

Northwest Cook Region District 37 Dialogue

National Congress of Parents and Teachers
Illinois PTA – District 37 Publication – Summer: 2012

Nicole Fentem, Director

www.ilpta-d37.org

Michele Sheppard, Editor

From Our Director

Happy Summer!!!!

By now, your books should be closed and audits scheduled and possibly completed so the new year can begin fresh. Make sure the end of year reports have been collected as well so plans of work may be created for the 2012-2013 year. Remember, your PTA goals and plans of work are what will be used to create the budget, so it is imperative that these are completed.

Do all your officers and chairmen have up to date procedure books? Summer is a great time to check into this and create the books that have disappeared and be sure the information is updated. Each board member should have at minimum a copy of the PTA bylaws, standing rules, and board contact list, previous plan of works and year end reports. Ideally, each “book” should have previous notes from meetings, correspondence, newsletter articles, vendor information used in the past and anything else that will make the incoming board member succeed in the position. The easier the job is we’ll get more volunteers to take on the position and keep coming back.

August 6th we will hold Packet Orientation, which is being held at Mead Junior High of Schaumburg Township Council in Elk Grove Village this year. It will begin with registration at 6:00 p.m. All presidents are required to attend to receive the packet of information from Illinois PTA. Membership cards will be distributed. This year we will also be discussing the Common Core Standards the state of Illinois has adopted and the future

assessments that go along with them and how you can help educate your community about these. Please note that Illinois PTA is continuing to be green, so all packets will be on CDROM unless you contact the state office (ptamembsvs@ameritech.net) to ask for a hard copy of the packet. We will be holding workshops for Treasurers as well as Membership, Reflections, and Advocacy/Legislation so be sure to bring these people and others with you. Presidents will remain in the main area with the director so plan on having people attend the other workshops. Here’s a suggestion: have an early dinner out beforehand with your key volunteers prior to orientation or just meet up and come together. You can share your information with each other on the ride home then.

This year almost all of you will need to revisit your bylaws and update them using the most recent template that will be on the CD that you receive in August. It is never too early to form a committee and start contemplating what changes your PTA might need in this important document. We will hold Bylaws I & II workshops again this year to help you with the bylaws updating process. These workshops are not required; we have created them to help this task not seem so overwhelming to do. Watch for the dates to be scheduled.

Have a great remainder of summer break; I look forward to seeing you on August 6th!

Nicole

Nicole Fentem
Illinois PTA District 37 Director

DATES TO REMEMBER

August 6, 2012 – Packet Orientation
6:00 PM Mead Jr. High, EG
August 6, 2012 – Honor Award Due
September 11, 2012 – Road to Success
6:30 PM SD54 Admin Bldg, SCH
September 12, 2012 – Money Matters 101
6:30 PM SD 54 Admin Bldg, SCH
September 17, 2012 – Council Course
6:30 PM SD 54 Admin Bldg, SCH
September 19, 2012 – Presidents’ Course
6:30 PM SD 54 Admin Bldg, SCH
October 22, 2012 – Annual Meeting
6:00 PM Cotillion Banquets, PAL

MEMBERSHIP – Lori Filby

It’s been a hot, hot summer so far and it’s only just begun, but before we know it, we’ll be knee deep in planning and implementing for the coming school year. Before you enjoy this last quiet period before August’s ramp-up into fall, here are some membership reminders.

Wrap-up the past

June 25 was the deadline for returning all unused cards and final dues payments. If you haven’t yet done this, now’s the time! The new membership materials will be distributed on August 6 at Packet Orientation, but all units have to have resolved last year before they can proceed into the new year. Make sure you check in with President and Treasurer, past and future if applicable, to let them know you need a final tally, a check and signatures. You can download the Membership Card Transmittal form from illinoispta.org under the Membership tab. If you have any questions, be sure to email me at membership@ilpta-d37.org.

Changes are coming

National PTA is introducing a new card design for the coming school year. (*At Packet Orientation on August 6, we’ll go into much more detail on the new*

card, its design and features.) The cards are the same size as before, but they will come as part of a larger card carrier, so each letter size sheet of paper will house just four cards. The carriers will outline some of the national benefits of membership as well as explain the registration process to members. Any member who registers their card, which has a unique ID number, will receive a \$10 Office Max coupon. This can be a powerful member benefit for all of your members, so be sure to remember to include this in your marketing information in the fall

Goal setting and Reflecting

Of course, its summer now and we’re all enjoying a very slow month of PTA activity, but in August budget committees will start to meet and plan and membership goals will begin to take shape. Take a good look at your past couple of years. If your numbers are on the way up, keep it going! As we all say, “If it’s not broken, don’t fix it!” You can, and should, add in the Office Max coupon to sweeten the deal, but keep up the good work!


If your numbers have hit the wall and you are seeing about the same membership numbers from year to year, you might need to brainstorm to come up with some member benefits to jumpstart your idling numbers. Gather a committee of creative members and make a list of what each member receives for their membership payment. Draw attention to what you do in your school, your council, inside the state and even on the national stage. PTA has a rich history of activism nationally and inside Illinois, but it also makes a huge impact everyday much closer to home. Potential parent, community and staff members may not realize how your PTA might impact their every day. These talking points are precisely the things you should be promoting in your newsletters, your meetings and even in every day conversations with parents. And don’t forget that members who register their cards will receive the Office Max offer, which should make the cost of membership seem a tremendous value even to past members.

Now if your membership is on the decline, you might need more than just talking points and coupons to turn it around. You are going to want to really think about your unit’s image. Don’t get me

MEMBERSHIP – Lori Filby, cont'd

wrong, you need those talking points and you definitely need to point out all the member benefits you have to offer, but the problem might be a little deeper. How do others perceive your PTA? Are your younger families joining without knowing *what* PTA is all about? Do your potential members think that joining means they are required to give valuable time they don't think they have? Is there a language or cultural barrier? Whatever the reason you discover, refining your talking points, changing your marketing materials and identifying some translators can be simple things that, when addressed, can certainly help to transform a PTA's image. But there could be larger more complex issues that need attention and summer is a great time to reflect and refresh. Think about how inclusive and approachable your programming and events are. Have you let things become stale by offering the same programs year after year? Are you considering the larger student population when scheduling events and spending your unit's money? Potential members want to feel that their membership will make them a part of a group and not just a supporter of an out-of-touch clique planning things for themselves and their families. These are things that, when combined with your budget planning, can really help give a new life to your membership campaign and your PTA unit overall.

Mark your calendar



Don't forget that our first Region event is Packet Orientation on August 6. Yes, it's early in the year, but it's a great event that helps prepare you for the year ahead. Make sure all of your officers know that there's a little something on the agenda for everyone. You'll receive your 2012-2013 membership cards and attend some workshops, but more importantly you'll be back with a group of other volunteers with the same goals for all of our kids. It should help energize you and hopefully inspire some ideas.

LEADERSHIP – Tracey Coleman

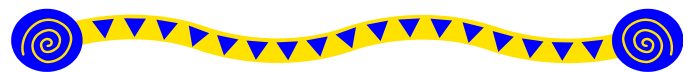
The start of the school year is quickly approaching – are you ready to lead your PTA? Northwest Cook Region is here to help you get off to a great start!



Every local unit president should plan on attending Packet Orientation on August 6 to get the latest news from Illinois PTA and National PTA. Be sure to bring your fellow leaders along for the workshops on advocacy, membership, Reflections and treasurer procedures. Yes, even those who attended last year (or before) should come because there's always something new to learn and more fellow leaders to meet!

The opportunities continue with training courses in September, this year hosted by Schaumburg Township Council PTA. We are offering PTA Road to Success, Money Matters 101, the Council Course, and the President's Course. These courses are recommended (and in some cases required) for PTA officers and committee chairmen, but any PTA member is welcome to attend. If the September dates do not work with your schedule or if there is another topic you would like us to cover, please let us know so we can schedule additional sessions. And be on the lookout later this year for bylaws and nominating committee workshops.

Why do we encourage training so much at Northwest Cook Region? Because it really does make your job easier! When the president, officers and committee chairmen understand proper operating and financial procedures, you'll see that meetings run more smoothly, your PTA operates more efficiently, and your volunteer experience is more satisfying. So take advantage of these opportunities, and get ready for a terrific year!



TREASURER – Barb Quinn

TREASURER'S CHECKLIST

By now, the PTA books have been closed for the 2011-12 fiscal year. Be sure you have taken care of:



- preparation of materials for the PTA Audit;
- preparation of materials for the Internal Revenue Service report, due by the 15th day of the 5th month following the close of the fiscal year;
- arrangements to have new signature cards signed at the bank for any change in officers with signatory privileges;
- preparation of an "end of year report" that shows *all* of the income and expenditures for the 2011-12 fiscal year--this will be invaluable to the incoming board as they plan and prepare a budget for the 2012-13 fiscal year; and
- suggestions for financial practices for the PTA which assists everyone in maintaining a business-like financial set of checks and balances to safeguard not only the PTA finances but meets the insurance requirements.

If you have questions, or need assistance, please contact a member of the Northwest Cook Region/District 37 Board or myself.



LEGISLATION – Barb Quinn

The 2nd Session of the 97th General Assembly is in recess until the fall veto session begins. Of particular interest to PTA members will be issues that relate to the funding of local schools. One topic that continues to stir the pot in Springfield is "pension reform." As advocates for our children, let's make it our goal to know what plans are being proposed and how those plans will impact our local school districts. Another topic of great importance is the pro-rated payments of general state aid to school districts.

As we prepare for the "Back to School" rush, think about how important it is for your PTA to have a board member who is interested in these issues. Having a "legislative chairman" is *not* about rules and regulations for your PTA, but is about keeping your membership informed about what is happening not only in Washington and Springfield, but in your own community as well. Here are some "tips" to make legislative matters "member friendly":

- work with the County clerk to provide voter registrars for new members of your community;
- work with your school district to learn more about how Illinois' fiscal climate impacts *your* schools;
- work with your PTA district/region to provide candidate forums for the general election, and school board elections;
- engage your members by providing information through the Illinois PTA Northwest Cook Region/District 37 website and Facebook page; and
- share the end of session wrap-up found on the Illinois PTA website.

Legislative advocacy is what sets PTA apart from many other parent organizations. Need help developing a plan or program for *your* PTA? Contact your Region director to learn how you can make it real for your students and families.

Be Green on your Summer Vacation

Now that it is summer, we are all in vacation-mode. But we can green our down time, too. So in the spirit of sustainability and summer fun, we have some tips to make your summer travels more environmentally friendly.

1. Eat locally and sustainably, wherever you roam

Using the website, www.eatwellguide.org makes it easy. You can map your route and download a custom guide of sustainable food stores, farmers' markets, bed and breakfasts and more. Take some time to travel off the beaten path to visit a farm! Find stores to pack your cooler and restock it along the way.

2. Bring a (stainless steel) water bottle

Bottled water is plentiful (and pricey) at airports and rest stops, but don't forget there are water fountains too! To avoid BPA, choose stainless steel models. You will save a bunch of money, and won't create a bunch of plastic waste!

3. Green your ride

The thrill of flying solo down the open road may beckon, but unless you're driving a plug-in hybrid (and even then, you can do better carpooling!) driving is not among your greener travel options. In general, here is how they break down, in order of greenest to not: biking, freight ship, freight train (unfortunately, we cannot in good conscience recommend you hop a train or ship, though it does sound romantic), plug-in hybrid, motorcycle, passenger train, airplane, bus, car and last but not least — no surprise here — SUV. Obviously, sometimes you have to drive, or fly, or take a bus. Do your best by carpooling, making sure your car is running efficiently and considering all your options.

4. Stay somewhere green

Hotels are becoming more and more concerned with their environmental impact and are making efforts

to conserve as much as possible, encouraging guests to use the same towel which reduces water and energy use for the building. Your best bet is to stay at an Eco lodge or campground. You can also opt to stay at a place where you can buy food and cook for yourself.

5. Choose a “staycation”

Traveling can be stressful – and expensive – so sometimes there's nothing better than enjoying your hometown and seeing it in a whole new light. Read a book, go to a museum or frequent a local food purveyor and help stimulate your local economy. Keep your carbon footprint down, save yourself some hard-earned cash and make some relaxing memories right there at home – you might find some new favorite spots!

6. Choose eco-friendly activities

Go to a national park or a beach, or volunteer at a farm. You might even get some produce to take with you! These activities allow you to tread lightly on the Earth while keeping your costs at a minimum.

7. If you choose to drive, make sure your car has been maintained

Make sure your tires have been properly inflated and that your car is running efficiently so that you aren't using more fuel than necessary.

8. Patronize local businesses

Use your dollars to support local economies by choosing small businesses over big box chain stores. Summer destinations often count on this income to survive the rest of the year. Take a tour at a local brewery or winery or seek out a sustainable restaurant.

Now, go enjoy your well-deserved break. Just take a few of these suggestions to make sure your vacation is greener and healthier.

Information collated from Eco-centric Blog

8 Ways to Green your Summer
Travel, posted 6 July 2012

www.eatwellguide.org



REFLECTIONS – Joan Scovic

The following is an excerpt from www.americansforthearts.org.

Ten Simple Ways Parents Can Get More Art in Their Kids' Lives:

1. Enjoy the arts together. Sing, play music, read a book, dance, or draw with your child at home.
2. Encourage your child to participate in the arts and celebrate their participation in or out of school.
3. Explore your community's library and read "the classics" together—from Mother Goose to Walt Whitman.
4. Read your local newspaper to find out about attending local arts events like museum exhibits, local plays, festivals, or outdoor concerts.
5. Tell your child's teacher, principal, and school leadership that the arts are vital to your child's success and an important part of a quality education. Find out if your school has sufficient resources for arts education, including qualified teachers and materials. If not, offer to help.
6. Contact your local arts organizations to inquire about the arts education programs they offer either during school hours or after school. Volunteer to donate time, supplies, or help with their advocacy efforts and connect these services to your child's school.
7. Attend a school board or PTA meeting and voice your support for the arts to show them you care and make sure the arts are adequately funded as part of the core curriculum in the school budget.
8. Explore your child's dream to sing, to dance, to draw, to act—and encourage them to become the best they can be through the arts.
9. Be an arts supporter! Contact your elected officials—lawmakers and school board

members—to ask them for more arts education funding from the local, state, and federal levels.

And the 10th and most immediate way to get involved is to have your child participate in the Reflections Program. Designed to enhance rather than replace a quality arts education, the PTA@Reflections ProgramSM provides opportunities for students to express themselves and to receive positive recognition for their artistic efforts.

PTA believes all children deserve a quality arts education and encourages students to pursue artistic expression through participation in its annual arts Reflections Program. The program offers students the opportunity to create works of art for fun and recognition. Students in preschool through grade 12 are encouraged to create and submit works of art in six areas: dance choreography, film production, literature, musical composition, photography, and the visual arts (which includes art forms such as drawing, painting, print making, and collage). For more than 40 years, the program has encouraged millions of students across the nation and in American schools overseas to create works of art.

Students participate in the Reflections Program by submitting entries to their local PTA or PTSA. Any PTA/PTSA in good standing is eligible to sponsor a Reflections Program.

This year's theme is The Magic of a Moment.

Deadline dates for this year's program will be as follows:

Local unit to Councils: November 9, 2012
Councils and non/council units to D37:
December 7, 2012
D37 to IL PTA: January 7, 2013

Finally, there will be a Reflections Workshop at D37 Packet Pick Up. Reflections chairs are all invited to attend to discuss promotion, rules, packaging projects, and more.

If you have any questions, please feel free to contact me at 224-400-8530 or jscovic@gmail.com.

DISTRICT 37 COUNCIL CORNER

Arlington Heights Council of PTAs

Arlington Heights Council of PTAs had a great end to the 2011-2012 School Year! The Just Move it Challenge Run/Walk event held in collaboration with ABC/25 Foundation in April was very well received. The kids had a great time, loved seeing teachers, staff and administrators participate at the event, and were surprised that the top finishers received awards. The kids are really excited looking forward to next year's event. Their positive support created the buzz that made it a successful first time event.

We held our Scholarship Breakfast and Award Presentation in May. We were able to honor 9 graduating seniors with scholarships. We also made a change to our event from a luncheon to a breakfast. It was a refreshing change of pace.

This year we will welcome new executive board members: Council Co-President - Julie Birenbaum, 1st VP - Melanie Heiber, and 2nd VP - Darcy Ehrlich.

Thanks need to go to Council Co-President - Jody Stautzenbach and 1st VP - Krysta Zyck for their dedication and work for Council this year. We also want to thank our committee chairs who work hard on other programs and events and are vital to help our Council run smoothly.

Summer is associated as being down time for PTA where you get a break from the busy paced schedule that comes when school is in session. Here in Arlington Heights Council, we are using some of our summer time to set up our on-line presence and create an official Council website. School District 25 upgraded their website program to Edline and have graciously extended the use of the program to PTA Council and our local PTA units. We are excited as we work on our website to showcase some of our wonderful programs visually with pictures and we will have information about our Council more accessible to parents, staff and our community. We plan to launch our website officially in August right before school starts.

We hope everyone enjoys their summer and we look forward to August when we are set back into motion for an exciting new year!

*Julie Birenbaum and Shannon Silverman
AHC Co-presidents*

Northwest Suburban Council of PTAs

The Northwest Suburban Council PTA celebrated the end of a successful year with its annual Spring Fling. The evening, hosted at Conyers Learning Academy, featured a food drive for the Palatine Food Pantry, a Vendor Fair, dinner, local unit awards, as well as variety of informational workshops.

Outgoing NWSC PTA President, Tracey Coleman, presided over the event, which included the installation of the 2012-2013 Executive Committee officers:

President – Julie O’Hara

First Vice President, Programs – Jen DeFranco

Second Vice President, Legislation – James Carr

Secretary – Amy Langston

Treasurer – Stacy Reiss

As we look toward the new school year, we wish a warm welcome to all incoming officers and board members! Our community benefits greatly from each of our new, continuing and veteran members. We are stronger because of our strong support for each other.

At the NWSC PTA/PTSA, our primary focus for the fall will be on Communication• Connection• Leadership. To this end, we will be partnering with different organizations in our communities to provide educational, service, and advocacy opportunities for our members.

One of the projects the NWSC PTA/PTSA has supported at its origin is the District 15 Educational Farm. First graders from across the district have planted pumpkin seeds at the 40-acre parcel in Inverness, and will return in the fall to participate in the first harvest! We look forward to the educational opportunities the farm will provide to students across all 20 schools of our district.

*Julie O’Hara
NWSC President*

DISTRICT 37 COUNCIL CORNER,
continued

NW SUBURBAN COOK
REGION/DISTRICT 37 BOARD

Schaumburg Township Council of PTAs

STC recently had our annual Scholarship Dinner. This event is always looked forward to as the highlight of the year. It is truly a celebration of the work we do all year. We awarded 10 high school students, who had attended District 54 schools, \$2,000 scholarships for college. It is always so exciting to hear our former students speak – we are so proud of them!!! Additionally, STC awarded 51 Elementary students in grades 4-7 partial scholarships towards summer camps. It is a great feeling to know students across the district are being helped to achieve their goal to learn more. Several recognitions awards were given to STC committee chairs and a National PTA Lifetime recognition award was awarded to Laura Nevel. Laura is one of those people who always says yes to whatever is asked of her and the award is well deserved! Finally, the scholarship dinner also served as the venue to install the 2012-2013 STC Officers, as well as to introduce the 27 School District 54 incoming local unit Presidents.

Now, the newly installed Executive Committee moves on to establishing goals for the coming year, filling open committee chairs and identifying ways we can be a stronger and more supportive council for our local units.

Lisa Guagenti
STC President

National PTA® News

White House to Name PTA 'Champions of Change'

The White House will soon name 12 Champions of Change to honor their hard work to improve the lives of children through PTA and better education. The Champions of Change partnership between National PTA, the White House and the Department of Education was announced at the 116th Annual



National PTA Convention in June. We will post winners in August at **PTA.org/champions**.

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STC	Lisa Guagenti lilamog@msn.com



Northwest Cook Region

PTA

everychild.onevoice.

**Courses begin
Promptly at:
6:30 pm**

**Registration
Begins at:
6pm**

September Trainings

Date	Course	What is it and who should attend
Sept 11	PTA Road to Success	This course explains the who, what and why of PTA. This course is for everyone! The bylaws require this for the entire board (chairmen and officers).
Sept 12	Money Matters 101	This course will take you through everything you will be responsible for as a PTA treasurer including how to prepare a budget, conducting an audit, fundraising, managing money and bank accounts, electronic banking, treasurer's financial reports, accountability to members and the government, and how to protect your 501(c)(3) tax-exempt status. It is suggested that all PTA treasurers and presidents take this course, but it would be beneficial to any PTA officer.
Sept 17	Council Course	This course explains what a council is, how it connects multiple PTAs together and enhances our voice for children. Learn what councils can do for PTAs and its role within the PTA structure. This course should be attended by Presidents and Council Board members or anyone who wants to learn more about PTA.
Sept 19	President's Course	Now that you have stepped up to be President, learn what it takes to do the job well! This course will give you the information needed to manage your PTA and have a fun exciting time doing it.

Please RSVP ahead of time to nfentem@ilpta-d37.org. Walk ins are welcome, but materials cannot be guaranteed.

All Trainings will be held at:
School District 54 Admin Building
524 E. Schaumburg Road
Schaumburg, IL 60194

Submit any questions or concerns to:
Nicole Fentem
Northwest Cook Region Director
E-mail: nfentem@ilpta-d37.org



Northwest Cook Region

Ensuring Every Child 's Future by Engaging Every Child 's Family

**Illinois
PTA[®]**
everychild.one voice.[®]

Illinois PTA District 37 Local Unit Packet Orientation August 6, 2012

Registration begins at 6:00PM

Mead Junior High

*1765 Biesterfield Rd, Elk Grove Villiage, IL
60007*

Each local unit president, or a representative, is expected to attend this meeting. The Local Unit Packet will be reviewed, important information highlighted and questions answered. You will also receive the membership cards for your unit.

Director's Welcome begins promptly at 6:30 PM

This year District 37 will also be presenting four workshops immediately following the welcome.

Advocacy Workshop—Promoting advocacy - making it real for kids

Membership Workshop—Membership Incentive and Q &A

Reflections Workshop—Deadlines, rules and sharing of ideas

Treasurers' Workshop—Money Procedure and important financial topics

Please be sure to invite your Legislation, Membership and Reflections Chairs and Treasurer.
All PTA members are welcome!

If no one from your local unit is able to attend, please contact me. I will be happy to work with you to schedule a time for you to pick up your materials. *These materials will not be mailed.*



**Northwest Cook
Region**

Nicole Fentem
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