

## *ACTE Region I Conference*

### *“Leadership – Creating the Future”*

Atlantic City Sheraton

April 20, 2007

The Conference morning session was officially called to order by Region I, Vice President, Margaret “Maggie” Hess at 8:27 a.m. John B. Hilliard, Jr. extended greetings from the Vocational Educators Association of New Jersey. Kris Waslar introduced the Keynote Speaker, Mark Perna, founder of *Tools for Schools*. His message, “Marketing, We Don’t Need No Stinking Marketing....or Do We?” Everything we do is marketing. How do I become a personal ambassador? Find your USP (Unique Selling Position). After a mid-morning break, ACTE Senior Director of Programs and Communications, Peter Magnuson urged leaders to keep members and/or constituents informed, create action, share success stories, improve instruction, and encourage networking. New methods include: blogs, podcasts, webcasts, wiki, and second life which create buzz, engage a younger audience, and encourage interaction. Ohio ACTE, Executive Director, Christine Gardner cautioned the assembly against the complacent posture of “we’ve always done it that way.” It is important to apply business / marketing principles to membership. Satisfied members do not necessarily remain members. Loyal members keep their membership. Massachusetts Vocational Association, Executive Director, Marcus Ashley reminded the members that, “when you’re finished changing, you’re finished!” He asserted that the political activism, organizational structure, and financial awareness have helped secure the vitality of the organization over time. After lunch in the Pearl Ballroom, ACTE Public Policy Advocacy Associate, Jamie Baxter provided information on: the “support Career and Technical Education and join the newly created **Career and Technical Education Caucus!**” initiative; status of the Carl D. Perkins Career and Technical Education Act; and recommendations for the reauthorization of “No Child Left Behind.”

### *Business Meeting*

#### MINUTES

ACTE Region I, Vice President Margaret “Maggie” Hess called the meeting to order at 2:41 p.m. Greetings were extended by ACTE President, Robert Scarborough. He was pleased to announce that every Region is holding a Conference this year. There are strong overtones in the “3-P’s” – Passion, Performance, and Partnership. We should celebrate our successes and work to double our 28,000 membership. Congress needs to know that funding Career and Technical Education will provide a substantial “return on investment.” He thanked everyone for attending and commended “Maggie” for her dedication and leadership.

Peter Magnuson advised everyone to complete their Las Vegas Convention registration forms as soon as possible. Responding to the Call for Proposals would give applicants a good reason to attend. The Las

Vegas Hilton will be the headquarters hotel. They will conduct an outreach for Life Members to complete their profile by clicking on the left side of the website.

The Roll Call of States was conducted and names recorded on sign in sheets.

Draft copies of the Minutes from the December 2, 2006, Region I, Business Meeting at the Atlanta Georgia World Congress Center were distributed for review and correction...Motion by Allen Vaughan and second by Mitch Culbert that the draft be forwarded to the Las Vegas meeting for approval...

.... motion carried.

Audit – Ron Cassidy appointed.

Awards – Certificates of Attendance awarding 8.5 Lecture Hours will be presented to conferees at the close of the conference. Robert Scarborough reported that adaptations to the Quality Association Award will be made soon. Leaders are not applying and he encouraged members to visit the website. Nominations for individual awardees are not forthcoming. Joe DeFranco reported that time frames are at times in conflict with the smooth flow of the nomination process. Allen Vaughan added that the nominating State legislators to the awards process has great public relations value and should not be overlooked.

Bylaws – Valerie Mallison–Hardy appointed. Maggie Hess called for the review and action of the Region I Policy and Procedures Manual. An April 2007 “draft” copy was presented for review and action by December 2008. Structure, forms, corrections, and website posting are part of the review.

Communications – Polly A. Mingyar appointed.

CTE Support Fund – Joseph P. DeFanco and Don Jarvis appointed. Funds raised in 2006 totaled \$50,537.88. Region I was credited with raising \$4,628 of that total.

Diversity – Dwayne A. Jones distributed a folder containing four documents: Proposed Diversity Training Workshop Outline; Proposal for a Seamless Structure for Diversity in Career and Technical Education; Process communication Model; and Diversity Assessment Tools (Personality, Communication, Thinking). Both CTE and diverse populations will benefit frequent engagement.

Guidance and Career Development – Ann Jordan reported this newly adopted name change from the previous Guidance Division is more inclusive of all members who work with students in career planning areas. They are active in High School Reform, passage of Perkins IV, and serve on the NCLB task force. They hosted a guidance summit in Atlanta. They have launched an ACTE Community of Practice web page. They remain active with the Office of Vocational and Adult Education’s site partnerships.

Legislative – Issues remain contentious regarding retirement policies for educators in Massachusetts. Reauthorization of Perkins and NCLB legislation may be delayed until fall or even into next year.

Membership – Gerald Reichard shared two grids showing 1) dues for each Division in Region I and 2) the dues amount for each Division in the Nation. A brief discussion ensued over the facets and range of various categories of membership. Maggie Hess stated that she wants to establish a “Membership Engagement Plan.” That was one of the actions that Mark Perna produces vitality in an organization.

Start with a goal, present a value driven message, use the cost effective "drip method" to get the message out. She would prefer a committee of five and started by name: Irene Ashley, Marcus Ashley, Seth Huston, Gerald Reichard, and ....? She would like to begin with: Purpose; Goals; Values; and Cost.

New Ideas – Sharon M. Mastroianni appointed.

Nominating – Irene M. Ashley reiterated the call for nominating qualified candidates. She advised members to communicate with her online at: [contido@aol.com](mailto:contido@aol.com) or use "Committees Nomination Form" blanks that were distributed this day.

Professional Development – Barbara Funk appointed. Maggie Hess encouraged members step forward for leadership development. Fellowships are available and can be found on the ACTE website. Institutional endorsement would ensure that participation would not be interrupted.

Public Information – Mitch Culbert appointed.

Resolutions – Van Hughes reported none received. Term ends June 30 2007.

Maggie Hess entertained suggestions for the Region I, 2008 conference. Kris Wasler shared notes on requirements: site, date, theme, keynote, breakouts, etc. Allen Vaughan proposed Hyannis, Massachusetts to be held in conjunction with the MVA Annual convention. It will be the 100th anniversary of vocational education in Massachusetts. Motion by Robert Scarborough and second by Mitch Culbert that Hyannis be named as the 2008 Region I Conference site...

....motion carried.

Dwayne A. Jones suggested that long range plans be made to explore the Washington DC / Maryland vicinity for the 2009 Region I Conference. Motion by Marcus Ashley and second by Jody Koenigseker....

....motion carried.

NCLA President Gary Gebhart shared information about the organization. Its purpose is to help administrators and promote "Best Practices in Career and Technical Education." He shared a Conference flyer announcing Oklahoma City, OK as the September 27 & 28, 2007 site. Dwayne A. Jones affirmed the work of NCLA. He stated that the organization gave him professional support.

Kris Waslar announced that dinner was scheduled for 6:00 p.m. this evening and the State Association Spotlight and awarding of certificates would begin at 9:00 a.m. tomorrow, Saturday, April 21, 2007.

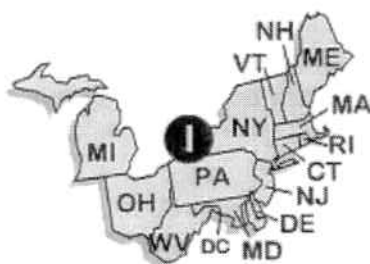
Motion by Marcus Ashley for adjournment at 4:16 p.m....

....motion carried.

Van Hughes



Secretary,  
Region I



## Region I

### Roll Call of States

Atlantic City Leadership Conference – *April 20, 2007*

ACTE – Jamie Baxter, Patricia DiGioia-Laird, Peter Magnuson, and Carolyn Reynolds

Connecticut –

Delaware –

District of Columbia – Dwayne A. Jones and Cathy Woodson

Federal Offices –

Maine – Dave Keaton

Maryland – Anna Nemesh and Mary Nemesh

Massachusetts – Irene Ashley, Marcus Ashley, Don Jarvis, and Allen Vaughan

Michigan –

New Jersey – Kathleen Breaut and John Hilliard

New York –

Ohio – Mitch Culbert, Christine Gardner, Gary Gebhart, Margaret Hess, Seth Houston, Ann Jordan, Jody Koenigseker, Robert Scarborough, Kris Waslar, Robin White, and Tim Young

Pennsylvania – Joe DeFranco, Van Hughes, Ernest Ibarra, and Gerald Reichard

Vermont –

West Virginia –

## ACTE Region I

### *“Policy Committee Meeting”*

Las Vegas, NV

December 12, 2007

### Business Meeting

(Draft) MINUTES

ACTE Region I, Vice President Margaret “Maggie” Hess called the meeting to order at 1:05 p.m. She announced that a representative from the ACTE Leadership Team would be around to extend greetings later in the meeting. She expressed her satisfaction with the substantial number of Committee members who were in attendance. Members participated in around-the-table in self introduction.

Region I “Roll Call of States” sign in sheets were circulated to record attendance.

Copies of the Minutes from the December 2, 2006 Region I Atlanta Georgia World Congress Center Business Meeting were distributed and will placed on the December 15, 2007 Business Meeting Agenda for approval. Minutes from the April 20, 2007 Policy Committee Meeting at the “Creating the Future” Leadership Conference were submitted for approval. Motion by Ernie Powers and second by Mitch Culbert that the Minutes be approved as presented...

...motion carried.

Maggie Hess indicated that there were no questionable findings in the audit this year and was pleased to report that ACTE is in the “black” financially. She presented three financial documents: 1) Region I Budget line items for the “Four Months Ending October 31, 2007,” Total Expenses = \$96.00, Total Revenue over Expenses = \$6,032. 2) ACTE “Schedule of Board Designated Funds For the Month Ending Balance as of October 31, 2007,” (500) line items = \$196,687.00, plus Board motioned Opportunity Fund = \$25,000.00, for a grand total of \$221,687.00. and 3) ACTE “Schedule of Temporarily Restricted Net Assets For the Month Ending October 31, 2007,” (600) line items grand total = \$252,416.00.

**Audit Review** – Maggie Hess reported that she had received from Ron Cassidy, November 8 2007 Conference Call Audit Committee report. The total liabilities and net asset ended fiscal year 2007 \$5,221,625 or \$902,320 above fiscal year 2006. From a revenue perspective, there was a healthy increase in assets primarily due to investments. FY07 was reported as, “being a very good year in terms of net income.” The Audit Committee will review the new auditing standards and what they mean to ACTE during the meeting at the Las Vegas convention on December 12, 2007. Also at that time, the committee will review the new 990 tax requirement changes.

**Awards** – Carol Olsen reported that candidates had been interviewed. Nominations for the Region I, Scott Westbrook III and Jim Hanneman Awards are pending. Applications are on an adjacent table and should be prepared and submitted for the Saturday Business Meeting. For convenience, the Massachusetts Vocational Association has Region I award nomination forms posted on their website. Maggie Hess encouraged participation in the awards process.

**Bylaws** – Three different motions will be made at the Assembly of Delegates for action: 1) Article III – Delegating dues setting authority to the Board of Directors and clarifying eligibility for the National Affiliate Organization member category. 2) Article V – Aligning the responsibilities of the Board with the changes proposed in Article III. 3) Article VIII – Correcting the composition of the Audit Committee.

There was also a discussion at this time relating to *liability insurance*. There is some indication by the State Directors Association that adopting this move would hurt their membership. Maggie Hess said that this topic will no doubt remain on the table for ACTE resolution. Regardless, the decision to adopt would not go into effect until 2010 when all current Board members would cycle off. There was a motion by Polly Mingyar and second by Allen Vaughan that Region I continue to pursue the liability insurance issue...

...motion carried.

**Communications** – Polly Mingyar reported that Peter Magnuson provided updates on: methods of communicating; *Techniques* “Most Improved Visual and Content” award; editorial advisorship; September inauguration of daily electronic *Updates*; podcasting and Engineering and Technology, Guidance and Career Development, and Trade and Industrial blogging; integration of all media through links and referencing and inserting an RSS feed to online news; and an RFP and screening for a vendor to move ACTE to a new template.

**CTE Support Fund** – Don Jarvis reported that Region I is in second place in fundraising of over \$4,000 and there is still time to narrow and overtake the lead Region. That could happen before or at the Annual Networking Reception and Auction scheduled for Thursday, December 13, 2007, 5:30 – 7:30. Marcus Ashley expressed that the response to the Region I, Traveling Bazaar Raffle tickets was rather low, but they will remain on sale until 9:00 a.m. Friday morning. Later purchases will be received as a donation.

**Diversity** – This committee is now a sub committee under membership. **Cultural Awareness** – Is a newly named committee and will need an appointee from Region I.

**Guidance and Career Development** – Ann Jordan reported that their Committee now has an active blog on the Internet. Butler County Tech (PA) is one of the active contributors. The vendor Kuder Assessments is a sponsor of their work. Scott Vanderburg is the contact person.

**Legislative** – Donald Ayer reported that discussion of local grassroots effort was held. The members requested that data on CTE populations be more user friendly and concise. Local associations should forward information on local activities to Jamie Baxter. Status of Perkins, HEA, NCLB, Social Security GPO/WEP repeal, and a review of the Budget/Appropriations were updated by Seth Turner. The House now has a Congressional Career and Technical Education Caucus. The Policy Maker of the Year

awards goes to U.S. Representatives Brian Baird (D-WA) and Phil English (R-PA). Maggie Hess suggested that we contact our letters to determine how they voted on the Perkins override which lost. Ask your congressional representative if they were present for the override vote and if not, "Why weren't you there?" Allen Vaughan recommended that members visit the [www.megavote.com](http://www.megavote.com) website to gather voting record information.

The meeting was paused to hear from ACTE President, Bryan D. Albrecht. He commented that we were the only group in session that has the flag of the United States and respective Region I State flags on display. We, under Vice President, Maggie Hess are a dynamic group. He was enthusiastic about the report that one-third of this year's convention attendees are first timers. He reports that the CTE Foundation is working well. Our history is helping align the new pathway and cluster initiatives. There is great joy over our good financial condition. The Opportunity Fund will foster growth in the Association. We are strengthening our organization through communication over the Internet. The message is clear, don't wait to get together. Continue to focus on how to engage our community of constituents. Keep an aggressive and creative posture. He was pleased to hear that our Policy Committee passed a motion to advise the Board of Directors to continue pursuit of the *liability insurance* issue. This year is a high mark in vendor registration and they are supportive of our mission. He advised everyone to attend the trade show.

**Membership** – Gerald Reichard reported that Region I has had significant growth in membership. Stewart Spittle added that surveys show that many lapsed memberships occurred because they missed the notification of they forgot. New members are not aware of benefits and/or have other obligations blocking renewal. There was a good return (50 - 80%) on e-mail surveys. Courtesy contact calls are being made for a personal touch with new/renewing members to ask for their input on ACTE membership. A Diversity Action Subcommittee has been established and will merge previous members of the former Diversity Committee. Retired Membership was discussed and the Committee moved to drop minimum of five (5) years of previous membership.

**New Ideas** – Sharon M. Mastroianni will report at the Saturday Business Meeting.

**Nominating** – Irene M. Ashley reported at Chairperson, Connie Smithson discussed at length, the implications of only one candidate being nominated for the 2008 ACTE President Elect. The voting process was also discussed. Three recommendations will be forwarded to the Board of Directors: 1) Harry Snyder moved that additional communication strategies be developed for recruiting candidates and a variety of voting options be explored. 2) Dave Bunting moved that the Board be proactive in identifying and developing future ACTE leaders. 3) Gina Doyle moved that a process be developed and implemented to support and encourage Association leaders who have ran for election (but did not win) to be given an opportunity to serve in another Board of Directors capacity. Maggie Hess encouraged all members to participate in the nomination process.

**Professional Development** – Barbara Funk reported....

**Public Information** – Mitch Culbert reported that the Committee had an October conference call and updated the Ambassador's Network. The Cliff Weiss Essay Contest was a topic of discussion. The deadline for entries is March 31<sup>st</sup> and the winner will receive \$250.00. February is now designated as Career and Technical Education Month. It will be highlighted with a live promotional feed to major cities on January 25<sup>th</sup>. The Committee will meet again later today.

**Resolutions** – Carolyn Reynolds reported...

Allen Vaughan shared an orange flyer announcing the March 27-30, 2008 ACTE Region I Conference will be held in conjunction with the MVA "A Century of Success" Conference. Contact him at [trannyman1@comcast.net](mailto:trannyman1@comcast.net). It will be the 100th anniversary of vocational education in Massachusetts. Child care will be provided for members with families. Registration fee is \$200.00 for member and \$50.00 for spouse. Hotel reservations are at the Resort & Conference Center, 35 Scudder Avenue, Hyannis, MA 02601. \$129.99 single/double includes taxes. Phone: 508-775-7775

Asked about suggestions for the 2009 Region I Conference site, Vice President, Hess reminded that Washington DC / Maryland vicinity is already under study.

Maggie Hess advised all interested leaders to apply for the Fellowship Program. She will talk with web designer, Judy Kim to ensure that it is easily accessible on the website.

Maggie called for assistance on editing the *ACTE Region I: Policy and Procedures Manual*. Named to the Ad Hoc Committee were: Mitch Culbert, Carolyn Reynolds, Sharon Mastroianni, and Kris Waslar. Ernie Powers added that he has on file, previous editions of the *Manual*. Maggie Hess asked him to keep them available for Committee reference.

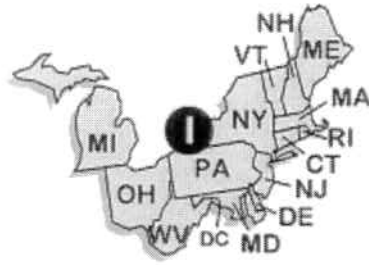
The meeting was declared adjourned at 3:35 p.m.

Van Hughes



Secretary,  
Region I





## Region I

### Roll Call of States

Las Vegas Convention – *December 12, 2007*

ACTE – Mary Ann Bittner and Robert Walls

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Vermont –

West Virginia – Ernie Powers

