



# Taking Care of Business

Wisconsin Association of School Business Officials

A Bimonthly Publication of the Wisconsin Association of School Business Officials - Volume 18, Number 6 - December 2014

## Inside This Issue

President's Message .....	3
Executive Director's Report .....	5
Legislative Update.....	7
ASBO New Members and Milestones.....	8
ASBO Update.....	9
From \$33 Million to \$55 Million: Lessons Learned from an Unsuccessful Referendum .....	11
WASBO Transportation & Bus Safety Conference.....	13
\$3,000 Forward Together Awards.....	15
Conference Highlights: School Personnel Academy and Winter at a Glance.....	16
A Few Short Phrases for Reflection.....	17
What Doesn't a Facilities Manager Do? .....	18
Plugging the Baby Boomer Drain .....	20
Upcoming Professional Development.....	22-23
Understanding the Laws Governing Conduct by School Business Officials.....	25
Avoiding Environmental Pitfalls in Your Projects.....	29
Student Teachers and Video Recording in the K-12 Classroom.....	30
School Emergency Management Award.....	32
E-Rate Open, With Changes .....	32
Mrdjenovich: A Priceless Gift.....	33
Recapping a Year of Ergonomics .....	34
The Truth Shall Make You Free.....	35
Must School Districts Honor Standardized Testing Opt-Out Requests? .....	36
Lighting Affects Student Performance.....	37
Book Review: People Tools .....	38
Midwest Facility Masters Conference Recap .....	40-41
Welcome New Members/On the Move.....	42
Stay Connected .....	43

## Advertisers

A'viands Food & Services Management.....	15
Community Insurance Corporation .....	23
EMC/M3/Tricor .....	6
Hoffman Planning, Design & Construction.....	19
MEP Solutions .....	36
Miron Construction.....	13
National Insurance Services .....	10
PBBS .....	21
Security Health Plan.....	4
Springsted.....	28
ServiceMaster .....	2
WEA Trust.....	14
WEA Trust Member Benefits.....	27
Weidenhammer.....	33
Wisconsin State Education Convention.....	24
WPS Health Insurance.....	12

## WASBO, Above and Beyond

By Tina Hafeman, Associate Executive Director, WASBO

While attending the winter commencement for Edgewood College on Dec. 14 to celebrate the graduation of a friend, I had the unexpected pleasure of seeing Jeff Dellutri, Director of Business Services, Nicolet High School District, receive his Doctor of Education in Educational Leadership.

It was a proud moment to witness his achievement, and after the ceremony, I wanted to acknowledge and congratulate him on his accomplishment. We chatted a bit and talked about the amount of work that went into earning his doctoral degree.

Some of you may have heard Jeff speak at the School Personnel Academy earlier this month as he addressed the results of the question, "What are the preferences of public school teachers toward different compensation systems and how do these preferences vary with individual demographic and professional characteristics?" For a look at what he learned on this topic, you can see his session handouts at [wasbo.com](http://wasbo.com) under Resources.

The occasion to see Jeff earn his Doctoral degree was an opportunity to reflect on the devotion and commitment of WASBO members. In my years with WASBO, I have seen you go above and beyond when your job already takes a tremendous amount of time, ongoing education and dedication. As school business professionals, you are involved in your schools outside the business

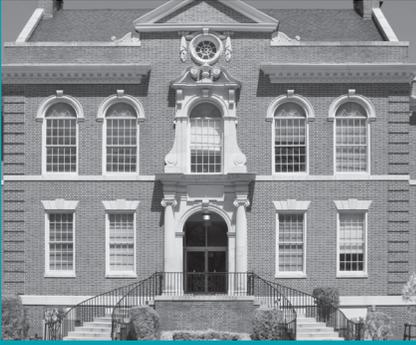
**RIGHT:**  
Jeff  
Dellutri  
with his  
wife,  
Cindy.



office, in your communities, and with WASBO. You give back to your WASBO peers by sharing your experiences with individual colleagues, at regionals, speaking at a session or answering a question posted on the Peer to Peer Communication Forum. You serve on WASBO committees that develop resources for other school business officials, school boards and other education constituents.

WASBO members offer their time to plan quality professional development or enhance existing WASBO programs. You advocate for public education and the children you serve by providing information to key decision makers at the local and state level. You work to grow those that will follow in your footsteps through mentoring a new school business official or teaching a course for one of the higher education institutions. You serve in leadership roles on the

*Continued on page 20*



# EDUCATION

We know education, so we can help your campus recover faster.

When a disaster hits, you want your campus back to normal as quickly as possible. And at ServiceMaster Restore, we have the experience with specialized services vital to education restoration to make that happen.

From document drying in libraries and electronic restoration of threatened data to sensitive environments like student residence halls, art museums, laboratories and research centers, you can be sure every test tube is safe and every painting is dry. In addition, as your large-loss specialist, we have the expertise to handle your campus's large-scale projects as well, whether an athletic facility, stadium or arena.

In fact, ServiceMaster Restore has managed the recovery of many educational institutions, thanks to our vast network of resources. These resources, which include a network of more than 600 locations and the backing of a \$3 billion company, allow us to get to your disaster quicker, manage your project better and get your campus up and running faster.

Lastly, because of our extensive education experience, we're able to better minimize interruption, mitigate claim severity and, most important, give you peace of mind.

Simply put, at ServiceMaster Restore, we have the experience and unparalleled resources to get the job done in a timely manner and within budget.

*ServiceMASTER*  
*Restore*

ServiceMaster  
Recovery Services

800.559.9070

[www.smrecover.com](http://www.smrecover.com)

Contact WASBO Member Mark Cyganiak  
President, ServiceMaster Recovery Services

ServiceMaster Restore services provided by independently owned and operated franchises and may vary by location.

©2014 ServiceMaster Residential/Commercial Services L.P. All rights reserved.

## WASBO 2014-15 Board of Directors

John Gahan - President  
Robert Avery - President Elect  
Jeanne Stahl - Treasurer  
Lynn Knight - Past President

### Directors At-Large

Jim Beckmann  
Jay Clark  
Cathy Cramer  
Kathy Davis  
Jason Demerath  
Kent Ellickson  
Ted Hayes  
Andy Weiland  
Dale Zabel

Executive Director  
Woody Wiedenhoef

*Taking Care of Business* is issued bimonthly by the Wisconsin Association of School Business Officials. Send address changes to:  
Taking Care of Business c/o WASBO  
4797 Hayes Road, Suite 101  
Madison, WI 53704  
P 608.249.8588  
F 608.249.3163  
wasbo@wasbo.com  
WASBO.com

WASBO Inc. and the WASBO Foundation do not endorse or stand behind any claims or products advertised in *Taking Care of Business*.

Publication Policy: *Taking Care of Business* is distributed by the Wisconsin Association of School Business Officials. The ideas and opinions expressed do not necessarily represent the beliefs and policies of WASBO or its members. Neither WASBO nor any of its members or representatives accepts liability for the contents or use of the articles appearing in this newsletter. Materials that appear in *Taking Care of Business* may not be reproduced in any manner without written permission.

Editor: Woody Wiedenhoef

© 2014, Wisconsin Association of School Business Officials (WASBO)



## President's Message

# Season for Giving Thanks

By John Gahan, Business Manager, Pewaukee School District  
President, WASBO Board of Directors



John Gahan

The Holiday Season is one of those times during the year that we as business officials often can step back and take a look at the year we have just completed. There are not as many phone calls coming in, and the office pace slows just a bit. At the same time, you are looking forward to W-2s, calendar year-end paperwork, and next year's budget development.

As leaders in our respective districts, we can never forget about the people around us who make the work happen every day. This ranges from the building secretaries and custodians all the way to the school board. You do not get into a position of a leader without the ability to recognize the contributions of others to the successes of the organization. Expressing this gratitude is something we can all work to be better at doing.

*As leaders in our respective districts, we can never forget about the people around us who make the work happen every day.*

Along that same line, how do you know that you are not missing somebody? The next time that you are out and around in your buildings, take time to have a conversation with a staff member whom you normally would not engage with. Ask them how things are going. How is the family? Is there anything that we as a district could do to improve the operation of the schools? These questions are great for gleaning input from all perspectives in the building. This will strengthen the feeling of teamwork within the district. Just be willing to listen.

One of the most powerful questions that you can ask at this time would be: Is there someone that you feel I should recognize for their contributions to the district? This will empower the individual to identify others and add to the positive culture of the organization. You can create a pay-it-forward atmosphere. You simply then communicate the compliment to the person.

Being thankful for those around you and communicating that effectively is a must-have trait for a leader. I am thankful for my family (even with the car wars occurring over break) and all of my professional colleagues both in my district and around the state. We all perform work on a daily basis that *Opens Doors to the Future*. Thank you for all that you do for the students and families we serve. 🇺🇸

## The WASBO Board Needs You!

The WASBO Nominating Committee is seeking nominees to run for the Board of Directors. This is an opportunity to grow your leadership skills, affect the future of WASBO and give back to your colleagues.



If you know of someone or would like to be a nominee for a position on the Board, contact the Nominating Committee Co-Chairs Tom Wohlleber ([twohlleber@mcpasd.k12.wi.us](mailto:twohlleber@mcpasd.k12.wi.us)) or Mary Ellen Van Valin ([vanvalinm@milton.k12.wi.us](mailto:vanvalinm@milton.k12.wi.us)).

Find a health plan that measures up.



At Security Health Plan, we know you have high standards. Whether you are fully insured or self-funded, we have the knowledge and experience to help you build a benefit plan that fits your school district. Call 800-622-7790 or visit [securityhealth.org](http://securityhealth.org) for more information.

**SecurityHealthPlan**<sup>SM</sup>  
Promises kept, plain and simple.<sup>®</sup>

LSB 6229-02

# A Year of Successes and Challenges

By Woody Wiedenhoeft, Executive Director, WASBO



Woody  
Wiedenhoeft

Please have an enjoyable holiday season with family and friends. In addition, I encourage all WASBO members to refresh themselves and to take a few private moments to reflect on blessings and challenges during the holidays.

WASBO is a unique organization with unique individuals who align matters of the heart with matters of the head. Many WASBO members have accomplished a great number of successes in their school districts, professions and personal lives that should be celebrated. Some have had considerable challenges in their work and personal lives. As one reflects on these successes and challenges, the WASBO organization has wisely understood we are meant to help each other. All this has been accomplished because WASBO volunteers wish to give back to their colleagues. WASBO members demonstrate this Christmas attitude throughout the entire year. It is truly a blessing. Please take time to thank your peers, at least in spirit, for providing a tremendous support network.

Because we provide a support network to each other, we also have committed ourselves to providing professional development for each other and advocating for children. We may think these WASBO goals are matters of the heart and perhaps just philosophical. They actually can be measured with data that supports the successes of WASBO professionals helping each other. What does the data show about how we provide each other with a support network, professional development and advocacy for children?

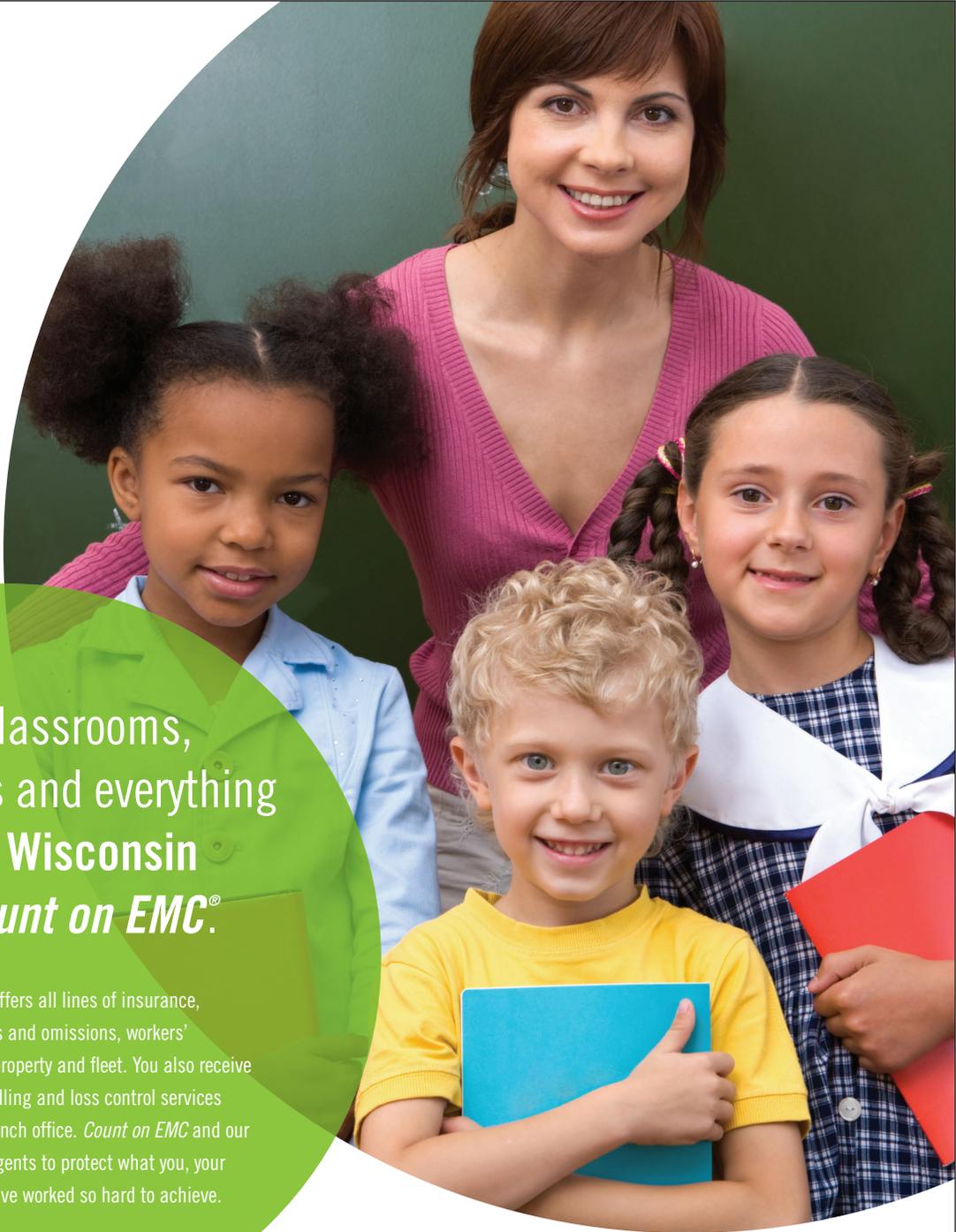
1. WASBO now holds 26 conferences and seminars, including CSRМ. This is up from 10 offerings in 2006. There are now 36.5 conference days

available for members, up from 13 in 2005.

2. WASBO now has more than 1,200 members, up from 611 members in 2005.
3. 2,942 attendees came to conferences last year. That is up from 1,337 attendees in 2005.
4. WASBO had 404 exhibit spaces at conferences last year, compared to 164 in 2003.
5. WASBO members developed 17 sessions for the State Education Convention this year, compared to 6 sessions in 2006. WASBO has agreed to provide 3-4 articles for the WASB monthly magazine. WASBO also collaborates with WASB to support school board members in the areas of school finance and operations.
6. WASBO provides 10 student scholarships to attend college totaling \$21,500, compared to 6 scholarships totaling \$10,500 in 2005.
7. Kathy Johnson, on behalf of WASBO, wrote the curriculum for a Wisconsin Worker's Compensation course for CSRМ update credit and a Worker's Compensation Specialist Certificate. The first course was offered this month. Jodi Traas, on behalf of WASBO, rewrote the CSRМ Bullying Prevention course to make the information applicable to Wisconsin. Several professional WASBO members are now certified CSRМ instructors, which helps correlate the CSRМ classes to Wisconsin laws. WASBO is the licensed instructional institution in Wisconsin to offer CSRМ courses for The National Alliance for Insurance Education & Research.

8. WASBO participated in updating school safety programs and formal school safety advice implemented by WSSCA and DPI.
9. WASBO reviewed the Year of Success program for new administrators and finance staff.
10. The Facilities Committee continues to refresh the curriculum for the Facilities Manager Certification Program as modules are scheduled and presented.
11. Ad hoc committees, in collaboration with WASPA, continue their work on payroll and HR certifications.
12. WASBO remains active in its advocacy and governmental relations role as an integral part of the SAA. WASBO members helped write the SAA initiative that came out several weeks ago, *Pathway to Success and Evidence-Based Agenda*.
13. WASBO members are reworking the Professional Recognition Program this year, including the Zastrow Award, School Business Manager of the Year, etc.
14. WASBO implemented a new mentorship program for certified business managers and finance staff last year. An ad hoc facilities group researched a more formal program, but has decided to continue with their informal coaching program at this time.
15. WASBO continues to provide the Investing in Wisconsin Public Schools program for school finance staff and school business managers, WASB, WSPRA,

Continued on page 28



To protect classrooms,  
playgrounds and everything  
in between, Wisconsin  
schools *Count on EMC*®.

EMC Insurance Companies offers all lines of insurance, including school board errors and omissions, workers' compensation, commercial property and fleet. You also receive responsive local claims handling and loss control services from the EMC Milwaukee branch office. *Count on EMC* and our trusted Managing General Agents to protect what you, your staff and your community have worked so hard to achieve.



Milwaukee Branch: 855.495.1800 | Home Office: Des Moines, IA



[www.emcins.com](http://www.emcins.com)

© Copyright Employers Mutual Casualty Company 2013. All rights reserved.

# Just the Beginning: The Release of SAA's Evidence-Based Policy Agenda



John Forester

By John Forester, Director of Government Relations, School Administrators Alliance

On November 19, the SAA publicly released its evidence-based policy agenda, *Wisconsin's PK-12 Pathway to World-Class Student Success*, during a media event at the Wisconsin Institute for Discovery on the UW-Madison campus. The release of this agenda was the culmination of nearly a year's worth of work undertaken by the SAA Policy Research and Development Team, with support from researchers at the Wisconsin Center on Education Research.

While a culmination in many respects, the public release also marked an important beginning – the beginning of the SAA's efforts, both inside and outside of the State Capitol, to build support for evidence-based state educational policies. Increasingly, education policy development in Wisconsin is based on ideology, not evidence. We need to change the conversation in Wisconsin to focus on what the research indicates are the policies that will help raise the academic bar for all children and close large and persistent achievement gaps.

Developing the evidence-based policy agenda was just the first step in our efforts to change the conversation. Recently, the SAA has begun a series of

*RIGHT: Don Hietpas, Chief Financial Officer for Appleton Area SD, testifies during the Nov. 19 SAA event. From left are Eric Runez, district administrator, Whitewater; James Edmond, principal of Woodside Elementary School, Sussex; Greg Nyen, Director of Student Services, Stevens Point; and Kristine Gilmore, superintendent, DC Everest.*



visits with the editorial boards of Wisconsin's major newspapers. We also have plans for members to discuss the importance of evidence-based policy in editorials and in other outreach efforts to local media and constituent groups.

Moving forward, we know that the most important conversations about education will not be held in Madison but rather in every school district throughout the state. When educators sit down with student leaders, parents, and community and business leaders to discuss the impact of state policy on educational opportunities, we know that these stakeholders, over time, will become advocates for evidence-based educational policy.

That's why the SAA has made a fundamental change in its grassroots advocacy strategy to focus on the local school district administrative team and the leadership of the local superintendent. Simply put, to become more effective in our advocacy efforts, we must engage more SAA members in a more systematic way. To do that, we are encouraging administrative teams to create a plan together to influence their community and their legislators on behalf of the children they serve. Teams can plan to engage

local service clubs, chambers of commerce, parents, local media, and lawmakers, to name just a few. The SAA is providing training, tips, and talking points to aid in these local efforts. We see tremendous long-term value in building on SAA members' local influence.

Clearly, the 2015-17 legislative session will be a difficult one for SAA members and the children we serve. While we will work hard to stop harmful policies from becoming law this session, we must also work hard to re-establish a longer-term vision for creating good education policy in Wisconsin, based not on ideology but on what the research says is best for kids.

In the coming weeks we hope that every school district administrative team begins to plan how to engage their stakeholders in this conversation. For materials to help you get started, see [http://wsaa.org/saainfo/?page\\_id=3467](http://wsaa.org/saainfo/?page_id=3467). Keep in mind that this is a long-term strategy that will take time to build.

Thanks for listening and, as always, thanks for all you do on behalf of Wisconsin school children. Happy holidays! 🇺🇸



*Kristine Gilmore, superintendent, DC Everest, testifies in front of a packed room.*

# A \$50 Gift for You and A Colleague

Share the joy of ASBO International membership!  
When a friend joins through your invitation,  
you'll both save \$50 on annual membership dues.

**'Tis the Season of Giving  
(and Receiving)!**



Visit [asbointl.org/GIFT14](http://asbointl.org/GIFT14) to find the discounted membership invitation, and then share it with a friend. When your friend joins, you'll receive \$50 off your next annual renewal.  
Don't be a Scrooge—share the offer before January 5, 2015.

## ASBO International New Members

### November 2014

- Stan Acker, Wautoma Area SD, Wautoma, WI
- Michael Barry, Madison Metropolitan SD, Madison, WI
- Joseph Harvey, Kimberly Area SD, Combined Locks, WI
- Jenny Oman, Lake Country SD, Hartland, WI

## ASBO International Milestones

### November 2014

- Cathy Cramer, Oak Creek-Franklin Joint SD, Oak Creek, WI (20 years)
- Cheryl Richards, Ithaca SD, Richland Center, WI (10 years)
- Jeanne A. Stahl, Hayward Community SD, Hayward, WI (20 years)

### December 2014

- Joseph Marquardt, SD of New London, New London, WI (5 years)

## Celebrating Certificate of Excellence Recipients

For the fiscal year ending 2013, more than 500 school districts received the Certificate of Excellence in Financial Reporting (COE), the gold standard in financial reporting. In Wisconsin, the School District of Kettle Moraine was recognized.



### SFO® CERTIFICATION IS THE MARK OF A DEDICATED PROFESSIONAL

The role of a school business official varies by district size and resources; however, the fundamental skills and knowledge needed to effectively safeguard school funds and maximize resources for students do not.

By earning an international credential, you'll instill confidence in those around you. Give your fellow administrators, board, and community even more reassurance that you have the know-how to support them.

ASBO International's Certified Administrator of School Finance and Operations (SFO®) program recognizes school business officials who demonstrate a combination of experience and education and who have a mastery of the knowledge and skills required to be an effective school business leader.



Applications Accepted Year-round—Submit Today.

[www.asbointl.org/certification](http://www.asbointl.org/certification)

For more information, call 866.682.2729 x7065

## ASBO MEETING DATES

**2015 Executive Leadership Forum**  
Feb. 19-21, 2015 - San Diego, CA

**2015 Annual Meeting & Expo**  
Oct. 23-26, 2015 - Grapevine, TX

**2016 Annual Meeting & Expo**  
Sept. 23-26, 2016 - Phoenix, AZ

**2017 Annual Meeting & Expo**  
Sept. 22-25, 2017 - Denver, CO

**2018 Annual Meeting & Expo**  
Sept. 21-24, 2018 - Kissimmee, FL

**2019 Annual Meeting & Expo**  
Oct. 25-28, 2019 - National Harbor, MD

**2020 Annual Meeting & Expo**  
Oct. 2-5, 2020 - Nashville, TN



# ASBO Update

By Tom Wohlleber, ASBO International Director

Assistant Superintendent - Business Services, Middleton-Cross Plains Area School District



Tom Wohlleber

The upcoming holiday season is the perfect time of the year to celebrate our blessings and to reflect on our goals for the new year ahead. There are so many blessings in both our personal and professional lives to be thankful for. May you and your families have a joyous and thankful holiday season!

On the ASBO front, I am pleased to report that implementation of the Legislative Initiative Plan has begun. Elleka Watts has been hired as ASBO's Government Affairs & Communications Coordinator. Elleka has begun posting the Legislative Affairs Digest on the ASBO International's Global School Business Network. Join the Legislative Affairs Community on the Global School Business Network! Read blogs, join discussions, receive legislative alerts, and learn more about ASBO's advocacy opportunities.

Also, please visit ASBO's Legislative Action Center at <http://cqrcengage.com/asbo/>. It is your gateway to K-12 education policy information and your platform for legislative involvement.

- Get updates on national legislation
- Browse legislative news streams
- Connect with elected officials to voice your concerns and inspire change

The work group assigned to the volunteerism mega issue ("How can ASBO International encourage more volunteerism and create more opportunity for member engagement?") has developed a final draft of the New Volunteerism Model Implementation Plan. The plan will undergo a final review from the ASBO Board in mid-January, ASBO committee chairs and vice chairs at the end of January, and committee members who are present at the Executive Leadership Forum in February. I will provide more detailed information regarding the New Volunteerism Model this spring.

The ASBO 2015 Executive Leadership Forum is only two months away. It will be held February 19-21 at the Westin San Diego Gaslamp Quarter in San Diego, California. This year's Executive Leadership Forum program features three outstanding half-day sessions focused on leadership development and opportunities to network, build relationships, share challenges and solutions with school business officials from around the world.

- "Developing Your Leadership Point of View" presented by Dr. Marjorie Blanchard
- "Behind the Scenes at SeaWorld" (this session is a leadership field experience)
- "Leading Change" presented by Dr. Patricia Zigarmi

More information regarding the Executive Leadership Forum

can be found at <http://asbointl.org/meetings/executive-leadership-forum>. This event is limited to 300 participants so don't wait to register!

I would like to again thank WASBO and all of you for your support of my candidacy for ASBO Vice President. This spring will be a busy period for campaigning. Please contact Woody or me if you are interested in helping out (in any capacity) with the campaign effort.

As always, please contact me at [twohlleber@mcpasd.k12.wi.us](mailto:twohlleber@mcpasd.k12.wi.us) if you have any questions or would like to provide feedback or suggestions regarding ASBO. 🐼

## Present at ASBO AM&E

ASBO International Annual Meeting & Expo Call for Presentations (submissions due Jan. 16, 2015): <http://asbointl.org/meetings/annual-meeting-expo/call-for-proposals>

### WHY ARE YOU A Member of ASBO International?



Barbara Salatto  
Member Since 1989  
Associate Superintendent for  
Management Services  
Patchogue, New York

#### I'm a member of ASBO International because...

"When I was first appointed to my role of assistant superintendent, I was overwhelmed by the diverse job responsibilities. I turned to ASBO International and my local state affiliate for help. From my very first ASBO International annual meeting, I brought back numerous relevant materials and ideas that I could quickly implement in my district. Twenty-five years later, I continue to find many cost-saving ideas and best practices."

Membership with ASBO International is about more than instant access to the best professional development for today's school business leaders; it's also about being part of a global network. Are you taking advantage of all that your membership offers?

Visit [asbointl.org/Network](http://asbointl.org/Network) to connect with colleagues like Barbara and many more of your peers.



ASBO INTERNATIONAL

[asbointl.org](http://asbointl.org)

## We're improving the way school districts manage employee benefits...

### Introducing Proactive School Benefits

Proactive School Benefits is full benefits consulting for your school district. Our school benefit consultants specialize in Health, Dental, Life, Disability, Vision, 403(b), HRA, retiree payouts and everything else in-between all under one roof.

- Proactive management of all your employee benefit needs
- Strategic risk assessment and resolution of all your lines of coverage
- Market pricing review
- Evaluate your Health Insurance funding options
- Build an Affordable Care Act strategy
- Help reduce your OPEB liability
- Provide HRA Solutions
- Manage Post-Employment Benefits
- Simple employee education newsletters, videos and enrollment materials
- Wellness plans
- Disability Management

Let us take the burden off of you as you rely on our nearly 50 years of school district experience. We provide personalized one-on-one account management that is unsurpassed in Wisconsin and our average customer retention rate over the past five years is 95%.

Let us help you find long-lasting solutions to your benefits needs. Contact us today!

NATIONAL  INSURANCE  
SERVICES  
Client Focused. Solution Driven.

**800.627.3660**



**Stephanie Laudon**  
Regional Vice President  
slaudon@NISBenefits.com



**Ken Zastrow**  
Market Development, Retirement Income  
kzastrow@NISBenefits.com



**Scott Bachhuber**  
Market Development, Employee Benefits  
sbachhuber@NISBenefits.com

# From \$33 Million to \$55 Million: Lessons Learned from an Unsuccessful Referendum

By Andrew Weiland, Business Manager, Oregon School District; WASBO Director



Andrew Weiland

This past November 4, the Oregon School District was fortunate to pass a \$54.6 million capital referendum and an \$355,864 operational override referendum. The path to this result was impacted by many local dynamics. However, there are some lessons that were learned that may be of benefit to WASBO members.

## Background

The Oregon School District, like many districts, will see a significant decrease in annual debt payments over the next several years that will allow the \$54.6 million in bonds to be sold for a minimal impact (\$36/\$100,000 home value) to the residents of the school district. The community is very supportive of their public schools and has a progressive feel to it. In February 2012, the District attempted to pass a \$33 million improvement program for the middle school and high school. The referendum failed by approximately an 8% margin. In the two and a half years between the referendums, there was a change in composition of school board members to what some perceive as a more progressive board of education.

## Do Your Homework

Reflecting back, one of the first lessons we learned after the first referendum was to take the time to listen to the community and staff. In preparing for the second referendum, we had an advantage of the 2012 failed effort. The 2012 referendum created many opinions as to why it was unsuccessful. The tricky part after 2012 was to take all those opinions and make sense of them in a statistically accurate way. We engaged a firm that does that as their main business for school districts. In our situation, we learned a couple of important pieces of information from the survey. For example, 77%

of the community wanted us to come back with a different solution than the 2012 improvement plan. We also learned that we should focus on student instructional centric projects and not focus on projects that had a community or athletic component to them.

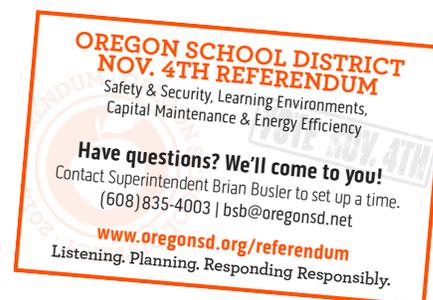
A missing component in the first referendum was that we had only engaged the staff in two buildings to identify their needs. We did this based on our own perceptions of how well the buildings were operating and our desire to restrain the cost of the referendum. After the first failed referendum, we engaged the staff at all of our buildings to hear their concerns about the learning environments they were working in. As one would expect, this process more than doubled this list of projects between the first referendum and those identified for a possible second referendum attempt. It was at this point that our Superintendent Dr. Busler began saying something that made me cringe but proved to be correct. He said, "It is less about the amount and more about the solution. If it is the right solution, the community will approved it." In the end, our community did approve our solution by a 10%+ margin.

In addition to the survey and staff engagement sessions, we also held community focus groups in several different locations within the community. Unlike the survey, the focus groups did not provide statistically objective results of what the community was thinking. However, we were able to vet out some common themes between the groups that were helpful and it again demonstrated we were listening to the community. We are now using those same themes as guiding design principles as we begin the design process with staff,

community and students!

## Carefully Plan the Informational Campaign

This is time consuming but it doesn't have to last forever. Our school board approved the resolution to proceed with the referendum questions the evening prior to the 70-day requirement to file the ballot with the County Clerk. In those 70 days, we attended 46 separate events in our community. We had materials and staff available to talk about the referendum at parent teacher conferences, athletic events, churches, service clubs and special events in our community. We even took out front page advertisements in the local paper stating if they "Have Questions? We'll Come to you!" with the superintendent's phone number on it. No one called him to take advantage of the offer, but we heard lots of great comments about it.



### Local newspaper ad

We kept the informational messages simple and did not inundate the community with information. This was probably the biggest lesson learned during the entire process for me. We spent a considerable amount of time coming up with our communication plan and messages and did not deviate from them. A quick but striking example of how we simplified the message was our 2012 referendum

Continued on page 15



# The smart choice for educators

## WPS SchoolSelect Plans help keep members healthy and costs down

In many school districts, school board members want a health plan that does more than just pay claims—they want one that promotes health and wellness so that the teachers and support staff can focus on healthy lifestyles while the claims and premiums stay low.

Enter the WPS SchoolSelect Plans. With free access to an online health center, health risk assessments, care management, health care utilization analysis, the *Your Health Matters* blog, and more, school districts across Wisconsin now have the tools to protect their employees' health *and* their budgets.



To request a quote on a WPS SchoolSelect Plan, contact your local agent or call 608-223-5970 and reference "schools."

25858-021-1302

©2013 All rights reserved. Wisconsin Physicians Service Insurance Corporation.

# WASBO Transportation & Bus Safety Conference

By Joyce Smalley, Finance Manager, LaCrosse School District  
Submitted on behalf of the WASBO Transportation Committee

**D**o you own and operate your own fleet of buses? Or do you contract out your transportation service? Do you want to learn more about transportation related topics and network with colleagues? The WASBO Transportation and Bus Safety Conference will have something for you. Join colleagues for a day of professional development on Wednesday, February 4 at the Kalahari Conference Center in Wisconsin Dells.

The WASBO Transportation Committee has a full day scheduled with sessions that cover a broad spectrum of transportation topics. There will be a session on managing the risks associated with private student transportation providers and handling bus crashes. We'll also hear about the liability concerns when you allow

parents, teachers, and coaches to transport students and when you allow students to transport themselves to and from activities.

Whether you own your fleet or contract out, many of us are experiencing driver shortages. Learn how others are dealing with this. Information will be provided on recruitment and retention strategies. The new medical and CDL requirements will also be covered.

DPI will be at the conference to discuss transportation for homeless students. Who is considered homeless and what our obligations are for providing transportation for these students will be discussed.

Learn how a school district and the County worked together to improve traffic congestion around their schools.

Hear how this community-wide partnership improved school traffic safety.

Rounding out the day will be an Idea Exchange. This is your opportunity to ask your colleagues questions you may have on anything related to transportation. From evacuation drills to liability and risk concerns, you will have the chance to ask your burning questions. Perhaps you have an innovative idea that you want to share with the group. Don't miss this opportunity to ask, share, and learn!

For a complete Conference schedule and to register, go to [WASBO.com/Transportation](http://WASBO.com/Transportation) or call 608-249-8588. We look forward to seeing you in the Dells on February 4. 🇺🇸

Making the grade

## HORTONVILLE SCHOOL DISTRICT

**"The personal commitment on behalf of the Miron team was outstanding** and evident in the three construction projects occurring at the same time in the district. The team was in constant communication with our staff, and understood the needs and priorities for getting the schools ready to welcome our students in the fall. Our students will enjoy these beautiful facilities for years to come, and Miron Construction guided us every step of the way."

**Dr. Heidi Schmidt**  
District Administrator,  
Hortonville Area School District



**Building Excellence**

An equal opportunity, affirmative action employer.

[MIRON-CONSTRUCTION.COM](http://MIRON-CONSTRUCTION.COM)





# *You educate.* We insure.

Molding the leaders of tomorrow — that's education. It's about giving students the time and attention they need to learn. Don't waste time worrying about finding insurance that meets the budget. Leave that to us.

Our flexible pricing solutions help you provide great benefits to your employees — always at a great value. And if your needs change, don't worry. We're constantly coming up with services like our new focused networks that work for any district.

With benefits from the Trust, you can be confident to keep your best teachers on staff. Let us worry about insurance. You can focus on what you do best — education.



*How can we help you?* Give our Education Service Team a call:  
608.661.6633 • [education@weatrust.com](mailto:education@weatrust.com)

## \$3,000 Forward Together Awards

“We have some very gifted, creative teachers in this state, and this gives them the opportunity to be recognized for that creativity,” said Deputy State Superintendent Mike Thompson while judging the inaugural WEA Trust Forward Together Award.



Recognize your colleagues for their vision and drive by jumpstarting their passion projects. As part of the 2nd Annual Forward Together Award, WEA Trust will give three Wisconsin school districts \$3,000 grants to support school projects. WASBO Executive Director Woody Wiedenhoeft will join the Forward Together judging panel again this year.

Last year, winners came from school districts big and small all over Wisconsin:

**Ted Chaudoir**, a school bus driver who championed a literacy program for student commutes in Door County

**Scott Anderson**, a Juda physics teacher whose students powered their school with green energy

**Kyle Walsh**, an elementary teacher who produced a student music video connecting reading and the Madison community

To enter, visit the WEA Trust exhibit booth at the State Education Convention in Milwaukee Jan. 21-22 or go to [WeaTrust.com/Award](http://WeaTrust.com/Award). 🐾

## From \$33 Million to \$55 Million: Lessons Learned from an Unsuccessful Referendum

*Continued from page 11*

Frequently Asked Questions was 19 pages long. The successful November 2014 informational campaign was only one page long. This reduction in information seemed counter intuitive to us at first. We thought we needed to try to answer every possible question back in 2012 and provide renderings so everyone knew what we thought it would look like. What we learned in preparation for 2014 was that the actual planning for how things will look and operate needs to wait for the staff, architects and engineers to spend the hours required to fully develop the projects. Those activities do not start in earnest until after the referendum is passed. By attempting to answer all the questions and show the renderings of what we thought it would look like,

we ended up providing people with “rocks” to throw at us if they had any concerns about the projects.

So when you’re heading to referendum, here are a couple things to consider. First, do your homework by getting feedback from both community and staff. Second, don’t fixate on the dollar amount of the referendum; finding the right solution for your community is more important. Third, the information campaign requires a lot of effort but it doesn’t have to last forever — and fourth, keep your messages simple and stick to them. 🐾

If you have questions about this article, contact Andy Weiland at [atw@oregonsd.net](mailto:atw@oregonsd.net).

**School Nutrition Made Easy**

**SPECIALIZING IN FOOD SERVICE SOLUTIONS FOR SCHOOLS**

**A'viands**

FOOD & SERVICES MANAGEMENT

[www.aviands.com](http://www.aviands.com) • Contact Becky at 414-350-6096

The advertisement features a photograph of five diverse students with their arms raised in celebration against a blue sky background. Below the photo is a red banner with the text "School Nutrition Made Easy". The rest of the ad is white with black and red text.

“Learning is a result of listening, which in turn leads to even better listening and attentiveness to the other person. In other words, to learn from the child, we must have empathy, and empathy grows as we learn.”

~ Alice Miller

# Conference Highlights

## WASBO/WASPA School Personnel Academy

Once again, WASBO collaborated with WASPA to host the 2014 School Personnel Academy – *Navigating Your Direction - Expand, Change, and Engage* – held this year at the Marriott Madison West on Dec. 3-4. Sessions focused on various areas of the Affordable Care Act and teacher compensation. Participants learned about the innovative ways districts are retaining their staff. Additionally, attendees had the opportunity to share burning issues and ask a panel group to help them solve performance problems. In another session, attorneys were invited to assist in strategizing with attendees on legal and management challenges. WASBO and WASPA thank sponsors PMA/Forecast5, Teachers on Call and M3 Insurance. We commend the planning committee on their work in providing another successful conference. If you would like to participate on next year's planning committee, contact Tina Hafeman at hafeman@wasbo.com. Mark your calendar and plan to join us on Dec. 2-3, 2015.



Panelists present during breakout sessions.

Silver Sponsor



Bronze Sponsors



TOC 24/7, featuring Aesop technology



*RIGHT: Bob Avery, Beaver Dam School District, speaks during the Winter at a Glance Conference.*



## Winter at a Glance

As part of the Year of Success Program, attendees joined WASBO and DPI for Winter at a Glance on Dec. 2 at the Marriott Madison West. This one-day conference provided both those new to the profession and seasoned business managers the area of focus for the business office during the winter months. Presenters received high marks for information provided which ranged from Revenue Limit and Equalization Aid to Fees and an Overview of Employee Benefits.

If you know of someone new to the business office, including district administrators, be sure to let them know about the Year of Success Program. Learn more at <http://www.wasbo.com/success>. The next offering of sessions in the Year of Success Program is scheduled at the WASBO Accounting Conference on March 11-12, 2015, also at the Marriott Madison West.

WASBO thanks Key Benefit Concepts and Performance Services for supporting the conference.

Bronze Sponsor



See photos and a recap of the Midwest Facility Masters Conference on pages 40-41

## A Few Short Phrases for Reflection

By Cathy Cramer, Director of Business Services, Oak Creek-Franklin School District  
WASBO Director



It's hard to believe that 2014 is coming to an end and another new year is quickly approaching. As we prepare for the holidays and continue with all the "busyness" of balancing the many demands of our families, homes and work life, I thought it would be a good time to reflect on a few short phrases and words to keep in mind as we end one year and prepare to move forward in another.

**"I don't know."** Sometimes this is the hardest phrase to say. Unlike many other professionals, business officials are usually "one of one" in our districts and often looked to as "the expert" in our field on all things business (or facilities, or accounting, or transportation, etc.). We are called on in meetings to answer questions or give recommendations on topics in our area. We are expected—and expect ourselves—to be able to provide answers to all the questions we are asked. We are inclined to respond to these inquiries and relay whatever it is we know, or believe we know, about the topic raised. Unfortunately, the danger in this is that if we aren't sure, when we respond with "I think," those listening to us remember only what we relayed. Don't be afraid to say "I don't know" and follow up with "I can find out;" then seek out and promptly relay the information requested.

Fortunately, we are usually just a phone call or e-mail away from someone who actually knows and can provide us with the knowledge we need. Following up with facts and a thorough understanding of a topic will always be better than taking a guess in response. Credibility will be gained when we are honest about what we don't know and work to find out what is needed, rather than responding quickly with what we think we know.

**"What...? How....?"** Along with being honest about what we aren't sure about, know that it is all right to ask questions. Early on in my career, a partner in an accounting firm gave me some advice after I admitted I had a "dumb" question to ask about something he explained to me. He told me that the only dumb question I would ever have is the one I failed to ask out loud. I keep on my desk a quote that reminds me to continue to ask questions and keep learning about topics that I don't completely understand: "It is impossible for a man to learn what he thinks he already knows..." (credited to Epictetus).

How often do we have an idea or some understanding of an issue, only to find out that we really didn't understand or have all the information we needed to make the best decision? It takes a lot of courage to be able to admit we don't know everything and to ask the questions we have. This is much better, however, than assuming we had everything figured out only to find out or be told later we were wrong.

**"Listen."** With all the inquiries, phone calls, and e-mails we receive, it is easy to get in the habit of anticipating what is required and responding to these without truly hearing what is being said. Sometimes our support staff or fellow administrators aren't requesting our advice or an answer to a problem or situation. They may only be providing their thoughts on a particular topic. Concentrate on actively listening and being open to hear what people are saying. Don't assume that those talking to us are asking us to "fix it" or do something. Sometimes all that others are looking for is an acknowledgement that their ideas are supported and that we respect and care about them and what they think.

**"Silence is golden."** Cathy Cramer  
In order to be a better listener, we need to remember that it's ok to allow for silence and not unnecessarily try to fill all conversations with talk or advice. Consciously pausing before answering a question or providing input to create a few seconds of quiet often can provide a little time for all involved to formulate more thoughtful, less emotional, responses. Even if this time is used to take a deep breath and "rehear" or think about what has already been stated, these moments of silence can be as productive as the time spent in active discussion.

As we embark on a new year and anticipate all the challenges and opportunities our roles may bring, take some time to simply breathe and reflect on what we do each and every day to serve our districts. Try to remain focused on doing the best we can with what we have, seeking help when needed, and spending more time listening than speaking.

Best wishes for a peaceful and happy holiday season! 🍷

If you have questions for Cathy Cramer, you may contact her at [c.cramer@ocfsd.org](mailto:c.cramer@ocfsd.org).

“Education is not the filling of a pail, but the lighting of a fire.”

~ William Butler Yeats

## What Doesn't a Facility Manager Do?

Jim Beckmann, Director of Operations, Glendale River Hills School District/  
Maple Dale-Indian Hill School District; WASBO Director



Jim  
Beckmann

When people ask me what I do, I jokingly reply, "As little as possible." But in all seriousness let's talk about all the duties that come across a Facilities Manager's desk.

### **WASBO Facilities Manager**

**Certification** – It is crucial for anyone who is responsible for school facilities to be participating in the WASBO Facilities Manager Certification Program. This is an effective program, including continuing education, covering seven modules in the area of facilities management from custodial operations to school safety and emergency planning. The program is also recognized by the Wisconsin Department of Public Instruction.

**Sustainability** – If sustainability doesn't save money it doesn't always make sense. Sustainability however, does help in running your buildings efficiently and provides longevity and healthy structures. Facilities Directors often work with teaching staff on Green and Healthy Schools, LEED Projects, Green Ribbon schools, working with the Department of Natural Resources and local communities. Currently, I am working with 7th and 8th graders in my district who have established Green Teams. Students are auditing each classroom to see if each group is recycling appropriately.

LEED is not for everyone, but it offers more than what you might think. When I recently learned that LEED also helps to incorporate healthy schools for students; working toward LEED certification in my district became a priority.

### **Preventative Maintenance**

Preventative maintenance makes it much easier to become LEED certified. There is a cost to maintaining your buildings. However, it does pay off in

the long run, both for students and staff, in providing a safe environment.

**Safety and Security** – I find the best protection we have is a common-sense approach to training. Have a plan, but remember you cannot write a manual that covers every aspect of security. I also suggest being proactive in maintaining a safe building. In the winter months, we work to ensure students and staff have clean sidewalks and parking lots. WASBO offers a Certified School Risk Manager program to enhance the learning opportunity for staff in this area.

**Transportation** – Often transportation is overseen by the facilities director. In our district, we contract for transportation services, but I develop and keep a good relationship with the bus company. If you own your fleet, have a plan for screening drivers and keeping them. Fleet maintenance is essential for ensuring busses are safe for your students.

**Budget and Finance** – We have done so much with so little for so long we don't know any other way. There will never be enough money to do all that you want. I suggest prioritizing. Work with your principals and administration to develop a plan to get the most done with the budget you have to work with. Look at trends and historical data. What are other districts doing? Remember to budget for a typical year.

### **Capital Planning and Construction**

– Elements of this plan may include roofing, mechanical equipment, external/internal building components, grounds, ADA and environmental issues and their impact on the district. This plan is an on-going work in progress and should be reviewed and updated as the district facility needs change. For construction projects find a trusted partner such as a construction manager or architect.

### **Long Range Planning**

– Long range planning is typically an 18 month cycle and should be a fluid document. Beyond 18 months it becomes very difficult to schedule. Keep a core list of project items. Big projects like roofs and parking lots should come on your plan within two years of the actual project. I also suggest partnering with your local community on site based plans.

**Athletic Facilities** – Pools, turf, locker rooms, bleachers each have a set of unique needs. Within your department make sure each area receives the attention it deserves. When running pools, look at becoming a Certified Pool Operator. Programs like these provide the information you need to effectively run the pool in your district. A field house covers so many areas that often it operates as a separate building. Remember the field house also represents the appearance of your district. Bleachers must be in good working order both in the gym and on the field. Grounds and turf must be maintained properly. There are specifications for keeping your playgrounds safe. Your insurance company can be a great resource for you when working to keep your playgrounds safe.

**Negotiations/Hiring** – Stay current on legislation, review salary comparables with neighboring districts. Maintain employee morale and be a leader for your staff and district.

### **Purchasing and Shared Services**

– In my district we use a Purchasing card. We bulk purchase with other districts for items such as paper and road salt. Additionally, we contract for our copier contracts with other districts. We share a van and even my position is shared with another district.

*Continued on next page*

## What Doesn't a Facility Manager Do?

*Continued from previous page*

**Building Usage** – Many groups and organizations use school district buildings. Managing and balancing the use between the district and community is an essential task for the facilities director. Sharing your buildings helps build the relationship with the community and gives you a chance to share with constituents what happens in your district. Always make sure your buildings and grounds are neat and orderly because you are showcasing your school district.

**Community Relationships** – The most important of all is community relationships both within your district as well as your community. Selling my program to those who live in the district, staff, administration and the school board is something I strive to do every day. I also work with the PTO in

fund raising, the rec department, local officials, the mayor and the board or common council for various activities. Additionally, I work with outside organizations such as the Lions and Chamber of Commerce. As a matter of fact, our school district is a member of the local Chamber of Commerce.

Facilities directors have a multi-faceted job with many components. Working as a facilities director has been one of the most exciting jobs I have ever had. We never do the same thing twice and no two days are the same. With the diversity and all the responsibility we have in our department it makes serving the children of Wisconsin a pleasure. 🇺🇸

Questions about this article or facilities management in general? Contact Jim at [jim.beckmann@glendale.k12.wi.us](mailto:jim.beckmann@glendale.k12.wi.us).

“ I have already seen death, and I know that death is supporting me in my cause of education. Death does not want to kill me.”

~ Malala Yousafzai

Providing WISCONSIN SCHOOL DISTRICTS  
with INNOVATIVE SOLUTIONS for more than 35 years.



MASTER PLANNING • FACILITY ASSESSMENTS • REFERENDUM • ENERGY UPGRADES • DESIGN • RENOVATION • CONSTRUCTION

[www.hoffman.net](http://www.hoffman.net)

 **Hoffman**<sup>®</sup>  
Planning, Design & Construction, Inc.

Appleton, Wisconsin  
800.236.2370

## Plugging the Boomer Brain Drain

By Jeanne Stahl, Business Manager, Hayward Community School District  
WASBO Treasurer



One of the issues that most of us will be facing is the retention and recruitment of employees in our districts. I have had a concern about our ability to recruit new staff to our area because of its relative remoteness. It is an area some people either love or dislike. So I have been looking up information on what else it might be that we as a district need to offer to attract potential employees to our district when we have vacancies.

According to information produced by UNC Kenan-Flagler Business School in partnership with the Young Entrepreneurs Council, approximately 46% of US workers will be Millennials. [<http://theundercoverrecruiter.com/how-to-recruit-millennials-your-company-infographic/>] As someone who fits in the Baby Boomer timeline, I felt I should investigate whether or not there are differences in what would appeal to those in the millennial generation compared to previous generations.

As noted in an online article in Forbes [<http://www.forbes.com/sites/rawshah/2011/04/20/working-with-five-generations-in-the-workplace>], one cannot generalize the behaviors and stereotypes of each generation. People in the Baby Boomer generation

can exhibit behaviors similar to those in the Millennial generation as well as Millennials displaying characteristics of previous generations. (As part of the article, there was a short quiz that was linked by The Pew Internet & American Life project that asks "How Millennial Are You?" And of course I was curious enough that I had to take the quiz. The quiz is intended to let one see if he/she thinks or behaves in a similar way to a Millennial.)

A job that people look up to and respect is even more important to 20-year-olds in the Millennial group than it was 40 years ago. This will create a significant challenge to us in K-12 education with the perceptions many hold of public education. Personal development and training were also cited as significant factors in their job satisfaction. [<http://theundercoverrecruiter.com/how-to-recruit-millennials-your-company-infographic/>] Providing mentoring will continue to be important for us in education.

It is important to this generation that they see their managers at least once a day. [[http://www.jobdig.com/articles/1093/On\\_boarding\\_Millennial\\_Talent%3A\\_5\\_Tips\\_for\\_Effectively\\_Attracting\\_%26\\_Recruiting\\_](http://www.jobdig.com/articles/1093/On_boarding_Millennial_Talent%3A_5_Tips_for_Effectively_Attracting_%26_Recruiting_)

[Generation\\_Y.html](#)] The traditional evaluation system of a formal meeting a couple of times a year will not suffice with this group. They want frequent feedback and interaction.

We will need to assure future employees that there will be balance between their work and personal life. Other generations were more demanding of this as they were on the job longer. Millennials are seeking this balance at the start of their employment.

Several sites referenced recruiting via social media. Some companies using social media reported a 49% increase in candidate quality. This suggestion may have some merit. Within its use of social media tools, the district could showcase things such as the community "like a cane" campaign (doing things well like a Hayward Hurricane) and the multitude of recreation options in the area. Selling our district, education, and our geographical area will be important. 🐾

If you have questions or comments about this article, you may contact Jeanne at [jstahl@hayward.k12.wi.us](mailto:jstahl@hayward.k12.wi.us).

## WASBO, Above and Beyond

*Continued from page 1*

WASBO Board, in your regionals, as WASBO committees chairs, on ad hoc committees and on committees or the Board of ASBO International.

None of this is in the job description. It is the nature of WASBO members to give back, share with each other and work to make things better for the

future. You value an equal and quality education for Wisconsin children and you value your own continued education.

This holiday season I would like to thank you for all you do for your districts and your students. It is a wonderful gift that you give of yourself for the benefit of others. 🐾

### Want to Recognize an Outstanding Colleague or Business Practice?

Make sure to watch for nomination forms for WASBO's annual professional recognition awards. Materials will be available in early January; nomination deadline is March 2, 2015.

# SCHOOLS DON'T



WHEN THEY  
PLAN.

WHEN THEY  
PREVENT LOSS.

WHEN THEY  
CONTROL RISKS.

## Risk management courses designed for schools

Certified School Risk Managers (CSRMs) is a five-part designation program designed for personnel responsible for school risk management. These courses help schools protect budgets and save money, by preventing loss and controlling risk.

### Classroom and online courses:

- Fundamentals of Risk Management
- Handling School Risks
- Measuring School Risks
- Funding School Risks
- Administering School Risks



[www.WASBO.com/riskmanagement](http://www.WASBO.com/riskmanagement) or 608-249-8588

## WE TAKE ALL THE HEAT

PBBS is your single-source Cleaver-Brooks provider for any boiler room needs.  
We're ready to make your life easier--throughout the life of your boiler.

Ready to upgrade that ancient boiler? The experts at PBBS are on your side. We'll assist in engineering your boiler room to meet exact specifications, properly size Cleaver-Brooks equipment, and help you choose a qualified contractor for installation. After PBBS commissions the boiler to maximize efficiency, we'll provide parts, service, and repairs for the life of your equipment.

Your source for everything Cleaver-Brooks.  
Contact PBBS today at 800.236.9620.

[pbbs.com](http://pbbs.com)

Milwaukee | Madison | Green Bay | Twin Cities | Stevens Point | Fargo

# Mark Your Calendar to Attend WASBO Professional Development! Register at [WASBO.com](http://WASBO.com)

## Federal Funding Conference WASBO/WCASS/DPI



Feb 17-18, 2015  
Kalahari • Wisconsin Dells

Register at  
[WASBO.com/  
federalfunding](http://WASBO.com/federalfunding)



## Facilities Management Conference

Feb 3-4, 2015  
Kalahari • Wisconsin Dells



**Who Should Attend?**  
Facilities and Maintenance Directors, Safety  
Directors, Business Managers, District  
Administrators

Register at  
[WASBO.com/  
facilities](http://WASBO.com/facilities)

## Transportation & Bus Safety Conference



**Who Should Attend?**  
Transportation Directors,  
Contractors,  
Business Managers,  
District Administrators

Feb 4, 2015  
Kalahari • Wisconsin Dells

Register at  
[WASBO.com/transportation](http://WASBO.com/transportation)



## Accounting Conference

Questions?  
We have answers!



**Save the Date!**  
March 11-12, 2015  
Marriott Madison West  
Middleton



**Who Should Attend?**  
Business Managers, Directors of Finance,  
Bookkeepers, Accountants, District  
Administrators, Human Resources

Is your insurance provider  
a phone number or a partner?

**Personal service.** That's the  
strength of our Community.



Community Insurance Corporation provides liability insurance coverage for cities, towns, villages and school districts. We offer broad coverage, designed to specifically meet the needs of Wisconsin public entities under ONE single liability policy form to include:

- General Liability
- School Board Legal Liability
- Auto Liability
- Public Officials Errors and Omissions

Unlike other insurance companies that provide coverages based solely on price and are not heard from again until renewal time, we work directly with our clients in partnership to control their insurance costs through a unique risk management and aggressive claims philosophy. And because we are local government, we always keep the end goal of saving taxpayer dollars in mind.

Take control of your insurance needs with Community Insurance Corporation. It just makes sense.



To learn more, please contact Kim Hertz, Aegis Corporation,  
1.800.236.6885 or kim@aegis-wi.com

## Upcoming WASBO Events

### Professional Development

#### WASB-WASDA-WASBO State Education Convention

Jan. 21-23, 2015, Wisconsin Center, Milwaukee (Viterbo Credit)

#### Facilities Management Conference

Feb. 3-4, 2015, Kalahari, Wisconsin Dells (Viterbo Credit)

#### Transportation & Bus Safety Conference

Feb. 4, 2015, Kalahari, Wisconsin Dells

#### WASBO-WCASS-DPI Federal Funding Conference

Feb. 17-18, 2015, Kalahari, Wisconsin Dells (Viterbo Credit)

#### p-Card User Group Meeting

March 10, 2015, Madison Marriott West, Middleton

#### Accounting Conference

March 11-12, 2015, Madison Marriott West, Middleton (Viterbo Credit)

#### WASBO Foundation Spring Conference & Exhibits

May 14-15, 2015, Madison Marriott West, Middleton (Viterbo Credit)

### Scholarship Fundraisers

#### Spring Golf Outing

May 13, 2015 - Pleasant View Golf Course, Middleton

#### Spring Bike Tour

May 13, 2015 - Route TBD

### Certified School Risk Managers (CSRM)

#### Courses (Viterbo Credit)

##### Fundamentals of Risk Management

March 25 - Holiday Inn at The American Center, Madison

##### Handling School Risks

March 26 - Holiday Inn at The American Center, Madison

##### Funding School Risks

April 29 - Holiday Inn at The American Center, Madison

##### Measuring School Risks

April 30 - Holiday Inn at The American Center, Madison

##### Administering School Risks

June 24 - Holiday Inn at The American Center, Madison

##### School Safety from A to Z

June 25 - Holiday Inn at The American Center, Madison

**Visit WASBO.com for future WASBO  
Professional Development & Networking  
opportunities!**

**Invest in yourself and your district  
by attending WASBO professional  
development.**

# Every Child, Every Day

WISCONSIN STATE EDUCATION CONVENTION

**JANUARY 21-23**

Wisconsin Center  
MILWAUKEE, WISCONSIN

**Convention 2015**



## Wisconsin State Education Convention Registration Open!

**Network with colleagues.  
Learn from state and national experts.  
Celebrate public education.**



Kevin Honeycutt

Kevin will draw you in with his personal story, then provide cutting-edge observations about the state of education and how we can improve it.



Richard Gerver

An award-winning teacher from England, Richard works closely with Sir Ken Robinson who cites him as one of the world's most exceptional educators.

Sponsored by



Rosalind Wiseman

The author of *Queen Bees & Wannabees* and *Masterminds & Wingmen*, Rosalind believes each person has a responsibility to treat themselves and others with dignity.

Sponsored by



# JANUARY 21-23, 2015

Wisconsin Center • MILWAUKEE, WISCONSIN

# Understanding the Laws Governing Conduct by School Business Officials

By Richard F. Verstegen, Partner, Boardman & Clark LLP



Richard Verstegen

When interacting with vendors and other third parties, school business officials must be aware of the different laws that affect their conduct. In particular, there are different laws that restrict school business officials from accepting gifts or items of substantial value, that impose criminal sanctions when school business officials take actions that constitute misconduct in office or bribery, and that prohibit selling goods and services in the schools when the official receives a personal benefit from the sale of these goods or services. By gaining an understanding of these laws, school business officials will be able to interact with vendors and other third parties without being concerned about the legal implications of their actions. Below is a brief summary of the significant laws that govern the conduct of business officials in this regard.

## Code of Ethics

Section 19.59 of the Wisconsin Statutes is the Code of Ethics for local public officials. The term “local public official” has been interpreted to include public school district employees in positions that involve the exercise of discretion, such as school business officials. The Government Accountability Board (GAB), formerly the Wisconsin Ethics Board, is the state body that regulates conduct under this statute.

The Code of Ethics prohibits several types of conduct by a local public official. In particular, it prohibits a local public official from using his or her public position or office to obtain financial gain or anything of “substantial value” for the private benefit of himself, herself, or his or her immediate family or for an organization with which he or she is associated. The term “substantial value” has been interpreted to mean anything of

more than inconsequential or token value based on the totality of the circumstances. A local public official is also prohibited from soliciting or accepting from any person, directly or indirectly, anything of value if it could reasonably be expected to influence his or her vote, official actions or judgment, or could reasonably be considered as a reward for any official action or inaction. The statute also restricts local public officials from voting and taking official actions in exchange for valuable contributions. There are civil and criminal penalties for violations of the Code of Ethics.

According to the GAB, however, an official may attend conventions and participate in convention-related activities without violating the Code of Ethics. Specifically, while attending a convention authorized by and on behalf of a school district, a local public official may accept meals, refreshments, and the like without charge that are provided, sponsored, and/or sanctioned by the event organizer. During any convention, however, school business officials must be cautious about accepting food, drinks and/or entertainment, without charge or at less than fair value, that are offered at social events sponsored by entities or organizations other than the event organizers when the entities or organizations may be current or prospective school district vendors. Beer, wine, meals, and the like have more than token value, and a purely social event provides a primary benefit to the official, rather than to the district that authorized his or her attendance. Officials may attend such an event and avoid a Code of Ethics violation, but only if they pay the vendor for the full cost of the meal, refreshments, and the like offered at the event.

Similarly, school business officials may, while attending a convention,

accept educational or informational materials, prizes, or other giveaway items for the purpose of conveying the item to the school district for the use or benefit of the school district. However, if the school business official wishes to keep the item for himself or herself, the item must be of nominal or insignificant value, in order avoid a violation of the Code of Ethics. Items such as tote bags, mugs, pens, refrigerator magnets, and key chains are likely to be of inconsequential value, but items such as watches or jackets are likely to have more than inconsequential value.

## Misconduct in Public Office and Bribery of Public Employees

School business officials must also be aware that, under certain circumstances, the solicitation or acceptance of anything of value by a public employee can result in criminal sanctions. Specifically, under Wis. Stat. s. 946.12, a public employee will be guilty of a felony if he or she, while in his or her official capacity, does an act which the employee knows is in excess of the employee’s lawful authority or which the employee knows the employee is forbidden by law to do in the employee’s official capacity. The statute also prohibits an employee from intentionally soliciting or accepting for the performance of any service or duty anything of value which the employee knows is greater or less than is fixed by law. In essence, this statute proscribes conduct that is sometimes treated under the separate headings of malfeasance, misfeasance, or extortion.

Section 946.10 also prohibits bribery by public employees. The statute states that it is a felony for any public employee to directly or indirectly

*Continued on next page*

# Understanding the Laws Governing Conduct by School Business Officials

*Continued from previous page*

accept or offer to accept any property or any personal advantage, which the employee is not authorized to receive, pursuant to an understanding that he or she will act in a certain manner in relation to any matter which by law is pending or might come before the employee in his or her capacity as such employee or that the employee will do or omit to do any act in violation of her lawful duty. Any public employee who violates the statute is guilty of a felony, which is punishable by a fine or imprisonment, or both.

## Sale of Goods and Services at School

Section 118.12 of the Wisconsin Statutes prohibits school district employees from receiving anything of value for their own benefit that results from selling, soliciting, or promoting the sale of any goods or services to any public school pupil while on school property or at school-sponsored events. Prohibited items of value include gifts, benefits, or compensation, in the form of money or otherwise, but do not include employer-provided compensation or benefits. For example, if a high school band director is recruiting students in class to take part in a trip to Pasadena to play in the Rose Bowl Parade, and in return for recruiting students to take part the director will receive free air fare and hotel accommodations from the Rose Bowl officials, the receipt of such benefits would clearly be a violation of the statute. The band director is acting as a solicitor for the sale of the trip, to school students, on school property, and is receiving a personal benefit from someone other than the school district.

An employee, however, may receive a benefit from the sale of goods or services if the benefit is provided directly to the employee by the school district. To avoid the pitfalls of the statute, the school district should negotiate any and all benefits

from third parties who wish to sell or promote goods or services at school to students. The district, not the employee, must be the one who negotiates and decides who will benefit from such arrangements.

Except for the prohibitions against employee sales set forth above, any person may sell or promote the sale of goods and services on school district property. Under Wis. Stat. s. 118.12, however, a school district may adopt written resolutions or policies that prohibit, restrict, or provide guidelines for the sale and promotion of goods and services on district property. School business officials must be aware of any policies and carefully follow such policies.

In the event that section 118.12 is violated, the offending school district employee will be subject to a forfeiture of not more than \$200 for each offense. The school board president will have the responsibility of prosecuting an action for the recovery of the forfeiture and must do so in conjunction with the State of Wisconsin through the Attorney General's office.

## Pecuniary Interest In Contract

Section 946.13 of the Wisconsin Statutes prohibits public employees from participating in contracts in which they have a private financial interest and establishes criminal penalties for violations. The statute is a strict liability statute which means that the state does not have to prove that an employee intended to violate (or knew he or she was violating) the statute in order to prove a violation.

Public employees can violate the statute in their private or public capacities. An employee violates the statute if he or she, in a private capacity, negotiates for, bids for, or enters into a contract in which the employee has a private pecuniary interest, direct or indirect, and at the same time the employee is authorized or required by law to participate in

his or her capacity as an employee in the making of that contract or to perform in regard to that contract an official function that requires the exercise of discretion of the employee. An employee also violates the statute if he or she, in a public capacity, participates in the making of a contract in which the employee has a private pecuniary interest, direct or indirect, or performs in regard to that contract a function that requires the exercise of discretion of the employee.

Even if an employee does not participate in the contracting process, he or she may be liable for taking any subsequent action on the contract. Such actions might include authorizing payment under the contract, negotiating disputes over contract terms, or inspecting the quality of materials or services under the agreement. The statute does not apply to certain types of contracts. There is no violation if an employee is privately interested in a contract that involves receipts and disbursements by the state or its political subdivisions totaling less than \$15,000 a year. The statute lists several additional exceptions.

Employees that violate the statute are subject to criminal and personal liability. If section 946.13 is violated, the statute provides that the contract is void and the state or political subdivision on whose behalf the contract was made incurs no liability thereon. This language generally has been interpreted as giving the public body (school board) the discretion of voiding the contract or requiring its enforcement. A violation of section 946.13 is a felony punishable by a fine or imprisonment, or both.

## Conclusion

School business officials must be aware of the legal issues that can arise from their relationship with vendors and third parties. Such officials should also review any applicable school

*Continued on next page*

# WASB/WASBO School Budget Cycle Handbook

- Comprehensive handbook written by experienced, Wisconsin school finance experts.
- Understand the school district budgeting process – from strategic planning to preparation, presentation, administration and evaluation.

Visit [WASB.org](http://WASB.org) for complete information.



## Understanding the Laws Governing Conduct by School Business Officials

*Continued from previous page*

board policies as they may be more restrictive than state law. Officials who are unclear on these issues should seek legal advice to ensure that they are proceeding appropriately. 📌

For further assistance on any of these matters or for answers to any questions regarding the information in this article, please contact Richard Versteegen ([rversteegen@boardmanclark.com](mailto:rversteegen@boardmanclark.com)).

Boardman & Clark LLP provides this material as information about legal issues. It does not offer legal advice with respect to particular situations and does not purport that this article is a complete treatment of the legal issues surrounding any topic. Because your situation may differ from those described in this article, you should not rely solely on this information in making legal decisions. In addition, this material may quickly become outdated. Anyone referencing this material must update the information presented to ensure accuracy. The use of the materials does not establish an attorney-client relationship, and Boardman & Clark LLP recommends the use of legal counsel on specific matters.

*Give your district an edge with*

# TRUST ADVANTAGE™

**YOUR NO-COST EMPLOYER SOLUTION TO:**

- Recruitment and retention challenges
- District budget constraints
- Changing employee benefits

Learn why more than **160** Wisconsin districts are participating in this voluntary employee benefit program!

*Visit [weabenefits.com/TA](http://weabenefits.com/TA)*



WEA TRUST

Member Benefits™

[weabenefits.com](http://weabenefits.com)

For more information about *Trust Advantage* call (608) 709-4565 or e-mail [dmabie@weabenefits.com](mailto:dmabie@weabenefits.com)



## A Year of Successes and Challenges

Continued from page 5

various school districts and CESAs and several university educational administration programs.

16. The WASBO Accounting Committee is rewriting the *Handbook for Evaluation & Improvement of Business Office Support Functions* and updated the *School Budgeting Cycle* book for WASB.
17. The AMS (association management software) system WASBO used was sold and purchased by another developing company, requiring the WASBO office to search out and implement a new AMS. A new system was selected in the spring with implementation over the summer. The new AMS is not as reliable as expected for the end user or WASBO staff. Soon we will develop a process to research the viability of the current system as well as look at other options.
18. Technically speaking, WASBO is two corporations: WASBO Inc., a 501(c)(6) and WASBO Foundation, a 501(c)(3). WASBO files two 990s and keeps two budgets and sets of books. The combined budgets are for approximately \$2.3 million. WASBO is fiscally viable and the WASBO Board receives independent audits annually for their direct review.
19. Each year, the Board asks WASBO members for feedback about updated needs of members and then uses that information to develop a vision, mission and action goals. When surveys and requests for feedback come your way, please respond. The Board uses this information to set goals (the Board uses SMART goals) to improve services for WASBO members. Members may express needs with Board members and/or WASBO staff.
20. The WASBO Board is developing a new governance model (using Carver Policy Governance as a backdrop) which will result in revised policies, rules and regulations, and possibly the need for an updated constitution over the next couple of years. The goal in mind is to provide better resources, requested by WASBO members, to enhance the additional responsibilities WASBO members have taken on.
21. WASBO has been the management service provider for WCASS and will discontinue that contract beginning in the 2015-16 fiscal year to allow us to better support WASBO members.
22. Staffing changes have taken place this year. Tina Hafeman is now working part time from her home in order to better meet her family needs. In 2004, WASBO had 3.8 FTE staff. Today, WASBO has 5.55 FTE staff. As WASBO continues to expand and better serve WASBO members, WASBO staffing will need to be considered and evaluated and will possibly cause additional change.



**Ensure your decisions are guided by an independent financial advisor.**

*"Taxpayers could avoid unnecessary interest costs if school districts and political subdivisions issued general obligation bonds on a competitive basis and used independent financial advisors."*  
Missouri State Auditor

**Springsted's Public Education Team:**

**Call (414) 220-4255**

Jerry Dudzik	<a href="mailto:jdudzik@springsted.com">jdudzik@springsted.com</a>
Joe Murray	<a href="mailto:jmurray@springsted.com">jmurray@springsted.com</a>
Stacy Childers	<a href="mailto:schilders@springsted.com">schilders@springsted.com</a>
Patricia Heminover	<a href="mailto:pheminover@springsted.com">pheminover@springsted.com</a>
Don Lifto	<a href="mailto:dlifto@springsted.com">dlifto@springsted.com</a>



**Springsted**

[springsted.com](http://springsted.com)  
(800) 236-3033

All of this has been accomplished by WASBO members serving their fellow colleagues. The matters of the heart and head do align. Please thank your fellow colleagues for their work and support. We need to also remember Wally Zastrow and thank Don Hafeman and Don Mrdvenovich for being excellent mentors and providing the catalyst for building relationships and supporting the WASBO vision, mission and WASBO members' needs. WASBO accomplishments are directly attributable to them. In addition, please thank the wonderful staff at WASBO—Tina, Jeanne, Deb, Áine and Kristin for all their support.

Again, please enjoy the holiday season with your family and friends. 🇺🇸

# Avoiding Environmental Pitfalls in Your Projects

By Jessica Schroeder, Environmental Health and Safety Program Manager, CESA 10

Current events including successful school district referendums and 2011 Wisconsin Act 32, Revenue Limit Exemption for Energy Conservation Purposes, have resulted in an influx of projects for Wisconsin school districts.

By their very nature, projects are complex. Objectives and deliverables must be defined, budgets must be developed, contractors must be selected, resources must be allocated, and timelines must be solidified and adhered to. The process must be systematic or it can quickly turn chaotic.

With any project there are many components to consider. One of the most confusing, often overlooked components is the potential environmental work necessary for a safe and compliant project.

Things to consider include: Have the potential environmental issues been identified and considered in the overall planning process, or will they inevitably now be treated as an afterthought? Have budget dollars been allocated for testing and potential abatement?

Have timelines been developed to accommodate the necessary environmental work? Has it been determined who is responsible for ensuring the environmental issues have been considered and dealt with properly? Have reputable, licensed and insured contractors been retained to perform the required work? This is just a sample of the issues that must be addressed prior to the onset of any project in order to ensure regulatory compliance as well as occupant and worker safety.

Whether a renovation or demolition project, the following issues must be considered. The applicability of the issues to your project may be dependent on several factors including, but not limited to, the scope of the project, the age of the building(s), past use of the property, and construction waste plans (i.e. recycle/disposal).

- Asbestos
- CFCs, Halons, and other refrigerants
- Lead
- Mercury
- PCBs (polychlorinated biphenyls)



- Above ground and underground storage tanks
- Wells
- Waste (demolition and hazardous)

Environmental regulations vary from project to project and can be confusing. To ensure your issues are handled properly, it is imperative to form a project management team composed of district administration, facilities personnel, representatives from the general contractor, architectural firm, and your environmental consulting company. The sooner environmental issues are considered in the project, the easier they will be to manage. Failure to properly manage environmental issues can result in work delays, fines, citations, and negative public relations for the district. Projects are stressful enough; plan ahead in order to keep the environmental components of your project from adding any undue complications. 🇺🇸

## Service Affiliates: Is Your Company Missing from this Newsletter?

If you aren't advertising in *Taking Care of Business*, you're missing an opportunity to reach over 1,200 WASBO members, including individuals in virtually every Wisconsin K-12 school district. Past issues are archived, so your ad has impact long after each issue's print date!

For rates, more information, and an ad contract, email Áine at [calgaro@wasbo.com](mailto:calgaro@wasbo.com) today.

Happy Holidays  
from the WASBO Staff!  
Woody, Tina, Jeanne, Deb, Áine and Kristin

The WASBO office will be closed Dec. 24-26 and Dec. 31 - Jan. 5.  
The office will be open on Dec. 29-30.  
WASBO will reopen for the new year on Jan. 6, 2015.

# Student Teachers and Video Recording in the K-12 Classroom

Shana R. Lewis and Colleen M. Uhlenkamp, Attorneys, Davis & Kuelthau, s.c.

**A**s part of Educator Effectiveness, student teachers in Wisconsin must create and submit to peer review video clips of the student teacher engaged in teaching activities. The video clips will capture the student teacher interacting with K-12 students in the classrooms of Wisconsin public school districts. Such video clips are clearly pupil records for the student teachers, but depending upon the images and audio captured, the video clips may also be pupil records for the K-12 student(s). Before a Wisconsin public school district allows a student teacher to video record himself/herself in a classroom interacting with K-12 students, it is advisable for the school district to establish some rules in order to protect K-12 students and to avoid liability.

In November 2012, the State Superintendent of Public Instruction Tony Evers approved the use of edTPA as a required element during student teaching and for Wisconsin licensure with mandatory implementation of edTPA occurring in September 2015. In a letter to school districts dated March 10, 2014, Dr. Evers explained that Department of Public Instruction (DPI) is committed to ensuring that all classrooms in Wisconsin have effective educators now and in the future. A part of that commitment is to make certain that all initial license applicants have completed a high performing educator preparation program and are ready to teach before they receive a license. A high performing educator preparation program includes providing a student teaching environment that will allow student teachers to complete the edTPA portfolio, which includes a video component.

Pupil records (or education records under the Family Educational Rights and Privacy Act (FERPA)) are defined as any record relating to an individual pupil or containing information

directly related to the pupil, which is maintained by a school district. Pupil records include “any material on which written, drawn, printed, spoken, visual, or electromagnetic information is recorded or preserved, regardless of physical form or characteristics.”

Not all video clips are pupil records. According to the United States Department of Education, video surveillance of students walking down a hallway, riding the bus, or eating lunch in the cafeteria does not constitute a pupil record. However, if the video captures audio in addition to images and/or the video captures a student in an act, such as engaging in misconduct, participating in class performing a curricular or extracurricular task, or becomes relevant to a particular student for any reason, then the video clip is transformed into a pupil record. At that time, the school district has an obligation to maintain the pupil record and to protect it from disclosure without parental consent or statutory authority.

When a student teacher is interacting with K-12 students in the classroom, unless the video clip is created with special attention to avoid capturing information directly related to those K-12 students, such video clips are likely to be a pupil record for the K-12 students, and therefore, regulated by Wis. Stat. § 118.125 and FERPA. As a result, the school district may not disclose a video clip of a student without prior consent from the student’s parent. Disclosure would include allowing the student teacher to remove the video clip from the school district for purposes of peer review and/or playing the video for the student teacher’s professors and classmates.

In order to address this issue, DPI has warned school districts “that student teachers will be using a parent



Shana Lewis

Colleen Uhlenkamp

permission form to inform parents about the edTPA assessment and to ensure their child can be included in the video clip of the student teacher’s instruction.” DPI has not yet endorsed or issued a template form for student teachers to use. In August 2014, DPI issued its Frequently Asked Questions about Student Teaching and the edTPA in Wisconsin, wherein the following instructions were given to student teachers with regard to video clips:

Candidates should follow the procedures of the educator preparation program and school district to secure permission to video record during the student teaching placement. Classroom videos may be viewed only by school district personnel, education faculty, and official scorers or trainers; under no circumstances may they be shared or posted online, and candidates who violate this restriction may be denied a teaching license. Once permissions are secured, candidates should practice video recording before starting the edTPA to learn how to capture clear video and audio in a classroom setting and to get students acclimated to having a video camera in the room.

A school district may choose to create its own policy and/or parental permission form to address student teachers video recording classroom interactions with K-12 students. For example, a school district may wish to coordinate the notices provided to parents regarding pupil records disclosures, including directory data disclosures and military recruiter disclosures, with the student teacher video recording parental permission form. Additionally, the school district may wish to use the parental

*Continued on next page*

# Student Teachers and Video Recording in the K-12 Classroom

Continued from previous page

permission form to assure parents that a refusal to grant such permission will not impact the child's education and other opportunities. The school district may also be interested in using the form to explain how the school district has taken steps to protect the students involved in student teaching videos.

Furthermore, student teachers are also expected to request the opportunity to utilize K-12 student work (i.e., homework assignments, in classroom tests, etc.) as "artifacts" to be reviewed by the student teacher and his/her

professors in assessing the student teacher's performance. The use of such "artifacts" presents additional pupil record concerns. As a result, the school district may be interested in using the parental permission form to address how the school district intends to handle such requests from student teachers.

Finally, a school district may want to consider entering into an agreement with the university(ies) or college(s) that places student teachers in the classrooms of the school district in order to establish the rules and

parameters related to student teachers and the creation, maintenance, disclosure and destruction of video clips of the student teacher engaged in teaching activities. Davis & Kuelthau attorneys are already drafting such agreements for school districts and Wisconsin-based higher education institutions. 📍

If you have any questions regarding this article, please contact the authors, Shana R. Lewis at 608.280.6207 / slewis@dkattorneys.com, and Colleen M. Uhlenkamp at 608.280.6208 / cuhlenkamp@dkattorneys.com.

## WASBO Certified School Risk Managers Program



Register at [WASBO.com/riskmanagement](http://WASBO.com/riskmanagement)

Curriculum & National Designation provided by



THE NATIONAL ALLIANCE  
for Insurance Education & Research



### Upcoming CSRM Training Dates



#### Who Should Attend?

Risk managers, facility managers, business managers, safety personnel, HR personnel, insurance providers and agents who work in school risk management.

#### Courses Available Online and In Person

\* Viterbo Credit Available \*  
Contact the WASBO office at 608.249.8588 for more information

Holiday Inn at The American Center is located at:  
5109 W Terrace Dr, Madison, WI

#### Fundamentals of Risk Management

March 25, Madison, Holiday Inn at The American Center

This course provides an in-depth look at the overall risk management process, delves into the identification step of the process, and examines the function of the school risk manager.

#### Handling School Risks

March 26, Madison, Holiday Inn at The American Center

Participants will study the development of a safety and health plan, loss control fundamentals, risk control and mitigation of exposures, and managing school claims. A post-accident loss control reduction technique is included.

#### Funding School Risks

April 29, Madison, Holiday Inn at The American Center

Examine various loss funding techniques, including guaranteed cost programs, deductibles and retention programs, pools, and transferring risk through contracts.

#### Measuring School Risks

April 30, Madison, Holiday Inn at The American Center

Learn the mechanics of developing, forecasting, and trending losses to be used in determining insurance program retentions and deductibles.

#### Administering School Risks

June 24, Madison, Holiday Inn at The American Center

This course covers how a school risk manager implements and monitors the school risk management program, the risk management team, information technology, allocating costs, ethics in school risk management, and requests for proposals.

#### School Safety from A-Z

June 25, Madison, Holiday Inn at The American Center

Learn practical information that can be put to use immediately in your school, school district, or institution of higher learning.

\* CSRMs and CISRs will receive update credit for their designations for attending this class. These designations are not required to attend.

**Watch for registration this spring!**

**Information at  
[WASBO.com/  
riskmanagement](http://WASBO.com/riskmanagement)**

# School Emergency Management Award

A grant to Wisconsin for the School Emergency Management Program has been awarded in the amount of \$472,509. The grant calls for state education agencies receiving this funding to assist local education agencies (LEAs) in developing high quality emergency management operations plans but is not sub-granted to LEAs.

A high quality plan as having procedures for crisis prevention, mitigation, response, and recovery. The state will be measured by the number of such plans that are in place in LEAs around the state, compared to those that have them following the completion of the project in 18 months (March 31, 2016). DPI will gather this

information through surveys of schools that send staff to grant sponsored trainings.

DPI implementation plans proposed are to meet the absolute requirements to 1) make examples of high quality emergency management plans available to schools, 2) promote the use of FEMA's on-line NIMS training modules, and 3) promote the development of memoranda of understanding between schools and local emergency responders, through a series of activities with partners.

These include supporting statewide regional conferences with the Center for School, Youth and Citizen Preparedness; supporting regional

training sessions using the PREPaRE training modules that are delivered by the Wisconsin Safe and Healthy Schools (WISH) Center and the Wisconsin School Psychologists Association (WSPA); and conducting school safety assessments by the Wisconsin School Safety Coordinators Association (WSSCA).

The conferences, trainings, and on-site assessments should be low or no cost through support from the grant. Planning is just beginning now and the actual activities will likely be scheduled for Spring 2015 and Fall 2015. For further information you can contact Steve Fernan at [steven.fernan@dpi.wi.gov](mailto:steven.fernan@dpi.wi.gov) or 608-266-3889. 🇺🇸

## E-Rate Open, with Changes

New E-rate application forms have been released by the independent, not-for-profit corporation federally designated to administer the program. The forms can be found at <http://www.sl.universalservice.org/menu.asp>.

Previous filers will see little difference in the E-rate certification form (Form 470), but there are some changes in the Form 471 ("Services Ordered and Certification Form").

To assist schools and libraries with the transition to E-rate 2.0, the DPI has revamped its E-rate webpage, <http://dpi.wi.gov/erate>, to ensure it is the place to go for the latest Wisconsin E-rate information.

DPI consultants Stuart Ciske and Ryan Claringbole have taken over as state E-rate coordinators for schools and public libraries respectively. In addition, the DPI has introduced an E-rate Professional Learning Community at <https://plus.google.com/u/0/communities/104254567197641671609> as a venue for communication amongst schools, libraries, and the DPI. The existing WiErate Email List at <http://dpi.wi.gov/erate/contacts> is also still operational. 🇺🇸

## Service Affiliate Checklist

- Sponsorship Opportunities - contact Áine at [calgare@wasbo.com](mailto:calgare@wasbo.com):
  - Facilities Management Conference
  - Transportation & Bus Safety Conference
  - Accounting Conference
  - Spring Conference
- *Taking Care of Business* Articles due Jan. 15 for February issue - send to [calgare@wasbo.com](mailto:calgare@wasbo.com).
- Advertise in *Taking Care of Business* - contact Áine at [calgare@wasbo.com](mailto:calgare@wasbo.com).
- Update your profile and communication preferences at [WASBO.com](http://WASBO.com).
- Join a WASBO Committee.

“There is no more reason to pay for private education than there is to pay for a private swimming pool for those who do not use public facilities.”

~ Albert Shanker

## A Priceless Gift

By Don Mrdjenovich, Retired WASBO Executive Director



Don Mrdjenovich

“T is the season to be jolly.” Is it that time of year already? While we do look forward to most aspects of it, shopping for that right gift is not always so jolly. For some of us, shopping for gifts is not something we look forward to. Just deciding what to look for can be a challenge. The whole process of shopping is most often a stressful undertaking. Did I pick the right thing? Then there are so many other considerations such as size, cost, color, shipping charges, and more. Because we can’t always know we got it right, we are wise to get a return receipt.

The priceless gift I am about to suggest will enable you to avoid all of the decisions, hassle and stress that go into our attempts to find the right gift for those on our list. The best part of all, the gift I have in mind won’t cost you any money. I can also guarantee that it will be well received and may even be one of the most appreciated gifts the recipient will receive. It will probably be a surprise gift as the recipient will not be expecting it.

Selecting the recipient of this special gift will require you to look back at your life. Is there a person, perhaps a teacher, friend, mentor, relative or someone who made a positive difference in your life? That person may not even be aware of it. To have been someone special in the life of another, and to be made aware of it adds value and meaning to one’s life. It is a priceless gift.

Using the internet, we can usually find people we may have lost contact with. My personal experience occurred not long ago when a message was left on my answering recorder. It was from a former seventh grade student I taught in my first year of teaching in 1958. Yes, I’m that old. She found me on the internet. She remembered that my birthday fell on a leap year. She went on to say that she just wanted me to know that I was still her favorite teacher. To say the least, that voice from the past made my day.

Give some thought to sending a holiday greeting to that special person who was a positive influence in your life. It will take a few moments of your time, but it could well be the best gift that person receives this year.

Happy Holidays to all of WASBO. 🇺🇸

**alio**<sup>®</sup>  
World Class  
Financial  
Management  
Software  
Weidenhammer  
Go Paperless with **alio**  
866.497.2227 | www.hammer.net

**Investing in Wisconsin Public Schools**  
An award-winning, hands-on tool to provide an understanding of the variables, stakeholders and nuances of financing Wisconsin's public schools.  
For More Information and Pricing  
[www.WASBO.com/InvestingInSchools](http://www.WASBO.com/InvestingInSchools)  
Collaboratively developed by:  
WI Assn of School Business Officials  
WI Assn of School Boards  
WSPRA  
Wisconsin School Public Relations Association  
edventures Learning, Inc.

# Recapping A Year of Ergonomics

By Joe Bellomo, Director of Facilities & Safety Coordinator, Waunakee Community School District and Marty Malloy, Practice Group Leader Education & Government, M3 Insurance

Submitted on behalf of the WASBO Safety and Risk Management Committee

This month concludes a year-long look at the importance of ergonomics in our schools. On behalf of the Safety and Risk Management Committee, we would like to thank many of our state leaders who have provided us with valuable suggestions for reducing injuries and minimizing costs.

Luke Krumenauer kicked our series off, as he introduced us to ergonomics and its goals. Ergonomics is known for being the study of the work that employees are performing. It affects every employee in the district: maintenance, teachers, food service, bus drivers and administrators. The main goal of ergonomics is to reduce employee injury and disease. Additional benefits of a sound ergonomic program are increased employee comfort and job satisfaction, increased productivity and efficiency, and decreased ergonomic-based financial losses to the school district.

Marty Malloy followed with an article on safe lifting practices. Following slips and falls, improper lifting is the second leading cause of work place injuries in school districts. Marty's article concluded that once an employee has decided it is safe to lift a load, the following steps should be taken:

- Focus on the lift.
- Move close to the load.
- Be sure that your feet are shoulder width apart. Squat down so you can use your leg muscles to lift the load.
- Pull the load close to the body and grasp object with all fingers.
- Maintain an "S" curve in your spine during the lift — don't bend over.
- Tighten the stomach, lift the head, and chin up (this keeps "S" curve in alignment).

- Raise up with your legs. Keep the load close to your body.

In lifting injuries, nearly a third of all back injuries occur while carrying the load or setting it down. When carrying and lowering loads, remember these few rules:

- Don't forget to maintain the "S" curvature of your spine while carrying and lowering the load.
- Do not twist at the waist with a heavy load. When you need to change direction, use your feet, so that you can keep the load in front of your body, where your arm and back muscles are the most efficient.
- Avoid leaning or bending over.
- Set the load down in one slow motion.
- Avoid lifting over your head. Lifting above the "Power Zone" places dangerous levels of stress on your lower back.
- Keep load close to your body and avoid reaching beyond the 10-inch range while lowering the load.

Jason Demerath provided an article about Food Service Economics. Jason explained that your food service staff performs many functions from the preparation of the food to packing the food for transport, serving the food, and post-meal clean up. Each of these activities creates exposures that can be reduced through proper ergonomics. Everything from the design of the facility to the purchase of tables, ovens and coolers should be made with employee comfort in mind. As we know, there are many repetitive functions within the kitchen every day and if those functions are done in a way that stresses the body of the kitchen staff, it is only a matter of time before an injury occurs. Jason reminded us to reach out to our



Joe Bellomo



Marty Malloy

worker's compensation insurer and our insurance agent for further assistance.

Jodi Traas followed with an article about classroom and office ergonomics. Jodi reminded us not to forget students when looking at classroom ergonomics. The article suggested the following steps for office and classroom ergonomics:

- In-services to show all staff proper office ergonomics, how to alter their workstation, adjust the chair for greater comfort, and to reduce aches and pains. Physically show the staff all the chair options available. Highlight the importance of keeping all three curves in your back in their proper alignment.
- Ensure the mouse and keyboard are on the same level to reduce reaching and shoulder/neck pain. Move the keyboard and mouse off the keyboard tray back onto the work surface for greater stability, leg room and to reduce reaching for other work materials such as the telephone.
- Consider purchasing low cost items to allow workstations to fit each user, such as chairs with a seat glide, footrests, ergonomic keyboards, headsets and document holders.
- Move towards providing sit and stand workstations that not only reduce back injuries, but other health risks as well.
- Purchase student adjustable sit and stand desks with options for storage, footrests and stools.

Our latest article written by Kurt Eley, discussed ergonomics and special education staff. Kurt concluded that in addition to proper training and the use of lifting devices for staff,

*Continued on next page*

## Recapping A Year of Ergonomics

*Continued from previous page*

administrators need to be mindful when assigning staff. Over time, constant lifting can cause physical harm to a body. A way to lessen the cumulative impact of lifting students year after year is to train multiple people to perform these tasks so the burden does not fall to one or two individuals. Being able to train multiple staff to lift students begins with the assignment of sufficient staff who are physically capable of lifting. Training multiple staff also allows for coverage when the primary assigned employee is absent. It may be necessary to move staff that are no longer capable of

lifting due the natural aging process – or the cumulative impact of lifting over many years – to another position. At some point, what was a one-person lift will naturally become a two-person lift as a student grows.

There are many purchased options available for making jobs less stressful on our bodies. Adjustable chairs, lifts, carts, monitors, and equipment to name a few. These are all excellent ideas for keeping employees and students safe from injury. Equally important are the ideas our writers have given that involve simply educating our staffs on proper

procedures. How you personally sit, pick something or someone up, move with a load, or requesting assistance when you should can be the difference between injuries or another safe day at the office.

Ergonomics will not only reduce injuries and worker's compensation costs, but it will make your school district a better place to work for your employees. Ergonomics will also increase employee comfort, productivity and efficiency. 📌

## The Truth Shall Make You Free

*By Rolf Wegenke, PhD, President, Wisconsin Association of Independent Colleges and Universities*

**W**e have all heard statements such as the Biblical passage, “you shall know the truth, and the truth shall make you free,” or, more prosaically, “an educated citizenry is essential for a free society.” Ironically, we sometimes are not educated on the power behind these statements.

The ancient Greeks believed that to be a good citizen of the polis, or city, you had to study the liberal arts. Liberal arts to the Greeks did not mean topics on the left side of the political spectrum, but encompassed all sciences, arts, and letters. Indeed, classifying philosophies as “right” or “left” did not become prevalent until the 18th century AD. When the Greeks of the fifth century BC used the word “liberal,” they used it with the understanding that liberal has the same root as the word “liberty.”

In colleges and universities today, the study of the liberal arts is intended to develop in each individual student what I call the “4-Cs”: Communication skills, Critical reasoning, Creativity, and above all, Character.

A liberal arts education frees the student to explore and succeed at the five-plus careers individuals will have during their working years. The 4-Cs liberate students from the straitjacket of outdated skills and from the changing time- and place-bound needs and expectations of the marketplace. Those who have, in this way, learned how to learn and, thereby, to be transformed by what they learn, are truly free. (And, as was documented in the Spring 2014 edition of the *Independent*, these students will command the highest levels of compensation during their peak earning years.)

Studying and thoughtfully applying the sciences, arts, and letters to the issues of today and in our plans for tomorrow empowers citizens to make prudent judgments on both policy and politics.

An informed and educated citizen will also be an informed and educated consumer, parent, employee and employer, teacher and student.

Educated – that is to say, empowered – individuals are free; free from propaganda and manipulation; free to choose rightly the practical and the ethical path; free to work in terms of partnership and equality with others to achieve personal growth and the common good; free to extend and expand freedom's scope. A student empowered by education has both freedom and responsibility. It reminds me of another ancient Greek, Archimedes, who claimed that with a fulcrum and a long enough lever, he could move the world. Education can move – transform – the world.

The challenges to liberty today come from many directions and take many forms, but education is the sure route to expand freedom for the individual and for society. 📌



*Rolf  
Wegenke*

# Must School Districts Honor Standardized Testing Opt-Out Requests?

By Alana M. Leffler, Attorney, Buelow Vetter



Alana Leffler

School districts around the state have been receiving an increasing number of requests from parents to opt their children out of certain standardized assessments. Oftentimes, the request will be very broad. For example, several districts have received identical requests from parents to opt their children out of “the WKCE, ACT, Smarter-Balanced, MAP and any standardized test where results are kept on file and/or reported beyond the immediate teacher.”

Before responding to these types of requests, it is important to determine whether your district is legally obligated to honor all or part of the request. The district’s legal obligations in this regard will depend on two things: (1) the assessment; and (2) the child’s grade level.

State law only gives parents/guardians the right to opt their children out of the Wisconsin Student Assessment System (WSAS) in grades 4, 8, 9,

10, and 11 by submitting a written request to the principal or school board. See Wis. Stat. § 118.30(2)(b). The WSAS includes only the following assessments:

1. Wisconsin Knowledge and Concepts Examination (WKCE) at grades 4, 8, and 10 in Science and Social Studies;
2. Wisconsin Alternate Assessment for Students with Disabilities (WAA-SwD) at grades 4, 8, and 10 in Science and Social Studies;
3. Smarter Balanced Assessment at grades 3-8 in English Language Arts and Math;
4. Dynamic Learning Maps (DLM) at grades 3-11 in English Language Arts and Math;
5. ACT Aspire at grades 9 and 10;
6. ACT at grade 11 for English Language Arts, Mathematics, Science, and Writing; and

7. ACT WorkKeys at grade 11.

State law does not give parents the right to opt their children out of the Wisconsin Student Assessment System in grade levels other than 4, 8, 9, 10, 11, nor does it give parents the right to opt their children out of other standardized student assessments that are not listed above (e.g., the PALS assessment). If a parent requests that his or her child be excused from taking a standardized assessment, and either: (1) the student is not in grade 4, 8, 9, 10, or 11; or (2) the assessment is not one of the WSAS assessments listed above, then the decision whether to grant the request is at the discretion of the school board. Many school boards have chosen to adopt policies that state which requests will be granted. 🇺🇸

If you have any questions about this article, please contact Alana Leffler at 262.364.0267 or [alana.leffler@gmail.com](mailto:alana.leffler@gmail.com).

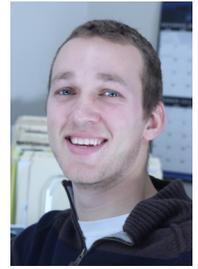
## It’s official....The Farmer’s Almanac is predicting a colder than normal winter for 2014-2015!

Don’t blow your budget! Call MEP Solutions for a free analysis to see if we can help you take the risk out of your winter heating bills. Call us today at 608.268.4315.



# Lighting Affects Student Performance

By Anthony Heller, Project Coordinator, Energy Performance Lighting



The educational system typically views lighting as solely an energy and maintenance cost, but that may soon change. Recent studies on lighting and student performance show that specific lighting designs in classrooms increase student performance. Yes, you heard me right. The way your classrooms are lit has a direct impact on how your students' perform.

To set the stage for these studies, our bodies have been tuned into the rising and setting of the sun for thousands of years. It was only in the last 130 or so years that the light bulb was commercially sold and we started living our lives under a glowing piece of metal. In Figure 1 you will see a measurement of the sky's correlated color temperature (CCT) throughout the day. Correlated color temperature is a color measurement of light and so is Kelvin; these terms are interchangeable. You will notice that the lowest it goes is about 6500 Kelvin, a fairly blue color also known as daylight in consumer markets. Now step back and take a look at classroom lighting. The typical color temperature is 3500-4100 Kelvin, which is a more yellowish color, otherwise known as natural white in consumer markets.

Only recently have researchers started questioning how this affects our bodies and in turn, our cognitive abilities.

Research is showing a direct correlation between the type of fixture and the color temperature of light and the affects they have on human physiology and in this instance student performance. This data turns lighting into so much more than just switching out one lamp for another or upgrading to LEDs for energy savings. It turns upgrading your lighting system into a science and a responsibility to the students to give them the best learning environment possible.

There is a significant number of studies that support these claims and the most recent study comes from Germany and is titled *Influence of Blue-Enriched Classroom Lighting on Students' Cognitive Performance*. To quickly summarize this paper, researchers took students and exposed them to standard lighting practices (parabolic fixtures at 3500 Kelvin) and test lighting practices (indirect fixtures at 5500 Kelvin). They then held standardized tests measuring speed of cognitive processing, concentration performance, and reduction of error percentage. The results showed

students who were exposed to the test lighting always scored higher and sometimes up to 150% higher than the standard lighting. **Anthony Heller**

Another study released by an American team of researchers titled *Reading Speed and Accuracy are Affected by Light Level and Lamp Spectrum* showed that reading performance increases under higher kelvin temperature lighting as compared to lower kelvin temperature lighting when the luminaire (fixture) is fixed.

The last paper I want to mention in this article is titled *Diurnal Spectral Sensitivity of the Acute Alerting Effects of Light*. This paper has two important findings. First, light in the 6500 Kelvin temperature range increases auditory reaction time, alertness, and decreases attention lapses as compared to 3500 Kelvin temperature lighting. Secondly, exposure at night to 6500 Kelvin light increased alertness to near daytime levels.

The majority of the studies that are coming out now are all pointing in the same direction: lighting has a direct impact on our cognitive abilities. With this information in mind, next time you look to upgrade your lighting, make sure your lighting designers or contractors are taking proven science into account and not just what they feel is correct. 📖

Studies cited in this article are available in PDF format from the author. If you'd like a copy or have other questions, email [aheller@energyperformance.net](mailto:aheller@energyperformance.net).

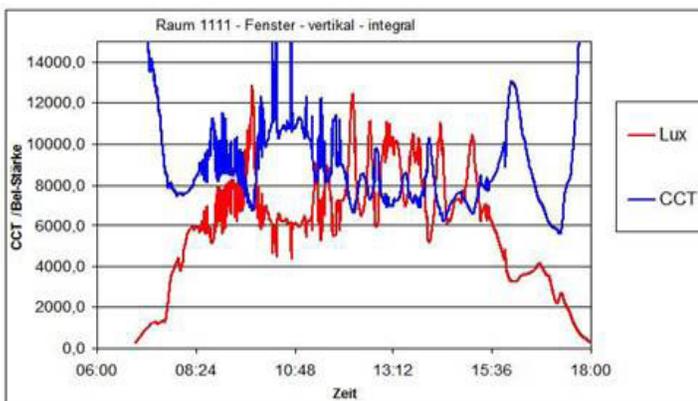
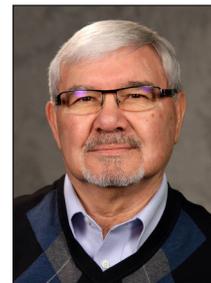


Figure 1

# People Tools: 54 Strategies for Building Relationships, Creating Joy, and Embracing Prosperity

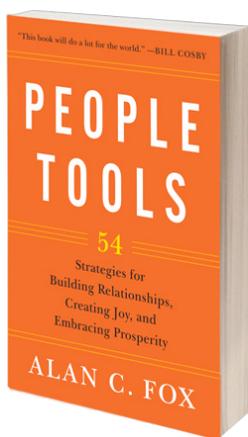
Authored by Howard Earl Gardner

Review by Orvin R. Clark, EdD, RSBA, Chair, Graduate Council, Educational Leadership Department, University of Wisconsin - Superior



Orvin R. Clark, EdD, RSBA

**P**eople Tools: 54 Strategies for Building Relationships, Creating Joy, and Embracing Prosperity was written by Alan C. Fox. Alan Fox has degrees in accounting, law, education and professional writing. He has been a tax supervisor for a national accounting firm, established his own law firm, and founded a commercial real estate company.



He is the founder, editor and publisher of *Rattle*, one of the most respected literary magazines in the United States. He sits on the board of directors of several non-profit foundations, focusing on children, wellness, health and education.

*People Tools* is 186 pages in length and organized around 54 strategies for building relationships, creating joy and embracing prosperity. People Tools is not only useful for self-management; it can also be useful in managing others. The Harvard Business School once surveyed its alumni and asked them what they learned at Harvard Business School that they found most useful in their lives beyond Harvard. The top answer received from their alumni was “people skills.”

Students typically enter college to obtain quantitative tools of finance, accounting and strategic analysis. Yet what serves them best are the

interpersonal skills they learn in a leadership or negotiations class that enable them to lead others and manage conflicts more effectively. Our emotional capacities such as compassion and empathy are equally if not more important than intelligence in the development of wisdom. Wise people are generally older, compassionate and kind to others, able to improve themselves, less self-centered and neurotic, comfortable with ambiguity and paradox and better able to deal with hardship.

The 54 strategies consist of stories and quotations that expose a number of valuable ideas and lessons that may be correct but not always easy to apply. These tools have proven to be indispensable in achieving success in business, establishing relationships and creating personal joy. While there is no substitute for reading the entire book, *People Tools*, I will list a couple different aspects of wisdom described in the book.

## Socrates-Know Thyself

You have to know yourself; your likes, abilities, disabilities, experiences and goals. “This sense of identity provides the ability to experience one’s self as something that has continuity and sameness, and to act accordingly.”

– Erik Erikson

## Seven Varieties of Intelligence

Howard Gardner, distinguished educator, in his book *Frames of Mind*, concluded that there are seven distinct varieties of intelligence which he identified as: linguistic; musical; logical/mathematical; spatial; bodily/kinesthetic; intrapersonal knowledge and interpersonal relationships.

## Things are Only Things

“I reserve my emotional energy exclusively for people.

Things can be fixed.

Things can be replaced.

People cannot.”

– Alan C. Fox

## If You Want to Keep a Secret, Don’t Tell Anyone

“It is not me who can’t keep a secret. It’s the people I tell that can’t.”

– Abraham Lincoln

This book should awaken your mind and heart to alternatives. It is a beginning, not an ending. The book is inexpensive (\$16.95) and a worthwhile addition to your bookshelves — and of course, your reading pleasure. 📖



# 2015-16 WASBO Professional Recognition Program

Nominations accepted  
through March 2, 2015  
[WASBO.com/awards](http://WASBO.com/awards)



Recognizing Excellence  
in Wisconsin's School  
Business Officials



# Conference Recap

**P**assion to Excel: Turning Challenges into Positive Results was the theme that drew more than 300 attendees to the Midwest Facility Masters Conference at the Kalahari Resort and Conference Center November 3-4. Attendees were joined by over 90 exhibitors and sponsors who offered information, ideas and solutions.

Keynote speaker John Draper kicked off the conference as he energized attendees with his message and encouraged facilities directors to speak positively to support their community and public schools. The audience enjoyed his message and was reinvigorated as they made their way to over 70 concurrent sessions. The program provided learning opportunities from using GoogleDocs in the facilities department to LED Lighting demonstrations and

Leadership development. In addition to five sessions from Module 3 in Environmental Health & Safety for the WASBO Facilities Certification Program, attendees could receive continuing education units through the Association for Facilities Engineering for these designations: Certified Plant Engineer (CPE), Certified Plant Maintenance Manager (CPMM) and Certified Plant Supervisor (CPS).

New this year, a Pool Operations Management track was added to the program. Several responses from the evaluation gave these sessions' high marks for the information learned at these classes.

Day two of the conference brought the Idea Exchange and more concurrent sessions. Interaction from the audience is encouraged during the Idea Exchange. This session provides

participants with the chance to share best practices and/or challenges they are encountering and is always a highlight for the conference.

Participating exhibitors helped raise \$2,555 for next year's attendee scholarships. This year, a generous sponsorship from Amerinet allowed for an additional scholarship to be awarded. The four attendee scholarship recipients were Bill Burkhart, Dubuque Common School District, Dubuque, IA; Andy Koehler, Fort Atkinson School District, Fort Atkinson, WI; Kerry Leider, ISD #709, Duluth, MN and Jonathan Mickle from Meridian CUSD #223, Stillman Valley, IL. Each recipient received \$500 to cover registration and travel to the conference. One scholarship recipient shared this comment, "Thank you for the scholarship to attend the Midwest

*Continued on next page*

## Thank you, Midwest Facility Masters sponsors!

### Gold Sponsors



### Silver Sponsor



### Bronze Sponsors



# Midwest Facility Masters Conference Recap

*Continued from previous page*

Facility Masters Conference at no cost, which was very generous and much appreciated. This was my second time attending the event and I already have plans to return next year with an additional person from the district. Both years, I've walked away with ideas that I've implemented soon after returning from the conference. "

Networking opportunities are always appreciated by conference attendees and this conference provided just that. The conference planning committee added a Welcome Reception on Sunday evening. Attendees shared how much they appreciated being able to connect with old friends ahead of the conference. Following sessions on Monday, participants reconvened back in the exhibit hall for one last chance to gather more information from vendors

and to see if they were the successful winner of the many drawing prizes provided by participating exhibitors. Later that evening attendees were joined by sponsors SchoolDude.com, Stalker Flooring and McKinstry for the Midwest Facility Masters Tailgate Social. Here attendees enjoyed networking with colleagues from Illinois, Iowa, Minnesota, Michigan, and Missouri, Ohio and Wisconsin and a friendly game of corn hole, beverages and snacks.

The Midwest Facility Masters Conference is hosted by Wisconsin ASBO and SchoolDude.com in participation with Illinois ASBO, Iowa ASBO, Minnesota ASBO and MASMS. This conference would not be possible without the help of our 97 presenters, the support of our sponsors (listed on page 40) and over

25 planning committee members. We thank everyone who helped make this another successful professional development opportunity.

Planning for next year's conference began the last day of the conference with a wrap-up meeting. If you want to be part of the planning committee, contact Jeanne Deimund at [deimund@wasbo.com](mailto:deimund@wasbo.com). If you would like to present at next year's conference on November 2-3, 2015 at the Kalahari Resort and Conference Center, watch for the Call for Presentation which will be available February 16 - March 31, 2015. Mark your calendar and plan to join us next year. 🇺🇸

*Social and Networking Events*



## Photo Highlights



*Keynote speaker John Draper*



*Exhibit Show*



# Welcome New Members • October-November 2014

## District Professional Members

- **Jeff Butler**, Director of Facility and Grounds, Sun Prairie Area School District
- **James Constant DeLain**, Manager of Facilities Maintenance & Safety/Security, GreenBay Area Public Schools
- **Thomas Federer**, Building and Grounds Superintendent, University of Wisconsin - Whitewater
- **Angela Hanson**, Business Manager, School District of Manawa
- **Jacob Hintz**, Ashwaubenon School District
- **Steve Patz, EdD**, Superintendent, Franklin Public Schools
- **Steve Shulta**, Buildings and Grounds Director, Evansville Community School District
- **Ashley Michelle Van Rossum**, Maintenance and Operations Secretary, Menasha Joint School District
- **Bridget Ann Wyman**, Human Resource Specialist, River Valley School District

## Service Affiliate Members

- **Lu Burch Kuhlmann**, Business Manager, Interstate Roof Systems Consultants, Inc.
- **Andrew Mace**, CPA, Director of School District Services, Sikich LLP
- **Richard Spaulding**, AU, AIS, AINS, Marketing Underwriter, State Fund Mutual Insurance Company
- **Steven Stanek**, President, CCAP Alert

## On the Move

- **Mitch Breed**, from Maintenance 1, Rice Lake, to Cameron
- **Tom Kulczewski**, from Manager of Buildings & Grounds, Wauwatosa, to Director of Buildings & Grounds, Fort Atkinson
- **Patrick Miller**, from Director of Business Services, Palmyra-Eagle, to Director of Business Services, Shorewood

## Retirements

- **Tom Belzer**, from Nasco
- **Judy Borths**, from Fiscal Manager, Beecher-Dunbar-Pembin
- **Sharon Jeschke**, from Bookkeeper, West Allis-West Milwaukee
- **Cathy LaHaye**, from Accounting Supervisor, De Forest

## Keep us Posted!

**Retiring?** Contact us before you leave so we can update your member type to retired and get your contact information. If you are interested in being added to our interim list, send an email to Woody Wiedenhoef at [wwiedenhoef@wasbo.com](mailto:wwiedenhoef@wasbo.com).

**Changing Districts?** Be sure to update your profile at WASBO.com so you don't miss any communications. Call 608.249.8588 if you need help.


Green Schools National Network  
greenschoolsnationalnetwork.org

Presents...  
 The 5<sup>th</sup> annual Green Schools National Conference



# MARCH 4<sup>th</sup> - 7<sup>th</sup> 2015

# VIRGINIA BEACH, VA



## Green Schools National Conference

GSNC2015.COM

**HOST SPONSORS**




**POWERED BY**



**GSNC Education Program including:**

- Pre & Post Conference Excursions
- Preconference Workshops
- Unforgettable speakers
- Innovative Workshops
- Inspirational Breakout Sessions
- Informative Solutions Summits

THE ONLY NATIONAL CONFERENCE ADDRESSING SUSTAINABILITY ISSUES IN K-12 EDUCATION.

Follow us on Twitter!  
@GreenSchoolsNN #GSNC2015

Like us on Facebook!  
[facebook.com/GreenSchoolsNationalNetwork](https://facebook.com/GreenSchoolsNationalNetwork)







# Stay Connected



## Service Affiliates: Changes Ahead for Spring Conference

The 2015 WASBO Spring Conference will be held at a new location – the Madison Marriott West in Middleton. We will have a new exhibit floor plan, and exhibits will be open from 11:50 am - 5:30 pm on Thursday, May 14. Dedicated exhibit hours with no competing sessions will be 11:50 am - 2:15 pm. Lunch, afternoon breaks, a silent auction, and a raffle will be held in the exhibit hall. Winners will be posted during a networking social from 4:35-5:30 pm in the exhibit hall following sessions.

For greater exposure, consider sponsoring the conference. Bronze sponsors and above who commit before Jan. 12 are guaranteed a booth and receive priority booth selection. Exhibit registration will open to all vendors on Jan. 26. The sponsorship form can be found at <https://www.surveymonkey.com/s/SC2015sponsor>.

## Award Nominations

WASBO Professional Recognition Award application materials will be available in January and will be due March 2, 2015. Be thinking about who you may want to nominate as a top-notch professional in your district or regional. For more information on the WASBO Professional Recognition Program go to [WASBO.com/awards](http://WASBO.com/awards).

## WASBO Foundation Scholarship Applications

Each year the WASBO Foundation and our Service Affiliate Scholarship Sponsors give out thousands of dollars in scholarships to several deserving high school graduates and one to a student in the School Business Management Masters Program. Scholarship application materials will be available in January and will be due March 2, 2015.

## Interim Assignments

As school business officials (business managers, bookkeepers, facility directors and other critical positions) take new positions or retire, the districts they depart are left with a void. In addition, many districts are in need of consulting help on project or oversight work. These districts are in need of assistance from interim school business officials until their openings are filled or specific projects are completed. If you would like to be considered, please send a one-page resume and other pertinent details to Woody at [wwiedenhoeft@wasbo.com](mailto:wwiedenhoeft@wasbo.com).

## Network by Participating on a WASBO Committee

Do you want to meet professional school colleagues and service affiliates, share ideas, enhance WASBO services and enrich your professional development and that of your peers? Serving on a WASBO committee can help you do all that, and more. To sign up for one of the many WASBO committees, go to [WASBO.com/committees](http://WASBO.com/committees).



## WASBO Career Center

Connecting school business professionals with the leading employers in Wisconsin.

The WASBO Career Center is a dedicated search and recruitment resource for school business professionals and employers in Wisconsin. We offer simple and easy-to-use tools to make searching for career opportunities and finding qualified professionals fast, more efficient, and more successful than ever before.



### Tools for Job Seekers

The WASBO Career Center gives job seekers access to inside opportunities available only through the association and provides the tools needed to quickly find and apply for jobs.

#### Advanced Job Search

Find the most relevant jobs from top school districts throughout Wisconsin.

#### Customized Job Alerts

Stay up-to-date on the latest opportunities by receiving automated notifications.

#### Apply for Jobs

Create an anonymous profile and resume to quickly apply for jobs and have employers come to you.

### Advantages for Employers

Employers can fill positions faster and at a lower cost than other job websites by reaching a highly qualified and targeted audience of school administration professionals.

#### Recruit Top Talent

Target WASBO members and job seekers committed to the advancement of school administration and support professions.

#### Low-Cost Posting Packages

Reduce recruitment costs with flexible, affordable posting options.

#### Proactive and Direct Recruitment

Take advantage of search, email and online advertising options to recruit candidates.

### Visit the WASBO Career Center

Discover the difference the WASBO Career Center can make for you.

To search jobs, post jobs or learn more, visit:

[www.wasbo.com/jobs](http://www.wasbo.com/jobs)





Wisconsin Association of School Business Officials  
4797 Hayes Road, Suite 101  
Madison, WI 53704

PRSR STD  
US POSTAGE  
PAID  
MADISON WI  
PERMIT NO 801

## Upcoming Events - WASBO.com

### Professional Development

WASB-WASDA-WASBO State Education Convention

Jan 21-23, 2015 - Wisconsin Center,  
Milwaukee (Viterbo Credit)

Facilities Management Conference

Feb 3-4, 2015 - Kalahari Resort &  
Conference Center, Wisconsin Dells,  
(Viterbo Credit)

Transportation & Bus Safety Conference

Feb 4, 2015 - Kalahari Resort &  
Conference Center, Wisconsin Dells,  
WASBO-WCASS-DPI Federal Funding Conference

Feb 17-18, 2015 - Kalahari Resort &  
Conference Center, Wisconsin Dells  
(Viterbo Credit)

p-Card User Group

March 10, 2015 - Madison Marriott West,  
Middleton

Accounting Conference

March 11-12, 2015 - Madison Marriott  
West, Middleton (Viterbo Credit)

Spring Conference

May 14-15, 2015 - Madison Marriott  
West, Middleton (Viterbo Credit)

### Scholarship Fundraisers

Spring Golf Outing

May 13, 2015 - Pleasant View Golf  
Course, Middleton

Spring Bike Tour

May 13, 2015 - Route TBD

### Certified School Risk Managers (CSRM)

**Courses** (Viterbo Credit) - all courses at  
Holiday Inn at the American Center, Madison  
Fundamentals of Risk Management

March 25

Handling School Risks

March 26

Funding School Risks

April 29

Measuring School Risks

April 30

Administering School Risks

June 24

School Safety from A to Z

June 25

### Committee Meetings

Safety & Risk Management

All meetings at 11:45 am, WASBO Offices,  
Madison; Jan 13, 2015; April 7, 2015; Aug  
11, 2015

School Facilities

All meetings at 9:30 am, WASBO Offices,  
Madison; Jan 13, 2015; April 7, 2015; Aug  
11, 2015

Spring Conference

All meetings at 2 pm, WASBO/Conf Call  
unless otherwise noted.

Jan 22, 2015, 1 pm, Milwaukee; Feb 25,  
2015; March 10, 2015; April 8, 2015

### Buildings & Grounds Group Meetings

Coulee Region - First Thursday of the month.  
Meetings start at 10 am. Jan 8, 2015

Milwaukee Metropolitan- Meetings are the third  
Thursday of the month. Jan 15, 2015

### Regionals

Check WASBO.com for details.

**Bay Area/Northeast** - Meetings start at 11 am.  
Feb. 20, 2015, Oshkosh; April 17, 2015,  
Fond du Lac; May 29, 2015, Manitowoc

**Madison Area** - Meetings start at 9 am.  
Feb 6, 2015; March 6, 2015; April 3,

2015; May 1, 2015

**Northwest** - Meetings start at 10 am at  
Lehman's Supper Club in Rice Lake.  
Feb 4, 2015; April 1, 2015

**Southeast** - Meetings from 12-2:30 pm.  
Jan 9, 2015, Wauwatosa; Feb 6, 2015,  
Cudahy; April 17, 2015; Hamilton-Sussex

**Southwest** - Meetings start at 12:30 pm at  
CESA 3. TBD

**West Central** - Meetings from 10 am - 1 pm  
at Sparta Area SD Admin & Education  
Center. Jan. 8, 2015; Feb. 5, 2015; March  
5, 2015; April 2, 2015  
**WI Valley** - Coffee at 9 am, Meeting at 9:30 am.  
Feb. 13, 2015; March 13, 2015