND CELEBRATIONS
What is on your mind ……which can benefit the entire group? Bring your questions and concerns, and consider sharing an accomplishment which we can help celebrate.

8:30 am ADMINISTRATIVE CONTRACTS
Contract renewal conversations will be occurring soon. Bring your questions and gain ideas to create win/win opportunities for you, the school board and the district.
Jon Bales, WASDA Executive Director

9:15 a.m. BUDGET PLANNING AND DEVELOPMENT: PHASE II
The district is nearing the end of the school year. Decisions made this year can have an impact on your budget in 2019-20 including levy and mill rate. In this session, we'll review end-of-year processes and discuss potential impacts and considerations for future budget planning.
Debby Brunett & Mike Clark, Robert W. Baird Financial Team

10:30 a.m. BREAK/NETWORKING

10:45 a.m. STRATEGIES FOR GAINING SUPPORT AND ADVANCING AGENDAS WITH THE BOARD OF EDUCATION
Understanding board member perceptions and expectations and leveraging this information to achieving forward movement on district initiatives is fundamental to superintendent (as district CEO) success. Explore strategies and techniques to find common ground, gain consensus and garner school board support of vision, goals and initiatives and advance agendas on behalf of learners and the school community.
Jon Bales, WASDA Executive Director, and Kathleen Cooke, WASDA Academy Facilitator/KCMG Consulting
11:45 a.m. Reflection regarding degree to which Academy activities are influencing thinking and practice.

12:00 p.m. Lunch/Networking

12:30 p.m. NAVIGATING TEACHER CONTRACTS AND OTHER DIFFICULT PERSONNEL CHALLENGES TO ENSURE A POSITIVE WORKPLACE CULTURE
Ensuring a culture of success for each learner requires proactive, strategic leadership regarding contracts and resolution of difficult personnel issues. Our legal experts will provide Case Studies for contract development and a complex personnel Issue to promote how to think like a superintendent including addressing the legal context, local school board policies parameters, handbook considerations, precedence setting, and political implications.  
*Attorney Kirk Strang - Strang, Patteson, Renning, Lewis & Lacy Attorneys*

2:00 p.m. SUPERINTENDENT PANEL DISCUSSION: “THINGS I WISH PEOPLE WOULD HAVE TOLD ME DURING MY FIRST YEAR….”!
A distinguished panel of ‘early career’ superintendents will join us to share their insights and help us benefit from their “a ha” moments!
Panelists include: Jeff Nelson - Grafton, Marggie Banker - Montello, Tanya Kotlowski - Necedah, Matt Joynt - Mequon-Thiensville

3:00 p.m. ADJOURN
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.
LEO BRONKALLA

BARABOO-Leo Bronkalla, known to friends as "Bronk," passed away on Jan. 13, 2019, at the age of 92 years, and was in hospice care at Oak Park Place in Baraboo, Wis. Leo will be remembered forever by his loving wife of 61 years, Joyce; and his children, Mark (Teal) Bronkalla, Waukesha, Wis., Mary (Don) Henry, Viroqua, Wis., and Kathy Bronkalla, Dallas, Texas.

Leo was born May 30, 1926, in Milwaukee, Wis., Ward 11, to Leo and Lucille (Wairer) Bronkalla. As a youth he enjoyed all sports and excelled in swimming, football, basketball and baseball. His family moved to East Troy, Wis. in his teenage years, and enjoyed many wonderful years at Camp Charles Ellis on Lake Beulah. It was during those summer years at camp that instilled the love of the outdoors.

Leo served at the end of World War II in the U.S. Navy on the ship USS Vincennes (CL-64), and was stationed in the Pacific. Upon returning from the war, some of his buddies were going to use their veterans benefits to go to college. Leo decided he would go too, and could play football. Leo stated that is how much time he put into going to college! He attended and graduated from Whitewater College with a degree in teaching political science. His first teaching assignment was in Albany, Wis. He stayed in Albany for a year and wanted to advance his career. The following year he took a position in the Jefferson School District and then Marshfield School District, teaching political science courses and coaching in all positions.

It was during his teaching position at Marshfield that his buddy, Bob Welch, matched Leo up with Joyce Menucci at a teachers' party after the school basketball game. Joyce was the school librarian in the East Troy School District, his hometown. Leo and Joyce married in 1957, and left right after their wedding and headed to Boulder, Colo. Leo attended four summer sessions and earned his masters of school administration at University of Colorado-Boulder. With his new licence in hand, he accepted his first position of Superintendent of Schools in Reeseville, Wis. and then on to Wrightstown, Wis. During his time in Wrightstown, the State of Wisconsin mandated that all schools needed to form school districts. He was recruited from a nearby village to start Little Chute's first Public School District.

Leo had the unique opportunity at Little Chute to build the village's first public high school. It was like building a major business in under one year! Little Chute hired a secretary for him and he began recruiting and hiring teachers, designing a school and curriculum. It was one of his many accomplishments as an educational leader. He continued to advance in his career and accepted the position as Superintendent of Schools in Baraboo, Wis. from 1971-1985. During his time in Baraboo, he was particularly proud of enhancing the school's vocational training in building trades which lead to the classes building over a dozen homes in Baraboo and many trade businesses in construction, plumbing and electrical. Leo served three years at the Department of Public Instruction (DPI), where he evaluated school districts and worked on the vocational programming in the state.

Leo was an avid storyteller and outdoorsman. He was the rare individual that achieved a couple of holes in one in his lifetime. His greatest thrill of a lifetime was with his good buddy Glen Quale. Leo shot a 350 yard hole in one, on a par four hole at the Baraboo Country Club. He was a particularly skilled wood carver, creating many lifelike birds. One of his specialties was creating very unique crucifixes which were given to many friends and family, especially for those who were ill. Leo found great joy in creating the crucifixes and sharing his Christian belief. Leo requested that anyone who may have one of his crucifixes to bring it to his service and share your story with the family if you are able to attend.

He was preceded in death by his parents, Leo and Lucille Bronkalla; in-laws, Alfred "Ducky" and Anne Menucci; and his beloved son, Greg Bronkalla; brother, Jerome (Pat) Bronkalla; sisters, Audrey (Paul) Anich and Lorraine Bronkalla; sister-in-law, Betty (Dom) Carollo; and nephew, Nicky Carollo. Leo is survived by grandchildren, Jessie (Chris) Lamberty, Elyse (Paul) Hahn, David (Kelly) Bronkalla, Adelynn Drescher, Michaella (Zach) Drescher, Taylor Henry and Elizabeth Henry; great-grandchildren, Isla Lamberty, Sawyer and Hadley Hahn, and Olivia Bronkalla.
KEITH MARTIN

Martin, Keith F. Born July 16, 1936 to Edwin D. and Evelyn E. (Herzberg) Martin. Born to Eternal Life on Saturday, January 12, 2019, age 82 years. He graduated from Washington High School in Milwaukee in 1954. He graduated from UW-Milwaukee in 1959 with a BS in Education. He earned his masters in education administration from Marquette in 1962. Martin graduated ROTC and was commissioned as a Second Lieutenant in the U.S. Army. He spent 38 years in the field of education as a teacher, principal, and superintendent. He was a member of the Rotary Club, on the Board of Directors of the Wisconsin Association for School District Administrators, and served on boards of numerous other organizations. After retirement, he volunteered for the Two Rivers Senior Center with Meals on Wheels and the Two Rivers Historical Society. He also helped coordinate Christmas dinners for people who would be alone on Christmas and became a lay minister. He was a sportsman, hunter, fisherman, and a member of the Marco Island Sport Fishing Club and Manitowoc Rifle and Pistol Club. Keith enjoyed reading, going for his daily walks, and especially spending time with his family. He is survived by his three sons Rick (Lisa), Rand (Julie), Reed, and 6 grandchildren; Chris, Quintin, Jacob, Isaac, Derek, Kelsi, Kayla, Karissa, Allyson, and Mallory, and 7 great grandchildren. He was preceded in death by his parents and his brother Ken.

Over $\frac{1}{2}$ of your employees are likely stressed about their finances.*

Employees who suffer from financial stress cost your district money. Member Benefits can help you create and implement a financial wellness plan for your employees at no cost to the district.

- Individual financial consultations.
- Financial seminars.
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- Financial resources including calculators, eBooks, videos, and more.

Call 1-800-279-4030

The MARCH 2019 issue of AASA's School Administrator magazine, with a focus on continuous improvement in school systems, carries major contributions by current and former Wisconsin-based school leaders. The electronic edition of this issue will be posted to the AASA website on March 1 and the print edition should be received by members during the following week.

What's meant by continuous improvement in a school system?/Patricia Greco, retired superintendent, School District of Menomonee Falls, Wis.

Operational effectiveness, safety and effectiveness/Rick Fechter, director of facilities, Menomonee Falls

Budget and finance connection to student outcomes/Keith Brightman, director of finance, Menomonee Falls

Applying improvement science to schools/Corey Golla, superintendent, Menomonee Falls, Wis.


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**2019 WASDA ANNUAL EDUCATIONAL CONFERENCE**

**Madison Concourse Hotel - Madison**

**April 10-12, 2019**

To reserve a room, please call 1-800-356-8293 BY MARCH 12, 2019!  
*When calling, please identify yourself as part of the WASDA Annual Educational Conference when making your reservation.*
More than 400 WASDA members and school board members attended this year’s WASDA Noon Luncheon at the Jt. WASB/WASDA/WASBO Convention in Milwaukee on January 24. WASDA President, Dr. Steven Bloom, Superintendent, Palmyra-Eagle School District, chaired the luncheon. This year’s lunch featured a presentation by the 2019 Wisconsin Superintendent of the Year, Aaron Sadoff, Superintendent of the North Fond du Lac School District. CONGRATULATIONS!
WASDA CHILD ADVOCACY COMMITTEE
ANNOUNCES 2019 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 8, 2019.

[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.

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ARE YOU RETIRING IN 2019?

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 April 10-12 at the Madison Concourse Hotel in Madison. *(Conference begins with a reception at 5:30 p.m., April 10, followed by the Recognition Banquet & ends at 12 noon on April 12.)*
Calling all principals and administrators!

Register today for the WEMTA Conference
March 31st-April 2nd in Wisconsin Dells!!!!

Reasons to Register
- 12 concurrent sessions with a wide variety of technology and literacy topics led by educators, see them here https://wemta19.sched.com/
- Listen to our talented keynotes Patricia Brown and Varian Johnson as well as our spotlight speakers Kevin Jarrett and Jen Zurawski
- Network with practitioners and administrators
- Get books autographed Monday by Jessica Gunderson (sponsored by Follett) and on Tuesday by Varian Johnson (sponsored by Scholastic)
- Chance to win an awesome door prize!
- 2 Breakfasts, 2 Lunches, a Sunday Popcorn Bar & Monday Dessert Break included with 3 day registration
- Monday night Trivia Night with pizza, beer & cash bar for $15 (proceeds benefit our Permanent Endowment Trust)
- Free parking!

Early Bird Prices!
Only $195 (early bird) for the full 3 days before February 20, 2019. Register online here: https://www.wemta.org/register/event/event.cfm?eventid=139

See you there!