

Report to the Washington State PTA Board of Directors 2008-09

Focus Day 2009 Recap

Submitted by:

Byron Shutz, Focus Day Chair 2007-08 & Co-Chair 2008-09

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Focus Day '09 was hosted Feb. 26 at the Legislative Building on the Olympia Capitol Campus. Focus Day is WSPTA's single advocacy-only event, a public segment to Legislative Assembly.

This is a final report from the 2009 Co-Chairs, complete with detailed recommendations to the Focus Day 2010 committee's process and task, and all the 2004-09 historical documentation and materials available assembled in a binder and onto a CD to forward to next year's program.

OVERVIEW

This year's Focus Day encompassed 3 inter-related activities – 2 traditional, 1 new for us:

- Orientation and Informational Presentations in the Columbia Room
- The Rally on the Steps
- Legislator Appointments

The central focus, by a substantial factor, was on the noontime Rally.

All-in-all, despite the freakishly unexpected, horrendous early morning snowstorm impacting western-slope areas north of Olympia, FD09 was a successful undertaking and triumphant event with strong performances by staff and accommodations by attendees. Some activities and resources continue to evolved from previous years' successes -- future FDs could be improved by building further upon core components introduced this year. A purposeful, cumulative affect will provide additional gains in the role and influence of the event.

Notable advances were made in this year's marketing and event fulfillment, in part from significant strides made in strategically creating and establishing an infrastructure around the development of planning, execution, and resource support. Refinements to implementation could improve attendee experiences, and the legislator's relationship to WSPTA.

The specific focus of this year's event on the long legislative session was the work of the Basic Education Finance Task and the start of the new biennium for budget purposes – it was anticipated that there would be crucially important education bills ready for WSPTA to work in the 2009 session. The role of Focus Day was therefore transformed to a substantially more public affair, with a coalition of advocacy partners and high-visibility public support to active bills.

The great mass of PTA and education advocates voiced a roaring move forward at *our* very public **Rally on the Steps**. The commitment to the arduous ed funding journey was renewed, the worthy goals remained in sight, and the companionship was unsurpassed! Shelley and I would like to acknowledge and genuinely thank the many, many friends and partners and staff who contributed to making Focus Day all that it could be.

Attendance: An estimated range of 350- 450 – no data collected onsite but confirmed by photos and video; -; was reviewed and decided early on that onsite registration was too cumbersome, overhead intensive, and handicapped the event's coalition intent. Weather heavily impacted western WA attendance – Bellevue School District was closed, Lake Washington, Seattle and Northshore School Districts had 2-hour delayed starts.

FOCUS DAY LEADERSHIP & CONTRIBUTORS

Co-Chairs: Byron Shutz and Shelley Kloba

Board: Paul Cheek
Laura Bay

Staff: Kim Howard
Bill Williams
Megan Drygas (logo & sticker production; event planning and materials)
Unidentified staff performing countless behind-the-scenes activities

Leg. Comm: RLCs, all, to various degree, commitment and effect (some previous RLCs too)

FD Comms: Barb Billingham
Brooke Valentine
Matt Loschen
Terri Stewart
Tobi Rackers

Committees & Contributors:

With immeasurable gratitude to each and all:

First and foremost: the brave and mighty 350+ defying the day's weather to share the Steps! Hurrah! *Big* kudos to each, and especially to the kid-os!

First and hardly second-most: each and every groundbreaking advocate who came before us to lead the way - *thank you*

Generous providers of the sound system: Jeff and Lorrie Brunson (at their own expense!)

FD Volunteers - Signage: Matt Loschen and Terri Stewart and daughter (at their own expense! See *Appendix A* - total cash outlay about \$400)

FD Volunteers - Facebook, Pics and Video: Brooke Valentine, Tobi Rackers, Matt Loschen, Terri Stewart

FD Volunteers - Field Leaders: Connie and Dennis Gerlitz, Cindy Burt, Barb Billingham, Pam Deming, Gayle Hickey, Sherry Marlin, Kelly Munn, Bonnie Kayla, Pat Montgomery, Deborah Parsons, Leigh Stokes, Suzanne Weaver

FD Bus & Carpool Organizers: Connie Gerlitz, Heidi Bennet, Kevin Bright & Deb Nolan, Leah Gillis, Angela Falcone, Kristin Edelhertz

Columbia Room Issue Presenters: Julie Wright, John Stokes, Kelly Munn, and Leg. Dir. Paul Cheek

Rally Speakers: Judy Hartman on behalf of Gov. Gregoire, Sen. Rosemary McAuliffe, Rep. Ross Hunter, Rep. Skip Priest, SBE Pres. Mary Jean Ryan, OSPI Robert Harkin on behalf of Sup. Randy Dorn, LWSD Sup. Chip Kimball, LEV Founder Lisa Macfarlane, BA-FR Cheryl Jones, BPTSA Connie Gerlitz, SJPTSA Deb Nolan, PPTSA April Walker, HPTSA Lois Schipper, WRSD Theresa Meyers, BPTSA John Stokes

FD Columbia Room Speakers: Rep. Ross Hunter, Sen. Eric Oemig, Eidle Harding from the State Board of Education

Legislators Attending the Rally: 5th Rep. Anderson, 22nd Rep. Hunt, 26th Rep. Angel, 30th Rep. Priest, 32nd Rep. Kagi, 23rd Rep. Orwall, 36th Rep. Carlyle, 38th Rep. McCoy, 40th Rep. Quall, 41st Sen. Jarret and Rep. Maxwell, 43rd Rep. Pedersen, 45th Sen. Oemig and Rep. Goodman, 47th Rep. Sullivan, 48th Rep. Hunter

WSPTA Region Legislative Directors: Leg. Dir. Paul Cheek, R1 Dave Milligan; R2 Connie Gerlitz, R3 Debra Arbuckle, R4 Curtis Mack, R5 Megan Hernandez, R6 Krista Tenney, R7 Julie Matheny, R8 Kevin Bright, R9, Meg Van Wyck, R10 Sandra McDonald, R12 DeAnna Winterrose

WSPTA Staff: Bill Williams, Kim Howard, Megan Drygas, Melinda Anderson, unsung staff heroes

WSPTA BOD: Laura Bay, Scott Allen, Bonnie Kayla, Sherry Marlin, Keri Wilkinson, Dori Tate, Maureen Monson, Paul Cheek, Kitty Campagna, Audrey Bennett, Jeanette Muck, Cheryl Child, Sudene Snyder, Cathy Phipps, Novella Fraser, Lorrie Brunson, Lynne McAdoo, Ruth Gifford

FD Planning Team: Byron Shutz, Shelley Kloba, Barb Billingham, Paul Cheek, Laura Bay, Kim Howard, Bill Williams,

Special Personal Mention: Laura Bay, Audrey Bennett, Kim Howard, Megan Drygas, Linda Hansen, Dennis and Connie Gerlitz, Matt Loschen, Shannon Campion, Chris Korsmo, George Scarola, Lisa Macfarlane, Kelly Munn, Michael Itti

RECAP OF PREPERATIONS

The emphasis this year and last evolved into a focus on creating and building the mechanics of a Focus Day event infrastructure – time and efforts were diverted toward exploring and articulating the potential objectives, documenting probable job description variables and project management planning, creating resources and tools for the program and members, and establishing potential protocols, procedures and precedents.

Practices and Procedures, and Potential Precedents:

- Created and developed an overall, prep-to-finish, strategic and **tactical project management structure** – *The Action Plan*.
- Created and developed **coalition of advocacy partnerships** – “showed up with friends”.
- Created and developed **online RSVP** concept, system and benefits; open to all attendees. Utilized data collected with RLCs, partners, etc.
- Created and developed a **series of sub-committees** to support FD Chair and WSPTA staff.
- Created and developed a **rally signage plan** and process.
- Created and developed a ‘**logo brand**’ sticker specific to the event from a recurring theme branded by Ramona Hattendorf: “*It’s Basic*”.
- Created and developed a **media plan and tools**, including using social networking sites like FaceBook and LinkedIn, as well as video-sharing sites like YouTube. This was a new idea for WSPTA – still much to be pioneered in reach and effectiveness.
- Employed ‘**08’s assignment of Legislative Districts to Regions** and an optional regional LCs/Dirs scheduling of legislator.
- Further developed a “**chain-mail**” **approach to distributing email communications** and resources from FD Chair down through the WSPTA regional hierarchy (RD-RLC-Council-CLC-Unit P/LC).
- Provided more background **info, context, helpful tips, and guidance to every attendee** – attempted to raise awareness, comfort levels, active participation, and connections.
- Created **FD Binder** with hardcopies of most relevant materials; assembled available materials from previous FDs back to 2004 (little history available, though).
- The **Governor** (Gregoire) scheduled to headline the Rally, along with key legislators, OSPI Superintendent and SBE staff, education association leaders, & advocacy coalition partners.
- Reserved the **Columbia Room** in the basement of the Leg./Capital Dome again, all day.
- Reserved the **Legislative Building North Steps** for the noontime rally.

DEDICATED DOCUMENTS, MATERIALS & TOOLS

The file *List of WSPTA Focus Day CD Files 2009-07-25.doc* offers a full listing of all the documents, working materials, and resources created Focus Day Chairs, committees and staff to-date:

External Public Resource Files and Tools Developed:

- *WSPTA Focus Day 2009 Flyer v1Aug v0.pdf*
- *FD 2009 - WSPTA Focus Day Advance Flyer v2.doc*
- *FD09_FD_Chair_Letter_Intro_Event_Overview.doc*
- *FD09_Welcome_and_Agenda_Focus_Day_2009_v5.doc*
- *FD2008_PTA_Working_Leg_Floor_Doors_Pull_Legs_v1.doc*
- *FD09 - RSVP Data Form Fields v2.doc*
- *FD09 - Post-event Zoomerang Survey v1.doc*
- *FD09_Promo_v2.pps (FD09_Promo_v2.pdf)*
- *FD09- Talking Points v1.doc*
- *FD 2008 - WA School-Ds per Region and Leg-D 2007-08.xls*
- *FD09_Tips_to_Attendees_in_Olympia_v4.doc*
- *FD09_Guide_to_Leg_Advocacy_Visit_v2.doc*
- *FD09_How-To_Guide_MediaRelease_v1.doc*
- *FD09_HowTo_Sign_Making_Rally_v3.pdf*
- *FD09_LU_Petition_Docs_v1.doc*
- *FD09_Legislator_Contact_Report_Form_v1.doc*
- *FD09 Explanation of WA Matrix Database File v2.doc*
- *FD09_Legislator_Database_Contact_Listing_v2.xls*
- *FD09_Legislature_Database_EF_Advocacy_v2.1.xls*
- *FD09_Media_Advisory_v1a.doc*
- *FD09_Sample_Article_on_Alternate_Participation_AA.doc*
- *FD09_Sample_Newsletter_Article_Areyouready.doc*
- *FD09_Subcommittee_Vol_Tasks_Post_v1.doc*
- *FD09_InTransit_Info_v1.doc*
- *FD09_Transpo_Bus_Carpool_Forms_v1.xls*
- *FD09_Transportation_Bus_Info_v1.doc*
- *FD09_Transportation_Carpool_Info_v1a.doc*
- *FD09_Virtual_Participation_Tips_v1.doc*
- *FD09_WA_Olympia_Capital_Campus_Map_FD1.doc*
- *FD09_Hotels_in_Olympia_v1.doc*

- *FD09_WSPTA_Leg_Issues_PostLA_2008-09.doc*
- *WSPTA 2008-09 Advocacy & Legislation Handbook.pdf (on the WSPTA Leg. website)*

- *WACitizenMap_to_Olympia_Capital_Campus_2008.pdf*
- *WACitizenGuide_to_K-12_Finance_2008.pdf*
- *WACitizenGuide_to_WA_State_Budget_2008v3.pdf*

Internal-Admin. Resource Files and Tools Developed:

- *FD09 - Action Plan-Schedule v2.1.xls*
- *FD09- Script for LA Oct '08 v2.1.doc*
- *Focus Day at LA08 - Final v1.ppt*
- *FD09_Affinity_Partner_Resource_List_v2.xls*
- *FD09 - Leg Updates on 2009-01-12.xls*
- *FD09_Subcommittee_Vol_Tasks_Post_v1.doc*
- *FD2009 Role of Field Leaders,v1.doc*
- *FD09 Most Likely FAQ.doc*
- *FD 2008 - WA Legislator Contact Master Database 2007-08 v3.2 Spreadsheet*
- *FD 2008 – Instructions to Making Appts w Legislators Info Doc DRAFT*
- *FD 2008 - Legislator Contact FD Report Form Doc*
- *FD 2008 – FD Packet Contents History Record 2004-08 Spreadsheet*

RECOMMENDATIONS GOING FORWARD

Highlights: Much was achieved in organizational efforts at all levels, but specific lessons learned include continue dedication toward 1) building coalition partnerships, 2) integrating FD into a year-round advocacy program, 3) aspects of hosting a rally, and 4) apply the internal member momentum of the event to carry through to next Leg. Assembly.

Additionally, a Zoomerang survey was performed to solicit feedback on the event again this year (the FD Chair promoted it via the listserves). Survey responses were generally favorable, and generally echoed a consensus of the more antidotal and casual feedback too.

Some preliminary conclusions lend specific suggestions including:

General considerations:

- **Details Count:** The details of hosting an event well do still count – remains to be an elusive balance between helping attendees feel more intrinsically participatory versus unconsciously restricting them to be passive attendees'. Investments worth pursuing in providing more “hand-holding” and “inclusive communication” in activities – i.e. more forum-type activities.
- **Legislator Meetings:** The decision to meet individually with legislators, (independent of the feasibility of actually scheduling with them given the day’s agenda), generally depends upon the quantity and quality of legislative advocacy throughout the year by a particular Region. Areas that engage in a greater degree of consistent advocacy interaction throughout the year put less importance on this annual FD event as being a one-on-one affair -- more active Regions generally voiced a more collective-oriented objective to *hear* from legislators rather than to *talk at* legislators.
- **History of Event Qualities:** Appendices A through C offer a number of emails and documents that highlight some of the major issues that arise, including the core role of FD, building a coalition of partners, visiting legislators, including students in the program, communication methods and mediums, and supporting attendance in a meaningful manner.

General Event Qualities

- **Start Chair Preparations Early:** Identify Chairs over the summer; be very well organized to perform the many, many facets it takes to make it all appear straightforward – integrate the start-to-finish aspects from the beginning.
- **Leg. Assembly:** Launch Focus Day in the lead-up to Legislative Assembly in October.

- **Don't Segregate:** Continue to integrate and associate the 1-day event into the year-round advocacy activities and efforts, and highlight the correlation, role and opportunity of FD.
- **In Full View:** Continue to focus the event's orientation around public and media exposure to which entities (members, legislators, allies, etc) can align and gain exposure. Further develop the event as a "media and rally" format. Ramp up the internal membership and external public exposure – highlight WSPTA's capability to fulfill advocacy intent.
- **Relevancy is Everything:** *Critical* - prepare well for the specific bill activity in the Legislative Session, and prior.
- **Marketing:** Continue to invest more resources in marketing the function and event, and in follow-up afterwards (survey polling; pre-registration; thank you notes to contributors and participants; thank you messages and messaging; etc). Takes a lot to achieve a little.
- **Direct Email:** Utilize a mass email contact tool (such as iContact, etc) to build and use a database of email addresses for all WSPTA member, and for FD RSVPers (much like done for Convention and Leg.Ass.). There is still a strong requirement for a capability to contact each RSVP attendee before the event, and to follow-up afterwards. The traditional "phone-tree" approach, filtering info down thru organizational channels, is archaic and inefficient, even if it uses e-mail rather than phone calls. We must invest in the infrastructure to contact individuals with timely information for their participation in the Rally and legislator lobbying.
- **CapWiz:** Fully integrate the use of CapWiz into a year-around advocacy practice. I/we have talked and planned in great detail as to what this could look like to be successful – *WSPTA needs to do*. Pursue integrating the use of CapWiz into the average member's routine.
- **Internet Today:** Better utilize the web and WSPTA website – specifically in conjunction with CapWiz, and with Facebook and other social networking sites. Many organizations have invested in significantly better use of the web – WSPTA can too.
- **RSVP Process:** Continue to develop RSVP options for, and benefits of, having attendees register in advance.
- **RSVP VIP Data:** Include data fields to collect the Legislative District # per register!!!
- **Support 1-on-1:** Do *support* advocates visiting legislator offices before and after the Rally (but, would still advise to go short of further encouraging and promoting such).
- **Many Hands:** Develop duties and tasks for additional FD Committee members – the scale of activity could benefit from additional support to a Chair(s) –particularly on the day-of.

Interior Locale Qualities

- **The Face & Voice of FD:** Continue to develop options for exemplary emceeing -- meticulous prep and anticipation could improve the audience participation, and the inevitable adjustments in scheduling. The Chair failed in '08 to anticipate the highlighted role of the emcee in the one-room-all-day venue, or adequately prepare for its consequences – much better in '09 (SK!).
- **Columbia Room:** A positive characteristic for attendees –centrally located, easy access for all participants, a fitting ambience, flexible use, all-in-one room. Every effort should be made to repeat; even go so far as to schedule the event around its availability (within reason).
- **Before, Not After:** In the Columbia Rm, hold only pre-rally activities and speakers – DO NOT host post-rally activities = minimal attendance, drain of resources, ends on a downer.
- **Hosting:** Do not host a Legislator as in '08; but maybe a coalition partner post-party; '08 Legs was very low value; if do, significantly improve the invite process and event structure.

Exterior Locale Qualities

- **Audience Above It All:** Explore reversing the physical set up on the Capitol steps – place the podium at the bottom, have audience up on the steps. Many advantages to this (better visibility of speakers; sun in speaker's eyes rather than audience; more effective media camera coverage; attendees look down, and can sit). If possible – do this!

- **Time Is Long Before It's Short:** Keep the rally to 50 minutes tops – most importantly, start when you say, and end when you say - period.
- **Size & Amplitude Matter:** Order and magnitude of speakers does count – open with biggest (Governor), but don't close with smallest – end with a solid, energetic, capable closer. Announce the order and highlight this – keep the crowd until the end.
- **Close Decisively:** Worth repeating – have a definite closing – end the event purposefully, on a specific tone and message.
- **Speak Little, Say A Lot:** Have only 3-4 speakers go for more than two minutes – a rapid succession of short speakers makes the flow -- *be militant in time limits*.
- **Know Thy Name:** Do homework on speakers – make introductions pertinent and interesting.
- **Share the Love Equally:** Balance objectives of 'it's all for the legislators' versus 'it's all about the audience' (try to make both feel they are the priority).
- **It /s All About Them:** Create a better situational set up for Legislators to gather and be seen – congregate in one area, try to get them to be bipartisan in line up!
- **Be Seen Not Heard:** Harsh but effective - include children in the Rally audience, but not in the program (speakers). But this debate will go on....
- **Visible Atmosphere:** Rally Signage is vital – for visual and physical atmosphere first, secondly for attendee participation direct before/during/after, and thirdly for conveying messaging. '09 on-site preparation was masterful. 200 signs were ordered with PTA logo as a border, leaving space in the center for personalized messages (all 200 blanks were used). This design gave consistency of design and recognition, with ability to customize in an accountable manner. This signage approach served many agendas and objectives well.

Timing of FD – Catch as Catch Can

Some hard earned lessons of past Focus Days have been examined carefully – we'll share what we think has been learned, how this year will be significantly different, and what else we need to learn to make Focus Day (FD) an even more effective component of the inter-related advocacy endeavors throughout the year. A couple of details about scheduling FD:

- To begin, review the event info and application from the WA General (available online).
- The application is not a guarantee – the GA executes its own acceptance decision process (we'd like to think WSPTSA has some intrinsic value and pull, but.....). And we are hardly the only org in the game.
- Timing FD around the bill cut-off deadline later in the Session (albeit haphazardly) has the advantage of influencing actual bills up for consideration to go forward for a vote versus an earlier showing for a more general (albeit still monumental) concept. But like last year, the day we show up just may be a floor or caucus day when the legislators just aren't available, and those that make the effort knowingly strain their day considerably -- not a good premise for productive influence.
- It is a roll of the dice on timing – too soon could miss the moment of momentum as much as being too late. As John expressed, it is a game trying to pick a date that gets us onsite to have influence when things are still in play. There is a rhythm and schedule to the legislative process, and it depends greatly on what transpires starting the very day the Session opens. Again, we are hardly the only org in the game.
- The calendar for the legislative Session is formally released just 2-3 months (if that) before the session begins. <http://www.leg.wa.gov/legislature/calendar/>
- The requested facility access by WSPTA is for both the Columbia Room and the Capitol Steps – that alone limits the potential days, depending what else is schedule. This concept is worth evaluating – do we need an interior gathering area for an outside rally? An outside staging

area is feasible, but very costly if we want tents or such to accommodate weather risks. Is a rally on the steps the only real objective? Many other lobbying organizations think so, as the core rationale for assembling en masse in Olympia in the first place.

- So there is likely support from every party involved for units and councils and school districts to build a more consistent and productive advocacy relationship throughout the year with their direct legislators. Any mass-showing in Olympia is a cap to those efforts.
- In past years feedback has been requested from our members on their experience at FD, and suggestions to improve both the experience and its organizational effectiveness (interior and exterior). Last year a posted Zoomerang survey (by the 22 respondents) along with conversational feedback pointed the thinking again toward the momentum and the multi-faceted benefits of a Rally on the Capitol Steps .

RECAP OF EVENT – FINAL AGENDA

Final Agenda: as of Feb 14th

Location of All Events = Columbia Room in the Legislative Building (*Capitol Dome*); *North Steps of the Legislative Building*

(Setup began 7:00AM by Staff & Chair)

- 9:00** Welcome Table opens: Columbia Room in basement of Leg. Bldg.
- 10:30** Orientation to Focus Day Activities, Bill & Committee Status, Issues
*Welcome by President Laura Bay; Chairs Byron Shutz & Shelley Kloba
Paul Cheek, WSPTA Legislative Director & Kim Howard WSPTA A.C.
Top 5 WSPTA Priority Issues – 5 mins. max per issue*
Sign-making- *outside on the East Esplanade, participants spend a few moments here upon arrival at the Capitol Campus event locale*
- 11:45** Gather on the north steps of Legislative Building (Capitol Dome)
- 12:00** ***Rally on The Steps*** of the Legislative Building
*Emcees: Byron Shutz & Shelley Kloba, Focus Day Chairs
Speakers: Pres. Laura Bay; Advocacy Executive Directors
Guest Speakers: Governor Christine Gregoire; Senator Rosemary McAuliffe;
Representative Ross Hunter; Representative Skip Priest; Robert Harkin, Office of
Superintendent of Public Instruction; Edie Harding, State Board of Education
Members to tell their stories in support of education finance reform*
- 1:00* *Conclude Public Rally on the Steps – Disassemble*
- 1:30- 2:15** *Brown bag lunch with Rep. Ross Hunter to discuss the status of Education Finance Reform proposals.*
- 2:15-2:45** *Edie Harding from the State Board of Education to discuss the role of the State Board and answer your questions.*
- 2:45-4:00** *Networking, appointments, attend hearings, tour the campus.*
- 4:00* **Conclude Focus Day Events**
End access to the Columbia Room – vacate & take belongings



Welcome to the *new* Focus Day Rally, Feb. 26th!

There are big changes this year to WSPTA's annual advocacy event in Olympia. Focus Day is direct civic empowerment, and powerful advocacy – attendance resources are available at www.wastatepta.org/leg/session_09.htm. Along with once-in-a-lifetime, game-changing legislative events, this year's Focus Day with our advocacy friends *could be the deal maker*.

Rally On The Steps -- we'll be out in the open, up front of the Capitol Dome! It is time to be a part of a visible change, and definitely not a time to leave it up to others. This is your time to act with your WSPTA – **advocacy in full view**.

2009 is different due to the day long anticipated since the 2006 Washington Learns study of our education system -- the recent release of the final report by the **Basic Education Finance Joint Task Force**. This is the year we want the media, people of influence and everyone to know where WSPTA stands.

Earlier Focus Days, along with hosting political speakers, we've walked office-to-office around the Capital Campus speaking with our lawmakers one-on-one. You may still do so this year – Focus Day conveys our commitment to build understanding for the legislative perspective and process, to influence legislator's position on issues, and to gain rapport to prompt their taking action with us.

But ultimately, Focus Day is a public event to demonstrate the broad backing and unified coalition supporting legislation that WSPTA champions. The day is shared with many fellow advocates from across the State showing up to collaborate and collectively make a difference, confident in knowing our coming together generates change. From the capitol steps we'll *all* show just how deep and strong our support is for our legislators' commitment to education.

Please accept our thanks for working together to make Focus Day the most visible, influential and precedent-setting advocacy commitment of this year!

WSPTA's Top 5 Legislative Issues determined at Legislative Assembly are the focus of WSPTA's advocacy. *Our showing up* in Olympia for that conversation emphasizes the **pivotal role members contribute to their legislator's focus around the issues**.

Thank you for all you do every day for your children and communities. Please join us, and contact us with any questions or suggestions you have for Focus Day.

Byron Shutz & Shelley Kloba
WSPTA Focus Day Co-Chairs 2008-09
bcshutz@comcast.net shelley@kloba.com
Cells 425-301-6386 425-823-9732

LINKS TO FD09 VIDEOS POSTED ON YOUTUBE

Hold the CNTL –key down while left-clicking on a highlighted link below:

◆ **FD Overview - Video, Photos & Blog:**

[Fun 2-Min Recap Video!](#) by S. Orth LU-15.2 - *thank you!*

[What We Learned at Focus Day](#) - a 7 minute recap by M. Loschen - *thank you!*

[Photo Slideshow Event Coverage - Valentine](#) - [Photo Album - Alber](#) - [Facebook Photos - Valentine](#)

[LEV Pics of the Rally](#) - [LEV Blog on event](#)

◆ **FD - KING 5:** [News Video](#)

◆ **FD - SeattleTimes.com:** [Web Video](#) - [Blog](#)

Rally Speaker Clips on YouTube: *Volunteer M. Loschen's video and postings - thank you!*

◆ [WSPTA's President **Laura Bay's** Welcome & Intro](#)

◆ [Education Assistant to the Governor **Judy Hartmann**, for Gov. Gregoire](#)

◆ [Chair of Senate Education Comm. Sen. **Rosemary McAuliffe** - \[Dem.'s video. of Sen. McAuliffe Speech\]\(#\)](#)

◆ [Chair of House Appropriations / BEFJTF Rep. **Ross Hunter**](#)

◆ [BEFJTF Rep. **Skip Priest**](#)

◆ [State Board of Education's President **Mary Jean Ryan**](#)

◆ [OSPI Asst. Sup. **Robert Harkins**, for Sup. Randy Dorn](#)

◆ [Public Schools Employee President **Judy Owens**](#)

◆ [Lk Wa. School District Sup. **Chip Kimball**](#)

◆ [League of Education Voter's **Lisa Macfarlane**](#)

◆ [WA African-American Roundtable's **Cheryl Jones**](#)

◆ [PTA **Connie Gerlitz**—Bellevue](#)

◆ [PTA **Deb Nolan**—Friday Harbor](#)

◆ [PTA **April Walker**—Puyallup](#)

◆ [PTA **Lois Schipper**—Highline](#)

◆ [White River School District's **Teresa Meyer**](#)

◆ [A fun collection of crowd shots](#) (you may already be a STAR!)

• [Talk on Math & Science with **Julie Wright**](#)

• [Pre-Focus Day Event Sign Making & Volunteers](#)

Optional appendices follow:

- APPENDIX A: EMAILS – RELEVANT TOPICS
- APPENDIX B: EMAILS – RELEVANT TO COMMUNICATIONS
- APPENDIX C: EMAILS – FD 2008 – Finale Communications

APPENDIX A: EMAILS – RELEVANT TOPICS

Cost of Rally Signs

----- Original Message -----

From: [Matt Loschen](#)

To: ['Byron Shutz'](#)

Cc: ['Shelley Kloba'](#)

Sent: Saturday, February 28, 2009 9:54 AM

Subject: RE: FD09 - Details & Disk

The signs (and we had none left over) at 200 quantity were \$337.90. Umbrellas I've not paid for yet, but came to \$400 even. So \$737.90 out of pocket. I blew out an ink cartridge printing, Shelley was out some contact paper. I made the stand up signs from junk lumber and rope I had around the house (hope your knuckles have recovered☺), as was all the posts and fasteners for the directional signs. So if we assume we could have used 25 more signs or so and you have the same luck you'd get away with a \$800 budget, otherwise about \$1K, assuming like attendance.

Vendor contacts were:

Signs were Art Boruck of Boruck Printing aboruck@connectexpress.com Phn. 206-522-8500

Umbrellas were Stickles Press jesica@sticklespress.com Phn: 360-474-0699

DRAFT OF EMAIL TO TARGET OLYMPIA-AREA MEMBERS

2009/02/02

For Bill Williams to forward

To Olympia Area Council & Unit Presidents, Leg. Chairs & Focus Day Organizers

Focus Day '09: Your Backyard

Would you please consider asking your community to lead the turnout for the 12:00 noontime Rally on the Capitol steps for Focus Day 2009?

We acknowledge the difficulties for members across the state in traveling to the Capitol, whether it is a 15 minute drive or an all day trip. This year there are buses of dedicated advocates coming from as far as Anacortes and Spokane.

A welcoming crowd of Olympia area folks to greet them, generous advocates willing to give their lunch break to stand on the Legislative Buildings north steps at 12:00 for as long as they may stay for the hour, will be wonderful solidarity appreciated by all traveling to Olympia.

Please ask your community to mark their calendars for Thu. Feb. 26 Rally, 12:00 noontime. Key info may be found at these links:

1. [Focus Day Agenda and Event Description](#)
2. [Practical Tips to Attending Focus Day '09 – Event Directions & Details](#)

Please contact us with any questions or suggestions. For those wanting to give a little more, please contact Shelley below to volunteer as a *Field Leader* to direct folks as they arrive and move around the Legislative Building vicinity (Shelley has all the info you need to know).

Thank you very much for supporting all members' participation in Focus Day!

Byron & Shelley

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

WSPTA Focus Day: www.wastatepta.org/leg/session_09.htm
WSPTA Advocacy: www.wastatepta.org/legislation.htm
WSPTA CapWiz Center: capwiz.com/npta2/wa/home/

To Leg. Listserve – Incorporating students in FD Program - Oct, 6 2008

RE: FD'09 – Rally Around

Planning and developing is well under way for WSPTA's Focus Day on Feb. 26 in Olympia.

As shared at Legislative Assembly, to build upon past successes, this year we've applied an approach of critical self-examination to every premise in previous years' Olympia activities. We are in question & answer mode on everything, and trying to articulate the lessons learned. Some event characteristics appear worth honing, others eventually evolve as less of a priority or counterproductive to the main goal.

We've shifted wholesale this year to a commitment for an outdoor noontime rally on the Capitol steps (more info is available at http://www.wastatepta.org/leg/session_09.htm) - this choice is an important aspect to our Q&A effort

Our thanks to those who've emailed questions and suggestions on the topic of including students and children in the Focus Day rally agenda.

Incorporating children into the character and objectives of the rally is a central question to explore over the next weeks. Your feedback and input will again be helpful.

If bringing your children eases the hurdle of whether to attend, by all means please make that decision yourself – children will be welcome. That choice is separate from integrating students into the FD agenda itself.

If we begin from a perspective, as we have other Focus Day premises, that essentially we will be working our way towards talking ourselves into integrating something versus talking ourselves out of it, perhaps two big questions are:

- 1) How do the choices around incorporating students/kids of all ages reflect upon or advance the core objective of this public event?
- 2) What are the values gained versus the values compromised in this component of a public PTA event?

Currently, the core message taking shape around Focus Day is that WSPTA and its advocacy partners of all spectrums unite to endorse and support the once-in-a-generation expectations for the Basic Ed Finance JTF work to redefine and fully fund basic education.

Our choice as an organization around whether to include children in our event will serve to reinforce our focus on succeeding at our outcome – to influence a majority of legislators to vote favorably in alignment with WSPTA positions on the final December output of BEFJTF as it is turned into legislation and policy beginning in January.

As we all think about the conclusion to draw, the two big FD questions can be further broken out:

- * Is PTA and Focus Day about something outside our view on kids – are there more global and universal goals the organization is moving toward around state funding?
- * Are we really talking about ed policy for kids, or budget policy to benefit a greater range of citizens? More so, which do we want to make the top conversation?
- * PTA is intrinsically understood to represent kids (specifically, *our* kids) – do they need to physically be there too?
- * On this day, are we predominantly moms & dads, or adult stakeholders speaking as citizens -- how are we defining ourselves as the messenger?
- * If we show up with our kids, can the issues be anything but personal? Should we message the issues as less individualistic?
- * Would it be significantly more effective when another organization than PTA delivers the “kid factor”?
- * Is it “better” when legislators come to kids, vs kids come to legislators?
- * Everyone recognizes that in this context the kids are pawns – “better” to have them exploited by lawmakers or by their parents via a formal PTA org?
- * Is it viewed wholly positive or less genuine to take students out of school for a valuable day?
- * Finally, on just a pragmatic level within the mix of activities that day, what is the additional complexity and overhead to effectively implement the choice to incorporate students (of any ages) into the event's goals?

What other questions should we be asking ourselves to make a good decision?

Cut-&-pasted below is event info and the application from the WA General Administration. It addresses some limitations to the range of activities we can design.

Thank you for devoting some thought to this issue. Shelly & I each receive the midnight listserv digest, so there may well be a delay in responding, or a collective response to the topic. Please feel free to email us directly if you wish. Thanks for your help.

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com

Mission: WSPTA is a strong advocate for the education and well-being of every child, accomplished by:
Speaking on behalf of children and youth in the schools, in the community, and before governmental bodies and other organizations that make decisions affecting children.
Supporting parents in developing the skills to raise, protect, and advocate for their children.
Encouraging parent and community involvement.

WSPTA Focus Day: http://www.wastatepta.org/leg/session_09.htm
WSPTA Advocacy: <http://www.wastatepta.org/legislation.htm>
WA Legislature: <http://www.leg.wa.gov/legislature>
Find your legislator: <http://apps.leg.wa.gov/DistrictFinder/Default.aspx>

To Leg. Listserve – A response to a response to the evolution of agenda to the Rally

----- Original Message -----

From: [Gerlitz](#)

To: xxx; [Byron Shutz](#) ; shelley@kloba.com

Sent: Tuesday, November 11, 2008 11:42 AM

Subject: Re: Focus Day - XXX Council's thoughts

Dear --,

Allow me to think semi-out loud because this is just between us chickens.

My first reaction is as follows. We have been doing Focus Day in the same way year after year with a minor tweak here and there--spend an hour in a room while someone tells us what to do for the day and answer questions about lunch and bathrooms. Go visit individual legislators--most of whom are not available and those that are, are in a small little spaces making it almost impossible to ask more than a question or two and most of the legislators give their welcome to the capitol speech, kiss a kid, and we move on to the next one and the legislator heaves a sigh of relief. I have a very good friend who is the head staff person for one of the legislators (a good one) and she has reported that all the legislators feel that the event is virtually worthless for actual advocating.

Then we eat lunch and meet in a big room where the pro education legislators show up for questions--3 or 4 questions are asked and we get on the road toward home. The legislators that need the push are nowhere to be seen. (I'm exaggerating this--some are there).

At Convention last year there was a huge meeting of people interested in Focus Day and the over-whelming direction was that we needed some media attention and that the best way was to have a rally. Whatever the decision for this Focus Day, a barbecue, a knit in, a tree planting, a bike ride,--whatever--it would be better than doing the same ineffective thing time after time and heaving a sigh of relief that Focus Day is over for another year.

We were lucky enough to get two truly enthusiastic Focus Day chairs that were willing to shake things up--for this pivotal year--for this year when the legislature is actually looking at significant changes to the education system. The organizers want us to Focus on the goals this year--not take kids on a field trip, not run off to tour the governor's mansion, not disappear downtown for a two hour lunch. They want us to be a show of force that gets legislative and media attention.

There are several units and Councils who are making arrangements to meet with their legislators and that is certainly a possibility for your group. Why doesn't -- -- Council rent a bus, take a gaggle down, stand on the steps and then meet with your legislators if they are available and we can tell other people that they can stay and participate if they want to. I am going to dedicate my efforts to getting a ton of people to Olympia, helping to herd them into the right place, back on to the busses, and back to Bellevue by 3. That, by the way, is one of the biggest requests that I receive--get us home early--it drives me crazy because it seems that a person could make arrangements for one day but the fact remains that that is what they want--and they don't want to leave until after their kids are in school so it gives a pretty narrow time frame. Then there is the problem of those riding the bus that want to go home and those that want to stay.

We also have a Legislative Roundtable scheduled for November 20th here in Region 2 where all the questions can be asked--well, almost all the questions.

So, I am not ignoring your request or totally rejecting it. I will keep thinking about what should be done about a Roundtable on that day. What I really want to say, however, is that the thinking that standing on the steps is an individual waste of time, is like saying that an individual vote is a waste of time or all those people that stood in front of the White House to hear about a dream years ago were wasting their time.

I don't think a rally is the answer to our prayers. I do think it is something new, something that can be easily accomplished, something that will draw some attention to needs and is better by a long shot than the same ole, same ole that has become a nuisance to the legislators rather than the prod they need.

Let's find ways to make this happen rather than reasons why it is no good. If it turns out to be worthless we are in the same spot we have been for years.

Remember, I am thinking out loud. Not rejecting ideas (except the one about one person standing there is a waste).

Connie

APPENDIX B: EMAILS – RELEVANT TO COMMUNICATIONS

----- Original Message -----

From: [Byron Shutz](#)

To: [Kitty \(R1-D\) Campagna](#) ; [Audrey \(R2-D\) Bennett](#) ; [Jeanette \(R3-D\) Muck](#) ; [Cheryl \(R5-D\) Child](#) ; [Sudene \(R6-D\) Snyder](#) ; [Cathy \(R7-D\) Phipps](#) ; [Novella \(R9-D\) Fraser](#) ; [Lorrie \(R10-D\) Brunson](#) ; [Lynne \(R12-D\) McAdoo](#) ; [Ruth \(R15-D\) Gifford](#) ; [Megan \(R5-LC\) Hernandez](#) ; [Krista \(R6-LC\) Tenney](#) ; [Kevin \(R8-LC\) Bright](#) ; [Dave \(R1-LC\) Milligan](#) ; [Connie \(R2-LC\) Gerlitz](#) ; [Debra \(R3-LC\) Arbuckle](#) ; [Sandra \(R10-LC\) MacDonald](#) ; [Curtis \(R4-LC\) Mack](#) ; [Julie \(R7-LC\) Matheny](#) ; [Meg \(R9-LC\) Van Wyk](#) ; [DeAnna \(R12-LC\) Winterrose](#) ; [Heidi Bennett](#)

Cc: [Billinghurst, Barb](#) ; [Bill \(WSPTA-ED\) Williams](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Shelley Kloba](#)

Sent: Wednesday, February 25, 2009 2:28 PM

Subject: FD09 - RLC's data #7 RSVPs - Last Set, NEWEST ONLY

Hello RDs and RLCs,

Attached is the last update, # 7, to the online Focus Day RSVP Registrations – an Excel file.

This is the last set before (wow!) tomorrow! ONLY THE NEW REGISTRATIONS are included since the Feb. 20th set (#6). ; hopefully this makes it easier to follow up with these folks, as you wish.

The file is 'cleaned up' to align most registrations to a WSPTA Region -- PLEASE CHECK your entries. Still some 'unaligned' at the bottom.

Approx. 70 new ones for a total of 380 RSVPS to-date -- does not include unregistered buses (4+) or vans (many!).

PLEASE HANDLE THIS DATA WITH THE FULL CONFIDENTIALITY AND ACCOUNTABILITY IT IS DUE, AND PER YOUR WSPTA RESPONSIBILITY. You may delete all data you do not wish to utilize.

Contact us with any questions - see you tomorrow -- many thanks!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

----- Original Message -----

From: [Byron Shutz](#)

To: [- WSPTA Legislative ListServ](#)

Sent: Sunday, February 22, 2009 5:06 PM

Subject: FD09 - Leg. Appt. Schedule on FD

Attached is the listing for the **Schedule of Appointments with Legislators** on Focus Day 2009, Thursday Feb. 26th, as of Sunday 4PM.

This list will be posted inside the Columbia Room in the Basement of the Legislative Building. Any additional appointments will be penciled in on that poster. This list itself will not be updated or distributed again prior to Thursday; it will be posted on the WSPTA-FD web page as-is and www.fundingwaschools.org, where the original [Excel file](#) is also available now.

Please print and bring this list with you if you are interested in attending a meeting; forward it to others you believe may also be interested.

The day's main event -- the 12:00 noontime Rally focused on basic education funding is the *big show* on the north steps of the Legislative Capitol Dome Building.

Let us know if you have last questions. We look forward to sharing the day in Olympia with many friends -- see you there!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

----- Original Message -----

From: [Byron Shutz](#)
To: - [WSPTA Legislative ListServ](#)
Sent: Saturday, February 21, 2009 1:10 PM
Subject: FD09 - Ck-List for FD Transportation Organizers

To Leg. Listserve,

Focus Day is happening Thursday!

Attached is the ***In-Transit Info*** specifically for [Bus and Carpool Organizers](#) -- listed below are links to relevant resources on the WSPTA-FD website. Please forward this note or attachments as you see fit.

Also attached are the [latest & last versions](#) of the first two items, the ***Agenda*** and the ***Attendee Tips*** (WSPTA website to be updated by Monday afternoon; all new FD Resources are available *now* at **FWS**); the other two files are slightly too big to attach via listserv. It may be helpful to print out all these files to take with you.

- 1.) [Focus Day Agenda](#)
- 2.) [Practical Tips for Attendees](#)
- 3.) [Sign-Making Guide for Rally](#)
- 4.) [Map of State Capitol Campus - Shows Activity Areas and Suggested Parking](#)

Look for a new [CapWiz Action Alert](#) for virtual participation - capwiz.com/npta2/wa/home/ .

Again, each of the most current versions of *all* the Resources are on the FWS site *right now* (and even some FD files not on WSPTA) http://www.fundingwaschools.org/index_files/Focus_Day_2009_WSPTA_Funding_WA_K12_Schools.htm .

Looking forward to sharing the day with so many friends -- many thanks to each and all for making FD09 all it can be -- tallyho!

Byron & Shelley

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

----- Original Message -----

From: [Byron Shutz](#)
To: [Kitty \(R1-D\) Campagna](#) ; [Audrey \(R2-D\) Bennett](#) ; [Jeanette \(R3-D\) Muck](#) ; [Cheryl \(R5-D\) Child](#) ; [Sudene \(R6-D\) Snyder](#) ; [Cathy \(R7-D\) Phipps](#) ; [Novella \(R9-D\) Fraser](#) ; [Lorrie \(R10-D\) Brunson](#) ; [Lynne \(R12-D\) McAdoo](#) ; [Ruth \(R15-D\) Gifford](#) ; [Megan \(R5-LC\) Hernandez](#) ; [Krista \(R6-LC\) Tenney](#) ; [Kevin \(R8-LC\) Bright](#) ; [Dave \(R1-LC\) Milligan](#) ; [Connie \(R2-LC\) Gerlitz](#) ; [Debra \(R3-LC\) Arbuckle](#) ; [Sandra \(R10-LC\) MacDonald](#) ; [Curtis \(R4-LC\) Mack](#) ; [Julie \(R7-LC\) Matheny](#) ; [Meg \(R9-LC\) Van Wyk](#) ; [DeAnna \(R12-LC\) Winterrose](#)
Cc: [Sherry \(RD-6\) Marlin](#) ; [Scott \(WSPTAVP\) Allen](#) ; [Dori \(WSPTA\) Tate](#) ; [WSPTA Secretary](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Byron Shutz](#) ; [Bill \(WSPTA-ED\) Williams](#) ; [Megan Drygas](#) ; [Shelley Kloba](#)
Sent: Sunday, January 18, 2009 3:06 PM
Subject: FD09 - RLC's data #1 from online RSVP

Hello RDs and RLCs,

Please read this entire email -- it contains very important info for your RLC roles in Focus Day (or RDs in the absence of RLCs).

Attached is the first set of data from the online Focus Day RSVP Registrations – an Excel spreadsheet file. We'll email you a new file approximately every weekend leading up to Focus Day. **PLEASE HANDLE THIS DATA WITH THE FULL CONFIDENTIALITY AND ACCOUNTABILITY IT IS DUE, AND PER YOUR WSPTA RESPONSIBILITY.** You may delete all data you do not wish to utilize.

You are to use this data to follow through with people as they have requested in their RSVP form. Please see the section below, **YOUR REPLY DATA**, for more about those two requests – Appointment with Legislators, and Transportation coordination.

Also attached is a PDF of the RSVP form as it is seen while registering – this may help refresh you on what data is conveyed in the spreadsheet. Please keep this file -- future update emails will not include it (but do email me if you need another copy).

I'm hoping this will eventually be less complicated than it all seems on the first read-through! Once you have decided how you wish to handle legislator appointments (see below), there will be little to do but to forward an email you make (Paul may help you phrase the content) to each new registrant request.

About the Spreadsheet and Data:

- Each week's file will contain all the data to-date – this means the new week will duplicate the data you received each previous week. This is a good thing – the entries are ordered by date – you will always have a full set of your data; you can always choose to delete the new duplicates of people you have previously helped or recorded an action.
- All data for all Regions will be in each file – everyone will have access to the total data of all RSVPs received to-date. You may discard data you don't need, but everyone will be able to track the big picture.

Each registrant is represented by one Row across. The spreadsheet is sorted by the following criteria in the order listed:

- Region # (column "L")
- Date Registration performed and received online (column "A")
- City Name (column "D")

You may manipulate and re-sort the data as you wish.

YOUR REPLY DATA: Columns in **red font** are items to which the person is expecting a response from their RLC. The two items are:

- Appointment with Legislator: Whether or not they wish to meet with their legislator(s). As discussed, it is totally up to you whether you wish to make appointments, or to handle it otherwise. As we discussed, this question was included on the survey out of consideration of past attendees – I personally am not promoting 1-on-1 appts as a priority this year; it is up to you as to how you orchestrate making appts and/or informing your requesters of your choices to pursue appointments. FD09 is a public and publicity event.
- Transportation: Whether they are volunteering to organize a carpool or charter bus, or wish to ride in one. It is up to you only to coordinate connecting volunteers with riders – *you are not obligated to create carpools or arrange bus rentals*. Do your best to put local people in touch with one another. There are (or will be as Megan posts them) docs and resources at the WSPTA FD website, under *Transportation Info*, to help you and them with this. I will suggest that perhaps you wait until the first week of February to start forwarding transportation info to people, particularly carpools, once more registrations will have come in.

We will email each new registrant that their request has been forwarded to their RLC -- any inquiries we receive will be re-directed to their RLC. Non-WSPTA member registrants will be handled by us Chairs. Again, please handle all data with due discretion.

Please contact me with any questions.

Thank you for all your work and support to make Focus Day the genuinely productive influential capstone of our advocacy organization in this critical year!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

Focus Day 2009 Chair Subcommittee Tasks

As of 2008 Dec 04

Chairs: Byron bcshutz@comcast.net & Shelley shelley@kloba.com
425-867-1941 425-823-9732

This lists objectives requested of volunteers on the Focus Day Subcommittee. The general role by Regional Legislation Chairs (RLCs) is also outlined.

Allotted to each task is an FD Chair and deadline dates – those traits are recorded and maintained on the separate FD Action Plan spreadsheet/PDF (the relevant excerpts are included herein in green highlight). Volunteers who've already expressed an interest are associated herein with a project as well.

1) RLC "Default Subcommittee" – LD Paul Cheek

The Legislative Committee of Region Legislation Chairs has a distinct leadership role in preparing for Focus Day, in at least 4 categories:

a) Frame the messaging: provide organizational grounding to the messaging and verbiage developed by FD volunteers, BOD and staff.

b) Disseminate Information and Promote Available Resources: be an active hub and channel between FD Chairs, BOD, and local Councils and units.

c) Provide Direct Support and Coordination to Local Councils and Units: be the go-to source for local leg. chairs for their questions and answers.

d) Schedule Appointments with Legislators on FD, as Requested: mediate requests driven from local units and members – RLC's may bundle requests and determine other schedule-setting parameters; contact and set any appts with legislators during non-rally time (historically, appts have often been early AM)..

----- Original Message -----

From: [Byron Shutz](#)

To: - [WSPTA RLC ListServe](#)

Cc: [Sherry \(RD-6\) Marlin](#) ; [Scott \(WSPTAVP\) Allen](#) ; [Dori \(WSPTA\) Tate](#) ; [WSPTA Secretary](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Billinghurst, Barb](#) ; [Bill \(WSPTA-ED\) Williams](#) ; [Byron Shutz](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Shelley Kloba](#)

Sent: Sunday, February 22, 2009 5:06 PM

Subject: FD09 - Leg. Appt. Schedule on FD

RLCs & RDs,

Attached is the listing for the **Schedule of Appointments with Legislators** on Focus Day 2009, Thursday Feb. 26th, as of Sunday 4PM.

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The day's main event -- the 12:00 noontime Rally focused on basic education funding is the *big show* on the north steps of the Legislative Capitol Dome Building.

Let us know if you have last questions. We look forward to sharing the day in Olympia with many friends -- see you there!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

----- Original Message -----

From: [Byron Shutz](#)

To: - [WSPTA RLC ListServe](#)

Cc: [Billinghurst, Barb](#) ; [Bill \(WSPTA-ED\) Williams](#) ; [Byron Shutz](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Shelley Kloba](#)

Sent: Saturday, February 21, 2009 1:02 PM

Subject: FD09 - Check-List for FD Transportation Organizers

RLCs and RDs,

Focus Day is happening Thursday!

Attached is the ***In-Transit Info*** specifically for [Bus and Carpool Organizers](#) -- listed below are links to relevant resources on the WSPTA-FD website. Please forward this note or attachments as you see fit.

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- 4.) [Map of State Capitol Campus - Shows Parking](#)

Look for a new [CapWiz Action Alert](#) for virtual participation - capwiz.com/npta2/wa/home/ .

Again, each of the most current versions of the Resources are on the [FWS site right now](#) (and even some files that are not on WSPTA) http://www.fundingwaschools.org/index_files/Focus_Day_2009_WSPTA_Funding_WA_K12_Schools.htm .

Looking forward to sharing the day with so many friends -- many thanks to each and all for making FD09 all it can be -- tallyho!

Byron & Shelley

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

From: Melissa Anderson [mailto:manderson@wastatepta.org]
Sent: Thursday, February 19, 2009 3:03 PM
To: registration@wastatepta.org
Subject: Focus Day Email

Dear Focus Day Pre-Registrant,

Soon we will stand together on the steps of the Capitol, unified in our desire to see the goal to redefine and fully fund Basic Education fulfilled. Listed below you will find links to materials that are on our Washington State PTA website. These are the critical items that give you the info you will need for having a fun and successful day. It would be a good idea to print them out and have them with you. We are sending this to people who have registered on our RSVP system. If you are coming with someone that did not have an opportunity to register, no worries, we want as many participants as possible. But please pass this on to them as we do not have their email. Thank you!

- 1.) [Focus Day Agenda](#)
- 2.) [Practical Tips for Attendees](#)
- 3.) [Sign-Making Guide for Rally](#)
- 4.) [Map of Washington State Capitol Campus](#)
- 5.) [Legislative platform trifold brochure](#)
- 6.) [Important Legislative Information about Basic Education Funding](#)

In addition, we have 2 corrections to info presented in these materials listed above:

- The Rally is on the **NORTH** steps of the Legislative Building (the one with the dome)
- **Sign-making station** will be outside of the Legislative Building **on the East Esplanade**, a patio that connects the north and south sides of the outside of the building **as well as in the hallway outside of the Columbia Room**. There will be balloons to mark these areas.

Additionally, stationed around the campus from about 10 AM until just before the rally will be enthusiastic, helpful PTA volunteers serving as Field Leaders. You will recognize them by their big blue umbrellas with the PTA logo. If you have any questions at all, ASK! They are there to help you.

As you may well have heard, the Basic Ed Funding issue has been a roller-coaster ride lately. Our Advocacy Coordinator, Kim Howard, prepared an update to the status of the bills we are tracking. Please take a moment to read her note from Wednesday, February 18, 2009, which we have included at the bottom of this email.

Thank you so much for your participation in our advocacy event. It is so important that our legislators and the people of this great state see a massive outpouring of support for the changes that are long overdue.
Most gratefully,

Byron & Shelley

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

WSPTA Focus Day: www.wastatepta.org/leg/session_09.htm
WSPTA Advocacy: www.wastatepta.org/legislation.htm
WSPTA CapWiz Center: capwiz.com/npta2/wa/home/

----- Original Message -----

From: [Byron Shutz](#)
To: - [WSPTA RLC ListServe](#)
Cc: [Kitty \(R1-D\) Campagna](#) ; [Audrey \(R2-D\) Bennett](#) ; [Jeanette \(R3-D\) Muck](#) ; [Cheryl \(R5-D\) Child](#) ; [Sudene \(R6-D\) Snyder](#) ; [Cathy \(R7-D\) Phipps](#) ; [Novella \(R9-D\) Fraser](#) ; [Lorrie \(R10-D\) Brunson](#) ; [Lynne \(R12-D\) McAdoo](#) ; [Ruth \(R15-D\) Gifford](#) ; [Billinghurst, Barb](#) ; [Bill \(WSPTA-ED\) Williams](#) ; [Byron Shutz](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Shelley Kloba](#) ; [Heidi Bennett](#)
Sent: Wednesday, February 18, 2009 10:14 AM
Subject: FD09 - Your Leg Appt List

Hello RLCs or RD in-place-of-no-RLC,

Please email me at your earliest convenience (*by Sunday eve at the latest*) [your list of any appointments](#) you may have scheduled with legislators on Focus Day. Reply/send to bcshutz@comcast.net

Please email me too if you have not made appts, or tried but not scheduled any, for your Region. As much as possible, we'd like to have every legislator accounted for as to whether or not any contact with them that day is expected by either the Leg or an attendee. [A confirmed no contact is OK!](#)

As possible, per appointment let me know:

- Your Region #
- Leg. District #
- Leg's name
- When meeting
- Where meeting
- Degree of tentativeness in confirmation (confirmed for sure; maybe because...; caveat is ...; and plan B is...; etc)
- Who made appt (you or other person)
- Your tele cell #
- Anything else that would be helpful to know

Thank you very much,

Byron

PS: R9 and R12 have recently sent your list -- please confirm a final list that you have/will send.

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

----- Original Message -----

From: [Byron Shutz](#)

To: [legislative](#)

Sent: Sunday, February 15, 2009 8:00 AM

Subject: Re: Focus Day Appointments with Legislators

Back since Leg. Assembly the Region Legislative Chairs have been tasked with coordinating all the legislator appointments per any requests from their Region's members, as was done last year, in order to minimize bombarding legislators with multiple and conflicting requests. The FD RSVP registration prompts for such a request, which is forwarded to each RLC (if the registrator noted their Region). Each RLC has chosen whether to include appointments in the day.

In an effort to focus Focus Day's role in a year-round advocacy program by members, Focus Day is moving toward emphasizing WSPTA's public face of advocacy out in full view while leaving the other 364 days available to lobby 1-on-1 or in groups with legislators at their home district offices or Olympia office hours during more predictable times than mid-Session. Particularly this year with the first bill cutoff occurring the day before Focus Day.

Any member is encouraged to contact their RLC for the status of appointment agendas.

A schedule of any appointments made and still current will be posted on Focus Day at the Welcome table outside the Columbia Room at 9:00 AM. At this point, I believe Region 9 is the only area which has reported appointments, all before or later after the Rally.

Thank you,

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

----- Original Message -----

From: [Byron Shutz](#)

To: [- WSPTA RLC ListServe](#)

Sent: Thursday, February 05, 2009 8:47 PM

Subject: FD09: Key Resources on the Web for LUs

[To RDs &/or RLCs to forward on to Councils& LUs:](#)

Hello RDs and RLCs,

Please forward the note below this note to each of your **Council &/or local unit President(s)** and **Legislative Chair(s)** email list.

As always, please edit / reformat the message to your liking.

Forwarding the note is most easily done by:

- 1) click the **Forward** button
- 2) in *TO:*, add your local folks' email addresses
- 3) delete all this text above the orange double-line "=====" below
- 4) add your brief note or edit the text below the double-line as you wish
- 5) click **Send** to email it forward – *done!*

Thank you *very much* for your time and effort to support your local units in promoting advocacy and Focus Day's role!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

Hey, RLC / RD: DELETE ALL ABOVE THIS LINE!

=====

To Council & Unit Presidents, Leg. Chairs & Focus Day Organizers

Focus Day '09: Key Resources on the Web for All Members

Here are direct links to the **Focus Day Top 5 Info** for you and your leadership to put into the hands of *every member in your community*.

Please forward out to your members!

Our biggest fundraiser *in decades past or decades to come* is just 3 weeks away!

Mark calendars for the Thu. Feb. 26 Rally, 12:00 noontime to 1 PM. Any attendee may register at WSPTA – [Register Your RSVP HERE](#).

1. [Focus Day Agenda and Event Description](#)
2. [Participate Virtually if You Can't Attend FD – Easy Online Email](#)
3. [Sample FD Petition & Letter For Local Unit Boards](#)
4. [Practical Tips to Attending Focus Day '09 – Event Directions & Details](#)
5. [How-to Make Signs for the Rally and Event](#)

Despite generational changes in expectations, the model for education funding has not been changed for 30 years. **State funding comes no where close to covering the costs of Basic Education:** the set of set of educational programs that form the bulk of K-12 public education in our state. (Need more convincing? Go to www.fundingwaschools.org or <http://www.wastatepta.org/leg/funding.htm>). Focus Day 2009 is in support of Basic Ed Finance goals and HB-1410 and SB-5444.

Questions? Contact me, or WA State PTA Focus Day Chairs Byron Shutz bcshutz@comcast.net or Shelley Kloba shelley@kloba.com

Thank you *very much* for supporting all members' participation in Focus Day!

2009 Legislative Focus Day Event Resources

February 26, 2009 -- Save the date! Legislative Building, Olympia, WA

- [Click Here to Register Online](#) - *Be Looped In*
- [Focus Day Agenda and Event Description](#)

Member's Promotional Resources

1. [Promotional Flyer](#) - 1pg PDF
2. [Promotion Slideshow for Local Units](#) (PowerPoint)
3. [Promotion Slideshow for Local Units](#) (PDF of PowerPoint)
4. [Talking Points for Local Units](#) - Explains Focus Day
5. [Sample Focus Day Newsletter Article](#) (ready-to-use)
6. [Sample FD Petition & Letter For Local Unit Boards](#)
7. [Focus Day Volunteer Opportunities](#)

How-to Guides to Attending

6. [Participate Virtually in Focus Day - Send CapWiz Emails](#)
7. [Participate Virtually if You Can't Attend - Online Email](#)
8. [Practical Tips to Attending Focus Day '09 – Event Directions & Details](#)
9. [How-to Make Signs for the Rally and Event](#)
10. [How-To Contact Your Local Media with a Press Release](#)
11. [Olympia Capital Campus Map & Parking Info](#)
12. [Meeting with Your Legislator: Guide to Advocacy Conversations Anytime](#)
13. [Share Your Advocacy Experience via a Legislator Post-Contact Report](#)
14. [Olympia Hotels for Overnight Stays](#)

Transportation to FD

1. [How-To Rent a Charter Bus](#)

2. [How-To Organize a Carpool](#)
3. [Template Files for Organizing Carpool & Bus Riders](#) (Excel file)
4. [Template Files for Organizing Carpool & Bus Riders](#) (PDF file)

Your Legislator Contact Info

1. [Find Your School District's Legislative Districts](#)
2. Find and Contact Your District Legislators – Quick Listing
3. [Find and Contact Your District Legislators – The Advocate's Full Database](#)

Resources and FD '08 History

1. [Top 5 Legislation Issues 2009](#)
2. [WA Citizen Guide to K-12 Finance 2008](#)
3. [WA Citizen Guide to The State Budget 2008](#)
4. [Last Year's FD-2008 Legislator Appointment Schedule](#)

----- Original Message -----

From: [Byron Shutz](#)
To: - [WSPTA Legislative ListServ](#)
Sent: Tuesday, January 20, 2009 7:20 PM
Subject: Focus Day '09: Leadership Petition to Influence Legislators

To LegListserve: This email has also been sent to all RDs and RLCs - please back up your local leadership!

Focus Day '09: Leadership Petition to Influence Legislators

Here is an easy way for your community to genuinely advocate their needed influence in Olympia – sign and send your legislators the attached ready-to-go petition form.

It's this simple: **1)** print the petition form for your next board meeting and enter & approve a motion (included herein) to do the petition, **2)** pass the petition form around the table for anyone to sign, and **3)** make 3 copies to mail directly to your legislators – *done!* The attendees of a Board Meeting can *MAKE A DIFFERENCE!*

You could choose to do more – do it at a General Meeting, circulate the forms for more of your community to sign, or make it as expansive you want. But please do what you will *to get this petition done.*

The attached form has more helpful info, including a ready-to-go cover letter and links to easily get your [legislators' mailing addresses](#) (or if you know your legislative district #, download a state-wide mailing list [here](#)).

Resources to support your familiarity of Focus Day (FD) and promote the event to your community are available [here](#).

Mark *all your calendars* for the Thu. Feb. 26 Rally, 12:00-1:00 PM. Attendees are encouraged to register at WSPTA to receive up-to-date info and transportation planning – [Register Your RSVP HERE](#).

Questions? Contact me or Focus Day Chairs Byron Shutz bcshutz@comcast.net or Shelley Kloba shelley@kloba.com

Thank you very much!

----- Original Message -----

From: [Byron Shutz](#)
To: - [WSPTA Legislative ListServ](#)
Sent: Tuesday, January 20, 2009 7:17 PM
Subject: FD09 - Online Registration plus Resources

Are you promoting Focus Day's Online Registration?

Please support your local unit and council leaderships to encourage everyone to register online to take advantage of all the Focus Day goals -- *whether or not they will actually attend.* "Virtual participation" via CapWiz & email will be just as important this year!

Several brand new resources around planning and attending Focus Day are available right now at http://www.fundingwaschools.org/index_files/Focus_Day_2009_WSPTA_Funding_WA_K12_Schools.htm, and will soon be posted on the WSPTA Focus Day webpage too.

These newest files are listed below, as is a web-blurb you may forward on to your Legislative Chairs to post on their LU websites or in email-newsletters. We'll soon send out specific 'chain-mail' letters for you to forward to your local unit leaderships - the first such note will be on the FD Petition (see below).

As always, please edit, borrow and forward this note to your liking - thank you!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732
WSPTA Focus Day: www.wastatepta.org/leg/session_09.htm
WSPTA Advocacy: www.wastatepta.org/legislation.htm

New FD resources and tools:

[Sample FD Petition & Letter for Local Unit Boards](#)
[How-To Contact Your Local Media with a Press Release](#)
[How-To Rent a Charter Bus to Focus Day](#)
[Template Files for Organizing Carpool & Bus Riders \(Excel file\)](#)
[Template Files for Organizing Carpool & Bus Riders \(PDF of Excel\)](#)

Recently Updated files:

[Practical Tips to Attending Focus Day '09 – Olympia Event Directions & Details](#)
[Find and Contact Your District Legislators – Quick Listing](#)
[Find and Contact Your District Legislators – The Advocate's Full Database](#)
(a large file, slow to load but worth it!)

Email Blurb to forward:

[Focus Day Registration](#) is easy and free. Mark your calendars for 12:00-1:00 PM Rally on Thu. Feb. 26 in Olympia. There are big changes this year to PTA's member-hosted, annual advocacy event -- this year we're out in the open up front of the Capitol Dome -- a noontime **Rally On The Steps!** It's time to be a part of a visible change, and definitely not a time to leave it up to someone else. The final report by the Basic Education Finance Joint Task Force (BEF) makes 2009 different -- this is the year we want the media, people of influence and *everyone* to know where parents stand on improving education. Whether you will attend or participate virtually, register your RSVP online today at <http://www.zoomerang.com/Survey/survey-intro.zgi?p=WEB228LTNQFHR8> and check the WSPTA Legislation page for updates and resources - <http://www.wastatepta.org/legislation.htm>, (also available now on http://www.fundingwaschools.org/index_files/Focus_Day_2009_WSPTA_Funding_WA_K12_Schools.htm). Contact your PTA's Legislation Chair, or WSPTA Focus Day Chair Byron Shutz bcshutz@comcast.net or Shelley Kloba shelley@kloba.com.

The full list & links of Focus Day files available:

Member's Promotional Resources

[Promotional Flyer - 1pg PDF](#)
[Promotion Slideshow for Local Units](#) (PowerPoint)
[Promotion Slideshow for Local Units](#) (PDF of PowerPoint)
[Talking Points for Local Units - Explain Focus Day](#)
[Sample Focus Day Newsletter Article \(ready-to-use\)](#)
[Sample FD Petition & Letter for Local Unit Boards](#)
[Focus Day Volunteer Opportunities](#)

How-to Guides to Attending

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[How-To Participate Virtually if You Can't Attend - Send Online Email](#)
[Practical Tips to Attending Focus Day '09 – Olympia Event Directions & Details](#)
[How-To Contact Your Local Media with a Press Release](#)
[Olympia Capital Campus Map & Parking Info](#)

[Meeting with Your Legislator: Guide to Advocacy Conversations Anytime](#)
[Share Your Advocacy Experience via a Legislator Post-Contact Report](#)
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Transportation to FD

[How-To Rent a Charter Bus to Focus Day](#)
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Your Legislator Contact Info

[Find Your School District's Legislative Districts](#)
[Find and Contact Your District Legislators – Quick Listing](#)
[Find and Contact Your District Legislators – The Advocate's Full Database](#)
(a large file, slow to load but worth it!)

Resources

[Top 5 Legislation Issues 2009](#)
[WA Citizen Guide to K-12 Finance 2008](#)
[WA Citizen Guide to The State Budget 2008](#)
[Last Year's FD-2008 Legislator Appointment Schedule](#)

----- Original Message -----

From: [Byron Shutz](#)

To: - [WSPTA RLC ListServe](#)

Cc: [Paul \(WSPTA-LD\) Cheek](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [Byron Shutz](#) ; [Bill \(WSPTA-ED\) Williams](#) ; [Shelley Kloba](#) ; [Terri Stewart](#) ; [John Stokes](#) ; [Heidi Bennett](#) ; [Brooke Valentine](#) ; [Bill Booth](#) ; [Tobi Rackers](#) ; [Kitty \(R1-D\) Campagna](#) ; [Audrey \(R2-D\) Bennett](#) ; [Jeanette \(R3-D\) Muck](#) ; [Cheryl \(R5-D\) Child](#) ; [Sudene \(R6-D\) Snyder](#) ; [Cathy \(R7-D\) Phipps](#) ; [Novella \(R9-D\) Fraser](#) ; [Lorrie \(R10-D\) Brunson](#) ; [Lynne \(R12-D\) McAdoo](#) ; [Ruth \(R15-D\) Gifford](#) ; [Megan \(R5-LC\) Hernandez](#) ; [Krista \(R6-LC\) Tenney](#) ; [Kevin \(R8-LC\) Bright](#) ; [Dave \(R1-LC\) Milligan](#) ; [Connie \(R2-LC\) Gerlitz](#) ; [Debra \(R3-LC\) Arbuckle](#) ; [Sandra \(R10-LC\) MacDonald](#) ; [Curtis \(R4-LC\) Mack](#) ; [Julie \(R7-LC\) Matheny](#) ; [Meg \(R9-LC\) Van Wyk](#) ; [DeAnna \(R12-LC\) Winterrose](#)

Sent: Tuesday, January 20, 2009 7:14 PM

Subject: Focus Day '09: Leadership Petition to Influence Legislators

[To RDs and/or RLCs - to forward on to Councils& LUs:](#)

Hello RDs and RLCs,

Per our Jan 2nd launch toward Focus Day, we'll periodically email you "pre-fabbed" notes like this that are addressed directly to local leadership -- please forward this note to your **Council &/or local unit President(s)** and **Legislative Chair(s)** email list.

As always, please edit / reformat the message to your liking.

Forwarding the note is most easily done by:

- 1) click the **Forward** button
- 2) in *TO:*, add your local folks' email addresses
- 3) delete all this text above the double-line "=====" *below*
- 4) add your brief note or edit the text below the double-line as you wish
- 5) click **Send** to email it forward – *done!*

Thank you *very much* for your time and effort to support your local units in promoting advocacy and Focus Day's role!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

Hey RLC / RD: DELETE ALL ABOVE THIS LINE!

=====

To Council & Unit Presidents, Leg. Chairs & Focus Day Organizers

Focus Day '09: Leadership Petition to Influence Legislators

Here is an easy way for your community to genuinely advocate their needed influence in Olympia – sign and send your legislators the attached ready-to-go petition form.

It's this simple: **1)** print the petition form for your next board meeting and enter & approve a motion (included herein) to do the petition, **2)** pass the petition form around the table for anyone to sign, and **3)** make 3 copies to mail directly to your legislators – *done!* The attendees of a Board Meeting can *MAKE A DIFFERENCE!*

You could choose to do more – do it at a General Meeting, circulate the forms for more of your community to sign, or make it as expansive you want. But please do what you will to *get this petition done.*

The attached form has more helpful info, including a ready-to-go cover letter and links to easily get your [legislators' mailing addresses](#) (or if you know your legislative district #, download a state-wide mailing list [here](#)).

Resources to support your familiarity of Focus Day (FD) and promote the event to your community are available [here](#).

Mark *all your calendars* for the Thu. Feb. 26 Rally, 12:00-1:00 PM. Attendees are encouraged to register at WSPTA to receive up-to-date info and transportation planning – [Register Your RSVP HERE](#).

Questions? Contact me or Focus Day Chairs Byron Shutz bcshutz@comcast.net or Shelley Kloba shelley@kloba.com

Thank you very much!

----- Original Message -----

From: [Byron Shutz](#)

To: - [WSPTA RLC ListServe](#)

Sent: Friday, January 02, 2009 11:41 AM

Subject: FD09 - 1st Announcement Ltr to Forward

Hello RDs and RLCs,

We are beginning the countdown leading up to Focus Day on Feb. 26th!

Following below is a note addressed directly to local leadership -- please forward this note to your Council &/or local unit President(s) and Legislative Chair(s).

As per last year, periodically we'll be sending you "pre-fabbed" emails like this for you to forward on to your mailing lists. As always, please edit / reformat the message to your liking (delete this message above the "=====" below).

Forwarding the note is most easily done by:

- 1)** click the **Forward** button
- 2)** in **TO:**, add all your local folks' email addresses
- 3)** delete all this text above the ===== double-line
- 4)** add your brief note or edit the text below the double-line as you wish
- 5)** click **Send** to email it forward – done!

Thank you very much for your time and efforts – we welcome your feedback to improve this format, or you sharing your modifications. Looking forward to the fun & frenzied few weeks ahead!

Byron

Byron Shutz & Shelley Kloba
WSPTA Focus Day 2009 Co-Chair Volunteers
bcshutz@comcast.net shelley@kloba.com
425-301-6386 425-823-9732

=====

RE: Focus Day '09 – Getting Started on Leading

To Council & Unit Presidents, Leg. Chairs & Focus Day Organizers:

FOCUS DAY 2009 – Approaching Fast on Feb 26th – [RSVP now!](#)

Are you laying groundwork for your community's participation in Focus Day advocacy in Olympia? Here is what you need to start today to deliver on Feb 26!

Resources to support your familiarity of Focus Day (FD) and promote the event to your community are available at http://www.wastatepta.org/leg/session_09.htm. You will find:

- **FD Event Description and Agenda:** *what, why and when*
- **Member's Promotional Resources:** *flyers, newsletter template, PowerPoint, talking points*
- **How-To Guides to Attending:** *what to expect, bring, and do – and participate virtually*
- **Your Legislator Contact Info:** *who they are, how to contact*
- **Resources and FD '08 History:** *issues and background*

Start now with your own RSVP – attendees are encouraged to register at WSPTA to receive up-to-date info, support and transportation planning – [REGISTER RSVP HERE](#).

There are **big changes this year** to our member-hosted advocacy event in Olympia -- we'll be up front at the Capitol Dome – a noontime **Rally On The Steps!** It's time to be visibly part of change, and definitely not a time to leave it up to someone else. This is your time to act with your WSPTA in full view!

Another big change is our inviting fellow advocacy organizations to join us – every unit and member *will make a difference* this year as a circle of influence.

FD-2009 will be different due to the long anticipated release of the report by the legislature's Basic Education Finance Joint Task Force (BEF). This is the year we want the media, people of influence and *everyone* to know where WSPTA stands on the far-reaching BEF mandate.

Mark all your calendars for the Thu. Feb. 26 Rally, 12:00-1:00 PM

Questions? Contact me or Focus Day Chairs Byron Shutz bcshutz@comcast.net or Shelley Kloba shelley@kloba.com

New Legislators in 2009

District & Hse-Sen -- Name

2/S Randi Becker
4/H Matt Shea
6/H Kevin Parker
7/H Shelly Short
8/H Brad Klippert
14/H Norm Johnson
17/H Tim Probst
25/H Bruce Dammler
26/H Jan Angel
33/H Tina Orwall
35/H Fred Finn
36/H Reuven Carlyle
40/S Kevin Ranker
41/H Marcie Maxwell
41/S Fred Jarrett (was their state Rep)
46/H Scott White
49/H Jim Jacks

These races were close:

6/H John Driscoll/John Ahern
10/H Tim Knue/Norma Smith
44/H Liz Loomis/Mike Hope

Note: Norma Smith and Liz Loomis were both appointed to the legislature last session to fill vacancies. John Ahern is an incumbent. All other candidates are new.

APPENDIX C: EMAILS FD 2008 – Finale Communications

----- Original Message -----

From: [Byron Shutz](#)

To: [Owen \(WSPTA-ED\) Atkins](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Pat \(ULC\) Montgomery](#) ; [Megan Hernandez](#) ; [Martha Rice](#) ; [Krista Tenney](#) ; [Kevin Bright](#) ; [Kelly Munn](#) ; [Karen Albers](#) ; [Julie Matheny](#) ; [Jon T. Haugen](#) ; [Joanne Iverson](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [DeeDee Loberg](#) ; [Dave Milligan](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Sherry \(RD-6\) Marlin](#) ; [Ruth \(RD-15\) Gifford](#) ; [RD-12](#) ; [RD-11](#) ; [Novella \(RD-9\) Fraser](#) ; [Kari \(RD-10\) Wilkinson](#) ; [Jeanette \(RD-3\) Muck](#) ; [Gena \(RD-1\) Wales](#) ; [Donna \(RD-8\) Carr](#) ; [Cheryl \(RD-5\) Child](#) ; [Cathy \(RD-7\) Phipps](#) ; [Beverly \(RD-4\) Young Reed](#) ; [Nancy \(RD-2\) Hartnell](#) ; [Debbie \(WSPTA\) Straus](#) ; [Dori \(WSPTA\) Tate](#) ; [Gina \(WSPTA\) O'Daniel](#) ; [Judy \(WSPTA\) Morgan](#) ; [Karolyn \(WSPTA\) Crabtree](#) ; [Leah Gillis](#) ; [Scott \(WSPTAVP\) Allen](#)

Sent: Wednesday, March 05, 2008 10:10 AM

Subject: Focus Day '08 - A Last Request

To RDs and RLCs:

Focus Day is about collaboration, consistency and confidence -

Let's establish which Region is responsible for a District's FD appointment....

As we all worked through the process of making Focus Day appointments with legislators this year, we experienced a sometimes debilitating degree of confusion over who was doing what with whom.

One of the follow-up tasks we'd like to complete in advance for next year's FD Chair is to provide a plan for assigning the responsibility for the contact and scheduling of the appointments per WSPTA Region with their legislators that are "shared" between Legislative District's of overlapping Regions. And to document the rationales for those assignment decisions.

In order to better coordinate and reduce the duplicate contacting of legislators, this year's strategy was to have the RLC's and RD's of each Region create their own plan for divvying up the contact duties within their Regional volunteer base (whether doing it themselves or having their council &/or local LCs and Prezes etc). But it became clear that it was not pragmatic to start with the premise that each Region could unilaterally initiate how they would first coordinate organizing the sharing of such duties between their neighboring Regional RD/RLC counterparts with whom they share a Legislative District(s).

We hope this task of assigning specific Districts to each Region may help in that regard, and perhaps also help illuminate more options for future overall FD strategies.

Attached is a PDF of a spreadsheet with a first attempt to allocate Districts. I generated the list based solely upon three criteria: **1)** the info I received from RLCs/RDs for this year (i.e. if you submitted a requested/confirmed appointment for a legislator, your Region was assigned that District), **2)** drawing conclusions from the 2007 Appt. Schedule, and **3)** very roughly balancing the number of "unclaimed" Districts per Region based upon all the Regions known to cover that District.

The resulting distribution of Districts per Region is not necessarily uniform nor may be appropriate, thus -

Please answer these two questions by Tuesday Mar. 11th, with RDs and RLCs working together to submit one reply.

- 1) What changes, if any, would you make to the allotment of specific Legislative Districts, or the total number of Districts, currently assigned to your Region? For example: "give the 48th to Region 3", or "Add the 48th to our Region 3", or "Take one District from our Region 6, I don't care which", or "Swap our R2 48th with R3's 17th", etc.
- 2) Briefly explain, for the purpose of history and precedent, your understanding of why your Region (not you personally) should retain responsibility for the Legislative Districts assigned to it, in conjunction with any changes you list per question #1.

Some factoids or general characteristics for the context of those questions follow below:

- Each Region has 1 to 6 Districts allotted to it, per the current list. The current number of Districts per Region is as follows:
 - 1st = 3
 - 2nd = 3
 - 3rd = 4
 - 4th = 4
 - 5th = 3
 - 6th = 6

- 7th = 4
 - 8th = 3
 - 9th = 5
 - 10th = 2
 - 11th = 1
 - 12th = 5
 - 15th = 4
- There are no Regions assigned to **Districts 9 and 35** – no one has corrected this gap in our data to-date. If you know, or wish to claim them for your region, please let me know.
 - The colors of the Region #s are alternated in the first spreadsheet column simply to easily distinguish adjacent #s -- no other reason.
 - Unless you suggest changes, the attached list and accompanying rationales will be forwarded to go out next year as the FD'09 recommended assignment.

Upon receiving and collating all your replies by Tuesday March 11th, a final draft will be emailed for final deliberation or approval.

I appreciate your help; please contact me with any questions or suggestions – thank you!

Byron

Byron Shutz
 WSPTA Focus Day Chair 2007-08
bcshutz@comcast.net
 Cell 425-301-6386

----- Original Message -----

From: [Byron Shutz](#)
To: [Legislative Listserv](#)
Sent: Monday, February 25, 2008 11:24 AM
Subject: Focus Day '08 - Share Your Feedback

Survey Request

Our many thanks to all of you supporters and attendees of your WSPTA Focus Day in Olympia on Feb 13th!

We hope each of you enjoyed a pleasant and productive experience – but what do you think could be improved next year? What worked for you and what didn't?

Please take a few minutes to share your suggestions in this online survey:

www.zoomerang.com/recipient/survey.zqi?p=WEB227GHNFA2BH

Thank you!

Byron

Byron Shutz
 WSPTA Focus Day Chair 2007-08
bcshutz@comcast.net
 Cell 425-301-6386

“Learning about history is an antidote to the hubris of the present, the idea that everything in our lives is the ultimate.” David McCullough

----- Original Message -----

From: [Byron Shutz](#)

To: [Legislative Listserv](#)

Sent: Monday, February 11, 2008 10:16 AM

Subject: Focus Day '08 - Final News & Prep

Focus Day is about acknowledging and celebrating important relationships -

... enjoy and contribute to your day with your legislators!

Wednesday is Focus Day!

Here are the final updates/news:

- **Plan the day** around what works best for you - start at Check-In at the Columbia Rm.
- **The current Agenda** follows below.
- **Scheduling appointments has been difficult** due to the day's legislative schedule (you can check it at <http://www.leg.wa.gov/legislature/calendar/>). **But** extending an invite to legislators has been successful to join us/you for the Legislator Reception in the Columbia Room from 12:30 to 1:30 (or any time to hear the guest speakers too).
- **Be prepared to help folks connect** in the likely crowds in & around the Columbia Rm -- we'll all need to be prepared to help engage visiting legislators and members, not dissuade them. Everyone be particularly helpful to legislators appearing lost in the crowd!
- **Signage will be posted** inside of the Columbia Rm to help legislators congregate with their constituents -- look for "Meet Here District #??" signs on the wall. The hallways will be more dependent upon person-2-person contact.
- Do use the hallways and available rooms around the Columbia Rm to meet with your legislators.
- We may want each attendee to have a **second nametag** with just their District # prominently on it to help legislators find you.
- **Attend Guest Speakers** as best you can -- they should see our abundant support!
- **Leg. Reception is 12:30 to 1:30** -- we expect it to be well attended -- see notes above!
- **Visit your legislator's office** to speak with their legislative assistant, whether or not you have an appointment -- their admin asst can be very helpful to you over time. Be brief -- sign in, leave a note or a leave-behind so they know you were at FD.
- **Be ready to offer plan B or C** although we hope you do get an appointment, -- take advantage of the contact to set up an appointment after the session back in your home district, or invite them to speak with your PTA Board, etc. FD is all about an opportunity to build a relationship, now or later.
- **Stay for the Region 2 Panel** at 1:45pm, if you can -- you may hear interesting insights from some legislators most involved in core education issues -- this also is the last planned event of the day.
- **Have Fun**, smile and lead the way!

Thank you very much for dedicating your time and efforts on FD -- looking forward to being with you Wednesday!

Byron

Byron Shutz

WSPTA Focus Day Chair 2007-08

bcshutz@comcast.net Cell 425-301-6386

AGENDA - Focus Day 2008

Wednesday February 13, 2008 - Olympia, WA

Throughout the Day = Appointments with legislators as may be scheduled. Refer to the schedule matrix in your packet and posted at Check-In

Location of All Events = Columbia Room, basement of Leg. Bldg. (Capital Dome)

8:30

Check-In Registration

9:00 to 9:30

Welcome -- *Laura Bay, WSPTA President*

Overview of Focus Day - *Paul Cheek, WSPTA Legislative Director*
 Top 5 WSPTA Priority Issues - *Paul Cheek, WSPTA Leg. Dir.*
 Bill & Committee Status - *Donna Christensen, WSPTA Lobbyist*
 Guest Speaker: *Governor Christine Gregoire*
10:30 Open Forum with Basic Ed Finance Task Force Members
11:00 Guest Speaker: *Adie Simmons, Dir. Gov. Office Ed Ombudsman*
11:45 Guest Speaker: *Representative Skip Priest*
12:00 Legislator Reception (*refreshments for guests*)
12:30 to 1:30 *Conclude access to the Columbia Room – vacate, take belongings*
2:00 Region 2 Legislators Panel Discussion (guests welcome)
1:45 to 2:15 *Location: Hearing Room A in the O'Brien Building*
5:00 Conclude Event

Here again are helpful tips and essential advice for attending Focus Day in Olympia (and even just participating in spirit!). Info is available on the website too - <http://www.wastatepta.org/legislation.htm>.

Getting To Olympia:

Drivers and Carpools: Get thorough directions, parking info and a Campus map off the WA Gov website - <http://www.ga.wa.gov/Park/visitor.htm>. Parking is 50-cents per hour – **bring lots of \$1 bills and quarters**. Most parking is uncovered surface lots; there is shuttle service to the more outlying parking. The Campus Map is also on the WSPTA website – directions are on the back page.

Chartered Bus Riders: Some councils/regions have organized bus service for their members; be on time at your designated morning gathering spot. Busses are usually quite comfortable, have a bathroom, and make good time in traffic. At the Capital you will likely be dropped and picked up on one of the Diagonals leading to the Winged Victory Monument, to the NE of the Legislative Building. Be sure to know when & where to meet back at your bus.

Dress Appropriately: Their people will be wearing formal business attire for meeting with our people – dress professionally (i.e. gentleman wear coat & tie, etc). We are advocates with serious issues going before formal governmental leadership of whom we are requesting respect and demonstrating our regard. Plus, dress for the weather as you move about the Campus; wear comfortable shoes.

Food & Drink: Often best to bring your own refreshments and lunch for the entire day. There is a food bar in the Leg. Bldg., and a full cafeteria with tables in the Pritchard Building (150 yds south of the Leg. Bldg.)

What To Bring: You may wish to have none, some or all of these things (see **Packet** below for items provided): pens & paper; business cards or contact info to share; cell phone; umbrella; leave-behinds (something to leave with your legislator: messages from your members; personal stories or data from your district regarding an issue; a thank you card; invitations to attend a PTA event or to meet in your home district; or anything else creative and appropriate). Small carrying bags or backpacks are recommended.

Upon Arrival at the Capital Campus: Go to our Check-In area by the Columbia Room in the basement of the Legislative Building. (the Capital Dome Bldg.; the south entrances are easiest). Pick up a packet, meet up with fellow members, check the schedule posted for pre-arranged appointments with your legislators.

Packet Received at Check-In: You will receive a WSPTA folder “packet” at Check-In. It contains the basic info you will need for the day: *Agenda, Campus Map, Appt Schedule, Issue Summaries, Appointment Tips & FD Overview*, and two *Legislator Contact Report Forms*. Also, bags of “Top 5 Issues Fortune Cookies” will be available as a leave-behind for your legislators.

“Headquarters” - The Columbia Room: Our central meeting place, open 7:00 AM to 2:00 PM; located in the Legislative Building. All our major group events will occur here. We will have the exclusive use of the room for the day – meet, greet and eat here. Store possessions there with discretion – no security implied, no liability assumed.

About the Day: WSPTA is a non-partisan, not-for-profit organization comprised of members representing a wide diversity of views – be equal, fair, open and welcoming. Know the basic advocacy rules – see the *WSPTA Advocacy & Legislation Handbook* and our other website resources.

Look at the Appointment Schedule List in the packet at Check-In, or the display board which will have the latest updates, to determine when and where you may potentially meet your legislators.

Acclimatize at the FD Welcome, Intro and Overview 9:00-9:30 by Pres. Bay and LD Cheek.

Gather to hear Guest Speakers: Governor Gregoire at 10:30, Ombudsman Simmons 11:45, Rep. Priest 12:00, and more.

Participate in the Legislator Reception 12:30 – 1:30.

Attend Region 2’s Panel Discussion 1:45 to 2:15.

Meet and talk with fellow WSPTA advocates – network, network, network.

Be visible – wear your WSPTA stickers, display your blue WSPTA folder, talk about priority issues to share knowledge and let others hear your conversations.

This phase of the Session is heavily occupied with bill approval processes and hearings are not normally scheduled, but there may be hearings later in the day you can attend, or you may be able to listen in the chamber galleries to floor votes. Any times and listings will be posted as available at Check-In.

About Legislator Appointments & Contact: The day will be different this year – fewer appts have been set up due to legislator’s session and caucus schedules. Most RLCs/RDs have had a difficulty confirming individual appts, some are doing group gatherings instead.

It will be another busy, full day for the Legislature –actually busier than usual due to the phase in the bill approval process -- legislators will understandably have pressing priorities beyond meeting with constituents. So, go with the flow and know that the legislators are on their Chamber floors doing the work of government.

Always be on time and keep the appointment – legislators get all the slack today, we get the responsibility.

Be ready to speak with legislative assistant. You may leave a message, note or a leave-behind with them. Treat the Assistant as interchangeable with the Legislator – they make things happen.

A legislator may be pulled off the floor to meet with you – this process will be explained at the overview presentation and a handout available – this request should be used judiciously.

Legislators are people – they have the same anxiety over unknowns – but they *are* expected to know a lot but often don't. Help them as you would want help.

Understand the basics of the Top 5 Issues (lots of info on the WSPTA Leg. webpage). Its OK to know just one issue well enough to ask one question or give one example of how it impacts you.

Being honest, sincere and polite leaves the best message. Use your judgment and common sense – you are not expected to know it all, so say when you don't; ask questions - listen to the answers. Be excellent listeners. Follow-up on any promise made.

Patience is a virtue (even when it's pressed hard!). Meetings may be delayed or cut short. You may have to wait, wait some more, and then find out the meeting is cancelled.

Be gracious and outstandingly hospitable, yet persistent --- be helpful in letting your legislators want to make WSPTA priorities one of their top bills too.

Fill out and return a Legislator Contact Report form (in the packet you'll receive at Check-In) to forward relevant info to our Lobbyist and Advocacy Coordinator.

Confirm a Contingency Plan B: For both appointments with legislators and with your cohorts, have an understanding for alternative plans if things change. Exchange cell phone numbers; have at least a rough idea of how you'll regroup if schedules collapse, or if you get lost, etc.

Virtual Participation: Tell your friends unable to go to Olympia to participate virtually in the collective effort: a) Go to WSPTA's "CapWiz" website to easily send an email to each of your legislators, b) Phone the Legislative Hotline (800-562-6000).

To Contact the Chair on Day of FD: My cell phone is 425-301-6386. You may also contact the WSPTA office in Tacoma at 253-565-2153 or 1-800-562-3804.

Please do contact me with any questions – looking forward to meeting you – looking forward to joining together to make a legislative difference -- **thank you!**

Byron

Byron Shutz
WSPTA Focus Day Chair 2007-08
bcshutz@comcast.net
Cell 425-301-6386

----- Original Message -----

From: [Byron Shutz](#)

To: [Sherry \(RD-6\) Marlin](#) ; [Ruth \(RD-15\) Gifford](#) ; [RD-12](#) ; [RD-11](#) ; [Novella \(RD-9\) Fraser](#) ; [Kari \(RD-10\) Wilkinson](#) ; [Jeanette \(RD-3\) Muck](#) ; [Gena \(RD-1\) Wales](#) ; [Donna \(RD-8\) Carr](#) ; [Cheryl \(RD-5\) Child](#) ; [Cathy \(RD-7\) Phipps](#) ; [Beverly \(RD-4\) Young Reed](#) ; [Nancy \(RD-2\) Hartnell](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Dave Milligan](#) ; [DeeDee Loberg](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [Joanne Iverson](#) ; [Jon T. Haugen](#) ; [Julie Matheny](#) ; [Karen Albers](#) ; [Kelly Munn](#) ; [Kevin Bright](#) ; [Krista Tenney](#) ; [Martha Rice](#) ; [Megan Hernandez](#)

Cc: [Owen \(WSPTA-ED\) Atkins](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [Kim \(WSPTA-CA\) Howard](#)

Sent: Saturday, December 15, 2007 5:17 PM

Subject: Focus Day - Appt Database & Contacts

Hello RLCs and RDs,

Per discussions of the Dec. 1st Legislative Meeting, we'll need to get in order some nitty-gritty details as we ramp-up for Focus Day. Although this note is a little gritty itself, hopefully it will pull together that orderliness.

And though RLCs are the folks responding to the requests below, their RD's may be helpful in the loop.

Attached is an Excel file, a "master database" spreadsheet of nearly all things relevant to our interaction with people participating with Focus Day in Olympia. It is a whopper of a file – a big, multi-worksheet cross-reference of data in one place.

What the file does for each of you is provide a template for coordinating your appointments, compiles all the legislative districts and legislators associated to your Region and how to contact them, and shares a lot of info among all of you within a single mechanism.

What it does not do is the actual coordinating among those of you in overlapping districts – you will need to sort that out manually by talking amongst yourselves. The spreadsheet's "Z" column titled *All RLCs per Leg. District* lists those overlapping Regions.

This file will eventually become the lists and charts (greatly simplified) we'll use at Focus Day to show everyone where & with whom they can productively spend the day.

A final version of this file, incorporating all data received from you, will be sent the first week of February from me to everyone. A simplified version will also be available a week prior to Focus Day for you to forward to your local units. You are welcome to forward this current file now to anyone you think may benefit, or you may make use of any of the 10 additional worksheets compiled in this file.

I'll need your help gathering 7 data-points on just ONE WORKSHEET coordinating the scheduling of appointments.

For this project you will work only on the first worksheet titled "*H+S All Data*" (the left-most bottom sheet-tab). The file opens directly on to this worksheet for you, with "window splits" oriented so the columns in which you will add your data are readily available on the left side – spreadsheet columns **AA, AB, AC, AD, AE, AF & AG**. Although hopefully it will be self-evident, following below this note are instructions for filling in your data.

Please return your completed file to me by FRIDAY, FEBRUARY 1st – nearly 7 weeks away, but sooner is OK as you complete your section.

Or don't hesitate to ask me for a different format if you prefer providing the info in another manner – for example I can send a stripped Excel or Word file for just your Region. Or you may just email me a list of what you have, etc. Let me know how I can help you keep tabs on your area, and to share it with others.

RLCs: if you won't be collecting info, please email me to say so who may be doing so in your area.

Special thanks to Martha for your work, and Pat for suggestions, on developing aspects of the spreadsheet.

Glad to answer any questions – many thanks for all your help and efforts!

Byron

Byron Shutz
WSPTA Focus Day Chair 2007-08
bcshutz@comcast.net
Hm 425-867-1941
Cell 425-301-6386

What You Need To Do and How

Do 4 Actions With The File:

- 1) **Confirm the data** is correct in your Region to the best of your knowledge; change or add corrections.
Note: RLC data is missing for Leg. Districts 9 and 35.
- 2) **Use it as a resource** to find all the contact info you may need for each legislator, including the name of their assistant(s).
- 3) **Fill in the 7 data-points** per legislator regarding making appointments for your Region's area under the spreadsheet columns **AA, AB, AC, AD, AE, AF, & AG**. The 7 categories of info we need you to fill in on the spreadsheet columns are:
 - a. **AA: RLC Self-Designated Per Leg. District** – select the RLC to be responsible for the data from that Leg. District
 - b. **AB: RLC's PTA Reg.#** - that RLC's Region number
 - c. **AC: F.D.'s Appt. Time** – time of the appointment on Focus Day
 - d. **AD: F.D.'s Appt. Place/Rm** – place or room # of the appointment on Focus Day
 - e. **AE: PTA Contact Name per Leg Appt. Time** – the name of the member, LC, Prez, RLC, etc who will "attend and lead" the appointment
 - f. **AF: Guess at # of Constituents Attending** – best guess at the number of constituent members attending from that legislator's district
 - g. **AG: Guess at Total # Attending** - best guess at the total number attending (constituents + members + others)
- 4) **Return it to me** completed with your info to-date by FRIDAY FEB. 1st.

How To Work with the File:

As you enter data and ready it to send back to me, please:

- 1) **Format the data** per the examples already entered in the spreadsheet (examples from RLCs responses to my note of Dec. 5th).

- 2) **Highlight changes & additions** of data with a bright text or cell color of your choice so I can easily see your edits (allowing for a wide range among you of experience with Excel, this simple method may be easier than a formal group-revision editing process -- I'll deal one-on-one with each of your data).
- 3) **If scheduling meeting with multiple legislators at once**, just enter the same time and place for each legislator in that meeting.
- 4) **Rename the File** to add your Region # and Name to the front of the filename when you return it to me, i.e. "9 Montgomery - WA Leg Contact Master Database 2007-08 v3.xls". You are also welcome to "shrink" the file space and ease of emailing it back by sending just the "H+S All Data" worksheet (delete the others by left-clicking on the bottom tab, then right-click and select "Delete" – save the new smaller version).
- 5) **Suggest improvements on** any ideas to improve this tool or use of its data.

Side-note: You may notice significant differences between Regions on the sheer number of legislative and school districts in their sphere, which eventually translates to a broad difference of the number of individuals within their sphere – this highlights how important it will be to help share attendees among appointments at FD.

----- Original Message -----

From: [Byron Shutz](#)

To: [Dave Milligan](#) ; [DeeDee Loberg](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [Joanne Iverson](#) ; [Jon T. Haugen](#) ; [Julie Matheny](#) ; [Karen Albers](#) ; [Kelly Munn](#) ; [Kevin Bright](#) ; [Krista Tenney](#) ; [Martha Rice](#) ; [Megan Hernandez](#) ; [Pat \(ULC\) Montgomery](#) ; [Sherry \(RD-6\) Marlin](#) ; [Ruth \(RD-15\) Gifford](#) ; [RD-12](#) ; [RD-11](#) ; [Novella \(RD-9\) Fraser](#) ; [Kari \(RD-10\) Wilkinson](#) ; [Jeanette \(RD-3\) Muck](#) ; [Gena \(RD-1\) Wales](#) ; [Donna \(RD-8\) Carr](#) ; [Cheryl \(RD-5\) Child](#) ; [Cathy \(RD-7\) Phipps](#) ; [Beverly \(RD-4\) Young Reed](#) ; [Nancy \(RD-2\) Hartnell](#)

Cc: [Owen \(WSPTA-ED\) Atkins](#) ; [Laura \(WSPTA-P\) Bay](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [Kim \(WSPTA-CA\) Howard](#)

Sent: Tuesday, December 18, 2007 12:01 PM

Subject: Focus Day Prep Emails

Dear RDs and RLCs,

Following below is a note addressed directly to local units regarding Focus Day. Its intent is to help you initiate interest in Focus Day and its purpose.

I am asking both **Regional Directors** and **Regional Legislative Chairs** to please each forward this note & attachments to your Councils &/or local unit people --- receiving it from both of their local leaders will likely convey a more meaningful priority than coming from strangers (me or State).

Forwarding the note is most easily accomplished by 1) clicking the **Forward** button on this email, **2)** add all the appropriate local folks on your emailing lists in **TO:** and **Cc:** LD Paul Cheek, **3)** delete all this text above the solid double-line below, **4)** type in your brief intro note as you wish, or edit the text for your audience, and then **5)** click **Send** to email it forward – done!

Please forward the email w/ attached files to each of your local Councils' &/or units' **President(s)**, and their **Legislative Chair(s)** where present (and please cc LD Paul Cheek; and me if you wish).

For your info, the attachments are:

- 1) a PDF listing all the school districts per Legislative District and WSPTA Region.
- 2) a PDF listing all the legislators and their contact info per legislative districts.

The first week of January I'll send you suggestions for creating a process for scheduling appointments, if you aren't doing so already – the big spreadsheet underlying that process was emailed to you on 12/15.

Thank you very much for all your time and efforts – best wishes for happy and safe holidays!

Byron

Byron Shutz
 WSPTA Focus Day Chair 2008
bcshutz@comcast.net

Our Focus Day on advocacy in Olympia is coming February 13th!

Focus Day is the once-a-year advocacy event WSPTA members hosts in Olympia to provide our legislators a chance for straightforward, one-on-one conversation with us. Please reserve the date and begin preparing now to participate in one of many ways this year!

As you organize your January schedule, please put these 4 items on your January To-Do List:

- 1) **Add the topic of “Legislative Focus Day” to the agenda** for your next BOD &/or General Meetings. Say just a few words about it – let your community know *what, when* and *why*. Advocacy at the legislative level is one of WSPTA's five pillars of action and support to kids! (Plan ahead for next year too by adding a line item to the budget for F.D. expenses.)
- 2) **Publish a notice in your newsletter** – ready-written blurbs or articles are on the WSPTA Legislation webpage to download – inform your community!
- 3) **Identify your local legislators and districts** (see the attached PDFs, just fyi), and let your Board and community know too who is making big education decisions affecting your school.
- 4) **Establish your local unit's goals** – whether it is just posting a newsletter or bulletin board notice, or identifying a member to promote and involve and sign-up members as best they wish, or organizing a group of students to go or make a few Legislative Hotline phone calls, or all-out organizing a bus to collectively haul everyone wishing to go – *do something to advocate!*

For more ideas, see the back page of the Dec. '07 *Key Communicator* newsletter or the website's advocacy page – <http://www.wastatepta.org/legislation.htm> .

A few highlights for this year on Feb. 13th:

- Governor Gregoire will speak with us at 10:30!
- WSPTA has the Columbia Room reserved all day within the Legislative Capital Building
- There will be media presence, regional lunch gatherings, and more

In January you will be followed up with and asked about who may be attending from your communities (in order to structure our scheduling of appointments with your legislators).

Focus Day is more than a sit-down with your lawmaker for a quick talk about issues. The event conveys our commitment to developing a direct relationship with them. Ultimately, it is about a personal connection created to link your legislator's vote directly to your district's benefit on issues championed by WSPTA.

Focus Day is rightly characterized as **the ultimate field trip**, the **best show-&-tell**, the **biggest pre-fundraiser**, the most motivating **self-empowerment therapy**, and just **great fun** all rolled into one! And you share it with fellow advocates showing up to make a difference. Whether or not you are able to attend this face-time with your lawmakers, there are many ways to be counted in “WSPTA shows up” – over the next month we'll share with you and other mentors in your kid's lives about ways to participate.

If you are thinking of going this year, know that upon arriving at the Capital awaiting you is thorough support. Experienced hands will help guide your attendees to and through the meetings. The company of your fellow members will bolster your civic right to speak and listen to your legislators. It *is fun*.

Please contact me with any questions you have on Focus Day – thank you for all you do everyday!

Byron

Byron Shutz
WSPTA Focus Day Chair 2008
bcshutz@comcast.net
Hm 425-867-1941

----- Original Message -----

From: [Byron Shutz](#)

To: [Nancy \(RD-2\) Hartnell](#) ; [Beverly \(RD-4\) Young Reed](#) ; [Cathy \(RD-7\) Phipps](#) ; [Cheryl \(RD-5\) Child](#) ; [Donna \(RD-8\) Carr](#) ; [Gena \(RD-1\) Wales](#) ; [Jeanette \(RD-3\) Muck](#) ; [Kari \(RD-10\) Wilkinson](#) ; [Novella \(RD-9\) Fraser](#) ; [RD-11](#) ; [RD-12](#) ; [Ruth \(RD-15\) Gifford](#) ; [Sherry \(RD-6\) Marlin](#) ; [Paul \(WSPTA-LD\) Cheek](#) ; [Dave Milligan](#) ; [DeeDee Loberg](#) ; [Donna \(WSPTA-L\) Christensen](#) ; [Joanne Iverson](#) ; [Jon T. Haugen](#) ; [Julie Matheny](#) ; [Karen Albers](#) ; [Kelly Munn](#) ; [Kevin Bright](#) ; [Krista Tenney](#) ; [Martha Rice](#) ; [Megan Hernandez](#) ; [Pat \(ULC\) Montgomery](#)

Cc: [Laura \(WSPTA-P\) Bay](#) ; [Kim \(WSPTA-CA\) Howard](#) ; [Paul \(WSPTA-LD\) Cheek](#)

Sent: Monday, January 07, 2008 2:51 PM

Subject: FocusDay 08 - How We Make Appts w/ Legs.

Hello RLCs and RDs,

As we continue to develop Focus Day planning, here are two items regarding the making of appointments with legislators:

- 1) Attached is a draft outline of the *Making Appointments with Legislators for Focus Day* -- some resources and tips on the what-when-who-how of scheduling appts.

Please add your expertise, tips and recommendations by *Reply To All*. Send a brief snippet, a detailed correction, or rewrite the doc – all shared advice will be helpful! Everyone's input will be incorporated in to a doc for next year.

2) Attached is an updated **FD - WA Leg Contact Master Appt Database 2007-08 v1.xls** – with new corrections and without all the extra worksheet resources – for you to enter your appointment info (or just email me your info if that is easiest for you).

Please share any of this info or files with anyone you know would find it helpful in making the appointments.

Following below is an excerpt from the original cover letter explaining how to use the file and enter the data -- the full description is in the file of Dec 15th to you **Email Draft FD - To RLCs on Excel Database for Leg Appts.doc**.

Reminder: Please return your completed list of Legislator Appointments to-date to me by FRIDAY, FEBRUARY 1st – just 4 weeks away. We know more appointments will come in up after the 1st –keep sending them as you confirm them and we'll include all we can before we cutoff to print the list for FD Packets. We'll post final lists on the website.

Lastly, please let me know if you wish to receive another copy of the full Excel database file emailed to you on Dec. 15th - **WA Leg Contact Master Database 2007-08 v3.1.xls**, that has the additional non-appointment related info.

Thank you – please contact me with any questions/suggestions.

Byron

Byron Shutz
WSPTA Focus Day Chair 2007-08
bcshutz@comcast.net
Hm 425-867-1941
Cell 425-301-6386

[A quick review of what is asked of you to do with the Excel file](#)

Do 4 Actions With The File:

- 1) **Confirm the data** is correct in your Region to the best of your knowledge; change or add corrections. *Note: RLC data is missing for Leg. Districts 9 and 35.*
- 2) **Use it as a resource** to find all the contact info you may need for each legislator, including the name of their assistant(s).
- 3) **Fill in the 7 data-points** per legislator regarding making appointments for your Region's area. The 7 categories of info we need you to fill in on the spreadsheet columns are:
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 - b. **AB: RLC's PTA Reg.#** - that RLC's Region number
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 - e. **AE: PTA Contact Name per Leg Appt. Time** – the name of the member, LC, Prez, RLC, etc who will “attend and lead” the appointment
 - f. **AF: Guess at # of Constituents Attending** – best guess at the number of constituent members attending from that legislator's district
 - g. **AG: Guess at Total # Attending** - best guess at the total number attending (constituents + members + others)
- 4) **Return it to me** completed with your info to-date by FRIDAY FEB. 1st.

THE END