



November 2015

Volume 80, Issue 3  
Fourth District PTA, CCPTS, National**President's Message**

**Alone, our teams can do so little;  
together we can do so much...**

By Fourth District PTA President Bev Berryman

I cannot believe that it is already the fall season and Thanksgiving is right around the corner! Your PTA's are in full swing; meetings, membership drives, fundraisers, carnivals, enrichment programs.... SO MANY great things are happening in our county to benefit our kids.

Also by this time, you, the superheroes of your PTA are probably a bit fatigued. This is a common feeling at this time of the year and it is time to take a breather and remember that you are not alone in this mission. You have a team of people alongside you to get the job done. At your elections, a TEAM of heroes were selected to work together throughout the year – Make sure that you are utilizing the talents and superpowers of the team, working together to get the job done. Empower your officers to help with the work.

Don't forget that you have people available as part of the PTA network to help and support you and your team during this adventure. The leadership at your Council and District are here to provide that support and advise you as you need it. In addition to this, you have several resources available to help guide you when a question comes up. Where would the X-Men be without Professor X to help guide them in their quest for good?

The State PTA has made it easy to go on-line and obtain the Toolkit to look for answers to your questions. There are other resources for leaders which include your unit Bylaws, the CAPTA website, CAPTA Tax Support Center

and even past newsletters. If your questions are still unanswered or if you just need someone to listen and provide additional advice – **contact your council leaders**. They are there to help and have had the experience to help guide and support you. The District, or Command Central, is also a resource as needed.

As you can see, you are indeed not alone in the journey. Take the time to celebrate your accomplishments and recognize your efforts and know that they are making a difference for the children and the families in your community.

Again, I thank you for stepping up to serve the PTA, our students and your communities – You are making an impact for all of our kids.

**Empowering  
Our Kids**



Fourth District  
**PTA**  
everychild.one voice.

**Fourth District  
PTA**

everychild.one voice.®

Artículos en español  
paginas 10 y 11

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[www.fourthdistrictpta.org](http://www.fourthdistrictpta.org)

# FOURTH DISTRICT PTA ADVOCACY FORUM



Which legislator will join us for a bi-partisan look at public education policy in California?



**Rick Simpson**  
Deputy Chief of Staff to  
Assembly Speaker Toni Atkins



To be announced!

Get the inside scoop on what's happening in Sacramento from two points of view.

**Friday, November 6**  
**10:30 a.m. – Noon**

Fountain Valley School District Boardroom  
10055 Slater Avenue, Fountain Valley, CA 92708

All PTA members are welcome to attend.

## FOURTH DISTRICT PTA CALENDAR

### November

- 6 **Advocacy Forum**—Fountain Valley School District Boardroom, 10:30 a.m.
- 6 **Tax Help** Fourth District Office

### December

- 10 **Fourth District PTA Association General Meeting** Irvine Regional Park, 1 Irvine Park Rd., Orange, CA 92869, 9:30 a.m. Council Presidents, 10:30 a.m. District Board

#### Like us on Facebook!

Like us on Facebook to see all the happenings at Fourth District, great tips and helpful articles about issues that matter to you. Don't so you don't miss out! Like and Share our posts.



## Fourth District PTA

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## It's Nominating Committee Time!

By Fourth District PTA Parliamentarian Christy Ballard



I know it seems the year is just starting but it's time to start planning the election of your nominating committee. Your job as Parliamentarian is to make sure the committee is elected on time, and that you attend the first nominating committee meeting to give them the directions. You provide them with a copy of the bylaws, the positions up for nomination, the job descriptions, a list of who has served in those previous positions and who may be interested in serving in those positions.

The nominating committee is the only PTA committee that is not appointed by the president. This committee is elected by the membership at least two months prior to the election of officers. Determining when to elect the committee and how many people to elect is outlined in your unit bylaws. Don't forget to elect alternates, in the event an elected committee member cannot attend a committee meeting. Most units should be electing the nominating committee no later than January or February for the election of officers in March or early April.

The election of the nominating committee should not be a popularity contest based on willingness to serve **nor should it consist of the PTA executive board**. The PTA president never serves on the committee, and the parliamentarian serves only when elected to serve. **The principal may be elected, but at the least be an advisor to the group**. No person may serve on the committee for two consecutive years. Be sure to elect your nominating committee wisely!

The committee needs a balance of newer and more experienced PTA members, all of whom should be knowledgeable about PTA and should be:

- Elected on merit and ability.
- Willing to devote adequate time to the responsibilities involved.
- Knowledgeable regarding the eligibility requirements and the qualifications necessary for the offices to be filled as well as the responsibility of each office.
- Aware of the qualifications and abilities of potential nominees.
- Able to give objective consideration to nominees.
- Able to use sound judgment and skill in evaluating nominees.
- Tactful, discreet with integrity.
- Able to keep all deliberations confidential.
- Won't overlook student and teacher members.



Additional Documents such as Nominating committee checklist, nominating committee report as well as, Candidate Application, Candidate Interview Questions and Candidate checklist, are available on CAPTA.org under Nominations and Elections.



## Membership Success Story

By Fourth District PTA VP Membership Candi Kern

California State PTA commissioned a study a few years ago to analyze the trend of decreasing PTA membership. Some of the results were quite surprising. One finding was that even though membership has been decreasing statewide, roughly half of the PTAs in our state were maintaining or actually increasing in membership! I want to highlight a few PTAs in our county that are doing just that.



Fullerton Council PTA has units that are displaying great success in their membership efforts. When asked the secrets of their successes, here were a few of their replies:

Jennifer Pillon from Ladera Vista PTSA reported that their PTA capitalized on a time when the parents would already be on campus for a different event. They set up a table that the parents had to pass before entering the event, and asked parents to join. Jennifer claimed, "It's not fancy, but that's what we did." It can be that easy! Face to face appeals seem to really work for all PTAs.

Sarah Budeshtsky from Laguna Road PTA tried a marketing approach that included a "bundle" so that PTA membership was part of the t-shirt, yearbook, etc. purchases. Creating the bundle seemed to encourage parents to join. Did you know that it is also acceptable to charge a different rate for students or for staff? Just make sure that your by-laws reflect that. It could be another way to entice new members.

Congratulations to Fullerton and all of the councils and units that are keeping our organization strong by increasing membership. If you have a success story you would like to see highlighted in next month's Orange Leaves, please contact Candi Kern, VP of Membership at [membership@fourthdistrictpta.org](mailto:membership@fourthdistrictpta.org).

### More Membership News

Remember, membership is a year-long event, not just a quick drive in the fall. Membership chairs should continue to work with their boards to come up with ways to encourage new membership all year long. Membership chairs should be reporting at every meeting, and typically that is a good time for the treasurer to draft a check to submit membership dues up the channels. Presidents, don't let a meeting go by without discussing this important aspect of our organization!

Several units have been asking about the "**Teachers Matter**" reward, which has, in the past, been a reward of a free convention registration for any units that have 100% of their full-time certificated staff join as members, and have increased their membership overall. You may have noticed that the application for this award is nowhere to be found! The California State Membership Vice President, Brian Bonner, alerted me that the program still needs to be formally approved by the Board of Managers at their meeting in November. Please stay tuned for more information! In the meantime, you can still be working on those teachers to join PTA.

## Advocacy Notes

By Fourth District PTA VP Advocacy Kathleen Fay

We've had a busy start to the advocacy year! Here are some highlights:

Legislative Agenda – Advocacy's new legislative agenda has been published and is available on our website, [www.fourthdistrictpta.org](http://www.fourthdistrictpta.org), under Advocacy. The document outlines our local areas of focus this year.

Sacramento Safari – Registration is now open! Join us for this essential two-day trip to the California State Capitol to learn about and engage in advocacy in a meaningful way, serving ALL our kids. This is open to PTA members with a motion approving their designation as the PTA's representative (usually either the PTA advocate or president). Plan to budget about \$650 for the trip. Register online at [www.fourthdistrictpta.org/sacramento-safari](http://www.fourthdistrictpta.org/sacramento-safari). We have a wonderful trip planned for you!

ADVOCACY FORUM – (Formerly known as Advocacy Roundtable) Our first ADVOCACY FORUM of the year will offer a bipartisan look at public education policy in California, featuring Rick Simpson, deputy chief of staff to California Assembly Speaker Toni Atkins, paired with a Republican legislator to be announced. All PTA members are welcome to attend: Friday, November 6, 10:30 a.m., Fountain Valley School District Boardroom. Several of our Councils have taken advantage of the opportunity to have Rick Simpson and a Republican legislator visit their high school U.S. government classes to speak candidly with students about state government issues and answer questions, a program offered in conjunction with the ADVOCACY FORUM event. It truly is amazing for the kids to watch democracy in action!

Training – The Fourth District PTA Advocacy Team kicked off the year with training and resources for beginning- and advanced-level advocates. Our program featured a keynote address presented by the Orange County Registrar of Voters himself, Neal Kelley, concerning civic and election issues facing OC residents today. He kept the audience engaged with useful information, surprising facts, new insights, and a good sense of humor. Break-out sessions for beginners and experienced advocates gave members a solid advocacy foundation, instruction in researching PTA positions, hands-on practice advocating for local issues, and got them ready to take action! We focused on civic engagement and practical advice about how local PTAs can conduct effective voter registration drives so that parents' concerns have influence when electing our civic leaders and deciding public issues. We had great participation by our members – we're lucky to have such great advocates for all our kids! DID YOU MISS IT? PTA advocates or presidents who missed training can still get their annual "Advocacy Resource Notebook" at the November 6th ADVOCACY FORUM or from the Fourth District PTA office, a legitimate (reimbursable) annual \$15 PTA expense for your unit or council. If you're new to advocacy, learn where to begin at [www.fourthdistrictpta.org/advocacy-training](http://www.fourthdistrictpta.org/advocacy-training).

Advocacy Communicator – Be sure to keep updated on advocacy issues with our monthly publication and accompanying talking points, available at [www.fourthdistrictpta.org/advocacy-communicator](http://www.fourthdistrictpta.org/advocacy-communicator). It makes giving your PTA advocacy report easy!

## Fundraising

By Fourth District PTA Treasurer Donna Broussard

It is important to note that while PTAs help raise significant resources for schools and children, fundraising is not part of the primary mission of PTA. Often times PTAs must fundraise in order to support the vital programs and services on campus that support student learning and family engagement.

Fundraising is the method of raising money to finance PTA programs and projects.

The fundraising project must support the goals of PTA and be related to the educational, charitable and philanthropic purposes as a tax-exempt organization. When planning the year's activities, PTAs should use the 3-to-1 Rule: There should be at least three non-fundraising programs aimed at helping parents or children or advocating for school improvements, for every one fundraiser.

PTA leaders should always consult the current California State PTA *Insurance and Loss Prevention Guide* when planning any PTA activity.

The California State PTA Toolkit provides guidelines and best practices for fundraising.



### INSURANCE IS DUE

PTA Insurance premiums for 2016 are due:  
Unit = \$216 (paid to council)  
Council = \$154 (paid to district)



## Communication is vital to the success of OCDE and Orange County schools

*By Al Mijares, Ph.D., OC Superintendent of Schools*



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## We Need Your Financial Documents & Taxes Filings

By Fourth District PTA Treasurer Donna Broussard

Units: Please turn in 2 copies of each of the following to your council:

Annual Financial Report for 2014-2015

Adopted Budget for 2015-2016

Adopted Audit for period ending June 30, 2015

Councils:

Please keep 1 copy of each of the above for your records and forward the other copy to Fourth District PTA.

Please also forward 1 copy of each of your council's financial documents listed above.

Please contact your council or me if you have any questions.

TAX FILINGS  
Remember to file your 990, 199 & RRF-1 on or before November 15<sup>th</sup>



## The Dangers of E-Cigarettes



Submitted by the Fourth District PTA Health Committee

There is a health danger facing our children that many parents aren't aware of. Have you ever thought that e-cigarettes were 'safe'? Did you know they can be sold to children? There is no age requirement for purchase!

Researchers are finding that there is damage to lungs, even if they don't contain nicotine. Particles found in inhaled cigarette smoke have a median size of 0.3-0.5 microns. Testing has found that the e-cigarette particles have a median of 0.18-0.27 microns. About 40% of these particles can travel deep into the lungs and become embedded in the alveoli, where gas exchange occurs. Even if the particle itself isn't toxic, the size alone places a burden on the lungs and can cause disease. <http://www.the-aps.org/.../Audiences/Public-Press/2015/25.html>

Research also shows that they could suppress the immune system and contain many of the same carcinogens as regular cigarettes. As the vapor solution is heated, the glycerin and propylene glycol used as solvents within the e-liquid, are converted to the same chemicals found in cigarettes such as formaldehyde and acetaldehyde. These chemicals have been found in the second hand 'smoke' as well, so there is danger to those nearby, not just those actually using the device.

E-cigarette use among middle and high school students tripled between 2013 and 2014, according to new data from the Centers for Disease Control and Prevention and the U.S. Food and Drug Administration. That's two million high school students and nearly half a million middle school students across the country. "In today's rapidly evolving tobacco marketplace, the surge in youth use of novel products like e-cigarettes forces us to confront the reality that the progress we have made in reducing youth cigarette smoking rates is being threatened," the FDA's Mitch Zeller said. And it's also a myth that they help you stop smoking. Research has shown that those who use e-cigarettes are a third less likely to quit smoking than those who don't. There are studies looking at the long term effects of e-cigarettes, but as they are a fairly new technology, there is still quite a wait for those results. But these early studies already show the dangers.

Currently, children have access to e-cigarettes as long as they don't contain nicotine! In California State PTA's resolution Smoking and Health, we state that we oppose all influences that tend to start children smoking, and we support local law enforcement agencies efforts to effectively monitor business in regard to the sale of tobacco and tobacco products to minors. We support bills to expand the definition to include e-cigarettes as they will help to keep tobacco-like products out of the hands of our kids. For more information, you can go to <http://capta.org/focus-areas/advocacy/>

## Three Questions Everyone Should Ask About Arts Education

California State PTA

The new Local Control Funding Formula (LCFF) provides a great opportunity for parents and teachers to let decision makers know how important the arts are to learning. School districts must engage parents, teachers and local communities in creating a Local Control and Accountability Plan (LCAP). These plans describe goals and specific measures the district will take in each of eight state priority areas, including providing students with access to required areas of study such as the arts. Ask these five questions to make sure your district knows the importance of an arts education plan, dedicated resources, and a way to measure progress.

As PTA leaders and members, we can lead the way to a quality education for all children that includes the arts! So here are key questions you should ask your school and district leaders about arts education as your school board decides how to allocate money:

**Does our school have a quality arts program?** What is currently being offered at our school? In our district? Finding this out will lay the groundwork for what you need to do next.

**How can arts education best be integrated into the district's Local Control and Accountability Plan?** What programs should every child receive? How will the district provide these? Ask questions to find out whether your school district is making a long-term commitment to support arts in the curriculum.

**Are the arts included in professional development for Common Core State Standards?** The state is giving districts additional money to prepare teachers for new state standards. Is our district including lessons on how to integrate the arts into language arts, math, science and history?

A recent study from the National Endowment for the Arts shows that students with a high level of arts engagement from kindergarten through sixth grade have higher test scores in writing and science by their eighth-grade year; another NEA study found students living in poverty are more likely to graduate, vote and attend college if they have access to the arts as part of a complete education.

## Sacramento Safari – February 22 & 23, 2016

**It's THE place to be and registration is open NOW!**

By Fourth District PTA Sacramento Safari Co-Chairman Kim Anderson

Sacramento Safari is Fourth District PTA's annual two-day trip to our State Capitol where about 100 Orange County PTA members get to hear from key speakers on issues that affect children and youth, learn about the inner workings of state government, advocate directly to our legislators, and network with others. This is a highly informative and fascinating two days!

### Conference times:

Begins at 10:30 a.m. on Monday, February 22.

Ends at 5:15 p.m. on Tuesday, February 23.

### Price:

\$330 per person double occupancy, or \$445 single occupancy, until December 18, 2015.

After December 18, 2015, the price increases to \$360 per person double occupancy or \$475 single occupancy.

**Registration deadline:** January 29, 2016 or when all available places are filled (*limit of 100*).

### Registration fee includes:

One night at the Embassy Suites, Sacramento

Lunch and dinner on Monday

Breakfast and lunch on Tuesday

Conference materials

### Registration fee does NOT include:

Airfare

Ground transportation

Airport parking fees

Dinner on Tuesday



### Refund policy:

The registration fee is fully refundable until January 29, 2016 and after that it is transferrable if you find a replacement for yourself and the unit or council votes to approve the new person.

### Steps to be taken if you are planning to attend:

Have your unit (or council) budget approximately \$650 for each Safari attendee

Your unit (or council) must vote to send you as a representative

Register (online is preferred) but there is also a mail-in option

Book your flights!

### Recommended flights:

February 22, 7:55 a.m. Southwest flight out of Orange County

February 23, 7:00 p.m. Southwest flight back to Orange County

There are also flights that leave from Los Angeles and other area airports that would work.

We request that you participate in the entire event, so please book your flights accordingly and also book them early... they tend to fill up quickly!

The Fourth District PTA Advocacy Team will set up the legislator appointments for you, and will also accompany you, when you meet with individual California Senators and/or Assembly Members from Orange County in their Capitol offices.

**On-line registration (preferred option) is now available by going to:**

<http://www.fourthdistrictpta.org/2016-sacramento-safari-registration-form/>

**A mail-in registration form is available at:**

<http://www.fourthdistrictpta.org/wp-content/uploads/2015/09/Mail-in-Registration-Form-1-Sacramento-Safari-2016.docx>

### Orientation meeting will be held on:

Friday, February 5, 2016. 9:30 a.m. – 11:00 a.m.

Fountain Valley School District – Board Room. 10055 Slater Ave., Fountain Valley.

Questions? Please e-mail me at: [Sac-safari@fourthdistrictpta.org](mailto:Sac-safari@fourthdistrictpta.org)

Thanks so much and we are so looking forward to being on Safari with you!

## Fourth District PTA AWARDS!



### 2015-2016 AWARDS FOR UNITS/COUNCILS and RECOGNITION FOR OUTSTANDING INDIVIDUAL SERVICE

**Creative Membership:** *for creative & successful membership campaigns*

**Creative Program:** *for quality programs that support PTA's mission & goals*

**Outstanding Unit/Council:** *for significant achievement in your school community*

**Outstanding Administrator:** *for extraordinary service for children, youth and school*

**Outstanding Teacher:** *for extraordinary service for students in school and community*

**Fourth District PTA Honorary Service Awards:** *to recognize PTA leaders' service*

**Fourth District PTA Awards applications are due on February 11, 2016**

**SAVE THE DATE:** *Special awards ceremony at the  
Fourth District PTA Annual Administrators' Dinner  
THURSDAY, MARCH 10, 2016 at the  
City National Grove in Anaheim, CA.*

Updated Award Applications can be found at

[www.fourthdistrictpta.org](http://www.fourthdistrictpta.org)

For Questions contact Fran Sdao, Awards Chairperson at

[awards@fourthdistrictpta.org](mailto:awards@fourthdistrictpta.org)



**Honorary Service Awards will be announced at the year-end luncheon in June 2016.**



**Mensaje del Presidente**

**Batman y Robin, Spiderman y Mary-Jane, Superman y Lois Lane, Peter Pan y Wendy, Calvin y Hobbes, los Fantastic Four...**

Por la presidenta del Cuarto Distrito de la PTA Bev Berryman



**Comunidad**

**Empowering  
Our Kids**



Fourth District  
**PTA**  
everychild.onevoice.

## Responsabilidades Tributarias—¿Qué necesitamos presentar?

Por la tesorera del Cuarto Distrito de la PTA Donna Broussard



### Ver a nosotros en Facebook!

Ver a nosotros en Facebook para ver todos los acontecimientos en Cuarto Distrito, grandes consejos y artículos útiles sobre temas que son importantes para usted. ¿No para que no se pierda! Like and Share nuestros mensajes.





California State PTA Convention  
 Town and Country Convention Center  
 San Diego, CA  
 May 4th – 7th 2016

In the new era of education reforms and parent engagement, your voice as a PTA leader and parent is more important than ever. California State PTA's Annual Convention is the place to get the latest information on key issues, build skills to strengthen your school and community, have fun and connect with PTA leaders from across the state.

PTA convention continues to be our premier training program for PTA leaders, parents, advocates and more!

PTAs that dedicate a small amount of their resources to attend convention win big in the end. \*\*Remember to include PTA Convention in your budgets\*\*

More information to follow in upcoming Orange Leaves as well as through your Council Presidents. Questions? Contact Chrystie Adams: [convention@fourthdistrictpta.org](mailto:convention@fourthdistrictpta.org)



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