



# Keeping Affiliates Active

National Association of Educational Office Professionals



## President's Message Lola Young, CEO

*Keeping Affiliates Active* is NAEOP's publication for the affiliates and is meant to be about the affiliates and their members. Therefore, we hope to see many articles submitted for each issue. You can share opportunities in your association, projects you've undertaken, achievements your association has reached, and highlights of your meetings. Sharing such information assists other associations by providing them ideas and inspirations to improve their organizations and increase their membership. Please send your articles to Susan Belliston, Affiliations/

Advisory Council Chairman at [belsusan@cassiaschools.org](mailto:belsusan@cassiaschools.org) or [\[liston@cablone.net\]\(mailto:liston@cablone.net\). Upcoming deadlines are November 15, February 15, and May 15. I look forward to reading about your association!](mailto:bel-</a></p></div>
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*The NES Connector* is NAEOP's quarterly newsletter. Three issues will be published online only and can be located on NAEOP's website: [www.naeop.org](http://www.naeop.org) in the "members only" section. The conference (Winter) issue will be printed and mailed to each member. For those members wanting all four issues in print, this option is available for \$30.00. These magazines each contain four to five theme based articles as well as other feature articles and information that will be helpful to you as an educational office professional.

Many of you may wonder why the board voted to print and mail only one issue of the *NES Connector* (the Winter edition) each year. The reduction of printed editions was primarily a budgetary item. Printing and postage rates were an astronomical portion of our annual budget and were a huge factor in this decision. Due to rising costs along with decreasing membership numbers, which is the trend for all associations, the board has been cutting back in every area we could for years and it simply came to the point where there was nothing left to cut. We discussed the option of raising dues drastically to cover the expenses and came to the conclusion that if we charge a subscription rate for those who want to receive the printed and mailed version, we could go with a smaller dues increase and hopefully retain more members. I work in a building with underpaid custodial staff. While they make, in some cases, a little more than half of my wage, their professional association dues are over three times that of NAEOP. On top of that, their conference costs are much higher than ours. I feel extremely fortunate to belong to an association that cares enough to give me the choice of paying for the three printed issues per year, while not forcing me to do so. I also feel extremely fortunate that we have an Executive Director who negotiates affordable prices for our conferences. Thank you Angela!

**Reports** – Secretary/Treasurer Theresa Coté, submitted a report for this publication outlining the highlights from the board meetings and general meetings at this summer's conference. I highly recommend reading Theresa's article and you will see the approved (and proposed) changes which resulted from the input and decisions of NAEOP's members.

**Ever Changing** – Many strides were made at this summer's conference and I would like to highlight a few. First it is important to note how well the NAEOP Educational Foundation is working with and for NAEOP! They continue to prove this by their demonstrated actions. They voted this summer to pay an additional \$4,000 toward the NAEOP staff's administrative fees. As you will recall, the NAEOP Educational Foundation utilizes the same staff and equipment as NAEOP. The

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Issue 1 — 2012-2013

September 2012



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President's Message (*continued from page 1*)

fee contributed toward this support has been consistent for quite some time. As we have experienced slight salary increases as well as the increase in the Foundation's administrative needs, this monetary increase is not only needed, but also very much appreciated.

The NAEOP Educational Foundation, in listening to you, the members, has implemented term limits for its board members. This item had been brought up at two Advisory Council meetings and was referred to the Foundation Board both times. This summer's Advisory Council item regarding NAEOP members wanting the right to vote on NAEOP Educational Foundation Bylaws, was also referred to the NAEOP Foundation Board. The right for the Foundation Board to vote on their bylaws without the entire foundation membership's vote, was originally given to the Foundation Board in 1984 by a vote of the NAEOP membership.

The Educational Foundation is collaborating with the NAEOP Board in the Marketing and Corporate Sponsorship committee. Each of us wants what is best for the association and each of us has knowledge and passions in specific areas and we know where we can be most helpful.

The PSP Governing Board voted to have two "at large" members from the general NAEOP membership be elected to serve on the PSP Governing Board for two year terms (in alternating years). The reason they did not vote for term limits for its members is very logical. Those who currently serve on the PSP Governing Board are former NAEOP PSP Chairmen who are very knowledgeable regarding the history of the program and passionate about maintaining the program's integrity. To serve as Chairman on any NAEOP committee, one acquires a level of expertise in the area and an expressed commitment toward the goals of the committee. This level of commitment may, or may not, be found in every NAEOP member. As an example, committee chairmen are given a list of those elected to their committees during conference. While some of these committee members are quite eager and committed to assisting in the achievements of the committee's goals, others are not and for reasons we may never know, simply don't participate to the desired level. Those who do not possess knowledge in the area or are not willing to be truly committed to the PSP Governing Board or the Educational Foundation, should consider this prior to submitting an application to serve.

The PSP Governing Board studies suggested changes and the Chairman takes the recommendations to the NAEOP Board of Directors at a regularly scheduled meeting. These recommendations and rationale are made in the form of a motion to the Board for discussion and possible voting. The NAEOP Board makes final decisions for all such recommendations brought before them.

**NAEOP Board Meetings** – are open to any NAEOP member who wishes to attend. You are welcome and encouraged to do so for our July and Winter meetings and I, along with the board, hope you will consider joining us. What better way to see and hear the thoughts and discussions that go into the leading of our association than by sitting in on these meetings? Please contact me for dates, locations, and times if you are interested.

**My Theme** – for this year is *Caring Enough to Share* and it is symbolized by a red heart. I believe kindness goes a long way in showing you care enough to share. My hope is that we will all be nothing but supportive of, and helpful toward one another. I thank each of you for giving your feedback in a kind and caring way demonstrating you truly are *Caring Enough to Share!*



"Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give."

— Eleanor Roosevelt



# Executive Board Updates

**Cathy Eberle**  
**President Elect**  
**Professional Development**  
**Partners Reaching Out Chairman**

As an affiliate delegate, you are the voice of your local/state members and this was exhibited at this year's Advisory Council that took place at the Annual Conference in Costa Mesa, CA, in July. It is suggestions submitted by the Affiliates that provide items for discussion at the Advisory Council annually. What a wonderful experience to see the process in action when addressing the various items on the consent agenda and being able to get everyone's input...pros & cons. This year's affiliate delegates came away with a better understanding of how NAEOP functions.

Also, as an affiliate of NAEOP, you have the opportunity to bring quality professional development to your local/state associations by requesting a NAEOP elected officer to serve as a workshop presenter, install officers and more importantly promote the benefits of NAEOP membership. Why not consider this cost savings feature for your next conference? A listing of available presentations can be found on the

NAEOP website under the "Professional Development" tab. It is a very easy process: all the affiliate's representative needs to do is submit a "Field Service Request Form" (available online) to the National Office at least 90 days in advance of the date of the conference, with the appropriate fees, where it will be reviewed. The protocol to follow is:

- President
- President Elect
- Area Director
- Vice President
- Secretary/Treasurer
- Another Area Director
- Immediate Past President



We are always striving to bring the best to our members and what each of the NAEOP officers has developed is nothing less than superb. Why not take advantage of this program – we're here for you – the NAEOP Affiliates, because as President Young's theme states we "Care Enough to Share."

**Elizabeth Napolitano, CEOE**  
**Vice President**  
**Membership Chairman**



“Get Hooked on NAEOP” is my idea for the membership theme this year because I remember the many reasons I became *hooked* on NAEOP after my first conference in Louisville, Kentucky. Becoming a *member* of NAEOP means associating with other members who eventually become friends and are a connection for networking and learning. Just like fish we tend to gather together. Membership means you become a part of the association which becomes a part of your family after a while. You develop relationships with other office professionals who have some of the same ideals you might have. They experience some of the same issues you face as an office professional and can help you find solutions.

NAEOP member benefits include our quarterly magazine, the *NES Connector*, the quarterly e-newsletter to affiliate presidents, *Keeping Affiliates Active*, the Professional Standards Program (PSP) – the only certification program for educational office professionals, the Field Service program, various helpful publications, jewelry, car rental discounts, student scholarship programs, award programs, and a member listserv. We also have a website [www.naeop.org](http://www.naeop.org) where you can obtain information on all our programs, conferences and institutes.

Membership will also get you *hooked* on being more involved in the association by serving on a committee or completing

an application to get elected into a leadership role. As a member, I feel compelled to ask members of my state and local associations if they know about NAEOP and encourage them to join. As an area director, I attended other state conferences and workshops to promote NAEOP and recruit new members.

Last year an incentive plan was funded by the Past Presidents to allow members who self-renewed prior to the expiration date on their membership card to be entered into a drawing each month. Self-renewal means you must pay the renewal yourself. It cannot be paid by your employer or anyone else. The winner can choose whether they receive a refund of their dues or roll over the dues to the next year for their membership renewal. Thanks to the generosity of the Past Presidents, the membership renewal incentive has been carried over to this year! So, don't forget to get your membership renewal in on time to be entered into the drawing!

I'm hoping you will recruit some new members this year who will "Get Hooked on NAEOP" by showing you are *car-ing enough to share*.





**Theresa Coté**  
**Secretary/Treasurer**

The 2011-2012 Board of Directors met on Sunday, July 8, 2012, during the 78<sup>th</sup> Annual Conference and Institute in Costa Mesa, California. Highlights from the board meeting included (those items in **bold** are considered to be the most significant):

- **Approval of conference and institute budgets for the 2013 NAEOP Conference and Institute in Alexandria, Virginia.**
- **Approval of institute schedule for the 2013 Fall Institute in Salt Lake City, Utah, October 11-13, 2013.**
- Approval of the Fact Sheet form for Marketing/Corporate Sponsorship Committee.
- Approval of the Authorization for Grant or Corporate Sponsorship form for the Marketing and Corporate Sponsorship Committee.
- Approval of the “Permission to Release” form for the Marketing/Corporate Sponsorship Committee.
- **Approval for all Advisory Council attendees to receive PSP credit.**
- **Approval to increase the PSP certification and recertification fees by \$5.00 and effective with the September 15, 2012, filing deadline.**
- **Approval to add two at-large members to serve on the PSP Governing Board for two-year terms to be elected on alternate years beginning at the 2013 Annual Conference. Guidelines and requirements for this position to be established by the PSP Governing Board no later than the 2013 January Board meeting.**
- Approval of revisions to “The Winning Team” publication.
- **Approval of “The Winning Team” being offered as a free on-line publication for members on the NAEOP website.**
- Approval of proposed changes to the Awards Committee Guidelines.
- Approval of proposed changes to the Olive T. Ritchie Educational Office Professional of the Year application.
- Approval of Julie Saker (OH) as a judge for the Marion T. Wood Student Scholarship.
- Approval of Brad Brown (WA) as a judge for the Student with Special Needs Scholarship.
- **Approval of the NAEOP Institute Guidelines.**
- Approval of handbook changes to the Affiliates/Alliances/Endorsements to remove NSBA and change the AASA address.
- Approval of handbook changes to the nominations section.
- **Approval of Bob Mantlo (MO) to redesign, develop the website and review the NAEOP logo.**
- Approval of Bob Mantlo to “host” the NAEOP website.
- Approval of ad rate and specifications for the *NES Connector*.
- Approval to amend Section 11 of the handbook to delete the mandated 2% salary increase and replace with the concept of merit increases.
- Commended President Matthews for her efforts in leading NAEOP and the NAEOP Board of Directors for the 2011-12 fiscal year.



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Secretary/Treasurer (continued from page 4)

The 2012-2013 Board of Directors met on Monday, July 9, 2012, during the 78<sup>th</sup> Annual Conference and Institute in Costa Mesa, California. At their meeting, board members:

- Amended and approved (2011-2012 board of directors) motion regarding all attendees receiving PSP credit for attending Advisory Council, effective July 2013.
- **Approved the “Get Hooked on NAEOP” membership flyer for 2012-2013.**
- Approved the field service presentation form for 2012-2013.
- **Approved allowing the Marketing/Corporate Sponsorship Co-Chairmen permission to pursue the American Association of University Women’s Eleanor Roosevelt Fund Award, Intel’s U.S. Community Grant and Sprint’s Community Sponsorship proposal request with an approved authorization form to follow.**



NAEOP members approved the following during the 78<sup>th</sup> Annual Conference and Institute held in Costa Mesa, California:

- **Minutes of the 77<sup>th</sup> Annual meeting held in Charleston, South Carolina.**
- **For the Board consider merging North Central with Central area to have the decisions made in time to put on the November ballot.**
- **That the recipients of the Office Professional of the Year and the National Administrator of the Year Awards be notified at least 15 days before the final registration date for conference.**
- **That the applications for the annual National Educational Administrator of the Year and Office Professional of the Year be transmitted electronically from the National Office to the Awards Committee Chairman.**
- **That a recommendation be sent to the Foundation Board of Trustees that communication is crucial and that use of the *NES Connector*, (NAEOP) listserv, Liaison Committees and *Keeping Affiliates Active* newsletter to inform the NAEOP membership of the actions and workings of the Foundation Board should be a goal.**
- **To commend Angela Meyer (Executive Director), Jennifer Olson (Accounting Coordinator), Jennifer Jackson (Affiliate Coordinator), Linda Hopper (Membership Coordinator), Linda Sockwell (*NES Connector* Editor) and Lois Jordan (PSP Registrar) for their contributions and support of the association and in making the 2012 conference a success.**
- **To commend Rebecca Shipley (Conference Chairman), Rhonda Quinton (Institute Chairman) and the members of Arizona, California, Utah and Washington who contributed to making the 2012 Conference and Institute in Costa Mesa a successful one.**
- **To commend President Matthews and the 2011-2012 Board of Directors for an outstanding year.**



“Happiness is not based on possessions, power, or prestige, but on relationships with people you love and respect.”

— Unknown





**Allie Faye Matthews, CEOE  
NAEOP Immediate Past President  
Chairman of Past Presidents Council**

### **What is Your Claim to Fame?**



For several years NAEOP has been providing an affiliate presidents briefing during the annual conference. This briefing is hosted by the current president and immediate past president and allows association leaders an opportunity to come together, in a sharing environment, to discuss issues and gain tips that will better serve its membership. During the 2012 session, attendees were challenged to share ideas in many areas spanning from what a new or retained member expects to gain from belonging, to how do you hit the member's "hot buttons?"

As leaders of your association, I am certain you have faced the impact of financial cutbacks resulting in members prioritizing the outflow of their income in both their personal and professional lives. These decisions have resulted in decreased membership and lower attendance at planned events/activities. This influence also has more people asking themselves what can be gained that will have a positive impact that will benefit them—in other words "What's In It For Me?" In the winter issue of the *NES Connector* C.J. Reid, Associate Executive Director of Membership and Affiliate Services for the American Association of School Administrators (AASA) touched upon the fact that associations must have relevance. He further stated, "It's all about helping members make connections and helping them stay informed." His insightful analogy also indicated it is no longer a given for people to join just because it is the "thing to do" if you want to be viewed as a professional in your career.

In our session we took it one step farther by recognizing that today's members are not only seeking networking connections, they also desire opportunities to:

- gain job profession skills;
- discover and learn self- improvement techniques;
- develop and/or enhance their leadership skills; and
- assist in community events.

In addition, those leading the association must establish their claim to fame—something that will capture the interest of new or existing members and keep them coming back for more. Do you offer opportunities at every meeting for professional growth and networking? Do you recognize and celebrate achievements regularly? Do you provide financial incentives—it's amazing what a \$10 or \$15 discount will do for those attending a seminar or educational credit class? There are many books on leadership and association successes. The analogies and discussions held during our session were based on techniques provided by leadership coach and author Cynthia D'Amour. Two books highly recommended for your association's library is *The Lazy Leader's Guide to Outrageous Results* and *How to Recruit Generation Me*. You may also gain information and participate in free webinars by visiting Cynthia's website at [www.peoplepowerunlimited.com](http://www.peoplepowerunlimited.com).

If you will be the creator of their experience, celebrate their successes and manage their energy, your claim to fame will not be far behind!



# Area Director News and Committee Reports

Chris Whitmire, CEOE  
Mid-Atlantic Area Director  
Long Range Planning Committee Chairman

## *The Mid-Atlantic Area Is Making Plans for You*

The Mid-Atlantic Area is very excited to host “*A Capitol Affair*” for the **2013 NAEOP Annual Conference and Institute in Alexandria, Virginia, July 22-26, 2013**. We hope you will plan to come to the conference and enjoy the opportunity to visit some of our national treasures. Chairman Donna Lazar, CEOE (SC), and Co-Chairman Sibyl Hoover, CEOE (DE), and the Core Committee are planning a great time of professional growth, fellowship and fun. Laura Nossel, CEOE (MD), and Lisa Elmore, CEOE (NC), are the Institute Chairmen. The chairmen’s profiles and contact information may be found on the Mid-Atlantic Area website at [www.mid-atlanticarea.com](http://www.mid-atlanticarea.com). The Core Committee and responsibilities are listed with this information too.

The 2013 NAEOP Conference and Institute Core Committee will host the **Mid-Atlantic Area Professional Development Days, November 1 and 2, 2012, in Alexandria, Virginia**. This opportunity will provide those who attend with a preview of the venue for the 2013 Conference. The schedule and registration information is also on the Mid-Atlantic Area website. We look forward to seeing you.

NAEOP President, Lola Young, CEOE, has chosen her theme “Caring Enough to Share,” and it very aptly fits the new appreciation for NAEOP that occurred for me at the NAEOP Annual Conference and Institute in Costa Mesa, California. While I’m sure the meetings and sessions were great as always, that is not why I have new insight.

## *A Deeper Understanding of the “NAEOP Family”*

The second day of the conference, I woke up with a medical issue that needed attention. My roommates and a couple of other wonderful ladies kicked into immediate action to get me to a doctor. The possibility of being admitted to a hospital was looming, but that option was diverted due to the persistent care of my roommates and others. It was so nice to eventually be able to attend some functions for short periods of time and participate in the Installation Banquet on Friday evening.

The thing that gave me a new appreciation for our NAEOP family is how much concern and care others expressed even though some of them barely know me. I already knew to some extent this quality existed in NAEOP but had never been the benefactor of such an outpouring of encouragement and care from a group of people most of whom I only see once a year. Also, even though everyone was busy doing what they came to the conference to do, some were able to take time to come by the room to visit. Needless to say, that certainly broke the monotony of being room bound most of the week.

I’m sharing this because not only is NAEOP a wonderful organization for educational office professionals to grow personally and professionally, but the members are a great group of people. It never ceases to amaze me how we can pick up where we left off after a year of not seeing each other until conference time. We are very communicative tending to NAEOP business via emails in between conferences and board meetings, but there is nothing like the face to face contact and greetings we share in person.



Please take encouragement from this bit of information to remain or become actively involved with your local, state and national EOP organizations. Not only do they provide an avenue to professional development, but they also provide an avenue to belong to unique groups of people “Caring Enough to Share” their knowledge, time and, most importantly, care for one another.



**Lori Schumann, CEOE  
North Central Area Director  
Special Projects Chairman**

Greetings to all of the North Central members! I hope you all had a wonderful summer. At this time of year I wonder where the summer went, it seems like it just starts and it is already over.

I am excited and pleased to be serving as your North Central Area Director for one more year. I am also excited to announce that there are some big changes coming for the North Central Area. After much discussion between members it was determined at the NAEOP conference and was voted on by the members to combine the North Central Area with the Central Area. It will be put to a vote to all of the members and assuming it is approved by membership, it will go into effect on August 1, 2013. This is bittersweet for me as I feel that although we are a small group, we are a very close group. I am sure there will be a smooth transition because as office professionals we all strive to achieve the same goals. Additionally both areas have that "Midwestern nice" going for them, making the merge a smooth and easy transition where we will end up as one big happy family!

I am also pleased to announce, once again, I will serve as the Special Projects Chairman. A special thank you to all of the volunteers and NAEOP friends who help make this such a successful and awesome experience. If any of you have ideas or suggestions for the 2012-13 year, please feel free to contact me. I welcome any ideas and suggestions from members on what they would like to see for the year.

The North Central area consists of North Dakota, South Dakota, Minnesota, and Wisconsin. Welcome to all new members of NAEOP. I hope you enjoy all the marvelous newsletters and the vast amount of information is presented to us. If you are working on your PSP certification, remember the next filing deadline is September 15, 2012.

I am looking forward to attending the Minnesota Association of Educational Office Professionals Conference on October 11<sup>th</sup> and October 12<sup>th</sup> in Alexandria, Minnesota.

Please remember to renew your membership as soon as you receive your notification. Also, please encourage others to become members of our wonderful organization. Affiliates, please remember to renew your affiliation in order to maintain membership and all of the benefits that are available for affiliates.

Special thanks to Linda Tribble, CEOE and Allie Faye Matthews for agreeing to be my advisors.



"Happiness isn't perfected until it's shared."

— unknown







**Susan Belliston, CEOE**  
**Northwest Area Director**  
**Affiliations and Advisory Council Chairman**

I am honored to be serving as your Northwest Area Director for the 2012-2014 term. I will do my best to serve you and look forward to hearing from you, the members. Please do not hesitate to contact me with any questions or concerns.

One goal that has been set before me is to publish an e-newsletter on a quarterly basis. In order for this to be accomplished, I will need your help with articles or items of interest. Is your local or state association hosting a workshop? Did one of your members receive recognition from their employer or association lately? Do you have a tip that you could share with others? Please consider writing and sending an article to me at [belsusan@cassiaschools.org](mailto:belsusan@cassiaschools.org) for our next Northwest Area Newsletter to be sent out in October. I would love to hear from you!

I am also seeking an association that is interested in hosting a Professional Development weekend. Maybe you already have plans in the making that you would like to invite the Northwest Area members to attend. Please let me know if your association is interested in hosting an area professional development activity.

I am looking forward to my first field service visit to Wyoming Association of Educational Support Staff's Fall Conference in Casper, WY, on October 6<sup>th</sup> and seeing all my wonderful friends and making new ones.

Again, I look forward to hearing from you. My contact information is listed below for your convenience.

Susan Belliston, CEOE  
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Affiliations packets for the 2012-2013 year have been mailed to all NAEOP Affiliates. Affiliating early assures your association will receive all news, professional development opportunities, representation at Advisory Council, and general information.

“The purpose of the Affiliations and Advisory Council is to ensure representation of the affiliated associates at the Annual Business Meeting, prepare and publish the affiliate’s newsletter and to provide affiliates an opportunity to broaden their horizons and strengthen both associations.” NAEOP Handbook, Section 12

The Advisory Council is the affiliates’ voice and only meets once a year at our annual conference. Please see Patricia Stelmach’s report on pages 11 and 12 for the details of the 2012 Advisory Council activities.



# Deadlines and Events

## September

22 Washington AEOP Professional Development Program Workshop

## October

4-5 Nebraska EOPA Fall Workshop  
 8-12 Career Education Awareness Week  
 10 NES Connector Deadline  
 11-12 Minnesota AEOP Conference  
 16 National Bosses Day  
 19 Maryland AEOP Annual Fall Conference  
 19-20 Illinois AEOP Fall Conference  
 19-21 Washington AEOP Fall Institute  
 25-28 New York AEOP Annual Conference  
 26 Pennsylvania AEOP Fall Workshop  
 31 Halloween

## November

1-2 Mid-Atlantic Professional Development Day  
 2 Mississippi Professional Development Seminar  
 4 Daylight Savings Time Ends  
 8 Arkansas AEOP Annual Conference  
 12 Veterans Day  
 13 Election Day  
 15 Affiliate Newsletter Deadline  
 Membership Report August-October  
 22 Thanksgiving Day  
 22-23 National Office Closed

## December

1 Board Reports & Agenda Items due  
 Postmark & Online Election Deadline  
 8 Hanukkah  
 24-31 National Office Closed through 1-1-13  
 25 Christmas Day  
 26 Kwanzaa Begins





**MaryAnn Hollingsworth, CEOE**  
**South Central Area Director**

Summer is almost over and fall will be here soon. I hope that each of you had an awesome summer and took time to spend time with family and friends.

The 2012 NAEOP Conference and Institute in Costa Mesa, CA, was well attended. Lola Young, CEOE, our 2012 – 2013 President was installed and will be using the heart as her logo with her theme being “Caring Enough to Share.” As you begin your new school year as a NAEOP affiliate or member, share what you have learned with others in your area. As an established affiliate share what works or doesn’t work for you with those member(s) of NAEOP who would like to start an affiliate and share with them the benefits of being affiliated with NAEOP.

**Benefits of NAEOP Affiliation:**

- Advisory Council Delegate - Each affiliated association may send a delegate to the annual Advisory Council Meeting.
- Field Service Program - Upon request, elected NAEOP board members will visit affiliated associations to present speeches, workshops, installations, etc. To request a visit go to [www.naeop.org](http://www.naeop.org) and at the bottom of the Professional Development page you will find: [Field Service Request Form](#).
- Network and exchange of information
- Nominate candidates for the Marion T. Wood Student Scholarship
- Nominate a candidate for the Olive T. Ritchie Educational Office Professional of the Year
- Nominate a candidate for National Educational Administrator of the Year
- Participate in the Louise Henderson Nelson Awards Program

- Participate in the Rachel Maynard Awards Program for magazines and newsletters
- Host a NAEOP annual conference and/or institute
- Develop leadership potential through participation in conferences, institutes, and programs of NAEOP

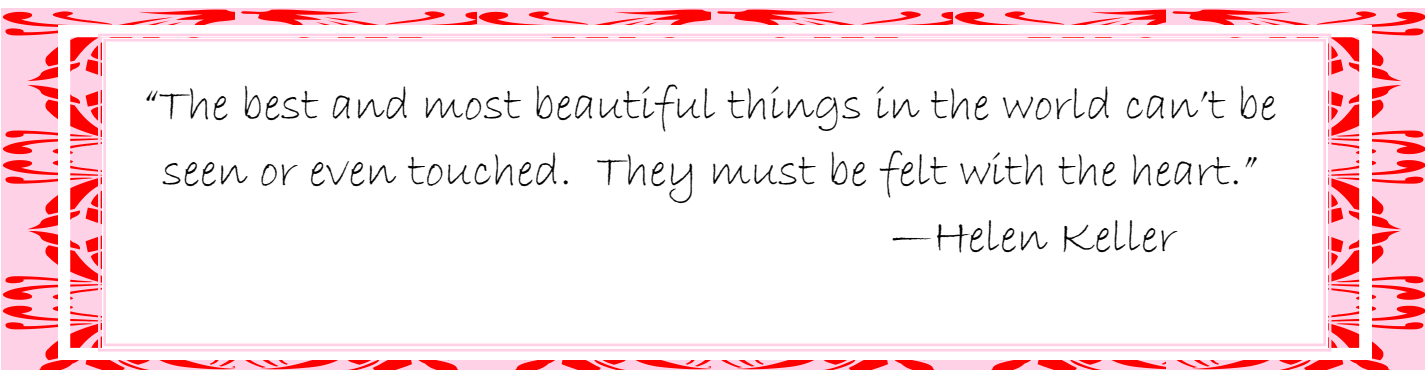
**Affiliation with NAEOP:**

- The NAEOP Affiliation Program provides an opportunity for local, county, regional, and state associations to affiliate with a national organization and to participate in national projects and programs which benefit office professionals in education.
- The Affiliations Program is a central "clearing house" where ideas and suggestions from all affiliates may be sorted, sifted, combined, and revised and then returned to the membership as workable programs, which benefit affiliates, each member, and NAEOP.
- Affiliation promotes professional unity from the local through the national levels. It serves as a medium for recognition of the profession, the association, and the member

As your South Central Area Director, I am here to help you, the affiliate or you, the member. As an established affiliate, if you know of an association that would like information on how to affiliate with NAEOP or start a new affiliate, please let me know and I will either contact them personally or find someone in that area to contact them.

Have a great school year!

MaryAnn Hollingsworth  
South Central Area Director  
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“The best and most beautiful things in the world can’t be seen or even touched. They must be felt with the heart.”  
—Helen Keller



**Pat Stelmach, CEOE  
Southeast Area Director  
Awards Committee Chairman**

It feels very different this year to simply be writing an article for *Keeping Affiliates Active* instead of editing, putting it together in newsletter format, and getting it distributed to everyone. This year I will be working on awards and my advice to each affiliate is to renew your affiliation early so you will receive all materials and be aware of deadlines and items necessary to qualify for awards available through NAEOP for your association and individual members of your association.

The school year has very quickly gotten under way. The days and evenings have been extremely busy since returning from conference.

Earlier this year the Southeast Area became an affiliate of NAEOP and as such we had a delegate at Advisory Council at the Costa Mesa Conference. Mary Butler Sumrall represented the Southeast Area as our first delegate. The Southeast was awarded a Certificate of Achievement in recognition of the area with the third largest membership of 447 members in NAEOP.

Plans are underway for the next Professional Development Seminar Weekend to be held in Orlando, Florida. The weekend topic will be “hands on technology” and will be held March 8-10, 2013. The Southeast Area would welcome members from other areas to join us as well.

The July 2012 Advisory Council was a busy, eventful, productive meeting. There were 115 Affiliate Associations for the 2011-2012 affiliate year. Sixty-four of those were represented by a delegate at Advisory Council. This meeting is **DEFINITELY your AFFILIATE IN ACTION**. There were good, lengthy, healthy discussions on the agenda items. There were four agenda items received from affiliates and one from the board of directors and two items were brought to the floor under new business. The agenda items and action taken are listed below:

**Item #1 Part 1: Merge North Dakota and South Dakota with the Northwest Area, merge Wisconsin and Ontario, Canada, with the Northeast Area and merge Minnesota with the Central Area. Part 2: Merge North Central Area with Central Area which would make that area have eleven states, the same as the Northeast Area.** (Submitted by: NAEOP Board of Directors)

A motion was made to refer this item to committee for review. Further discussion occurred in General Session.

**Item #2 When a person is nominated from the floor for an election the distinction of CEOE should not be included in the nominee’s name.** (Submitted by: Minnesota AEOP)

There was no action taken at Advisory Council.

**Item #3 To request the Awards Committee adjusts the application guidelines and notification of the recipient of the Annual National Educational Administrator of the Year award to at least two weeks prior to the registration deadline date of the NAEOP Annual Conference and Institute.** (Submitted by: Nebraska Department of Education BRIDGE)

There were two motions made at Advisory Council to send out notification of winners earlier to allow ample time for registration to be completed prior to the deadline.

**Item #4 NAEOP members should have the ability to vote on changes to NAEOP Foundation Bylaws.** (Submitted by: University of Nebraska OPA)

This item was referred to NAEOP Foundation Board.

**Item #5 Change the designation of Certified Education Office Employee (CEOE) to Certified Educational Office Professional (CEOP) in keeping with the name and purpose of the National Association of Educational Office Professionals.** (Submitted by: Washington AEOP)

This item was withdrawn from the agenda as CEOP is copyrighted by the state of Texas.

**Item #6 New Business There was discussion regarding the “guest fee” for national conference with concerns the fee is too high.**

(continued on page 12)



**Southeast Area Director (continued)**

This item will be reconsidered by the NAEOP Board of Directors.

**Item #7 A motion was introduced related to the abolishment of the Advisory Council.**

After a lengthy and healthy discussion the motion was defeated.

Be mindful of renewing your affiliation early so your association will be able to participate in all programs and professional growth opportunities NAEOP has to offer.



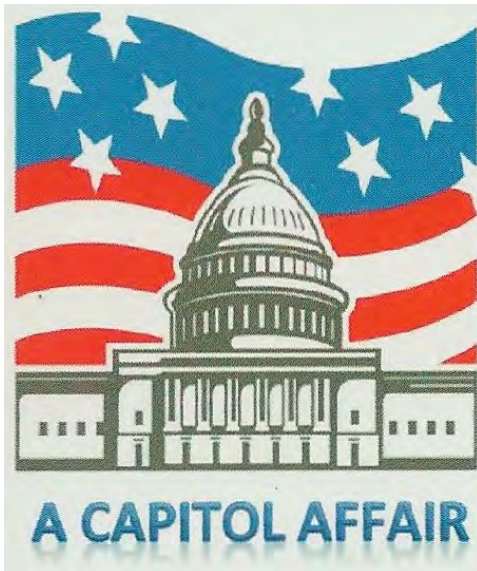
**Sherry M Hubbard, CEOE  
Southwest Area Director**

The members and affiliates in the Southwest Area are looking forward to an exciting year. Our area includes Arizona, California, Hawaii, Nevada, Utah, and the following countries: Australia, Malaysia, and Saipan.

Affiliates are making plans for a variety of activities that include recruiting new members, retaining current members, fund raising for individual special projects, planning breakfasts, luncheons, or dinners that will recognize our bosses and our members, as well as the students to whom many of us provide scholarships each year. Some affiliates are initiating book clubs for both professional readings and nonprofessional readings as a way to allow their members to network with each other. In addition to each affiliate's efforts to involve members, Utah is continuing its planning on the 2013 October NAEOP Fall Institute to be held in Salt Lake City October 11-13.



The first issue of the Southwest Area Newsletter should be out in October. Please feel free to send me any articles you would like included or any ideas of things about which you would like to know more at [shubbard52@cox.net](mailto:shubbard52@cox.net).



**NAEOP 2013  
July 22—26, 2013  
Alexandria, Virginia**

Hosted by the  
Mid-Atlantic Area  
<http://mid-atlanticarea.com>





# Council Corner

**Bonnie J. Miller, CEOE**  
**Administrative Council Chairman**

## **Managing Your Emotions.....**

Hello! Allow me to start by introducing myself as I am the newly installed Administrative Council Chairman for 2012-2013 and am honored by President Young's request for me to serve in this role.

During the NAEOP Annual Conference and Institute in Costa Mesa, CA, it was a pleasure to network with so many educational office professionals nationwide. I enjoyed meeting many of the Administrative Council members during the breakfast on Thursday. I will be in touch in the near future with those who have signed up to be on the Administrative Council committee so we can begin to work collaboratively over the next year.

Joining the NAEOP board in addition to starting my role as the Pennsylvania Association of Educational Office Professionals President has brought to surface many feelings. These feelings have included, joy, excitement but also nervousness and at times anxiety.

As we start a new school year, there are many changes from staff changes, student enrollment, to the basic revisions of forms. During these challenging times, our emotions are at their peak. It can be difficult to control your emotions and stay focused on the goal or task at hand. Therefore, I would like to share with you ways to **"Manage Your Emotions."** We've all been in one of 'those' situations before. You know, when you think you have made the final changes on a report to find there is another one or when a parent or student snaps at you unfairly. In your personal life, your reaction to stressful situations like these might be to start shouting, or feel sorry for yourself for a while. But at work, these types of behavior could seriously harm your professional reputation, as well as your productivity. Stressful situations are all too common in a workplace that's facing budget cuts, staff layoffs, and department changes. It may become harder to manage your emotions under these circumstances, but it's even more important for you to do so.

So, how can you become better at handling your emotions, and 'choosing' your reactions to bad situations? I would like to share with you first the most common negative emotions and how you can manage them productively.

Why are we focusing only on negative emotions? Most people don't tend to need strategies for managing their positive emotions. As long as you share positive emotions constructively and professionally, they're great to have in the workplace!

The most common negative emotions experienced in the workplace are as follows:

- Frustration/irritation
- Worry/nervousness
- Anger/aggravation
- Dislike
- Disappointment/unhappiness

So what strategies can we use to help deal with each of these negative emotions?

**Frustration/Irritation**-frustration usually occurs when you feel stuck or trapped and unable to move forward. It could be caused by a colleague blocking your favorite project or simply being on hold on the phone for a long time. Whatever the reason, it's important to deal with feelings of frustration quickly, because they can easily lead to more negative emotions, such as anger.



Here are some suggestions for dealing with frustration:

- **Stop and evaluate** – One of the best things you can do is mentally stop yourself, and look at the situation. Ask yourself why you feel frustrated.
- **Find something positive about the situation** – Thinking about a positive aspect of your situation often makes you look at things in a different way. This small change in your thinking can improve your mood.
- **Remember the last time you felt frustrated** –Your feelings of frustration or irritation probably didn't do much to solve the problem then, which means they're not doing anything for you right now.

*(Continued on page 14)*



Administrative Council (Continued)

**Worry/Nervousness**-with all the fear and anxiety with the increasing numbers of layoffs, it's no wonder that many people worry about their jobs. But this worry can easily get out of control and can impact your mental health, your productivity and your willingness to take risks at work.

Try these tips to deal with worrying:

- **Don't surround yourself with worry and anxiety** – For example, if co-workers gather in the break room to gossip and talk about job cuts, then don't go there and worry with everyone else. Worrying tends to lead to more worrying, and that isn't good for anyone.
- **Try deep-breathing exercises** – This helps slow your breathing and your heart rate. Breathe in slowly for five seconds, and then breathe out slowly for five seconds. Focus on your breathing, and nothing else.
- **Focus on how to improve the situation** – If you fear being laid off, and you sit there and worry, that probably won't help you keep your job. Instead, why not brainstorm ways to show how valuable you are?
- **Write down your worries in a worry log** – If you find that worries are churning around inside your mind, write them down in a notebook and then schedule a time to deal with them.

**Anger/aggravation**-out-of-control anger is perhaps the most destructive emotion that people experience in the workplace. It's also the emotion that most of us don't handle very well.

Try these suggestions to control your anger:

- **Watch for early signs of anger** – Only you know the danger signs when anger is building, so learn to recognize them when they begin. Stopping your anger early is the key.
- **If you start to get angry, stop what you're doing** – Close your eyes, and practice the deep-breathing exercise we described earlier. This interrupts your angry thoughts, and it helps put you back on a more positive path.
- **Picture yourself when you're angry** – If you imagine how you look and behave while you're angry, it gives you some perspective on the situation.

**Dislike**-we've probably all had to work with someone we don't like. But it's important to be professional, no matter what.

Here are some ideas for working with people you dislike:

- **Be respectful** – If you have to work with someone you don't get along with, then it's time to set aside your pride and ego. Treat the person with courtesy and respect, as you would treat anyone else.
- **Be assertive** – If the other person is rude and unprofessional, then firmly explain that you refuse to be treated that way, and calmly leave the situation. Remember, set the example.

**Disappointment/Unhappiness**-dealing with disappointment or unhappiness at work can be difficult. Of all the emotions you might feel at work, these are the most likely to impact your productivity.

Here are some proactive steps you can take to cope with disappointment and unhappiness:

- **Look at your mindset** – Take a moment to realize that things won't always go your way. If they did, life would be a straight road instead of one with hills and valleys, ups and downs, right?
- **Adjust your goal** – If you're disappointed that you didn't reach a goal, that doesn't mean the goal is no longer reachable. Keep the goal, but make a small change – for example, delay the deadline.
- **Record your thoughts** – Write down exactly what is making you unhappy. Is it a co-worker? Is it your job? Once you identify the problem, brainstorm ways to solve it or work around it.
- **Smile!** – Forcing a smile – or even a grimace – onto your face can often make you feel happy. Try it – you may be surprised!

We all have to deal with negative emotions at work sometimes, and learning how to cope with these feelings is important. After all, negative emotions can spread, and no one wants to be around a person who adds negativity to a group.

Know what causes your negative emotions, and which types of feelings you face most often. When those emotions begin to appear, immediately start your strategy to interrupt the cycle.

Best wishes for a seamless start of a new school year...and remember “personal care of yourself is important as is ‘Managing Your Emotions.’”



Gretchen Walker, CEOE  
Higher Education Council Chairman

### Lions, Tigers & Bears – or Frogs, Ducks, & Fish?

By now we have all returned from California and are facing the beginning of the school year. I have been clearing the piles of work that accumulated on my desk, answering the email messages, and returning calls to those that were only able to leave me a message.

Last year at this time, I was asking myself, “was it time to get out of my comfort zone and lead the NAEOP Higher Education Council members from their cocoons into blossoming butterflies?” I was feeling a little bit like Dorothy as she walked down the yellow brick road stating “lions, tigers, and bears, oh my.” It was scary but I put one foot in front of the other and proceeded to walk on down the road. I have had a wonderful, rewarding experience and I am looking forward to taking the reins again this year.

As I reflect on the annual conference and institute, some common phrases continue to repeat in my head:

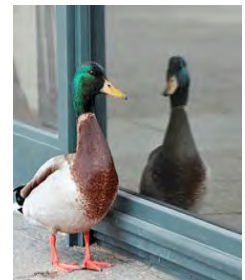
*Eat That Frog!*  
*Don't Waddle . . . Strut!!*  
*Get Hooked on NAEOP!!*

Two of these statements came from briefings I attended and I am now trying to implement them into my daily routine.

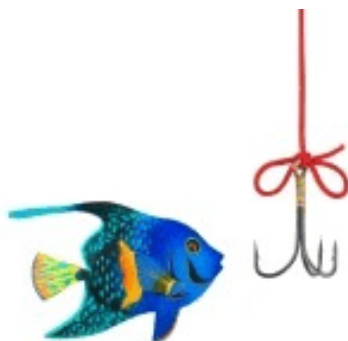
*Eat That Frog!* was a session presented by Linda Sockwell, CEOE, (TX), on ways to develop an action plan against procrastination. The basic idea is that **if you do the worst thing on your plate first thing in the morning, the rest of the day is a cake walk.** So if your least favorite chore is to compile a monthly report, and it's one of the items on your to-do-list today, then tackle it first. You then catch up on emails, set up a meeting or phone somebody to resolve a query. Figure out what the most important use of your time is right now. If you get used to eating the frog first, the rest of your day can only get better. Your most horrible task is over and done with and you can almost . . . but not quite . . . relax. And if you have TWO frogs, then eat the ugliest one first! As Higher Education Council Chairman my challenge to you is this – just *try* it for a week and see how your productivity soars. By the way, I thought I ought to practice what I preach. So next month, I am going to write my newsletter article a week earlier than I usually do so that it's done and out of the way.



*Don't Waddle . . . Strut!* was another session presented by Linda Tribble, CEOE (KY), on ways to neutralize the negatives and stay focused on the positives. We are often faced with difficult situations in life that might bring us down or chip away at our self-worth, but if we step back and take a good look at ourselves, each one of us has that special something to offer. I remember meeting a woman in the elevator at the NAEOP Spring Institute in Arkansas that said, “MAKE a good day.” She later explained during open discussion that everyone can HAVE a good day but only YOU can MAKE a good day. Self-doubt is often a fault of mine and this briefing has caused me to look at things differently. One of my favorite quotes from Linda's presentation is *the best way to gain self-confidence is to do what you are afraid to do.* Start to shed those lions, tigers and bears! You will be pleasantly surprised at how good it feels.



Lastly, NAEOP's Membership Chairman, Elizabeth (Betty) Napolitano, CEOE (CT), has selected *Get Hooked on NAEOP* as our theme this year. I'll admit, I'm nowhere near an expert when it comes to fishing, but putting the worm on the hook shouldn't be the one thing that keeps anyone from getting their line in the water. Take the time to renew your membership in NAEOP and/or encourage someone new to join. Once they have received the *NES Connector* magazine, met some wonderful members, and attended a conference, **THEY WILL BE HOOKED!**



I am looking forward to serving as your Higher Education Council Chairman this coming year. I encourage all council members to find their special frogs, ducks & fish and commit their time and efforts to Higher Education. If you are interested in helping with the Higher Education Council breakfast in July 2013, in Alexandria, VA, please feel free to contact me via email at [gwalker1@unl.edu](mailto:gwalker1@unl.edu).



Mary C Meyers  
Elementary Council Chairman

*A Rose Within Us, Author Unknown*



A certain man planted a rose and watered it faithfully, and before it blossomed, he examined it. He saw the bud that would soon blossom and also the thorns. He thought, "How can this beautiful flower come from a plant burdened with so many thorns?" Saddened by this thought, he neglected to water the rose, and before it was ready to bloom, it died.

So it is with many people. Within every soul there is a rose. The wonderful qualities planted in us at birth grow amid the thorns of our faults. Many of us look at ourselves and see only the thorns and the defects. We despair; thinking that nothing good can possibly come from us. We neglect to water the good within us, and eventually it dies. We never realize our potential.

Some people do not see the rose within themselves; someone must show it to them. One of the greatest gifts a person possesses is to be able to reach past the thorns and find the rose within others; this is the characteristic of love, to look at a person, and knowing his faults, recognize the nobility of his soul and help him realize that he can overcome his faults. If we show him the rose, he will conquer the thorns. Then he will blossom, blooming forth thirty, sixty, a hundred-fold as it is given him.

Our duty in this world is to help others by showing them their roses and not their thorns. Only then can we achieve the love we should feel for each other; only then can we bloom in our own garden.

As the National Association of Educational Office Professionals, we believe in: professional dedication, the uniqueness and value of the profession and the individual, diversity and equality, potential that can be developed, lifelong learning, a caring environment and shared vision. President Lola Young's theme for this year is "Caring Enough to Share." Lola's hope is that you consider "caring enough to share" of your time and talents and help others find the rose that lies within them.

I'm excited to have been asked to serve as your Elementary Council Chairman for another year and look forward to hearing from many of you and hope to share your "budding roses" in our council newsletter. I can be contacted at [mcmeyers@graniteschools.org](mailto:mcmeyers@graniteschools.org) or [meversmary@hotmail.com](mailto:meversmary@hotmail.com).



Sheri McGraw, CEOE  
High School/Career & Technical Education Council Chairman

The annual conference in Costa Mesa, CA, is now but a memory; we are all back to our own homes and schools. We have all geared up for a new year and school has started.

NAEOP's Membership Chairman, Elizabeth (Betty) Napolitano, CEOE, has chosen "Get Hooked on NAEOP" as our theme this year. That certainly has been the case with me. My first NAEOP Conference was in Seattle in 1996, which was close because I worked in a district in a Seattle suburb. It was all a bit confusing as a first-timer but there were a lot of very helpful members who have become very good friends over the years. Since that time, I received my PSP and CEOE in Wichita in 1999 and have attended the annual conference 13 of the 17 years since that first one in 1996. I look forward every year to the excellent classes and briefings, the time spent with old friends, the chance to make new friends, the opportunity to see new parts of the country, and now the chance to serve on the 2012-13 NAEOP Board. I encourage all of you to talk to other high school and CTE employees in your districts about the advantages of NAEOP, not just the annual conference, but also the networking, the friendships, the PSP program and the information gained from the *NES Connector* and this *Keeping Affiliates Active* newsletter.



I would like to continue with the articles featuring members of our council in our council newsletter this year, as Susan Beliston did last year. I will be sending out a request to members for information.

I look forward to serving you this year. I encourage you to let me know if you have ideas for articles for the newsletter, need help or information, or would like to work on the High School/Career & Technical Education committee. My email is [smcgraw@psd1.org](mailto:smcgraw@psd1.org).

Have a good year!!

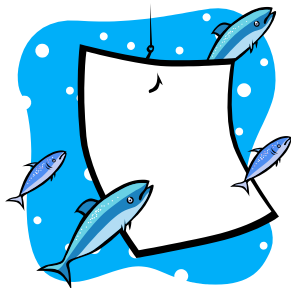




**Angela McDowell, CEOE  
Middle School/Junior High Council**

After returning from Costa Mesa, CA, where our 78<sup>th</sup> Annual Conference was held, I have a new sense of pride and compassion. Many special women have gone before me to achieve some wonderful goals in their careers. I am on my way to pursuing those and much more.

NAEOP's Membership Chairman, Betty Napolitano, CEOE, has selected "Get Hooked on NAEOP" as our theme this year. She is encouraging you to hook up with great members, great information and great conferences. Once you decide to join the team you will, no doubt, reap the benefits of being part of a professional association and you will be glad to serve and "reel" in rewards everlasting.



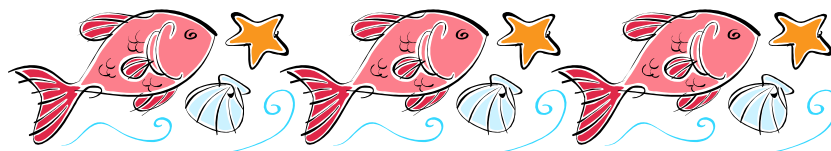
As I began my journey in this sea of wonderful people there are a couple of things that I noticed from the beginning. One is the professionalism that is shown is beyond measure. When every detail is taken seriously, every person is treated with respect and courtesy. One cannot help but be proud of what is being done right before your very eyes. I believe this illuminates from the top of the ocean to the bottom of the sea. Many of us do not receive the respect in our workplaces that we deserve, but by becoming a member of NAEOP whether you receive it from others or not, you will know as a member that you have it. There is concern shown, there is help available through networking and there is advice ready to be given and so much more. With our Listserv right at your finger-tips, literally, you can ask questions and receive answers that will cause you to become a better administrative professional.

The second thing that I discovered is the importance of being attentive and listening to comprehend what you hear. Oh yes, it is very easy to sit and hear a person speak about a subject matter, but when asked what was the person speaking about, do you remember, did you hear what they really said? Being attentive is imperative and if you happen to miss a small detail, you may be up a creek! Staying focused on what is being said on the subject matter at hand will keep you grounded and not making endless waves of mistakes.

In order to be attentive and a listener, you have to be a doer as well. You have to read, you have to understand what you read. You have to ask questions, you have to get understanding. When you can achieve those skills of life, you can become a "star" fish in your workplace and any other place you may venture.

Let's swim to the shores of NAEOP. Let's reach goals that go beyond the port. Let's be the fish that's in the school to learn and achieve the goals that you have written in your daily journal. I encourage you to join a "school" of fish that will reach their destination with hope and determination. "Get Hooked on NAEOP."

I look forward to diving in together, swimming to higher heights and deeper depths as we serve on the various committees. I also look forward to hearing your great ideas throughout the year as well as at our meeting in July 2013 in Alexandria, VA. You may feel free to contact me via email at [AMcDowel@richland2.org](mailto:AMcDowel@richland2.org). If I do not hear from you, you will hear from me!





**Debbie Geib**  
**State Department Council Chairman**

### **Why should you affiliate with NAEOP?**

Many members of local and state associations often ask, “Why should we affiliate with NAEOP?” My answer, “A multitude of reasons.” Affiliation promotes a professional link between the local, state and national levels. The NAEOP Affiliation Program provides an opportunity for associations to participate in national projects and programs which benefit educational office professionals.

One of the benefits of NAEOP affiliation is sending a delegate to the annual Advisory Council meeting. The purpose of the Advisory Council is to make recommendations for programs to promote the association, to advise the board of directors on issues concerning the association, and to elect two members to each of the standing committees of the association. Your delegate is *your affiliate’s* voice to the association.

NAEOP elected board members will visit affiliated associations to present workshops, installations and other presentations as requested by filling out the Field Service Request Form located on our website. What a great opportunity your group will encounter by the ability to have a national board member present at your conference.

Networking is a definite plus when you affiliate with NAEOP. The *Keeping Affiliates Active* Newsletter is a great resource for exchange of ideas for affiliates. Your members will develop both networking and leadership potential through participation in the NAEOP conferences, institutes and programs offered. A world of networking possibilities is open to you through your affiliation with NAEOP.

Other benefits of affiliation are nominating candidates for the Marion T. Wood Student Scholarship, Olive T. Ritchie Educational Office Professional of the Year, National Educational Administrator of the Year, participate in the Louise Henderson Nelson Awards Program and the Rachel Maynard Awards Program for magazines and newsletters.

Are you convinced now that you should affiliate? It’s a perfect relationship to have – your association affiliating with NAEOP. For more information on affiliating with NAEOP visit our website at [www.naeop.org](http://www.naeop.org).

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Raise a penny (or more!) for our organization every time you search the web. [www.iGive.com](http://www.iGive.com) is the internet’s first online search engine and shopping mall where a penny or more per search and a portion of each purchase is donated to your favorite cause. Over 800 of the web’s best stores participate in this free program, and

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# NAEOP Foundation

**Gayle Schnorenberg, CEOE**  
**2012-2013 Foundation President**

This has been a very busy year for the NAEOP Educational Foundation. A major portion of our business was responding to the request of the NAEOP Board to increase the amount the Foundation pays NAEOP for administrative duties provided by the NAEOP office staff to the Foundation. After much discussion and review of the Foundation budget, the Board voted and approved a \$4,000 increase for a total of \$7,000 per year for administrative duties. The Foundation relies on you the members for donations to help us meet these fiscal needs and would like to thank you for your continued support.

Another portion of our business was reviewing our bylaws. Changes were made to increase the number of active member representatives from four to five for a total of nine members. The make-up of the Board of Trustees consists of one Past President, two retirees, one representative from the NAEOP Board and now five active member representatives. The NAEOP Board representative position will be a two-year position and will be filled using a collaborative process between the NAEOP President and the Foundation President while the remaining Board positions must complete the application process that was instituted in 2010.

The next order of business was to establish term limits. A term consists of four years with a maximum of two terms. Term staggering with a two member rotation will begin on July 1, 2013. For example, an active member and a retiree may choose to go off the Board after one term or continue with a second term. At the end of their term, the new member would then be appointed using the application process. After a one year break a member would be eligible for reappointment.

Term staggering excludes the NAEOP Board representative, as s/he is collaboratively chosen every two years. The term staggering schedule for the other eight Board members is:

- First set of two members – term starts July 1, 2013
- Second set of two members – term starts July 1, 2014
- Third set of two members – term starts July 1, 2015
- Fourth set of two members – term starts July 1, 2016

You too can have the opportunity to apply for the NAEOP Educational Foundation Board by emailing Gayle Schnorenberg and requesting an application. Applications are kept on file and will be activated when there is a position to be filled. Every attempt to have representation from all geographic areas will be made whenever possible.

These members were elected to the FUNdraising and Liaison Committees at the 2012 Area Meetings. Their roles include sharing information about the Foundation as well as developing ways to increase the amount of donations to fund the various programs within the Foundation.

## **FUNdraising Committee**

Linda Luedtke, CEOE (NE)  
Gerald Collins, CEOE (VA)  
Lois Santillanes (ID)  
Darcy Blackstock (TX)  
Judy Russell, CEOE (LA)  
Allison Isambert (CA)

## **Liaison Committee**

Cathy Oreske (IL)  
Dot Aiken, CEOE (SC)  
Beverly O'Brian, CEOE (NY)  
Wendy Mayberry, CEOE (WY)  
Shirley Haswell (TX)  
Linda Orr, CEOE (FL)  
Becky Shipley, CEOE (CA)

If you were not elected to serve on these committees and would like to serve please contact the chairman.

The following people were elected to the Foundation Scholarship Committee during the General Session:

- Janice Schumann, CEOE (WA)
- Annette Ambrosino, CEOE (WY)
- Alternate: Robyn Bumbry, CEOE (VA)



The NAEOP Foundation Board is working collaboratively with the NAEOP Board on the Marketing/Corporate Sponsorship  
*(Continued on page 20)*



*Foundation President (continued)*

Committee. Patricia Thompson is a Co-chairman working with Co-chairman Teresa Price from the NAEOP Board. You will be hearing more about this committee in the coming months.

If you have any questions about the NAEOP Educational Foundation please contact any of the Board members:

**President**

Gayle Schnorenberg, CEOE  
[gayle\\_schnorenberg@natronaschools.org](mailto:gayle_schnorenberg@natronaschools.org)

**Treasurer**

Deb Ryan, CEOE  
[dryan@lps.org](mailto:dryan@lps.org)

**Fundraising Chairman**

Marian "Mimi" Pike, CEOE  
[mimi.pike@hardin.kvschools.us](mailto:mimi.pike@hardin.kvschools.us)

**Liaison Committee Chairman**

Sandra McCauley, CEOE  
[smccauley@cccsd.org](mailto:smccauley@cccsd.org)

**President Emeritus**

Elverda "Butch" Bender

**NAEOP President**

Lola Young, CEOE  
[lyoung5@unl.edu](mailto:lyoung5@unl.edu)

**Secretary**

Marilyn James, CEOE  
[iandmjames@att.net](mailto:iandmjames@att.net)

**Scholarship Chairman**

Mary White Thompson, CEOE  
[mwthompson111@aol.com](mailto:mwthompson111@aol.com)

**Marketing/Corporate Sponsor Co-Chairman**

Patricia Thompson  
[thompson644@msn.com](mailto:thompson644@msn.com)

**Member**

Charla Callahan  
[charla.callahan@k12.sd.us](mailto:charla.callahan@k12.sd.us)

**President Emeritus**

Carol Spencer, CEOE  
[cmspencer54@hughes.net](mailto:cmspencer54@hughes.net)

**NAREOP President**

Karen Pulaski, CEOE  
[kpulaski@wildblue.net](mailto:kpulaski@wildblue.net)

# NAREOP

**Karen Pulaski, CEOE**  
**2012-2013 NAREOP President**

What a great conference in Costa Mesa, CA! We all had a fantastic time and I was honored to be installed as the 2012-2013 NAREOP President. My theme is "Building a Better Tomorrow" visualized with a symbol of wooden blocks.

I am so appreciative for the friends that aided with the preparation for the NAREOP meetings and installation. On Friday night I participated in the 2012-2013 NAEOP Board's installation, where I will be serving as an ex-officio member. Carrying out President Lola Young's theme, "Caring Enough to Share" is something we as NAREOP members can be involved in – we can share our experiences, our memories and our history with those NAEOP members who are currently still in the workforce.



A special thanks goes to 2011-2012 President Darlene Hovorka and her Board for their leadership and guidance this past year.

The NAREOP Service Project for 2013 is called "August Angels" through the Koinonia (pronounced "coin-oh-nee-ah") Foundation in Alexandria, VA. This is a Christian non-profit human services organization and this project will serve at-risk children with school supplies in the Greater Kingstower/Franconia area in Alexandria, VA. Information will be forth coming in future issues of *The Beam* and the *NES Connector*. Be watching for ways you can participate and give that much needed assistance to these at-risk children.

Thank you to all of the board members who agreed to serve on the 2012-2013 NAREOP Board and with the help of the Board and members alike — working together — We Are NAREOP-Building a Better Tomorrow.

I welcome any suggestions and look forward to a great year with NAREOP and NAEOP as we Care Enough To Share.





# Marketing and Corporate Sponsorship Committee

**Teresa L. Price, CEOE**  
**Patricia L. Thompson**  
**Co-chairmen**  
**Marketing and Corporate Sponsorship Committee**

Creating, communicating, delivering and exchanging ideas that will market NAEOP are targeted goals for the Marketing/ Corporate Sponsorship Committee. At this year's annual conference, presentations were made to the Educational Foundation Board, the NAEOP Boards (outgoing and incoming) and the general membership present at the conference with the purpose of reviewing the strategies already achieved and identifying the direction needed to move forward with the process.

Adoption of several documents to allow the committee to proceed was accomplished, strategies and timelines were discussed, and a flowchart outlining committee responsibilities and duties was established.

It was determined that along with increasing membership, revenues, benefits for members, and renewed efforts to enhance identification with educational administrators, researching grant and corporate sponsorships should be a priority. To this end, several companies have expressed interest in continuing or beginning corporate partnerships or providing grants that can be used in multiple ways to benefit NAEOP and those collaborations will be investigated.

While much work has been realized, there is still much work to be done. The committee plans to implement the use of the new NAEOP logo once it has been created, and utilize the updated website to promote our organization's professionalism. In concert with the Foundation's Liaison Committee, identification of state administrative groups will take place with the intent of providing valuable information detailing NAEOP's purpose and membership benefits. In addition, the committee looks forward to engaging the help of grant and corporate sponsorship associations to provide future educational briefings and/or workshops and increase vendor variety and participation.

We are always eager to pursue additional grant or corporate sponsorship opportunities, so if you are aware of companies or organizations that you think partnering with them could have value for NAEOP, please contact one of the committee co-chairmen.

The next *Keeping Affiliates Active* newsletter deadline is  
November 15th. Please submit your articles to  
Susan Belliston at [belsusan@cassiaschools.org](mailto:belsusan@cassiaschools.org) or  
[belliston@cableone.net](mailto:belliston@cableone.net).