



# membership matters!

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## ACSA recruiters keep the association strong

ACSA Member Services asked members to assist with growing the association, and the response was great, as membership figures indicate strong recruitment. Even in tough economic times, almost 600 new members joined the ACSA culture of support. Total membership stands at about 14,500, and Member Services continues to work diligently to mitigate further loss through recruitment campaigns.

ACSA encourages all members to reach out to prospective members in their areas. For those ready to take on the challenge of helping ACSA grow, please call Member Services at (800) 608-ACSA or log on to [www.acsa.org](http://www.acsa.org) and click the "Join Now" button.

The top recruiter for ACSA in 2010-11 was Sherman Garnett, child welfare and attendance administrator with San Bernardino COE. He is also the immediate past president of ACSA's Student Services and Special Education Council. Garnett noted that he often meets potential members, since one of his major job responsibilities is to interact with and assist all school districts in his county and other county offices statewide.

"During my monthly meetings with directors across the county and workshops that I conduct statewide, a standing agenda item is ACSA information and updates particularly in the area of special education and child welfare/attendance issues," Garnett said. "I always speak of membership and the benefits associated with membership, such as assistance by ACSA in the field by current student services and special education administrators.

"Additionally, I have served as an adjunct professor of educational administration during the past few years. During my class sessions with this aspiring administrator group, I stress the importance of being an ACSA member."

Garnett said when talking with potential members individually or in a group, he employs the following list of benefits as talking points:

- Current and appropriate professional development, including scholarships.
- Support systems, such as the "hot topics" page provided by the Student Services and Special Ed Council, EdCal and Leadership magazine.
- Updated information related to all educational issues in the state.
- Support and assistance provided by numerous ACSA advocates related to personal and professional legal issues, such as job application.

**"The rewards of ACSA membership are endless only if each member takes the opportunity to become active and involved."**

Alice Petrossian  
ACSA president

- \$1 million professional liability insurance.

- Giving back to your profession by participating as an active member.

Garnett said there's one simple rule to follow when recruiting someone to ACSA: "Be friendly, approach the individual or groups of individuals, and proudly promote ACSA and extol the benefits," he said.

Indeed, the No. 1 reason ACSA has heard over and over again for why members join ACSA is simply that someone approached them and asked them to. ACSA President Alice Petrossian recalled such a memory for when she joined.

"In 1979, I was approached by one of my educational administration master's degree professors at CSULA to join ACSA," Petrossian said. "He was an ACSA promoter, and he insisted that this would be the best experience of my career; that ACSA would provide networking opportunities, professional growth, excellent ongoing information, and that since I was on my way up the career ladder, joining ACSA would help show that I was truly committed to the profession."

Recently retired, Petrossian said she felt an increased impetus to reach out more and more to bring new members into the ACSA fold and to the career of school leadership.

"As current leaders reach the age of retirement, it should be our goal to prepare a highly qualified cadre of educators to step in and take our jobs," she said. "The rewards of ACSA membership are endless only if each member takes the opportunity to become active and involved. It is important to know that there are many members willing to join, willing to serve, if we would just reach out to them."

### Recruiter Best Practices

- Just ask! A majority of non-members say they never joined because no one asked.
- Make personal contact with potential members within 30 days.
- Identify non-members in the region and invite them to join – sample letters are available on the ACSA website at [www.acsa.org](http://www.acsa.org) under Member Services.
- Make membership an active part of all region activities.
- Collaborate with Member Services representatives to coordinate membership activities and find unique ways to use available sponsorship resources through ACSA corporate partners.
- Invite state level leaders and staff to give presentations at region and charter events.
- Be creative; think outside the box!
- Personalize – tell your story.
- Make an effort to contact new members six times a year, with an email, phone call or handwritten note.
- Provide incentives.



Region 19 President Mauricio Arellano, center, poses with the region's latest members who were "Caught Being ACSA," Caron Winston, principal, left and Julio Omier, vice principal.

## Region 19 honors members who model ACSA's Vivid Description

Under the direction of President Mauricio Arellano, Region 19 has adopted GROW goals for the 2011-12 year. GROW is an acronym for Governance, Recognition, Ongoing learning and Widen our influence. As part of the recognition piece of GROW, Region 19 members can be "Caught Being ACSA."

The concept is designed as a method to find and recognize members who emulate the Vivid Description of ACSA, whether it is in ACSA-related work or work in their school or district. Nominations may be submitted by any region or charter leader.

Members Caught Being ACSA will be invited to attend a regional board or delegate assembly meeting, receive a Caught Being ACSA T-shirt, and be recognized in the region newsletter and the region's social media sites on Facebook and Twitter. The overarching goal of the Caught Being ACSA program is to recognize members and allow them an opportunity to see how the structure of ACSA works with the hope that they will eventually want to strengthen their involvement in the organization.

"Region 19 is not only focused on maintaining and increasing membership, we are also focused on developing future region leadership using ACSA's Vivid Description as our guide," Arellano said.

The ACSA Vivid Description states: "ACSA will be well known for being

the most dominant influence on public education in California and throughout the nation. Advancement of the interests, needs and well-being of California students will be the hallmark of ACSA action. ACSA will advocate for California schools to be once again the best in the nation, and the envy of schools worldwide.

"ACSA will seek positive alliances with all major educational associations and serve as a catalyst, unifying all interested persons in our educational systems. ACSA will drive the implementation of a comprehensive master plan and appropriate funding for public education. ACSA will be a primary and most trusted resource to California's Governor and Legislature concerning educational matters through a united voice.

"Ninety percent of all school administrators will belong to ACSA, and its membership will be regarded as virtually indispensable. ACSA will cultivate and mentor California's administrative leaders, and be the primary provider of their professional development and networking opportunities. ACSA will utilize state of the art technology. Benefits and resources will be available to members any time, and in a variety of formats. ACSA communication networks will provide instantaneous dissemination of reliable, in-depth information. ACSA member services and benefits will be consistently outstanding."

## Sharing your stories helps us grow!

ACSA membership recruitment holds strong, despite the down economy. Since July, about 370 new members have taken advantage of discounted introductory offers to join the ACSA ranks.

Much of this continued success is due to a strong pool of current member recruiters who share their ACSA stories and the value of membership

with their peers and colleagues.

Member Services continues to encourage all ACSA members to tell their stories, as nothing is more compelling to a potential member than that personal experience. If you would like to receive recruitment materials, please contact Member Services at [memberservices@acsa.org](mailto:memberservices@acsa.org) or call

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# TRANSITIONS TRANSITIONS TRANSITIONS

Summerville and Twain Harte-Long Barn USD Superintendent and ACSA Board member **John Keiter** reports he has proudly appointed **Diana Harford** as principal of Connections Visual and Performing Arts Academy and **John Contreras** as grade level coordinator of Summerville High School. Harford was formerly assistant principal of Summerville High and Contreras comes to the gold country from L.A. Unified. Both are ACSA members.



**Joel Ruiz Herrera**, former state ACSA Board Region 8 director, has started his new assignment as director of human resources for the Cupertino Union ESD. His most recent assignment was in Gilroy Unified as assistant superintendent, HR, a position that was eliminated due to budget cuts. Herrera said he is particularly pleased to work with and for CUSD Superintendent **Phil Quon**, who also serves as president of ACSA's Superintendency Council.



**Rich Boccia**, superintendent of schools in Mammoth USD recently welcomed **Annie Rinaldi** as the new principal to Mammoth Middle School. Rinaldi was previously an elementary principal in Los Angeles and brings a strong instructional

background with her to the new position in Mammoth.



Congratulations to the following school administrators on their new positions:

- Chula Vista Elementary School District proudly welcomed the following school administrators: **Eric Banatao**, principal of Eastlake Elementary; **David Topolovac**, associate principal of Anne & William Hedenkamp Elementary; **Ernesto Villanueva**, principal of Lillian J. Rice Elementary; **Gabriela Llamas**, associate principal of Lillian J. Rice Elementary; **Joel Tapia**, principal of Burton C. Tiffany Elementary; and **Leticia Hernandez**, associate principal of Veterans Elementary.

- Former director of federal and state projects in Fremont USD **Juan Espinosa** has been appointed as the new director of certificated personnel in the district.

- **Corey Willenberg** has been appointed superintendent of Oroville Union High School District. Willenberg was formerly the district's director of education and student services. Willenberg replaces **Oran Roberts** who retired as superintendent after 22 years in OUHSD.

- Haydock Intermediate School in Oxnard SD welcomed **Mary Arias** to the Haydock family as an assistant principal.

- **Tina Cunningham**, previously a principal for Temple City Unified, is now a coordinator of instructional services for Garvey SD.

Submit ACSA-member news for *Transitions* to: **London Roberts**, *EdCal* editor, 1029 J St., Suite 500, Sacramento, CA 95814, or e-mail to [lroberts@acsa.org](mailto:lroberts@acsa.org).



## Coaching for success in R-17

Region 17 recently hosted a session of the ACSA/New Teacher Center Coaching Leaders to Attain Student Success program. State ACSA trainers Michael Bossi and Ernie Tavella provided training to a capacity crowd of administrators from Orange County. Participants learned blended coaching strategies, coaching skills and received tools and resources for coaches and those who want to develop capacity in others. For information on the CLASS program, visit [www.acsa.org/class](http://www.acsa.org/class).

## RECRUITERS

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(800) 608-ACSA.

Thank you to the following member recruiters for helping us grow!

- Region 1: Heath Bunton, Connie Gilman, Cheryl Ingham, Sheri Jensen.

- Region 2: Susan Connolly, Lisa Garrett, Darrien Johnson, Thomas Reusser, Mary Sakuma, Michele Schuetz, Dave Scroggins, Teresa Seaman.

- Region 3: Linda Bean, Clark Burke, Dayton Gilleland, Scott Rungwerth, Michael Shepherd, Rachel Thoene.

- Region 4: Marie Aycock, Nona Cohen-Bowman, Kerri Gardner, Andrew Goodwin, Janet Harden, Mathew Manning, David Miller, John Niederkorn.

- Region 5: John Baker.

- Region 6: Phyllis Hamilton, Roxanne Liu, Rose Lock, Roger MacDonald, Belen Magers, Patricia Saddler, Karen Sakata.

- Region 7: Philip Alfano, Beverly Boone, Daryl Camp, Kathleen Gonsaleves, Sheilah Goulart, Sallie Kjellberg, Heidi Lawler, Denise Wickham.

- Region 8: Melani Amaris, Hans Barber, Scott Bowers, Mariann Engle, Kim Filice, Lisa Gonzales, Cheryl Jordan, Tanya Krause, Alyssa Lynch, Gary Stebbins, Charles Weis, Maria Wetzel.

- Region 9: Rosylin Bessard, Peter Faragia, Randall Heller, Warren Jennings, Debra Odom, Linda Ramirez, Tina Rodriguez, Vincent

Scambray, Suzanne Webster-Jones.

- Region 10: Rosie Alvarez, Randy Bangs, Marvin Biasotti, Caroline Calero, Ralph Porras, Elena Watson.

- Region 11: Angelina Bertran-Harris, Charlotte Hines, Cheryl McConaughy, Traci Minjares, Beverly Thompson.

- Region 12: Cynthia Costa, Yvette Farley, Rod Federwisch, Sherman Garnett, Adele Thomas.

- Region 13: Holly Edds, Juan Santos.

- Region 14: James Anderson, Christopher Moton, Dickie Van Breene, Leslie Wells.

- Region 15: Mark Anderson, Joseph Biagioni, Genovieve Cadena, David Denning, Daniel Gribbon, Amber Lee-Ruiz, Victoria Myers, Nancy Padilla, Alice Petrossian, Myrna Rivera Cole, Jeanine Robertson, Ruben Zepeda, Rod Zerbel.

- Region 16: Randall Delling, Caroline Neuhaus Wesley.

- Region 17: Jeanne Cash, Deanna Glenn, Mary Grace, Larry Hausner, Gregory Merwin, Robyn Moses, Rebecca Roberts, Roxanna Samanigo Owings, Anne Silavs, Kelly Wilson.

- Region 18: Mary Joy Ceasar, Cecilia Dial, Norberto Nunez, Steven Van Zant.

- Region 19: Gregory Bowers, Norman Diggs, Jesus Jiminez, Susan Jindra, Barry Kayrell, Derrick Lawson, Maria Maramba, Kip Meyer, Jason Moscowitz, Robert Recatto, Luis Rodriguez, John Simonson.

For tools and information to help with recruitment, including introductory offers, FAQs and the Membership Buzz Kit, please visit [www.acsa.org/membership](http://www.acsa.org/membership).



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ACSA's 2011 Adult Education Strand at Leadership Summit  
November 3-5, 2011 (optional pre-conference November 2, 2011)  
Sacramento Hyatt Hotel & Sacramento Convention Center

Veteran administrators and those new to adult education are invited to learn about timely topics such as:

- Planning for the Future
- 21st Century Skills
- Advocacy & Local Legislators
- Availability of Funds & Prioritizing
- Strategic Plan Update

For registration form and more information go to  
[www.acsa.org/adultedconference](http://www.acsa.org/adultedconference).  
Or e-mail Chris Giffin, Conference Liaison, at [cgiffin@acsa.org](mailto:cgiffin@acsa.org).



**California Adult Schools**  
LEARNING FOR LIFE



ACSA 2011 Personnel Institute 

October 12-14, 2011 • Doubletree Hotel, Berkeley, CA 

## It's not too late. Sign up now!

The ACSA Human Resources Council's Personnel Institute Committee is offering an opportunity to all educators to increase knowledge and improve skills at the premier professional development event for HR, the 34th Annual ACSA Personnel Institute.

**For more information, call ACSA's Educational Services Department at 800.608.ACSA. Registration materials can also be downloaded by visiting <http://www.acsa.org/personnelinstitute>**