



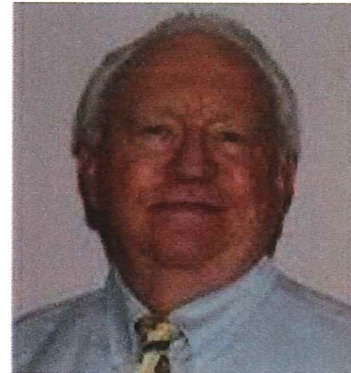
Electing PSBA Officers

The Pennsylvania School Boards Association is a nonprofit statewide association of public school boards, pledged to the highest ideals of local lay leadership for the public schools of the commonwealth.

President-Elect: Charles Ballard

Chuck Ballard has been a Board Member of the East Penn School District since 1995. He has served as Legislative Chair and PSBA Liaison since 1998. Until being elected PSBA Vice President last year, he was the PSBA Legislative Coordinator for Lehigh County and an Assistant Regional Director for Region 8. He has been married to his wife Vi for 46 years, and has two children, Jennifer, who is a doctor in Boston and Doug who is a Middle School Music Director in Pennsylvania.

Chuck has a BS degree in Nuclear Engineering from the University of Michigan and a Master's degree in Electrical Engineering and Computer Science from the University of California, Berkeley. He is a Registered Professional Engineer in California and Pennsylvania.



Statement of Candidacy

Thank you for the honor of being your Vice President for the past year. You supported my message of change and I have been working hard to get change accomplished within PSBA.

I have been spearheading efforts by the Platform Committee and the staff to update the PSBA Statement of Beliefs (which hasn't been touched since 1979) and the Platform Document to make both more useful and relevant to the legislative challenges PSBA faces today.

Change, especially for an organization like PSBA, is difficult. Unfortunately, the challenges we face in public education have grown to the point where if we don't change, other people and other forces will dictate the future of public education. Change is especially difficult when power shifts in an organization. If individuals are not oriented primarily toward bettering the organization, it can be especially painful. For this reason, I asked the Leadership Development Committee what steps the organization was taking to make sure we were selecting candidates whose primary focus was on improving PSBA. I think we have to do much more in the area of developing such candidates.

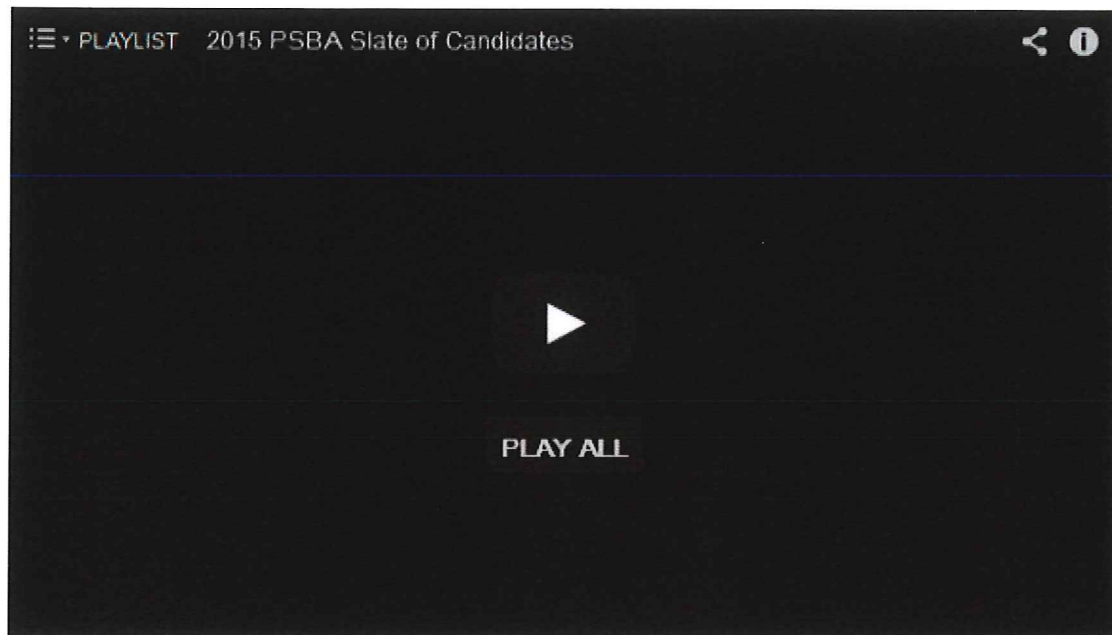
We need to improve member services focus, and deliver more to our members in the way of help to make them more effective as board members. There have been much needed improvements in this area over the past year, but much more needs to be done.

PSBA needs to get out in front of the public with more messaging to counter the constant barrage of attacks on public education. We can't sit back and just surrender the high ground to people with big advertising budgets and campaign coffers. We are public education, We are Pennsylvania, We are PSBA.

175+ years ago, Thaddeus Stevens saved public education with a speech in the Pennsylvania Legislature that noted that there were people who didn't want to pay for education of other people's children, would rather pay for prisons, and who 'cling to their gold'. We still have those people 175 years later, and we don't have a Thaddeus Stevens in the Legislature.

That is why I think PSBA has to step up its game, and I am asking you to help me do that. Again, it has been an honor to serve you.

Video Introduction



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