

CRESCENT COURIER



Official Publication of Thirty-Third District PTA
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VOLUME 55/ISSUE 4

FEBRUARY 2010

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Message From Our President . . .

We Need You

Thirty-Third District PTA needs you. We need your support and participation to be effective in the work we do. Together, as we join our efforts, we can be all more effective and increase the impact of the PTA.

Where are you? Do you know the important part each of us plays in the big picture? We are here for you and we need you to be here for us. We have a rich history of service to our schools and communities and want to continue that legacy that has become known to others, that of Thirty-Third District PTA.

Please take advantage of the unique training opportunities we provide, as well as the great programs we sponsor. Together, as we get trained and work alongside each other, we can make a difference. Please give us the opportunity to serve you.

In the midst of a state-wide education budget crisis, there is a natural reaction to want to retreat and do what you can individually to help soften the blows and voids created by the serious loss in funds and the resulting loss in programs. The PTA has been challenged to consider more fundraising efforts and to divert funds away from established PTA programs which support and build the foundations of our organization.

I really want to encourage and challenge our councils and units to resist assuming responsibility to fix the budget challenges in this way. As an example, many art programs in our school were cut because of the state budget. At first we blamed the state for the loss of these programs. Then the school districts actually had to cut these programs and they were blamed for cutting arts out of our schools. If the PTA steps up to the plate and saves arts in the school, for a short time PTA is the hero. However, when PTA money runs out, PTA will then get blamed for cutting out arts in the schools.

(Continued on Page 2)



Message From Our President . . . (Continued from Page 1)

We need to stop these “band-aid” approaches to fix the budget challenges in our schools. We can start by continuing to support the legislative efforts in your units directed through Thirty-Third District PTA. Many units have directed their legislative budgets away from legislation at this time, which is only going to hurt us more in the long run. We need to hold our elected representatives in Sacramento accountable and let them know we aren’t going to just stand by and hope for the best.

Stand together with us and let’s increase the impact we can have both locally and in our State. There is strength in numbers with a common cause. Support and become an active part of Thirty-Third District PTA.

Tom Horn, President

Communication

Communication is the key to success in any organization and PTA is no different. In PTA we pride ourselves in being able to get the information out to our parents so that they may better understand the importance of parental involvement. When a person agrees to take on an assignment, their intentions always start off in the right direction. However, life happens and throws curve balls and sometimes it doesn’t allow for all the extras to be done. A simple phone call, text, or email to let any interested persons know of your unavailability to proceed would be so helpful. That way, the group can continue to move forward on the journey to help all children be as successful as possible. Thank you for all you do for the children.



Debi Salazar, Director of Communication

FOUNDERS DAY February 17th

Founders Day is a perfect time to renew the dedication to the Purposes of the PTA that were defined by PTAs Founders more than a century ago. Each year in February, PTA honors the three founders as well as past and present PTA leaders. Through special programs and events, PTA also attempts to increase the awareness of its members and the community by highlighting achievements, activities, projects and goals.

The Founders Day celebration was created in 1910 by Mrs. David O. Mears, a charter member of the National Congress of Mothers founded by Alice McLellan Birney and Phoebe Apperson Hearst in Washington, DC, February 17, 1897. The Founders Day observance has continued through the change of organization names in 1925 to the National Congress of Parents and Teachers, and the uniting in 1970 with the National Congress of Colored Parents and Teachers, founded in 1926 by Selena Sloan Butler, to become the National PTA.

Issues concerning immigrants, homeless children and families, the unemployed and the uneducated, and numerous health and safety concerns still need attention. However, through PTA advocacy to enact and enforce laws, childrens health is better protected and children are better fed, housed and educated, with parents more involved in their upbringing. The vision of PTAs founders has been realized in many ways, and now it is up to present PTA members to continue the vision.

Source: California State PTA

Lessons the Arts Teach

- * The arts teach children to make **GOOD JUDGMENTS** about qualitative relationships. Unlike much of the curriculum in which correct answers and rules prevail, in the arts, it is judgment rather than rules that prevail.
- * The arts teach children that problems can have **MORE** than **ONE** solution and that questions can have more than one answer.
- * The arts celebrate multiple **PERSPECTIVES**. One of their large lessons is that there are many ways to **SEE** and **INTERPRET** the world.
- * The arts teach children that in complex forms of problem solving purposes are seldom fixed, but change with circumstances and opportunity. Learning in the arts requires the **ABILITY** and a **WILLINGNESS** to surrender to the unanticipated possibilities of the work as it unfolds.

Source: National Art Education Association

**Save the Date –
 Thirty-Third District PTA Annual Meeting
 April 15, 2010
 Golden Sails Hotel in Long Beach**

We will recognize our volunteers with Honorary Service Awards, we will have Reflections Program Presentations, and we will award councils and their units for membership, newsletters, and program directories. This is also the event where everyone is encouraged to bring an exhibit/display board showing activities and events from their units and councils.

Everyone is welcome, so plan to attend this district event. Reservations are due to Thirty-Third District PTA by April 1, 2010.

Diana Craighead

Scenes From



Reflections



Emerging Minority Leaders Conference



Mid-Winter Conference

Add 10 in 2010!

Dear PTA Leader:

Thank you for the important role you play in the California State PTA. If there is but one resolution I intend to embrace in 2010, it is to fully support and empower the work that you do.



Because our membership empowers all our efforts, I want to remind you that we are embarked on an important challenge to grow our numbers at the start of this new year.

You make the difference in serving children and enabling the work of teachers and staff. You are the voice for parent education and involvement. You are the advocate for laws and public policy that ensure the health, welfare and safety of every child. You are the PTA! And your efforts are enriched when PTA membership is strong ... and growing.

So, let's unite behind a positive resolution for the new year: Add 10 in 2010!

January brings new students, second-semester enthusiasm, and wonderful opportunities to welcome a broader circle of parents and community members to enhance PTA's impact on California's children and families.

Reignite your membership campaign, promote the benefits of PTA to your wider community, and resolve to add at least 10 members to your PTA in 2010 before March 31, 2010!

If every unit reaches out to encourage and welcome an additional 10 members by mid-March, we will be dramatically strengthened to meet the important goals we embrace for all children. As president of the California State PTA, I encourage you to help us amplify the collective voice of our organization.

There is no better time than today. In this year of unprecedented school budget and economic challenges, the mission of the 112-year-old PTA becomes ever more crucial for the future of children in our state and nation. Now more than ever, PTA is a rallying point for parents and teachers who resolve to build a stronger and more cohesive school community and a culture of success for all students.

Let's embrace this resolution together! Accept the challenge of a brand new year and "Add 10 in 2010!" To assist you, look on the following page of this newsletter or go to www.capta.org for ideas you can share with your board and parent community. My best wishes as you resolve to support every child with one voice ... and together we will unleash the power and unlimited potential of PTA membership.

Sincerely,

A handwritten signature in cursive script that reads "Jo A.S. Loss".

Jo A.S. Loss
California State PTA President

Prepare your **mid-year membership campaign**



Did you know?

- PTAs that run more than one campaign a year have, on average, **20 percent more members**.
- Nationwide, approximately 18 percent of PTA members join in January and February.
- Running membership campaigns more frequently reminds your members that membership is everyone's business, especially if you weave membership into programs, activities, and general PTA work, too.
- It's never too late for parents to make a real impact on their children's education.

Lay the groundwork for success

- Ask your PTA board to explain to potential members what your PTA does for the children of your community.
- Determine whether your PTA/PTSA is meeting the needs of your members and community.
- Align your goals with the needs and interests of your members and community.
- Make sure you have the support of your principal and school staff.

Promote membership whenever possible

- Set up your membership table at every PTA and school event. Maintain a current list of members in case people forget whether they have already joined.
- Publish a list of PTA members in your newsletter.
- Regularly include articles about membership and a clip-out membership form in your newsletter.
- Publish your current membership count in your newsletter. Check it against your goal often.

Adapted from National PTA website: www.pta.org and the California State PTA Communicator

Remember, you have until March 22nd to get on Thirty-Third District PTA's membership train!* Don't be left on the track!

***Dues received after March 22nd will not be included in your 2009-2010 membership totals.**

Education

Mark your calendars for the following:



March 1st - Phoebe Apperson Hearst Family-School Partnership Award applications due to the National PTA Office . . . see the *California State PTA Toolkit 2009* page 248.

March 2nd - Support *Read Across America* on Dr. Seuss' (Theodor Seuss Geisel) birthday by volunteering to read in a classroom, to your children, grandchildren, to any child! Details are in the January 2010 issue of *The Communicator*, which can be found at www.capta.org.

March 19th - EdSource Forum, *California at a Crossroads: Crisis and Opportunity*. Go to www.edsource.org for details and registration.

Hopefully your Honorary Service Award committees are actively seeking volunteers to recognize. These may be PTA members or members of the community who willingly donate their time and talents to benefit children. Remember that the cost of the certificates and pins for your honorees support the California State PTA Scholarships and Awards monies. The HSA Program provides a wonderful opportunity to thank volunteers for generously serving the community.

Calling all copies of Founder's Day programs! Please send them to me if you are willing to have another unit or council use this for next year!!

TIPS from the "Getting Ready for Kindergarten" workshop/training:

- ⇒ **Plan a visit** or two to the new school. . .play on the playground, ask for a tour (call ahead), attend any pre-school get together to interact with other families and staff.
- ⇒ **Talk** with your child about kindergarten in positive ways. . .share details of the schedule, what kinds of activities will take place, check listening skills and following directions.
- ⇒ **Read:** If you don't already read to your child, begin an active reading time. Have fun with a variety of books. . .go to the library together.

Want a helpful resource for your Open House, PTA meeting, in the school office?
Order "Parent Talk" and/or "Things Your Kids Want You to Know," from the PTA website, call 916-440-1985, or use the order form found in the *California State PTA Toolkit*.

Mary Ross, Director of Education

College-Readiness

Here are some helpful links to help students think through the decision to go to college, including some issues to think about regarding the future after high school:

College.gov (<http://www.college.gov/wps/portal>),

Career Colleges and Technical Schools (<http://www.ed.gov/students/prep/college/consumerinfo/index.html>),

Sallie Mae College Answer: Assess Yourself (http://www.collegeanswer.com/preparing/content/prep_assess.jsp),

NPR Admissions Tips (<http://www.npr.org/templates/story/story.php?storyId=7537888>).

California State PTA's College page has many more useful tips and informational sites on how to find the right college, educational planning, and testing requirements and dates. Simply navigate this helpful website for all your college readiness needs (<http://www.capta.org/sections/programs/college.cfm>).

FINANCIAL DO'S AND DON'TS



Do pass on per capita membership dues monthly. Units **must** remit the council, district, state and national portion to their councils. Councils will then remit the district, state and national portion to the district.

Do pay the \$25.00 late fee if insurance premium was not turned in on time.

Do have all written checks approved and recorded in the minutes.

Do ratify checks written between meetings at the next Association meeting.

Do reconcile your bank statement to your checkbook and ledger monthly.

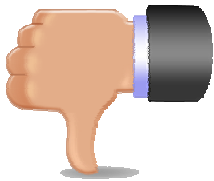
Do remember to turn in a monthly treasurer's report (units to council and councils to district).

Do turn over your financial records for the end of fiscal year audit covering January 1st through February 28th.

Do complete the 2010 Treasurer's Annual Financial Report covering the period from March 1, 2009 – February 28, 2010. Units turn in a copy to council. Council's due date to district is on or before April 26, 2010.

Do file your 2010 taxes. For total gross receipts over \$25,000 and less than \$1,000,000, you must file a 990EZ tax return. For gross receipts less than \$25,000, you must file a 990-N, electronic post card. *There are no exceptions.*

Do attend the State PTA convention in Sacramento and sign up for the financial workshops.



Don't pay bills with cash. All expenditures must be by check and signed by two elected officers.

Don't write checks to cash.

Don't forget to attach proof of money spent, such as an invoice or dated receipt, to every check authorization form.

Don't count money received unless there are two PTA people present who are not related by blood or marriage or reside in the same household. One should be a chairman or financial officer other than the auditor. Both should sign a cash verification form.

Don't deposit funds not belonging to PTA into your PTA account. Never deposit PTA funds in a personal account or school or school district accounts. In other words, there should be no commingling of funds.

Don't use PTA funds to purchase personal gifts or gifts for individuals, such as PTA members or school staff.

Don't pay for classroom field trips with a PTA check. Funds should be donated directly to the school district and include a request that they be deposited into the school district general fund for the unit's school and earmarked for payment of busses and admission fees.

Don't miss council and district due dates.

Don't forget to pass on per capita membership dues monthly. This portion of the dues is not unit income.

Don't ignore letters from the IRS. Seek the advice of a tax professional knowledgeable about 501(c)(3) tax return filings.

Terry Shore, Treasurer

REGISTER TODAY
for the
California State PTA Convention in Sacramento
April 29 - May 2, 2010



The 111th California State PTA Convention will be held in Sacramento from April 29 to May 2, 2010. Registration Books have been mailed and it is now available online at www.capta.org. Online Convention Registration and Housing Reservations are also open. We are strongly encouraging all delegates to advance register now through March 31st to save money and to insure that they receive their convention badges and workshop tickets by return mail.

There are many new things from the State PTA to look forward to this year. They will be offering a Special Ribbon Pack for a donation of \$20. You will receive a pack of five specially designed ribbons to adorn your badge holder. The State PTA is also holding a "Sleep In" to promote and recognize the importance of sleep for children and adults on Sunday morning, May 2nd. Make a \$20 donation to PTA Healthy Lifestyles Grant Program and receive a sleep shirt! Be heart healthy, model healthy sleep habits and get an official PTA sleep shirt. There will not be an official statewide evening event. Instead, there will be a "Rally at the Capitol" on Thursday, April 29th, from 2:00 p.m. to 3:30 p.m. There will be a "Candidate's Debate for the Office of State Superintendent of Education" on Friday, April 30th, from 11:30 a.m. to 1:00 p.m.

Your District Convention Committee has a few new tricks up its sleeves! Convention Orientation will be held on Monday, April 5, 2010, at Hawthorne Memorial Center in the morning at 9:30 a.m. AND at the Downey Council PTA Meeting Room in Downey in the evening at 7:00 p.m. Our Hospitality Dessert Reception will be held in a banquet room on the second floor of the Hyatt Regency Hotel. The event is free and is scheduled for Thursday, April 29th, from 8:30 p.m. to 10:30 p.m. The District Convention Committee will be providing delicious morning snacks during the three morning General Meetings. Grab your favorite morning beverage and join us at the general sessions early to enjoy a yummy treat! Also, new for this convention, we will have a scavenger hunt! Game cards will be distributed at the first general session. Complete all tasks and win a special prize!

There are also a few encores from Convention 2009. We will be assigning convention mentors to all delegates and councils. Letters will be mailed to all delegates introducing their respective mentors. We will have a fun-filled District Dinner at the Sacramento Convention Center on Saturday evening, May 1, 2010. The cost is \$45 per person and delegates will have their choice of entrees. Please see page 11 of this newsletter for the District Dinner Flyer. The District Dinner theme is "PTA School Spirit". Dust off your old pom-poms, cheerleader skirts and letterman sweaters and plan to join us for a great evening. Unit delegates, please register for our District Dinner through your respective councils and observe your council's deadlines. We will be offering our very stylish Thirty-Third District PTA black short-sleeved camp shirts on a pre-order basis again this year. This is the same shirt that was sold for Convention 2009. This cost is \$35 and the shirt comes in both men's and lady's versions in a wide array of sizes. We are also offering a premium version of our District Shirt which also bears a large golden yellow moon logo on the back of the shirt and lists all councils in bright red embroidery. Check out the Convention Information Page on our District's website at www.33rdpta.org for the order forms and a picture of our shirt. Our Thirty-Third District PTA Crescent Moon pins are also available for purchase at \$3 each.

All units and councils should be represented at our California State PTA Convention. It is your best opportunity to obtain the best possible training and information to successfully run your PTA. It is also our State PTA's Annual Meeting! Remember. . . . It is not IF you are attending convention, but WHO!

Check the California State PTA's website at www.capta.org and our Thirty-Third District PTA's website at: <http://www.33rdpta.org> for more convention information.

Vera Johnson, First Vice President & Convention Chairman



THIRTY-THIRD DISTRICT PTA HAS SPIRIT HOW ABOUT YOU?



Join us
Saturday, May 1, 2010
7:30 p.m.
Sacramento Convention Center
for our District Convention Dinner.

Time to show off some school spirit. Come up with a council theme. Dust off your old pom-poms, cheer outfit, or just wear your unit's spirit wear. Be creative!

Join other district members for a fun-filled evening!

- Choose either Glazed Short Beef Ribs, Sesame Crusted Chicken with Corn Salsa or Stuffed Portobello Mushroom (Vegetarian)
- Honor our council presidents—both incoming and outgoing
- Spend time with unit, council, district and state PTA members
- Have an opportunity to go home with wonderful gifts provided by our community businesses*
- Support our Youth Camps and the Sophia Waugh Scholarship Fund

All this for only \$45! Units: tear off the bottom portion of this form and return it with your check to your council. Councils: return all reservations to Thirty-Third District PTA, PO Box 1235, Lakewood, CA 90714 by April 15th. Reservations received after that date will be accepted subject to available space.

Questions? Contact Vera Johnson at 562-927-7545 or Terry Shore at 562-869-9780.

*One opportunity drawing ticket will be given to each attendee. Additional tickets can be purchased for \$1.00 each (6 for \$5.00). All proceeds will benefit the children of our Youth Camps and the Sophia Waugh Scholarship Fund.

Name: _____

Unit: _____ Council: _____

Phone No.: _____ Email Address: _____

Meal Choice (circle one): Beef Ribs Chicken Vegetarian

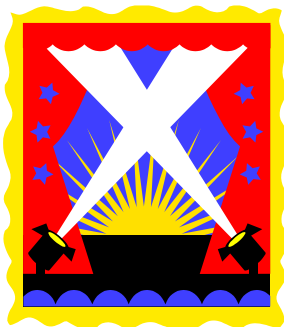
Spotlight: Downey Council PTA

Downey Unified School District has 19 schools consisting of 12 elementary, 4 middle, and 2 high schools plus 1 continuation high school with enrollment of approximately 24,000 students. Our school district is expanding on its CTE (Career Technical Education) and offers many opportunities for our high school students in a variety of vocational fields. Downey Unified School District supports TLC-True Lasting Connections that offers medical, vision, dental, and counseling to the students of Downey, which most of the PTAs in Downey help support. Downey Council PTA operates the H.E.L.P.S. food pantry that offers food to many families through out the community. The families are given food on a monthly basis plus extra food distributions during the holidays, as well as holiday gifts for the children.

During Thirty-Third District PTA's "Remember Me" campaign for Sacramento Safari last year, the schools in Downey submitted over 2,600 portraits to be distributed to the Legislators to remind them to remember the children when working on the state budget.

It has been such a rewarding experience to serve as Downey Council PTA President for these past two years, building my relationship with the School Board and Superintendent. I am looking forward to continuing this relationship in working together for the welfare of our children in Downey.

Beth Gendreau, Downey Council PTA President



Spotlight: Montebello Council PTA

At the beginning of the school year, our council was involved in a "War on Hunger" campaign. It was the first time this has been done in our school district. What was unique about this endeavor was that it allowed four groups in our district to come together - The Montebello Council PTA, The Montebello Unified School District, the Camino Federal Credit Union, and the Help the Children Organization. Needless to say, it was a very successful campaign that started out as a one-week event, and ended up being a three-week event. Initiated by then School Board President Gerri Guzman, it took off like wildfire and brought the whole Montebello community together in an effort to help our families in need. Because this event was such a success, we, as a council, have decided to make it an annual event.

Linda Camacho, Montebello Council PTA President



As host council at the Mid-Winter Conference, representatives of the Montebello Council PTA manned the check-in table.

Need a hard copy of
Crescent Courier?

PTA Presidents, Officers, Chairmen,
Treasurers, and Principals

Contact Thirty-Third District PTA
at 562-804-4519