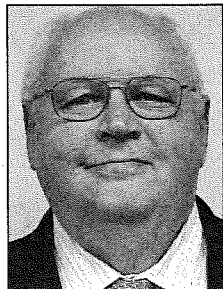


President-elect



William S. LaCoff *

Colleagues,

I'm Bill LaCoff. I was first elected to the school board of Owen J. Roberts SD in 1995. Being retired, my service on the board and with PSBA as a Liaison and Federal Relations Network member is my current "job." Prior to retiring, I was employed in various aspects of the real estate industry; as a mortgage broker, an agent and a property manager. My involvement with the community is extended beyond schools. I am President of a non-profit, Historic Yellow Springs, that is focused on art, culture and the environment. Villanova University is my alma mater.

Anita is my wife. We have five grown children, six grandchildren and one great-grandson. All of these (except the baby!) are products of our system of public education. I, myself, attended the best schools public education has to offer. This experience, from my entrance into first grade, up to the latest experiences of my grandchildren, has instilled in me a deep appreciation for the value of our public schools. Public schools are no less than the foundation of our democracy. For our country to succeed, our children must succeed.

That is the "passion" part of why I am seeking the office of President-elect of PSBA. My experience makes me uniquely qualified to be a leader of our organization. I don't say that lightly or with hubris. I was President of the organization in 2007. So, in addition to my experience with FRN and as a liaison, I have had experience as a Region leader, President of the Insurance Trust, and a Trustee of the Pennsylvania School District Liquid Asset fund. My focus has always been on good governance; whether it be at PSBA, Owen J. Roberts or Historic Yellow Springs. In every setting, I have been on the Governance committee or its equivalent. Perhaps that is why school board members from various parts of the Commonwealth sought me out to once again lead the organization and I accepted the challenge.

Good governance is also my goal as a leader of PSBA. We are in a transition phase. We will have a new Executive Director to lead us forward. I offer institutional memory that is vital in a transition. The effect of good governance is to strengthen PSBA. I promise to be fair to all our members and to be respectful of their opinions and desires. I promise to be respectful of the staff that works hard on our behalf. I promise to represent the organization in public in the most professional way and to constantly advocate for public schools.

My goal for PSBA is to make it continually improve for school board members. We must show value to our members so we can help them be better board members. Better board members mean successful schools and successful schools mean successful students. That is why, with your support, I will bring passion to the leadership of PSBA.



Mark B. Miller

I am Mark B Miller, 1st Vice President of Pennsylvania School Boards Association, School Director in Centennial School District, and Co-Chair of Keystone State Education Coalition. I also serve with Diane Ravitch on the Board of her Network for Public Education, a national organization supporting public education.

My goals as your President Elect are to refocus PSBA on our "Core Values" (Excellence, Leadership, Commitment, Integrity, Respect, Teamwork) and to complete implementation of PSBA's governance changes initiated in 2012. Rely that my team will include PSBA's Membership, plus important stakeholders like PASA, PASBO, PSEA, PAESP, PARSS and our General Assembly. Please see my website (www.markbmiller.com) for more objectives and several letters of Endorsement.

This year, I serve as Chairperson of PSBA's Legislative Platform Committee and PSBA's Career and Technical Education Task Force. I constantly "Stand up for Public Education" testifying at all levels (federal and state), advocating a properly funded system of free and appropriate public

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– PSBA Bylaws, Article IV, Section 5.C.

President-elect

(Miller continued)

education in the least restrictive, safe environment be available for all children. In addition to providing testimony to several House and Senate Committees, I've performed numerous speaking engagements across Pennsylvania, New Jersey and New York.

One highlight of my current PSBA term was being invited to participate in a nationally broadcasted conference call with First Lady Michelle Obama to promote health and wellness in schools.

My PSBA advocacy carries over to Keystone State Education Coalition. KeySEC is a grassroots organization reaching more than 2,500 Pennsylvania education policymakers – school directors, administrators, legislators, legislative and congressional staffers, parents, leading educators, media, several regulatory agencies, professional associations and education advocacy organizations each day.

At the national level, I am a delegate to NSBA's Federal Relations Network since 2009, visiting regularly with members of Congress and their staffs to share my insight as a member of NSBA's Teacher/Principal Effectiveness and Early Childhood Education Committees. I strive for increased funding of IDEA, reauthorization of ESEA and Child Nutrition Act. I am on NSBA's Nominating Committee and a charter member of NSBA's Corporate Partnership Council.

Professionally, I am a marketing consultant and artist manager/agent with a roster of prominent clients, including The Jacksons, four movie studios, Kellogg Company, Wyeth-Ayerst and Nestle. I attended/graduated from Philadelphia's Central High School, Pierce College, Philadelphia College of Textiles & Science and Temple University. I am managing partner of a small west coast publishing company (Journey Publications LLC), vice president of NIXLE, Past Master of my Masonic Lodge and PIAA sports official. I am most proud of being a single parent to three adult children, Jaclyn (a public school teacher), Brooke and Leland.

See my partial list of current PSBA service:

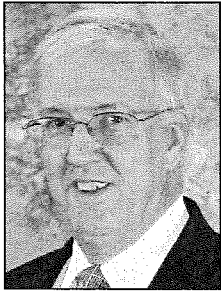
- Chair – PSBA Career & Technical Education Task Force
- Chair – PSBA Ad-Hoc Technology Review Committee
- Chair – PSBA Regional Action Plan Committee
- Member – PSBA Bylaws Committee
- Member – PSBA Charter School Services Committee
- Co-Chair – Keystone State Education Coalition
- Director – Network for Public Education
- Delegate – NSBA Federal Relations Network since 2009
- Charter Member – NSBA Corporate Partnership Council
- Member – NSBA Teacher/Principal Effectiveness Committee
- Member – NSBA Early Childhood Education Committee

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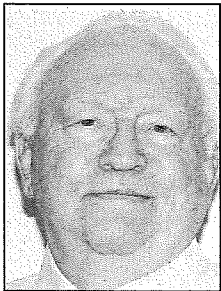
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Vice President

**Larry B. Breech**

Breech is a 14-year member of the Millville Area School Board (Columbia Co.) and the current president of the CSIU 16 Board of Directors, which he has been an active member of for more than 12 years, serving a past term as vice president and a multi-year tenure as treasurer. He also has served for eight years on the board for the Columbia-Montour AVTS, as a member of the Negotiations Committee and is now serving as alternate and is on the AVTS planning committee. During his tenure, he served five years as treasurer and a term as vice president and president. He has represented the boards as PSBA representative on the Act 1 and Act 50 Tax Study Commissions, being chairperson on the latter. Breech is currently PSBA liaison and serves on the Negotiations and Curriculum committees for MASD. He was instrumental in initiating two new courses into the curriculum; an elective dealing with advanced technology and networking, and a required class focusing on financial literacy. A retired farmer, Breech has been recognized for his 17 years of state and national grassroots advocacy on behalf of family farmers and rural communities, including a citation for "exemplary rural leadership" from the PA House of Representatives. He is currently serving as a guest teacher for several school districts. He earned his Bachelor of Science degree from Penn State and is a graduate of the Rural Leadership Program (RULE VI) hosted by Penn State.

**Charles H. Ballard ***

Chuck Ballard is a Registered Professional Engineer in California and Pennsylvania. He has a BS degree in Nuclear Engineering from the University of Michigan and an MS in Electrical Engineering and Computer Science from the University of California, Berkeley. He has been chairman (twice) of the Human Factors Division of the American Nuclear Society (ANS) and a member of the Board of Directors of ANS. He currently resides in Emmaus, Pennsylvania with his wife, a dog and a cat, and won't begin to tell you where he fits in that pecking order. His hobbies are reading (primarily science fiction), amateur radio, gardening and computers. He has been an elected School Director for the East Penn School District for nearly 18 years, currently is Board President and has been active as a member of the Pennsylvania School Boards Association and the National School Boards Association, including the Federal Relations Network. His family motto is "Non illegitimi carborundum". Like Diogenes, he is out seeking a leader, honestly.

Statement:

I believe PSBA has to change. If you don't want PSBA to change, don't vote for me.

Public education is facing unprecedented challenges that we have never faced before. We have private interests trying to take over schooling our children. We have legislators trying to keep their state-paid 'jobs' by doing everything by popularity poll. We have groups that want to separate their children from associating with the children in public schools. We have ideologues trying to label public schools as "government schools" with the implication that we are somehow 'brainwashing' students.

PSBA needs to change to counter these threats. We have been too passive in responding to these attacks on public education and we need to do more. For example, I believe PSBA should be producing public service announcements for radio and TV fighting back on these issues.

Simple messages like:

"We are NOT 'government schools'---We are PUBLIC schools ----YOUR schools. Help PSBA fight privatization of your schools. For more information go to www.PSBA.org/YourSchools. The Pennsylvania School Boards Association."

We need to do more for members who are not long-time school board members, who might have to face contested elections every 4 years and changing board majorities. Longevity is a good

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Vice President

(Ballard continued)

thing, but the majority of our members don't serve that many terms and need to be energized to become more active in the operation of PSBA, and get more benefit from that association.

In short, I am advocating reform of PSBA. I want to reexamine everything we are doing to see if it still makes sense in today's environment and direct more of our efforts into activities that will be more effective in countering the erosion of public confidence in education and our roles as elected officials to provide a thorough and efficient system of public education for Pennsylvania.

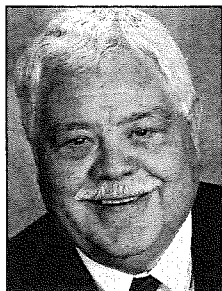
If that is what you want, I ask for the vote of your board for my candidacy for Vice-President of PSBA.

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Treasurer



Norman G. Hasbrouck *

160 Quarry Lane
California, PA 15419

PSBA Statement for Leadership Position:

- My professional career (39 years - recently retired) has been devoted to education. Consequently, I am prepared to devote my time, energy, and experience to obtain critical funding and essential curriculum necessary for Pennsylvania students to succeed in today's competitive world.

Personal:

- Spouse – Ellen Kidd Hasbrouck – (33 years)
 - a) Public School Teacher and Author – (27 years)
- Three children – Christopher (31), Thomas (29), Tasha (26)
 - b) Public School & PA Public University Graduates

Education:

- Thiel College – B.A. Biology
- Slippery Rock State College – M.A. Guidance and Counseling
- Indiana University of PA – Doctoral Studies – ABD – Student Personnel Services
- Franklin Covey Institute – Instructor Certifications
 - a) Seven Habits of Highly Effective People
 - b) Principle Centered Leadership
 - c) The Speed of Trust

Employment:

- Thiel College – Admissions Counselor – (34% enroll. increase) - (1974-1976)
- LaRoche College – Admissions Director - (103% enroll. increase) - (1976-1980)
- California University of PA – Dean of Admissions – (1980-1984)
- California University of PA – Dean of Admissions & Academic Records - (1984-1989)
- California University of PA – Dean for Enrollment Management & Academic Services - (1989 - 2000) – (1980 to 2000 ... 91% enrollment increase)
- California University of PA – Special Assistant to President & Director, Office of Continuous Improvement – (2000 - 2013) – (Retired February 2013)
 - a) Responsibilities: institutional surveys/research; National, Commonwealth, and PASSHE reports; PASSHE performance funding indicators; affiliations with The Smithsonian Institution, National Gallery of Art, and National Children's Museum; SECA/United Way Chairperson; liaison with California Borough; and other projects.
- Committee member to develop initial Strategic Plan for Pennsylvania State System of Higher Education – “Leading the Way” – (2004 - 2013)
- University's consultant to PASSHE during the implementation of Admissions/Records SAP module – (2010)

Activities:

- Corry Area High School – athletics, chorus/plays, class officer – (1967 - 1970)
- Thiel College – sports, campus judicial board, fraternity officer – (1970 - 1974)
- Thiel College Alumni Board – (1975 -1977 and 2013-2016)
- President, Deans/Directors of Admission – PCHE (Pittsburgh Council on Higher Education) – (1977-1978)
- Chairperson, Pittsburgh National College Fair – (1978 - 1982)
- President, Deans/Directors of Admission – PUAA (Pennsylvania Universities Admissions Association) – (1982 and 1992)

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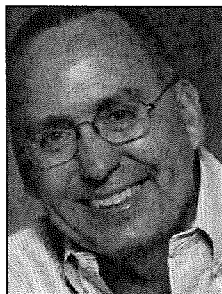
Treasurer

(Hasbrouck continued)

- School Board - California Area School District (2006 - 2014)
 - a) Vice-President - (2010 and 2011)
 - b) President - hired new superintendent - (2012)
 - c) Chair, Education Committee - (2007 - 2011)
 - d) Chair, Budget and Finance Committee - (2013)
 - e) Chair, Athletic Committee - (2013)
 - f) Comprehensive Planning Committee - (2013)
 - g) Pennsylvania School Boards Association - (2006-2013)
 - h) Appointment, PSBA Platform Committee - (2013)
- Secretary, California Borough Planning Commission - (2010-2013)
- PAWest Soccer Association Executive Board - (2000-2013)
- United States Soccer Federation - Certified assessor, assignor, instructor, and referee - (23 years)
- PIAA Soccer Official - (23 years)
- Rotarian - (30 years)

Organizations:

- Pennsylvania School Boards Association
- American Association College Registrars and Admissions Officers
- National Association College Admissions Counselors
- The College Board
- Council for the Advancement of Small Colleges
- Rotary International
- California First Presbyterian Church
- Outstanding Young Men of America (1980)
- Who's Who in the East (1992)
- Phi Delta Kappa Alumnus



Otto W. Voit III *

Please Vote Otto Voit for PSBA Treasurer

"Sometimes it is not enough to do our best; we must do what is required"

- Sir Winston Churchill (1874-1965)

I am passionate about public education and in the belief that they are critical institutions necessary to keep America great. Others do not agree - we read everyday about some politician or some billionaire or some think tank assailing public education for the ills of society.

PSBA is an advocate for public education. If elected I will stand with PSBA to make its voice even stronger and to stand against those who are misguided in their beliefs about what education is and just how hard it is to educate the youth of today.

I believe in and live by PSBA's 6 core values:

- Leadership - to inspire others to achieve extraordinary results. This requires vision, risk-taking and demonstrating excellence.
- Excellence - to strive to always give our best.
- Commitment - to demonstrate our belief in public education and the importance of local school governance
- Integrity - to be honest, responsible and ethical in everything that we do

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Treasurer

(Voit continued)

- Respect – to recognize the dignity and worth of everyone by treating them with courtesy and fairness
- Teamwork – Individually, we possess unique strengths and skills. Together, we achieve greater common goals through collaboration and communication.

To take our message forward we must have money and therefore we must be fiscally sound. I am running for PSBA Treasurer to insure that we have the resources necessary to support our mission of promoting public education.

Because most of our PSBA's staff are participants in PSERS, our greatest challenge is to plan for the PSERS retirement funding, which like our school districts, is grossly underfunded. To that end I have developed a comprehensive 10 year plan for our local board as well as a model to use for PSBA. A copy is available by writing to me at ovoit@mac.com

I have the strong business and financial acumen necessary to do this job well. I have served in progressive executive positions which include Chief Financial Officer, Executive Vice President, General Manager and President. I have been recognized for my critical thinking and analytical capabilities. I have been CFO of a \$100million dental and cosmetic company, an engineering software company and an INC500 educational materials company.

Some personal highlights are:

- Executive MBA, w/honors, St. Joseph's University
- B.S., Penn State University
- Member - Institute of Management Accountants
- Veteran of the Persian Gulf War
- Active in Cub Scouts and Little League Coaching
- Elected member of the Muhlenberg School Board in Berks County for 14 years and have served as President and Vice President.
- I reside in Muhlenberg with my wife of 25 years, Sheryl.
- Together we can advocate for public education. Public education is so critical to our country's future that doing our best is not enough; we must do what is required.

Please Vote **Otto Voit** for **PSBA Treasurer**

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For more detailed information, visit www.psba.org/elections/index.asp

At-large Representative (West) Representing Regions 1, 2, 3, 13, 14**Stacey Thompson**

In the rapidly changing 21st Century, conventional modes of education have been impacted tremendously, in terms of beliefs, concepts and methods. For these reasons, education calls for comprehensive reforms. My dedication, determination, education and experience that support education combined with my thorough understanding of what reform means to the future of our students, community and stakeholders, qualifies me as an excellent candidate to serve as the At-Large Representative (West).

I have had many experiences that not only encompass education but also leadership. These opportunities have strengthened my desire to fulfill this newly created position. Currently, I am the Assistant Manager at the Clarion Mall which requires superb communication, accounting, marketing, and personnel management skills on a daily basis. Additionally, my former positions in education, offered experience in management through leadership where I served as an administration assistant, coach, and advisor as well as organized many afterschool activities and parent organizations. Furthermore, I currently serve as a school board member, music association president and vice president of the Clarion Area Chamber of Commerce.

As education is a priority in my life, I received a Masters of Education in Administration and Policy of Higher Education from the University of Pittsburgh and a Masters of Education in Curriculum and Instruction from Clarion University. I recently earned a Certificate of Achievement in Management and Leadership in Education from the University of Pittsburgh, Joseph M. Katz Graduate School of Business.

As a life-long learner, I am inspired and motivated by discussion, new ideas, and learning. I understand the importance of a balanced life as well as a balanced education. I want to be able to use my resources to pursue my ambitions with impact and effectiveness. All my efforts, both in and outside of school, are intended to make a positive impact on my community and to better equip myself for an ever-changing society with the skills and experiences essential for taking on future educational initiatives successfully.

Therefore, personal dedication and commitment to serve the mission of PSBA and to the education of our children proves that I am the best candidate for this position. My goal is to work in collaboration with our legislators, school districts, stakeholders and community to integrate ideas and strategies that will not only bring to fruition understanding but will develop a new vision and path toward better educating our children. I have discovered that I have no limitations other than those I choose to impose upon myself. Everyone brings to the world unique talents, gifts, and abilities; I will bring to this position my enthusiasm, experience and determination coupled with many years of employment and experience in private business and public education.

**Daniel J. O'Keefe ***

My name is Dan O'Keefe and I am the Leadership Development Committee's endorsed candidate for the position of At-Large Representative from Western Pennsylvania.

I am a member of the Northgate Board of School Directors, with over 12 years of service, and I am currently serving in my second term as Board President. With board leadership experience and prior involvement in PSBA, I have a firm foundation for service to Western Pennsylvania as the At-Large Representative. I have also been extensively involved in leadership roles in my community which will enhance my ability to immediately benefit PSBA and its membership.

Highlights of my school and community involvement and leadership have included:

- PSBA Accredited Master School Board Member
- PSBA By-Laws Committee

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At-large Representative (West) Representing Regions 1, 2, 3, 13, 14

(O'Keefe continued)

- Northgate School District Board of School Directors, including service as Board President, Board
- Vice-President, Board Treasurer, Finance Chair, PSBA Liaison, and Legislative Chair
- W. Beattie Career Center Joint Committee
- Board of Governors of the North Hills Arts Festival Inc., a non-profit corporation, including two terms as President
- Church Festival Leadership Committee
- Northgate Band Chaperone, Elementary Drama Club Co-Founder, School Musical Volunteer
- Holy Family Institute – One-on-One Involvement Program and Tutoring Program

I hold a Bachelor of Science in Business Management and my 30-year career includes service in project management positions for both manufacturing and engineering service organizations and in Purchasing Management for a global manufacturer. My professional experience has allowed development of skills in organizing, planning, conceptualizing and analyzing, which will enrich my service to the PSBA board.

As a school board member, I have continually utilized the opportunities and services provided to members of the PSBA. I am a regular attendee at the annual conferences, the regional meetings and the legislative meetings. I have participated in numerous trainings, seminars and webinars, in person and on-line, to heighten my ability to serve students and the community.

I have found the information provided by PSBA to be an essential component of my ability to serve my district. One of my goals, as a member of the board would be to improve PSBA communication through dissemination of information to and feedback from the Western Pennsylvania area. Improving the ability of PSBA to serve a greater number of the members, in Western Pennsylvania and statewide, will permit members to better serve their districts.

As a member of the PSBA board, I would also emphasize the benefits of providing training to members throughout the state. For many members, school board service is an introduction to an array of new concepts, ideas and issues. I believe training is one of the more valuable services of PSBA to the members. Through the use of technology and by providing more flexibility in the trainings, I hope that more members can be reached.

Please consider my extensive background in leadership and community involvement, my professional experience in project management and achieving results, and my interest in improving the value of PSBA to its members. Please allow me to represent you at PSBA.

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