Spend the afternoon. You can’t take it with you. —Annie Dillard

I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. —Maya Angelou

A man may fail many times, but he isn’t a failure until he begins to blame somebody else. —J. Paul Getty

When you re-read a classic, you do not see more in the book than you did before; you see more in yourself than there was before. —Clifton Fadiman

The higher up you go, the more mistakes you are allowed. Right at the top, if you make enough of them, it’s considered to be your style. —Fred Astaire

The sole difference between myself and a madman is the fact that I am not mad. —Salvador Dali

Attention is the rarest and purest form of generosity. —Simone Weil

Reflections

Julia Hope Anello and Lynn Moulton, Reflections co-chairs hope4julia@gmail.com ltmoulton@gmail.com

"Heroes Around Me" is the National PTA’s 2018-2019 program theme! The Reflections Program welcomes students of all grades and abilities to explore and be involved in the arts. Students reflect on a theme, create original works of art, and earn positive recognition for their achievements. Any PTA/PTSA that is in good standing may take part in Reflections.

If you DO NOT have a Reflections program at your school, it is EASY to start one. We can fill you in and help you get started.

If you DO have a Reflections program, please forward this information to your Reflections Chair. If you have questions, please email us. We look forward to hearing from you and are excited to see the amazing art that our students create this year.

GVPTA Reflection’s Reception will be Monday, December 10, 2018 at the Brighton Administrative Building, 2035 Monroe Ave, Rochester @ 6pm.
**Treasurer’s Corner**

Michael Valicenti, GVPTA Treasurer  
treasurer@gvpta.org

Welcome to a new PTA year.

**990’s:** Thank you to all who have already completed filing your unit’s 990 with the IRS. The deadline is November 15th. Any units that need assistance with completing the 990 please consult IRS.gov or contact myself or another GVPTA board member.

**Monthly reconciliations:**

Monthly reconciliations are not only important but required for PTA units. According to our NYS PTA Insurance Risk Management Guide, an annual audit of the books and a monthly bank reconciliation are required for Bond coverage to apply to your Association.

Bank statements should be received by the unit president. The president should initial the bank statement as having reviewed it BEFORE giving it to the Treasurer. The Treasurer then uses the bank statement to complete the monthly reconciliation, which should be sent to the entire unit Board. These monthly reconciliations are vital to prevent fraud and theft of PTA funds, which as we know, is other people’s money.

Finally, each monthly reconciliation must be reviewed and signed off on by someone who is not a check signer on the unit’s bank account. These steps not only act to limit fraud and theft but insure full disclosure of a unit’s financial condition.

These monthly reconciliations then become part of your annual audit, making the audit much easier to complete each year. Any units that wish to see an example of a monthly reconciliation please contact me and I will send you one that I have used for years at every unit, council, and now Region PTA for which I have been a Treasurer.

**Resource Guide:** All treasurers, new and experienced, should familiarize themselves with Section 05A Finance and 05B Insurance of the NYS PTA Resource Guide. This guide has a lot of useful information about PTA treasurer roles and responsibilities.

**Audits:** All unit audits should be complete by now. Any units needing assistance completing or reviewing an audit, please contact myself or Region director Susan Brown.

Thank you for all you do for PTA!!  
Please contact me with any questions.

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**Leadership Webinar:**

**Fiscal Fitness for Units (9/26/18)**

Find out everything a new or returning treasurer needs to know in this YouTube video, including how to create an annual budget, understand tax procedures, conduct a yearly audit, and follow best practices to protect your unit from theft, loss and mismanagement of PTA funds.

Presented by Sean Hannam, NYS PTA Treasurer

[https://www.youtube.com/watch?v=n8B6lCWoXo&feature=youtu.be&t=4](https://www.youtube.com/watch?v=n8B6lCWoXo&feature=youtu.be&t=4)

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**Membership**

Stephany Fuchs, Membership Chair,  
membership@gvpta.org, (585) 261-0876

Hello Units Leaders and Membership Chairs!

My name is Stephany Fuchs the new Membership Chair for Genesee Valley Region PTA. This year brings some exciting changes ... we are moving to a new platform called MemberHub. This is a great tool that will allow you to sell memberships, spirit wear, and event tickets all in one place. You will be able to easily communicate with your members and even other people in your school community who may not be members. And you can pay your State and National dues online.

Just a few reminders of upcoming dates: Your first dues payment is October 31, 2018. Go for the Early Bird Award! Pay for 60% of your membership goal by October 31 and you will receive the Early Bird Award! I am happy to help with any membership questions or issues.

Looking forward to a great year!

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**Resource Toolkit**

[https://nyspta.org/home/membership/memberightoolkit/](https://nyspta.org/home/membership/memberightoolkit/)

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**Summer Leadership**

Stephany Fuchs,  
GVPTA Bylaws & Membership Chair,  
bylaws@gvpta.org, membership@gvpta.org

Hi GVPTA units! This summer I attended the NYS PTA Summer Leadership Conference ... wow what a great time and I absorbed lots of info! I look forward to sharing what I learned with you this year as your new Membership Chair and returning Bylaws Chair.

I went to SLC with a focus on learning all about MemberHub and this is going to be a game changer for you and your PTA! MemberHub will allow you to sell memberships, spirit wear, and event tickets all in one place. You will be able to easily communicate with your members and even other people in your
MemberHub

Sonya Verrillo, MemberHub Specialist
sonyaverrillo@gmail.com

MemberHub is an online communication site that was rolled out to PTA units last year. Each unit has their own site, which allows units to create “hubs” (aka groups) where people can share files, photos, receive messages (via email/text), engage in signups and have a shared calendar. Each PTA unit is a separate organization and has a separate master hub. One major benefit for parents/users is that those who are registered with multiple organizations can access those organizations from within the site and can switch from PTA unit to unit without logging out/in.

Starting on August 1, 2018 - NYS PTA is requiring that your member listing is on your MemberHub site in the ADMIN CONSOLE. Units are also now required to pay the state/national dues portion ($4/member) to NYSPTA by direct debit via MemberHub. For this reason, ALL UNITS are required to have a current Merchant Agreement completed on MemberHub via WePay. MemberHub changed their processing service from Heartland Payment Systems (MySchoolBucks) to WePay in June 2018—so you MUST complete a new merchant agreement even if you used MemberHub to process payments electronically last year.

MemberHub is also the place where units now record their current officer information (formerly Form A). ADD OFFICERS for 2018-19 term (even if there are no changes from last year). See the MemberHub Page on NYSPTA.org for a training video on how to do this important task.

Help articles and training videos are available at support.memberhub.com and there are updated tips and FAQ on the NYS PTA website at nyspta.org/home/membership/memberhub/. If you have any specific questions or would like training on how to utilize the MemberHub site for your unit’s needs, please contact Specialist Sonya Verrillo at sonyaverrillo@gmail.com

The PTA is...

- A powerful voice for all children,
- A relevant resource for families and communities, and
- A strong advocate for the education and well-being of every child

nyspta.org/home/about/

Genesee Valley Region Awards

Sonya Verrillo, Awards Co-Chair
awards@gvpta.org

Two of our Region Awards - the J. Ernest DuBois Educator Award and the Administrator Award are presented at the PTA Partnership Dinner. Nominations are due by October 10th.

Nominations for these awards should be sent to the GVPTA Awards Chair at awards@GVPTA.ORG or by mail to sonyaverrillo@gmail.com

J. Ernest DuBois Educator Award recognizes an active educator (classroom teacher, librarian, or counselor) who works directly with students, is an active PTA member who is serving or has served at least one year of the past three years on the unit’s executive board or is serving in a capacity that furthers the mission of PTA, and has made a commitment to PTA and to all children. More...

Administrator Award recognizes an exceptional administrator who is an active PTA member and demonstrates a commitment to education and to the children and families in his/her school, his/her district, his/her community. More...

Please take a moment to review the applications and nominate a deserving educator and administrator. Nominations for these awards should be sent to the GVPTA Awards Chair at awards@GVPTA.ORG by October 10, 2018, or send to Sonya Verrillo, sonyaverrillo@gmail.com

Questions about a PARP Program?
Contact Paige Pye paigepye@gmail.com
If you have any questions or need help with anything PTA, please contact an Assistant or Associate Director, Officer, or the Region Director. “The Voice of NYS PTA President's Blog” provides thoughts and commentary from the President of the NYS PTA, Grace-marie Rozea, on topics of interest to our membership. Please click to read the latest message. nyspptapresident.blogspot.com/

GVPTA Executive Committee 2018-19
Susan Brown, Region Director director@gvpta.org
Kim Breidenstein, Secretary secretary@gvpta.org
Michael Valicenti, Treasurer treasurer@gvpta.org
Julia Anello, Associate Director hope4julia@gmail.com
Dorothy Petrie, Associate Director petrie03@gmail.com
Rosalind Walker, Associate Director vietfl@gmail.com
Gene Kinney, Past Region Director GeneKinney@gvpta.org
Mary Twardokus, Past Region Director MaryTwardokus@gvpta.org

Additional GVPTA Contacts are listed on the web site GVPTA.org facebook

Upcoming Events, Deadlines, and Reminders

Region Awards Nominations
Nominations are due by October 10th more...

1st Membership Dues Payment
October 31st.

122nd NYS PTA Convention
in Saratoga, NY November 9-11, 2018 https://nyspta.org/home/events/convention/

GVPTA Partnership Dinner
Thursday, Nov 15th. 6:00 pm Cost: $35 each. Barnard Restaurant 360 Maiden Lane 14616.

GVPTA Reflection’s Reception
will be Monday, December 10, 2018 at the Brighton Administrative Building, 2035 Monroe Ave, Rochester @ 6pm.

PTA Members and Leaders:
Did you know that your PTA unit is an advocacy association—not a booster organization? That means your PTA should focus most of its time implementing the PTA’s mission/mission. https://nyspta.org/home/about/values-mission/ https://nyspta.org/home/pta-leaders/run-your-pta/#WhyPTA #PTAProud #DoGoodThingsForKids

Are You a New PTA Officer?
The Genesee Valley Region PTA is eager to help you with tips and best practices to make your job easier and more successful.
Don’t hesitate to contact a GVPTA board member or Susan Brown our region director.