



Taking Care of Business

"By the end of the decade, the Wisconsin Association of School Business Officials shall be the most influential organization on significant Wisconsin school business management issues."

WASBO Vision

A Bi-Monthly Publication of the Wisconsin Association of School Business Officials - Volume 9, Number 1 - February 2005

WASBO 2005 SCHOOL BUSINESS OFFICIAL OF THE YEAR

Erin Gauthier-Green, Director of Business Services for the Greendale School District, was honored by colleagues, friends and school board members at the eighty-fourth Joint Education Convention of the Wisconsin Association of School Boards, The Wisconsin Association of School District Administrators and The Wisconsin Association of School Business Officials.

Those in attendance at the Wednesday general session, held at the Midwest Airlines Center in Milwaukee, saw WASBO President, Mark Van Der Zee present the award to Erin for her outstanding achievements in school business administration.

Van Der Zee cited Erin's leadership and contributions to her profession at the local, state and national levels. She implemented a wellness program in the Greendale School District that has resulted in a significant savings in health insurance costs. She has published articles in several professional journals on health related issues, including office ergonomics. She has also made presentations at conferences and seminars at the state and national levels. Erin currently serves as the chairperson of the Environmental Aspects Committee of the International Association of School Business Officials and has announced her candidacy for a seat on their Board of Directors. ASBO International will hold its 90th Annual Meeting and Exhibits in Boston this year.

Erin supervises all of the support services in her school district in addition to her major role as business manager. Her district administrator, William Hughes, describes her as, "A competent and caring professional who is an asset to the school district." Her Board of Education was in the audience at the award presentation adding their applause when she

achieved her award. The award will enable Erin to present a \$1,000 student scholarship in her school district courtesy of Wausau Insurance Co. In addition, Erin received a \$500 award from the firm of Hutchinson, Shockey, Erley & Co.



A variety of interests and experiences have given Erin a perspective that is rather unique in her profession. She trained for the Cypress Gardens water show, took instruction on a glacier in Austria to become a ski instructor and worked in Germany, Finland and France in various internships through the University of Wisconsin School of Business where she received her MBA Degree. She now serves as the chairperson of the WASBO Membership Committee which has launched a major campaign to reach out to Wisconsin's smaller school districts in an effort to give them access to the resources offered by the association. The WASBO Executive Director, Don Mrdjenovich summed it up in describing Erin when he said, "Erin adds value to every organization she joins and to every cause she undertakes. She always has the best interest of children in mind when she applies her knowledge to a task or challenge."

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Editor: Don Mrdjenovich

A Message from the President

Participation is the Reward

As we begin 2005, we find that the frigid air and hot budget issues of January have replaced the holiday breaks and warm weather that fooled us in November and December. The second half of the fiscal year began with the 84th State Education Convention in Milwaukee. For those who could attend the convention, it provided an opportunity for board members, superintendents, business officials and affiliates to network. We honored those who have provided outstanding service to their organizations and the educational institutions they serve. We now understand better what issues may be facing them in the near future and we reflected on their activities and accomplishments during the first half of the year.

Those who attended the WASBO business meeting at the convention were treated to a written report from Don Mrdjenovich, Executive Director, summarizing our organization's activities since May 2004. Needless to say, your association has been very busy and has worked hard toward fulfilling the WASBO vision. Here is just a sample.

WASBO has continued to provide meaningful professional development opportunities and services to its members. Sixteen seminars and conferences were offered this past year. With the number of opportunities increasing, the number of members either attending or actually participating in the programs has continued to grow as well. With the introduction of new technologies, services such as on-line "business briefs", which will allow members to stay on top of important topics and issues right at their desktop, are now a reality. WASBO continues its search to provide cost effective tools such as the introduction of the procurement (P-Card) program that could significantly reduce the time and cost of the purchasing process in districts across the state.

Our association continues to be blessed with the support of our affiliate members through their knowledge and expertise in various related areas of school business management. Our affiliates also continue to support and enhance our association's vision through generous scholarships and awards such as those awarded to Erin Gauthier-Green, School Business Official of the Year and Diane Pertzborn, the Shining Star award recipient. In addition, your board and committees continue to recognize the value of building and maintaining partnerships with the Department of Public Instruction and other associations such as those created through the School Administrators Alliance (SAA). Without these partnerships, WASBO would not be able to provide the high level of quality services and educational opportunities to its members.

With our theme this year, "Participation is the Reward", the Board has focused its efforts on creating more opportunities for its almost 700 members to become involved. This year, the Board has paid special attention to the role and communication links between committee members, committee chairs and



Mark Van Der Zee
WASBO President

Continued on page 4



Don Mrdjenovich
WASBO Executive Director

Exec's Reflections Are We There Yet?

Not long ago, Secretary of Defense Rumsfeld made the statement that, "You fight a war with the army you have, not the army you would like to have." He went on to say much more in response to a media planted question by a soldier who complained of the lack

of armored Humvees. However, I noted some practical wisdom in his statement. Will there ever exist an army we would like to have? Will there ever exist a level of support for the funding of public schools that we would like to have? Has there ever been a level of support and financial resources to create the schools that we would like to have? Not in my long tenure.

We hope, lobby, litigate and agitate for more resources, but can we ever reach the point where we will agree that we have the "schools we would all like to have"? It would certainly be an historical first if we could arrive at that point in our history, or our lifetimes for that matter. The fact that we have the best equipped and best trained soldiers in the history of the world seems to get lost in the discussion of what we want for our military. The same could be said about public school education in Wisconsin. We have never been better supported at the local, state and national level. Anyone who has been in the profession for twenty or more years can attest to that.

If we accept the fact that we will never achieve the level of support we would like to have, we may best be served by pursuing the goal of maximizing what is currently available to us and seeking to ensure that all of our students and school districts are treated in a fair and equitable manner. We must match our quest for more resources with a social spirit that seeks to benefit all equally. I believe that is what the soldier was trying to point out to Rumsfeld. Some of the soldiers had armored Humvees and some did not.

Unfortunately, we live in a reality that some refer to as "printout politics". If a legislator sees that his or her constituents fare well in the distribution process, they are more inclined to support a change. It is difficult to create a distribution formula for financial aid that does not create winners and losers from the status quo. So, some districts will continue to be "protected" and others "exposed" unless there emerges a new social conscience on the part of all of us. In the meantime, we do the best we can with what we have and lament that we don't have what we want.

"I must admit that I personally measure success in terms of the contributions an individual makes to her fellow human beings."

Margaret Mead



"I never considered a difference of opinion in politics, religion, or philosophy as cause for withdrawing from a friend."

Thomas Jefferson

A Message from the President

Continued from page 3

the Board liaisons, keeping in sight the WASBO vision while providing the rewards for those who get involved in the organization.

I could easily continue my comments, but the bottom-line as I reflect back on all that has been accomplished over the past six months, I have to conclude that WASBO's strength and value continues to lie within its individual members. It has been an honor to serve as your president this year and I look forward to many great things in the coming months.

Thank you again for your participation and great work this year!

Mark Van Der Zee

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WASBO at the Joint Convention



Attorney Mike Roshar of Quarles & Brady enjoys Diane's remarks.



President Van Der Zee Presiding

He was well prepared. His comments were checked, approved and rehearsed. He was ready. After all, how many of us ever get the chance to preside at the final session of the Joint Convention and get to introduce keynote speakers, and most importantly, the Governor of the State of Wisconsin. President Mark really came through by showing how skilled he is at managing situations that are not planned. Included in the category of the unplanned was a governor who was unable to attend, the introduction of a late arriving Lieutenant Governor who pinch hit for him, and a severely diminished audience caused by the program delay and the anticipated arrival of a snowstorm.

Through it all President Mark did what was needed to be done in a calm and professional manner. He also did a great job of presiding at the annual WASBO Business Luncheon and got everyone out on time. School business administrators are known for their ability to manage the unexpected as well as the expected. Nice job Mark.



President Van Der Zee tells the audience why Erin Gauthier-Green is WASBO's Business Official of the Year.

WASBO/Quarles and Brady Shining Star Award

How does an association give deserved recognition to a member who exhibits effective leadership at the committee level? How do we acknowledge a member who wades in, works hard and gets things done on a timely basis? How do we say thank you in a special way? The law firm of Quarles and Brady stepped forward with the answer. They initiated the Shining Star Award last year and included a cash award of \$750.

This year the award went to Diane Pertzborn, of Lodi, aka Lodi. Diane was nominated because of the excellent leadership she gave to the Professional Development Committee as they planned two successive Fall Conferences which drew exceptionally positive reviews from the membership. Diane is hands on in all phases of planning and sets a high standard for the professional program and the accompanying social activities. She often asks, "Why can't learning be fun too!" That seems to be the secret of her success as a committee chairperson.

Diane also gives unselfishly of her time and talents to the Spring Conference Planning Committee. She is also a member of the WASBO Board of Directors. She is a cheerleader for her profession, an advocate for children and a good friend and colleague to many. Many of WASBO's members may not know where Lodi is, but they all know who she is. WASBO congratulates Diane and thanks the award sponsors at Quarles and Brady.

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Business Briefs Up and Running

January 14, 2005 was the date of the first web cast of Business Briefs. This program was launched in response to the Board of Director's intent that WASBO reach out to all school districts with timely and useful information. Bob Simandl of the law firm of Gardner Carton and Douglas did just that when he provided a fast paced review of the new IRS rules and regulations pertaining to Tax Sheltered Annuities, otherwise known as 403(b's). Viewers were asked to submit questions in advance of the web cast to ensure that he addressed them within the course of his presentation. If you missed the program, you can still access it on the WASBO web site, www.wasbo.com under Resources. Additional detailed information which accompanied the web cast can also be downloaded.



Attorney Bob Simandl of the Milwaukee office of Gardner Carton and Douglas.

As WASBO presents more Business Briefs web casts, they will be archived on the web site for your convenience. The technology, Media Site Live, is made available to WASBO by the Wisconsin Association of School District Administrators. In return for that courtesy, WASBO programs will be added to their archives and will be available to subscribing school districts. The next web cast is scheduled for February 27, 2005. Bob Borch of Elmbrook will facilitate a panel that will present useful tips and information to assist in the preparation of the school district annual budget. That presentation will be followed by a program entitled, "Managing Your Post Employment Liabilities." The date has not yet been determined.

Membership Committee Launches Campaign

This year the WASBO Membership Committee has undertaken the challenging task of reaching out to those 190 districts that do not have a member in WASBO. The WASBO Board of Directors expressed concern over the fact that many, if not all of those districts, could benefit from the professional development and informational offerings available to them. The WASBO mission statement addresses the need to serve all of Wisconsin's children. The decision to target non member districts and have them take advantage of what WASBO has to offer is in keeping with that mission. Most of the unrepresented districts are small and rural. They are thought to be those which would benefit significantly from membership in WASBO.



WASBO Membership Committee Erin Gauthier-Green (chair), Tina Hafeman (staff), Maggie Gagnon, Pete Ross and Cathey LaHaye.

Prior to this initiative, the WASBO Regionals were asked to reach out to the unrepresented districts and a number of them began attending regional meetings. Recently the committee sent letters to all of the

unrepresented districts inviting them to have a representative join WASBO. As a follow up, the districts were listed on a banner which was displayed in the WASBO booth at the Joint Convention in Milwaukee. If you have a personal acquaintance with a colleague in one of the targeted districts, you would be doing them a service by suggesting they join WASBO. WASBO adds value.



Campaign in Progress - L.R. Pete Ross, Tina Hafeman and Maggie Gagnon at the Joint Convention with WASBO's "We Want You" banners in the background.

BOOK REVIEW

Leadership Development

By Orvin R. Clark, EdD, RSBA
University of Wisconsin-Superior

Managing People Is Like Herding Cats was written by Warren Bennis, Distinguished Professor of Business Administration and Founding Chairman of The Leadership Institute at the University of Southern California. *Managing People Is Like Herding Cats* spells out the dilemma facing our society, details the qualities that successful leaders must have, and explores the challenges that today's leaders must face as they move toward change. The book is 222 pages in length divided into 30 short chapters. This book is filled with wit and wisdom based on Warren Bennis' personal experience, astute observations, and four decades of teaching and research.

Warren Bennis states that "Leaders, not managers, are the ones who will pass the test. In the meantime, frustrated managers will attempt to command, order and predict a world that demands teamwork, synergy and empowerment. They try to do what can't be done; they try to herd cats. Cats, of course, won't allow themselves to be herded. They may, however, be coaxed, cajoled, persuaded, adored and gently lead." He challenges our complacency and asks some serious leadership questions:

- What is the difference between a leader and a manager?
- Can leaders be made? If so, how?
- What are the qualities and personality traits of effective leaders?

He advocates that we are going to need a new generation of leaders, not managers. The distinction is an important one. Here are some of the differences:

- The manager administers; the leader innovates.
- The manager is a copy; the leader is an original.
- The manager maintains; the leader develops.
- The manager relies on control; the leader inspires trust.
- The manager has a short-range view; the leader has a long-range perspective.

- The manager asks how and when; the leader asks what and why.
- The manager has his eye on the bottom line; the leader has his eye on the horizon.
- The manager accepts the status quo; the leader challenges it.
- The manager is a classic good soldier; the leader is his own person.
- The manager does things right; the leader does the right thing.

Leaders must be developed--nurtured in such a way that they acquire the qualities of leadership. Warren Bennis discusses the ten traits of dynamic leaders along with the four competencies of great leaders. This book is a MUST read for anyone interested in leadership development. It's another book to add to your professional collection to be read and reread.

Around the Regionals



(L.R. Gail Grieger - Glendale/Maple Dale, John Gahan - Pewaukee, Mike Garty - Germantown, Pete Balzer - Hartland Lakeside) The December meeting of the Southeast Regional featured a presentation by Karen Winicki of School Perceptions. She demonstrated their OPT-IN software to assist districts in cutting costs by utilizing the internet to communicate with parents. She suggested that if half of the parents used the program, a savings of 50% could be realized. Those in attendance were asked for their reactions and suggestions.

"I can give you a six-word formula for success. Think things through, then follow through."

Eddie Rickenbacker



Andy Licata
WASBO Director

Director's Corner WASBO Cares and Shares

February is a very busy time of year for school business officials. We are preparing for next year's budget while monitoring progress of the current budget. Along with these important tasks, we have other projects on our plate.

Some of those projects include Request for Proposals (RFP) on subjects ranging from the district's annual audit to health insurance. How can we maintain the relevant knowledge needed to manage the many hats we wear?

That is where your membership in WASBO takes over. I have been a member of WASBO since my first year in graduate school at UW-Whitewater, and the one constant I have found in this organization is that professional assistance is always available. Whether you attend regional meetings or, in a crunch for time, send out a mass email through the executive director's office, your WASBO colleagues provide guidance and, more often than not, they are willing to share documents that will help you complete a complex task.

Other reasons a WASBO membership is valuable include the professional development opportunities presented by the organization. One example of this is the annual Accounting Conference each March. The Accounting Conference is created by the accounting committee and most of the presenters are fellow WASBO members. I have always found this conference to be one of the most fulfilling of the year. Further professional development opportunities are the spring and fall conferences along with conferences aimed at new business officials and accountants entering the field.

You are probably asking why I am writing about the values of this organization from the director's chair. Please remember there are many districts who are not currently members of this organization, and they can use the assistance that our membership has to offer.

The membership committee has begun a campaign to increase membership in our organization. It is time for us to call districts in our area who are not currently attending our regional meeting and suggest they attend. It is important that we share our knowledge with one another to ensure we are maintaining the highest standards in educational finance throughout the state.

Thank you and continue the good works of this organization

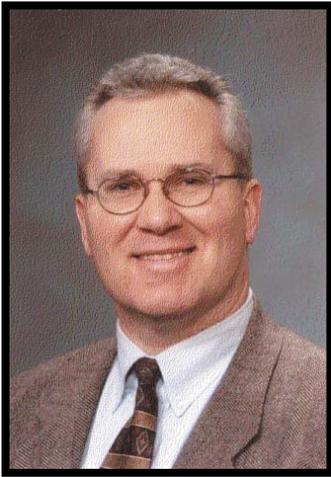
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- School Business Official of the Year
- New School Business Official of the Year
- School Facilities Manager of the Year
- Business Services Award
- Shining Star Award
- Friend of WASBO

Application Deadline
March 1, 2005

WASBO Foundation Matching Scholarships and Academic Scholarship
Application Deadline April 15, 2005



*John Forester
SAA Director of
Government Relations*

Legislative Update

SAA Unveils New Web Site, Legislative Action Center

At long last, the SAA's new website is completed and online at www.wsaa.org. I believe the new web design fulfills the primary objectives we had for this project: to improve communications to the SAA membership, to help members communicate with their legislators more effectively, and to provide

members with a "one-stop shop" for relevant data and reports.

I might also add that we completed this project with no additional cost to SAA operations. We negotiated the web redesign as part of our ongoing network administrator contract.

Most of your visits to the SAA site will begin at the "What's New" section of the home page where you can access the most recent issue (as well as back issues) of the Capitol Report, the 2005-07 State Budget Info Center and the SAA Legislative Action Center. The Legislative Action Center was designed to help you respond to SAA legislative alerts and communicate with your legislators more effectively.

We have also changed the SAA email addresses as follows: Joyce Hamm: joyce.hamm@wsaa.org; and John Forester: john.forester@wsaa.org. Please change your address books accordingly.

Please take a few minutes to familiarize yourself with the new features now at your disposal.

I hope you agree that this web redesign is a significant improvement in our ability to communicate and to lobby at the "grassroots." If you should have any comments, questions or suggestions regarding the website, please let me know.

Invite Your Legislators to School

Have you invited your legislators to school in 2005?

It is clear to me that in order to meet the challenges posed by TABOR, the property tax levy freeze and the 2005-07 state budget, SAA members must enhance their ability to influence legislation at the grassroots.

The best way to influence your legislators is to develop relationships with them. Each legislator has a "small circle of experts" that they count on for advice on various legislative issues. It is important for you to become one of your legislator's experts on K-12 education issues. Inviting your legislators to your school is a great way to begin or continue developing this relationship. Use the visit as an opportunity to showcase your school and to let your legislator know that you are an important source of information for them on K-12 education issues. You'll also have an opportunity to discuss the major issues impacting K-12 education.

If you have not invited your legislators to school in 2005, take the time to extend that invitation. In fact, make it a point to meet personally with each of your legislators to review key issues at least once a year. It's a good idea to coordinate these visits with your district's administrative team.

Remember, the SAA's success on state legislative issues is, in large part, dependent upon your ability to influence your legislators at the local level.

Thanks for listening and, as always, thank you for your efforts on behalf of Wisconsin school children. For up-to-date reports on legislative activities, please visit the SAA's website at www.wsaa.org.



Limits on School Revenues / Spending

The SAA opposes any additional limits, statutory or constitutional, on school district revenues and/or spending. Such limits would undermine the principle of local control and the ability of local school officials to address the unique needs of their students.

State School Funding, QEO and Revenue Limits

The SAA supports continuation of the current level of state funding (as a percentage of total funding) for K-12 public education, and supports changing the current “sum certain” general aid appropriation to “sum sufficient” status. The SAA also maintains that any change in the QEO requires corresponding adjustments to revenue limits as well as changes in the current mediation-arbitration laws.

Health Insurance

The SAA supports measures that would improve the quality and efficiency of health care delivered to Wisconsin school district employees, and that provide school districts with the tools necessary to manage rising health insurance costs.

Transportation

The SAA supports increasing the current level of state categorical aid funding to help school districts manage the rising cost of transporting Wisconsin school children.

High Cost Special Education Students

The SAA supports a permanent high cost special education categorical appropriation to reimburse school districts for 90% of the costs incurred in serving high cost special education students. This reimbursement would apply only to costs in excess of three times the state per pupil average.

Special Education Categorical Appropriation

The SAA supports an inflationary increase in the special education categorical appropriation. We also support making the special education categorical a “sum sufficient” appropriation.

District Control of Federal Funds

The SAA supports changing current law/rules to allow school districts to use their entitlement flow-through federal funds in accordance with federal requirements

without additional restrictions from the state. The SAA believes these federal funds should only “flow through” the state and should be considered school district entitlement funds to be used flexibly to meet the instructional needs of students.

IDEA

The SAA supports the federalization of Wisconsin special education procedures and recommends replacing Wisconsin Statutes Chapter 115 (special education procedures) with the Individuals with Disabilities Education Act (IDEA) 2004. In addition, the SAA encourages the Wisconsin Department of Public Instruction (DPI) to apply, as part of IDEA 2004, to be one of 15 states to receive a 3-year waiver for IEP development and paperwork reduction.

Bilingual/ Bicultural Aid

The SAA supports increasing the current level of state categorical funding to districts required to offer programming for limited English proficient (LEP) students. The SAA also supports extending aid to districts that serve LEP students but do not currently qualify for aid.

Relief for Declining Enrollment Districts

The SAA supports changing the current 75% hold harmless non-recurring exemption to a recurring exemption that districts could retain in their base revenue limit for the forthcoming year, and in each year thereafter.

Relief for Low Spending Districts

The SAA supports increasing the low revenue ceiling to \$8,200 in 2005-06 and to \$8,600 in 2006-07.

Unused Revenue Limit Carryover

The SAA supports changing current law to increase the allowable percentage of unused revenue limit carryover from 75 percent to 100 percent beginning in 2005-06.

Medicaid School-Based Services Funding

The SAA supports changing current law to increase the percentage share of Medicaid funds claimed that the state distributes to school districts, CESAs and the state residential schools for Medicaid school-based

Continued on page 14

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Our school has the opportunity to implement electronic payment services from parents to our school and would like to know if you would use these additional payment methods. Funds can be drawn from either your checking or credit card accounts. Indicate the services you might use if they are offered.

I would use the school's website to pay for student lunch and other school items

I would authorize the school to set me up for reoccurring and other automatic payments

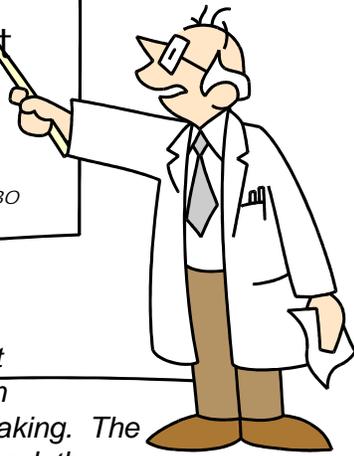
I would like the option to use a credit card when paying for school items and activities

An email notification is sent to you each time that an electronic payment is processed. A confidential history of all school payments can be self-accessed immediately at any time upon your request.

Please check all that might apply and return to the School Office... Thank You

Another in a Series of Management Short Courses

By Professor Wilhelm WASBO



Risk and Indecision

1. *There exists a direct relationship between indecision and risk taking. The higher the risk involved, the more prolonged the indecision.*
2. *The fear of risk taking creates committees, studies, procrastination and avoidance. It also creates stress.*
3. *Risk takers show a lot of self confidence. Not that they will always be right, rather, they believe in themselves to come back if they are wrong.*
4. *Risk takers are to be admired if their prime purpose was to do the right or best thing.*
5. *A survey of people over the age of ninety most frequently responded to the question, "What would you change if you had your life to live over?" by saying, "I would have taken more risks!"*

SAA 2005-06 Legislative Agenda

Continued from page 12
services (SBS) provided.

Four-Year-Old Kindergarten

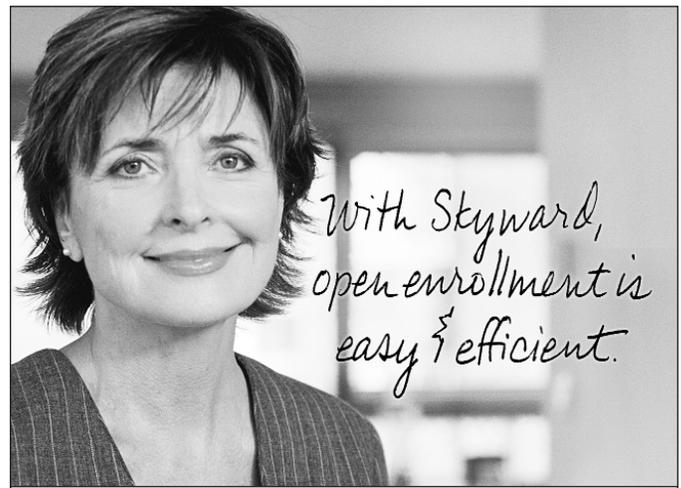
The SAA supports maintaining the current level of state financial support for four-year-old kindergarten.

SAGE

The SAA supports maintaining the current level of state financial support for the SAGE program. The SAA also supports allowing school districts participating in SAGE to choose whether to lower class sizes in grades two or three; and flexibility in the mandated 15-1 student-teacher ratio.

State School Finance System

The SAA supports a formula of school equalization aid as the primary distribution mechanism for the state's school finance system.



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“If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader.”

Dolly Parton



Co chairs Pat Finnemore and Tom Beck lead the Facilities Committee through a number of topics including the certification program and the upcoming Facilities Management Conference to be held at the Ho-Chunk Conference Center on February 22 & 23, 2005. You can register on line for this conference.



“The roads we take are more important than the goals we announce. Decisions determine destiny.”

Frederick Speckman

Electronic Payment Services

“Problem Solving” and “Solution Finding”

By Richard Waelti, Magic Wrighter, Inc.
WASBO Service Affiliate

It's that time of year again.... school budgets! A time that seems never-ending and everyone expects you to have all the answers. Will new changes formulate short term or long-term answers for the issues at hand? How will new procedures have an impact both economically and administratively on your school? Can benefits really be implemented without adding additional costs? What effects will these decisions present throughout your community?

We all know there is not one, magical solution for all of today's ever changing school budget concerns; however there is something that can be done to help ease financial and administrative issues for your school now and in the years to come...all without adding extra costs to your school. Through the implementation of **electronic payment services**, many schools have begun to establish successful programs that are achieving positive and favorable results.

Electronic payment services for the schools are composed of several secure payment methods that allow funds to be withdrawn electronically from a parent's **checking account**, or charged to their **credit card**. New banking regulations also allow the school to convert paper checks into electronic payment files for faster and more efficient processing if they choose.

Parents are able to access **electronic payment services** by a link from your district web page, and pay the school for lunches, field trips, bus fees, or whatever events they choose. Parents can also set up automatically recurring payments from their checking and/or credit card account.

Statistics show that people who use or have used the Internet for making some form of payment in the past year has grown to 14%–17%. This trend is expected to continue growing in the years ahead. Extensive research by some companies has been used to help shape special programs that utilize the advantages of online payments so that our schools can benefit from these services.

Parents welcome the convenience and flexibility gained from **electronic payment services**. They have more control and better assurance that money sent to school will not be lost, misplaced, forgotten, or spent on unintended items by their child. Last minute check writing hassles or extra trips to the school will be eliminated as payment can be made from home or anywhere by accessing the school's website 24 / 7. Payments can even be made for multiple children, for multiple events, at different schools within the district, all in one payment.

A parent may opt to authorize automatic payments for certain items (i.e. lunch). This can help the parent to budget easier and to know funds are always available for their child. The option to use credit cards as an additional payment method to the school is being used by many parents. All electronic payments are assigned a tracer confirmation number for receipt and parents are automatically sent an email notification when each of their payments is processed. The parent can access a confidential history of all payments made to the school at any time they choose.

There are several very important features to look for when implementing **electronic payment services** so that your school can achieve maximum benefits and cost savings:

Electronic payment services should have fee options of “parent pay”, “school pay”, or a combination of both. There should be no fees for initial setting up of the services. System activation needs to be quick, simple, and non-disruptive. Educational and training materials about these services should be provided for school personnel and parents.

Assure the highest level of security for information and services by using an established provider who is equipped with a secure data processing center and certified encryption techniques to protect confidential account data. An experienced service provider that is directly involved with all phases of financial transaction processing is a plus and will prove invaluable when responding to payment and system questions.

Continued on page 17

“Problem Solving” and “Solution Finding”

Continued from page 16

Your school should be allowed to maintain complete control and management of services and have accessibility to each of the aforementioned electronic payment methods to help achieve highest usage and acceptance from parents. Training, ongoing support, and future enhancements should be inclusive to the program along with accommodations made by the service provider for your school’s request for feature recommendations.

The program should produce immediate files that interface into your school’s lunch and financial software systems. This allows payment records to be posted directly into these systems by the touch of a key. Manual data entry, with possible errors, will be eliminated. This task alone will save hours of clerical work each week. The program should also allow required student data to be uploaded for quick and easy setting up of existing and new students.

There should be a timely disbursement of funds to your school. (Be wary of companies that hold funds longer than three days.) Once received, all funds collected should be “cleared” funds with the automated ability to be applied directly into multiple bank accounts that may be set up specifically for individual schools and/or events throughout your district. If a parent’s payment is returned as NSF, the program should automatically “flag” and re-present the payment for collection, helping the school to save more time and money.

Multiple reports should be available to help produce important tracking information of all funds collected. You should be able to access a complete audit trail and history of payments that have been received or that are pending. Accurate income projections and payment forecasting reports will assist your school when predicting or budgeting cash flow.

Electronic payment services give stronger control over your school’s finances, reduce the number of checks or cash the school staff must manage, increase cash flow by eliminating checks sitting in classroom or office drawers, and continue to create other new administrative and financial benefits for your school.

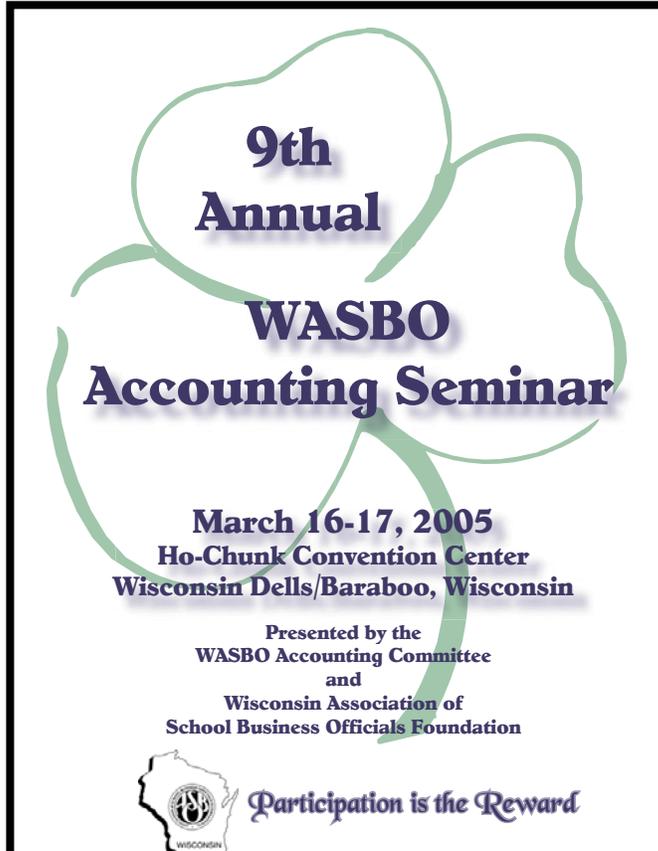


WASBO Foundation 58th Annual Spring Conference & Exhibits

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District Administrator - Kaukauna School District (February 28)

Director of Business-Related Services - School District of Ripon (February 25)

Business Manager - Merrill Area Public School District (March 1)

Superintendent - School District of Hudson (February 25)

Director of Business Services - Stoughton Area School District (until filled)

District Administrator - Part time position (60% FTE) - School District of La Farge (February 25)

Building & Grounds Director - School District of La Farge (February 25)

Transportation Director/Maintenance Project Supervisor - Tomah Area School District (February 25)



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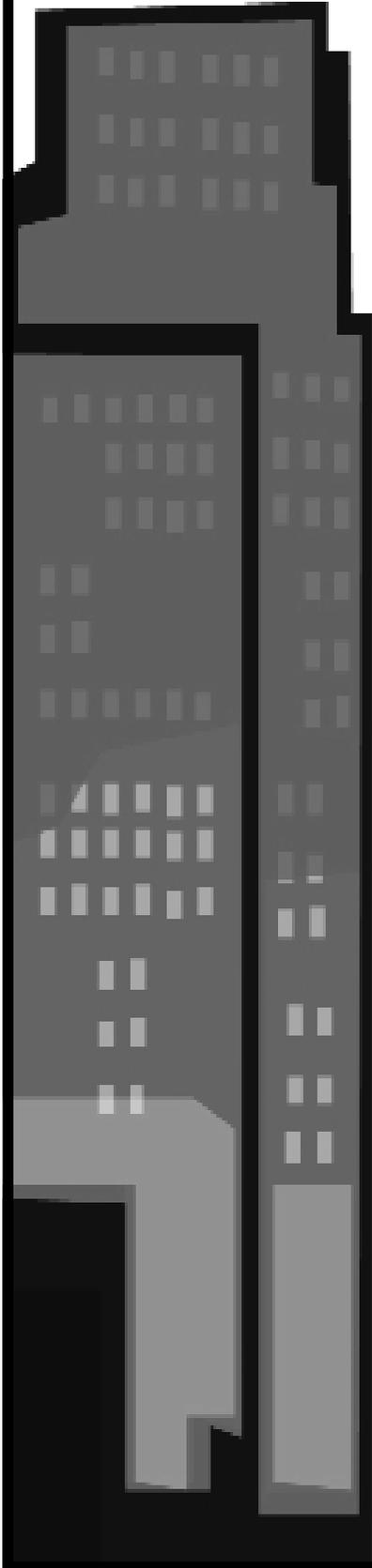
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Since 1952

Janesville and Beloit Hold Legislative Forum

More than 100 area residents showed up at Blackhawk Technical College to hear area educators and legislators discuss educational issues. In addition to Superintendents Tom Evert of Janesville and Betty Lang of Beloit, Tim Cullen, Vice President of Wisconsin Blue Cross Blue Shield, and a member of the Governor's Task Force on Education, and Jack Norman, Director of Research for the Institute on Wisconsin's Future, made presentations.

Superintendents Evert and Lang, who are husband and wife, began by citing statistics to illustrate how their districts have changed since the imposing of revenue limits in 1993. They did so to dispel the myth that, "You are who you were when revenue caps went into effect." For example, in Janesville there were 83 ELL students enrolled in 1993, today there are 475. In Beloit the ELL population rose from 78 in 1993 to 657 today. Free and reduced lunch in Janesville rose from 12% to 25%. In Beloit the number rose from 19% to 50%. Both superintendents highlighted the increased number of students in special education, especially those requiring more expensive services. They emphasized how their student populations have



LR Beloit Superintendent, Betty Lang, Janesville Superintendent, Tom Evert and Tim Cullen, Vice President, Wisconsin Blue Cross/Blue Shield.

become more diverse while curriculum has become more standardized to fit state and federal requirements. While their costs have increased considerably, the resources available to them have been significantly reduce. During this same time span, the mill rate in both school districts are about half of what they were in 1993.

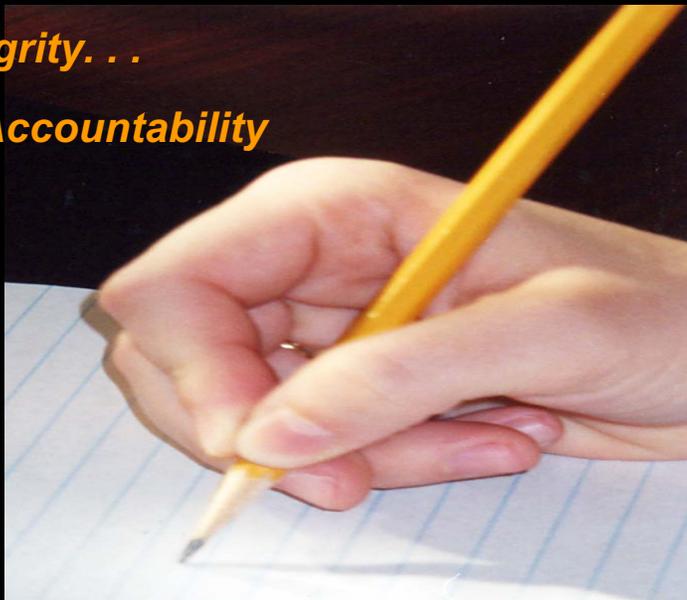
The superintendents were followed by Tim Cullen. He cited the major problem from his perspective is that the majority of the voting public does not realize how the schools and their responsibilities have changed. They believe that they are over taxed and that their schools

Continued on page 21

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Janesville and Beloit Hold Legislative Forum

Continued from page 20

offer too many frills and unnecessary services. The property tax is the only tax they get to vote on, and as long as that is the case, school funding will remain a tug of war between children and taxpayers. He cited school districts being the only public employer that has been put in that relationship with the taxpayers. He went on to favor an increase in the sales tax.

Jack Norman picked up on that theme when he made his case for an adequacy formula. He suggested that Wisconsin's current school aid formula is based on political compromises and not what children need to grow and thrive academically. He favors a two-cent increase in the sales tax. One cent would go to direct property tax relief and one to support the public schools. He emphasized that "No school system can solve its problems by itself." After his presentation, the legislators addressed written questions submitted by the audience, most of which were responded to along party lines.

The Janesville/Beloit Legislative Forum served as an excellent example of how school districts can educate their legislators about their state of affairs, not unlike the Governor informing them about the state of the State.

LR Beloit/Janesville area legislators - Chuck Benedict (D-15, Mike Sheriden (D-44), Senator Judy Robson (D-15), Ann Sitrick, Moderator, Debi Towns (R-43) and Brett Davis (R-80)



Short Shots



WASBO Candidates The Nominating Committee announced the following slate of candidates for 2005-06. For director – Mary Jo Filbrant – Antigo, Dan Honoré–Kenosha, Ric Ericksen – Campbellsport, and Chad Trowbridge – Chippewa Falls. The candidates for treasurer are Phil Frei – Sun Prairie and Tom Wohlleber of Middleton/Cross Plains. You will receive more information about each candidate prior to the election. We will be voting on line again this year. We thank these candidates for agreeing to run for office.

Alternative Lodging We received an expression of concern about using the Ho-Chunk Conference Center from an anonymous member who has a gambling problem. Members not wishing to stay at Ho-Chunk may wish to stay right down the road at the Ramada Inn. Their rates are less than the State rate we have negotiated at Ho-Chunk during the mid week, off peak times WASBO will be using the conference center at Ho-Chunk.

Cole Retires Ken Cole, long time Executive Director at the Wisconsin Association of School Boards, announced his upcoming retirement at the Joint Convention in January. We appreciate the positive working relationship we have had with Ken and wish him well.

E Rate Funding The Senate recently exempted the Universal Service Administrative Company, which manages the program, from the Anti-Deficiency Act (requires adherence to government accounting practices). This should facilitate the release of funds to school districts.

Seminars and Conferences Mark your calendars to attend the Facilities Management Conference at Wisconsin Dells on February 22 & 23. It is again being held in conjunction with the Wisconsin School Safety Coordinators Association which follows the WASBO conference. The annual WASBO Transportation and Bus Safety Workshop is also in the Dells on March 8 followed by the Accounting Seminar on March 16 & 17. All are at the Ho-Chunk Conference Center. The venues were determined on the basis of cost for lodging and the food and service costs. Ho Chunk has given us a rate of \$62 per night. The Kalahari quote was \$99.

Welcome New Members



- **Robert A. Beaver**, Interim Superintendent, Princeton School District
- **Shawn Duren**, Network Administrator, River Valley School District
- **Joe Halbur**, Buildings and Grounds Supervisor, Wilmot Union High School
- **Mark Klenz**, Relocation Specialist, Coakley Bros. Co.
- **David Korhonen**, Director of Buildings & Grounds, Superior School District
- **Patricia Mayer**, Human Resources Coordinator, Cedarburg School District
- **Jeff Smrecek**, Technology Education Instructor, Edgerton High School (Student)
- **Paul R. Stuedemann**, Facilities, Greendale School District
- **Gerald L. Wold**, Lead Maintenance, City of Brookfield
- **Greg Viener**, Vice President, Citizens Bank

Short Shots Continued

Where Are They? John Gahan from Greenfield to Pewaukee, Mike Barry from Pewaukee to Oconomowoc, Karen Kucharz from Madison to DPI, and Doug Johnson from Oconomowoc to Madison. We wish our best to the following members who have announced their retirements: Jeff Avery – Monona Grove, Woody Wiedenhoft – La Crosse, Shirley Redmond - Hayward and Greg Kautza – Merrill.

“If you’re too busy to enjoy life, you’re too busy.”

Jeff Davidson

“Always take a job that is too big for you.”

*Harry Fosdick Emerson
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WASBO Calendar

Professional Development

February 22-23, 2005

WASBO Facilities Management Conference

Ho-Chunk Convention Center - WI Dells

March 8, 2005

WASBO Transportation & Bus Safety Workshop

Ho-Chunk Convention Center - WI Dells

March 16-17, 2005

WASBO Accounting Seminar

Ho-Chunk Convention Center - WI Dells

May 18-20, 2005

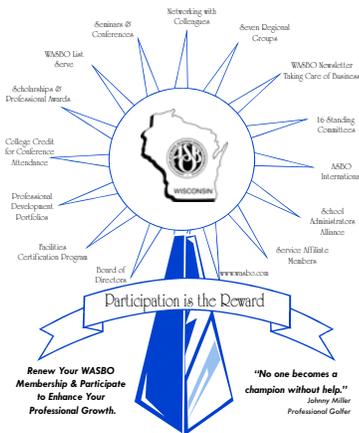
WASBO Foundation 58th Annual Spring Conference & Exhibits

Marriott Madison West - Middleton

June 15, 2005

WASBO Custodial and Maintenance Summer Conference

Lodi and South Milwaukee



Regionals

Bay Area - Meetings start at 9:00 a.m.

March 4 Shawano-Gresham
June 17 Seymour

Northeastern/Fox Valley

February 11
April 8

Northwest - Meetings are usually held at

Lehman's Supper Club in Rice Lake

February 9
March 9
April 13
June 8

Southeastern - Meetings are from 9:45-11:30 am with lunch following.

February 11 - Cudahy
March 11 - New Berlin
April 22 - Hamilton

West Central - Meets the first Thursday of every month except January and May. Meetings are held from 10 am - 1 pm at the Sparta Area School District Administration & Education Center, 201 E. Franklin St., Sparta

Wisconsin Valley - Coffee at 9:00, Meeting at 9:30.

February 11 - D.C. Everest
March 11 - Auburndale
April 8 - Waupaca
August 19-Stevens Point

Madison - Meetings are held at the Middleton-Cross Plains District Office.

February 24
April 22



Board of Directors Meetings

February 17 - Madison (Marriott)
March 15 - Wisconsin Dells (Strategic Planning Meeting w/ Committee Chairs)
May 20 - Middleton
June 10 - Madison

Business Meetings

May 20, 2005 - Middleton

Committee Meetings

School Facilities Committee

February 22, 12:40-1:50 pm - Wisconsin Dells
March 16, 9:00 am-1:00 pm - Stevens Point
June 15 - Custodial Conference, Lodi & South Milwaukee

Spring Conf. Planning Committee

February 17 - Middleton (Marriott)
April & May TBD.

Safety Committee

March 2 - WASBO Office



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