American Association of School Personnel Administrators
keeping the human in human resources
www.aaspa.org
mission
To become the international school personnel association of choice through quality services and leadership.

vision
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.
Contents-

Mission/ Vision
page 1

AASPA Executive Board and Staff
page 3

Executive Director’s Report
page 4

President’s Message
page 5

AASPA Committee Members
page 6

Membership
page 7

Professional Development
page 8

National Focus
page 9

Financials
page 10-11

AASPA Sponsors
back cover
2009-2010 Executive Board

Dr. Jane D. Webb  
President  
Assistant Superintendent for Human Resources  
Rogers School District #30  
Rogers, AR  
jwebb@rps.k12.ar.us

Carrie Durley  
Immediate Past President  
Executive Director of Human Resources  
Aldine Independent School District  
Houston, TX  
cdurley@aldine.k12.tx.us

Dr. Cathy Skinner  
President-Elect  
Assistant Superintendent for Personnel  
Woodridge School District #68  
Woodridge, IL  
skinnerc@woodridge68.org

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

Larry J. Reznicek  
Region 1 Representative  
Director of Human Resources  
Campbell County School District No. 1  
Gillette, WY  
lreznicek@ccsd.k12.wy.us

Paul Hertel  
Region 2 Representative  
Associate Superintendent  
Community Consolidated School District 62  
Des Plaines, IL  
hertelp@d62.org

Dr. Donald A. Peccia  
Region 3 Representative  
Assistant Superintendent Human Resources  
Baltimore County Public Schools  
Towson, MD  
dpeccia@bcps.org

Dr. Karen Gasket  
Region 4 Representative  
Assistant Superintendent for Human Resources  
Paradise Valley Unified School District #69  
Phoenix, AZ  
kgasket@pvschools.net

Dr. Liz Duran-Swindor  
Region 5 Representative  
Associate Superintendent for Human Resources  
Vicksburg Warren School District  
Vicksburg, MS  
eswindorf@vwsd.k12.ms.us

Dr. Addie Swinney  
Region 6 Representative  
Personnel Director  
Auburn City Schools  
Auburn, AL  
aswinney@auburnschools.org

AASPA Staff

Dr. Jody Shelton  
Executive Director  
shelton@aaspa.org

Sandy Reigel  
Professional Development Coordinator  
sandy@aaspa.org

Anna Quisenberry  
Membership / Marketing Specialist  
aanna@aaspa.org

Ingelise Posey  
Office Assistant  
ingelise@aaspa.org
Executive Director Report

This year truly exemplified the word “change” for AASPA. As you all know change can be a good thing, as the small changes we are making now will help make a huge difference for the future of AASPA. These 12 months have led AASPA to launch new and necessary programs, increase member engagement and reconfigure governmental affairs’ activities to address the changing state of the economy and priorities of the Obama Administration. In spite of the turmoil in the economy, we were able to significantly meet our budget goals.

At the beginning of the year we were able to not only “connect” in Connecticut, but learn and grow as well. It was apparent at the conference that members continue to come back year after year because of the high quality of keynote speakers, relevant clinic sessions and numerous networking opportunities. This excellence was carried on throughout the year at both of our Boot Camp workshops and our numerous webinars. School administrators of all levels are able to take something away from each of our workshops and there is nothing more rewarding than seeing someone new to HR get excited to go back to their school district and use the knowledge and skills they have learned at the workshop.

AASPA has launched its pilot certification program and accepted 14 well qualified applicants. It is wonderful to see how this project has come to life over the years. It started as a member request on a survey, grew into a task force and now after building the standards our applicants have started towards earning a 10 year certification and the opportunity to be considered as a candidate for the examining board for future applicants. I appreciate every person that has contributed to this project and made it a reality.

We continue to expand our presence at the national level and develop the voice for school personnel administrators. Our membership with the Learning First Alliance has allowed us to partner with several other education organizations to develop a position on different federal issues and determine what the federal role of education should be. AASPA has also submitted a grant application for $900,000 to help with the validation of our principal selection tool. This would be a great opportunity for AASPA and we are all hoping to hear back soon about the next steps in this process.

As a member driven organization, member engagement has become one of AASPA’s top goals. It is important that our members leave their footprints on the organization and help it grow and remain relevant among school personnel. One of the quickest ways to connect to AASPA is through social media. AASPA maintains Facebook, Twitter and LinkedIn accounts. I would encourage you to take part in those to get timely updates and responses from our staff and other members. I have also seen some of the AASPA committees really come to life this year being proactive to make changes and develop plans for AASPA’s future. I really appreciate all of you who take the time to submit articles, participate in committee conference calls and do the little things to make AASPA successful.

I would also like to thank the AASPA Executive Board and Staff who all work very hard to make AASPA bigger and better every year. They are always open to new ideas and commit themselves above and beyond what is asked of them.

As AASPA is changing and growing, I can also say with confidence that this is truly an exciting time for school personnel professionals. I am impressed by the stories I hear about challenges you have overcome with budget and expansion issues and I am inspired by your ability, strength and resilience as leaders. You truly are keeping the “human in human resources” and represent our field so well.

Sincerely,

Dr. Jody Shelton, Executive Director
President’s Message

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 2009-10 membership year. This annual report serves to highlight those accomplishments that have moved our organization forward during the last year.

As I look back on the year, I am so proud that -- after years of discussion and planning -- we have finally kicked off our national certification program for school personnel administrators, and our first cohort of professionals is already tackling the daunting task of putting together their portfolios for the credentials process. I am really looking forward to seeing these first pioneers achieve their goal! A big thanks to Dr. Winston Odom for having the vision for the project during his presidency; to Dr. Tom Johnson for designing the program and making the dream become a reality; and to the committee members and AASPA staff who have stayed the course to see the project to fruition. Another project that is in the works is a certified business partner program in which certified business partners will be set apart from other vendors, giving the business partners additional exposure through various media and giving AASPA a new revenue source through these partnerships. We are certainly appreciative of the support we get from our vendors and we are looking forward to increasing our partnerships.

In addition to working on these 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 New Orleans, LA (January 28-29) and Minneapolis, MN (June 24-25) and ten webinars. Of course, the highlight of our professional development activities is this annual conference which always provides a variety of topics and sessions to assist you in your work along with very valuable networking opportunities.

The committees and Board of Directors have also been working on some new proposals that will be voted on at the business meeting since they require changes in the constitution and by-laws. We are very excited to recommend some changes that will move our organization forward and help with governance, future planning, and member engagement. First, there will be a recommendation to allow electronic voting for board positions prior to the annual conference. This will allow all of our membership to have a voice in selecting our leaders for the organization rather than having the leadership selected by only the percentage of members who attend the business meeting at the annual conference. This is certainly in keeping with what other national organizations do. The second consideration will be a change in the membership year from the current October 1 - September 30 to an individual rolling year starting and ending with each member’s membership anniversary date. We feel that this will encourage new memberships throughout the year rather than one big push in the fall and a “half-price sale” mid-way through the year. A third proposal that will be considered is to disband the Conference Time and Place Committee and to remove the requirement that the membership in attendance at the business meeting at the annual conference ratify the site of the annual conference five or six years in advance. Since we currently work closely with a conference planning organization that researches cities and negotiates with hotels, and since the conference site is dependent on available hotel space, meeting rooms, costs, ease of travel to and from, and other factors which can best be determined by a meeting planner rather than the membership, this move will make it easier for AASPA to negotiate best rates and spaces without having to wait for a vote from the relatively small number in attendance at the business meeting in order to move ahead with planning. Please read the proposals for these changes very carefully and give your full consideration to these proposals, as well as one dealing with the wording of how dues and assessments are determined.

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 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 staying the course as we continue to keep AASPA the premier, international human resources organization for school personnel administrators.

Sincerely,

Dr. Jane Webb, AASPA President
## 2009-2010 Committee Members

### Conference Time & Place
- Walter Simmons (TX), Co-Chair
- Craig Cooke (CT), Co-Chair
- Ligaya Avenida (CA)
- Amy Dillon (KS)
- Lowell Ghosey (KS)
- Nancy Jones-Oltjenbruns (VA)
- Robin Koslo-Stahl (PA)
- Steve Lewis (OR)
- Beverly Pina (MA)
- Judy Sclair (MO)
- Lisa Smith (IL)
- Robert Valles (CA)
- Don Peccia (MD), Board Liaison

### Constitution & Bylaws
- Keith Johnson (VA), Co-Chair
- Paul Shrout (MO), Co-Chair
- Paula Jane Hancock (VA)
- Karen Gasket (AZ), Board Liaison

### Legislative & Governmental
- David Hartz, Co-Chair
- Don McGohan, Co-Chair
- Doug Behnke (OH)
- Renee Jacobson (WA)
- Delores Morris (NC)
- Janice Ramirez (AZ)
- Alton Smith (TX)
- Addie Swinney (AL), Board Liaison

### Membership
- Steve Williams (OR), Co-Chair
- Cathy Donovan (KS), Co-Chair
- Kimberly Beam (NJ)
- David Besgrove (MO)
- Nancy Biggs (NE)
- Patrick Bingham (VA)
- Greg Buchanan (IL)
- Marcia Daniels (TX)
- Amy Dillon (KS)
- Dell Goodwin (AL)
- Rory Griffith (SK)
- Christine Hedstrom (WI)
- Annette Henderson (AR)

### Recognition
- Mary Jessie (GA)
- John Lyttle (WY)
- Mark McPherson (CO)
- Terry Minuth (KY)
- Susan Moore-Fontenot (TX)
- Hasna Muhammad (NY)
- Patrese Pruden (VA)
- Cara Riddel (OH)
- Tim Rogers (TN)
- David Ruhlhand (MI)
- Sanita Savage (SC)
- Millie Williams (LA)
- Cathy Skinner (IL), Board Liaison
- Don Peccia (MD), Board Liaison

### Nominations
- Joe Koenigsknecht (IL), Co-Chair
- Jerry Byrd (TX), Co-Chair
- Kim Chambers (IL)
- Steve Cummins (IL)
- Annette Henderson (AR)
- Richard Higginbotham (MI)
- Randi Seaberg (WA)
- Carrie Durley (TX), Board Liaison

### Professional Development
- Amy Holcombe (NC), Co-Chair
- Sanita Savage (SC), Co-Chair
- Lynn Castro (DC)
- Randy Davis (IL)
- Steve Foster (NC)
- Craig Gilman (VA)
- Stephanie Gordy (GA)
- Pamela Herndon (NC)
- Renee Jacobson (NE)
- Tina Johnson (NC)
- Bill Jordan (WA)
- Molly Lester (KS)
- Cathy Martin (WA)
- Hasna Muhammad (NY)
- Nancy Patterson (NM)
- Bettye Perkins (NY)

### Scholarship
- Pat Dillard (VA), Co-Chair
- Beth Dalton (IL), Co-Chair
- Wayne Bark (MD)
- Patrick Bingham (VA)
- Parker McKenna (MO)
- Bettye Perkins (NY)
- Deborah Piper (GA)
- Liz Duran-Swifnord (MS), Board Liaison

### Scholarship
- Kay Byers (NE), Co-Chair
- Linda Mitchell (IL), Co-Chair
- Jerry Byrd (TX)
- Mary Beth Lehanowsky (NE)
- Sharmon Wilkinson (MO)
- Paul Montgomery (TX)
- Larry Reznicek (WY), Board Liaison

### Scholarship
- Joe Koenigsknecht (IL), Co-Chair
- Jerry Byrd (TX), Co-Chair
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- Steve Cummins (IL)
- Annette Henderson (AR)
- Richard Higginbotham (MI)
- Randi Seaberg (WA)
- Carrie Durley (TX), Board Liaison

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- Amy Holcombe (NC), Co-Chair
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- Bettye Perkins (NY)
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- Liz Duran-Swifnord (MS), Board Liaison

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- Linda Mitchell (IL), Co-Chair
- Jerry Byrd (TX)
- Mary Beth Lehanowsky (NE)
- Sharmon Wilkinson (MO)
- Paul Montgomery (TX)
- Larry Reznicek (WY), Board Liaison
Pilot certification program

In a survey to members, there was an overwhelming request for a National Certification Program for School Personnel Administrators. After forming a task force and hiring a consultant, AASPA has launched its certification program as a pilot year. AASPA has accepted 14 applicants and are working together to help everyone achieve their certification in one year. For participating in the pilot year, candidates will have the opportunity to earn a 10 year certification and work hand in hand with our consultant to perfect the certification program process. Pilot year applicants will also have the opportunity to be considered as a candidate for the examining board for future applicants.

Social media

AASPA is now using social media to make member communication faster and more interactive. Office updates and useful links are posted weekly on the AASPA facebook page where members can ask questions or “like” information and status updates that AASPA provides. AASPA is using Twitter to retweet 140 characters of news from other education groups and the US Department of Education. AASPA’s Twitter account is also connected to its facebook page so any information will be echoed to Twitter as well. LinkedIn is a way for members to put their AASPA membership and involvement on their online resume. The AASPA LinkedIn group is great for posting questions and finding other AASPA members to be connected to.

Member engagement

As a member driven organization, there is no better way to make AASPA stronger than to engage our members and encourage them to pursue activities and tasks that will help them leave a legacy at both their school district and AASPA. It can be as easy as submitting an article or facilitating a conference clinic to beginning the long journey of restructuring a committee or helping to plan the professional development schedule in years to come. It is important to know that everything you do is a step towards AASPA becoming a stronger and more connected organization.

Membership numbers

Active - 1,228
Associate - 137
Complimentary - 3
Honorary - 37
Retired - 50
Business - 34
Institutional - 84
Institutional Associates - 236
Institutional Associates Extras - 24

Total Members - 1833
Workshops
Personnel Administrator Boot Camp
January 28-29, 2010
New Orleans, LA
Personnel Administrator Boot Camp
June 24-25, 2010
Minneapolis, MN

Webinars
Flexible Online Recruiting Solutions to Increase Your Efficiency
October 8, 2009
Develop a Staff Retention and Engagement Plan for Your District
November 10, 2009
Focus on people, not the process:
Using AppliTrack to automate the recruitment, interview, selection and post-hire process
December 3, 2009
Dismissal or Non-Renewal of the Incompetent Teachers
January 12, 2010
Automate Your HR Office
February 4, 2010
Performance Pay- A Successful Model for Rewarding Teachers
March 10, 2010
Smart Strategies to Avoid Layoffs and Retain Talent in Difficult Times
June 8, 2010
Teachers and the Internet: They Did What?
July 15, 2010
Introducing...TalentED Perform K-12 Performance Evaluation Cloud Software
August 31, 2010
Personnel Law:
What you need to know to recruit hire and retain K-12 talent while avoiding litigation.
September 30, 2010

Committee Action
The Professional Development Committee came together in the Spring to discuss and put together a plan for professional development events over the next three years. The meeting was very successful and the committee has mapped out events to accommodate members in each region as well as appeal to new and experienced school personnel professionals.
ASAE Legislative Day on the Hill
A Legislative Day on the hill was made possible again this year 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 solutions for those who work to provide benefits to employees.

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 opportunity to bring a united position on specific areas of the national education agenda. Consensus on statements has been achieved in the areas of Title 1, accountability and assessment, and school turnarounds.

AASPA was represented at the Leadership Council meeting for Learning First Alliance by our president, Dr. Jane Webb. She provided input into the future direction of Learning First Alliance.

IES Grant Application
AASPA has also made application for a $900,000 grant to help with the validation of our principal selection tool. We will not find out for a few months, but we are hopeful this will be granted.

Steps Forward
We continue to communicate with the US Department of Education through in person dialogue and electronically. We have provided members information on opportunities through the department and also of the emphasis and information that we receive from the US Department of Education to find out the effect of stimulus dollars in HR departments in school districts.

AASPA has been asked to be part of many different forums and discussion groups at the national level so that the HR perspective can be heard. Our latest invitation has come from Learning Forward(formerly Natinal Staff Development Council). We have been invited to participate in setting standards for staff development through reflection of current research and the current education agenda. Funds for this project will come from a grant received by Learning Forward.

AASPA has been involved in discussions for revision of the Phi Delta Kappa Future Teacher Program. It has been a great opportunity for AASPA to provide input into this program.
# Financials - year ending 9/30/09

**REVENUE**

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<td>Conference Refunds</td>
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<td>Conference Sponsors &amp; Exhibitors</td>
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<td>Summit Registrations &amp; Sponsors</td>
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**Other Income (Expense)**

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**TOTAL REVENUE**

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**EXPENSES**

**Professional Development Expenses**

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<td>Leon Bradley Scholarship Expense</td>
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<td>Total Professional Development Expenses</td>
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**General and Administrative Expenses**

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<td>Computer Services</td>
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<td>Legal Services</td>
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<tr>
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<td>Payroll Processing (Paychex)</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>Travel Executive Director</td>
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<tr>
<td>Utilities (Gas &amp; Electricity)</td>
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<td>Water</td>
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<tr>
<td>Total General &amp; Admin. Expenses</td>
<td>481,249.73</td>
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**TOTAL EXPENSES**

<table>
<thead>
<tr>
<th>Amount</th>
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<td>689,796.25</td>
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AASPA Audit Summary Report 2008-2009

General Information
- Audit completed by Keller and Owens for the fiscal year ending September 30, 2009.
- 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.
The three year audit agreement has been completed and RFP’s have been submitted to select an audit committee for next year.

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 $676,172
- Annual Expenses $685,121
- Annual Expenses exceeded Annual Revenue by $8,949
- Program service expenses represented 78.2% of total expenses, which is 2.2% above 2008. AASPA has increased member services during this audit year by creating a certification program, conducting a leadership meeting and adding the HR Focus e-newsletter.

Additional Observations
- 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.
- For 2009, AASPA’s financial position moved to a positive position of $327,599.
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