



Taking Care of Business

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

WASBO Vision

A Bi-Monthly Publication of the Wisconsin Association of School Business Officials - Volume 10, Number 5 - October 2006

The Cookbook Recipe



There are chefs that measure precisely according to the printed cookbook recipe. There are chefs that modify the printed recipe and measure according to the tastes of their customers. The great chefs usually fall in the latter category. They know there is no one "perfect" recipe—customers have different tastes and needs. The chefs are great because they understand that they are dealing with people and all the variables inherent to being a dynamic individual. These great chefs have moved to a higher order of learning, practicing and analyzing their art instead of just using the skill of measurements.

Our children's educational needs are analogous to the chef's customers. One standard cookbook recipe will not best serve our students. We need to vary our recipe (the educational inputs) to match the tastes (needs) of our students.

The "65% Solution" was coined by George Will in "One Man's Way to Better Schools," April 10, 2005, *The Washington Post*. An online retailer, Patrick Bryne who is president of Overstock.com devised this recipe. He is a retailer not an educator. He is leading a group called "First Class Education" which is endorsing and propelling this issue forward. In the 2006 fall elections, Bryne

reportedly has personally committed \$13 million to having this issue on ballots across the country. He has hired a full time spokesperson, Tim Mooney, to advocate for the First Class Education position.

ASBO alerted us in December 2005 that this cookbook recipe was gaining political traction around the country. We are now hearing about it in Wisconsin. Is this the newest TABOR? An analysis by Standard & Poor's has found "a lack of empirical evidence linking higher student achievement with higher proportional (classroom) spending levels." In addition, a myriad of articles have been written to stimulate our thinking and discussion on this issue. Please go to asbointl.org, look under the legislative action link, and you will find the Standard & Poor's study and articles written by our colleagues in other states that have had experience dealing with this issue.

Most interesting are the comments published by Education Week, October 12, 2005. Quoting from the author, David Hoff, "...the group spearheading the effort is targeting states where Democratic governors are expected to face tough re-election fights." He points out First Class Education literature backing the 65

Continued on page 14

Our schools invest in the future.



We'll help you protect
that investment.

Community Insurance Corporation

provides insurance coverages for school districts, as well as cities, towns and villages.

- General Liability
- Auto Liability
- School Board Legal Liability
- Public Officials Errors and Omissions
- Property
- Worker's Compensation

We help you control 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 join us, please contact Kim Hurtz, Aegis Corporation, **1.800.236.6885**,
www.communityinsurancecorporation.com

WASBO
Board of Directors

Gail Moesch - President
Tom Wohlleber - President Elect
Diane Pertzborn - Treasurer

Directors At-Large

Jeff Carew
Sandy Jacobson
Keith Lucius
Mary Jo Filbrandt
Chad Trowbridge
John Gahan
Wendy Brockert
Thomas Helgestad
Gary Kvasnica

Executive Director

Woody Wiedenhoeff

Taking Care of Business is issued bi-monthly by the Wisconsin Association of School Business Officials. Send address changes to: Taking Care of Business c/o WASBO, 4797 Hayes Rd, Suite 101 Madison, WI 53704
Phone (608) 249-8588
Fax (608) 249-3163
wasbo@wasbo.com
www.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 the WASBO or its members. Neither the WASBO nor any of its members or representatives accepts liability for the contents or use of the articles appearing in this newsletter.

Editor: Woody Wiedenhoeff

Our Greatest

Association
Students
Staff
Educational Opportunities
Team Work & Networking
Service Affiliates



A Message from the President

Our Greatest ASSETS Students



Gail Moesch
WASBO President

Our theme for 2006-07 is “**Our Greatest Assets**”.

- A. Association—WASBO, ASBO, Regionals**
- S. Students**
- S. Staff—Professional & Support**
- E. Educational Opportunities—Seminars, Conferences**
- T. Team Work & Networking**
- S. Service Affiliates**

This is the second newsletter for 2006-07 and we continue down the list for the theme of my messages. The theme of this message will be “**Students**”.

When we evaluate why and what we are doing in our crazy mixed-up world, such as dealing with negotiations and unions, hiring the appropriate staff, attending late night board meetings, dealing with administrators, staff, parents and the community, we need to always keep in mind that the only reason we are doing what we are doing is for the **students**. Their futures are in our hands and we need to do our best to ensure that we provide them the best possible education.

We need to give students all the tools that they need to excel in the classroom. Students are coming to us from single parent families, broken families, families of poverty, families with alcoholic and drug abusive parents, families with limited English speaking parents, and the list goes on. School may be the only place they can find some stability in their young lives. What is needed to make that happen?

For students to learn, schools need to provide a safe environment. Rooms need to be clean, pleasant and conducive to a learning environment. The staff needs to be supportive and help students to succeed. Students need a nutritious breakfast and lunch program. We need to transport students to school in a safe manner. Let's not forget about modern technology that is needed to be sure our students are ready for the 21st century.

You say that is well and good but with tightening budgets, declining enrollments, mandates without any funds to comply, unsettled union contracts, rising energy costs, revenue limits and less federal support how do we make it happen? That indeed is a challenge. It is our responsibility as school officials to explore all of our options to make it happen. Our future generation is depending on us and we must answer the call.

Part of our role as school financial officers, is to work in collaboration with all of the stakeholders. The first words out of our mouths when approached with a financial matter must be “How can we work to make that happen,” not “We can't do that.” If we respond in a positive manner we show that we are interested

Continued on page 16



Woody Wiedenhoef
WASBO Executive Director

Exec's Reflections Looking Forward

The WASBO organization is one of the strongest professional organizations in Wisconsin. Even at this pinnacle, I believe we can build on our excellence. How will we accomplish this? Through leadership, comprehensive professional development, targeted advocacy,

collaboration and expert communication, our reputation as educational leaders will be widely recognized.

Our work touches children on a daily basis through the support services we provide. Too many times business officials are perceived as "bean counters" and not as the important educational team participants that we are. Our actions will dismantle the "bean counter" stereotype and continue to mold our image as valuable educational leaders.

One of the areas where this leadership will be most useful is with effective legislative advocacy. Our goal is to secure adequate funding in order to achieve outstanding educational opportunities for all Wisconsin children. We are faced with the ongoing challenges of Revenue Limits, Qualified Economic Offers, "No Child Left Behind" to name a few. We continue to grapple with diminishing resources while the regulatory and paperwork requirements keep increasing. All this comes at a time in history where there are fewer families than ever with children in our schools. Consequently, the potential for lack of support is very real. It is imperative that the members of all school-associated organizations carry a unified and clear message. We must speak with one voice. WASBO members have made huge strides in becoming influential on significant Wisconsin school issues. We will build upon that. Building relationships and collaboration will be a key. We each need to develop relationships with those that can influence our goals. Get to know your local legislators. Invite your legislators to regional meetings. Collectively, we can enhance the understanding of political decision makers regarding the importance of our

work—public education. We can make a difference for the children.

Where do we further strengthen these leadership skills? Our Regional WASBO groups are foundational. The Regionals serve as a powerful support network for our members. The meetings are a place where information and ideas are freely shared—where problem solving occurs. Peer mentorship is an attribute of WASBO members. If you are not a regular attendee at your local Regional, please call the coordinator in your region or just show up at a meeting. The Regional meeting times are listed on the back of this issue. While it is always a challenge to get away from the office, I assure you that this is time personally and professionally well spent. You will learn; you will laugh; you will grow. The team would love to welcome you.

The WASBO regional meetings, workshops, seminars, and conferences all have one goal in mind, to make you the best business official that you can be. As your executive director, I am committed to your excellence.

Public Sector Advisors

More of these or these?

Answers to your big questions.

Springsted merges research and best practices in helping its clients plan and execute successful elections, whether for additional operating money, or funding major facility projects.

springsted.com
800.236.3033



The Legacy of Don Mrdjenovich

Don Mrdjenovich became WASBO's Executive Director in 1995 after a very successful career as district administrator

at Janesville and Watertown School Districts. He also served as assistant superintendent and junior high principal at Grand Forks, North Dakota. In addition, he was an elementary principal and teacher in Mellen and Mercer, Wisconsin before moving to North Dakota. Some of his recognitions include "Outstanding Educator" by the Wisconsin Association of School District Administrators, Wisconsin Superintendent of the Year, Executive Educator's Top 100 Superintendents and North Dakota ASBO President.

More importantly to me, I had the good fortune to observe and work with him while on the WASBO Board. I can only imagine how great it would have been to work with him on a daily basis, as others have. The other day, during lunch with Liz Kane, we reflected on how Don had entered our lives and helped us to grow both professionally and personally. He was an outstanding mentor and teacher. When approached for help, Don would turn the conversation with some well-placed questions into a growing experience for us. He did not hastily give an answer; he helped us discover the answer. He gave us dignity and guidance in our growth process.

In his last formal memo to the WASBO Board and Regional Representatives, his immediate focus was to have a sound transition in Executive Directors. Don states, "Yes, I'm still around, but spending most of my time getting things ready for Woody." And that he did. He handed me a booklet titled *(Almost) Everything You Need to Know About Being the Executive Director of WASBO*. This booklet is 15 pages long and contains 118 separate items. Prior to his departure, Don sat with me on several occasions. As you probably assumed, our conversations were like those previously described.

Don, you have been our teacher, our mentor, and most importantly our friend. Your WASBO family asks that you and Betty continue to join us whenever possible. Best wishes in your REAL retirement!

Woody Wiedenhoef



Thank You!

Betty and I thank all of you in WASBO, not only for all of the attention we received at the Fall Conference, but for all of the support you have given us over the years. We have made so many friends and had so many enjoyable experiences, we often felt that I didn't have a real job.

The WASBO staff and great Boards of Directors had a lot to do with that. We received numerous cards, emails and personal well wishes. Our ASBO International colleagues and our ever supportive Service Affiliate members joined WASBO members in sending us off into retirement in grand style. We will cherish the fond memories you have all given us. We hope to see as many of you as possible at future WASBO events.

*Best wishes to all.
Don & Betty*



What does this group have in common? They have all attended both of Don's retirements! L to R - Tim Boylen, Don Mrdjenovich, Bob Pulliam, Doug Bunton, Liz Kane, Jim Rickabaugh, and Bill Reis.



Director's Corner Back to School

Wendy Brockert
WASBO Director

I love this time of year at work. It is the best time of year to be reminded why we are doing what we are doing. I love walking around our schools and meeting and greeting all of our students. Most of them are happy to be

back at school. It gives them the opportunity to visit with old friends and make new friends. It is great knowing that all of our efforts during the summer to get everything ready for the start of school was worth it. The schools are clean with shiny floors and repairs made by our custodial and maintenance staff. The students arrived safely to school because our bus drivers brought them there or a crossing guard helped them cross the street. Our classrooms are ready for the students with computers and materials to help them learn. Our children are able to participate in one or two hot meals each day. Without the food program we provide, too many children do not otherwise have adequate meals. So many people contribute to a successful school year.

We all get frazzled from time to time because our jobs do not always go smoothly. If there is that perfect district that has no problems, please let me know who you are. When I see the students and what we all do to give them a good education, it helps put everything in perspective. We may not be in the classroom teaching the students but so much of what we do touches their lives.

Our family took a big leap this year and have welcomed a foreign exchange student from Germany into our home. He has only been with us for about a month and has already taught me so much. I'm the type that likes structure and order (although you wouldn't know it when you look at my desk). Adding one more person into our family was going to upset the whole routine. So many times I have felt like I don't have enough time to give to my two children. How can I make time to be a part of another child's life? How could his parents send their son to live in the United States for 10 months with perfect strangers? Those parents have a lot of trust. My husband and I are doing the best we can for this new family member. We are trying to help

him understand our culture and language. He knows English, but he has so much to learn about our every day conversational English. He has so much courage and does not give up while trying to understand. What helps us is that he has a great sense of humor and has brought much laughter and joy to our family.

My personal situation is so much like the parents in our school districts. They trust us to care for and teach their children while they are at school. We all try to do what is the best for our students. Visiting with the students at lunch time, in the hallway or in the classroom is such a reward. It helps put in perspective what we do and how it helps the children of our community. It's not easy when we are having a day when nothing seems to go right, but when I see that sparkle in a student's eye it sure does help make my day go a little better. I love my job because our students are such a precious commodity and we are here to help them. As we begin another year, I hope you take time to see that sparkle, not just in the shiny floors but in the eyes of our children.

Run Smarter™
Laserfiche®

Laserfiche solutions reduce misfiling, document retrieval time and photocopying and paper distribution costs in more than 21,000 government and private sector organizations around the world.

Document Management Solutions

- Prevents lost records.
- Saves storage space.
- Manages records easily.
- Finds documents quickly.
- Makes images centrally available.
- Eliminates the need for file cabinets.

What can Laserfiche do for you?

Contact Dan Saugstad
920-438-0345
 for Information on Laserfiche's
 Innovative New Products

COMPUTER CENTER
 Corner of Main & Monroe • Downtown Green Bay
 920-435-5353 • Mon.-Thurs. 7:30-5:30, Fri. 7:30-6:30, Sat. 9-3



Tick Tock. Tick Toc.

Health Insurance rates are rising at an extreme speed. Do you have a plan?

Taking time now for a new quote could save your group thousands in health insurance.

Two companies with expertise in school district insurance have teamed up to help you address the Health Insurance crisis in Wisconsin. National Insurance Services (NIS) and Gallagher Benefit Services (GBS) can help you create real results. Since 1969, NIS has been custom-crafting insurance solutions for schools districts. GBS is known nationally for helping schools create and manage self-funded medical insurance cooperatives and brings more than twenty years of working with schools to the table. Please take a few minutes now to give us a call. We'll help you create your new plan.



Stephanie Laudon
Regional Vice President
slaudon@nis-sif.com



National Insurance Services
of Wisconsin, Inc.

250 S Executive Dr Brookfield, WI

1.800.627.3660



David Branback
Retirement Income Division
dbranback@nis-sif.com

Providing Creative Solutions for
School District Financing Needs.



Wisconsin School Finance Team

309 N. Water Street, Suite 150
Milwaukee, Wisconsin 53202

(414) 270-0190
(877) 663-0646

**STIFEL
NICOLAUS**

STIFEL, NICOLAUS & COMPANY, INCORPORATED

WWW.STIFEL.COM MEMBER SIPC AND NYSE



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

BOOK REVIEW

Lombardi Rules

In *The Lombardi Rules* Vince Lombardi, Jr. explores his father's successful leadership philosophy and extracts 26 lessons about what it takes to be a powerful leader. Vince Lombardi, Jr. is a writer and professional speaker, an attorney, has served in the Minnesota

legislature, and has held executive positions with the Seattle Seahawks, NFL Management Council, and the United States Football League.

The Lombardi Rules is 114 pages in length. It is a leadership book from a legendary football coach and great leader. As coach of the Green Bay Packers from 1959 to 1967, he took a ragtag group of players that floundered at the bottom of the National Football League and in only two years molded them into a championship team. The Packers won NFL championships in 1961, 1962 and 1965, as well as the first two Super Bowls in 1966 and 1967. The Lombardi model starts with a simple premise: *Only by knowing yourself can you become an effective leader.*

Vince Lombardi, Jr. explores the fundamental leadership qualities of self-knowledge, character, and integrity. He states that leadership starts with self-knowledge and that self-discovery leads to self-knowledge. Self-knowledge is the basis for character. Once you understand yourself, you start to grow and write your character. Along with good habits and competence, this creates the skills required for effective leadership. Character is the root of integrity: "Without character there can be no integrity", asserts Vince Lombardi. Integrity provides the foundation of leadership. Character and integrity are the two pillars of effective leadership. "Leadership is not just one quality, but rather a blend of many qualities; and while no one individual possesses all of the needed talents that go into leadership, each man can develop a combination to make him a leader." Each chapter

describes one of **The Lombardi Rules** which are part of the Vince Lombardi Leadership Model.

The 26 Lombardi Rules are:

- Ask yourself tough questions
- Look the truth straight on
- Play to your strengths
- Write your character
- Think big picture
- Be completely committed
- Work harder than everybody
- Be prepared to sacrifice
- Be mentally tough
- Balance humility and pride
- Lead with integrity
- Build team spirit
- Explain the whys
- Strike the balance
- Build confidence
- Use your mission
- Know your stuff
- Demand autonomy
- Respect legitimate authority
- Act, don't react
- Keep it simple
- Chase perfection
- Tailor your motivation
- Motivate by degrees
- Focus on fundamental
- Run to win

The book has numerous quotations, tenets, and guidelines from Vince Lombardi; the coach, the teacher, the leader, and the father. The *Lombardi Rules* provides us with more - an insider's look at the leadership essence of Vince Lombardi. The book is packed with proven insights and techniques that can assist you in becoming a leader. Read and enjoy!

"The Truth is that many people set rules to keep from making decisions. Not me. I don't want to be a manager or a dictator. I want to be a leader - and leadership is ongoing, adjustable, flexible and dynamic."

Mike Krzyzewski



Feeling Stressed?

Three questions to get you started on the road to stress reduction.

You don't need to hear another statistic about the levels of stress in this country or particular to the teaching field. You see it every day and many days you feel it. Some wear their stress levels as a badge of courage and can be heard in discussions with friends arguing why their life is the most stressful of the group. Regardless of how you think about your stress, your body may be reeling from its effects. From skin problems to cardiovascular disease, the body exhibits its repulsion to chronically high levels of stress hormones.

So, once you recognize that you are feeling the familiar increase in heart rate, tightening of muscles, scattered thoughts, and more, what can you do? This article will give you a place to start: three questions to guide your thoughts and action.

When you realize that your stress level is increasing, the first question to ask is: **Can I avoid this situation?** Sounds simple, right? No, of course you cannot avoid this stuff. It is your reality! Let's ask it another way. Have you ever known someone who is in a stressful situation, such as a bad relationship, who could not see the answer that you saw as obvious? Take your time with the first question. What would it look like to stop, resign, say "no," or walk away?

If you find that you cannot avoid the cause of the stress, ask yourself, **Can I change my perspective on the situation?** When my children were small one of the most stressful aspects of parenting came when I needed to get all three of them ready to go somewhere in the car. Finding shoes, going to the bathroom, getting coats, hats and mittens on, and being ready myself all seemed to be struggles. At the same time in the back of my head ran the tapes from my childhood telling me that being on time was a sign of one's character. Simultaneously, I was looking for ways to have quality time with my children. One day, like a lightning bolt of wisdom, I realized that car time held great potential for quality time yet I was so stressed and angry once we got in the car that I couldn't capitalize on the moment. At that point I decided that the world wouldn't fall apart if my children showed up a bit late for the party! That change in perspective turned car time into quality

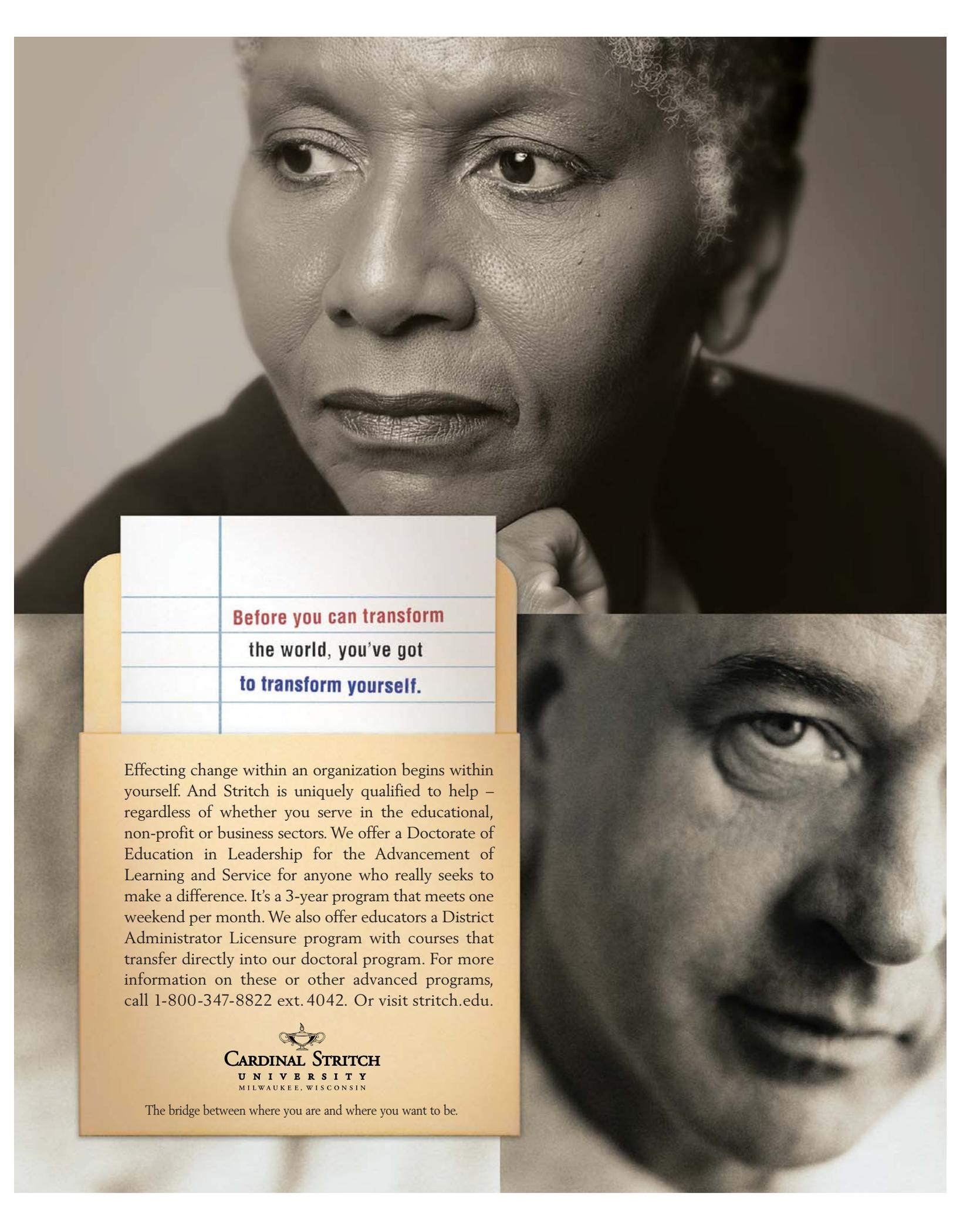
time that I enjoy to this day with my teen daughters.

Discovering new perspectives often takes conversations with others. Ask someone close to you to help you see some different ways to view a stressful aspect of your life. Brainstorm together and try out a new thought pattern to see if it works for you.

There is some stress in our lives that cannot be avoided or repositioned in our minds. Once you have asked the first two questions, it is now time to ask the question that many people start with: **How can I manage the stress I am facing?** This is where we look to our physical, emotional, spiritual, social and intellectual sides for answers. Are you taking care of your physical self? Do express important emotions in a way that honors yourself and moves you to emotional balance? Have you connected with a source of inner strength such as nature, prayer, music? What is the quality of your closest relationships? Are you able to be yourself with those whom you spend the most time? What insights have you gained by expanding your horizons through new learning experiences?

Begin by taking a few deep breaths to bathe your mind in oxygen, take a short walk in the fresh air to bathe your body in endorphins, notice both the constancy and surprises of nature, call a friend who makes you laugh and suggest a time for coffee, lunch or a drink, and after that short 15 minutes, engage your intellect in figuring out your next best step for reducing the stress you face. Stress management is a healthy habit one can develop deliberately.

This article is written by Sue McKenzie, the creator and presenter of the staff in-service program, Stressing Life, available to schools throughout WI and nationally. The in-service focuses on stress management for staff as well as how staff can model stress management in the classroom. InHealth also offers an in-service on youth depression and related problems called, It's Time: Adults Addressing Youth Depression. Sue can be reached at InHealth WI 262-238-9455 or sue@inhealthwi.org. Visit the website at www.inhealthwi.org.

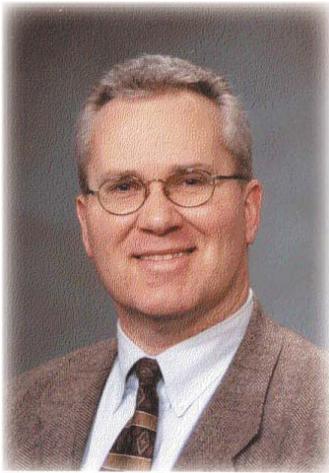


**Before you can transform
the world, you've got
to transform yourself.**

Effecting change within an organization begins within yourself. And Stritch is uniquely qualified to help – regardless of whether you serve in the educational, non-profit or business sectors. We offer a Doctorate of Education in Leadership for the Advancement of Learning and Service for anyone who really seeks to make a difference. It's a 3-year program that meets one weekend per month. We also offer educators a District Administrator Licensure program with courses that transfer directly into our doctoral program. For more information on these or other advanced programs, call 1-800-347-8822 ext. 4042. Or visit stritch.edu.



The bridge between where you are and where you want to be.



John Forester
SAA Director of
Government Relations

Legislative Update

SAA Summary of Major Provisions DPI 2007-09 Biennial Budget

- **Overall Proposed Funding Increase** – about \$225.6 million in 2007-08 and about \$436.6 million in 2008-09, for a biennial increase of about \$662 million.
- **Declining Enrollment Revenue Limit Exemptions** – change the current 75% hold harmless non-recurring exemption to a full 100% non-recurring exemption. This would provide roughly \$15-17 million in additional annual statewide revenue limit authority. Also, provide that all districts receive at least their prior year’s base revenue limit (an additional \$2-3 million in statewide revenue limit authority).
- **General Equalization Aids** – provide about a \$150 million (3.3%) increase in 2007-08 and about a \$272 million (3.2%) increase in 2008-09.
- **Low Revenue Ceiling** – increase the low revenue ceiling by \$300 annually, to \$8,700 in 2007-08 and to \$9,000 in 2008-09.
- **SPED Categorical Aid** – increase \$25 million in 2007-08 and \$50 million in 2008-09.
- **Bilingual/Bicultural Aid** – increase aid by more than \$3 million over the biennium for districts required to offer programming.
- **Bilingual/Bicultural Aid for Currently Ineligible Students** – create a new categorical aid program in the second year of the biennium to award \$350 per LEP student to districts that currently do not qualify for aid (\$6.2 million in 2008-09).
- **Elimination of the QEO.**
- **Transportation Aid** – there are two components to this request:
 1. Increase the reimbursement rate for pupils transported more than 12 miles from \$180 to \$220 for both years of the biennium. No new GPR funding needed.
 2. Request statutory language similar to 2005 Assembly Bill 726 which allows schools to claim refunds of the motor fuel tax.
- **Additional 4K FTE Authority for Community Approaches** – districts adopting “community approaches” to 4K would be eligible for an additional 0.1 FTE toward state aid and revenue limits for each 4K student.
- **Strengthening SAGE** – increase FTE low income pupil aid from \$2,000 to \$2,250; and add 5 new SAGE schools in 2008-09. (\$10.4 million increase in 2007-08 and \$10.9 million in 2008-09).
- **P-5 Funding** – increase aid \$367,700 annually.
- **Milwaukee Parental Choice Program** – increase funding \$8.5 million in 2007-08 and \$18.3 million in 2008-09 (reestimate as required by law). Also includes a change in the state’s share of funding from 55% to 75% of the annual program cost.
- **Milwaukee/Racine Charter Schools Program** – increase funding \$5.1 million in 2007-08 and \$10.2 million in 2008-09 (reestimate as required by law).
- **Sparsity Aid** – create a new sparsity categorical aid program in 2008-09 (\$26.5 million) establishing the following eligibility criteria:
 1. District enrollment of 2000 or less
 2. Less than 15 students per square mile
 3. FRL eligibility of at least 20%. Aid would be \$300 for districts with FRL above 40% and \$150 for districts with FRL between 20% and 40%.
- **Extended Calendar Pilot Grants to MPS** – provide grants to Milwaukee Public Schools (MPS) for up to three extended calendar pilot projects (\$1.5 million in 2008-09).
- **Restore Arts to MPS** – provide funding for a competitive grant to support arts education in MPS elementary schools (\$1 million in 2008-09).

Continued on page 16



At Baird, we know our clients wear many hats. Let us be your financial professionals. Baird's Public Finance team ranked as the No. 1 managing underwriter for primary and secondary education issues in Wisconsin, according to Thomson Financial Securities Data.* Whether your financial needs are short- or long-term, Baird has the expertise to help. Call today to put our experience to work for you.

Keith Kolb, Managing Director
Mike Clark, Director
Lisa Voisin, Vice President

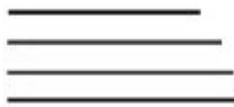
777 East Wisconsin Avenue
Milwaukee, WI 53202
800-792-2473 ext. 3827

Wealth Management . Capital Markets . Private Equity . Asset Management
©2006 Robert W. Baird & Co. Incorporated. Member NYSE. Member SIPC. MC-21048
*Thomson Financial Securities Data, 2005

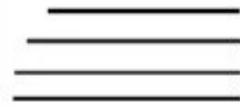
Baird /

"The advantage of the incomprehensible is that it never loses its freshness."

Paul Valery



*e~Funds for Schools*TM
Powered by Magic-Wrighter



Streamline your school's registration process, simplify lunch and other activity collections, reduce labor tasks, and increase cash flow.

e~Funds for Schools creates LESS work... not more!

- *Parents can pay online from their **checking account** or by **credit card** through your school district's own website for lunches, registrations, and all other school items/activities.*
- *A single payment can be applied to pay for all students in a family for multiple activities, across multiple school buildings/classrooms.*
- *The ability to accept online checking payments and/or credit cards is automatically set up for the whole school district with no costs or ongoing fees to the schools.*
- *e~Funds for Schools interfaces with your lunch systems and other school programs so that all funds collected do not require manual entry of funds received!*

Learn about the many other features that will save costs and help add more benefits to your school ...Log onto www.efundsforschools.com

MWI @ 262-377-8306 or email: rwaelti@wi.rr.com

Percent Solution states “Republicans will have a viable answer to ‘in the classroom improvement of education’ without the need to call for a tax increase.” The article goes on to point out “Everyday and every dollar the education establishment uses to defeat this proposal is a day and a dollar they cannot spend on other political activities.” Does this sound familiar in Wisconsin?

Further, we need inform citizens about school finance to combat specific myths and misunderstandings generated by First Class Education. For example, Tim Mooney says in an interview with Industrial News about school bus transportation “There is no need for transportation officials to be overly concerned about the 65 Percent Solution. We want to encourage cost savings wherever possible in transportation budgets – specifically in the number of cars school districts have or are reimbursed for. We think that number of cars now is just plain unconscionable.”

In addition to the above talking points provided by ASBO, Education Week, and Standard and Poor’s, the School Administrators’ Alliance has provided the following comments.

Seventy Percent Solution SAA Talking Points

- It is a one size fits all silver bullet solution that fails to recognize that students in different school districts may have different needs.
- It is an attack on local control. Local school board members, administrators and teachers know how to meet the unique needs of their students better than bureaucrats in Madison or Washington D.C.
- It is intended to create divisions between teachers and administrators while making it easier for Republicans to build support for voucher and charter schools (according to an internal memo produced by First Class Education – the organization behind the 65% solution nationwide).
- The National PTA is opposed.
- Former U.S. Education Secretary Rod Paige called it “one of the worst ideas in education,”

and said, “It will tie school leaders’ hands at a time when they need more freedom to innovate.”

- In an independent analysis, Standard & Poor’s found a lack of empirical evidence linking proportional classroom spending and student achievement in math and science.

At a time when education reformers are placing their emphasis on measurable student outcomes, the 70% Solution is an input-driven initiative without any measurable outcome. This suggests that the 70% Solution is a political ploy, not a serious education policy proposal.

This recipe may be prepared by November. Either we will have altered the recipe to be the best food for our children, or we will have to alter ourselves to prepare for eating the meal from this cookbook recipe. Please know our colleagues in our next-door states are already dealing with this.

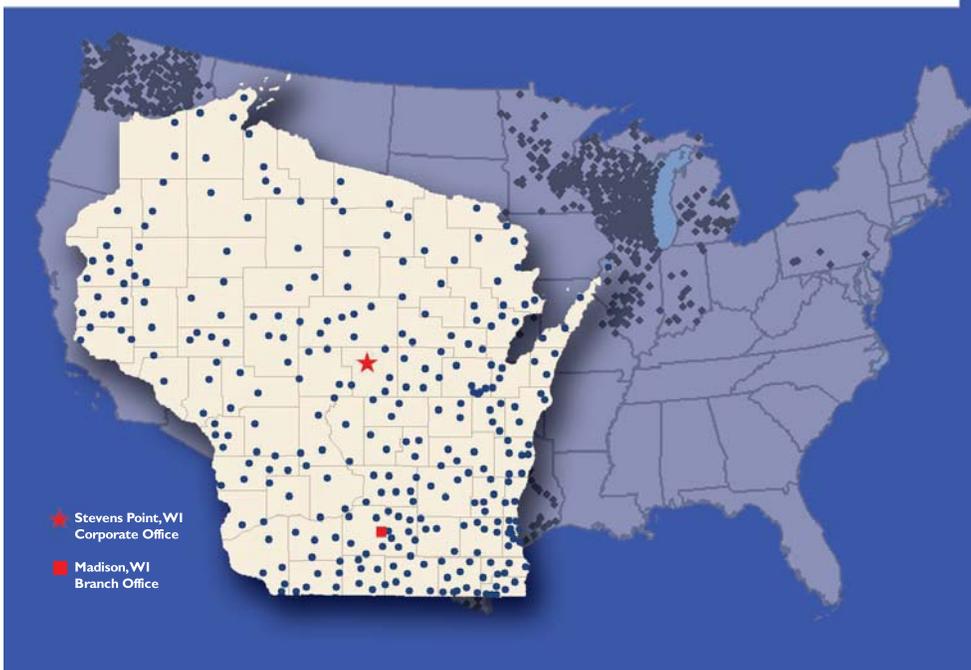
The 65% Solution (70% in Wisconsin) is not a partisan issue—it is an educational issue. We will be hearing a lot about this catchy sound bite. As an organization, we need to help our communities understand the educational ramifications of a one-size-fits-all solution to a problem that does not exist. It is a part of our WASBO Mission and Vision to explain clearly educational issues to the citizens and to be a positive influence for the education of our children. Frankly, this issue is an easy one to explain. There is already a great deal written and the empirical evidence is clear. Now is the time to act locally. We need to be the voice of advocacy for our children.

Employment Opportunities

Please go to www.wasbo.com and click on “Classifieds” for complete job posting information.



329 Wisconsin districts have joined over 1,050 districts across the country using Skyward's Administrative software.



“ Our district has been using Skyward's software since 1988. It's extremely user-friendly and easy to learn. **I just don't know why someone would want to use any other system!** ”

Judy Magee,
Clintonville School District, Wisconsin

Learn more about Skyward

online www.skyward.com

email info@skyward.com

call 1.800.236.7274



Powerful Student, Finance and Human Resources Administrative software exclusively for K-12 schools - public and private.

“In order to succeed, at times you have to make something from nothing.”

Ruth Mickleby-Land



JENNIFER KUEHL
High School Math Teacher
Verona

THE TRUST DIFFERENCE

“The accident was on a Wednesday afternoon. I waited until the next morning to call the Trust. I talked to a gentleman by the name of John. He was just wonderful — calm and patient. He made me feel like everything I felt at that moment was completely normal. He would do everything that I needed him to do to help me out. It didn't feel like an insurance company at all.”



Our commitment is to provide quality insurance and exemplary service to Wisconsin's public school employees. This is our promise. This is the Trust Difference.

weatrust.com
800.279.4000

President's Message

Continued from page 3

in working with people to develop a plan. We show creditability and also show that we have the best interest of our students in mind.

Shawano-Gresham School District has a strategic plan and one of the strategies is "We will develop, evaluate and prioritize all available resources, and use them to best meet the needs of the students." That strategic plan has allowed us to do a survey of parents, students and community members to evaluate what is important to them. Committee members that developed the survey came from all walks of life and brought their expertise to the school district. The results of the survey tells us what the community feels is important and what is vital to continue to support if our resources dwindle. We have a plan in place before the actual need so we can be proactive instead of reactive if a financial crisis arises. We annually review all the strategies to be sure that we are using the resources to meet the student's needs.

The strategic plan has allowed us to create a Community Foundation where donations are accepted to support innovative ideas to improve our schools. We also have an awesome Dollars for Scholars Foundation. The strategic plan has allowed us to inform the service groups, news media, parents and the community of the concerns that we have in order to provide an outstanding education for our students. By using this plan, we are working collaboratively with our community and best of all the students are benefiting from our efforts. If it takes a "Village to Educate a Child", what better approach can we take?

As our Middle school principal said in his welcome back letter this fall, "*Remember to treat every child like a precious treasure; they are to someone.*" We also need to keep this in mind as we struggle to balance a budget.

A few additional thoughts: I am sure that you join me in wishing Don Mrdjenovich a rewarding retirement and wish him good health and happiness in the future. Don has done an amazing job in leading WASBO to new heights. In his career, Don gained expertise in managing schools and he readily shared that knowledge to help our organization prosper. Most

importantly he wanted us to have fun as we did our day to day activities.

I want to welcome Woody Wiedenhoef as our new Executive Director. I am excited to have the opportunity to work with Woody. When he served as President of the WASBO organization a few years ago, I was awed by his leadership ability and how he got each member of the Board to feel they were an important part of the Board. As our new Executive Director I am confident that he will lead WASBO to achieve our vision—"By the end of the decade, the Wisconsin Association of School Business Officials shall be the most influential organization on significant Wisconsin school business management issues."

"Out of every fruition of success, no matter what, comes forth something to make a new effort necessary."

Walt Whitman



Legislative Update

Continued from page 12

- **School Breakfast Program** – increase per meal reimbursement rate from 10 cents to 15 cents per breakfast served by public and private schools (\$1.23 million increase in 2007-08; \$1.46 million in 2008-09).
- **Reduced Price School Breakfast** – create a new grant program to pay the 30 cents charged to each student for reduced-price breakfast thus allowing the student to eat a free breakfast (\$1.1 million annually).
- **School Library Aids Reestimate** – a reestimate of projected school library aids from the Common School Fund (\$6 million increase in 2007-08; \$11 million increase in 2008-09).

Because umbrellas
can only do so much.



Smart engineering of
roofs, walls, pavements
and waterproofing

In Milwaukee,
call Kim Reich
at 414-744-6962
or visit us at
www.inspec.com

"You must have long-range goals to keep you from being frustrated by short-term failures."

Charles C. Noble

SPECIALISTS IN WISCONSIN SCHOOL DISTRICT FINANCE

Griffin, Kubik, Stephens & Thompson, Inc. offers service to school districts in:

- ✓ Existing debt analysis
- ✓ Structuring bond issues
- ✓ Refunding assistance
- ✓ Capital project planning
- ✓ Unfunded pension liability analysis
- ✓ Continuing disclosure
- ✓ Referendum planning
- ✓ Cash flow borrowings
- ✓ Rating assistance

Serving School Districts throughout the State of Wisconsin

Contact one of our licensed professionals today:

David DeYoung
Senior Vice President & Manager
dave.deyoung@gkst.com

Mike Hallmann
Vice President
mike.hallmann@gkst.com

Valerie Braun
Senior Analyst
valerie.braun@gkst.com

Call us Toll-Free at (800) 445-2982



Griffin, Kubik, Stephens
& Thompson, Inc.

111 E. Kilbourn Avenue
Suite 2325
Milwaukee, WI 53202

Tax Planning Has No Season

By Michael Falcon of Merrill Lynch

Most of us think about our taxes at two points during the year – April 15 and December 31. However, planning for your taxes is something to consider all year long as the decisions you make now can affect every piece of your financial life. Here are some year-round tips and strategies you can discuss with your financial advisor to ensure your tax planning helps you achieve your year-round financial goals.

Maximize the Effectiveness of Your Tax-Deferred Accounts

Make sure that you fully fund and invest in your tax-deferred retirement and education savings accounts. Tax-deferred accounts present opportunities for you to reduce your overall taxable income and therefore, reduce your tax bill. Some strategies to consider include:

- Make the maximum annual contribution of \$15,000 (\$20,000 if age 50 or above) to your 401(k) or 403(b) or other workplace savings plan. If you or your spouse currently participates in an employer-sponsored retirement plan, the amount of your tax deduction for your contribution will depend on several factors, including your tax-filing status, your modified adjusted gross income (MAGI), and whether you, or your spouse or both of you are active plan participants. Even if you're limited in the tax deduction you claim, you still can make nondeductible IRA contributions if you are under the age of 70 ½ with earned income.¹
- Contribute up to the annual maximum of \$4,000 (\$5,000 if age 50 or above) to a traditional IRA, if you are eligible. Earnings in traditional IRAs grow tax-deferred but distributions may be taxable.²
- Business owners should continue to defer as much income as they can (up to the lesser of \$44,000 or 25% of a maximum of \$220,000 compensation) in profit-sharing plans and Simplified Employee Pension (SEP) programs.
- Contribute to Roth IRAs, as earnings in Roth IRAs grow free from federal tax and qualified distributions are also federal tax-free.²



- Invest savings in a Section 529 college savings plan, which allows a current annual maximum contribution of \$12,000 (\$24,000 per married couple) per beneficiary. Another benefit is that you may be able to take contributions as deductions on your state income taxes depending on the 529 plan in which you invest and the state in which you live.
- Be sure to stay on course when withdrawing funds from certain retirement accounts. When you turn 59½, you can begin taking penalty-free withdrawals and earnings and deductible contributions will be taxed as ordinary income. At age 70½, you can generally no longer make contributions and you're required to take your required minimum distributions (RMD).

Take Advantage of Tax-Deferral Strategies

If you have control over how and when you receive income, you have a unique opportunity to generate tax savings. By delaying income and accelerating deductions, you can defer taxes from one year to the next, allowing you to use that money in the interim. This will also give you tax-free use of your money during the deferral.

Make Sure You Have the Right Mix of Investments

There are several tax-efficient equity investments and tax-exempt securities available. These include, but are not limited to, municipal bonds and exchange-traded funds. It is important to identify the appropriate allocation and diversification of investments unique to you to minimize tax liabilities and to alleviate risk. Pay special attention to the quality of your investments, especially during volatile market conditions.

Make Deductions Count

If your income is high, it may be difficult for you to take deductions for items that have an initial threshold, such as medical or miscellaneous itemized expenses. Therefore, it is important to maximize other deductions, such as those for interest paid, taxes paid and charitable contributions.

Continued on page 19

Tax Planning Has No Season

Continued from page 18

Unique planned giving strategies might help as well. For example, take advantage of preferential treatment for employer stock held in your retirement account and donate those shares to a charitable remainder trust. If you roll over your company stock to an IRA, withdrawals from your IRA will be taxed at ordinary income tax rates.

If you have children or grandchildren who will be attending college in the next few years, consider gifting appreciated securities. Capital gains and qualified dividend taxes for taxpayers in the lowest brackets (most minors) are five percent until 2008—when they fall to zero percent.³

You may also be eligible to make a special gift-tax election for 529 plan contributions (which must be in cash not securities) of \$120,000 per couple or \$60,000 per individual for each beneficiary in just one year (as long as no additional gifts are made to the same beneficiary during the five-year period thereafter). This can be an effective way to reduce taxes on your estate while making a generous gift to a child. Finally, married couples may make gifts totaling \$24,000 annually to anyone without any gift tax consequences.

Consolidate Your Finances

Making decisions that will impact your total financial portfolio requires a lot of coordination. That's why you may find it simpler to consolidate all aspects of your financial life under one advisor. A financial advisor who can see all aspects of your finances can help you make more informed investment and wealth transfer decisions, and it offers convenience as a result of having all your finances in one location.

These are just some of the steps you can take to reduce your tax liability throughout the year, but remember that over the long-term, a comprehensive wealth management plan that includes specific measures for tax efficiency can enhance your overall investment performance. It is important to discuss these tax issues with your financial, tax and legal advisors so that you can determine how to integrate tax strategies into all aspects of your financial life. Together, you can determine which strategies are most appropriate to help you generate tax savings and reach your personal and financial goals and dreams.

**For more information, please contact:
Peter J. Cavi, CFM, CFP, CRPC
Assistant Vice President
Financial Advisor**

Merrill Lynch Private Client Group

101 Wisconsin Ave, Suite 900

Madison, WI 53703-2103

Phone: (608) 283-2720

Fax: (608) 283-2779

e-mail: peter_cavi@ml.com

Web: <http://fc.ml.com/cavi>



Michael Falcon is a Managing Director and Head of the Retirement Group at Merrill Lynch.

Before you invest in a Section 529 College Savings Plan, request an official statement and read it carefully. The official statement contains more complete information, including investment objectives, charges, expenses and risks of investing in the Section 529 College Savings Plan, which you should consider.

Merrill Lynch does not provide tax, accounting or legal advice. Any tax statements contained herein were not intended or written to be used, and cannot be used for the purpose of avoiding U.S., federal, state or local tax penalties. Please consult your advisor as to any tax, accounting or legal statements made herein.

(Footnotes)

¹ If you are married, filing a separate return and did not live with your spouse at any time during the year, you are treated as Single/Head of Household for purposes of calculating your contribution.

² You should confirm your eligibility to contribute to a traditional (or Roth IRA) as well as your ability to make deductible traditional IRA contributions, with your tax advisor.

³ The 0% tax rate will be in effect through 2010.

“There is a fine difference of perspective between getting involved and being committed. In ham and eggs, the chicken is involved but the pig is committed.”

John-Allen Price



Erin Green
Director, ASBO International
Director of Business Services
Greendale School District

ASBO Update A Report from the ASBO Board

The ASBO Board meeting was held August 4-6, 2006 in Toronto, Canada. Our Ontario affiliate hosted our ASBO Board magnificently. Toronto will be a high-class destination in 2007! Mark your calendars now for the ASBO Convention, October 12-15, 2007.

The ASBO Board accomplished a great deal this meeting.

- (1) Made a decision on the new Eagle Award Sponsor, which is going to AXA Equitable. They bring to the table some incredible advantages and resources and are ready to take it to the next level. This year's Eagle Institute from all accounts was outstanding. The ASBO plan at present is to work with Dickinson College in Pennsylvania regarding a new program every year. WASBONIAN Tom Wohlleber attended the Eagle Institute. I saw the preview in June, which included the full Gettysburg event.
- (2) This was our first meeting with John Musso presiding as the new exec director. I am totally impressed with John's knowledge, ideas and professionalism. He will move ASBO to a place it deserves to be.
- (3) ASBO key staff attended the meeting as well, and it is very clear that with the highly competent ASBO staff in place now that ASBO is ready to rock and roll! There is a new era of inclusiveness/cooperation concerning interactions between the ASBO Board and ASBO staff and ASBO staff/Board and the Affiliates. Tom White, Executive Director from Michigan ASBO, represented the Affiliates.
- (4) Several new task forces are in place. One concerns moving affiliate/ASBO relations to the next level. Also a new International Aspects Committee is being formed and looking for members, to examine the role ASBO should play internationally (after all it's in our name).
- (5) Chuck Lindermann from Pennsylvania and Ed Emonds from New Hampshire attended the board meeting as well, to jump-start their board service, as they are "IN" with no election this fall

(no contest).

- (6) The ASBO strategic plan formulated by the board this year was the main topic of discussion, as was the Membership Report from Ron Everett. ASBO staff will take the plans and formulate the actions to be taken. Stay tuned for work on an international credential, more ways to involve members and grow membership, and partnerships in the works.
- (7) Yours truly has been assigned to a committee to plan for ASBO 100 year birthday in Orlando for 2010's annual meeting. I am thinking parade/fireworks, Mickey...!

Other notes:

- I have been assigned to be the ambassador to Colorado in March and Tri-State (NH/Vermont/Maine) in May. I will attend their annual state conventions and bring the ASBO word! In addition, I am the official ASBO liaison to the following states: Indiana, Maine-New Hampshire-Vermont, Minnesota and Wisconsin as well.
- The ASBO Board will have three additional meetings in this year and the ASBO Board will attend the ASAE convention in January (Assoc of Assoc Execs) to enhance our learning of association management. This was a very successful conference last year, when we attended.
- ASBO committees in need of more volunteers are Legal, Environmental Aspects and the new International Committees. Wisconsin should keep encouraging engagement of our WASBO members. I am the ASBO link to the Human Resources and Labor Relations and Legal Aspects committees.
- Wisconsin continues to have one of the highest ASBO members at 225. We can continue to grow this (there is room for growth). It would be nice to see more facilities/B/G folks join and take advantage of the great programming at conferences. Our Facilities Manager Certification program surely is a model for other states as well, given the success level of the program due to our members' hard work.

Continued on page 21

ASBO Update

Continued from page 20

- Roger Dickson will be chairing the ASBO Accounting Auditing and Budgeting Committee for the coming several years. Kudos to Roger for taking this on. Go Wisconsin! Other Wisconsinites involved in committees are: Nick Alioto on the Accounting, Auditing and Budgeting, Joel Green on the Professional Development, and Patrick Finnemore on School Facilities Management committees. Doug Johnson has been involved as a chair/co-chair of Bylaws as well. There is room for more to get involved!

See you in Pittsburgh!

Respectfully,

Erin Green

ASBO Director



ASBO International
Board of Directors

Another in a Series of Management Short Courses

By Professor Wilhelm WASBO

Communication

1. Failure to communicate can be a significant destructive force.
2. It can rank from petty to planned neglect.
3. It can be an inadvertent oversight.
4. It usually has a negative impact.
5. "The responsibility for communicating lies with the most mature person in the relationship." *Anon*



WASBO's First Executive Director Wally Zastrow Passes



Wallace E. Zastrow, age 85, of Watertown, passed away on Friday, Sept. 8, 2006, at Marquardt Memorial Manor. Wallace was born on March 9, 1921, in Watertown, the son of Hugo and Esther (Otto) Zastrow. He graduated from Northwestern Prep School in Watertown. He was also a graduate of Whitewater State Teachers College with a B.A. and an M.A. in business from the University of Iowa. Wally served in the U.S. Army during World War II. On Dec. 29, 1948, he married the former Alice Sherman in Watertown.

Wally was a teacher of business education at Fort Atkinson and Whitefish Bay High Schools and School Administrator for the Waukesha Schools. Wally was the former Director of University Relations at UW-Whitewater, former Executive Director of the Wisconsin Association of School Business Officials and former Chairman Of The Board for Countryside Home in Jefferson. He was a member of St. Mark's Lutheran Church and former member of Koshkonong Golf Club. Survivors include his wife, Alice; his children, Mary Lou (Keith) Collins of Crandon and Mark (Lori Paske) Zastrow of Fort Atkinson; his grandchildren, Kevin (Melissa) Collins, Carrie Zastrow and Robyn Zastrow; his sisters, Marian Beisner and Artis (Bud) Nickels, both of Watertown; and also survived by other relatives and friends. He was preceded in death by his parents and a brother, Louis Zastrow.

Wally was a charter member of WASBO and served as the Association's first Executive Director. Through his leadership, WASBO gained recognition and respect as an outstanding educational organization. The Wallace E. Zastrow Award is awarded annually to a school business official who exemplifies the character and professionalism of Wally Zastrow. Commitment, dedication, leadership and service to community are the common qualities of those chosen to receive this award just as Wally lived his life. We will miss him!

WITH CDARS®, SCHOOL DISTRICTS CAN NOW OBTAIN UP TO \$25 MILLION IN FEDERAL DEPOSIT INSURANCE

An increasing number of school districts now have a means of protecting deposits in excess of the \$100,000 FDIC limit – without collateralizing those deposits or using a portfolio of depositories.

Through a service called the Certificate of Deposit Account Registry Service®, or CDARS (pronounced “cedars”), banks can offer their customers up to \$25 million in Federal deposit insurance coverage on deposits placed through one bank. For school districts, CDARS offers the safety of FDIC insurance with the convenience of one rate, one regular statement, and one banking relationship. Equally important, in the state of Wisconsin, FDIC-insured deposits do not require collateralization.

How CDARS Works

Promontory Interfinancial Network – through a network of FDIC-insured institutions -- allocates a customer’s deposit (in the form of CDs) among several network banks so that all funds are eligible to be insured by the full faith and backing of the Federal government. (Technically, deposits placed through CDARS meet the pass-through insurance coverage guidelines established by the FDIC.)

For example, a school district needs to invest \$1 million. The district uses a competitive bidding process to obtain rates from several local banks. Because the winning bidder is a member of the

Promontory CDARS network, the district is able to deposit the entire amount with full FDIC insurance coverage through the winning bank at the agreed rate with the winning bank. The money is divided into amounts less than \$100,000 and placed in CDs issued by other network members through CDARS. The school district receives regular consolidated interest payments and statements from the bank showing the account activity for each CD held in its name. In addition, with CDARS ReciprocalSM transactions, the winning bank receives funds from other network members’ customers totaling the amount deposited by the school district. The 1300-plus banks that comprise the CDARS network exchange deposits on a dollar-for-dollar basis. In other

words, with CDARS Reciprocal transactions, the amount of money a bank places using the CDARS service returns to that bank in the form of customer money from other network members. These reciprocal deposits among banks usually qualify funds placed using CDARS as “local,” a requirement of many government investment policies. At the end of the day, the bank has \$1 million on its books that can be used for community lending purposes.

Depositors do not pay to use the CDARS service; the rate of CDs placed through CDARS is negotiated like any other CD.

Conclusion

For school business officials, collateralization of deposits has proven to be a generally effective protection against bank failures, but collateralization imposes a significant administrative burden on them. CDARS offers a convenient alternative to collateralization by expanding access to Federal deposit insurance to up to \$25 million of coverage.

For more information on CDARS or to learn which banks in your area are part of the network, please contact Amy Davis at (608) -345-7632 or adavis@promentwork.com or Joe Hooker at (703) 292-3335 or jhooker@promnetwork.com.



The advertisement features a green background with a large, dark spoon in the foreground. In the top left corner, there is a logo for Key Benefit Concepts, which consists of three stylized human figures in blue, red, and green, with the text "Key Benefit Concepts" and "A Limited Liability Company" below them. To the right of the logo, the text "Treatment for Your Benefit Plan Ailments" is written in a large, bold, light blue font. At the bottom of the advertisement, the text "Actuarial & Employee Benefit Consulting" is written in a bold, light blue font, followed by the phone number "262-522-6415" and the website "www.keybenefits.com" in a smaller, white font.

Taking Care of Business Seminar

Where is Education Headed in Wisconsin?

November 15, 2006 - Sheraton Milwaukee Brookfield

This is the theme of this year's annual Taking Care of Business seminar and it will be extremely timely. Whatever the November election results, we will be attentive knowing that the next biennium state budget proposals are just around the corner. As John Forester shared at our fall conference, we are at a crossroads in education. This next budget will be extremely important for public education.

At the seminar, John Ashley, WASB Executive Director, Dan Burkhalter, WEAC Executive Director, Tom Beattie AWSA Executive Director, Julie Underwood, Dean of UW School of Education and Luther Olsen, State Senator will each provide their individual perspectives on the future of education. Robust discussion, questions and answers by the panel and audience will follow these diverse and important perspectives.

In addition, Todd Berry, Executive Director, WISTAX will discuss school data and forecasting relating to each of our school district's financial condition. Gary Ruesch from Quarles and Brady will share what each business administrator should know about their own personal contract or letter of employment in these changing times.

There will be a breakout session challenging us to create our own personal and professional plan using applied strategic thinking. Where are you personally and professionally headed? Our colleagues in this session will discuss *Ahead of the Curve, a Guide to Applied Strategic Thinking* written by Steven Stowell and Stephanie Mead.

John Forester, Director of Government Relations, School Administrators Alliance, will provide an update on the lay of the legislative land and tune us into the newest developments. Special guest, John Musso, Executive Director, International Association of School Business Officials, will share current educational thinking at the national level.

In addition, there will be Goldmine sessions exploring topics such as State School Finance, National School Finance, Health Care, Energy Markets, Collective Bargaining, Investing and Borrowing, Risk Management, Purchasing, and Long Range Planning.

It is a dynamic time in education. Join your colleagues and be a part of gaining knowledge to become an influence in the future of public education in Wisconsin at the Taking Care of Business Seminar, November 15, 2007 in Brookfield. See you there!

Welcome New Members



- John Belter, Student
- Mark Boehlke, District Accountant, Shorewood School District
- Dan Burkwald, Burkwald & Associates, Inc.
- Dale Carnell, Vice-President, The Horton Group
- David Carrell, Area Senior Vice President, Gallagher Benefit Services, Inc.
- Karen Contine, Director of Sales, Blue Bear Software
- Dan Dodd, State Director, Retirement Plan Advisors
- Kay, Eskildsen, Executive Coordinator, Piper Jaffray & Co.
- Paul Fegley, Student
- Koya Graham, Score Account Executive, Home Team Marketing
- Alexander Heitman, Student
- Joyce Hilton, Business Administrator, Clayton School District
- Karen Hug, Director of Financial Services, Hustisford School District
- Nathan Jaeger, Student
- Abigail Johnson, Senior Accountant, Eau Claire Area School District
- George Kadamian, Asst. Supervisor of Operations, Racine Unified School District
- Matthew Karshna, Building & Grounds Coordinator, St. Francis School District
- Marta Kwiatkowski, Director of Business Services, Rhinelander School District
- Bob McDonald, Director of Business Services, Beaver Dam Unified School District
- Steve Miller, Supervisor of Buildings & Grounds, North Fond du Lac School District/Craftmaster Contractors
- James Piatt, Student
- Jerrud Rossing, District Bookkeeper/ Business Manager, Prairie Farm School District
- Katie Schmidt, Accountant, Ashwaubenon School District
- Robert Swanson, Buildings & Grounds Supervisor, Beecher-Dunbar-Pembine School District
- Alexander Thien, Working Foreman, Shorewood School District
- Kristi Zarins, Bookkeeper, Mondovi School District



Thank You 2006 WASBO Foundation Fall Conference and Scholarship Golf Outing Sponsors

**STIFEL
NICOLAUS**

HSE

Hutchinson, Shockey, Erley & Co.
Established 1957

**COMMUNITY
INSURANCE
CORPORATION**

CHASE

Baird

Robert W. Baird & Co.

**WEA
TRUST**

WISC
Wisconsin Investment Series Cooperative



**GK
ST** Griffin, Kubik, Stephens
& Thompson, Inc.

**JOHNSON
CONTROLS**
*Exceeding Your
Expectations!*

**RBC
Capital
Markets**

**MARITIME
INSURANCE GROUP**
Strength. Endurance. Focus.

SKYWARD

**ARAMARK
EDUCATION**

**WEA TRUST
MEMBER BENEFITS**

Chartwells
School Dining Services

**VITERBO
UNIVERSITY**

TRANE



INSPEC

National Insurance Services
*Administrator of Schools Insurance Fund
of Wisconsin, Inc.*

Quarles & Brady LLP

A.N. Ansary & ASSOCIATES
Insurance & Benefit Solutions

**Bray Associates
Architects, Inc.**

Commerce Bank

DLR Group

G Gallagher Benefit Services, Inc

**K
A** KRAUS-ANDERSON
CONSTRUCTION COMPANY

LR
**LEE
RECREATION LLC**

**P
PRECISION**
Retirement Group

**RINDERLE
DOOR CO.**

Stalker Flooring

School Specialty Education Specialists

SECURITY BENEFIT

TRICOR Insurance

WASBO Foundation Fall Conference & Scholarship Golf Outing



We Golfed
(in the rain)
for
Scholarships!

We Honored Don...

We Welcomed
Woody!

We Learned...

...and Betty too!

...in our Seats...

...and on our
Feet!

Human Resources

Around the Regionals



Madison Area Regional met in Middleton in September.



WASBO Staff and representatives of the Spring Conference Planning Committee attended the September meeting of the West Central Regional in Sparta.



Spring Conference planning for the 2007 Spring Conference to be held in La Crosse was one of the agenda items.

We extend kudos and congratulations to Diane Pertzborn and her Fall Conference Planning Team. They thoughtfully delivered a balanced program delving into technical aspects of our jobs, professional changes on the horizon, and leadership qualities. Our Bridge Building created Team Building to deal with varying quality of materials, changing resources and deadlines. The highlight of the conference reflected on our good fortune to have had Don and Betty as our friends and leaders over the years. Thank you to Diane and her team.



SIEMENS

Building Technologies

Building Systems Integration and Technology Contract Implementation

- Building Automation
- Fire Safety
- Security Systems
- Critical Environments
- Performance-based Solutions
- Energy Services & Solutions
- Mechanical Systems Services
- HVAC Products

Helping Your Building Work For You.™

Siemens Building Technologies, Inc.
6737 West Washington Street
Suite 2110
Milwaukee, WI 53214
414-475-2168

Siemens Building Technologies, Inc.
4722 Farwell Street
Madison, WI 53558
414-788-0898
www.sbt.siemens.com



2006-07 WASBO Professional Development Package



Order coupons to attend participating WASBO Professional Development Seminars and **SAVE MONEY!!**

Participating Seminars Include:

- | | | |
|---|-----------------|----------------------|
| • New School Admin & Business Support Staff Wkshp | Stevens Point | July 25-26, 2006 |
| • Taking Care of Business Seminar | Brookfield | November 15, 2006 |
| • WASBOWASPA Human Resource Seminar | Madison | December 6, 2006 |
| • Facilities Management Conference | Wisconsin Dells | February 27-28, 2007 |
| • Transportation & Bus Safety Workshop | Wisconsin Dells | February 28, 2007 |
| • Accounting Seminar – (Counts as 2) | Wisconsin Dells | March 20-21, 2007 |

Dates	1 Seminar Day	\$130	4 Seminar Days	\$420
	2 Seminar Days	\$230	5 Seminar Days	\$500
	3 Seminar Days	\$330		

Here are the Rules:

1. First, send in your money to the WASBO office to purchase your coupons. WASBO will mail the coupon book to you in the shortest time possible not to exceed one week. Coupons will not be mailed until payment is received. The WASBO office will preprint your name, the school district name, and the date of purchase. The coupons will also be numbered.
2. Attach the coupons to your registration form when you submit it to the WASBO office. Fax registrations using a coupon will be accepted. On the coupon please fill out the attendee's name and the name of the seminar. WASBO must receive the original coupon to have it credited to the seminar. The coupon cannot be used instead of a registration form. You will not be registered for a seminar unless the registration form for that seminar is received.
3. Coupons can ONLY be transferred between individuals at the same school district.
4. Coupons are valid only for the above noted seminars and dates. No coupons can be used after June 30, 2007, the end of the fiscal year. No refunds will be given for unused coupons by a school entity.
5. If you do not cancel prior to one week before the seminar, the coupon will be considered used and void.
6. Once an invoice is paid in full, a refund cannot be generated by replacing the payment with a coupon.
7. If you lose your coupons, you must notify the WASBO office in writing. WASBO will issue you replacement coupons with the same numbers as the first coupon book previously purchased, not including the coupons already used, for an administrative fee of \$25.

WASBO Seminar Coupon Order Form

Name: _____ Title: _____

School District/Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Number of Coupons: _____ Amount Enclosed: \$ _____

Coupons will not be mailed until payment is received. Return to: WASBO, 4797 Hayes Rd., Suite 101, Madison, WI 53704.

Payment Options:

Check # _____ enclosed

Invoice using Purchase Order # _____

Charge to MasterCard _____ VISA _____ AmerExpress _____ Discover _____

Card # _____ Exp. Date _____ Name on Card _____

Billing Address _____ Signature _____

Completed by WASBO: Total coupons ordered _____ Coupon start number _____ Coupon end number _____

Look for School Finance Pre-convention Clinic at the WASB-WASBO-WASDA Joint Convention

WASBO and the DPI School Finance Team have taken the lead to develop a pre-convention clinic, "The School Finance Puzzle: How the Pieces Fit Together". A planning committee, headed by WASBO President Elect Tom Wohlleber began planning in August. They are including hands-on activities as they enhance the base awareness and understanding of school finance for school board members. They wish to raise the confidence level of school board members when discussing and communicating school finance concepts with their constituencies. The goal is to foster trust with taxpayers and citizens.



IMAGINE...

Adding employee benefits without adding to the budget!

That's TRUST Advantage

Trust Advantage is a voluntary employee benefit program that offers the convenience and affordability of purchasing auto, home, and additional liability insurance, as well as contributing to an IRA or TSA, through payroll deduction. *Trust Advantage* also offers on-site financial education and personal consultations to district employees and consultative services

to employers regarding sponsored retirement plans—all at no cost to the district.

Join the more than 100 Wisconsin school districts now participating in *Trust Advantage* that have added more benefits without adding to the budget.

Call us today at
1-800-279-4010
for more
information.

WEA TRUST
MEMBER BENEFITS

Every Member Financially Secure

The Wisconsin Retirement System: A Success Story for Government and its Employees

*Reprinted with permission from the Wisconsin Coalition of Annuitants
Ollie Berge, Chair*

The Wisconsin Retirement System: A Success Story for Government and its Employees

The Wisconsin Retirement System (WRS), includes all state employees and, what is often overlooked, a significant proportion of local government employees, is recognized as one of the nation's best systems for public employees because it has been developed at relatively low cost to the taxpayers, operates without unfunded liabilities for the promised annuity benefits, and provides an appropriate level of benefits proportional to the years of participation by the recipients. That the WRS has achieved these three objectives is a fitting tribute to the original designers of the program, to capable managers administering it, and on balance, to a commitment by the legislative and executive branches to keep it properly financed.

The Wisconsin record is even more impressive because in the first decade of the 21st Century, we have witnessed major corporations renegeing on pension promises to their employees because of serious and deliberate under funding of their programs. In other cases, some employees have seen their pensions disappear in 401K plans limited to the stock of their employing company which suffered huge losses at some point.

A Fully-funded Program Saves Money for the State and Aids Retirees

Employers and employees make contributions to special accounts within the WRS during the years an employee is actively employed. These accounts are administered by the Office of the Employee Trust Funds (ETF) and are made available to the State of Wisconsin Investment Board (SWIB) to invest on behalf of the eventual recipients; i.e., the retirees. This relatively simple but conscientious commitment to put the full obligated amount in these special accounts each year has permitted SWIB, through sound investment management, to achieve the highly beneficial result that the average annual annuity received by a retiree is made up of approximately 20% from the original contributions and 80% from the successful investment results.

The Employee Trust Funds and the State Investment Board Provide Outstanding Service on behalf of the Employee/Retirees and the Employers who contribute to the system.

The Employee Trust Funds Office (ETF) is responsible for all the record keeping, advising, etc. on behalf of the participants while SWIB invests the money. The public trust inherent in the operation of these two agencies has been carried out admirably over the years.

A unique factor, and one which should be of special interest to skeptics, is that the money to operate these two agencies does not come from State tax dollars but is taken from the original contributions and the investment income.

General Impact of the WRS on the Economics of Wisconsin

This successful system involves approximately 400,000 current employees and former employees not yet retirees and about 125,000 retirees. These people are important contributors to their local economies and to the State both as employees and retirees.

Legislative Agenda Set

The SAA Legislative Committee set the Legislative Agenda for the next biennium in Stevens Point on October 9, 2006. WASBO was well represented by Gail Moesch (Shawano-Gresham & WASBO President),



Tom Owens (D.C. Everest)

Brent Zimmerman (Mosinee), Mark VanDerZee (Menasha), Larry Krebs (Neenah), Tom Owens (DC Everest) and Dan Van de Water (Eau Claire).



Dan Van de Water (Eau Claire)



Mark VanDerZee (Menasha) and Larry Krebs (Neenah)

Short Shots



SAA Legislative Council met on October 9 and developed a legislative agenda. The Boards of the four administrator associations then take final action on their proposals. This will then become our agenda for the next legislative session.

Contribute to Taking Care of Business - News articles by members can enhance our bi-monthly *Taking Care of Business*. WASBO members throughout the state have fresh ideas, diverse practices and creative plans being implemented in their districts. The Executive Director will be encouraging some members to submit articles shortly. ☺ We hope you say “yes.”

WASBO Regionals have been meeting throughout the state this last month.

- The Spring Conference committee met with the West Central Regional to prepare for the 2007 Spring Conference that will have a Mardi Gras theme. Look forward to professional sharing and perhaps a casino night with jazz bands. We will also be celebrating WASBO’s sixtieth birthday.
- The Madison Regional concentrated on the changes in the TSA rules. Daniel Dodd, Retirement Plan Advisors, provided an excellent presentation.

Tidbits Learned at the Regionals

- There is a nine week and an eighteen week tuition waiver provided to open enrollment requests when guardians have not moved to the correct district by the start of school.
- There are districts in the central and southeastern parts of the state that are looking at forming a Health Co-operative. Stay tuned.
- For information on Parent Contracts for transporting students, call Mary Larsen at the DPI.
- Ted Kozlowski has announced his retirement.
- DPI announced they would be redesigning the Special Education Report. More information to follow. Some WASBO members will have some opportunities to help provide input. David Carlson made a special effort to reconfirm with the Executive Director the belief that collaboration with WASBO members is vital for our future work. WASBO has reaffirmed this commitment of working with the DPI. We make a great team.

Where are They? Larry Obiala (Waupaca) is retiring, Mark Lindem (Kaukauna to PBCG serving Racine and Shorewood), Dan Hartstern (Beloit to Blackhawk Technical School), Mark Powell (Greenfield to Cedarburg)

2006 Homeland Security School Crisis Preparedness Train-the-Trainer Workshops will be held on October 17-18, November 1-2 and December 4-5 at Mosinee, Green Bay and Oconomowoc respectfully. Information is available at the Office of Justice Assistance web site www.oja.state.wi.us.

Do you have expertise to share with WASBO members? This could be sharing your opinion or special knowledge on a topic in an article or a presentation at WASBO conference or seminar. If yes, please call or email Woody Wiedenhoef or Tina Hafeman.

WASBO Foundation
4797 Hayes Rd., Suite 101, Madison, WI 53704
Phone 608.249.8588
Fax 608.249.3163
www.wasbo.com
wwiedenhoef@wasbo.com
hafeman@wasbo.com

“Fools are the generals who ignore the daily intelligence from the trenches.”

ANON

**Renew Your
WASBO Membership Online
at www.wasbo.com**

Stay connected to WASBO in retirement for only \$20 a year! If you have not received renewal information via E-mail or snail mail, please contact the WASBO office TODAY! We don't want this to be the last WASBO newsletter that you receive!

THERE ARE BETTER WAYS TO

REACH

YOUR WORKER SAFETY GOALS.



When a Wausau-insured school district experienced a big rise in its workers compensation claims, our Loss Prevention consultant was there to help put a stop to it. With an emphasis on safety education, prompt claim reporting, and a return-to-work program, both the number and the costs of the districts' workers compensation claims dropped 30 percent. With a five-year Wausau study of Wisconsin schools' most costly injuries and illnesses, Wausau and the Wisconsin Association **PRICE ≠ COSTSM** of School Boards can offer guidelines to enhance your district's safety programs and cut risk-related financial losses. Wausau has earned an A (Excellent) A.M. Best Rating and has been the WASB endorsed carrier for Wisconsin schools for 25 years. To learn more about the benefits of Wausau TotalValueSM



service and the WASB Insurance Plan, contact Mark Meeks, Wausau Signature Agency, 715-847-8120.

Wausau and the WASB offer this powerful safety planning CD-ROM. It's free, exclusively for our insurance plan customers!



COMMERCIAL AUTO GENERAL LIABILITY PROPERTY UMBRELLA WORKERS COMPENSATION



BOTTOM LINE, A BETTER VALUE.SM

Wausau Insurance Companies
2000 Westwood Drive, Wausau, WI 54401
www.wausau.com

WASBO Calendar

Professional Development

November 15, 2006

WASBO Taking Care of Business Seminar

Sheraton Milwaukee Brookfield

December 6, 2006

WASBO/WASPA Human Resource Seminar

Radisson Hotel, Madison

January 17-19, 2007

WASB-WASDA-WASBO 86th State Education Convention

Midwest Airlines Center, Milwaukee

February 27-28, 2007

WASBO Facilities Management Conference, Kalahari Resort & Conference Center, Wisconsin Dells

February 28, 2007

WASBO Transportation & Bus Safety Workshop, Kalahari Resort & Conference Center, Wisconsin Dells

March 21-22, 2007

WASBO Accounting Seminar, Chula Vista Resort & Conference Center, Wisconsin Dells

May 15-18, 2007

WASBO Foundation Spring Conference & Exhibits, La Crosse

June 20, 2007

Custodial & Maintenance Summer Workshop, DC Everest & Watertown

Regionals

Each Regional Representative, meeting locations & directions are available at www.wasbo.com if predetermined.

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

Dec. 15, 2006 Howard-Suamico

March 16, 2007 Ashwaubenon

June 21, 2007 Seymour

Madison Area

Oct. 20, 2006 McFarland

Nov. 17, 2006 Middleton-Cross Plains

Dec. 15, 2006 Monona Grove

Feb. 16, 2007 Middleton-Cross Plains

March 16, 2007 Monona Grove

April 20, 2007 Middleton-Cross Plains

Northeast

Nov. 17, 2006 Appleton

Feb. 9, 2007 Fond du Lac

April 13, 2007 Manitowoc

June 21, 2007 Seymour

Northwest - Meetings are usually held at

Lehman's Supper Club in Rice Lake

Nov. 8, 2006

Dec. 13, 2006, Feb. 14, 2007, March 14, 2007

April 11, 2007, May 9, 2007

Southeast - Meetings are from

9:45-11:30 am with lunch following.

Nov. 10, 2006 Mequon

Dec. 8, 2006 Whitnall

Feb. 9, 2007 Glendale

April 20, 2007 Hamilton

Southwest - All meetings will be held at the CESA #3 office in Fennimore.

Nov. 15, 2006 - 9:00 a.m.-noon

Dec. 20, 2006 - 12:30-3:30 p.m.

Feb. 21, 2007 - 12:30-3:30 p.m.

April TBA (Same date as DPI Spring Finance Workshop - 1:00-4:00 p.m.)



Go to www.wasbo.com and click on "Calendar" for updated meeting information, to register or get directions.

West Central - Meetings are held from 10 am - 1 pm at the Sparta Area School District Administration & Education Center, 201 E. Franklin St., Sparta

Nov. 2, 2006

Dec. 7, 2006, Feb. 1, 2007, March 8, 2007

April 5, 2007, June 7, 2007

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

Nov. 3, 2006 Rhinelander

Dec. 8, 2006 Merrill

Feb. 2, 2007 D.C. Everest

March 16, 2007 Auburndale

April 20, 2007 Wausau

Committee Meetings

Safety Committee

March 7 (1:30 p.m.) - Madison, WASBO

School Facilities Committee

Nov. 14 (9:00 a.m.) - Madison, WASBO

Spring Conference Committee

Oct. 25 (10:00 a.m.) - Madison, WASBO

Board of Directors Meetings

November 14, 2006 - Brookfield

December 13, 2006 - Madison

January (TBD) - Milwaukee

February 22, 2007 - Stevens Point

March 20, 2007 - Wisconsin Dells

April 19, 2007 - Madison

May 15, 2007 - La Crosse (if needed)

June 15, 2007 - Madison

Business Meetings

January 18, 2007 - Milwaukee

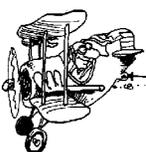
May 18, 2007 - La Crosse



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

PRSR STD
US POSTAGE
PAID
MADISON WI
PERMIT NO 801

RETURN SERVICE REQUESTED



Please share me
with a prospective
member!