



12th District PTA
Poinsettia Page

September 2011

"The mission of the Board of Managers of 12th District PTA is to serve, train, strengthen and empower its councils and units."



Those familiar smells - new backpacks, fresh pencils, new clothes and an empty wallet:

It must be back to school time!

We hope you are excited about taking on your new PTA role. I'm honored to represent you as 12th District PTA President for the next two years. We have been busy planning for the upcoming year so that we can provide you with the support you need to succeed.

Goal setting, program planning, setting calendars, forming budgets, finishing audits and end-of-year financial reports, planning membership campaigns and Back-to-School welcomes as well as that first Association Meeting - it can be a little scary when you think about it! So many things to do but the smiles on kid's faces after a great event, the "thank you's" from new parents, and the better world you're helping to create in your school community - those things make it all worthwhile.

Presidents, if you haven't received your California State PTA summer mailing with the new Toolkit, you should be receiving it any day. Be sure and share the contents with your board.

Visit the 12th District PTA website for upcoming training opportunities and PTA tid-bits.

Thank you to all of you who are currently serving your PTA and welcome those who are starting a new term. 12th District PTA wishes you success in your PTA endeavors!

Sue Wells, 12th District PTA President



LEADERSHIP TRAINING...

Aug. 27th: **It is not too late** to join us for the Council Leadership Training being held on Saturday, Aug. 27th, at the California Conservation Corp facility in Camarillo. Please go to the 12th District website for all the details about this great training event.

Sept. 19th: **"You're on the Board...Now What?"** On Sept. 19th the 12th District PTA is hosting an evening workshop that will include a multitude of training classes covering the key positions on your board. Look for more details to come in the next few days.

If you have any questions or need further information about our upcoming training events, or would like to schedule a training at your location, please contact Maria Steck, 12th District PTA, VP of Leadership, at steckies4@hotmail.com or 805.300.8746.

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TREASURERS...

Hello everyone! My name is Laura Ann Hawk-Loya and I am the new 12th District Treasurer. Over the next few weeks, keep an eye out for emails from either me or your council treasurer about deadlines for membership money, tax filings, the new charitable trust filings and many other finance issues. Many dates have changed so even if you have been a treasurer in the past, **it is very important that you check the deadlines carefully.**

New for this year for every school in California is a requirement that you not only file your federal taxes with the IRS, but also a state income tax filing with the Franchise Tax Board. Just like the federal taxes, you don't owe them money but if you don't file the paperwork you can be fined, or even worse, have your tax exempt status revoked. **Both sets of tax forms are due to their respective agency by November 15th.** Don't wait until November to file your taxes. As soon as your books come back from their end of the year audit, you can submit the forms.

If you need a cheat sheet on how to fill out the new Charitable Trust forms, please see the Finance page of the 12th District website. It has both the instructions and the actual form to fill in. There are also other resources available through that page and I hope to add more in the next month.

As always, if you get a letter from the IRS, the Franchise Tax Board, or the Department of Justice (the agency overseeing the Charitable Trusts) do not ignore it. Please email me as soon as possible at treasurer@12thdistrictpta.org so we can advise you. I check my email several times a day so an answer is never far away.

Have a great start to the school year!

Laura Ann Hawk-Loya, 12th District PTA Treasurer

MEMBERSHIP...

10 TIPS FOR LAUNCHING A SUCCESSFUL MEMBERSHIP CAMPAIGN

1. Develop a recruitment team and formulate a goal
2. Target potential members
3. Make everyone feel welcome
4. Model inclusiveness
5. Make use of key resources
6. Sell the value of PTA membership
7. Collaborate with and learn from others
8. Assist with service-learning initiatives
9. Implement your PTA's membership recruitment and retention plan
10. Evaluate and adjust as needed

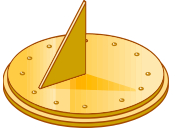
12th District Membership Due Dates

Oct. 15:	Ready Set Remit Award (30 memberships)
Nov. 15:	Last day to remit a minimum of 15 Memberships to be in good standing
Feb. 28:	Memberships remitted to qualify for recognition at CAPTA Convention
June 15:	Final Remittance for year-end awards

Provide the opportunity to Join PTA at every event and program.

Log on to www.capta.org for more ideas and tools that will help you implement a successful and rewarding membership campaign

HISTORIANS' CORNER...



Don't Forget To Start Tracking Your Volunteer Hours

Remember to keep track of your PTA's volunteer hours starting with your first Board Meeting. These hours are used to help substantiate PTA's status as a nonprofit organization.

What Types of activities should you keep track of?

- Phone calls
- **Meeting times:** general mtgs, executive board mtgs, any mtg attended for PTA purposes
- **Preparation time for:** meetings, events, phone calls/emails, set-up/clean-up
- **Time spent** at actual events
- **Shopping** for events/activities
- **Promoting PTA** to friends and acquaintances
- **Volunteering** at school for PTA administered programs
- **e-mail** conversations
- **Writing:** agendas, minutes, treasurer's reports, chairman/vp reports
- **Attending:** CAPTA Convention, National PTA Convention, council/district trainings, legislation activities/conferences
- **Travel time**

If PTA asks you to do it - count it toward volunteer hours.

[Click here](#) for a copy of the **Volunteer Tally Sheet** or email me at historian@12thdistrictpta.org and I will forward you a copy.

The above information was taken from "The Communicator" - March 2011

Marty De Los Rios, 12th District PTA Historian

Ask the Expert

October 20, 2011

Have you ever wondered what it would be like to have access to individuals in law enforcement, medicine, housing, mental health, accounting, counseling, or even the courts?

On October 20, 2011, you will have that unique opportunity as the 12th District PTA convenes a panel of experts from these professions to answer those questions you have always longed to ask. This open forum promises to be informative and lively, and has been designed with the parents of our schools in mind. Look for a flier in the very near future detailing the exact time and location for this evening event!

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Reflections...

2011-2012 Theme: "Diversity Means . . ."

Be sure to read all of the new rules - there are many changes from past years!

August-October:	Promote program and theme search, train units, and recruit judges
October 14, 2011:	Mary Lou Anderson Reflections Enhancement Grant Application due directly to National PTA
November 1, 2011:	CA State Deadline for Theme Search submissions (students submit directly)
December 2, 2011:	Deadline to submit entries to 12 th District is from 5-7 pm at the cottage (if you cannot make this day/time please call to make arrangements prior to Dec 2)

All student entry forms are to be on white paper.

New This Year for All Entries

- Title **Required**
- Artist Statement **Required**
- Consent form is **Required** if - a person's recognizable image and/or voice is included in the original works of art
- Naming of and Labeling of Entries (see new rules)
- Packaging of Entries
- Electronic format for Music - must be .mp3
- Electronic format for Dance and Film - must be .flv (flashplayer)
- Literature entries must have the original and 2 copies (3 total). This is not new but many entries have been submitted without the required number of copies so please make sure you submit all 3.

Contact me at reflections@12thdistrictpta.org with any questions.

Rose Hoberg, 12th District PTA Reflections Chair

Does Your Child Need a Booster Seat?

Young children who are placed in vehicle belts rather than booster seats are ***twice as likely*** to suffer devastating injuries, including severe damage to the brain, liver, spleen, stomach, and spinal cord. Most children need to use a booster seat until age 10-12 for maximum protection and improved comfort in the car. [Click HERE](#) to try the 5-Step Test to find out if your child needs a booster seat.

PARLIAMENTARIANS...

Eight steps to a motion

1. Member addresses the chair: *"Mister / Madame President"*
2. President recognizes the member: *"Yes, Member..."*
3. Member makes the motion: *"I move Sunshine PTA sponsor..."*
4. Another member seconds the motion: *"Second"*
5. President places the motion on the floor by repeating the exact words:
"It has been moved and seconded Sunshine PTA sponsor..."
6. Members debate the motion
7. President restates the motion and asks members to vote:
"Are you ready to vote? All those in favor of Sunshine PTA sponsoring...say 'Aye.' Those opposed to sponsoring ... say 'No.' "
8. President announces the result of the vote:
"The ayes have it and Sunshine PTA will sponsor ..." or
"The no's have it and the motion has failed and Sunshine PTA will not sponsor. ..."
"The next item of business is. ..."

When making motions, one always says: *"I move..."*

It would be inappropriate to say:
"I make a motion...;"
"I would like to make a motion to...;"
or *"I motion that..."*



California State PTA www.capta.org The Communicator Julv 2010

COMMUNICATIONS...

Communicate and share information with all levels of PTA - from your unit to your council to your district on a regular basis to build a strong communication network

Websites are an excellent resource for your members:

- Celebrate the great things about your units have done for students in your community
- Provide forms and information about due dates
- Parents have access 24/7
- [Click here](#) to learn more!

Use the PTA logo. It will make your PTA visible in the community

The PTA logo consists of the letters "PTA" in a bold, black, sans-serif font. The "P" and "T" are connected at the top, and the "A" is slightly larger and positioned to the right of the "T". A registered trademark symbol (®) is located to the upper right of the "A".

everychild.onevoice.®

PTA Publications can keep you informed:

- Communicator
- PTA Connects
- PTA in California
- 12th District publications and e-alerts

Questions: Michelle Tingley, 12th District PTA VP of Communications
vpcommunications@12thdistrictpta.org



Join kids and families around the globe to walk and bicycle to school on Wednesday, October 5, 2011!

Go to www.WalkToSchool.org to register your event.

A little history...

In 1997, the Partnership for a Walkable America sponsored the first National Walk Our Children to School Day in Chicago, modeled after the United Kingdom's lead. Back then, it was simply a day to bring community leaders and children together to create awareness of the need for communities to be walkable.

By the year 2002, children, parents, teachers and community leaders in all 50 states joined nearly 3 million walkers around the world to celebrate the second annual International Walk to School Day. The reasons for walking grew just as quickly as the event itself.

Whether your concern is [safer and improved streets](#), [healthier habits](#), or [cleaner air](#), Walk to School Day events are aimed at bringing forth permanent change to encourage a more walkable America — one community at a time.

Now it's a priority

In 2005, new legislation recognized the value of [Safe Routes to School](#) programs and is providing funding for States to establish programs. Politicians and other government officials are paying attention to the importance of safe walking and biking to school.

Why Promote Walking and Bicycling?

- ★ **Enhance the Health of our Kids:** Physical activity recommendations for children suggest that they need a variety of activities each day—some intense, some less-so, some informal, some structured.
- ★ **Improve Air Quality:** Just think of your car idling in the car line...when children decide to lace-up their sneakers to walk, or strap on their bike helmets to pedal to school instead of riding in a car, they reduce the amount of air pollutants emitted by automobiles.
- ★ **Increase Safety:** Fewer drivers means less traffic entering and exiting our parking lots and surrounding streets and safer routes for our kids.
- ★ **Increase Attention Span and Academic Success:** A recent study conducted at the University of Illinois showed improvements in attention span leading to better comprehension and test scores (up to a full letter grade) after just 20 minutes of walking. [Read more on this study.](#)
- ★ **Spend Quality Time with your Kids and Neighbors:** Walking children to school gives parents the opportunity to talk with their kids in a casual setting. Walking also allows your family to be social with your neighbors, strengthening community bonds.

Plan Your School's Walk to School Day Today!

Kamala Nahas. *Wellness Correspondent.* kamblivitv@gmail.com

Click the links below or go to www.WalkSchool.org/events.

Get ideas for...

- [Plan a Walk to School Event in 7 Days](#)
- [Including children with disabilities](#)
- [When it's too far to walk](#)
- [First time events](#)

[View a list](#) of over 40 brief event ideas to jumpstart your event planning.