

**CALL to Convention:** *The California State PTA hereby calls upon its membership to send duly accredited delegates to the 111<sup>th</sup> Annual Convention in Sacramento, April 29-May 2, 2010.*

## California State PTA proudly presents the 111<sup>th</sup> Annual Convention at the Sacramento Convention Center on April 29-May 2

Whether you are a first-timer to convention or have attended before, convention will be rewarding and inspiring!

We encourage you to join thousands of delegates and PTA members from throughout California at this year's convention at the Sacramento Convention Center. You will meet other enthusiastic PTA members who share your passion for making a difference in the lives of California's children. You will have a chance to network and share best practices with them as we "Unleash the Power of PTA."

Our annual convention provides a fantastic opportunity for members to attend a wide array of informational workshops including those about lead-

ership, finance, education, membership, parliamentary procedures and current issues. The PTA Board of Managers has planned more than 80 workshops, ranging from basic to advanced, so that you can expand and hone your skills. We will also take advantage of our location to host the *9 Million Reasons To Speak Up* rally at the Capitol and a candidates forum for the election of the next superintendent of public instruction.

If you are a voting delegate, you will help guide the association. Your voice is vitally important to help establish the direction and future of the organization. Our convention is a wonderful way to see a membership association in action – where each vote and each opinion make a difference – just as they do at your PTA meetings. We will



Jo A.S. Loss,  
President



Kathy Stevenson,  
VP for Convention

consider two proposed resolutions submitted by unit PTAs and the California State PTA Legislation Platform.

Six general sessions are planned this year. As you requested in your 2009 convention evaluations there will be one exciting change. One general meeting session will be held in the evening. This change will allow additional time during the day to visit the exhibit hall and the PTA Store.

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## La PTA de California presenta con orgullo su Convención Anual 111 en el Centro de Convenciones de Sacramento del 29 de abril al 2 de mayo

Lo animamos a que se una a miles de delegados y afiliados de la PTA a lo largo de California en la Convención de este año que se realizará en el Centro de Convenciones de Sacramento. Se encontrará con otros miembros entusiastas de la PTA que tienen en común su pasión por marcar una diferencia

en la vida de los niños de California. Tendrá la oportunidad de crear redes y compartir las mejores prácticas con ellos cuando juntos "Descubramos el poder de la PTA".

Nuestra convención anual ofrece una fantástica oportunidad para que los afiliados asistan a una amplia gama

de talleres informativos, incluyendo liderazgo, finanzas, educación, afiliación, procedimientos parlamentarios y temas de actualidad. La Junta de Administradores de la PTA ha planificado más de 80 talleres, que van desde lo básico, a lo avanzado, de

*continúa en la página 8*

# CONVENTION AT A GLANCE

## UNLEASH THE POWER OF PTA

**WEDNESDAY, APRIL 28**  
**5 - 8 p.m.**  
 Registration/PTA Store

THURSDAY, APRIL 29	FRIDAY, APRIL 30	SATURDAY, MAY 1	SUNDAY, MAY 2
<p>7:30 a.m. - 6:30 p.m. Registration</p> <p>9 a.m. - 4 p.m. PTA Store Exhibits (<i>free entrance today only</i>)</p> <p>10 a.m. - 1 p.m. Workshops</p> <p>11 a.m. - 12:30 p.m. Town Hall Meeting With National PTA</p> <p>1 - 2 p.m. Legislation Hearing Resolutions Hearing Student Orientation</p> <p>2 - 3:30 p.m. Rally at the Capitol</p> <hr/> <p><b>FIRST GENERAL MEETING</b>  <b>4 p.m.</b>            Doors Open            Entertainment</p> <p><b>4:30 - 7 p.m.</b>            Business of the Organization:            Procession of Board of Managers</p> <p>Posting of Colors</p> <p>Introduction of Board of Directors</p> <p>Introduction of District Presidents</p> <p>Greetings:            Jo Loss,            California State PTA President            Report of the Association</p> <p>Introduction of            Betsy Landers, National PTA            President-elect</p> <p>Jack O'Connell, California            Superintendent of Public Instruction</p> <p>Registration Committee Report</p> <p>Rules and Regulations</p> <hr/> <p><b>7 - 11 p.m.</b>  <b>DISTRICT &amp; COUNCIL EVENTS</b></p>	<p>7 a.m. - 8 p.m. Registration</p> <p>7 a.m. - 8 a.m. Legislation Hearing</p> <p>7 - 8:30 a.m. PTA Store</p> <hr/> <p><b>SECOND GENERAL MEETING</b>  <b>8 a.m.</b>            Doors Open            Entertainment</p> <p><b>8:30 - 11 a.m.</b>            Business of the Organization            Spotlight Awards – Units            Annual Report            Legislation Committee Report            Introduction of Education Coalition</p> <hr/> <p><b>11 a.m. - 7 p.m.</b>            PTA Store            Exhibits</p> <p><b>11:30 a.m. - 1 p.m.</b>            Candidates Forum for            State Superintendent of            Public Instruction</p> <p><b>1 - 2 p.m.</b>            Resolutions Hearing</p> <p><b>2 - 3:30 p.m.</b>            Workshops</p> <p><b>4 - 5:30 p.m.</b>            Workshops</p> <hr/> <p><b>THIRD GENERAL MEETING</b>  <b>7 p.m.</b>            Doors Open            Entertainment</p> <p><b>7:30 - 10 p.m.</b>            Business of the Organization</p> <p>Edward Howard            Children's Advocacy Institute</p> <p>Reflections Program Winners:            • Dance Choreography            • Visual Arts            • Film/Video Production            • Literature</p> <p>Julianna Baggott            Author</p> <hr/>	<p>7 a.m. - 4 p.m. Registration</p> <p>7 - 8 a.m. Resolutions Hearing</p> <p>7 - 8 a.m. Thinkfinity Breakfast &amp; Learn</p> <p>7 - 8:30 a.m. PTA Store</p> <hr/> <p><b>FOURTH GENERAL MEETING</b>  <b>8 a.m.</b>            Doors Open            Entertainment</p> <p><b>8:30 - 10:30 a.m.</b>            Business of the Organization            Finance Report            Introduction of Past State Presidents            Membership Awards            Resolutions Committee Report</p> <hr/> <p><b>10:30 a.m. - 3:30 p.m.</b>            PTA Store            Exhibits</p> <p><b>11 a.m. - 12:30 p.m.</b>            Workshops</p> <p><b>2 - 3:30 p.m.</b>            Workshops</p> <hr/> <p><b>FIFTH GENERAL MEETING</b>  <b>3:30 p.m.</b>            Doors Open            Entertainment</p> <p><b>4 - 7 p.m.</b>            Business of the Organization            Introduction of Advisers</p> <p>Chuck Weis            Santa Clara County Superintendent</p> <p>Student Recognition</p> <p>Spotlight Awards – Councils</p> <p>Reflections Program Winners:            • Music Composition            • Photography</p> <p>Keynote Speaker:            Tom McKee, Author  <i>Volunteers in the 21<sup>st</sup> Century</i></p> <hr/> <p><b>7 - 11 p.m.</b>  <b>DISTRICT &amp; COUNCIL EVENTS</b></p>	<p>“Sleep in for PTA”</p> <p>8 - 9:30 a.m. PTA Store</p> <p>8:30 - 9:30 a.m. Registration</p> <hr/> <p><b>SIXTH GENERAL MEETING</b>  <b>9 a.m.</b>            Doors Open            Entertainment</p> <p><b>9:30 a.m. - 12:30 p.m.</b>            Business of the Organization</p> <p>Registration Committee Final Report</p> <p>Resolutions Committee Report</p> <p>Founders Day Celebration</p> <p>Executive Director's Report            Paul Richman</p> <p>Membership Challenge</p> <p>Teacher of the Year            Kelly Kovacic</p> <p>President's Message</p> <p>Invitation to 2011 Convention            Long Beach Convention Center</p> <p>Opportunity Drawing</p> <p>Retiring of the Colors</p> <p>Adjournment</p> <hr/> <div style="text-align: center;">  <p><b>SUBJECT TO CHANGE            WITHOUT NOTICE</b></p> </div>

California State  
**PTA**



## 9 Million Reasons To Speak Up

### Rally

Thursday, April 29 2 - 3:30 p.m.

North steps of the Capitol Join us and speak up for children!

Meet at the Garden Terrace by the West Lobby of the Convention Center. Refer to the Program Book map for the location.

### Meet the candidates

**What:** Candidates Forum –  
Superintendent of Public Instruction

**When:** April 30, 2010

**Time:** 11:30 a.m. - 1:30 p.m.

**Where:** Sacramento Convention Center



Larry Aceves



Gloria Romero



Tom Torlakson

During convention a forum will feature three candidates vying to replace Superintendent of Public Instruction Jack O'Connell. California State PTA members will be able to hear and question them.

The event, from 11:30 a.m. to 1:30 p.m. on April 30, will be one of the few opportunities to hear directly from the candidates. The forum, which is cosponsored by the California State PTA and the League of Women Voters of California, is open to the public and may be videotaped for replay on the California Channel.

The three candidates who meet the criteria established in California State PTA's *Candidate Participation Policy for Statewide Debates or Forums* have all accepted our invitation to participate in the forum.

- **Larry Aceves**, former teacher, principal, school district superintendent, and a past president of the Association of California School Administrators (ACSA).
- **Gloria Romero**, former professor at California State University, Los Angeles, a current state Senator and chair of the Senate Education Committee and of the Budget and Fiscal Review Subcommittee on Education.

- **Tom Torlakson**, former teacher and state Senator, current State Assembly member and chair of the Assembly's Select Committee on Schools and Community, and a member of the Education and Appropriations committees.

Delegates will be able to submit questions at the forum. Individuals from throughout the state are also invited to submit questions in advance of the forum to the California State PTA by e-mail at [spiforum@capta.org](mailto:spiforum@capta.org). Visit <http://www.cde.ca.gov/eo/mn/rr/> to review the role and responsibilities of the Superintendent and Department of Education.

### PTA Store

Plan to shop at the California State PTA Store while at convention. The PTA Store has a complete line of the latest PTA/PTSA merchandise and supplies for your association. Present a professional look with our exclusive

PTA/PTSA branded merchandise. Many of the PTA supplies may be an approved budget item and can be reimbursed. You may also visit the California State PTA Store at [www.captastore.com](http://www.captastore.com) or call (877) 841-2393.



#### PTA Store Hours

Wednesday	April 28	5 p.m. - 8 p.m.
Thursday	April 29	9 a.m. - 4 p.m.
Friday	April 30	7 a.m. - 8:30 a.m. 11 a.m. - 7 p.m.
Saturday	May 1	7 a.m. - 8:30 a.m. 10:30 a.m. - 3:30 p.m.
Sunday	May 2	8 a.m. - 9:30 a.m.

# ACTIVITIES AND EVENTS



## Legislation Platform Hearings

Thursday, April 29, 1 - 2 p.m.  
Friday, April 30, 7 - 8 a.m.

## Awards • Awards • Awards

You will want to attend the general meetings to see the Spotlight Award winners and the Awards of Excellence Reflections Program winners.

### America Cancer Society – School Wellness Recognition Program

presented at the 2nd general meeting, 8:30 a.m. on Friday

### Spotlight Awards

presented at these general meetings:

- Meeting 2 – 8:30 a.m. on Friday – Unit Awards
- Meeting 5 – 4 p.m. on Saturday – Council Awards

### Reflections Program Awards

presented at these general meetings:

- Meeting 3 – 7:30 p.m. on Friday
- Meeting 5 – 4 p.m. on Saturday



### Membership Awards

presented at the 4th general meeting, 8:30 a.m. on Saturday.

### Governor's Council on Physical Fitness and Sports Spotlight Awards

presented at the 4th general meeting, 8:30 a.m. on Saturday

**Don't miss a single session. See you there!**

## Free Entry to Exhibit Hall

### Thursday, April 29, Only!

Exhibits will be FREE to everyone on Thursday, April 29. Wristbands, not magnetic name badges, will be used for non-paying attendees to enter the Exhibit Hall. Therefore, it is suggested FREE attendees bring sheets of personal address labels for use to request vendor materials.

Children under 12 must be accompanied by an adult.

#### Exhibit Hours

Thursday	April 29	FREE	9 a.m. - 4 p.m.
Friday	April 30		11 a.m. - 7 p.m.
Saturday	May 1		10:30 a.m. - 3:30 p.m.
Sunday	May 2		Closed

## National PTA Town Hall Meeting

Thursday, April 29  
11 a.m. - 12:30 p.m.

This open "Ask PTA" town hall meeting offers California State PTA members the opportunity to have a conversation with National PTA President-elect Betsy Landers, the national representative to California's convention. Landers will respond to questions and comments about PTA's governance, programs and legislative activities in an interactive setting.

## Sleep in for PTA!

**Who?** Every California State PTA 2010 convention attendee

**What?** An innovative event to bring attention to the importance of sleep for children and adults and an opportunity to donate to the Healthy Lifestyles Grant fund.

**When?** Sunday morning, May 2 – but it's good to practice every day ... or night!

**Where?** Sacramento – need not be present to participate!

**Why?** Did you know a good night's sleep is as essential to maintaining optimal health as are quality nutrition and physical activity, yet many adults and children fail to obtain adequate rest? The Health Commission invites you to sleep in for PTA! Every individual donation of \$20 entitles the participant to receive a sleep shirt and ribbon. The \$20 contribution to the Healthy Lifestyles Grant fund will expand our ability to support our units and councils in their program efforts.



## Save by pre-ordering convention shirts and pins

California State PTA is offering a special, advance-purchase discounted price on three promotion packages of convention shirts and pins. Indicate pre-orders on your registration form, including shirt size. At registration you will receive a ticket for each ordered package to redeem at the PTA Store.

	Promo Pack 1	Promo Pack 2	Promo Pack 3
<i>Convention pin included</i>	Men's Sized T-Shirt	Men's Sized Sport Shirt	Women's Sized V-neck Shirt
<b>S-M-L-XL</b>	\$13	\$26	\$26
<b>XXL</b>	\$15	\$29	\$29
<b>3XL</b>	\$16	\$30	\$30



## Convention attendees

You **MUST** bring the following to convention registration:

- Your current PTA membership card
- Your bar-coded confirmation letter
- Your convention badge and workshop tickets, if mailed to you

**Wear your Convention badge at all times:** Convention attendees must wear a badge to be admitted to the convention floor, exhibits hall and workshops.

**Be courteous:** Give attention to the speaker who has the floor. Keep side conversations to a minimum. Turn mobile phones OFF or silence them.

**Be friendly:** This is the perfect opportunity to make new friends and get fresh ideas while brainstorming with others from throughout the state!

**Dress:** Business casual.

**Visit the exhibits:** You'll find valuable information on new programs and products for your school and students.

**Take adequate notes:** It is impossible to remember everything. Prepare a report for your unit when you get home. Include events, resolutions, new ideas, and the training that your PTA invested in by sending you to Convention. Also, be sure to share with your unit, council or district all materials that you bring home.

## Convention delegates

**Attend the convention general meetings and conferences:**

You are the elected convention delegate representing your local PTA. Members of your unit, council or district are depending on you to represent them and vote on their behalf.

**Arrive on time and remain until adjourned.**

**Most of all:  
Have a good time!**

# GENERAL INFORMATION

## PARKING

- **Parking** is available near the convention center for about \$18 per day. Some hotels have on-site parking. Costs vary at each hotel.

## GETTING AROUND SACRAMENTO

- **Sacramento airport** receives flights from many airports. The airport is about 9.8 miles from the convention center. Shuttle/Taxi Service: The counter is located at the far end of the baggage claim area. Estimated one-way cost to the convention center is \$18 for shuttle, and \$45 for taxi.
- **Amtrak/Light Rail.** Amtrak provides convenient and affordable passenger rail service to Sacramento. Contact Amtrak at [www.amtrak.com](http://www.amtrak.com) or (800) 872-7245.
- **Automobile.** From either north or south, follow I-5 to Sacramento, exit at J Street, then turn right at 13th Street.
- **PTA shuttle buses** will NOT be provided.
- **Walking.** All convention hotels are within walking distance of the convention center. Be safe, and always walk with another person or group when traveling between sites.

## INFORMATION AND LOST & FOUND

Questions? Lost? Just a little confused? Come by the *Information and Lost & Found Booth*. We will do our best to answer questions and ease your fears. Some provided services include the following:

- **Lost & Found.** Check for lost items at the booth, and turn in found items.
- **Information about your PTA district.** If your district has designated a particular hotel, a hospitality suite, or is holding a district dinner, you can get details here.
- **Bus or shuttle transportation in and around Sacramento.**
- **Delegate message board.** Leave or receive messages here.

**Have you registered for convention yet?**

Visit [www.capta.org](http://www.capta.org)  
Convention tab  
to register today.

PTA convention is open to members, officers, officers-elect and anyone interested in children, their education and their welfare.

**California State PTA  
2010 Annual Convention  
April 29 - May 2, 2010  
Sacramento Convention Center**

## PRESS ROOM

The California State PTA welcomes members of the news media to convention, and will provide them with convention press kits. Reporters must check in at the Guest/Press Registration area. There will be a designated and clearly marked Press room, near registration.

The Press Room will provide a guide for guest media members. Press badges will be issued allowing admittance to the Exhibit Hall and the general sessions.

Reporters may attend workshops and interview state PTA representatives, coordinated by the Press Room. If there is a member of the media whom you are expecting or want to invite, please send the contact information to the California State PTA office or to [communications@capta.org](mailto:communications@capta.org).

Please include a fax number or e-mail address for the reporter and more information will be sent directly.

## FIRE MARSHALL REGULATIONS

To comply with Fire Marshall Regulations and for the safety of our convention attendees, all carts and bags must be placed under chairs or in the assigned area of the general meeting. All aisles must be kept clear. There is no secure location to store personal items. The California State PTA is not responsible for lost or stolen items.

## General Meeting 1

**Betsy Landers**, National PTA President-elect, is quick to point out that the real power of PTA lies at the local level.

“It’s the parents who dedicate themselves to improving their children’s education, PTA members who are committed to advocating for all children – these are the people who make a real difference,” Landers says.

From her 1989 start in PTA, Landers’ dedication has been unwavering.

She will greet convention attendees at the first general meeting at 4 p.m. on Thursday.

At National PTA, Landers served a term as National PTA Secretary-Treasurer (2007-2009). She is married to Ben G. Landers and has three children.

**Jack O’Connell**, California Superintendent of Public Instruction

After serving two decades in the California State Legislature, O’Connell was elected State Superintendent of Public Instruction in 2002. He will be addressing the convention during the first general meeting, which starts at 4:30 p.m. on Thursday.

Throughout his career, Superintendent O’Connell has stressed the need for excellence in education. He is a long-time advocate for smaller class sizes, improved teacher recruitment and retention, comprehensive diagnostic testing and adequate school facilities. He is also a longtime member of the California State PTA.

## General Meeting 3



Critically acclaimed, bestselling author **Julianna Baggott** has published 16 books over the past 10 years. She began publishing when she was 22 and sold her first novel while still in her 20s. She writes the children’s book series *The Anybodies*.

*The Anybodies* shared billing as a *People Magazine* pick alongside works by David Sedaris and Bill Clinton.

She will address the convention at the third general meeting at 7 p.m. on Friday to discuss the importance of the arts in the academic and career success of all children.

Baggott’s first novel, *Girl Talk*, was a national bestseller. Since then, many of her works appeared on bestseller lists across the nation. Besides writing under her own name, she uses the pen names Bridget Asher and N.E. Bode.

Using the name Bode, she is a recurring personality on *XM Sirius Radio*.

Baggott’s work has appeared in more than 100 publications, including the *The New York Times*, *The Boston Globe*, *Glamour*, *Ms.*, *Real Simple*, and on NPR’s *Here and Now* and *Talk of the Nation*. Her essays, stories, and poems are highly anthologized.

She lives in Florida with her husband writer David G.W. Scott and their four children, and is an associate professor at Florida State University’s Creative Writing Program.

Along with her husband, Baggott co-founded the nonprofit organization Kids in Need – Books in Deed, which focuses on literacy and getting free books to underprivileged children in Florida.



**Ed Howard** is the Senior Counsel for the Children’s Advocacy Institute (CAI) at the University of San Diego Law School. CAI works to improve children’s status and well-being by representing their interests and right to a safe, healthy childhood.

As a core member of the Protect Our Children and Future coalition, CAI works to restore critical funding for child welfare services and foster care. Howard will address delegates at the third general meeting at 7 p.m. on Friday.

CAI represents children in the courts, before the state legislature and administrative agencies, and through public education programs. CAI also trains law students to be effective child advocates.

CAI’s accomplishments include:

- litigation preserving \$355 million in state education funding for high-priority preschool child-care and development programs;
- Kids’ Plates legislation, a personalized vehicle license plates program earmarking proceeds for child abuse and injury-prevention programs, and child-care regulation;
- legislation requiring children, age 18 and under, to wear a helmet when riding a bicycle;
- litigation compelling public playground safety regulation adoption.

Howard is responsible for CAI’s legislative strategy in Sacramento and spearheads CAI’s litigation efforts. He received a B.A. from George Washington University and a J.D. from Loyola Law School. He resides in Carmichael with his wife and two children.

## General Meeting 5



**Thomas McKee** will challenge convention attendees to see volunteerism in new ways. Nearly 500,000 people around the world have listened to McKee speak about change, including the changing participation of today's volunteers.

McKee is the keynote speaker at the fifth general meeting at 3:30 p.m. on Saturday. He has 30 years experience speaking to groups, large and small. He calls volunteering a huge fad right now, but says today's volunteer is different from volunteers in the past.

That makes recruiting PTA members tough. These possible members, he said, are a group of people who are very busy. He will identify who they are, and why they take a different approach to giving their time to organizations such as PTA.

McKee's ties to public education are deep. In fact, he began his speaking career talking to the hardest of audiences – high school students. Since then he has worked with major corporations and spoken to groups for 40 years.

His work has always focused on change, and he sees a lot of change happening in the nonprofit world. With his son, Jonathan, McKee wrote his latest book, "The New Breed," about adapting to the changing world of volunteers. After reading his book, two California State PTA members suggested he be a keynote speaker.

This timely speaker also works as a management consultant. So he is not just all talk, but a valuable resource with real-world experience. He will offer unique and practical tools.

He is also no stranger to PTA. His wife served as president at their two sons' school.

## General Meeting 6



**Kelly Kovacic** recently received the exciting news that she is one of four 2010 National Teacher of the Year finalists. The winner will be announced in late April.

Kovacic was one of five 2010 California Teachers of Year selected by State Superintendent of Public Instruction Jack O'Connell to represent California in the national competition.

"Ms. Kovacic is an exceptionally knowledgeable and effective teacher. She demonstrates an unparalleled passion and commitment to her students and school community that extends beyond the school day and school yard," O'Connell said.

Kovacic will address the convention at the sixth general meeting at 9 a.m. on Sunday.

Kovacic has been teaching for seven years. She teaches 12th grade Advanced Placement U.S. Government and Politics and 11th grade Advanced Placement U.S. History at The Preuss School, a charter school on the campus of the University of California, San Diego. The school provides a rigorous college-preparatory education for motivated low-income students.

Kovacic is quick to give her students credit for her state award.

"What I keep telling them is the award isn't so much about me as it is them – they are so incredible," she said. "They make my job so worthwhile, and I really believe I learn as much from them, if not more, than they learn from me. They come from very difficult lives and have a lot of obstacles to overcome.

Two years ago, the parents of one of Kovacic's students lost their home and were forced to move into a homeless

shelter. Despite this, the student stuck with Kovacic's after-school tutorial program. At the end of last year, the student wrote of the extraordinary role Kovacic played: "You helped me survive classes, hundreds of assignments, and many stressful days. You are always encouraging me to succeed. You are my guardian angel."

Kovacic said that experiences like this are, "why I stay in education."

Two summers ago, Kovacic traveled to Malawi, Africa, to train teachers and teach literacy skills. There she heard the proverb: "Knowledge is like a garden. If it is not cultivated, it cannot be harvested."

"Our role as teachers is to cultivate and harvest the garden so that each child can achieve personal greatness," she said. "Teaching is a really amazing profession where everyday you touch and change somebody's life for the positive."

**Dr. Charles Weis** is the Santa Clara County Superintendent of Schools and serves on the California State PTA Education Commission.

He will address the convention during the fifth general meeting at 3:30 p.m. on Saturday.

In 2009, with San Jose Mayor Chuck Reed, Weis convened a coalition of educators, business leaders and community organizations to launch SJ2020, an initiative to eliminate the achievement gap in San Jose public schools.

On the state level, Weis is president of the Association of California School Administrators and on the Education Advisory Board of the Public Policy Institute of California.

In 2009, Weis received the California State PTA's Honorary Service Award, the Executive Leadership Award from the California County Superintendents Educational Services Association, and an Honorary Doctor of Humane Letters degree from California Lutheran University.

Before coming to Santa Clara County he served 15 years as Ventura County Superintendent.

His wife, Patricia Walsh, is an educational consultant, and his three children are students or graduates of California's public schools and state universities.

## California State PTA proudly presents *continued from page 1*

Hundreds of exhibitors fill the exhibit hall with ideas for your PTAs.

Several state officials and children's issues experts are scheduled to speak throughout the convention. Keynote speaker and author Thomas McKee will inspire you with his presentation on recruiting volunteers during the 21<sup>st</sup> century at Saturday's fifth general meeting. Bestselling author Julianna Baggott will highlight the importance of the arts in learning and developing essential skills and talents at the third general session.

Together, we will celebrate the talents of California's students with Reflections performances and award-winner presentations during general meetings three and five.

You will be thrilled and awed by the talents of California's schoolchildren. Many unit and council awards are presented throughout the convention as well. On Sunday we will hear from a California Teacher of the Year, which is always a special time to recognize those who are so important in our classrooms.

Join us to personally experience the amazing support network of PTA and the pleasure of interacting with your peers!

We look forward to meeting and speaking with each of you. Please introduce yourself and give us the opportunity to personally thank you for all that you do on behalf of children!

~ Jo A.S. Loss, *President*  
~ Kathy Stevenson,  
*Vice President for Convention*

## La PTA de California presenta con orgullo su Convención Anual *continuación de la página 1*

forma que pueda ampliar y perfeccionar sus destrezas. También aprovecharemos nuestra ubicación para ser la sede de la Marcha por los Nueve Millones en el Capitolio y un foro de candidatos para la próxima elección de superintendente de Instrucción Pública.

Si usted es un delegado con voto, ayudará a guiar la asociación. Su voz es sumamente importante para ayudar a establecer la dirección y el futuro de la organización. Nuestra convención es una forma maravillosa de ver una asociación de afiliados en acción—donde cada voto y cada opinión marcan la diferencia—justo como en sus reuniones de PTA. Consideraremos dos propuestas de resolución presentadas por las unidades de PTA y la Plataforma de Legislación de la PTA de California.

Como en otras oportunidades, tendremos talleres en español. Adicionalmente, varios de nuestros talleres en inglés se ofrecerán con el servicio de traducción simultánea. Es muy importante para la PTA que todos nuestros miembros puedan aprovechar la información y recursos que compartimos durante la convención. En el último año hemos incrementado nuestros esfuerzos para servir de manera más efectiva a los miembros que hablan español como primera lengua.

Este año están previstas seis sesiones generales. Tal como fue solicitado en las evaluaciones de la Convención de 2009 habrá un cambio interesante. En la tarde se celebrará una reunión general. Este cambio permitirá tiempo adicional durante el día para visitar la sala de exposiciones y la tienda de la PTA. Cientos de expositores llenarán la sala con ideas para su PTA.

Se ha programado que varios funcionarios estatales hablen durante la Convención. El orador y autor Thomas McKee le inspirará con su presentación sobre el reclutamiento de voluntarios en el siglo XXI, en la quinta reunión general del sábado.

Juntos, celebraremos el talento de los estudiantes de California con actuaciones de Reflections. Veremos las presentaciones de los ganadores de premios, durante la tercera y quinta reuniones generales. Usted estará encantado y asombrado con el talento de los escolares de California. Muchos premios de unidad y consejo se entregan a lo largo de la convención. El domingo escucharemos al Maestro del Año de California, siempre es importante dedicar ese tiempo especial para reconocer a quienes son tan importantes en los salones de clase.

¡Únase a nosotros para experimentar personalmente la impresionante red de

apoyo de la PTA y el placer de interactuar con sus compañeros! Estamos deseando conocer y hablar con cada uno de ustedes. Por favor, ¡preséntese y dénos la oportunidad de agradecerle personalmente todo lo que hace en favor de los niños!

~ Jo A.S. Loss, *Presidenta*  
~ Kathy Stevenson,  
*Vicepresidenta de la convención*

### CONVENTION CHRONICLE

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Official CALL to the 111<sup>th</sup> Annual Convention of the California State PTA. Mailed to all unit and council presidents, California State PTA Board of Managers, past state presidents, advisory board members, and county superintendents.

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# BUSINESS OF THE ORGANIZATION

## Legislation Platform for Adoption

### Preamble, General Principles and Legislation Planks

In even-numbered years, convention delegates adopt the California State PTA Legislation Platform. After thorough study, the California State PTA Board of Managers recommends that the Preamble, General Principles, and Legislation Planks be adopted as proposed. The Board of Managers recommends a new General Principle number three and renumbering the remaining principles. Also, a new plank number 20 is being recommended for adoption. Word(s) to be struck are shown with a strike-through and new wording is underlined.

**Rationale:** *Structural reform in governance and the state budget are critical if PTA is to have any success in advancing its legislative priorities. The Board of Managers identified a need to establish clear PTA authority to allow PTA to fully engage in discussions of governance and budget reform at the state level.*

## 4.2.4 Legislation Platform

### 4.2.4a PREAMBLE

The legislation program of the California Congress of Parents, Teachers, and Students, Inc., is derived from the work of the PTA in home, school, and community. PTA efforts "to secure adequate laws for the care and protection of children and youth" are based upon recognition of the home as the foundation of our society, the responsibility of the PTA for parent education, the appreciation of our national heritage, the observance and understanding of the rights and obligations of responsible citizenship, and the realization that maintaining a free and public education system is the cornerstone of democracy.

### 4.2.4b GENERAL PRINCIPLES

General Principles for Consideration of Proposed Legislation

1. Equal justice, equal privileges, equal opportunities, and equal responsibilities in every phase of life for all children and youth, while recognizing that each child is unique with individual needs and talents.
2. High standards for those who work in all areas concerned with children and youth.
3. Effective governance systems and practices that place a high priority on the needs of children and youth.
- ~~3~~4. Coordination and planning by all agencies with clear definition of responsibility at each level of government.
- ~~4~~5. Establishment of and adherence to fiscal responsibility in government, with concern for fair taxation but keeping priorities for the needs of all children and youth foremost.
- ~~5~~6. Adherence to strict ethical practices in political campaigns and at all levels of government.
- ~~6~~7. Strong and broadly based tax structures at state and local levels.
- ~~7~~8. Budgets and financial support to provide needed public services for all children and

youth with the continued constitutional guarantee of financial support for public schools as the first claim on all state revenues in the general fund.

- ~~8~~9. Maximum local control when it serves the best interest of all children and youth.

### 4.2.4c LEGISLATION PLANKS

The California State PTA will support legislation:

1. To provide the most comprehensive and diversified education possible for all children, youth and adults: education that will achieve quality and excellence, encourage maximum individual development, and provide equal educational opportunity for each student.
2. To secure financing for public education that will be sufficient to provide optimum educational opportunity for all students including state aid to school districts for building purposes as well as state funds to cover excess costs of all programs mandated by the Legislature.
3. To attain quality counseling and guidance services, school health services and library services, provided by credentialed personnel at all educational levels.
4. To ensure pre-service and in-service teacher preparation programs, remuneration, supportive services and professional development designed to attract and retain qualified men and women in the teaching profession.
5. To provide guidelines for assessing competence in the teaching profession, and to provide for due process in dismissal procedures.
6. To encourage state, county, regional, and local school district organizations and public educational governance structures that effectively serve the needs of all students and maximize efficient delivery of services.
7. To include parents/guardians in decisions that affect the education and well-being of their children, and to promote their involvement in their children's education and schools.
8. To give students the skills they need to become effective citizens and parents.
9. To protect and improve the health of all families through the prevention, treatment and control of disease.
10. To extend and improve physical and mental health services and facilities, including rehabilitation.
11. To protect families from unsafe, impure or ineffective drugs, foods, medical devices and cosmetics.
12. To prevent, control or eliminate hazards to the health, safety and well-being of all children and youth.
13. To require state and local government to publicize and disseminate information regarding issues affecting the public's well-being.
14. To provide effective community services and facilities for all children, youth and adults, directed toward the well being of the family.
15. To promote public policy that contributes to the stability of families and to adequate physical, emotional and financial support of children and youth.
16. To provide services and facilities for the care, protection and treatment of abused, dependent, neglected or abandoned children and youth.
17. To secure specialized programs for the prevention of crimes and misdemeanors committed by juveniles.
18. To provide adequate facilities and services for the treatment, education and rehabilitation of juvenile offenders.
19. To promote public policies that protect and conserve natural resources and provide a quality environment for present and future generations.
20. To improve governance systems and practices in order to effectively serve the needs of children and youth.

**RESOLUTION A**  
**COMPUTER WORKSTATION HEALTH**

**1 WHEREAS,** The health and well-being of children and youth are among the primary concerns of the PTA, and the PTA works with public schools and districts to ensure that all children and youth have access to appropriate and safe classroom resources; and

**2 WHEREAS,** The majority of school-age children use computers on a regular and ever-increasing basis, as early as preschool and continuing into adulthood; and

**3 WHEREAS,** Many public school students sit in classrooms and computer labs with improperly aligned posture and there is little or no understanding of the importance of workstation ergonomics in our schools; and

**4 WHEREAS,** Research shows that children and youth are experiencing significant musculoskeletal discomfort associated with computer use; and

**5 WHEREAS,** Incorrect ergonomics and improper posture at computer workstations are contributing to health problems and repetitive-stress injuries in the United States; and

**6 WHEREAS,** Research shows that repetitive-stress injuries are developed over a number of years, and therefore students' postural habits during school years will affect their health as young adults; and

**7 WHEREAS,** Ergonomic intervention and education have been shown to reduce discomfort caused by frequent computer use; now therefore be it

**1 RESOLVED,** That the California State PTA urges its units, councils, and districts to work with their school districts to develop and implement specific training curricula that introduce workstation ergonomics and proper computer-use posture to all students; and be it further

**2 RESOLVED,** That the California State PTA urges its units, councils, and districts to recommend to their school districts that all computer workstations in schools be ergonomically correct and adjustable to fit the needs of students and teachers of all sizes.

**Originating Body** – Carmel Valley Middle School PTSA

**Action by PTA Organizations**

(A Support position means a PTA body approved sending the resolution forward to convention delegates.)

**North Coastal Council of PTAs**

**Ninth District PTA**

**California State PTA Board of Managers**

**Position**

**Support**

**Support**

**Support**

**BACKGROUND SUMMARY**

The lack of attention to correct body posture while using computers has become a serious health hazard that is costing people, businesses and government billions of dollars each year. Tens of thousands of people each year are diagnosed with repetitive-stress injuries. In fact, it is the No. 1 work-related health problem in the United States, according to the Occupational Safety and Health Administration (OSHA). But what was once considered an adult diagnosis is now occurring as early as the teenage years. Students are using computers starting as early as the preschool years and consistently by the time they are in kindergarten. There is a strong correlation between this increased computer use and poor posture at the computer with early onset of repetitive-stress injuries in our students.

Students and a majority of teachers are unaware of correct body posture and positioning when seated at the computer. Computer stations in schools are frequently arranged such that desks, chairs and computer monitors remain at the same stationary height while students come in a wide variety of sizes. In order to prevent widespread health problems in students as they grow older, we need to make the importance of correct posture and proper ergonomic workstation setup and proper posture habits while working at a computer a standard part of computer education. Promotion and practice of proper workstation health within the structured school environment will influence young people to practice proper sitting posture during both school and non-school hours.

###

**Motion Review Station**

A Motion Review Station will be located in the general meeting room to assist delegates during the consideration of business items. Convention Motion Forms will be available at this station.

If a delegate wishes to amend the proposed Legislation Platform as printed in the Convention Chronicle or as presented at a Legislation Hearing, an Intent To Amend notice must be filed in advance at

the Legislation Hearing, or with the Motion Review Station by 6 p.m. the day prior to the consideration of the item of business.

Delegates wishing to amend a resolution as presented in the Convention Chronicle or presented at a Resolutions Hearing must file an Intent To Amend notice in advance at the hearing or at the Motion Review Station at least three (3) hours

prior to consideration.

A Motion To Amend may be permitted without the required written notice only if it results from new information received after the deadline, or because the resolution has been changed substantially by other amendments. Delegates presenting such amendments must first go to the Motion Review Station before proceeding to the microphone.

## RESOLUTION B

### CHILD TRAFFICKING IN CALIFORNIA

**1 WHEREAS,** California law defines human trafficking as “all acts involved in the recruitment, abduction, transport, harboring, transfer, sale or receipt of persons, within national or across international borders, through force, coercion, fraud or deception, to place persons in situations of slavery or slaverylike conditions, forced labor or services, such as forced prostitution or sexual services, domestic servitude, bonded sweatshop labor, or other debt bondage”; and

**2 WHEREAS,** California is a ripe location for traffickers because of its international borders, harbors, airports, powerful economy, increasing population and large immigrant population; and

**3 WHEREAS,** Individuals can learn signs to identify a victim of child trafficking and how to respond quickly; and

**4 WHEREAS,** The California State PTA believes that all children deserve to live and work in safety and dignity; now therefore be it

**1 RESOLVED,** That California State PTA urges its units, councils, and districts to promote programs that increase awareness of the prevalence of child trafficking in California, and be it further

**2 RESOLVED,** That the California State PTA urges its units, councils, and districts to educate parents, guardians, and others responsible for the welfare of children and youth about child trafficking and ways to identify, prevent and stop child trafficking, and be it further

**3 RESOLVED,** That the California State PTA and its constituent organizations encourage the California State Legislature to create a “Child Trafficking Awareness Day.”

**Originating Body** – Vista Elementary PTA

#### Action by PTA Organizations

(A Support position means a PTA body approved sending the resolution forward to convention delegates.)

**Simi Valley PTA-PTSA Council**

**Twelfth District PTA**

**California State PTA Board of Managers**

#### Position

**Support**

**Support**

**Support**

###

harboring, or sale of persons within national or across international borders. Children may be forced, coerced, kidnapped, deceived, or by fraudulent means be subjected to sexual exploitation in prostitution or the sex entertainment industry or forced to do labor in domestic servitude, restaurant work, janitorial work, sweatshop factory work and migrant agricultural work. It is a violation of the human body, mind and spirit. The trafficker has stolen the child’s freedom and dignity and uses a variety of ways to instill fear in the child to keep the child enslaved. Some children are kept under lock and key, while others are isolated from the public, family members and/or their ethnic group, and threatened with violence toward themselves or their family. The trafficker may shame the child by threatening to expose their circumstances to their family or take control over the victim’s money.

“There is a special evil in the abuse and exploitation of the most innocent and vulnerable. The victims see little of life before they see the very worst of life, an underground of brutality and lonely fear. Those who create these victims and profit from their suffering must be severely punished. Those who patronize this industry debase themselves and deepen the misery of others.” – Former President George W. Bush, in an address to the U.N. General Assembly, September 23, 2003.

Child trafficking occurs right here in our state of California as a destination and a source for this crime. It is on the rise with the money that can be made because of it and/or because a person’s economic status has deteriorated.

We each have a place in the fight against modern-day slavery. If our government, businesses, civil society, and individuals work together in our communities and at the national and international levels, we can change children’s lives forever. California State PTA needs to encourage research to uncover the secret atrocities, protect and care for the children who have been trafficked, and raise awareness in the broader community to prevent and expose child trafficking.

#### **BACKGROUND SUMMARY**

National PTA adopted a child trafficking resolution in June 2009, which indicates that “at least 200,000 or more children may be victims of domestic trafficking within the United States.”

Child trafficking is a form of modern-day slavery. Trafficking is defined as all acts involved in the transport,



**RESOLUTIONS HEARINGS**  
 Thursday, April 29 – 1 to 2 p.m.  
 Friday, April 30 – 1 to 2 p.m.  
 Saturday, May 1 – 7 to 8 a.m.

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