



**Orange  
County  
School  
Boards  
Association**

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**2004-2005**

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# SPOTLIGHT ON NEWS

September 2004 Edition

## *A Message from the OCSBA President – Meg Cutuli*



HAPPY NEW YEAR! I have wanted to shout out that greeting in September since I was in elementary school. It always seemed to make more sense to celebrate a new beginning at the time of the year when all my friends and I were getting ready to start off with a clean slate and high expectations. To make New Year resolutions in January when I was in the middle of my year just didn't seem to carry the importance that those first days of September did. So, in September, I would resolve to not procrastinate doing my work, to talk less in class and to really try to always do my best work. With a new notebook, a new pair of school shoes, and a new teacher, my resolutions seemed attainable. I was rested and ready to start a new year!

I have been out of school for many years now, but I still feel the anticipation that September brings to all our communities. Being a school board member, we see first hand the excitement of the new school year. Our challenges now are different. We may be focused on federal and state issues more than we would like to be, but September is a great time for each of us to examine our goals for our districts and ourselves. We can all try doing a better job for the students in our districts. We bring a unique set of talents with us to our boards, and we can resolve to use them for the better functioning of the board for the success of all children. We can resolve to meet this year with dedication, energy, and high expectations and carry this resolution throughout the year. As school board members, our school community looks to us for direction. Let's lead the way to student success!

I'm ready! I have my new notebook, and I really am going to do my best work.  
**Happy New Year!**

### SAVE THE DATE!



November 17, 2004  
Joint ACSA/OCSBA Dinner Meeting  
Irvine Marriott Hotel

PAGE Speaker – Mike Darnold  
President NCADD-OC

Dinner Speaker – Jeannine Martineau  
Member, California State Board of Education



## **WELCOME TO ORANGE COUNTY'S NEWEST DISTRICT SUPERINTENDENTS**

### ***Sheri Loewenstein, Westminster School District***

Sheri Loewenstein became Superintendent of the Westminster School District on July 1, 2004. She has been with the district for 14 years, spending eight as an Associate Superintendent of Personnel Services and six years as an elementary and middle school principal.

Prior to her employment in Westminster, Ms. Loewenstein was a coordinator for the West Orange County Consortium for Special Education, which serves school districts in Fountain Valley, Huntington Beach and Westminster. Her work history also includes being a high school administrator and teacher.

In 2002, Sheri Loewenstein was named Personnel Administrator of the Year in Orange County by the Association of California School Administrators, and most recently in 2004, she received a Certificate of Special Congressional Recognition for "Women Who Make a Difference" in their community.

Ms. Loewenstein received a Master of Science Degree from Pepperdine University and a Bachelor of Arts Degree from California State University, Dominguez Hills. In her free time she is an avid reader, practices yoga, and enjoys socializing with friends and family.

### ***Dr. Barry Escoe, Anaheim Union High School District***

July 1 was also the first day for Dr. Barry Escoe as the new superintendent in the Anaheim Union High School District. Dr. Escoe has been with the district since 1968, serving most recently as Assistant Superintendent of Human Resources.

Dr. Escoe graduated from California State University Fullerton with a bachelor's degree in political science and a minor in economics. That same year, he began teaching American government and economics at Anaheim High School. He went on to receive his master's degree from Chapman University and his doctorate from United States International University in San Diego.

After teaching six years, he became an assistant principal at Loara High School. From there, he moved on to serve as principal at La Palma and South Junior Highs, and Katella High School. His first district-wide position was Director of Special Youth Services.

### ***Dr. Diane Scheerhorn, Centralia School District***

Centralia School District selected a veteran educator, Dr. Diane Scheerhorn, to become their new superintendent beginning August 13, 2004. Dr. Scheerhorn was Superintendent of Lake Tahoe Unified School District. Prior to that post she had served as superintendent of both Gaylord Community Schools in Gaylord, Michigan and Bryon Area School in Byron, Michigan. Her work experience also includes being a principal, administrative intern, and teacher.

Dr. Sheerhorn holds a Ph.D. and Ed.D. in Educational Administration from Michigan State University and a Master of Arts Degree in Education from Wayne State University.

Dr. Sheerhorn's husband Steve, a retired Ford Motor Company executive, will join her when she moves to Orange County. Their daughter Lindsay is currently a junior at Western Michigan University.



To register for the CSBA Annual Education Conference, please go to [www.csba.org](http://www.csba.org)

OCSBA will once again host a reception for Orange County board members and district administrators on Thursday, December 2 from 5:30 to 7:00 p.m. Please check your mail in November for more information.

## *In Memory of Herb Warren*

School Board Member

and

Past Marian Bergeson Award Winner

Mr. Warren was a pioneering and faithful supporter of the North Orange County Community College District, serving on the initial Board of Trustees in 1965. He served a total of 10 years on the Board, taking a “break” from these duties for a period to serve as one of the initial members of the Yorba Linda City Council. Mr. Warren passed away in July of 2004.

## Suggestions for Public Recognition of Elected School Board Members

At the suggestion of the Honorable Marian Bergeson, a group of OCSBA members met to strategize how to increase the recognition of school board members in the community. Following are some ideas for you to consider:

### Public Meetings

- Prior to a public meeting, ask the Superintendent’s secretary to notify meeting leaders of your plans to attend.
- Present your business card upon arrival at meeting.
- Expect to be introduced with other elected officials.
- Prepare a short introduction that promotes interest in your role as a board member. Include size of your budget, number of students, number of employees, etc. Highlight the impact of schools on the community, quality of life and local community.
- Carry a copy of a short introduction in case it is needed, ½ page or less.

If you are the speaker, send, fax or e-mail your bio or introduction in advance of the meeting.

### Communication: Internal and External

- Expect to be recognized as “Honorable.” It is an appropriate title for elected officials.

### Protocol at school events

- Establish district-wide process that ensures board members are invited and recognized at school and community events.
- Identify opportunities to discuss the role of board members and to recognize individuals for their positive efforts

### Public Relations

- Be prepared to answer questions regarding interesting issues.
- Respond promptly, demonstrating respect for the reporter’s deadlines.
- Seek opportunities to educate public through press releases, op-ed pieces, public television, etc.
- Initiate opportunities to meet or speak at meetings of local service organizations, community groups and government agencies.
- Work with local districts to coordinate communication regarding common issues.

Adopted by Orange County School Board Association Board of Directors, October 2003

**OCSBA Dinner Meeting**  
**September 29, 2004**  
**Guest Speaker**



**Assemblywoman**  
**Lynn Daucher**

California State Assembly  
72<sup>nd</sup> District

**Reflections on the 2003-2004 Session**

Assemblywoman Lynn Daucher proudly serves the 72<sup>nd</sup> District, which is located within Orange County. She is a teacher by profession, as well as a full-time mother of four. Lynn began her career in public service after winning election to the Brea Olinda Unified School District school board. Lynn also fuels her passion for teaching by routinely volunteering her time at local schools to educate youngsters about important issues affecting their communities and California.

Assemblywoman Daucher will reflect on and discuss legislative impacts to education.

**The Maureen DiMarco Award**  
**will be presented at the**  
**September 29, 2004**  
**OCSBA Dinner Meeting.**

Please join us in honoring the newest recipient.

**PAGE Meeting**  
**September 29, 2004**  
**Guest Speakers**

**Scott P. Plotkin, Executive Director**  
**California School Boards Association**

**Outlook from Sacramento - Budget**  
**and Political Issues for Education**

Scott Plotkin joined the California School Boards Association as executive director in October 2001, bringing more than 20 years' experience with national, state, and local educational issues affecting both public schools and higher education.

Scott will review and discuss the State Budget and its impact on K-12 schools, along with other political issues of importance being discussed and considered in the legislature.

**Orange County School Boards**  
**Association**

**Board of Directors**  
**2004-2005**

*(Effective July 1, 2004)*



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