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MASBO NEWSLETTER

Volume 3, Issue 5

May-June, 2002

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President John



Thank you for allowing me to serve as your President this past year. It has been my privilege to serve on the Board and as an Officer for the past six years. I hope this year's Board has served the needs of you, our membership, and that this year's programs and speakers have been meaningful and educational.

My special thanks to our Executive Director, Don Johnson who certainly made my job easier and Louise Lasna, our secretary, on whom we relied so much and whose professionalism

From the Desk of Your Executive Director Don Johnson

As of April 15th MASBO has 307 paid members, 189 are also members of ASBO International. Paid vendor affiliates companies number 69. All of these numbers represent continued growth in our organization. Three successful bimonthly meetings, September, December and February have averaged 229 paid attendees. Trade Show participation this year increased by 27 members and guests to a total

and hard work made both our jobs that much easier. Thanks also to Richard Weeks who did his normal masterful job with the bimonthly meetings and the Construction Institute. Joel Lovering has arranged a great Institute that should be both professionally rewarding and personally enjoyable. My thanks also to the Board members who contributed so much time and effort to making this a suc-

Souza's Message

cessful year for all of us. And to Roger Young, whose wise counsel is always welcome. Peter DeRoeve, you did a great job with the Newsletter, a thankless task that no one wants to contribute to but that we all appreciate. And thank you Rose, just for being Rose and sharing your wisdom and

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Did you get connected this year??

pected. Annual Institute registrations are ahead of last year at the same time and we expect 150 to 200 of our members to attend the Institute along with a number of vendor affiliates.

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Professional Development Committee Report

The Professional Development Committee will be introducing a new pilot initiative for on-line courses at the Annual Institute on May 16, 2002. Rick Barry from MEC Technology Systems will be presenting the details for these distance-learning courses. The format and graphics for this program have been developed; however, at this point, the curriculum is still in the developmental stage. This program is the first step to bring further professional development options to our membership. Currently, MASBO offers hours of attendance towards certification and recertification.

As of October 1, 2001, the new regulations for certification and recertification require completion of an appropriate advanced program for the professional licensure. The goals of the Professional Development Committee are:

1. Provide PDPs and be certified as a professional de-

velopment provider for our membership.

2. Have in place a certified advance program of studies as part of the certification programs for the professional licensure.
3. MASBO, Inc. programs will be structured to provide PDPs toward specific administrator skills. Some programs will include very specific PDP credit hours; others will be general in nature.
4. Professional Development Committee encourages school business administrators to build a balanced certification goal programs that include education experiences from other state and national (ASBO)

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Knowledge Management and the School Business Administrator

By William I. Armstrong, RSBA,
Clearfield Area School District, PA
ASBO Eagle Award Winner

For the purpose of this article, 'knowledge management' is intended to define the identification and stewardship of the various types and styles of intellectual capital that exist in every school district today.

The veteran school business administrator, having evolved in his or her career in the school system, has become familiar with the strengths and weaknesses of others in the district just as he or she has come to know his/her own attributes. It is this combination of sensitivity and awareness of the need to match strengths of other staff against the problems that face our schools that can initiate new student and staff successes, which lead to, improved educational momentum.

CATALOGING EMPLOYEE EXPERTISE

In order to create an opportunity to recognize this latent talent...this intellectual capital...we must first be willing to establish an atmosphere of trust and comfort within our working environment that communicates, non verbally, the expectation and anticipation that others will be encouraged to come for-

ward and offer suggestions and input that contribute to successful learning for students and staff. This "created atmosphere" is one that a central office administrator in general, and the Superintendent and Business Administrator in particular, can orchestrate by their words and actions. It is the conveyance of this commitment to others in the school system that we are all working together for the betterment of students that, in time, becomes the cement that unites us in a common effort that will stand the test of time.

We must not only be good stewards of the financial assets entrusted to us, but we must also be aware of and sensitive to the responsibility of effectively managing the 'human assets' under our charge. It should also be understood that we need the support of a Superintendent who also shares these same values and places importance on the recognition of all staff as potential contributors to the district and community.

THE IMPACT OF COLLABORATION

All of us have read and heard others talk of the art of collaboration and the importance of working together. Many say this; not all actually follow

through on their words and make such the cornerstone of effective management and leadership.

In seeking a true and long-term measurement of what our efforts can make in the lives and future of staff and students, I encourage you to "communicate" by your actions that you place a high value on the efforts and contributions of others. It will also be wise to demonstrate that you are a "servant leader" who also happens to be the Business Administrator of your school district.

CONCLUSION

Careers, like opportunities to do the right thing, are both precious and fleeting. Each of us must recognize that there will be both opportunities to do what we should do, and instances where others will seek to keep us from these actions. Perhaps the most damaging thought to address in the years ahead could be why we did not do what was needed, and why we did not help another when we had the chance.

A friend and colleague used to say to me "it's always the right time to do the right thing!" If the job of being a professional school business administrator were easy, anyone could do it!

ASBO DEADLINES

MEMBER REMINDER:
Pinnacle Deadline: May 1
Eagle Deadline: June 1

ASBO International's Pinnacle Awards, sponsored by Virco Mfg. Corporation, honors those who have made a significant contribution or developed a great idea that improves the efficiency of school entities, the profession, or an ASBO organization.

2001 Pinnacle of Excellence recipient, Richard Weeks from

Grafton Public Schools, encourages participation, "It rewards one for having done something special while motivating our membership to keep searching for better solutions to the challenges in our everyday jobs. I encourage others to apply for the Pinnacle Award to bring awareness to our profession."

For more information, program brochures are available at ASBO's web site, www.asbointl.org, or by calling ASBO at (703) 478-0405.



**THE MASBO BOARD
 CONGRATULATES ALL
 WHO WERE A PART
 OF CLASS OF 2002!!**

Can You Pass the Test??

You are driving along on a wild stormy night. You pass by a bus stop, and you see three people waiting for the bus:

1. An elderly woman who is gravely ill.
2. An old friend who once saved your life.
3. The perfect man (or) woman you have been dreaming about.

Which one would you choose, knowing that there could only be one passenger in your car?

This is a moral/ethical dilemma that was once actually used as part of a job application. You could pick up the old lady, because she is going to die, and thus you should save her first; or you could take the old friend because he once saved your life, and this would be the perfect chance to pay him back. However, you may never be able to find your perfect dream lover again.

The candidate who was hired (out of 200 applicants had no trouble coming up with their answer. Think before you look for the answer.

WHAT DID THE CANDIDATE SAY?



Special Thanks to Guest Speaker State Treasurer Shannon O' Brien

Warm thanks to State Treasurer Shannon O'Brien for taking time from her busy schedule and campaign for Governor to address MASBO members and vendors at the Annual Trade Show on March 19th.



Ms. O'Brien in her role as Treasurer and chair of the State Lottery Commission shared some of her accomplishments such as improving Lottery management, protecting the integrity of the games, and safeguarding the public's assets. By doing so cities and towns have received record amounts of Lottery aid, which assists in educational funding for municipalities.

The Treasurer stated the seriousness of a multi-billion dollar budget deficit for this year and possibly for many years to come. She stressed the importance of remaining committed to improving our schools so that all children receive the opportunity to succeed. In her closing remarks, she stated that if elected she looks forward to the challenge of strengthening our educational system.

Submitted by Jeannie O'Halloran

Professional Development Committee Report Cont'd.

professional organizations, college and university programs, and local district opportunities.

5. MASBO, Inc. will record and be able to provide a summary of attendance at professional development meetings.
6. To provide assistance for Business Administrators in developing their individual professional plans for certification.

If any member needs any information regarding certification and recertification, please contact Donald Johnson or myself. I look forward to seeing everyone at Brewster.

Joseph P. Cucinotta, Board of Directors



Are you ready for the annual volleyball tournament at Ocean Edge Resort?

3rd Annual School Construction Institute Set for Next Year!

The Board of Directors has approved the date and location for the 3rd School Construction Institute. Mark your calendars for October 23, 2002 and the location will once again be the Lantana Conference Center, Randolph, MA.

The presenters for the workshops will be:

Flansburgh Associates, Inc, Boston, MA
Topic: *"Project Planning to Satisfy Your Overall Educational Goals"*

Symmes Maini & McKee Associates, Cambridge, MA
Topic: *"Building New Schools vs. Renovating Old School"*

Conn, Kavanaugh, Rosenthal, Peisch & Ford, L.L.P., Boston, MA
Topic: *"Legal Affairs and Your School Construction Project"*

Habeeb & Associates, Norwell, MA
Topic: *"Planning for School Security"*

Mass. Dept. of Education, Malden, MA
Topic: *"School Building Assistance Program"*



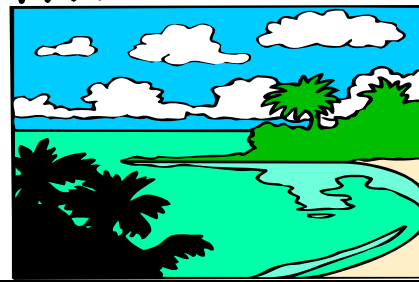
He simply answered: "I would give the car keys to my old friend, and let him take the lady to the hospital. I would stay behind and wait for the bus with the woman of my dreams."

Sometimes, we gain more if we are able to give up our stubborn thought limitations. Think "out of the box."

MASBO / ASBO REAFFIRM AFFILIATION



MASBO President Elect Joel Lovering and Executive Director Don Johnson receive the Certificate of Affiliation from ASBO President Clark Godshall.



We hope to be seeing you at our Annual Institute, Ocean Edge Resort, Brewster, MA May 15-17, 2002.



Another Year Ends... Another Year Begins...

As I put together this May-June newsletter I realized that another year has gone by. If you think back just a little bit, we were planning on Y2K and all the problems it was going to create. Our budgets were growing and ed-reform was bringing districts up to foundation levels. MCAS results were being discussed as well as the curriculum frameworks as being the new achievement standards. John Silber had been the Commissioner of Education. Paul Cellucci was the Governor of the Commonwealth of Massachusetts.

Here we are about to begin the 2003 fiscal year and we are talking about recessions, cuts in Chapter 70 aid. More districts are looking for Prop 2 1/2 overrides to make their budgets. SBA is recommending that we renovate old schools rather than building new ones. School systems are talking about layoffs. More districts are talking about starting or raising fees for programs. It sure seems

like we've been here before.

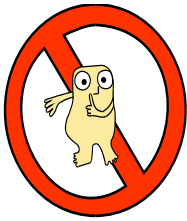
It is really hard to believe that after 15 years at this position that I can sit back and say that I have been there. You are being called upon for your expertise in this area because you've done it before! How many of us can remember fiscal year 1981 and the beginning of Proposition 2 1/2? Massive cuts, drastic layoffs were the talk of the day. Education was in big trouble. Were you here in the early nineties? Some of these same concerns were beginning again. For many of us today, these issues are not new, they are just revisited.

So as I contemplate the future, and as I listen to the comments and the discussion being held by friends and colleagues, I can honestly say,

"another year ends and another year begins." Good luck with your end of year report and best wishes in the next fiscal year. Hope to see you at the Annual Institute at Ocean Edge.

Massive cuts, drastic layoffs were the talk of the day. Education was in big trouble.





DOES LISTEN = SILENT?

Have you figured out the cryptic message in the title of this article? It really is quite obvious. The two words are anagrams of each other – words made up of the same letters rearranged in order. Listening is an active skill, not a passive activity. Just because there is silent or quiet does not mean that listening is necessarily occurring.

As we move into the 21st Century, effective listening is even more important than ever. Usually when we talk about improving communication we are talking about the delivery of information. The flip side of that coin, receiving the information, is just as important but often not given the same emphasis. Alice Miller, an American author, said, “Listening is not merely not talking, though even that is beyond most of our powers; it means taking a vigorous, human interest in what is being told us”.

As we attend meetings and conferences, we need to focus on becoming good listeners. Listed below are 10 irritating listening habits that we sometimes fall into doing if we don’t monitor our behavior. These habits include:

- Interrupting the speaker
- Not looking at the speaker
- Rushing the speaker and making him/her feel that he’s/she’s wasting the listeners time.
- Showing interest in something other than the conversation
- Getting ahead of the speaker and finishing his/her thoughts
- Not responding to the speaker’s requests.
- Saying, “Yes, but.....,” as if listener has made up his/her mind
- Topping the speaker’s story with “That reminds me ...” or “That’s nothing, let me tell you about...”
- Forgetting what was talked about previously.
- Asking too many questions about details.

Let us resolve to become better listeners as we interact with our coworkers, family, and those around us. As Raquel Welch said, “You can’t fake listening. It shows”.

Ed. Note: Reprinted from the February, 2002 Missouri ASBO newsletter.

MASBO and Technology

As MASBO moves forward with its technology plan we encourage our members to continually visit our website for information. We post job openings and various links to other sites to help you. MASBO is planning to have this newsletter available on the web.

Please look for a recent legal update from MASBO’s attorney Diana Gondeck with regards to the Student Activity Accounts.

ASBO HOTEL REGISTRATOR INFORMATION

The registration and hotel information packet from ASBO International will be sent with the May issue of School Business Affairs, it will also be available on the ASBO Web site about May 15, 2002. If you are not a member of ASBO International, but are planning to join this year, contact ASBO International directly (703- 478-0405) or visit their web site (www.asbointl.org) for a membership application.

Be sure to **make your housing arrangements as soon as you get the material** from ASBO International - do not call the hotel directly if you want to receive the ASBO rate. MASBO, Inc. will have a suite in the Hyatt Regency (Headquarters Hotel). There is no blocking of rooms by state associations this year per ASBO

directions. There is only one other hotel that is in the immediate vicinity of the convention center and the headquarters hotel, that is the Crowne Plaza. The others hotels are located 4-6 blocks from the convention center and will be served by shuttle bus.

MASBO will host a continental breakfast on Monday, October 28, 2002 from 7:00 - 8:00 a.m.. The location of the breakfast will be posted in the MASBO suite.

A low airfare deal has been posted on the Massachusetts Department of Education Business Administrators Listserv.

We hope this information will help you plan for a successful trip.

We look forward to seeing you in Phoenix.

President’s Message Cont’d.

friendship these many years and for encouraging me to run for the Board six years ago.

And last but certainly not least, thanks to all of you who volunteered and contributed in any manner to this year’s success. Without you, MASBO could not be what it is today and has been over the years. Please, continue to volunteer your valuable time and energy to our organization. And to those of you with even an iota of interest in volunteering your services, please do so with all due speed and diligence. You have been, and will continue to be, the lifeblood of MASBO.

Good luck to all of you in the future. Please keep in touch.



Steven Rizzo keynote Speaker for Annual Institute

Steve Rizzo is the only full time professional speaker with over 18 years experience as a stand up comedian. You might have seen one of his many comedy appearances on Showtime, Evening At The Improv, Fox TV, The Comedy Channel and many other cable and network television shows.

Now Steve shows people how to remove boundaries they have placed on themselves-either from their own fears or from the labels and limitations others have placed on them. "By changing how we view the daily occurrences in our lives," says Steve, "we can become healthier and happier individuals." In his unique style, Steve will demonstrate proven techniques to your organization on how to take control of negative emotions and to overcome the obstacles that are keeping them from the Success, Happiness, and Inner Peace they desire.

Dedication to making a difference in the lives of others is what Steve Rizzo is all about. With his outstanding ability to motivate and make people laugh, Steve will make a difference in your organization! His style and passion are consistent with producing tangible results that will transform tension and hard times into positive energy to move forward. If ever there was a need for levity, creativity, and inspiration in our lives, Steve Rizzo provides that message in a way that will promote peak performance from everyone.



Using the principles that are instilled in Steve's programs has helped audiences and organizations throughout the country to discover brighter alternatives to potentially negative situations and to succeed while enjoying the process. It's no wonder that groups like Marriott Hotels, BlueCross/BlueShield, American Express, State Farm Insurance, and The Central Intelligence Agency, to name a few, have found Steve's keynote speeches and seminars invaluable in helping them to Embrace Change, Utilize Their Power Of Choice and to Move Forward In Spite of Adversity. As one participant said, "He left me with a sense of hope that I could once again take control of my life."

From Your Executive Director Cont'd.

MASBO Board of Directors

Your Board of Directors has met four times this year with one more meeting scheduled in May and a Planning Conference in June. Board meetings deal with reviewing the financial standing of the organization, overseeing and planning of programs, approval of policies, programs and fee structures as well as overall organizational issues. The board approved five new policies in an effort to establish written policies and procedures. It made a financial commitment to develop a trial on-line video professional development program that is to be debuted at the Annual Institute. In November 2001, the board approved the ASBO International Affiliate Agreement and in February 2002, your President-Elect, Joel H. Lovering and I received a Certificate of Affiliation at the ASBO Leadership Conference in Phoenix.

Future

The greatest challenge for the future will be the development and presentation of professional development programs. Professional development needs to address the concerns of new business administrators who require certification and training, as well as to provide for existing professionals who need recertification and ways to adapt to the ever changing educational requirements.

The MASBO Office

MASBO has had the good fortune to be able to provide full time staffing of the MASBO office at the Merrimack Education Center in Chelmsford. Louise Lasna is our very capable Administrative Secretary. Normal office hours are 8:30 a.m. to 4:30 Monday through Thursday and 8:30 a.m. to 3:30 p.m. on Friday. We believe that this has provided better service to our members, other educational professionals and the public, who are seeking information on school business operations and programs.

Web Site

The MASBO, Inc. Web site, www.masbo.org, continues to grow. Our links to other organizations is becoming popular and the number of postings of news items and events has grown. We hope in the future to initiate on-line conference registrations and expand our reference section with specifications and documents useful to school business administrators. ASBO International Book Catalogue is now available at the site. This document provides many useful reference books and reports for school administrators. We urge you to download this PDF format document.

Annual Institute

I look forward to seeing you at the Annual Institute.

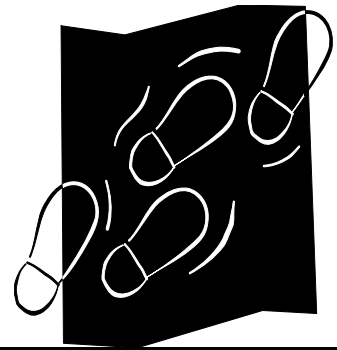
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Mentorship Cracker Barrel

Mark your calendars for **3:00 p.m., Wednesday, May 15, 2002** for the Mentorship Cracker Barrel Session to be held at the Carriage House – Ocean Edge Room during the Thirty-Sixth Annual MASBO Institute.

It will be a great opportunity for us to get together and network. Richard Weeks, 2001 ASBO Pinnacle of Excellence Award Winner and Business Manager for Grafton Public Schools, will be presenting “The First 100 Days: A Successful Beginning As A School Business Official”.

I look forward to seeing you there.
Sally P.W. Douglas, MASBO Director



As you make tracks towards your summer vacations, MASBO wishes you and your family a safe and happy summer season. Enjoy your time off. Hoping you have a great end of year. See you in the fall.