

AESA NEWS

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Association of Educational Service Agencies

November 2004

Meaningful professional growth...breathtaking learning setting...inspiring entertainment

The Association of Educational Service Agencies' Annual Conference, Exposition & Showcases will be held from December 1-4, 2004, at the JW Marriott Desert Ridge Resort and Spa in Phoenix, Arizona. The AESA annual conference is one of the fastest growing educational conferences in the country. It is growing because of its high quality and practicality to its customers.

Once again this conference is sustaining a tradition of continuous improvement. It is sure to provide **exciting and meaningful professional growth** for all attendees. The keynoters are of the highest quality and will cover diverse research-based issues. Mervyn Kitashima will address the opening session on Thursday. The focus of her research is real life. For over fifty years, Merv has been a participant in a longitudinal study on Children At Risk/Children At Promise.

Dr. Robert Marzano, a widely recognized researcher and teacher on student classroom success, will address the conference on Friday.

The Saturday closing keynoter, Dr. Eric Hartwig, is a practitioner and researcher in the field of special education. A rock star in his college youth, he will blend vintage rock and roll, and fresh humor with thought-provoking ideas.

Along with the keynoters, colleagues from over 90 ESAs will share information in concurrent sessions around the over-arching theme of "ESAs: *Winning Teams—Serving All Children*" in strands focused on board and administrative leadership, quality education, technology and entrepreneurial initiatives.

The Marriott is a **breathtaking learning setting**. Located between the cities of Phoenix and Scottsdale, the hotel boasts a spectacular mountain view. Because the hotel is new, participants will enjoy a modern convention center and state-of-the-art technology. The exhibition hall is spacious enough for ample access to our quality vendors. The break-out rooms, likewise, are well-equipped facilities.

Each year we seek entertainment that reminds us of our defining purpose as members of AESA; to ensure that our children enjoy the best equitable and excellent education possible. To that end, **inspiring entertainment** from elementary and high school students will set the stage for learning each day of the conference. We do want to make special mention of a social gathering on Thursday evening. You are invited to a tailgate party where we will be entertained by the most popular band in the Phoenix area.

The Wisconsin CESA agencies have been charged with the development of the 2004 annual conference. We know it will be **exciting, breathtaking and inspiring**.

Come join us in Phoenix! For more information about this exciting conference, go to www.aesa.us.

Submitted by Don Stevens, 2004 conference chair.

Executive council elections coming

In December, ballots will be mailed to each member agency CEO/superintendent for the AESA council elections. See **page 3** for biographical information about each candidate. We urge you to vote in this important election.

To review, AESA is divided into four regions. Our bylaws call for four-year terms of office for council members and each region will have a bye once every four years. This year the Western Region has the bye and will not have a nominee.

If you are traveling to Phoenix, Arizona, for the AESA Annual Conference, Exposition & Showcase, please attend the AESA business meeting on Friday, December 4, from 4:15 to 5:30 p.m. for a chance to meet the candidates and hear each of them talk about his or her plans for serving on the council.

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Bill McKinney

Past President

Joe Marinelli

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Tim Gavigan

Wisconsin (414)546-3000

Lee Warne

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Douglas Garman

Ohio (419) 354-9010

Joe Marinelli

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Terry Nelson

Georgia, (706)556-6225

Southern Region

Judith Miller

Mississippi (601)484-0301

Rick Sanders

Arkansas (870) 246-3077

Western Region

Dale McCall

Colorado (303) 722-4420

Bill McKinney

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The category is AESA. The answers are:

- Gives added value to your membership.
- Provides an opportunity for members to market products/services they have developed.
- Offers greater collaboration with colleagues.
- May produce revenue sharing.

The question is "What is AESA Solutions Marketplace?"

One of the first initiatives the AESA Business Relations Committee established was requesting a proposal that would provide an equitable way for AESA members to market their products/services to other members. Bob Witten and Don Stevens, both AESA members, readily accepted the assignment. Their proposal was reviewed by the members of the Business Relations Committee and presented to the AESA Executive Council in April 2004. Once approved by council, the committee members and AESA staff—

Brian Talbott, Kari Arfstrom, Aleck Johnson, and Peter Young—began to move toward the goal of launching the project at the 2004 annual conference. Mission accomplished. On December 1, 2004, AESA Solutions Marketplace—a clearinghouse for ESA products and services—will be launched on AESA's Web site www.aesa.us/solutionsmarketplace. Those who attend the AESA conference in Phoenix will hear a presentation by members of the Business Relations Committee. Without stealing the thunder from our committee, we do want to give you an idea of how the Solutions Marketplace works so that you can start thinking about ways in which your homegrown products and services might be shared with other ESAs to your mutual benefit.

Many ESAs have developed high-quality products to serve their local districts. One of

the cornerstones of regional service agencies is to aggregate demand for quality products. This helps contain costs and replaces the need for each of us to create, from scratch, similar products to address common needs.

ESAs will have the opportunity to submit their programs to the Solutions Marketplace at a very reasonable cost. Once received, all proposals will be evaluated by a committee of peers on a common set of criteria. The evaluative criteria will include: benefits of the product to other members; degree and satisfaction of current usage; identification of a target audience; cost of the product to prospective users; existence of on-line marketing materials, references and endorsements of current or past customers; and potential revenue-sharing options.

In short, we will be looking at the same kinds of things we all consider before entering into a business agreement. What is special about the Solutions Marketplace is that the providers are limited to ESAs and the evaluative criteria are applied equitably and consistently to all proposals. No back-room deals allowed.

AESA will make the marketplace available as a convenience to members, but it will not endorse or recommend any particular product or service. Each potential ESA customer must exercise its own judgment based on its specific needs in evaluating the offerings.

We realize that some ESAs already market their products to other members. The Business Relations Committee will explore ways in which these may continue in the Solutions Marketplace.

With all the creativity and expertise that reside in ESAs across the country, we believe the potential is enormous, both for providers and customers—all of whom are us.

So dust off your marketing skills, and get ready for the launch of AESA's Solutions Marketplace.

Who knows, your round of Jeopardy may turn into your Wheel of Fortune!

Submitted by Edward Schmitt, Portland, Oregon, Western Region representative; and Jayne Crisp, Murray, Kentucky, Central Region representative on the AESA executive council.

Meet the candidates for executive council

Central Region

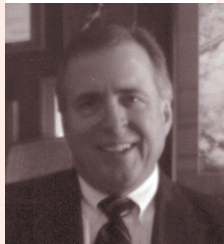
William H. Mayes

My name is William H. Mayes. I am a candidate for executive council of AESA representing the Central Region. I am asking for your support.

As superintendent of the Huron Intermediate School District in the Thumb Region of Michigan, a position I have held for eleven years, I have been actively involved in organizational leadership at multiple levels. I served as 2004 president of Michigan Association of School Administrators and, for the past six years, I have been committee chair for the Michigan Association of Intermediate School District Administrators, and member of NCREL's ISD Advisory Task Force.

I have served on AESA's Governmental Relations Committee for the past four years, representing Michigan.

I believe I have the necessary background and skills to help lead this dynamic organization as it deals with the myriad of problems facing educational service agencies now and in the future. Working together, we will be successful.



Eastern Region

Robert G. Witten

Robert G. Witten, executive director of the Central Susquehanna Intermediate Unit (CSIU) in Lewisburg, Pennsylvania, oversees operation of a regional education agency conducting more than 100 programs and services.

Before joining the CSIU in 1994, Dr. Witten was a superintendent, principal and teacher during a 38-year career in education. In 2001, he was recognized for leadership in regional education with AESA's Justus A. Prentice Award. He is a past-president of the Pennsylvania Association of School Administrators (PASA), former member of the AESA council and currently serves on the American Association of School Administrators Board of Governors, PASA Board of Governors, Economics Pennsylvania State Board and Greater Susquehanna Valley Chamber of Commerce Board of Directors.

Dr. Witten holds a Ph.D. in education administration and supervision from Bowling Green State University and a master's degree from Slippery Rock University.



Southern Region

Linda G. Lowe

Linda G. Lowe serves as the Executive Director of the Southeast Education Alliance in southeastern North Carolina, and has held that position for the past nine years. Prior to that, she was the Director of the Southeast Technical Assistance Center, a branch of the North Carolina State Department of Public Instruction. When the state legislature cut funding for those centers, the local school superintendents hired Linda to establish and develop a regional education service agency that would allow the school systems to pool resources and to share common services.

As an active participant in AESA events, Linda began when the organization was known as AAESA and the conference had only four or five vendors! She serves currently on the Business Relations Committee.

Linda earned her Bachelor of Arts degree in English from Barton College and her Masters in Special Education, field of Mental Retardation, from North Carolina State University.



Elmer L. Pritt

I was born and raised in Clay County, West Virginia, graduating from Clay County High School in 1961. I graduated from Concord College, West Virginia, and received an M.S. degree in educational administration from Radford University, Virginia in 1973. From 1974-1982 I did post graduate work at the University of Virginia and Virginia Tech.

I have been an elementary teacher in West Virginia and an elementary principal, high school assistant principal, director of secondary education and personnel director in Virginia. From 1982-1994 I was Superintendent of Preston County, West Virginia, schools (enrollment (5500). Since 1994, I have been the Executive Director of RESA IV, Summersville, West Virginia (enrollment 22,000).

I wish to serve on the national council because I strongly believe in educational service agencies: we are the "best kept secret" in education. As we progress into the twenty first century, ESAs are in a most strategic position to ensure a positive future for education. I belong to AASA, AESA, WVASA, Phi Delta Kappa, and the World Future Society.



Canter partnership generates revenue for ESAs

Is your ESA taking advantage of the opportunities available via our AESA business partners? Why not? ESA recently renewed our business partnership with Canter and Associates for year three. That partnership means a lot to AESA by way of real dollar support for our daily operations, as well as numerous sponsorships for our events. In addition, Canter picks up the tab for printing our annual directory and our *Perspectives* journal.

In turn, AESA provides access to member ESA's for Canter's programs. In partnership with AESA, Canter has crafted a unique partnership agreement to be used by ESA's in bringing quality graduate degree programs on-line to their clients, including master's degrees in literacy, curriculum and instruction, technology integration, middle level education, mathematics, and educational leadership; and doctoral degrees including an educational doctorate specializing in teacher leadership, and a Ph.D. in education.

What ESA wouldn't enhance their professional development outreach to client districts with a comprehensive list of quality degree programs? In addition there are a number of stand-alone courses that have been created from the graduate degree content. Those are excellent professional development options for those folks not yet ready to pursue the master's degree or for those already holding an advance degree needing additional professional development hours.

Canter also provides ESAs with a very unique revenue share program. Here is how it works. For enrollments directly attributable to an ESA partner, Canter will pay indirect administrative costs as follows:

Enrollments (per student)

1-10 students — \$ 50.00; 11-20 students— \$ 75.00

21-50 students — \$100.00; 51 + to be determined

Remember this partnership does not require that an ESA

purchase anything, there is no dollar investment. You are sharing in revenue. In addition, to facilitate the start up of a partnership with an ESA and assist in the cost of administration, Canter will provide to the ESA \$ 500 per month for the first two months of the agreement with the understanding that the ESA will designate and schedule a person to be trained by Canter, and hold four information sessions during the first two months of the agreement

Which ESAs are already enrolled?

Following are a few of the cutting-edge partnerships that are partnering with Canter: The Mississippi Bend Area Educational Agency 9 in Bettendorf, Iowa, underwent a rigorous evaluation process before selecting them as their staff development business partner. Since then they have developed a comprehensive marketing plan and have already realized a nice revenue stream into their agency.

The Harris County Office of Education in Houston, Texas, is a successful business partner, and Southeast Kansas Education Service Center Greenbush in Girard, Kansas just launched their partnership this month. EASTCONN Regional Educational Service Center in Hampton, Connecticut, in cooperation with LEARN Regional Educational Service Center in Old Lyme, is prepared to launch their Canter partnership in November. All of these folks selected Canter in order to deliver the highest quality programs available to their client districts.

For specific information about a Canter partnership for your ESA contact Frank Deebach at (360) 981-2364 cell, or e-mail fdeebach@comcast.net.

A Canter team will attend the AESA conference in December. Stop by the booth (201 & 203) or set up a meeting to explore the options available to your ESA.

Perspectives coming soon; planning now for next year

AESA *Perspectives* 2004, THE trade journal for educational service agencies, is hot off the presses and heading your way. Printed copies are being mailed to AESA members, and the journal also is available on-line at www.aesa.us.

Manuscripts for the 2005 edition of *Perspectives* are welcome now. The theme for our next issue will be "Leadership Development at ESAs." We seek articles featuring programs that develop leaders of all kinds: teacher leaders, aspiring administrators, administrators in service, school board leaders, and others. However, articles on other subjects are welcome too. We are open to articles of all types but are especially interested in articles that are research-based and/or data driven. If you have a successful program we relish data that demonstrate your success.

The deadline for draft articles is April 1, 2005; but early submissions are particularly welcomed. Questions about manuscript format can be addressed to the editor, Bill Keane, at keane@oakland.edu.