



MASBO NEWSLETTER

Volume 4, Issue 3

Jan-Feb, 2003

President Joel Lovering

As President of MASBO this year, I had two of the objectives I wanted to accomplish with your help. One was to select a worthy replacement for Don Johnson and the other to have in place a Strategic Plan for the organization for the next five years. The Board of Directors has made two major decisions that will impact this organization in the future years. The first is the appointment of John Crafton, Assistant Superintendent of Schools for the Methuen Public Schools, as the next Executive Director of MASBO. John's credentials are long and impressive. John's service to the school children of Massachusetts is most noteworthy and his commitment to ASBO at the National level goes without question. I would like to briefly share

with you some of John's accomplishments:



Joel Lovering addressing the December Bi-Monthly Meeting of MASBO members.

State Level:

President of MASBO 1993
Chaired Host Committee for ASBO National Conference in Boston 1993
Founded MASBO Mentorship program 1991
Recipient of MASBO's Presidents Award 1998
Presenter at MASBO Men-

torship and Bi Monthly programs

National Level:

Pinnacle Award recipient
Eagle Service Award recipient
Meritorious Budget Award recipient
Chair: Legislative Advisory Committee
Vice Chair Management Techniques Committee

John's list of accomplishments continues but I think you would have to agree with me that we have a very qualified replacement for Don Johnson. John will continue to move MASBO ahead as an organization as did his predecessors. I want to thank the Board for their role in the selection process and congratulate John in his new role.

John Crafton Selected as MASBO'S New Executive Director

The MASBO Board of Directors is pleased to announce the selection of John A. Crafton, Assistant Superintendent for Finance and Operations, Methuen Public Schools. John served as President of MASBO for the year 1993 to 1994. He has served ASBO as a Vice Chair of the Management Techniques Committee, and as Chair of the Legislative

Advisory Committee. John has published articles in School Business Affairs and ASBO ACCENTS.

Mr. Crafton's career began in Dracut as an elementary teacher in 1969. While serving the Dracut public schools, John has also held the positions of Guidance Counselor, Coordinator of Occupational/Career Education

Programs and his last position as Director of Personnel and Business Services. He left Dracut in 1994 to become the Assistant Superintendent for Finance and Operations in the Methuen Public Schools. He will retire from this position in January 2004.

John has helped MASBO to grow in several ways. He

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Special points of interest:

- *MASBO Selects New Executive Director*
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MASBO Vendor Affiliate Recognition



Is this the true meaning of when your computer freezes up?

Massachusetts Association of School Business Officials, Inc. recognizes the importance of developing and maintaining ethical and instructional relationships with business that provide products and services for the support of educational institutions. Therefore, the MASBO Board of Directors voted at their September meeting to authorize the creation of **Executive Director's Vendor Affiliate Appreciation Plaque**.

Nominations for the 2003 MASBO Executive Director's Vendor Affiliate Appreciation Plaque are being accepted. Nomination letters should be mailed to Donald D. Johnson, Executive Director, MASBO, Inc., 84 Brick Kiln Road, Chelmsford, MA, 01824. Nominations will close on April 1,

2003.

This award is given in recognition of a vendor affiliate's outstanding contribution to the support of the profession of school business management and support of Massachusetts Association of School Business Officials, Inc. purposes.

Any MASBO member may nominate a vendor affiliate for this award. Nomination letters should clearly and concisely state the manner in which the vendor affiliate has made an outstanding contribution to the profession of school business administration and MASBO, Inc.

To be considered for the Vendor Affiliate Appreciation Plaque, one must be a current fiscal year vendor

affiliate and have been active in MASBO programs and activities for at least two years prior to June 30th of the current year.

The Executive Director will accept nominations from MASBO members until April 1, each year and make a selection based upon the information presented.

This recognition will be presented at the MASBO Annual Institute Banquet

**MASBO to begin
Executive
Director's
Vendor Affiliate
Appreciation
Program.**



**John A. Crafton,
MASBO'S New
Executive Director**

MASBO'S New Executive Director con'td

chaired the Host Committee for the ASBO National Conference in Boston, in Boston in 1993. John established MASBO'S Mentorship program in 1991. He has assisted in establishing the MASBO President's Award in 1994. John was given this award in 1998.

ASBO has also recognized the work of Mr. Crafton by awarding him a Pinnacle Achievement Award in 1994 and the Eagle Service Award in 1995. The national organization has also awarded John a Meritorious Budget Award in 1998.

We welcome John to the Board and look forward to working with him in the future.

See John's comments in related article in this issue.



General Mills Champions Offers Youth Nutrition and Fitness Grants

SOURCE: The American Dietetic Association Foundation (ADAF), and the General Mills Foundation (GMF)

APPLICATION DEADLINE: 2/1/03

\$ AVAILABLE: Fifty grants of up to \$10,000

ELIGIBILITY: Grants will be awarded to 501(c)(3) or 509(a) status not-for-profit organizations and agencies working with communities that demonstrate the greatest need and likelihood of sustainable impact on young people's nutrition and activity levels through innovative programs. Grants will be awarded to programs for demonstrating significant potential impact on youth groups with special needs or for having an impact on large populations of youth.

PURPOSE: The American Dietetic Association Foundation, the President's Challenge, and the General Mills Foundation have partnered to improve youth nutrition and fitness in the United States. The new initiative, entitled "General Mills Champions," will provide grants to community-based groups. The initiative will also include sponsorship of the President's Active Lifestyle Awards, development of nutrition and fitness mentoring models, and sharing best practices. Through its funding component, the program will award fifty grants of up to \$10,000 each to encourage communities in the United States to improve the eating and physical activity patterns of young people, ages 2-20. Proposals should reflect the practices and concepts recommended by the Dietary Guidelines for Americans 2000 and the American Dietetic Association, and should include at least one nutrition behavioral objective and at least one physical activity behavioral objective.

CFDA: N/A

CONTACT: For complete program guidelines, see the General Mills Foundation website: <http://www.generalmills.com/corporate/about/community/#Nutrition>
From RFP Bulletin, 10/25/02



*Ms Delores L. Mitchell
Executive Director
Commonwealth of Massachusetts
Group Insurance Commission*

Ms Mitchell, as the luncheon speaker, ends the December Bi-Monthly meeting on Insurance Benefits. She spoke to over 100 members who enjoyed her insights and her vision.

Have you thought about getting involved in MASBO?

Why not join a committee and be a part of the future of MASBO!

In Memoriam
Robert J. Snow, MASBO'S 10th President

Jackson & Barkett Attorneys at Law, 2196 15th Avenue, Vero Beach, Florida 32960, notified the MASBO office that Robert J. Snow, formally of Wakefield, passed away recently in Florida. He had resided in Vero Beach, Florida since his retirement. Mr. Snow was a long time member of MASBO and served as 10th president for the year 1966-1967.



Are your budget problems snow-balling out of control??



**FROM THE DESK OF YOUR EXECUTIVE DIRECTOR-
DONALD D. JOHNSON**



MASBO and ASBO have a lot to offer it's membership. Professional Development. Reference Materials Hands On Workshops Remember "Better Business Through Professional Development"



*Carol G. Cormier
Vice President
Group Benefits Strategies
Her presentation to the membership was "Investing in Employee Wellness".*

Strategic Planning

The MASBO Board of Directors has developed core goals and objectives and is scheduled to vote to adopt the MASBO, Inc. Basic Strategic Plan on January 8, 2003. Regional MASBO groups are being asked to study the Plan and to assist the board in the development of specific measurable action steps that will be taken in the next three to five years. We have met with MASBO West, Southeastern MASBO, Cape Cod MASBO and plan to meet with South Shore MASBO in January. We are hopeful that MASBO members from central Massachusetts, North Shore and Merrimack Valley area will let the office know when you get together for round table discussions. We plan to present the Strategic Plan to all MASBO members at the Annual Institute in May 2003.

Committee Membership

Help MASBO grow and provide service to our members, committees provide the ideas, program content and opportunities that make MASBO a viable organization. A goal of the board of directors and myself is to expand member participation on committees.

Professional Development Opportunities

Computer Training
MASBO is working with Merrimack Education Collaborative to offer software-training classes to members and other district employees. Five-hour sessions are being planned for software subjects including Windows Operating Systems, Excel, PowerPoint and Word. A separate mailing describing the classes, locations, times and instructors should be distributed soon. Sign up early, class sizes are limited. Take two classes and you will have fulfilled your PDP requirement for technol-

ogy. Be sure and think about sending members of your business office team to these classes.

Business Administrator Licensure Program

Janice M. Davis, Curriculum & Staff Development Specialist at LPVEC continues to do "yeoman" service for MASBO and MASBO West members. Her excellent presentation at the Mentorship Program described the proposed revised Business Administrator Licensure requirements. BAIL in conjunction with Westfield State is offering two courses this winter, one on Educational Finance and the other on School Transportation if you need these competencies to meet licensure or recertification contact Jan Davis 413-525-0003.

Joe Cucinotta continues to work with Bridgewater State College and we expect to advertise shortly for at least one program this spring.

John Crafton and I have met with Salem State College and we are preparing information with the hopes of being able to announce a program of studies that will lead to business administrator licensure on the north shore by September 2003.

ASBO International Leadership Conference February 7-8, 2003

The Annual ASBO Leadership Conference will be in Charlotte, North Carolina this coming February. MASBO leaders and ASBO committee members will be attending this event.

ASBO provides a wealth of resources and contacts that assist school business administrators in the performance of their duties. To join ASBO go to the Web site www.asbointl.org.

Vendor Affiliate Advertising Opportunities

Two opportunities are being offered to Vendor Affiliates to increase their company awareness to MASBO members. The first is four one inch by 2-inch name or logo spaces that can be purchased on the Bimonthly Program brochures. We mail approximately 800 of these brochures four times a year. Details on this program may be obtained by e-mailing masbo@mec.edu or calling the office at 978-452-7044 it is not too early to sign up for next year's program. Several of this year's Bimonthly brochures advertising space are already sold out.

Newsletter advertising space is open to business card size ads. MASBO has developed the ability to scan business cards and place them on our Newsletter advertising page. Details and rates are available by contacting the MASBO office.

Annual Institute Program support is being solicited for specific programs and events. A mailing describing these opportunities will be sent in January with our preliminary program and hotel reservation information.

Annual Trade Show March 18, 2003

In this time of tight budgets, use this event to learn about new products, find the best products and learn about cost saving and grant programs. Two special PDP qualifying programs are planned in addition to the traditional vendor displays. NSTAR will be presenting a program on energy grant programs and Internal Revenue Service will be describing new 403b regulations that could save employee taxes and defer certain types of sick leave buy back payments.

Comments from MASBO'S New Executive Director John A. Crafton

As we all are aware, the changing demographics in our field (i.e. retirement of "Baby Boomer" generation, significant numbers of un-certified school business officials, etc.) will require concomitant changes in the scope and depth of services offered by MASBO.

I commend President Joel Lovering and the MASBO Board for having the foresight to begin development of a five year Strategic Plan so that ultimately the particular needs of members can be addressed in an effective and focused fashion.

I am committed to facilitating MASBO's efforts in this regard. I recognize the need for meaningful change in the organization---change that is designed to enhance MASBO's position as a leader in providing high quality professional development activities and programs for its members.

I also feel very strongly that MASBO's credibility among the decision-making entities throughout the Commonwealth--from the Commissioner to the Board of Education to the Legislature---depends upon greater participation with significant DOE

Boards and Legislative Committees. As Executive Director, such participation would be an extremely high priority.

Finally, I believe that member services can be broadened through closer, more active affiliation with ASBO. As executive director I would utilize my current ties with ASBO staff and leadership to explore services that would have the potential to benefit MASBO members. Additionally, I would work to strengthen the communicative network among state affiliates so that we can learn from other's experiences.



*Kevin P. Feeley, Jr.
Colling, Loughran & Peloquin, P.C.*

Discusses the recent Dennis Decision and its impact on collective bargaining insurance benefits.



ASBO and YOU

The Association of School Business Officials (ASBO) International has been working for over 75 years to enhance the professionalism of school business management executives, to improve the performance of the public and private school districts they work for, and, to assist these administrators and their

school districts to deal effectively with the changing environment in which schools operate.

Some of the benefits through which we assist our members face and master the school business problems of today and tomorrow are

- Annual Meeting &: Exhibits
- * School Business Affairs, a monthly professional journal
- * ASBO Accents, a. monthly newspaper
- * Certificate of Excellence in Financial Reporting
- * Meritorious Budget Awards
- * Eagle Awards
- * Pinnacle Awards
- * Group Insurance Programs
- * Mem-

- ber-Operated Research Programs & Committees
- * Professional Registration Program
- * Exhibitors' Scholarships
- * Annual Membership Directory
- * Continuing Education Programs
- * Collective Representation before legislative bodies and governmental agencies
- * Publications

For membership information, contact: Membership Department, ASBO International, 11401 North Shore Drive, Reston, VA 20190-4200 Telephone 703/478-0405; FAX: 703/478-0205



Gorge Mosse, President of Mosse & Mosse Associates prepares to address the membership on insurance benefits for employees. His topic was "The Future of Health Care Costs".



President Lovering's Message Continued:

The second task the Board of Directors under took was the writing of a five-year Strategic Plan. Again many thanks to the Board and the regional MASBO groups that have been getting together to review and edit the plan and are now looking ahead towards the Action Planning process. The plan has to be something the membership truly feels represents them as an organization and at the same time guide them on a course that points MASBO in the direction the organization intends to head.

I am sure you have all read, heard or talked to someone about the upcoming budget crisis. No one paints a bright picture on this issue and the information seems to change with the every new event. We will all be busy in the New Year and much of our time will have to do with budget. MASBO will make every effort to keep you informed with the best information we can gather through the newsletter, Bi Monthly meetings and web site.

I personally want to wish everyone a Happy New Year and I look forward to seeing you at our next Bi Monthly meeting.

Strategic Planning Moves an Organization Through:

- Understanding the external forces and changes relevant to it.
- Assessing its organizational capacity to manage change.
- Developing a mission, guiding beliefs, goals/objectives and vision of its preferred future.
- Developing action plans that will move it from where it is to where it wants to be.



7 Reasons to Attend MASBO's 2003 Annual Institute

May 14-15-16, 2003, Ocean Edge Resort, Brewster, MA
Registration materials to be available in February 2003

1. To network with more than 300 Massachusetts school business officials and to learn from the "best practices" of our colleagues.
2. To choose from a wide range of discussion groups on topics ranging from regional school financial reporting, planning for school security to building effective user fees programs.
3. To attend innovative microcomputer lab classroom sessions, including "Using the Internet as a Research Tool".
4. To hear recognized speakers and leaders from ASBO International on issues that affects school business management and education.
5. To gain insights about Massachusetts's newly elected administration's future initiatives regarding Ch. 70 funding, SBAB and end-of-year reporting.
6. To participate in MASBO's Annual Business Meeting including the election of leadership and update on strategic planning.
7. "To Explore. To Dream. To Discover." (Mark Twain.)

Executive Director Con't:

Annual Institute May 14-16, 2003

Planning for the Annual Institute is moving along well under the leadership of Richard Weeks and the Institute Committee. Mark your calendars **Wednesday morning, May 14, 2003**, the Micro Computer Lab will open at 10:00 a.m. with a special two-hour presentation "**How to search effectively and find what you need on the Internet**". The presentation will feature a well-known educational Internet authority and address some specific school

business management issues. Additional discussion group presentations have been added with some offered twice to allow members to attend several presentations. A new "Presentation of the Candidates Session" is being discussed for Thursday morning immediately after breakfast. The plans call for four "General Session" presentations. Room reservation forms and preliminary program information is scheduled for mailing. Be sure and sign up early. Fiscal 2003 dues must be paid in order to participate.

Executive Director's Vendor Affiliate Appreciation Plaque
MASBO is establishing an Annual Executive Director's Vendor Affiliate Appreciation award. The recognition will be presented at the MASBO Annual Institute Banquet to a vendor affiliate for service to MASBO. The Executive Director will accept nominations from MASBO members until April 1, each year and make a selection based upon the information presented.



Evan Katz, Finance Director
Harvard Public Schools
Addresses the 3rd joint conference of MASBO and MGFOA



**GUARANTEED TO MAKE YOU SMILE...
ESPECIALLY SINCE IT'S A TRUE STORY**

ON JULY 20, 1969, AS COMMANDER OF THE APOLLO 11 LUNAR MODULE, NEIL ARMSTRONG WAS TO BE THE FIRST PERSON TO SET FOOT ON THE MOON. WE ALL KNOW HIS FIRST WORDS AFTER STEPPING ON THE MOON, "THAT'S ONE SMALL STEP FOR MAN, ONE GIANT LEAP FOR MANKIND." THOSE WORDS WERE TELEVISED TO EARTH AND HEARD BY MILLIONS.

BUT JUST BEFORE HE REENTERED THE LANDER, HE MADE THE ENIGMATIC REMARK "GOOD LUCK, MR. GORSKY." MANY PEOPLE AT NASA THOUGHT IT WAS A CASUAL REMARK CONCERNING SOME RIVAL SOVIET COSMONAUT. HOWEVER, UPON CHECKING, THERE WAS NO GORSKY IN EITHER THE RUSSIAN OR AMERICAN SPACE PROGRAMS. OVER THE YEARS MANY PEOPLE QUESTIONED ARMSTRONG AS TO WHAT THE "GOOD LUCK, MR. GORSKY" STATEMENT MEANT, BUT ARMSTRONG ALWAYS JUST SMILED.

ON JULY 5, 1995, IN TAMPA BAY, FLORIDA, WHILE ANSWERING QUESTIONS FOLLOWING A SPEECH, A REPORTER BROUGHT UP THE 26-YEAR-OLD QUESTION TO ARMSTRONG.

THIS TIME HE FINALLY RESPONDED. MR. GORSKY HAD DIED, SO NEIL ARMSTRONG FELT HE COULD ANSWER THE QUESTION. IN 1938 WHEN HE WAS A KID IN A SMALL MIDWEST TOWN, HE WAS PLAYING BASEBALL WITH A FRIEND IN THE BACKYARD. HIS FRIEND HIT THE BALL, WHICH LANDED IN HIS NEIGHBOR'S YARD BY THE BEDROOM WINDOWS. THE NEIGHBORS WERE MR. AND MRS. GORSKY. AS HE LEANED DOWN TO PICK UP THE BALL, YOUNG NEIL HEARD MRS. GORSKY SHOUTING AT MR. GORSKY. "SEX? YOU WANT SEX?! YOU'LL GET SEX WHEN THE KID NEXT DOOR WALKS ON THE MOON!"

*'To the moon Alice,
to the moon.'*

Ralph Kramden



Candice Walzack assuming her role as MASBO Vice President and Chairperson of the Bi-Monthly Committee.

Involvement in MASBO can mean more to an individual when they take part in the process of creating the programs to better serve our membership.

**DR. CHARLES W. FOSTER III,
ASBO's FIRST EXECUTIVE SECRETARY**

Charles W. Foster III, a school business manager from Harvey, Illinois, who served as the first Executive Secretary of ASBO International, passed away November 20. He was 84 years old. Only the second full-time staff person ASBO employed, Dr Foster held the position of Executive Secretary for more than 22 years, from 1955 to 1978. During that time, ASBO's membership grew from under 2,000 to more than 5,000. At the San Antonio Annual Meeting in 1977, ASBO presented him with a diamond ring, a plaque expressing appreciation for his leadership and outstanding service, and the title of "Executive Secretary Emeritus."



Don't let the winter blahs get you down. Enjoy the winter wonderland that is around you.



**Better Business
Through Professional
Development!**

Wakefield Public Schools
60 Farm Street
Wakefield, MA 01880

Phone: 781-246-6400
Fax: 781-245-9164
Email: pderoeve@wakefield.ma.us

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MASBO.ORG



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special people in your life how
much you love them!*

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Products of Boston

In an effort to expand the exposure of our vendor affiliates and increase MASBO funding to support new professional development opportunities and services, the MASBO Board of Directors has voted to expand the MASBO Newsletter to include a page of advertising space for vendor affiliates. You may obtain more information by contacting the MASBO office at 978 452-7044 or by e-mail at masbo@mec.edu.

To secure a space on this page please e-mail the MASBO office at masbo@mec.edu with your request to participate and attach the file you wish to submit.