



SVPTA COUNCIL NEWS

Saddleback Valley Council PTA * Fourth District PTA * CCPTS
25631 Peter Hartman Way * Mission Viejo, CA * 92691 * www.svpta.org

Saddleback Valley Council



everychild.onevoice.

Volume IX, Issue 1

President: Molly O'Grady Newsletter Editor: Andrea Padian

President's Message

By Molly O'Grady
Saddleback Valley PTA Council President
svpresident@svpta.org



Molly O'Grady, *President*

As summer winds down, our term of leadership kicks off! It is my honor to serve as your new Council President. I want to thank you for serving as a PTA leader as well. I am excited to work with you and look forward to a successful year.

I have been involved with PTA for nine years - beginning as the "Cable in the Classroom" Chairman up to President at Del Cerro Elementary PTA. I've served on the SVPTA Council for five years and am also the current treasurer at Mission Viejo High School, where my son, John, will be a sophomore this year. I have been married for 21 years to my very supportive husband, Mike. Time flies when you are having fun!

Seriously, the PTA is the oldest and largest volunteer association working on children and youth issues. I strongly believe in being involved in your child's education and knowing what is happening at their school. PTA has been the vehicle to accomplish that in so many ways. PTA leaders from our Council, the 4th District and State have inspired me. You will find many opportunities for new ideas, personal growth and friendship. *(continued on page 2)*

Upcoming Events:

August/September 2009

- August 14th — SVPTA Council Executive Board Meeting— 9:00 a.m. SVUSD Board Conference Room
- August 27th — SVPTA Council Meeting — SVUSD Board Room—7:00 p.m.
- September 8th — School Board Meeting — SVUSD Board Room 6:15 p.m.
- **September 10th — First Day of School**
- September 11th — Council Executive Board Meeting – SVUSD Board Conference Room 9:00 a.m.
- September 16th — Principal/President Breakfast — SVUSD Board Room 9 a.m.
- September 24th — SVPTA Presidential Roundtable 6:15 p.m.
- September 24th — SVPTA Council Meeting — SVUSD Board Room 7:00 p.m.

Items to bring to August meeting:

- An updated roster of your Executive Board
- Your meeting schedule for the year
- A list of your unit's goals for the year

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President's Message *(continued from page 1)*

The Saddleback Valley Council is here to help you. We have a wonderful executive board, each with their own talents and strengths. You will have a special "buddy" from the council executive board who will support you directly, but please contact any of us about concerns. At council meetings you'll get a chance to share ideas with your peers, and learn important information from the school district, the State and 4th District (Orange County) PTAs. Our theme this year is "*Unity for Our Community.*" You will find our meetings a valuable opportunity to find out about the larger school community in Saddleback Valley and beyond.

I ask that you attend our meetings, and in return, we will work hard to make them informative, rewarding (literally) and brief. If I am ever falling short in this effort, please let me know. If you cannot attend, please send a representative. You are missed if you are not there! Our first council meeting is August 27th at 7:00 p.m. in the SVUSD Board Room. On September 16th, we'll host the annual President/Principal Breakfast at 9:00 a.m., in the SVUSD Board Room. This is an early opportunity to meet SVUSD's education leaders in a relaxed setting.

I am looking forward to working with you and seeing the successes in your school community. Enjoy the last of summer. We have an exciting year ahead!



Tips from the Treasurer

By Dennis Walsh

Saddleback Valley PTA Council Treasurer

svtreasurer@svpta.org

Membership Dues

Membership dues should be forwarded to council each month. The current amount due per member is \$4.25. Of that amount, \$1.75 goes to the National PTA, \$1.25 goes to the CA PTA, \$.60 goes to the Fourth District PTA, and \$.65 goes to Saddleback Valley Council. You must submit a Unit Remittance Form, which can be found on the council website www.svpta.org under the resources and form/documents page, along with your check with two signatures.

Tax Returns

Every PTA unit must file a tax return with the IRS. Tax returns are due by November 15th, 2009 for the PTA fiscal year of July 1, 2008 – June 30, 2009. November 15th is the DUE date, not the DO date. By now, the books should be closed for last year and the audit completed, so there is no reason why the tax return cannot be completed and filed in plenty of time to meet the deadline. If you have questions, or need help, please feel free to contact me.

"I start with the premise that the function of leadership is to produce more leaders not more followers."

Ralph Nader

Membership



By Vanessa Braaksma
Saddleback Valley Council PTA Membership Chair
svmembership@svpta.org

Welcome back! I hope everyone has had a great summer and is (slowly) gearing up for the new school year. With the new year about ready to begin, I would like to remind your Membership Chairperson of a few things that will help jump-start the new year:

- **Membership Theme** Create a Membership Theme to jumpstart your membership drive. The membership committee and president should work together to develop a membership theme or you may use the Council, District, California State or National PTAs' membership themes. In choosing your theme, consider how it will appeal to everyone you are trying to reach. Consider how you will utilize the theme in your year-long efforts to enroll new members. Remember, make it FUN!
- **Membership Campaign** Begin your campaign by providing a welcome back PTA packet at the beginning of the year. In this packet you should include: a welcome back letter from your PTA President/Membership Chair, a PTA membership envelope with the amount of dues stated on the envelope, information on what your PTA does for your school and the programs it offers, a PTA board directory and calendar, and a letter requesting parental involvement.

Our goal this year is to have all the PTAs in our council increase their PTA memberships by 5%. Remember, PTA memberships are open to anyone who is interested in the welfare of children – not just parents, but grandparents, aunts and uncles, neighbors, community businesses, staff, etc...

Some upcoming dates to prepare for:

- **Early Bird Membership Award** 15 members (minimum) to qualify for this award. Due at our September 24th Council Meeting. (4th District due date – Oct 1st)
- **Chairman's Club Award** 50 members (minimum) to qualify for this award. Due at our September 24th Council Meeting. (4th District due date – Oct 15th) If you don't bring this to the September meeting, you'll have to mail it to Dennis, the treasurer, by October 1st.

Don't forget that a portion of your membership dues will be forwarded to pay for the Council, District, State and National PTAs, to help run their programs. It is very important that as your membership dues are collected, you forward the appropriate amount to council as quickly as possible. Remember to always use a Unit Remittance Form when turning in dues to council. You will find that form on the www.svpta.org web site under "forms" to copy or download.

Last, but not least, at our August 27th council meeting, I will be handing out the membership envelopes (for those schools who ordered them) and the 2009-10 PTA membership cards. Please have someone there who can sign for these items and pick them up. The California State PTA does not provide us with any extras, so please **do not lose your membership cards!** We will be unable to replace them for free and will charge your PTA with the cost of the replacements. If you will be unable to pick up any of these items at the meeting, please call me to schedule a pick up time that would work for you.

If you have any questions, please feel free to contact me at svmembership@pta.org.

"The key to successful leadership today is influence, not authority." Ken Blanchard

WHY YOUR BYLAWS ARE IMPORTANT!

By Dolores Winchell
Saddleback Valley PTA Council Parliamentarian
svparliamentarian@svpta.org

The best way to prepare your board for an outstanding year of PTA work is to:

- Give *every* member of your board a copy of your unit's current bylaws,
- Provide an overview and encourage questions and discussion at your August Board Orientation
- Advise them that you will hold them accountable to abide by and uphold the PTA's Bylaws, CA PTA Toolkit, PTA Insurance Guidelines, etc.

Most boards who experience organizational problems do so because members are either not informed or misunderstand their duties and responsibilities with respect to all the rules that govern our organization.

To keep Bylaws up to date and fresh in members' minds, review your Bylaws annually and update them at least every three years. Each president has or will receive the 2009 revised CA State PTA Bylaws template to update and review their Bylaws.

Remember: Your unit is responsible for following all recently changed rules *regardless* of whether or not you have actually updated your Bylaws. For example, all units must comply with revised Council, District, State or National PTA Dues and all units must schedule and hold their Executive Board meetings at least 14 days prior to their Association Meetings.

Finally, make sure you appoint a Parliamentarian so that you have an officer to send to the Fall Parliamentarian Workshop to keep your unit running smoothly!



Newsletter Notes

By Andrea Padian
Saddleback Valley PTA Council
Newsletter Editor
svnews@svpta.org

Did you know studies show that 77% of the information received by a student's parent comes through a school newsletter? Successful PTAs have great newsletters and everyone appreciates them - it is the single best way to inform people about your PTA and other child/school issues, as well as to encourage PTA par-

icipation. In the end, a newsletter is the vehicle that will drive your PTA because it is your communication source. If people are left out of the conversation, getting them interested in PTA will be difficult. Getting them to join PTA will be difficult. Getting them to have pride in their PTA and believe in and support their PTA goals will be difficult. So, take advantage of the opportunity and publish a first rate newsletter at your school.

The first newsletter of the year can really set the tone, so think carefully about what you want to convey most to your readers. It's a perfect time to lay out your unit's proposed budget and goals for the year.

(continued on page 5)

Newsletter Notes (continued from page 4)

Let people know about your achievements, what you are doing, what your projected expenses and income will be. Welcome them back to school and make sure they know when the first PTA meeting is, how to become a member; and how they can get involved. Introduce your board; encourage membership and volunteerism; recognize people that have helped at your school; mention school functions, programs or issues related to their children and school. Make your readers feel like part of a family – the PTA family. Look for ideas and training information on the www.svpta.org web site or in the California State toolkit.

And so, because a great newsletter is key, we want to encourage that idea by giving an annual council award to the unit that publishes the best newsletter based on an evaluation of important things your newsletter should include. We hope all units will participate and try to take home the prize by turning in a copy of their first newsletter of this school year (hard copies only) and one other issue of your choice from the year. (The only restriction is that it be published before March, 2010 and turned in no later than the March Council meeting.) If you follow the evaluation requirements listed on page eight, it will help you produce a newsletter to be proud of, and perhaps, even Council's best. *The Best Newsletter Award* will be presented at our May meeting. Good luck, be creative and have fun!

Reflections

By Colleen Logomasini
Saddleback Valley PTA Council Reflections Chairperson
svreflections@svpta.org



“Beauty is...”

2009–2010 Theme



Hi Everyone!

The Reflections program is an exciting opportunity for students to express themselves creatively; so, use flyers, the marquee, school newsletter, your website, e-mail and other communication tools in the first weeks of school to get the word out to your local school population. This year's Reflections packet is available on the www.svpta.org website.

NOTE: The California State PTA has updated some of the rules for Reflections entries, so please take a look at them and remind parents to do the same.

The deadline date for entries at Saddleback Valley PTA Council level will be:

Wednesday, November 4th, 2009.

My Home: 25692 Skybird Lane, Lake Forest

Each unit should submit “Award of Excellence” winners ONLY in each Grade Division and Category for Council level judging. **The sign-up sheet for scheduling drop offs of entries will be e-mailed near the end of October.**

If you have any questions, be sure to contact me at svreflections@svpta.org or 949-859-3294.

Is Your Year End Audit Complete?

By Brenda Tettermer

Saddleback Valley PTA Council Auditor

svauditor@svpta.org



As specified in your Unit Bylaws, you must complete a year-end audit. Our last fiscal year ran from July 1, 2008 to June 30, 2009. Usually last year's outgoing Auditor is responsible for this audit. Therefore, your audit should be completed and reviewed by your Executive Board during your August Executive Board Meeting. For more information, please refer to the *California State PTA Toolkit - 2009*, Section 5.4, page 189. The Audit Checklist is in the *Toolkit*, page 311 and the Audit Report is in the *Toolkit*, page 313 or you can go to www.capta.org, then select Forms under "Running your PTA/PTSA" (located in the left hand column). The Audit Checklist and Audit Report forms can be found in the Forms Section on pages 17 and 18, respectively).

Present the final completed Audit Report to the Association at your first meeting in September for adoption. The Auditor should make the motion to adopt the June 30, 2009 Year-End Audit. The "Audit adopted" line on the Audit Report is the date of your Association's general meeting. A signed copy is attached to the meeting minutes and filed with your Secretary. Two additional copies of your adopted Audit Report must be submitted to Brenda Tettermer at the September 24th Council Meeting.

Please contact Brenda at svauditor@svpta.org with any questions or concerns. Thank you... I look forward to working with all of you and wish you all a wonderful year!!!



Arts Advocacy Report

Join SVPTA Council's Leading Edge Efforts for the Arts:

By Julie Schwarz

Saddleback Valley PTA Council Arts Advocate

svarts@svpta.org

For the first time ever, we will have a Council Arts Advocate – and I am excited to share that that advocate will be me. I hope that you will join our efforts to increase visibility of the arts in our community and our efforts to work collaboratively with other arts organization already in place to advocate for arts education.

The facts are that arts education makes a tremendous impact on the developmental growth of every child and has proven to help level the "learning field" across socio-economic boundaries. An arts education has a measurable impact on youth at risk in deterring delinquent behavior and truancy problems.

(Continued page 7)

"One of the tests of leadership is the ability to recognize a problem before it becomes an emergency."

Arnold H. Glasow

Arts Advocacy Report (Continued from page 6)

Our goal is for every unit to have an Arts Advocate. The Arts Advocate for your school should be someone from your school with a passion for the arts and understands the importance in the education of a child. Your advocate can come from any of the arts disciplines, or just be a supporter/organizer. This individual may be a parent who is passionate about the arts, but may have never participated in PTA activities in the past. We will provide all necessary training.

The individual would be responsible for receiving and reading the Art Advocacy Training Binder that we will provide, and attend our Arts Advocacy Training sessions. We plan to have occasional meetings and of course, email communication.

Please contact me if you have any further questions. I look forward in spearheading this new effort.

(Parts of this article were borrowed from the 4th district Arts Advocacy Binder)

“Leadership and learning are indispensable to each other.”

John F. Kennedy



Saddleback Valley Council PTA

**Cordially invites you
To our annual**



Presidents' and Principals' Breakfast

Wednesday, September 16, 2009

9:00 a.m.—10:30 a. m.,

***Continental Breakfast will be provided**

***Saddleback Valley Unified School District Board Room
25631 Peter Hartman Way, Mission Viejo, California**



Newsletter Evaluation Points

Contents (possible 50 points)

- Unit Meeting Notice with program details (indicate if no meeting is scheduled)
- PTA president's message and/or principal's message, featured committee reports, special PTA projects, and events
- Council, District, State, National, community PTA projects and /or news
- Calendar of events (date, time, place of PTA projects, school activities, Council and District, projects/activities, school district projects, community projects/activities, all school holidays/days off.

Mechanics (possible 30 points)

- No errors: grammatical, spelling, typographical, punctuation
- Eye appeal, heading design, artwork (no copy righted material), readability
- Format: article layout, use of artwork, use of white space, etc.

PTA Policy (possible 5 points)

- Non commercial (does not endorse a business/commercial entity)
- Nonsectarian (does not promote a religious denomination)
- Nonpartisan (does not promote a political party)

Heading/ Masthead (possible 15 points)

- Name of newsletter, name of PTA (no periods in PTA), school name and address with ZIP code, date (month and year), council and district, volume and /or number, name of editor, PTA president and principal
- Proper use of the PTA logo and taglines based on "How to Use the PTA Logo and Tagline"

Health Matters

Farm to School Programs

Laurie Talevich
Mission Hospital
Health Promotion Services/Childhood
Obesity Initiative
(949) 364-1400 x4007
Laurie.talevich@stjoe.org

During the past 20 years there has been a dramatic increase in obesity in the United States. There is an urgent need to educate children about the connections between food choices and health, as well as to provide them with healthy food choices in school settings.

Mission Hospital and South Coast Farms have begun working together to offer **Farm to School** programs in

south Orange County elementary schools to provide a variety of exciting education opportunities. Hands-on learning opportunities for children can take the form of:

- School Gardens
- Farm Visits
- Hands on nutrition education classes
- Classroom visits by farmers
- Cooking demonstrations

We need your help to make this work. A successful farm to school program involves a wide range of people and organizations – students, parents, school principals, board members and administrators, school food service staff, teachers, PTA, community members and farmers. To learn more about how to get together we can help bring farm-fresh produce, nutrition education and field trip and fundraising ideas to your school, contact: Laurie.talevich@stjoe.org

2009—2010 SVPTA CALENDAR

August

14	Executive Board Meeting	9:00am	SVUSD Board Conference Room
27	SVPTA Council Meeting	7:00pm	SVUSD Board Room

September

8	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
10	First Day of School		
11	Executive Board Meeting	9:00am	SVUSD Board Conference Room
16	President/Principal Breakfast (Wed.)	9:00am	SVUSD Board Room
24	SVPTA President's Round Table	6:15pm	
	SVPTA Council Meeting	7:00pm	SVUSD Board Room
25	4 th District Advocacy Round Table	TBA(am)	TBA

October

1	Elementary Back to School Night		
8	Intermediate Back to School Night		
9	Executive Board Meeting	9:00am	SVUSD Board Conference Room
13	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
14	Superintendent's Forum	9:30am	SVUSD Board Room
15	High School Back to School Night		
17	Red Ribbon Walk (Sat.)	8:00am	Begins at MVHS Stadium
19-23	Red Ribbon Week		
22	SVPTA Presidents' Round Table	6:15pm	
	SVPTA Council Meeting	7:00pm	SVUSD Board Room

November

10	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
13	Executive Board Meeting	9:00am	SVUSD Board Conference Room
19	SVPTA Presidents' Round Table	6:15pm	
	SVPTA Council Meeting	7:00pm	SVUSD Board Room

December

8	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
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January 2010

12	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
13	Superintendent's Forum	9:30am	SVUSD Board Room
15	Executive Board Meeting	9:00am	SVUSD Board Conference Room
22	4 th District Advocacy Round Table	TBA(am)	OC Dept. of Education
28	SVPTA Council Meeting	7:00pm	SVUSD Board Room

2009—2010 SVPTA CALENDAR CONTINUED

February

5	Executive Board Meeting	9:00am	SVUSD Board Conference Room
9	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
17	PTA Founder's Day		
25	SVPTA Council Meeting	7:00pm	SVUSD Board Room

March

1	Reflections Awards Ceremony	TBA	
9	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
12	Executive Board Meeting	9:00am	SVUSD Board Conference Room
18	SVPTA Council Meeting	7:00pm	SVUSD Board Room
19	4 th District Advocacy Round Table	TBA (am)	TBA
25	4 th District Administrators Dinner	6:00pm	TBA

TBA Sacramento Safari

April

2	Executive Board Meeting	9:00am	SVUSD Board Conference Room
13	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
14	Superintendent's Forum	9:30am	SVUSD Board Room
15	SVPTA Council Meeting	7:00pm	SVUSD Board Room
22	High School Open House		
29	Intermediate Open House		

April 29 – May 2 CA State PTA Convention - Sacramento

May

TBA SVUSD Teacher Recognition Dinner

10-14 Teacher Appreciation Week (SVUSD)

11	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
13	Esperanza Open House		
14	Executive Board Meeting	9:00am	SVUSD Facilities Conf. Room
27	SVPTA Council Training Workshops	6:00pm	SVUSD Office
28	4 th District Advocacy Round Table	TBA(am)	OC Dept. of Education

June

3	Elementary Open House		
15	SVUSD Board of Education Meeting	6:15pm	SVUSD Board Room
17	SVPTA Council Year End Dinner	6:00pm	TBA
23	Last Day of School		