VISION
To become the international school personnel association of choice through quality services and leadership.

MISSION
The American Association of School Personnel Administrators provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

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This has been a banner year for AASPA. It has been my pleasure to serve you during this last year as we continue to find new ways to add value to your AASPA membership. Under the direction of Carrie Durley and the wonderful Executive Board, AASPA has continued to reach new heights and add a level of representation that has not existed in the past even during tough economic times.

We have celebrated more members this year than ever in the history of AASPA. Through the efforts of the Membership Committee, Board, AASPA members, state and province affiliates and the AASPA staff, we have increased our membership in a time when gaining members is difficult. Thanks for all that each of you have done to reach out to those you know would benefit from being part of our group. Our numbers tell the story of the value members find in learning, sharing and discovering together.

Conference attendance in Seattle was great. We had one of the largest number of attendees since I have served as executive director. It was fun to read the evaluations of conference attendees to understand the meaning behind this event. Marian Young wrote, “Thank you for a wonderful conference. How refreshing to be in a setting with jobalikes and focus on the issues unique to our positions. It was well worth the time and financial investment.” John Jones indicated he was looking forward to next year because being able to network with so many people at one conference is priceless. Our president-elect, Jane Webb, described it as “almost everything I have learned about HR I have learned at AASPA conferences.” These comments help us feel the value in being part of AASPA and finding the time and resources to attend events.

We continue to expand our presence at the national level. This has been accomplished through our work in the Learning First Alliance and by reaching out to the U.S. Department of Education to collaborate on what the role of the federal government should be in education. We have been asked to be at the table to offer ideas and suggestions for HR Best Practices in meeting the recruitment and retention of high quality teachers for all students. These efforts to represent you bring value to all AASPA members as we work to bring national attention to the HR perspective. Your involvement in this area is essential. You can help by sharing your thoughts and perspectives as well as by your support of our organization.

Expansion of services is one of our top priorities. Our newest expansion comes from our member survey results. We are developing a national certification program as you requested. You will be able to hear more about the program at this conference and your feedback is essential before implementation. We have also added a new electronic newsletter that highlights current happening and focuses on getting to know our AASPA members. We continue to work on strengthening our affiliation with our state/province organizations so that we can work together to meet needs of children around the world.

Special thanks go to all of you who have assisted AASPA in reaching these new heights. You have contributed in so many unique ways from being a 10 minute volunteer, heading a national committee, sharing your expertise with others and choosing to participate in the learning and networking opportunities provided through AASPA. My deepest gratitude goes to the AASPA Executive Board and Staff who are always supportive of new ideas and willing to look at the world a little differently as we continue to create an organization that will meet needs of the future.

We recognize that these are tough economic times and finding the dollars to support and be involved with AASPA isn’t easy. We really do appreciate all of you as you continue to support our vision and our efforts to represent you. Thanks for choosing to be with us at this conference, and remember through these tough times to “Keep the HUMAN in human resources.”

Sincerely,

Dr. Jody Shelton, Executive Director
In keeping with our vision “to become the international school personnel association of choice through quality services and leadership”, I am happy to report that AASPA has accomplished a lot toward meeting that vision during the 2008-2009 membership year. This annual report serves to highlight those accomplishments that have moved our organization forward during the last year.

Two new initiatives being added to our programs and services will come to fruition this year: the AASPA HR certification program and a State Leaders’ Meeting to be held during the pre-conference time. Several years ago, an ad hoc Certification Committee, recommended that AASPA develop an HR certification program for school personnel administrators after a survey indicated the desire that such a program be developed. During the past year, Dr. Tom Johnson has been working on the elements of the program which he will share during a clinic session at the conference.

As you can imagine, this has been a very ambitious undertaking, one which will probably have to be refined as we work through the process with the first cohort of applicants during the pilot year.

In an effort to provide support to AASPA’s state and regional affiliate organizations, we will have our first-ever State Leaders’ Meeting during the morning pre-conference time. Invitations were sent to all state leaders to attend and engage in networking and breakout sessions to assist them in growing and strengthening their organizations.

In addition to working on these two new endeavors, we continued to provide quality professional development activities throughout the year. These have included Boot Camps for new and experienced human resources personnel in Scottsdale, Arizona (January 29-30) and Greensboro, North Carolina (June 22-23); a Support Personnel Seminar in Kansas City, Missouri (July 14); and eight webinars. Of course, the highlight of our professional development activities is our annual conference which always provides a variety of topics and sessions to assist you in your work along with very valuable networking opportunities.

Because of their popularity and the rise in use of social networking sites, AASPA began this summer offering new ways for you to network with other members and get direct updates from the AASPA staff. The three social networking sites with which AASPA established accounts to facilitate better communication with members are Twitter, LinkedIn, and Facebook.

Additional services and resources provided by AASPA this year have included the launching of our first e-mail newsletter, the HR Focus. This bi-monthly newsletter is a valuable tool to keep you abreast of current HR issues. Along with the new HR Focus newsletter we, also, provided the usual services and resources: the publication of the AASPA Perspective newsletter, the Best Practices magazine, and the INSIDER Legal Alert; access to professional publications at discount rates; and samples of HR documents and policies.

In closing, I want to take this opportunity to thank the committee chairs/co-chairs and committee members for their collaboration and involvement this year; the AASPA Executive Board, who guided the work of the organization through another successful year; Dr. Jody Shelton, our esteemed Executive Director, along with the national office staff – Sandy, Anna, and Ingelise – for their dedication to moving AASPA to greater heights; and you, the membership as a whole, for your commitment to AASPA in these tough economic times. In the current financial climate, we are all required to do more with less; and many of you had to make some tough choices and sacrifices in order to support AASPA. We appreciate and applaud you for “hanging in there” as we continue to keep AASPA the premier, international human resources organization for school personnel administrators.

Sincerely,

Carrie Durley, President
GOAL ONE: MEMBERSHIP

Increase membership by working closely with the National Office in developing strategies that attract and retain individuals interested in membership with AASPA.

FIVE then FREE! Membership Campaign
The FIVE then FREE membership campaign encouraged current members to recruit other members and be rewarded with a free membership for the 2009-2010 year after recruiting five new members. Beyond the recruitment and marketing we do through the national office, peer to peer recruitment is the most effective way to gain AASPA members.

10 Minute Volunteer List
We realize many of our members have a limited amount of time to dedicate to AASPA so we decided to make a list of 20 things you can do in 10 minutes or less to make a difference for AASPA. We sent out this list in honor of National Volunteer week April 19-25, and even spent some time as a staff giving back to the Kansas City community to celebrate the spirit of volunteerism.

2008-2009 Membership Numbers
Active Members - 1433
Associates - 150
Complimentary - 3
Honorary - 39
Retired - 59
Business - 28
Institutional - 72
Institutional Associates - 215
Institutional Associate Extras - 29
Half-price - 129
Total Members - 2,157

Maintain a network of contacts that encourages affiliates to work with AASPA to promote activities and interaction; and identify opportunities for AASPA leadership to interact with and support affiliate activities. Establish an affiliate organization in those state/provinces that do not currently have one.

Constant Contact
In efforts to reach out to each of our state affiliates the AASPA office has worked hard to produce an updated list of the leaders for each of our affiliates. AASPA has sent letters to each new leader as their term begins and they take on their new position. This letter is used to welcome the leader and encourage them to partner with AASPA. A letter is also sent to those leaders who are at the end of their term to thank them for their hard work in their state and with AASPA.

Facetime
Dr. Jody Shelton graciously travels to many of the affiliate meetings around the country to not only increase awareness about AASPA, but also keep people abreast of national HR issues and offer helpful tools for personnel administrators. In the past year she has visited affiliate meetings for the following states: Ohio, Connecticut, North Carolina, South Carolina, Texas, Colorado and Georgia. Several Region Representatives also attended affiliate meetings and their efforts are appreciated.
GOAL TWO: PROFESSIONAL DEVELOPMENT

Develop and conduct ongoing “balanced” professional development offerings for new and veteran members.

AASPA’s 70th Annual Conference
“Set Sail for Seattle”
Westin Seattle
Seattle, WA
October 15-18, 2008

The professional development and networking have been unsurpassed in their value to me as I continue to grow professionally in my position.”
Dr. Jane Webb, Rogers, AR

AASPA Workshops
Personnel Administrator Boot Camp
January 29-30, 2009
Scottsdale, AZ

Personnel Administrator Boot Camp
June 26-27, 2009
Greensboro, NC

Support Staff Personnel Seminar
July 14, 2009
Kansas City, MO

"I do believe all HR administrators should attend the Boot Camp.”
Al Delgado, Cincinnati, OH

AASPA Webinars
Strategic Human Capital Management
October 29, 2008

Partners Building Leadership Capacity
February 17, 2009

“Where, Oh Where, Can Those Candidates Be?”
December 10, 2008

ADA Update: The ADA Amendments Act of 2008 and Employment in the Public Schools
January 21, 2009

HR Leadership in Tough Economic Times
April 8, 2009

The American Recovery & Reinvestment Act of 2009 (ARRA)
May 5, 2009

New I-9s, New STEM Work Permits, Old H-1Bs: School Personnel
May 13, 2009

Answering the Critics of School Administration
May 27, 2009
GOAL THREE: NATIONAL FOCUS

To create a greater presence with and to foster credibility among national agencies, organizations, and governmental bodies to promote AASPA goals and objectives.

AASPA has made significant strides to be at the table for the HR voice to be heard. Some opportunities have included meeting with President Obama’s Transition Team to share ideas for helping form policy, offering suggestions on how the federal government could support research efforts, views on NCLB and ideas for immediate economic recovery suggestions that would impact education. Ideas were requested from members to find out the effect of stimulus dollars in HR departments in school districts.

Working with Secretary Duncan
Arne Duncan’s office has placed an emphasis on struggling schools and has asked for input and information on defining these schools, their challenges and clear strategies for turning them around. 17 organizations, through LFA, have collaborated on specific principles for measuring performance of schools involved in turnaround efforts.

Improving Teacher Quality
Being involved with other organizations such as Phi Delta Kappa and the National Coalition on Shortages in Special Education Personnel, we have had the opportunity to share views on teacher quality, SPED candidates, recruitment through Grow Your Own programs, and ideas for setting policy.

ASAE Legislative Day on the Hill
A Legislative Day on the hill was made possible through a scholarship provided by ASAE. We were able to share the value of organizations as they provide educational opportunities for their members. There was the chance to share information about AASPA and to discuss the high cost of health insurance and importance of finding solution for those who work to provide benefits to employees.

Building Teacher Recruitment and Retention
Our organization was asked by the U.S. Department for our top five strategies for recruitment and retention of teachers in high needs areas. We were also asked to share our success stories for turnaround schools with plans for a White House summit to highlight these success stories.

Learning First Alliance
Our work with the Learning First Alliance which includes 17 educational organizations and represents millions of education professionals and stakeholders has provided the chance to present a united position in several areas. These include how the federal government should be involved in education, recommendations for grant requirements and core educational standards.
GOAL 4: MEMBER SERVICES AND RESOURCES

Provide comprehensive array of high quality services and resources to encourage the involvement of members.

HRhero.com
HRhero.com provides legal information, training, and compliance tools on state and federal employment law, supervisor training, and employee management for human resources and other business professionals. HRHero.com is supported by the Employers Counsel Network (ECN), a select group of attorneys from top law firms in all 50 states, Washington, D.C., and Canada. ECN members are experts in employment disputes, immigration matters, workers’ compensation, and other labor law issues.

HR Focus
AASPA launched its own e-newsletter the HR Focus on August 14, 2009. This newsletter, which is emailed out every other Friday includes news articles on current HR issues, an AASPA member spotlight and a relevant educational blog.

Governmental Links
The Legislative and Governmental Committee achieved their main goal as a committee by identifying and producing a list of websites of governmental agencies, legal firms and professional associations which announce/review pending and adopted legislation as well as judicial rulings impacting personnel education. This helpful links can be found under the Hepful Site Links section on the members only part of the AASPA website.

e-mentor Program
AASPA members have shared that one of their highest priorities for joining AASPA is the opportunity to network and learn from each other. The e-mentor program assist new AASPA members in their personnel positions by pairing them with an experienced AASPA member who can share his or her knowledge. This year we had 10 participants in our e-mentor program.
# FINANCIALS

## REVENUE

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<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Active Members</td>
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<td>Membership Refunds</td>
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<td>Sale of Publications</td>
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<td>ICIS</td>
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<td>Advertising</td>
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<td>Career Net</td>
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<td>Unidentified Receipts (Freight Charges)</td>
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<td>Other Refunds</td>
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<td><strong>Total Professional Development Revenue</strong></td>
<td><strong>658,903.99</strong></td>
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## Other Income (Expense)

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<tr>
<th>Category</th>
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<tr>
<td>Interest Income</td>
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<td>Other Income/Gifts</td>
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<td>Miscellaneous</td>
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<td>Interest Expense</td>
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<td>Leon Bradley Scholarship Fund</td>
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<td>Federal Income Tax</td>
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<td>State Income Tax</td>
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<td><strong>Sub-Total Other Income (Expense)</strong></td>
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<td><strong>TOTAL REVENUE</strong></td>
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## EXPENSES

### Professional Development Expenses

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<td>Annual Conference</td>
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<td>Summits</td>
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<td>Regional Training</td>
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<tr>
<td>Webinar</td>
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<td>Leon Bradley Scholarship Expense</td>
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<tr>
<td><strong>Total Professional Development Expenses</strong></td>
<td><strong>164,582.82</strong></td>
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### General and Administrative Expenses

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<td>Accounting Services</td>
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<td>Bank Charges</td>
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<td>Budget Audit</td>
<td>7,750.00</td>
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<td>Committee Support</td>
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<td>Computer Services</td>
<td>5,257.50</td>
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<td>Contingency Fund</td>
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<td>Credit Card Fees</td>
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<td>Depreciation</td>
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<td>Educational Research Service (ERS)</td>
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<tr>
<td>Employee Benefits</td>
<td>26,494.48</td>
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<td>Equipment Lease</td>
<td>4,459.53</td>
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<td>Executive Board Meetings</td>
<td>18,977.10</td>
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<td>Executive Director Salary</td>
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<tr>
<td>Foreign Currency Conversion</td>
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<td>Graphics/Editing</td>
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<tr>
<td>ICIS Expense</td>
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<td>Insurance</td>
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<td>Internet Expense (Incl. Web Site mgmt)</td>
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<td>Janitorial Services</td>
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<td>Learning First Alliance</td>
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<td>Licensing Fees</td>
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<td>Mail Machine Rental</td>
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<td>Marketing Program</td>
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<td>Membership Campaign</td>
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<tr>
<td>Membership Information Services</td>
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<td>Miscellaneous</td>
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<td>Newsletters</td>
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<td>Office Equipment</td>
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<td>Office Expenses &amp; Supplies</td>
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<td>Office and Bulk Mail</td>
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<td>Office Rental</td>
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<td>Other Expenses (Special Projects)</td>
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<td>Professional Support (Staff)</td>
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<td>Publications</td>
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<td>Staff Professional Development</td>
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<td>Staff Salaries</td>
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<td>Subscriptions</td>
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<td>Telephone and Long Distance</td>
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<td>Utilities (Gas &amp; Electricity)</td>
<td>474.17</td>
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<td>Water</td>
<td>140.00</td>
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<tr>
<td><strong>Total General &amp; Admin. Expenses</strong></td>
<td><strong>493,179.29</strong></td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>657,762.11</strong></td>
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</tbody>
</table>
**FINANCIALS**

**AASPA Audit Summary Report 2007-2008**

**General Information**
- Audit completed by Keller and Owens for the fiscal year ending September 30, 2008.
- Board approved a three-year agreement with Keller and Owens to complete annual audits. This audit represents the third year of this agreement.
- Audit was conducted according to auditing standards generally accepted in the United States of America.
- Information listed in this audit summary comes from the actual audit report.

*Any member of AASPA who would like a copy of the full audit report should contact our national office or one of the Board members.*

**Summary Statement**
Keller and Owens indicated in the management letter that there were no unusual accounting policies or accounting methods used by AASPA. They were able to conduct the audit in an efficient manner. They appreciated the assistance and cooperation extended to the audit team while conducting the audit.

**Summary of Audit Information**
- Annual Revenue $693,792
- Annual Expenses $657,762
- Annual Revenue exceeded Annual Expenses by $36,030
- Annual Expenses were in line with the budget.
- Program service expenses represented 76% of total expenses, which is well within acceptable guidelines

**Additional Observations**
- AASPA moved from debt to a positive balance sheet in the 2003-04 fiscal year.
- For 2007, AASPA’s financial position moved to a positive position of $300,518.
- For 2008, AASPA’s financial position moved to a positive position of $336,548.

**Operating Revenue and Expenses Trends 2004-2008**
### COMMITTEE MEMBERS

#### Conference Time & Place
- Walter Simmons (TX), Chair
- Ligaya Avenida (CA)
- Amy Dillon (KS)
- Dr. Lowell Ghosey (KS)
- Nancy Jones-Oltjenbruns (VA)
- Cindy Kobleur (GA)
- Lisa Kudelka (ND)
- Steve Lewis (OR)
- Melissa Mlecko (PA)
- Beverly Pina (MA)
- Dr. Judy Sclair (MO)
- Barbara Warren-Jones (VA)
- Trini Garza (TX), Board Liaison

#### Constitution & Bylaws
- Paul Shrout (MO), Co-Chair
- Graedyne Brown (TX), Co-Chair
- Cheryl Galdo (PA)
- Kathryn Nove (OR)
- Dr. Liz Duran Swinford (LA), Board Liaison

#### Legislative & Governmental
- Craig Von Behren (IL), Chair
- Douglas Behnke (OH), Co-Chair
- Bob McGrattan (NC)
- Nikki Washington (CA)
- Renee Jacobson (NE)
- Dane Delli (IL)
- Laura Preston (CA)
- Delores Morris (NC)
- Bessie Minor Brown (GA)
- Janice Ramirez (AZ)
- Randall Kanter (NJ)
- Richard Hartz (PA)
- Lisa Frailey (OR)

#### Membership
- Paul Hertel (IL), Co-Chair
- Dr. Cathy Donovan (KS), Co-Chair
- William Addy (PA)
- Gwen Allen (GA)
- Rick Arnett (MI)
- Ligaya Avenida (CA)
- Dr. Lori Belha (IL)
- Dr. Patrick Bingham (VA)
- Jim Buck (OR)
- Deborah Coley (AR)
- Marcia Daniels (TX)
- Amy Dillon (KS)
- Maryann Greenfield (NJ)
- Shay Hauer (MS)

- Christine Hedstrom (WI)
- Dr. Annette Henderson (AR)
- Richard Higginbotham (MI)
- Mary Jessie (GA)
- Dr. Bill Jordan (WA)
- Lisa Kudelka (ND)
- Diane Lowther (CT)
- John Lyttle (WY)
- Cindy Martin (NM)
- Melissa Mlecko (PA)
- Susan Moore-Fontenot (TX)
- Patrese Pruden (VA)
- Michael Rarick (OH)
- Patti C. Reed (GA)
- Fay Ruotolo (CT)
- Dr. Judy Sclair (MO)
- Paul Shrout (MO)
- John Sullivan (MS)
- Tekisha M. Ward-Smith (GA)
- Dr. Jamie L. Wilson (GA)
- Steve Williams (OR), Board Liaison

#### Nominations
- Dr. Winston Odom (VA), Co-Chair
- Dr. Beth Dalton (IL), Co-Chair
- Donna Bowen (OH)
- Steve Cummins (IL)
- Lynn Evans (VA)
- Hank Harris (OR)
- Annette Henderson (AR)
- Richard Higginbotham (MI)
- Randi Seaberg (WA)
- Rich Shultz (OR)
- Addie Swinney (AL), Board Liaison

#### Professional Development
- Darlene Von Behren (IL), Chair
- Carolyn Cameron (MO)
- Barbara Furrer (MO)
- Dr. Stephanie Gordy (GA)
- Susan Haddick (IL)
- Dr. Amy Holcombe (NC)
- Renee Jacobson (NE)
- Mary Jessie (GA)
- Dr. Bill Jordan (WA)
- Molly Lester (KS)
- Cathy Martin (WA)
- Patricia McAndrews (IL)
- Dr. Hasna Muhammad (NY)
- Nancy Patterson (NM)
- Cathy Ratcliffe (IL)
- Pat Dillard (VA), Co-Chair
- Dave O’Neill (TX), Co-Chair
- Rick Arnett (MI)
- Patrick Bingham (VA)
- Carrie Gibson (NC)
- Parker McKenna (MO)
- Richard Higginbotham (MI)
- Mary Nash-Robinson (LA)
- Larry Reznicek (WY)
- Susan Moore-Fontenot (TX)
- Deborah Piper (GA)
- Steve Betando (CA), Board Liaison

#### Recognition
- Dr. Kay Byers (NE), Co-Chair
- Ryan Thomas (WY), Co-chair
- Jerry Byrd (TX)
- Mary Beth Lehmanowsky (NE)
- Cindy Martin (NM)
- Linda Mitchell (IL)
- Mary Nash-Robinson (LA)
- Lucy Perez (MA)
- Larry Reznicek (WY)
- Sharron Wilkinson (MO)
- Dr. Cathy Skinner (IL), Board Liaison
EXECUTIVE BOARD

Carrie Durley
President
Executive Director of Human Resources
Aldine ISD
Houston, TX
cdurley@aldine.k12.tx.us

Dr. Joseph Koenigsknecht
Immediate Past President
Assistant Superintendent for Human Resources
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Highland Park, IL
jkoenigsknecht@dist113.org

Trini Garza
Recording Secretary
Director of Personnel
Carrollton-Farmers Branch ISD
Carrollton, TX
garzat@cfbisd.edu

Jane Webb
President-Elect
Assistant Superintendent for Human Resources
Rogers School District #30
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jwebb@rps.k12.ar.us

Stephen B. Williams
Region 1 Representative
Executive Director of Human Resources
Woodburn Public Schools
Woodburn, OR
swilliams@woodburn.k12.or.us

Dr. Cathy Skinner
Region 2 Representative
Assistant Superintendent for Personnel
Woodridge SD #68
Woodridge, IL
skinnerc@woodridge68.org

Robert Buganski
Region 3 Representative
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