Dear Colleagues,

With the campaign and election season coming to conclusion last month, there is opportunity to re-engage with our elected representatives. This year’s WASA/WSSDA/WASBO Legislative Conference is February 10–11, 2019. Now is the time to initiate conversations with our legislators. While the holiday season is a busy time of year, there is a window of opportunity to connect with legislators before the 2019 Legislative Session begins on January 14. This timeframe affords you an opportunity to make connections before their schedules become constrained.

With forums in many of our regions, superintendents and school leaders will have the opportunity to set the stage to engage with legislators and keep the conversation ongoing throughout this legislative session. Thanks to those who have organized these events.

The McCleary bills, HB 2242 (2017) and SB 6362 (2018), generated monumental problems for school districts. These problems must be presented to legislators in a clear and focused fashion that leads the conversation into your district’s specific story. I suggest you craft your story without affixing blame. Focus on a clear portrayal of the current reality and what is needed from legislators to address these problems.

How can we maximize our capacity to influence legislators? It starts with relationships. If you have not already done so, get to know your local state representatives and senator—both casually and through substantive interaction. Building a strong relationship will help to establish trust and credibility. Ideally, this relationship causes the legislator to reach out to you for your perspective during the legislative session. Remember, you are the leading expert in your community when it comes to K–12 education. Building a strong relationship reinforces this truth with legislators.

It is likely your legislators are being pulled in a variety of directions on many issues. There are times when you will be disappointed, or in disagreement with a legislator’s position. This is our reality. Work to keep the relationship intact so that you might have influence on the next big issue. Alienating the individual you hope to influence is not a pathway to success.

Engaging legislators is not a one-and-done proposition. Develop a plan to maintain regular contact with your representatives during the next six months. Monitor legislative developments and alert your representatives in order to articulate your hopes and concerns. To be the most effective in your efforts to influence, putting forth a sustained effort over the next six months is essential.

There is no assurance these efforts will yield the results we want for our schools. However, Dan Steele reminds us of Wayne Gretzky’s quote, “You miss 100 percent of the shots you don’t take.” We need every educational leader in the state engaging with their local legislators about the need for adjustments to their McCleary solution. While well intended (yes, this is a positive supposition), there are problems and inequities with the legislation that must be addressed this legislative session.

Over the years, there are many examples of big wins for K–12 that would not have been possible without persistent efforts from school leaders in every legislative district. These wins include...
enacted legislation, as well as bad legislation that was shut down. The upcoming legislative session holds potential for some big wins. However, it won't happen without widespread and determined involvement from school leaders.

There is no doubt that last year’s legislative session yielded disappointing results. Don’t let that stop you from getting back into the game. Our students need your leadership and advocacy now, more than ever before.

Respectfully,
Joel

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**Michael Nelson Selected as 2019 Washington Superintendent of the Year**

On November 16, at the WASA Superintendents Component meeting, the announcement was made that Michael Nelson, superintendent, Enumclaw School District, is Washington’s 2019 Superintendent of the Year. Mike is now a candidate for the AASA National Superintendent of the Year. The national award will be announced during the 2019 AASA National Conference on Education scheduled for February 14–16, in Los Angeles, California.

Upon learning of this award, Superintendent Nelson stated: "It is pure joy to serve as superintendent in the cities of Enumclaw, Black Diamond, and many unincorporated communities that represent the 4,000 students in the Enumclaw School District. The honor of being named 2019 Washington State Superintendent of the Year represents a collective, collaborative, and unified effort by so many and demonstrates the value for public education championed by our entire school district community! I am deeply grateful and honored."

Registration is open for the 2019 AASA National Conference on Education to be held at the Los Angeles Convention Center, February 14–16, 2019. The theme for this year’s conference is “Effective Leadership Creates Success.” The conference offers many opportunities for professional learning and breakout sessions. This year’s General Session speakers include:

- Susan Rice, Former United States National Security Advisor and Ambassador to the United Nations—A Discussion with Susan Rice and Dan Domenech.

For further information on the conference schedule, to register, or to request lodging, visit [https://www4.cmrreg.com/aasa2019/](https://www4.cmrreg.com/aasa2019/).

**Northwest Reception**

*(Held in conjunction with the AASA National Conference on Education)*

Friday, February 15, 2019
JW Marriott Los Angeles L.A. LIVE
900 W Olympic Blvd
Los Angeles, CA 90015
5–7 p.m.

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

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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.
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 to log in/My WASA Profile/Update. You may also upload a photograph onto your profile.
## Event Calendar

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 WASA EARLY CAREER SUPERINTENDENT ACADEMY</td>
<td>December 4</td>
<td>Zoom Meeting</td>
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<tr>
<td>2018 WASA SPECIAL EDUCATION DIRECTOR ACADEMY</td>
<td>December 5</td>
<td>Zoom Meeting</td>
</tr>
<tr>
<td>2019 WASA WINTER CONFERENCE</td>
<td></td>
<td></td>
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<tr>
<td><em>Legal Issues: Focusing on Finance</em></td>
<td>January 28</td>
<td>Four Points by Sheraton Seattle Airport South</td>
</tr>
<tr>
<td>Register now at <a href="http://www.wasa-oly.org/Winter19">www.wasa-oly.org/Winter19</a></td>
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<tr>
<td>2019 WASA/WSSDA/WASBO LEGISLATIVE CONFERENCE</td>
<td>February 10–11</td>
<td>South Puget Sound Community College/ Capitol Campus, Olympia</td>
</tr>
<tr>
<td>2019 AASA NATIONAL CONFERENCE ON EDUCATION</td>
<td>February 14–16</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>Register at <a href="http://nce.aasa.org">nce.aasa.org</a></td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>February 19</td>
<td>NCESD 171, Wenatchee</td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>February 20</td>
<td>NEWESD 101, Spokane</td>
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<tr>
<td>2019 WASA MENTOR ACADEMY</td>
<td>February 25</td>
<td>Four Points by Sheraton Seattle Airport South</td>
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<tr>
<td>2019 WASA EARLY CAREER SUPERINTENDENT ACADEMY</td>
<td>February 26</td>
<td>Four Points by Sheraton Seattle Airport South</td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>February 26</td>
<td>Capital Region ESD 113, Olympia</td>
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<tr>
<td>2019 WASA SPRING CONFERENCE FOR SMALL SCHOOLS LEADERS</td>
<td>March 4–5</td>
<td>Wenatchee Convention Center, Wenatchee</td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>March 19</td>
<td>ESD 105, Yakima</td>
</tr>
<tr>
<td>2019 WASA SPECIAL EDUCATION DIRECTOR ACADEMY</td>
<td>March 20</td>
<td>Four Points by Sheraton Seattle Airport South</td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>March 20</td>
<td>ESD 123, Pasco</td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>March 26</td>
<td>NWESD 189, Anacortes</td>
</tr>
<tr>
<td>2019 WASA EARLY CAREER SUPERINTENDENT ACADEMY</td>
<td>April 2</td>
<td>Zoom Meeting</td>
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<tr>
<td>2019 ERNN REGIONAL WORKSHOP</td>
<td>April 10</td>
<td>ESD 112, Vancouver</td>
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<tr>
<td>2019 WASA SPECIAL EDUCATION DIRECTOR ACADEMY</td>
<td>May 1</td>
<td>Zoom Meeting</td>
</tr>
<tr>
<td>2019 WASA WOMEN IN LEADERSHIP CONFERENCE</td>
<td>May 4</td>
<td>Campbell’s Resort, Chelan</td>
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<tr>
<td>2019 WASA SUPERINTENDENT CONFERENCE</td>
<td>May 5–7</td>
<td>Campbell’s Resort, Chelan</td>
</tr>
<tr>
<td>2019 WASA/WSSDA/AWSP EQUITY CONFERENCE</td>
<td>May 22</td>
<td>DoubleTree by Hilton, SeaTac</td>
</tr>
<tr>
<td>2019 WASA/AWSP SUMMER CONFERENCE</td>
<td>June 30–July 2</td>
<td>Spokane Convention Center, Spokane</td>
</tr>
<tr>
<td>Exhibitor registration opens January 16. Registration and housing open January 22.</td>
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</tr>
<tr>
<td>2019 WASA INCOMING SUPERINTENDENT CONFERENCE</td>
<td>July 22–23</td>
<td>DoubleTree by Hilton, Olympia</td>
</tr>
<tr>
<td>2019 WASA/OSPI SPECIAL EDUCATION CONFERENCE</td>
<td>August 1–2</td>
<td>Hotel Murano, Tacoma</td>
</tr>
<tr>
<td>2019 WASA FALL CONFERENCE</td>
<td>October 8</td>
<td>Four Points by Sheraton Seattle Airport South</td>
</tr>
</tbody>
</table>
SAVE THE DATE!

Mark your calendars, Summer Conference registration and housing open January 22! The conference will be held June 30–July 2, at the Spokane Convention Center. We hope you will join us for another powerful conference, featuring our strong line-up of keynote speakers.

REGISTER NOW!

Speakers Chris Burton and Jake Kuper from Issaquah School District will continue our series on legal issues, this time with a focus on finance. This fast-paced presentation will offer practical assistance, advice, and strategies on topics that can be challenging to district and building level administrators as fiscal matters are addressed in an appropriate, defensible, and effective manner.

Topics include:

- Budget Requirements.
- K–3 Class Size Compliance and Tips.
- Levy Planning.
- Enrollment and Demographic Planning.
- Collective Bargaining.
- Managing Up/Managing Down (RIF).
- Fundraising.
- Booster Clubs.
- Records Retention.


Stay tuned for more details and visit our conference website at www.wasa-oly.org/Summer19.

Mark your calendars now!
Spotlight on a WASA
Diamond Level Sponsor:

The Beresford Company is a leading provider of quality floor coverings to Washington education institutions including K–12, community colleges, and higher education organizations throughout the Pacific Northwest. For over 55 years, they have built their success on their unparalleled ability to deliver only the highest quality products with the lowest possible lifecycle cost, with expert installations and a professional consulting team.

Charlie Beresford and his wife Virginia founded the Beresford Company in 1958. Over the years, both remained actively involved in their local school district in Manson, Washington. In addition, Charlie served on the board of the North Central Educational Service District 171 until his passing in 2011. Currently, Merle Kirkley serves on the Northwest Educational Service District 189 board. This commitment to service and integrity continues today through the family as well as the dedicated Beresford employees.

The Beresford team remains actively involved in numerous educational organizations including WASA, WAMOA, WASBO, WSSDA, OSPI, AESD, and the Washington Chapter of A4LE—all while carrying out the Beresford mission of quality, integrity, and service.

The Beresford Company mission: To deliver the highest quality products and utmost level of integrity combined with expert service so that every project is complete with a satisfied and pleased customer. This mission is carried out every day by their dedicated team, thereby living their values to:

• Provide high performance, low maintenance products with the lowest lifecycle cost.
• Address indoor air quality to create a healthy and safe learning environment.
• Deliver solid maintenance plans with hands-on demonstrations and assessments.
• Facilitate accountable supplier-customer partnerships.
• Work with the school district to ensure environmental stewardship.

As a premier provider of flooring solutions to the education market, Beresford has worked with over 200 school districts in the states of Washington and Oregon. WASA appreciates the ongoing support of The Beresford Company to its membership.

For more information, please visit www.chberesford.com.

REGISTER NOW!

The annual WASA/WSSDA/WASBO Legislative Conference is an important partnership among school administrators, school board directors, and district business managers. This conference provides the opportunity to hear updates on our shared legislative priorities and the current education policy landscape.

Sunday’s program takes place in the Minnaert Center at South Puget Sound Community College. Tentative topics/presenters include:

• Education Finance and Implementation of the New System.
• Chris Reykdal, Superintendent of Public Instruction.
• Governor Jay Inslee (Invited).
• Hot Topics Briefing.

Sunday concludes with a conference reception following the Day on the Hill Regional Coordination Meetings. Attendees are encouraged to invite their legislators to attend the reception.

Monday’s Day on the Hill meetings with legislators take place on the Capitol Campus. Attendees will meet with their legislators to discuss shared priorities. WSSDA Legislative Committee members will schedule these critical meetings and the meeting schedule will be posted online mid-January.

Visit the conference website at www.wasa-oly.org.

In Memory of Mike Bernazzani
PAST WASA PRESIDENT, 1991–92

Mike Bernazzani passed away on November 21, 2018. He was WASA president from 1991–92. As ESD 105’s superintendent from 1982–99, he left a lasting impact on regional education programs and growth.

WASA would like to send our condolences to Mike’s family and our appreciation for his years of service to the education community.

A celebration of Mike’s life will be held at the Yakima Area Arboretum in Yakima on Thursday, December 13 at 1 pm. Cards to Mike’s family can be addressed to:

The Family of Michael Bernazanni
1321 E Mason Lake Dr E
Grapeview, WA 98546
Region Events—December & January
Many WASA regions conduct monthly gatherings and/or provide activity reports in conjunction with ESD meetings (not listed below).

<table>
<thead>
<tr>
<th>REGION 101</th>
<th>January 17, 8:30 a.m–12 p.m.</th>
<th>REGION 105</th>
<th>December 20, 8–11:30 a.m.</th>
<th>REGION 108</th>
<th>January 11, 12 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESIDENT—KYLE RYDELL</td>
<td>NEWESD 101, Spokane</td>
<td>PRESIDENT—HENRY STROM</td>
<td>Topic: Elective Differentiation, ELL, ESD 105, Yakima</td>
<td>PRESIDENT—MARK WENZEL</td>
<td>ESD 189, Anacortes</td>
</tr>
<tr>
<td>REGION 102</td>
<td>January 17, 8–11:30 a.m.</td>
<td>REGION 110</td>
<td>January 18, 12–1:30 p.m.</td>
<td>REGION 110</td>
<td>President—REBECCA MINER</td>
</tr>
<tr>
<td>REGION 111</td>
<td>December 14, 7:30–8:30 a.m.</td>
<td>January 18, 7:30–8:30 a.m.</td>
<td>REGION 111</td>
<td>December 14, 7:30–8:30 a.m.</td>
<td>January 18, 7:30–8:30 a.m.</td>
</tr>
<tr>
<td>President—JOHN HELLWICH</td>
<td>General Member meeting, Fife School District Administrative Center</td>
<td>General Member meeting, Fife School District Administrative Center</td>
<td>REGION 112</td>
<td>January 18, 10 a.m–12 p.m.</td>
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<tr>
<td>PRESIDENT—NATHAN MCCANN</td>
<td>General Member Meeting, ESD 112, Vancouver</td>
<td>REGION 114</td>
<td>December 3, 9 a.m–12 p.m.</td>
<td>January 25, 9 a.m–12 p.m.</td>
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<tr>
<td>REGION 116</td>
<td>January 10, 12–3 p.m.</td>
<td>REGION 116</td>
<td>President—AARON LEAVELL</td>
<td>General Member Meeting, ESD 114, Room 202, Bremerton</td>
<td>General Member Meeting, ESD 114, Room 202, Bremerton</td>
</tr>
<tr>
<td>REGION 117</td>
<td>December 13, 9:30 a.m–12 p.m.</td>
<td>January 17, 9:30 a.m–12 p.m.</td>
<td>REGION 117</td>
<td>December 13, 9:30 a.m–12 p.m.</td>
<td>January 17, 9:30 a.m–12 p.m.</td>
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<tr>
<td>REGION 123</td>
<td>President—WADE SMITH</td>
<td>SAC Meeting, ESD 123, Pasco</td>
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<tr>
<td>REGION 123</td>
<td>President—STEVE MCCULLOUGH</td>
<td>NCESD 171, Cottonwood Retreat Center, Wenatchee</td>
<td>NCESD 171, Cottonwood Retreat Center, Wenatchee</td>
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<td></td>
</tr>
</tbody>
</table>

Contact WASA

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- Andy Wolf, Assistant Executive Director awolf@wasa-oly.org

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President-elect: Krestin Bahr, Eatonville
Past President: Steve Webb, Vancouver
Secretary: Vicki Bates, Auburn
Treasurer: Corine Pennington, Puyallup