Echo Newsletter

Region Director: Susan Brown, director@gvpta.org

May 2019

Information from National and New York State PTA and the Genesee Valley Region.

From the Region Director
Susan Brown, GVPTA Immediate Past Region Director, ptasusanb@gmail.com
315-524-4152 (home- not a cell)

Hello everyone! I cannot believe this is my third end of year message. I have had a fabulous three years as Region Director and want to thank everyone who contributed to it. I am bittersweet to leave a job. I think I finally got the hang of it, but will be glad for the added free time. I know that many of you retiring presidents feel that way. I will still be involved at the region level, but I will no longer be my job to head things up. I am leaving the region in the capable hands of Sonya Verrillo. I know that you will all welcome her into this role. I hope the end of the year is wrapping up well. I know this is a busy time for you all and I appreciate the fact that you donate your time and expertise to our children throughout the year. As the year wraps up, please make sure you complete the annual officer update, now on MemberHub, so that we can stay in touch. Every year regardless of whether or not there are any changes on your board, this form needs to be completed.

This summer the state is holding its Summer Leadership Conference in Albany. This is a great opportunity to learn new things about your PTA position, information about parenting and school, how to complete membership and bylaws so you can stay active, how to inspire volunteers and so much more. It is being held on July 27. More information may be found at https://nyspta.org/home/events/summer-leadership-conference/. Attending is so worthwhile. I hope many of you take the opportunity to attend. If your unit does not have the funds to attend, Genesee Valley does have some scholarships available to cover half the cost of attending. Request forms are available at http://www.gvpta.org/site4/index.php/your-pta/grants.

If you cannot make the state event, we are hosting one closer to home. On August 26th we will be hosting an evening training opportunity. Since this is close to home and a single evening, we hope many of your unit members can come. Look for more information in the weeks to come.

Another opportunity to help you learn more about PTA your role is National PTA's elearning classes. These are webinars that take between 10 minutes and an hour covering a variety of things from the roles of officers to general leadership information to general information about the organization in general. The best part is that they are FREE! They can be found at http://www.pta.org/elearning.

I hope you all have an exciting and positive end of the year and that you plan for some down time with your family over the summer. Thank you all for three fabulous years.

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End of year Activities

Be sure you have completed the end of year paperwork. Insurance and Membership activities are essential to stay in good standing. AIM, our insurance company, will need signed paperwork and a check before the end of the month. If you have questions for them, they can be reached at spope@aim-companies.com or 1-800-876-4044. Membership payments are due at the end of the month. Get these taken care of so that you can finish on a high note. If you have any questions about these items you can contact our new region director, Sonya, at geneseevalleyrd@nyspta.org.

The school and PTA year end is rapidly approaching. The bylaws require the new officers to take over on July 1 and before year end every unit and council should complete an audit and make sure their bylaws are current. If you have questions about either of these activities please contact our bylaws chairperson, Stephanie Fuchs, at stephfuchs1@gmail.com or our newly elected treasurer, Natalie Melnik, at natalv68@yahoo.com.

One of the most important year end actions is completing a new annual contact information. This is on your MemberHub link. The 2018-19 president should update the form for the 2019-20 officers. Even if the same officers are continuing, the current or new president has to complete the form or you will not receive information from NYS PTA or National PTA and you will not receive membership information in August. This year National PTA is distributing their back to school kits only to units and councils who have submitted an updated Form A. If there are any questions please contact director@gvpta.org.

One of the biggest challenges presidents face is running successful meetings. For some advice on how to do this please see this article: A CEO Manifesto for Better Meetings by Douglas R. Conant https://conantleadership.com/ceo-manifesto-better-meetings/

Treasurer’s Corner

Michael Valicenti, GVPTA Treasurer treasurer@gvpta.org

Hello again PTA treasurers. I hope that you are working on completing your audits for the past year and the budgets for the upcoming year.

Audits - your audit should be completed and reviewed by non-check signers shortly after the end of your fiscal year, which is June 30th.

Insurance - remember to pay insurance to AIM for next year. Invoices from AIM insurance should arrive shortly if they have not already.

Budgets – your budgets for the upcoming year should be in process or completed by now. Review how much is in the bank account and how much the unit will need for any activities at the beginning of the school year in September and before you have your first fundraiser so you do not overspend.

990's - after July 1 and your books are closed for the current fiscal year, file your IRS 990. For most units, the 990 is an electronic postcard and takes only a few minutes to submit on the IRS's website. Remember to print the IRS receipt after filing the 990. That receipt should be kept in a separate folder with all previous receipts of 990 filings.

New treasurers, when you receive the paperwork from the outgoing treasurer, go through it and organize it for yourself. Make sure the books have been audited; you have a budget, or at least the start of one for the beginning of the upcoming year, and complete the 990 after July 1st, as mentioned above.

Finally, this will be my last Treasurer’s Corner as my two years as GVPTA treasurer have ended. I hope I have assisted in answering your questions over the past two years. I have enjoyed getting to know many of you. Please join me in welcoming the incoming GVPTA treasurer Natalie Melnick.

Thank you for all that you do for the children in our communities.

The Genesee Valley Region Board needs you! We always are looking for people to step up and help out. If you are interested in learning more about PTA and how to help out, please contact us at geneseevalleyrd@nyspta.org.
**National PTA’s Reflections Art Program “Look Within”**

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

Encourage students to celebrate the arts by participating in National PTA’s Reflections Art Program! The current theme is “Look Within”.

Start a Reflections program now by selecting which grade levels (PreK-12) and which categories (dance, video, literature, music composition, photography, and/or visual arts) will be offered. Promote in social media or send a flyer home with students. Consider hosting workshops in the summer and/or fall to have students work on their submissions. Judging at the unit level must be complete by early November in order for art to be submitted to GVPTA. GVPTA will then have a reception in early December where those pieces advancing to NYS PTA will be announced.

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**Helpful Reflections Resources**

[https://nyspta.org/home/programs/reflections/](https://nyspta.org/home/programs/reflections/)

NYS PTA’s Reflections web page

[https://www.pta.org/home/programs/reflections/startyourprogram#toolkit](https://www.pta.org/home/programs/reflections/startyourprogram#toolkit)

National PTA’s Local Leaders Guide, Poster, video, images

[https://www.shoppta.com/](https://www.shoppta.com/)

Shop for certificates, ribbons, trophies (as well as lots of PTA/PTSA items). These are not necessary for a successful Reflections program, but helpful.

[https://www.pta.org/home/programs/reflections/artsedtools#grant](https://www.pta.org/home/programs/reflections/artsedtools#grant)

National PTA’s Mary Lou Anderson Grant (generally due June 30 each year)

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This year we are saying goodbye to Gene Kinney. He is retiring after over 30 years on our region board.

We cannot thank him enough for his years of support and service to NYS PTA and the Genesee Valley Region.

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May 21st in your District’s budget and board of education election.
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/vision.

nyspta.org/home/about/values-mission-vision/
nyspta.org/home/pta-leaders/run-your-pta/

#WhyPTA #PTAProud #DoGoodThingsForKids

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
Rosalind Walker, Associate Director   victfit@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

NYS PTA Summer Leadership Conference July 27,
Desmond Hotel, Albany.
https://nyspta.org/home/events/summer-leadership-conference/

GVPTA Leadership Academy
Chaired by Rosalind Walker
Monroe High School, Rochester, August 26th.
This is a great opportunity to network and learn about officer roles and responsibilities.

AWARDS  J. Ernst Dubois Teacher of the Year and Administrator of the Year awards—Deadline is October 15, 2019. ...more info

GVPTA Reflection 2019
“Look Within” is the next Reflections theme. Units are encouraged to start planning and implementing their Reflections program now. There’s no need to wait! Start your advertising now and hold spring and/or summer events. Artwork will be due to GVPTA the second week of November 2019.

123rd NYS PTA Annual Convention
is coming to a new location, beautiful Tarrytown, NY from November 8-10, 2019!
https://nyspta.org/home/events/convention/

GVPTA Spring Conference

New GVPTA executive board members were elected at the 97th Annual Spring Conference “All that Jazz” held at The Stock Exchange Restaurant, Rochester on Tuesday May 30th. Attending officers were installed by Lorey A. Zaman, President. NYS PTA. 
Officers include: Treasurer, Natalie Melnick
Secretary, Kim Breidenstein
Associate Directors: Julia Anello, Deborah Pulley, Rosalind Walker

Our Region Director, Sonya Verrillo, was recently appointed by NYS PTA.

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 Sonya Verrillo, our region director.
director@gvpta.org