From the Executive Director

Bill Keim
WASA Executive Director

Dear Colleagues:

WASA staff have worked to develop a consistent association voice during the past few years regarding the elements needed to address the McCleary decision. We then used those shared positions to help engage other associations and create similar consistency through the Local Funding Work Group (LFWG). Those efforts helped avoid a “divide and conquer” approach that can be an effective legislative strategy.

Unfortunately, EHB 2242 was created behind closed doors by a few legislators and staffers with little or no input from those who understand how state allocation systems work within the variety of contexts represented by 295 school districts. While it is easy to understand the political desire of such stealth planning, the end result was a bill with lots of problems. Fixing the worst of these problems is a primary task for the 2018 Legislative Session.

With this issue of Hotline, we are about half way through that short legislative session. Multiple bills have been introduced to correct elements of EHB 2242, and the process has begun to winnow those fixes into a single bill. The challenge with these proposals is similar to the challenges districts face with the original legislation. There is wide variability in the school district impacts created by key aspects of EHB 2242. Any attempt to address those issues could then face opposition from those who prefer the relative benefit for their districts over the broad impact for all districts.

Understandably, most district leaders are focused on the impacts EHB 2242 will have on their own district and are less attuned to the overall statewide impacts of its provisions. Some examples of the wide differences in those impacts are provided in this article to help illustrate how some districts face much greater challenges due to the changes.

One of EHB 2242’s biggest and most negative changes for many districts is the elimination of the staff mix formula. For districts with less tenured staff, this was a positive change, but for those with lower turnover, it created big problems. While most district leaders understand the broad impact of that change, it’s likely few have studied the statewide impacts.

Our starting point to examine that issue is Table 34B of OSPI’s 2016–17 Personnel Report. The report shows each district’s staff mix factor and average salary allocation based on that factor for the past school year. Based on that data, the weighted average allocation for certificated instructional staff statewide last year was $54,757. Compare that to the new $64,000 average allocation which represents a statewide increase of 16.9%. That’s a good estimate of how much each district’s average base salary should increase.

Comparing the new $64,000 average salary with each district’s 2016–17 allocation provides an interesting perspective. At the low end of the distribution, the district actually loses 4.9% in state salary funding, while at the other end the district receives a 71.1% increase in their allocation. There are 160 school districts on the losing side of this equation, and for some the gap is very significant. District A’s allocation, for example, is $14,646 per CIS FTE less than what’s needed to provide the 16.9% increase. At the other end of the continuum, District B receives $20,000 more per CIS than is needed to provide the 16.9% increase.

continued on page 2
This problem is exacerbated by another change in EHB 2242, eliminating the statewide salary schedule. As a result, every district will need to negotiate their own schedule which can be supported by state funding in both the short and long term. This will be a daunting task for the 166 districts who don’t receive enough state funding to meet the salary expectations created by the state in EHB 2242. Even districts with more than enough salary money could find themselves in trouble if they use that added capacity to create a salary schedule which works in the short term, but isn’t sustainable as their teaching staff matures.

Another area of differentiated impact is the change in local levies and local effort assistance (LEA). Some districts could theoretically gain levy funds with the new law, but only if their voters support a higher local levy rate than they have approved in the past. Other than those few exceptions, all districts lose revenue, but the scale of that loss is quite different depending on the district.

At the upper end there are five districts who would lose over 70% of their 2017 levy revenue and the loss for the one hardest hit is over $6,761 per student. The district at the other end of the continuum loses only $18 per student. Part of the differential impact is caused by the provision that allows some districts to raise up to $2,500 per student, while others are limited to $1,500 per student. Our estimate is that 41 districts have the higher levy maximum, 193 have the lower limit, and 61 districts fall somewhere in between. This is the first time since the 1978 Doran ruling our state has created this kind of statutory inequity in their local levy limits.

WASA has joined the other LFWG members in advocating for a return to some kind of staff mix formula. While we understand this could take away the advantage some districts received through EHB 2242, we feel it’s in the best overall interest of our public schools. Similarly, WASA has joined the LFWG in calling for a delay in the implementation of the levy changes. While this could seem unfair to districts who submitted levies on the February ballot, we feel that more thoughtful deliberation is needed before such sweeping and inequitable changes in local revenue become institutionalized.

There is no guarantee any of these efforts will bear fruit, but the likelihood is much greater if two things occur. First, every educational leader in the state needs to engage with their local legislators about the need for change. And second, while those communications need to show the local impacts of the new law, it is also critical to stress the wide range of statewide impacts with many elements of EHB 2242. If we don’t all advocate for changes that create greater statewide equity, the divide and conquer strategy could be the big winner in this legislative session.

### Professional Liability Insurance

One of the benefits WASA has provided to its members is a $250,000 Professional Liability Insurance Policy. The policy even provides coverage after someone is no longer a WASA member, for anything that occurred while they were a member. Last year the WASA Board voted to upgrade the policy to provide $1,000,000 of coverage for all members. This policy increase takes effect February 2018. Members may add additional coverage at their own expense. Anyone interested in further information should contact Andy Wolf at awolf@wasa-oly.org for more information.

### Dr. Howard M. Coble Scholarship for Under-Represented Educational Leaders

In honor of Dr. Howard M. Coble, former WASA Executive Director, a scholarship has been established to assist talented, under-represented educators to pursue graduate studies that prepare for central office leadership positions. The $5,000 scholarship will be awarded by the Washington School Administrators Foundation in partnership with WASA to an educator pursuing graduate studies in education leadership by the fall of 2018. The application will be made available on the WASA website beginning February 19, 2018. The deadline to apply is April 2, 2018.

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**ARE YOU CONNECTED TO WASA?**

Be sure to follow us on Facebook and Twitter for information on upcoming conferences and workshops, legislative news and updates, and school news.
WASA Board Minutes in Brief—January 28, 2018

The Board approved the following:

- Consent Calendar (WASA December 2017 Financials; December 9, 2017, Board Meeting Minutes; and January Membership Report.)
- Candidates slated for the 2018–19 President-elect Election.

Information items included:

- EHB 2242 Proposed Fixes from Educational Associations.
- Timeline and application for the Dr. Howard Coble Scholarship for Under-Represented Educational Leaders.
- Update on the Principal Component membership numbers.
- Reminder of the 2018 WASA Leaders Workshop.
- Addition of New AASA Governing Board Position due to increase in membership numbers.
- Reports by WASA Assistant Executive Directors.
- Reports by WASA Liaisons.

The next WASA Board of Directors meeting is April 16, 2018 in conjunction with the WASA Leaders Workshop at Four Points by Sheraton Seattle Airport South.

Robert J. Handy Most Effective Administrator Awards

WASA is now accepting applications for the Robert J. Handy Most Effective Administrator Awards. Three awards are presented each year to a highly effective superintendent, central office administrator, or building administrator from a small, medium, and large school district. Nominees must be active members of AWSP or WASA to be eligible. The application deadline is March 21. For further information and the application, please visit the WASA website at: http://bit.ly/2DNmTQH. For questions, contact Shari Parsons at sparsons@wasa-oly.org or 360.943.5717.

WASA Board of Directors’ Positions Open

Interested in serving on the WASA Board? Recruitment is underway for the following positions. Terms begin July 1, 2018.

- Business and Personnel Administrators Component Chair (2-year commitment)
- Instructional Program Administrators Component Chair-elect (2-year commitment)
- Principals Component Chair (2-year commitment)
- Superintendents Component Chair-elect (3-year commitment)

The deadline to submit interest in serving on the WASA Board is February 21. For more information, contact Executive Director Bill Keim at bkeim@wasa-oly.org or 360.943.5717.

Bill’s Blog

See Executive Director Bill Keim’s most recent post about the permitted uses of enrichment levies as defined in EHB 2242. The post can be found at http://billsblog-wasa.weebly.com. Bill updates his blog regularly, so check back often for association news, information on education issues, and education success stories.
Upcoming Conferences

**2018 ERNN REGIONAL WORKSHOPS**
February 7 | Red Lion, SeaTac
February 28 | ESD 105, Yakima
Register now at [www.wasa-oly.org/ERNN18](http://www.wasa-oly.org/ERNN18).

**2018 AASA NATIONAL CONFERENCE ON EDUCATION**
February 15–17 | Nashville Conference Center, Nashville, TN

**2018 WASA WINTER CONFERENCE: LEGAL ISSUES**
February 27 | Four Points by Sheraton, Seattle Airport South, Des Moines
Register now at [www.wasa-oly.org/Winter18](http://www.wasa-oly.org/Winter18).

**2018 WASA SPRING CONFERENCE**
For Small Schools Leaders
March 12–13 | Wenatchee Convention Center, Wenatchee
Register now at [www.wasa-oly.org/Spring18](http://www.wasa-oly.org/Spring18).

**2018 WASA WOMEN IN LEADERSHIP CONFERENCE**
May 5 | Campbell's Resort, Chelan
Registration opens February 28.

**2018 WASA SUPERINTENDENT CONFERENCE**
May 6–8 | Campbell's Resort, Chelan
Registration opens February 28.

**2018 WASA/AWSP/WSSDA EQUITY CONFERENCE**
May 23 | DoubleTree Hotel, SeaTac
Registration opens March 1.

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**2018 WASA/AWSP SUMMER CONFERENCE**
June 24–26 | Spokane Convention Center, Spokane
Register and book your housing at [www.awsp.org/sc18](http://www.awsp.org/sc18).

**2018 WASA INCOMING SUPERINTENDENT CONFERENCE**
July 23–24 | DoubleTree by Hilton Hotel, Olympia

**2018 WASA/OSPI SPECIAL EDUCATION CONFERENCE**
August 2–3 | Hotel Murano, Tacoma

**2018 WASA FALL CONFERENCE**
October 9 | Location TBD

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**Legislative Action Center**

With major K–12 education issues on the line during the 2018 Session, WASA is encouraging school administrators to ramp up engagement with local legislators. To assist, we have updated the WASA website with a set of advocacy tools. Please visit our Legislative Action Center for:

- Archived Issues of TWIO
- WASA’s Bill Watch
- Weekly Legislative Committee Schedules

We have also begun to compile a library of sample legislative communications including:

- WASA Talking Points
- Sample Letters From Your Colleagues

Visit the site throughout session to hone your messages and consider providing us with your communications to help us build our library. Our Action Center is available at [www.wasa-oly.org](http://www.wasa-oly.org) under “Government Relations.”

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Engage with your legislators during this session of the 65th Washington State Legislature. Use this session guide to align your messages with WASA’s 2018 Legislative Platform and find up-to-date contact information.
Join us and get up to date on the “lay of the land” on legal matters of critical interest. The multiple topics addressed by our speaker, Chris Burton, Issaquah School District, will assist district and building administrators as they seek legal input and/or exchange advice and strategies.

Learn more and register now at www.wasa-oly.org/Winter18.

About our Speaker

CHRIS BURTON

Chris spent 14 years as a teacher and coach prior to becoming an attorney 16 years ago. As an attorney, he represented numerous school districts throughout Washington State. Chris has conducted over 200 investigations in Harassment, Intimidation and Bullying, Workplace Misconduct, Civil Rights, Athletics, and Boundary Invasions. His practical knowledge and engaging presentation style has been retained to provide staff and administrator trainings in Washington, Oregon, Idaho, Nevada, Louisiana, and Washington D.C. Chris currently serves as the Executive Director of Compliance and Legal Affairs for Issaquah School District.

Agenda

Topics to be addressed through the day include:

- Foundational Principles
- Free Speech
- Social Media
- Public Records Act
- Open Public Meetings
- FERPA
- Maintaining Professional Boundaries
- Investigation Training
- Immigration
- Transgender/Diversity
- Student Discipline

The WASA Spring Conference gathers school and district administrators from small districts throughout Washington State to assemble and engage in meaningful keynote addresses, best practice concurrent sessions, and ongoing participant dialogue around critical issues and common interests. Districts with 2,500 students or less have unique challenges for district operations, student program needs, fiscal limitations, and community expectations.

Register and reserve your housing for the 2018 WASA Spring Conference for Small Schools Leaders.

KEYNOTE SPEAKERS

Vince Martinez
Senior Consultant, Partners in Education

Joe Sanfelippo
Superintendent, Author

OSPI Updates
Chris Reykdal
Superintendent of Public Instruction

EHB 2242 and the Implications for Small Schools
Bill Keim, Ed.D.
Executive Director, WASA

EHB 2242 and the Implications for Small Schools
Jim Kowalkowski
Superintendent, Davenport SD
Director, Rural Education Center

OTHER SPEAKERS

Shape Your Culture—Immediately Impact your Results

Every Interaction Counts

SIRS SALARY SURVEY TIMELINE

Deadline for return of completed forms: February 12, 2018
Release data: March 29, 2018
Women administrators are invited to come together to converse, network, and brainstorm possible ways to address the issue of attracting, mentoring, and retaining women in administrative leadership roles.

Registration opens February 28.

Keynote Speakers

Click here to learn about our keynote speakers.

- Dr. Mike Schmoker
- Kevin Carroll
- Salome Thomas-EL
- Caprice D. Collins, Psy.D.

Superintendents, Save the Date!
Registration opens February 28.

Don’t forget to check out the latest news happening in Olympia every Friday during session! Your copy of This Week In Olympia is waiting in your email inbox and online at www.wasa-oly.org/twio.
**Spotlight on a WASA Diamond Level Sponsor:**
BLRB Architects

Reciprocal Planning: A Fresh Approach to Facility Planning & Design

As administrators lead efforts in bond planning and capital project development for their districts, the challenge of balancing programmatic analysis with the assessment of facility needs has become increasingly important. The discussion of current and future educational delivery methods presents a valuable opportunity to also analyze how school architecture can change to support the district’s desired educational goals.

As long-term specialists in K–12 facility planning and design, BLRB Architects has developed a uniquely collaborative approach to capital project planning that not only encourages active stakeholder participation but also explores new ways of educational program delivery, side by side with school administrators and faculty.

This approach, entitled reciprocal planning, is an interactive approach to capital project planning in which all participants are willing to educate—and be educated. This facilitated approach provides a catalyst for districts, administrators, educators, and students to examine and challenge firmly held beliefs about teaching and learning while stimulating a creative, thoughtful dialog among and between all stakeholder groups.

While traditional facility planning often places an emphasis on teacher needs, facility conditions, and prescriptive program needs, reciprocal planning challenges educational paradigms with a student-centered emphasis that values authentic collaboration.

The outcome is a forward-thinking capital improvement plan that elevates teaching, enhances learning, and maintains the educational relevance of schools in the face of future changes to educational programs and state requirements.

Topics that are analyzed include how educators interact with students, the role of educators in the present and what that might look like in the future, and the influence of the physical environment on education. These topics are all discussed with an eye toward reshaping education and schools to better serve students.

With more focus placed on planning around a student-centered educational model, stakeholders analyze personalized learning, performance-based learning, differentiated teacher roles, globally competitive standards—and how they all impact school design.

“We have found that our planning approach empowers faculty and administration to take a deeper look at their educational program and examine how their schools can better facilitate learning,” said Greg McCracken, AIA, managing principal of BLRB Architects.

Alongside reciprocal planning, techniques that BLRB has utilized with their clients to stimulate authentic collaboration and mutual growth include tours of existing facilities, student involvement, the exploration of learning environments, studying building and site opportunities with puzzle pieces, and in-school design studios.


BLRB Architects has specialized in K–12 facility planning and design for 65 years and serves clients throughout Washington and Oregon from offices in Tacoma, Spokane, Portland, and Bend. To see more of their work, visit [www.blrb.org](http://www.blrb.org).

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**Welcome new members**

Samantha Anderson, Federal Way Public Schools
Trish Campbell, Seattle Public Schools
Patricia Elmer, Tacoma Public Schools
Ashley Goetz, Okanogan School District
Angelique Gourley, Yelm Community Schools
Rachel Gwinn, Pomeroy School District

Holly Haugan, Tonasket School District
Brenda Hunt, Monroe School District
Julie Hunter, Highline Public Schools
Mark Jacobson, Quileute Tribal School
Rebekah Kim, Highline Public Schools
Kim Knight, Eatonville School District
Brenda McDonald, PRIDE Schools
Cathleen Schlotter, Cheney Public Schools
Kimberly Shipp, Bremerton School District
Randy Stocker, Riverview School District

Victor Vergara, Walla Walla Public Schools
Shani Watkins, Bremerton School District
Loren Willson, Bethel School District
Melissa Wisner, Peninsula School District
Joel Zylstra, Franklin Pierce School District

Do you know someone who wants to join WASA? Tell them to visit [online](http://www.wasa.org) and sign up today!
Upcoming Awards & Scholarships

**PEMCO Robert J. Handy Most Effective Administrator Awards**

One highly effective superintendent, central office administrator, or building administrator will be selected from a small district (up to 500 students), medium-sized district (501–2,000 students), and large district (over 2,000 students).

**Application Process:** January 17–March 21, 2018

**Dr. Howard M. Coble Scholarship for Under-Represented Educational Leaders**

Designed to assist talented, under-represented educators to pursue graduate studies that prepare for central office leadership positions.

**Application Process:** February 19–April 2, 2018

**Doyle E. Winter Scholarship for Administrative Leadership in Education**

Designed to assist talented and committed educational administrators as they enhance those skills and abilities needed to serve as educational leaders in the field of K–12 public education.

**Application Process:** March 1–April 25, 2018

**WASA HONORARY AWARDS**

**State Awards**

The state awards include the Golden Gavel, Barbara Mertens Legacy, Service to WASA, and WASA Leadership.

**Application Process:** March 1–May 1, 2018

**Region Awards**

These awards are handled at the region level and include the Award of Merit, WASA Student Achievement Leadership, Twenty-Year, Retirement, and Community Leadership.

**Application Process:** March 1–May 2018 (deadlines vary by region)

**Superintendent of the Year**

The Superintendent of the Year program is designed to recognize the outstanding leadership of active, frontline superintendents.

**Application Process:** May 1–October 1, 2018

To review the criteria for the various awards, visit the WASA website at [http://bit.ly/2q3DV0W](http://bit.ly/2q3DV0W). More information will be included in future editions of Hotline.

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**PLEASE UPDATE YOUR WASA PROFILE**

Just as districts around the state are asked for staff and student demographics, WASA often receives requests regarding our members’ gender, race, and ethnicity. This information is helpful when specific invitations are made for members to serve on committees, task forces, or workgroups. In addition, we are also asked for a mix of geographic area (east/west) and/or size of district (small to large) as needed. Please take a moment to update your membership profile to assist us in appropriately responding to the requests we receive. Go to WASA’s website at [www.wasa-oly.org](http://www.wasa-oly.org) to log in/My WASA Profile/Update. You may also upload a photograph onto your profile.
CORNER

This year’s conference is being held in Nashville, Tennessee, February 15–17, 2018, at the Nashville Convention Center. The conference offers many opportunities for professional learning and breakout sessions. General session speakers include:

- “Leadership Lessons from the White House” with Doris Kerns Goodwin on the American Presidents, Presidential Historian, and Pulitzer Prize Winning Author, Concord, MA.
- “The End of Average” with speaker Todd Rose, President and Co-Founder, Center for Individual Opportunity, Burlington, MA.
- “Education Reimagined” with speaker Sal Khan, Founder and CEO, Khan Academy, Mountain View, CA.


Northwest Reception
(HELD IN CONJUNCTION WITH THE AASA NATIONAL CONFERENCE ON EDUCATION)

Friday, February 16, 2018
Omni Nashville Hotel
250 5th Avenue South
Nashville, TN 37203
Cumberland, Rooms 5 & 6
5–7 p.m.

Hosted by:
Alaska Council of School Administrators
Montana Association of School Superintendents
Confederation of Oregon School Superintendents
Washington Association of School Administrators

who’s telling your story?

Eatonville School District: Focus on Outdoor Education Day

Source: Amy J. Snyder, Eatonville School District

This winter, the Eatonville School District welcomed parents, community members, and 2nd District Representative Andrew Barkis to its annual Focus on Education Day. This year the event rebranded to “Focus on Outdoor Education Day”. With the recently acquired Burwash-Kjelstad farm up and running with students this fall, the district wanted to showcase the burgeoning program and the success of its students. Before visiting the farm, now called the G.R.I.T.S. (Growing Relationships In The Soil) Farm, attendees visited Weyerhaeuser Elementary School. They were able to observe how students participate in outdoor education on their campus.

Principal Amy Sturdivant welcomed the visitors to the school’s outdoor center. The outdoor center is full of bird nests, fossils, rocks, and all sorts of other interesting items from nature surrounding the campus. Guests were given an explanation of the programs that take place at Weyerhaeuser on a daily basis and learned about “Wildcat Woods”, the school’s outdoor nature area adjacent to the school’s campus. Visitors also observed a third grade class dissecting owl pellets. Students were sorting through the pellets and looking for bones and other evidence of their owl’s diet. The pellets came from the barn at the G.R.I.T.S. Farm where there is a pair of nesting owls, and from pellets found in Wildcat Woods.

After departing from Weyerhaeuser Elementary, the group headed to the G.R.I.T.S. Farm. Upon arriving, G.R.I.T.S. students welcomed the group and gave everyone a brief tour. Eatonville School District’s guests were able to take part in a lesson and everyone went home with a pumpkin from the first crop that they harvested this fall.

As students spend more time in front of screens and devices, the Eatonville School District is making a conscious effort to make time for students to be outside and learn about the natural world surrounding them.

WANT TO TELL YOUR STORY?

Public education has never been better. WASA is looking for stories on the great learning and teaching taking place in our Washington schools. To “Tell Your Story,” please send information, pictures, materials, etc., to Tricia McCosh at pmccosh@wasa-oly.org.

“Those who tell the stories, rule the world.”
NATIVE AMERICAN PROVERB
## Region Events—February & March

Many WASA regions conduct monthly gatherings and/or provide activity reports in conjunction with ESD meetings (not listed below).

<table>
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<tr>
<th>Region</th>
<th>President</th>
<th>Event Details</th>
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| REGION 101 | Brian Talbott | February 15, 9:30 a.m.–12 p.m. General Member Meeting, NEWESD 101, Spokane  
March 15, 9:30 a.m.–12 p.m. General Member Meeting, NEWESD 101, Spokane |
| REGION 105 | Shane Backlund | February 15, 8–11:30 a.m. General Member Meeting, Topic: PBIS K–12; Making it Work as a System, Selah  
March 15, 8–11:30 a.m. General Member Meeting, Topic: Systems Intervention/Assessment, West Valley |
| REGION 108 | Ron Spanjer | March 16, 12 p.m. General Member Meeting, ESD 189, Anacortes |
| REGION 109 | Justin Blasko | February 15, 8–10 a.m. General Member Meeting, Everett SD, Community Resource Center, Everett  
March 22, 8–10 a.m. General Member Meeting, Everett SD, Community Resource Center, Everett |
| REGION 110 | Tammy Campbell | March 16, 12–1:30 p.m. General Member Meeting, PSESD, Renton |
| REGION 111 | Amy McFarland | March 16, 7:30–8:30 a.m. General Member Meeting, Topic: Culture and Leadership/Inspiration/ WASA Elections, Fife District Office, Fife |
| REGION 112 | Andrew Kelly | March 16, 10 a.m.–12 p.m. General Member Meeting, ESD 112, Vancouver |
| REGION 113 | Kim Fry | February 28, 8–9:30 a.m. General Member Meeting, ESD 113, Tumwater |
| REGION 114 | Dana Rosenbach | February 23, 9 a.m.–12 p.m. General Member Meeting, ESD 114, Room 202, Bremerton  
March 30, 9 a.m.–12 p.m. General Member Meeting, ESD 114, Room 202, Bremerton |
| REGION 115 | Tom Venable | March 16, 12–1:30 p.m. General Member Meeting, NCESD, Cottonwood Retreat Center, Wenatchee  
March 15, 9:30 a.m.–12 p.m. General Member Meeting, Topic: Strategic Planning, Location TBA |

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### Contact WASA

**General Information**  
360.943.5717 / 800.859.9272

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**2017–18 WASA Officers**  
President: Steve Webb, Vancouver  
President-elect: Randy Russell, Freeman  
Past President: Lois Davies, Pateros  
Secretary: Vicki Bates, Auburn  
Treasurer: Corine Pennington, Puyallup