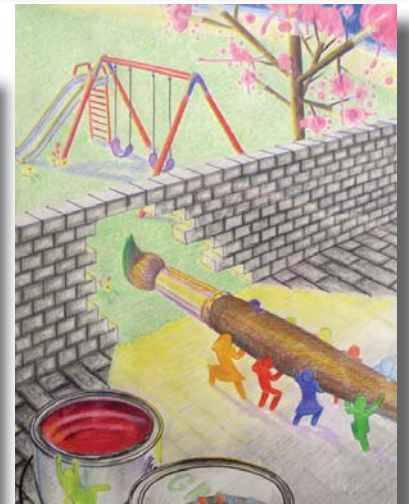


New York State  
**PTA**<sup>®</sup>  
*everychild. onevoice.*<sup>®</sup>

STRATEGIC PLANNING ~ REPRESENTATION AND ADVOCACY



COMMUNICATION ~ CELEBRATION ~ STAFFING ~ FINANCE

# **ANNUAL REPORT**

# **2011**

# From the President

The Annual Report of the New York State Congress of Parents and Teacher, Inc. provides its membership with as thorough a snapshot as possible of the work of the association from Annual Meeting to Annual Meeting. The state association has had an extremely busy year with both volunteer board members and paid staff working collaboratively on initiatives that continue to fulfill the mission and purposes of PTA with an eye on the changing needs and desires of its state and local leaders and members.

I believe the Annual Report speaks for itself, in both regards, and, as your president, I am very proud of those efforts. Part of the strength of the association rests with the ability to draw individuals with diverse backgrounds, interests, strengths and talents. This has enabled us to remain focused on the advocacy issues that are of paramount importance to the health, education and safety of children and youth, while we worked very hard to review our operations and structure in order to find greater efficiencies and recommend a structural change that addresses the needs of the modern volunteer so that more individuals will feel able to contribute to the work of the association and see that rising to greater leadership roles at all levels of this association is more easily achievable.



While we continue to face many challenges, I am impressed with the local leaders I have met and their dedication to the work we do. Your dedication to the children of our state is the key to all we do and all we hope to accomplish.

Regards,

A handwritten signature in black ink that reads "Maria Fletcher". The signature is written in a cursive, flowing style.

Maria Fletcher  
NYS PTA President 2010-2012

## Our Mission is:

*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.*

## Our Vision is:

*Making every child's potential a reality by establishing the New York State Congress of Parents and Teachers, Inc. (NYS PTA) as the premier organization for parent involvement and advocacy for all children.*

## Our Purposes are:

- To promote the welfare of children and youth in home, school, community and place of worship*
- To raise the standards of home life*
- To secure adequate laws for the care and protection of children and youth*
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth*
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social and spiritual education*

# Strategic Planning

## A structure to create a more effective path to the future

Over the past generation, our society has changed dramatically, presenting a wide range of financial, technical and service-need challenges to families, schools, businesses and communities. At no time have these changes been more dramatically and at times more painfully felt than in the past several years. Information technology, a global economy and public demands for prudent spending with increased performance have competed to suggest a future that is very different from that which we know and are most comfortable. The certainty of change has prompted volunteer organizations such as the PTA to develop new strategies to fulfill their mission. The tagline, *everychild.onevoice*.<sup>®</sup>, captures the essence of where PTA must go, but our continued success depends on our ability to expand the grassroots voice and refine our structure to meet the needs and reflect the challenges faced by today's volunteers.

In November 2010, NYS PTA Convention delegates approved a significantly revised structure designed to achieve a variety of goals by implementing a plan that would enhance our ability to address the future challenges by enabling many state and region leaders and experts to contribute to the activities of NYS PTA without all of the previous obligations and time commitments of a board member. Features include:

- A shift in philosophy that directs the business of the association using staff to absorb some of the work previously done by volunteers.
- A change in title from Board of Managers to Board of Directors, accompanied by a reduction in size. A new title of Coordinator and one Youth Member. The newly constituted Board of Directors includes officers, Coordinators, the Immediate Past President and a National Board Member.
- A gradual reduction in the number of elected officers to eight (8) by the 2011-12 year.
- Appointment of Region Directors by the NYS PTA Executive Committee with Region roles and authority that are unchanged, and with opportunities to meet, network and serve on State committees.
- Current presidential appointees replaced by Specialists, whose roles will provide opportunities for highly focused short- or long-term involvement without the responsibility to attend Board meetings or all events.
- Chairmen roles replaced by Coordinators and/or Specialists.

Revised procedures that will recognize a "Governance Team" to include the Board of Directors, Region Directors and Specialists.

Key service improvements expected as a result of structural changes include:

- Strengthen advocacy strategies by focusing attention on those high priority issues we are in the best position to influence.
- Expand possibilities for state-level participation to those who are interested in higher level leadership positions but may be unable to commit to full State Board responsibilities.
- Extend information and services to a greater portion of our membership and expand the manner in which they are offered.
- Improve the effectiveness of the State Board to assess and address member needs.
- Improve outreach efforts through development of partnerships and a better understanding of the needs of potential members.
- Ensure the continued financial stability of the association through a five-year plan that implements revised investment, sponsorship and advertising policies.

While we have high expectations for the adopted plan, it must be recognized that it remains a work in progress. New roles, lines of communication and outcomes must be studied and, where necessary, modified as we move the plan forward. We must be open to the excitement, disappointment and frustration that the new and unfamiliar can bring and we must be ready to build on what was intended to be a starting point and use that foundation and continuing feedback to develop the plan's fullest potential.

# Representation and Advocacy

## Sharing our efforts with others

To communicate their message, NYS PTA representatives must be credible, persistent and, above all, visible. This is particularly critical at a time of dramatic change driven by demands for greater accountability in the face of economic challenge. Ongoing efforts include a number of components:

- **Legislative/Education Conference:** Held this year at the Desmond Hotel in Albany, the conference presented panel discussions of potential fiscal challenges faced by schools of differing wealth, keynote presentations on the impact of the recently adopted Dignity for All Students Act and round table discussions related to a variety of issues being addressed by the legislature.
- **New York State Legislative Interaction:** Contact with legislators and their staff members took on a variety of forms. On-site visits were made by region and local advocacy partners to some legislators in their Albany offices and to others in their local offices. A Virtual Lobby Day, now entering its seventh year, also brought a message of serious concern over cuts in school aid and the prospect of property tax caps to legislators and staff. Letters, postcards and emails using the Capwiz advocacy tool further underscored this message. As the legislative session neared conclusion in late June, an effort by NYS PTA, in collaboration with a variety of community groups, collected over 10,000 signatures of residents from across the state opposed to imposition of property tax caps. In spite of these efforts, a tax cap was adopted, increasing the challenge to schools, families and communities to provide quality educational services to students.
- **Federal Legislative Interaction:** The NYS PTA, via the Federal Legislative Liaison and bi-monthly conference calls, works in concert with National PTA to advance legislative priorities. New York State, represented by Federal Chair Lana Ajemian, President Maria Fletcher, and Board members Al Benson, Catherine Romano and Vito Borello, participated in a variety of advocacy activities including personal visits to New York State legislators, and participation in the National PTA Take Action Challenge that resulted in more messages to Congress than from any other state. The 2011 agenda focused on family engagement, funding and ensuring opportunity and equity for all children. Major initiatives include:
  - **Child Nutrition:** The Hunger Free Kids Act, signed into law in December 2010, re-authorizes child nutrition programs to include PTA-submitted reforms and improvements.
  - **Educational Funding:** Major efforts concentrated on protecting funding of vulnerable programs such as Title I and Parent Information Resource Centers (PIRCs).
  - **Reauthorization of ESEA/NCLB:** PTA continues to work on the newly-introduced (Senate) Harkin-Enzi reauthorization provisions, but since it has been predicted that reauthorization will not happen before the 2012 election, we have also been closely following Secretary Arne Duncan's efforts to mitigate the punitive consequences of flawed No Child Left Behind (NCLB) legislation by proposing waivers for some of its provisions.
  - **Family Engagement in Education Act:** This legislation provides incentives for school districts to adopt research-based activities to engage families and seeks to safeguard the sole federal parent engagement program, the PIRCs. Recent changes have slightly modified programmatic elements to reduce cost as the bill continues to move through the legislative process.
- **Regents and SED Staff Interaction:** NYS PTA staff and volunteers attended every 2010-11 meeting of the NYS Board of Regents, participated in the development of teacher performance standards and quality indicators that were adopted by the Board of Regents in January 2011, played significant roles in the development of model policy, regulation, codes of conduct, curriculum and professional development activities needed to effectively implement the Dignity for All Students Act. We also contributed to the development of New York State's successful Race to the Top Application, communicating details of that plan to our members and later serving as part of a Think Tank group to consider alternatives to No Child Left Behind's accountability standards.

- **Collaboration with Cooperating Partners:** NYS PTA has, for many years, worked with educational partners on the Educational Conference Board to both shape positions of common educational interest and to better understand the views and positions of our partners who do not always share common views. As family engagement has begun to take greater prominence as an important educational improvement tool, NYS PTA, working collaboratively with EPIC (Every Person Influences Children) and with Cornell Cooperative Extension, has, over the past four years, brought leaders in education together with policy makers and community organizers to review and assess research and experience with family engagement in New York State. Through the “On the Same Page Summit”, this group promotes strong family school partnerships and the pre-service and in-service training of teachers and leaders to make such partnerships happen in our state. Such partnerships, with the support of strong, research-based standards developed by the National PTA, promote family engagement strategies key to improving student success. Finally, this year we took on several new initiatives. We are now represented on both State and National School Safety Coalitions (Consumers Union), addressing issues of teen driving safety and communication of product recall information to parents. NYS PTA has also partnered with Grassroots Environmental Education to eliminate school bus idling.
- **ECB Conference:** While change brings challenges ranging from fiscal to learning climate to new partnerships and accountability, we also recognize that our world is moving rapidly toward a global information economy. In cooperation with our Educational Conference Board (ECB) partners and the University at Albany, ECB is in the final stages of organizing a conference that will respond to a broad range of new challenges, while at the same time recognizing it is imperative that we continue to respond to advances demanded by a global information economy. The conference, to be held on December 7 at the University at Albany, will feature Albany NanoTech leader Alain Kalyeros as the featured speaker.

This year, as never before, representation and visibility of NYS PTA members will be crucial in responding to a combination of fiscal challenges and demands for improved performance in a rapidly changing and increasingly competitive global economy.

The collective impact of NYS PTA efforts define an organization that is capable of demanding levels of influence that belie its relatively modest resources.



# Communication

## Reaching a broader audience

Achieving the PTA Mission requires ongoing communication that must be timely and must reach as many of our nearly 340,000 members as possible. We depend on three forms of communication to make this happen.

### ELECTRONIC

As with each of the past several years, NYS PTA again took several significant steps forward to expand our use of electronic resources.

**Website:** This November marks the fourth anniversary of our partnership with the Capital Region BOCES to make the NYS PTA website, [www.nyspta.org](http://www.nyspta.org), a work in progress that continues to improve our communication effectiveness by taking advantage of opportunities presented by rapidly changing technologies. Technology in this area has developed so rapidly that this past summer, the Executive Committee authorized an extensive update to the website that will improve the look of the site, make the future addition of new features more manageable and facilitate the editing and updating of website content. The result will be a cleaner look, a more logical organization of content, and an ability to grow and add new services. Vice President Bonnie Russell has also worked closely with Aimee Tweedie, Staff Administrative Assistant, and the Capital Region BOCES staff to bring much of the future support of this site into the NYS PTA office. As we look forward to an improved website, we have also continued to expand our Members Only section to provide access to the *NYS PTA Resource Guide*, brochures and publications including the *New York Parent Teacher* periodical and workshop materials from each major conference. We have also added Bylaws EZ, a straightforward template to create Unit and Council bylaws that has, with the hard work and creativity of Data Specialist Gene Kinney, Treasurer Janet Meyerson and Vice President Kathy Dowling, proved extremely successful in making a difficult but important process far easier and less time consuming. Work has also continued to improve and complete the on-line registration feature, making it possible to eliminate paper registrations in the future. A host of new services will be added over the next several years including video presentations and other on-line training services.

**Capwiz:** Employment of an electronic tool to facilitate individual member communication with State and National policymakers had once been considered cost prohibitive. A partnership with National PTA, however, has brought the cost within reach and greatly enhanced the ability of individual members to communicate with their legislators.

**Social Networking:** In an effort to reach an ever larger audience, we have added a Facebook page to the communications tools used to spread our message and provide service support. We will continue to expand use of this tool and add others such as Twitter as the use of social networking tools grows among our membership.



**Internal Data Library (IDL):** Managing and communicating information based on a system of complex and ever-changing files is an enormous challenge, whether the system is supported by a paper or an electronic system. NYS PTA has spent considerable time and incurred extensive mailing costs in its efforts to keep this wide range of files up-to-date. Several years ago, a development team led by Data Specialist Gene Kinney, introduced an electronic Internal Data Library, or IDL, which offers State and Region PTA leaders a wide range of up-to-date documents, reports and data. Over the past year, the organization of data has been improved to make it more readily accessible, and a great deal of new data has been added to it. With useful data stored and continuously updated on-line, the efforts of leaders who rely on this information to provide quality support to individual units and their members becomes far less complicated. Likewise, staff time and cost required to prepare and distribute updates is dramatically reduced.

Such upgrades to on-line access to information have increasingly taxed the capabilities of our voice and data communications, requiring technical upgrades. A year ago, we improved our communications capability by installing T-1 communications. This year, we further upgraded our support capability by replacing in-house servers, permitting us to add greater capacity, increase reliability and improve our ability to troubleshoot system problems from external sites. This upgrade coincided with a general upgrade in office support to Windows 7 and to Microsoft Office 2007 software. Our continued improvements to computing and communications systems have allowed us to greatly increase our electronic communications capability, permitting us to make ever greater use of not only the IDL, but of a full range of communications tools that in the past have only been available in print form.

## **PRINT**

In the past, the core of NYS PTA's print efforts has been the *Resource Guide*, position statements contained in "Where We Stand", and "Fast Facts", a ten times per year publication. The *New York Parent Teacher*, published four times per year, and an Annual Report, have rounded out the regular publications that are distributed to PTA leaders across the state. While each of these publications continues to be prepared in a print form, they are now all available on-line and, in the case of "Fast Facts", distributed via email to Unit and Council presidents and State and Region Board members with a link to the NYS PTA website. The *Resource Guide* and *New York Parent Teacher* are both available on the Members Only section of the website. While most *Resource Guide* information is distributed via CD or through the Members Only section of the website, a limited number of print copies are also published and distributed to presidents of newly-chartered units.

This year, the *New York Parent Teacher* went through a major facelift as part of an effort to create a uniform look for most of NYS PTA's publications and workshop materials. It is distributed four times per year to Unit and Council presidents, State and Region Board members, select cooperating partners and additional subscribers to the publication. Additionally, the layout and design work that had been outsourced to a private vendor, has now been moved into the office at a significant cost savings.

While "Fast Facts" continues to be prepared in print form, it is only distributed in that manner when print material is distributed in Unit and Council mailings. Like other publications, we have found that we can save postal costs and make this publication more timely by distributing it electronically. Other time sensitive publications include the "Advocacy News" and "Legislative Briefs...". This year, these publications have been combined into a single document, the "Advocacy Newsbriefs...", which is distributed twice monthly via email to a website link. "Where We Stand", NYS PTA's annually updated collection of resolutions, positions and research position papers is available on the advocacy section of the NYS PTA website and distributed in hard copy to delegates attending NYS PTA's annual Legislation/Education Conference. Finally, topic-related brochures and related publications are developed by PTA volunteers, often in cooperation with "partner" organizations, and available in hard copy by request or through the Members Only section of the website .

## **PEOPLE**

From its' beginnings 115 years ago, NYS PTA has depended on person-to-person contact to spread its message. No matter how sophisticated our efforts at communicating electronically or in print, the heart of PTA continues to be in person-to-person and face-to-face contact. Leaders within 16 Regions, supported by topic-related Coordinators, combine as a Board of Directors to represent PTA positions to local, state and national policy makers. The structure undergoes continuous review and renewal to assure that we find more effective and less costly ways to provide maximum person-to-person contact within the limits of budget and volunteer time.

# Celebration

## We celebrate the present as we look to the future

Essential to the success of any organization is a determination to honor the past while we celebrate present accomplishments and look to the future. This year is special as we celebrate two significant National PTA awards. NYS PTA has been recognized with National PTA's Outstanding Advocacy Award. NYS PTA First Vice President and Advocacy Team leader, Lana Ajemian, was also honored with the 2011 Shirly Igo Award as National PTA's Advocate of the Year.

Each year, many volunteers from all parts of the state are nominated to receive the Leadership Award in Honor of Jane Skrzypek. We celebrated Taconic Region's Diana Loiacono from the Reginald R. Bennett PTA as our 2010 State winner, as well as many Region winners. This year's State award winner will be announced at our Convention banquet on Saturday evening.

As we celebrate the achievement of our leaders, we also celebrate the accomplishments of our students and the local Units and Councils that contribute to their success. National PTA's Reflections program highlighted a number of NYS student works which are featured in this Annual Report. National Award of Excellence winners include Olivia Price of Suffolk Region, Esther Ahn of Nassau Region and Zachary Johnson of Taconic Region. National Award of Merit winners include Zoe Roman and Matthew Greenberg of Nassau Region, Deja Williams of Western Region and Julia Wunder of Taconic Region. Additionally, this year we received 205 entries for the annual Theme Search contest! We celebrate the work of outstanding NYS PTA units in recognizing the contributions of the Dutch Broadway PTA in Nassau Region, winner of this year's PARP award for their program entitled "Here's to Our Heroes - READERS Save the Day!". We also celebrate and support the work of teachers working to improve their craft by awarding a \$1,000 Teacher Fellowship for Graduate Study in Memory of Richard Gazzola to Katherine Squires from Garden City High School, Nassau Region. We celebrate the achievement of students planning to enter the teaching profession by awarding nine \$3,000 Jenkins Memorial Scholarships for Teacher Education:

- **Taylor Anderson** - Lakeland High School, Westchester-East Putnam Region - University at Albany - Secondary Education - Spanish
- **Martin Christensen** - Kendall Jr/Sr High School, Niagara Region - SUNY Fredonia - Secondary Education - Mathematics
- **Christina Cluxton** - Smithtown High School East, Suffolk Region - College at Oneonta - Secondary Education - Mathematics



## Celebration – contd

- **Lauren Hollasch** – Williamsville North High School, Western Region – SUNY Geneseo – Secondary Education - Mathematics
- **Cameron McCarthy** – Valley Central High School, Central Hudson Region – SUNY Brockport – Secondary Education - Social Studies
- **Ellen Murphy** – Babylon High School, Suffolk Region – SUNY Geneseo – Secondary Education - Mathematics or Chemistry
- **Jessica Schonning** – Greenville High School, Northeastern Region – SUNY Cortland – Elementary Education
- **Anna Snow** – Norwich High School, Southeastern Region – College at Oneonta – Secondary Education - Mathematics
- **Megan Yeager** – Maine Endwell Senior High School, Southeastern Region – College at Oneonta – Secondary Education - English

We celebrated Corinne Calabretta from Williamsville East High School, Western Region as this year’s winner of the Youth Humanitarian Award in Memory of Stanley Marcus, as well as the many students who build community through their humanitarian efforts.

Finally, we celebrate our membership outreach efforts as we welcome new PTA Units and Councils. This year we added a total of 14 Units/Councils from nine different Regions. They include:

- **Central:** Mexico SEPTA and Syracuse Special Education PTSA
- **Central Hudson:** Kakiat Elementary PTA
- **Genesee Valley:** Newark Middle School, Urban Choice PTA and Wilson Foundation Academy PTA
- **Mohawk Valley:** Cooperstown PTA
- **Nassau:** Dryden Street PTA
- **Niagara:** Lockport Early Childhood PTA
- **Southwestern:** George Washington Middle School PTA
- **Suffolk:** Bay Shore SEPTA, Bayport-Bluepoint SEPTA and Riverhead SEPTA
- **Westchester-East Putnam:** Cross Hills Academy

Throughout the state, hundreds of others are also honored each year for outstanding service and work with NYS PTA Honorary Life Memberships, Distinguished Service Awards, Membership Awards, Advocate in Action Awards and ACT Awards. We extend congratulations to all those who have received recognition for their efforts on behalf of children and youth, and thank the thousands of members who continue to support the mission and purposes of PTA.

### **Cover Reflections Artwork:**

*(L to R, top row) Lauren-Ashley Daley, Ramapo High School PTA - Central Hudson Region, Photography - Senior Division, Award of Merit; Katelyn Meyer, Mepham H S - Nassau Region, Visual Arts - Senior Division, Award of Merit; Maggie Keys, Washington Drive Primary School - Suffolk Region, Visual Arts - Primary Division, Award of Merit*

*(L to R, bottom row) Gaayathri Varavenkataraman, Transit Middle School - Western Region, Visual Arts - Middle/Junior Division, Award of Excellence; Anwaag Kumar, Heim Middle School PTSA - Western Region, Visual Arts - Primary Division, Award of Merit; Mikhail Klimentov, Somers High School PTSA - Westchester-East Putnam Region, Visual Arts - Senior Division, Award of Merit*

### **Page 5 Reflections Artwork:**

*Millicent Dawes, Clinton Central School PTA – Leatherstocking Region, Visual Arts – Primary Division, Award of Merit*

### **Page 6 Reflections Artwork:**

*Keith Cameron, West School PTA – Nassau Region, Photography – Primary Division, Award of Merit*

### **Page 8 Reflections Artwork:**

*Blake Elwood, Briarcliff PTA - Westchester-East Putnam Region, Photography - Middle/Jr Division, Award of Merit*

### **Page 10 Reflections Artwork:**

*Emily Henderson, Gananda Central School District - Genesee Valley Region, Photography – Senior Division, Award of Merit*

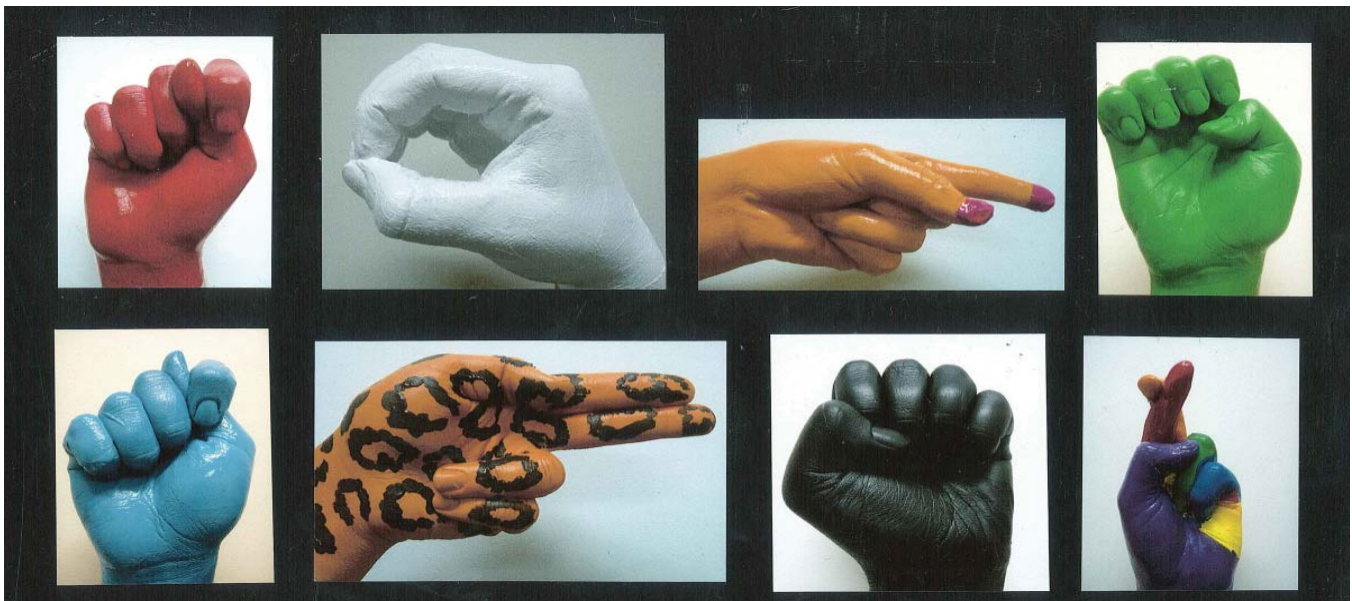
# Staffing

## An evolving model of effective support

While NYS PTA prides itself on being a “hands-on” volunteer organization, the size, complexity and scope of the operation make it imperative to pursue our mission with the support of a strong staff. Support from a stable and specialized staff has become even more critical as changes in Board structure and constraints on volunteer time require increased staff support to achieve success. The basic staffing model provides specialized staffing for event coordination, membership activities, advocacy representation and communication. While this model has served us well, staff roles are continually evolving to take advantage of individual strengths and to more precisely define staff specialties. This in turn has helped volunteers to more clearly understand staff roles, and has helped the staff to more effectively deliver competent and enthusiastic support. Some of the more significant modifications that reflect this growth include:

- Clare Hart has taken on greater responsibility for defining staff roles, managing budget and supervising day-to-day staff activity. This in turn has freed Executive Administrator Rick Longhurst to devote greater effort to advocacy and representation. Through Clare’s management efforts, NYS PTA staff has been successful this year in expanding staff support for Reflections activities, the PTA store, communications, website support and membership reporting.
- Carol Raymond has become expert in not only managing and contributing to the development of NYS PTA’s online event registration system, but is also working directly with event exhibitors to create on-going successful relationships. This year, Carol also accepted a major role in implementing an in-house process to organize and review Reflections entries, freeing volunteers to devote greater effort promoting this program.
- Aimee Tweedie has taken on a number of new support roles in the communications and IT areas. Her expanded roles include mailing list management, website support and layout of printed and online materials, including the *Resource Guide*, *New York Parent Teacher* and this Annual Report.
- Noreen Iacobucci and Joanne McGuirk have worked increasingly as a team to manage membership, insurance, communication with National PTA and staff payroll processing. Their collaboration, working with our membership coordinator and IT consultants, has contributed to identification and resolution of reporting issues and suggestions for improved processing procedures based on problems that they have encountered and discussed. Eileen O’Connor continues to act as our receptionist and greeter but has also expanded her role in tracking and processing a full range of NYS PTA awards.

The staff has recognized the need to expand the support roles they provide to NYS PTA volunteers but are committed to an evolving model of role expansion and are ready to do their part in supporting the PTA mission, our volunteers and each other.



# Finance

## Making wise use of limited resources

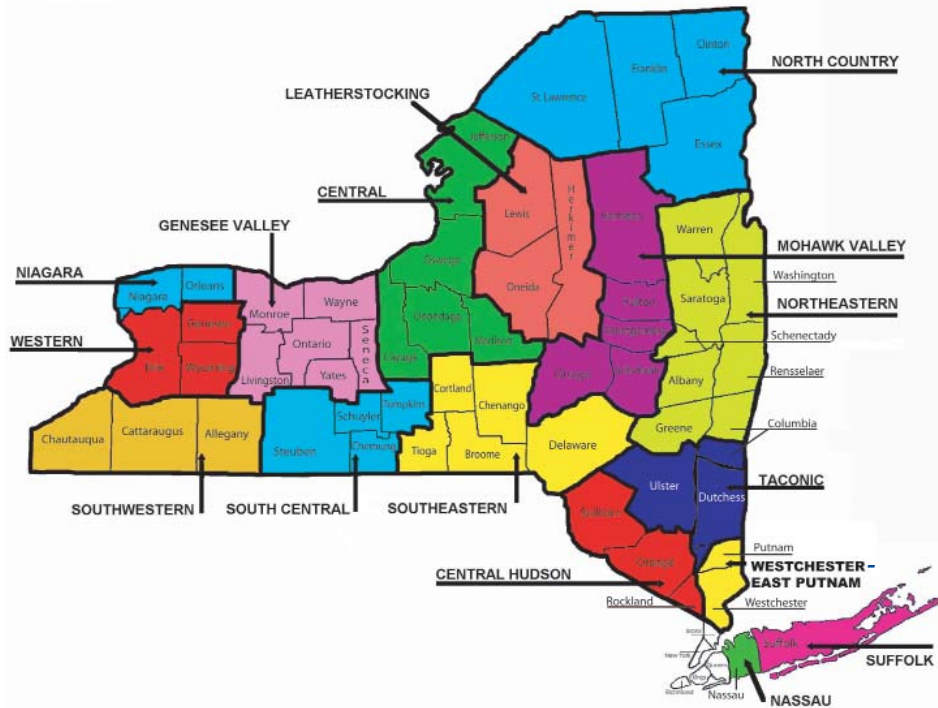
Over the past several years, we have been successful in managing our annual budgets, expanding our electronic communications, protecting our hard-earned reserves and diversifying our investments, while responding to a struggling economy and declining membership. This year, the National PTA, in response to many of these same challenges, increased member dues by fifty cents. We will need to carefully monitor our own membership information to assess the state impact of this decision, in spite of the fact that state membership dues remain unchanged. For several years, we have also been researching the viability of expanding non-dues sources of revenue by initiating an annual giving campaign and budgeting for resource development staffing. The success of these efforts will depend on a combination of timing of our efforts, creating reliable mailing lists and a willingness to allow results to develop slowly. Within the NYS PTA office, Clare Hart and Carol Raymond have taken initial steps to increase sponsorship and exhibitor revenue that supports NYS PTA events. A larger scale effort to bring in general sponsorship revenue remains as a future planned activity. In spite of our own fiscal challenges, however, we find that with schools facing more threats to quality service, an investment in expanded and more effective advocacy and member communication is more important than ever.

We have worked closely with the Bonadio Group, our independent auditors, with Wells Fargo Investments, our own Board, PTA organizations in other states and with public and private organizations that have experience in addressing similar challenges to assure that these efforts will be successful in building a future that is secure, well managed and effective in addressing our core mission. A summary of recent financial activity includes:

<b>New York State PTA Revenue and Expenditure Activity</b>			
	<b>Actual 2009-2010</b>	<b>Actual 2010-2011</b>	<b>Budget 2011-2012</b>
<b>Revenues: General Operating Fund</b>			
Membership	\$584,519	\$582,935	\$586,250
Convention	\$182,598	\$142,956	\$153,000
Summer Leadership	\$ 34,098	\$ 47,023	\$ 47,000
Leg/Ed Conference	\$ 17,906	\$ 21,808	\$ 21,500
Subscription/Publications	\$ 1,230	\$ 649	\$ 394
Gifts/Grants/Sponsorship	\$ 10,029	\$ 11,323	\$ 8,650
Distinguished Service Awards	\$ 8,925	\$ 9,290	\$ 9,250
Investment Interest	\$ 13,226	\$ 4,510	\$ 4,500
PTA Store (Net)	\$ (3,234)	\$ 3,316	\$ 2,200
Miscellaneous/Interfund Transfer	\$ (2,518)	\$ 1,910	\$ 37,252
<b>Total Revenue General Operating Fund</b>	<b>\$846,779</b>	<b>\$825,720</b>	<b>\$869,996</b>
<b>Expenditures: General Operating Fund</b>			
Advocacy	\$ 38,305	\$ 29,728	\$ 30,350
Field Support	\$ 72,518	\$ 66,126	\$ 68,151
Communications	\$ 43,276	\$ 23,445	\$ 21,550
Leadership	\$225,540	\$171,937	\$191,850
Structure	\$ 97,204	\$103,697	\$109,625
PTA Office	\$373,292	\$415,900	\$448,470
<b>Total Expenditures General Operating Fund</b>	<b>\$850,135</b>	<b>\$810,833</b>	<b>\$869,996</b>
Total Revenue PARP	\$ 319	\$ 0	\$ 1,200
Total Expense PARP	\$ 1,257	\$ 5,793	\$ 2,450
Total Revenue Twin Projects	\$ 53,498	\$ 49,860	\$ 51,800
Total Expense Twin Projects	\$ 34,086	\$ 39,269	\$ 36,900
Total Revenue Insurance	\$387,409	\$384,240	
Total Expense Insurance	\$266,760	\$305,747	

- Excess insurance premiums are placed in an Insurance Reserve to protect against unanticipated insurance losses or premium increases.
- An annual audit conducted by the Bonadio Group CPAs rates NYS PTA's financial reports as "unqualified", the best opinion an audit firm can provide.

## Our Regions



## New York State PTA Governance Team

### BOARD OF DIRECTORS

#### Executive Committee:

President: Maria Fletcher; First Vice President: Lana Ajemian; Vice President: Kathy Dowling; Vice President: Alvin Benson; Vice President: Bonnie Russell; Vice President: Pat Hysert; Vice President: Catherine Romano; Secretary: Penny Hollister; Treasurer: Janet Meyerson

#### Coordinators:

Field Support: Beverly Cottrell, Doris Fischer, Donna Imobersteg, Gracemarie Rozea; Bylaws: David Steggles; Education: Neil Johanning; Family Engagement: Robert Aloise, Ed.D.; Leadership Development: Lonnie Phillips; Legislation/Resolutions: Jane E. Harsha; Membership/Marketing: Jeanette Meoli; Outreach: (vacant); Programs: Helen Hoffman

#### Additional Board Members:

National PTA Board Member: Vito Borrello - President, EPIC - Every Person Influences Children; Immediate Past President: Susan Lipman

### GOVERNANCE TEAM (The Governance Team includes the Board of Directors)

#### Region Directors:

Central: Caroline Horzempa; Central Hudson: Merle Payne; Suffolk: Jacqueline Wilson; Leatherstocking: Lorey Zaman; Genesee Valley: Gail Gligora; Mohawk Valley: Aimee P. Fedullo; Nassau: Judy Van Haaren; Niagara: MaryBeth Carroll; Northeastern: Karen M. Parlapiano; South Central: Rachael Richards; Southeastern: Tina Zdimal; Southwestern: Michelle Waterman; Taconic: Linda Witherwax; Westchester-East Putnam: Kelly Chiarella; Western: Kelly Stephenson; North Country: (vacant)

#### Specialists:

Awards: Laurie May; Data: Gene Kinney; Diversity: Damaris Sampayo; Financial Support: JoAnn Incalcaterra; Health: Susanne Smoller; Male Involvement Initiative: Mike Meehan; Parents as Reading Partners (PARP): Tamalin Martin; Reflections: Sarah Henris; Resolutions: Dana Platin; Rural: Penny Whiting; Special Education: Joyce Cattani

#### Consultants:

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