



contact

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Missouri Parent Teacher Association

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Enjoying the Final Days of Summer

The days are longer, the weather is warmer and everything seems great in summer. But back to school means the dwindling of these long summer days. Make the most of your summer by planning outdoor activities with your family. These are the days.

**New
FORMAT!**

**Now
MONTHLY!**



Kim Weber
MoPTA President

Joining PTA Matters

By Kim Weber, Missouri PTA President

By joining and supporting the school PTA parents, teachers, friends and supporters are showing they want to be a part of something bigger and to make a difference in the life of their child.

It really is that simple.

Encourage all parents, teachers, friends and supporters of your PTA to get involved and encourage others to do the same. Together we can make a difference in the lives of our children.

"Want to Join PTA?" How many times have you asked that question? Wow, seems pretty simple, why wouldn't someone want to join PTA, everyone knows what PTA is and what it means to join PTA. Or do they? Do they realize that PTA is the oldest and largest child advocacy organization in the country? Do they realize that last year PTA advocated for the Family Engagement in Education Act, Healthy Schools, Early Childhood Education and School Safety for all children? We're making a difference and we're doing it together.

As State President, I encourage you to share what today's PTA is doing, to define our goals and mission so that every parent and or family member understands, engages and joins your local PTA. Every morning, I get up thinking that people want to help, people want to be a part of a group that is advocating and striving to make all children's lives better and their future will have endless potential. And they do - they just need to be asked. They may not want to plan an event, serve as an officer or bake treats (don't worry - we don't do that anymore) - but they do want to get involved and they want to know how they can help.

My challenge to you and your local PTA is to review your message and ensure it reflects our current values. And as you head back to school, try a different line. How about "Help us to support our teachers and school staff, join PTA!" or "Join PTA, help us create a quality family engagement experience this year" or simply "Join PTA, it is the right thing to do to support all of our children!"

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Missouri PTA

We make our children futures better and brighter by enriching their lives with quality education, safety, health and nutrition.
- Kim Weber, MoPTA President

news and updates

Convention is Coming and it's Worth the Investment

When crunching numbers during the budget process, sometimes convention expenses are questioned. "We sent someone last year. Do we really need to send someone this year?" or "Is it right to spend that money on convention?" or "How does that convention expense help the students?"

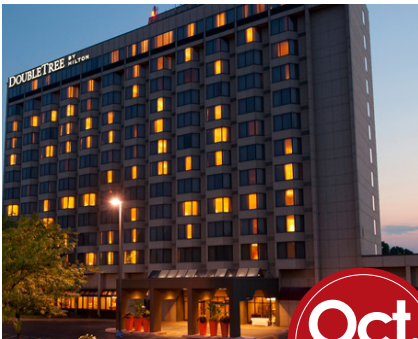
Asking these questions is a good start, congratulations, you have a great board! It shows that your PTA leaders are involved for the right reasons. They are fiducially responsible and want what is best for the children of your school - some of the important character traits of outstanding PTA leaders.

Now, let's address the concerns of allocating PTA funds for convention delegate expenses. Convention is an important training opportunity and a valid expense for your unit. In the world outside of PTA, it is a common practice to spend money for continuing education and training. Hospitals send doctors to seminars to learn the latest methods in medicine and health care. Phone companies train their employees whenever there is a new phone or program released so they can provide the best service for their customers. Every day there are advances in technology that necessitate businesses like banks to continuously train their employees. Schools realize teachers need collaboration and training opportunities so they have the tools needed to help students achieve their potential. All this is done to ensure the longevity and continued success of the "business".

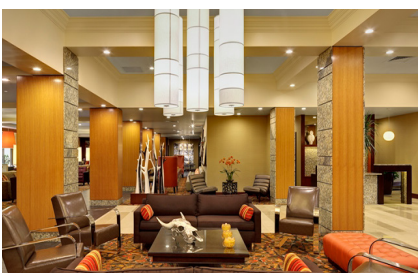
Keeping your board members informed and trained is vital to the continued success of your "business", your unit - in both the short and long term. It's important to learn the new methods and programs allowing us to provide the best service to our schools.

I want to assure you that the convention experience will benefit your school. Here are examples:

- Workshops focusing on topics or positions (i.e. Parliamentary Procedures, Bylaws, Secretary, Treasurer, President) will provide valuable training that help ensure the "business side" of your PTA is using the most current best practices.
- Your state convention brings together PTA leaders from across the state to make decisions determining the direction of Missouri PTA regarding issues that affect the well being of all children. The Resolutions & Bylaws Briefing will provide the details of amendments or resolutions to be presented for vote during the general meeting. Your unit's input makes a difference.
- Membership is what makes our foundation strong and our voice heard. Recruitment and retention are key elements to the membership campaign. Your members need to feel informed and engaged. The Membership Gate, Superb Social Media and Your PTA Brand can help you.
- Is your unit relevant? Several of our workshops and guest speakers will be about current health concerns (mental health, obesity, bullying) or programs ideas (Connect for Respect, Safe & Sober, Family Reading Experience). Relevancy brings in new members and keeps the current.
- Reflections! New or experienced? The Reflections I workshop will be geared to the newer chair by covering the basics of how to run the program on the local level. Reflections II will continue with information about the online submission process when advancing entries to the state level of judging. It is recommended all chairs attend this workshop.
- Your State Convention event is a networking extravaganza! Talk with other leaders that face the same challenges as you do. Use this time to meet your State Board of Managers and members of the National PTA team. Find great ideas and make new friends at convention.



Oct. 17-19



We Love Landmarks!

Did your family visit an important landmark recently? Send MoPTA your pictures - we'd love to use them for a future edition of Contact! Email office@mopta.org to submit your picture. Please provide the first name of the people in your photo, landmark location and details, and your hometown.

We will not publish last names or child's school information. Sending Missouri PTA your picture and information gives us permission to use it in an upcoming edition of Contact and becomes MoPTA property for potential future use.



Landmark visited! Brady and Beckett of Springfield, MO visited the Smithsonian National Zoo in Washington DC to see the panda.

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Missouri PTA Board of Managers tips and resources

Leadership Lifestyle

By Billy "Blane" Myatt Redus

2014 Marionville Graduate,
MoPTA Scholarship Recipient



Leadership is not a characteristic, it is a lifestyle. My motto is that, in life, I should be looked upon as a "doer" and not a "watcher".

During my years of leadership in high school, I believe it has shaped me to become a better person. Being a leader at school and in the community has provided me with an experience to work on certain skills such as public speaking, leading large groups, and participating in community service events. Being a leader for clubs and extracurricular activities helped me realize how important leaders are for our school and society.

As leaders, we must hold ourselves to a higher standard to provide a good example for others to follow. As others follow your positive lead, this will create a continuous system that creates leaders for the future.



Dorothy Gardner

MoPTA President-Elect

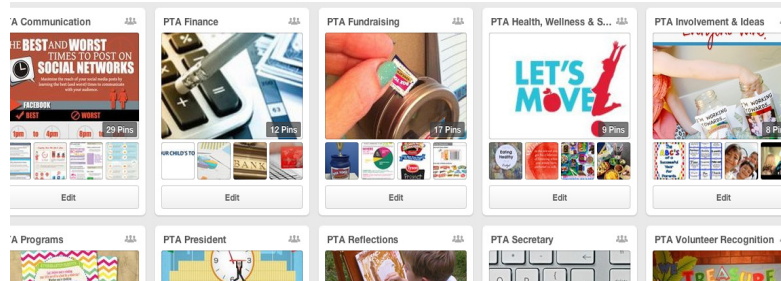
USDA Smart Snacks in Schools

The Healthy Hunger-Free Kids Act of 2010 requires the USDA to establish nutrition standards for all foods sold in schools. Over the last few years the USDA has worked on creating standards that will not only result in healthier food choices but also hopefully instill healthy eating habits in our kids. Just recently the ruling on competitive foods was released. The new "Smart Snacks in Schools" applies to not only vending machines and snack items but also affects some fundraising programs. PTA has been watching and waiting to see how this ruling might effect our units and members.

Most typical PTA fundraisers and PTA provided snacks do not fall under the ruling. Simply put, if your food fundraiser includes products that are not intended to be consumed at school then the rule does not apply. While the products do enter the school grounds the school is merely a distribution point. In addition, items sold during non-school hours, weekend or off-campus events (i.e. carnivals, sports events, school plays) are not subject to the rule. Also not included in the ruling are snack items brought in for the students but not sold to the students. So your class parties, birthdays, celebrations, for example, where the PTA or parents bring in the snack items these items are exempt.

The USDA worked hard to make sure groups such as PTA were not harmed by the ruling. However, we as advocates for our children should keep in mind the nutrition content of what we are offering kids. Fun junk food treats are fine, but shouldn't they be the exception rather than the rule? Are we setting good examples for our kids by making sure healthy food options are available and considered to be just as tasty as junk food options? The choices and options we make available today will play a part in establishing children's nutrition choices in the future.

The Alliance For a Healthier Generation developed a tool to assist you in determining if a particular food is within the nutrition standards. This great tool can be found on the Alliance For a Healthier Generation's webpage under the Smart Snacks Calculator: <https://www.healthiergeneration.org>.



Improved Resources & Communication for your PTA

from the MoPTA Communications Team

Welcome to the first edition of the new CONTACT newsletter! We think you'll really like the changes, including the fresh format and the updated content. CONTACT will also be delivered to your inbox monthly!

We've updated our Social Media sites - Facebook, Twitter and Pinterest - to include regular tips and great resources. Please like our Facebook page and Follow us on Twitter and Pinterest. We want you to benefit from our improvements.

This is the start of many changes you'll see with MoPTA. You will notice even more new, exciting resources coming soon. Let us know what you think!

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Missouri PTA show me ideas

It's a beautiful day, don't let it get away
- U2 from the song "Beautiful Day."

#MembershipMatters

Rebecca Cahill | Vice President of Membership

The new school year is upon us! For the membership committee of your PTA/PTSA, this is the busiest time of year! It is exciting to welcome new parents and teachers to your school community, reconnect with friends, and share all the wonderful things your PTA accomplishes throughout the year. Your PTA/PTSA is in the spotlight and membership needs to shine! As you are busily conducting your fall membership drive; remember these important tips:

- 1. Smile and invite parents and teachers to join PTA.** Many times, all it takes for someone to join PTA, is to be asked. Be ready to confidently share what PTA is and does in your school.
- 2. Make it a point to personally invite all stakeholders to your first fall event.** Whether you are hosting a fall tailgate or a family game night, the first social event at the school is a chance to engage everyone. Make sure there are plenty of opportunities for participants to interact with each other.
- 3. It is important to thank individuals and businesses that join your PTA/PTSA.** Add a thank you to your newsletters or via social media. Send a letter to

the businesses that join PTA, thanking them for supporting the children in their community. Recognize teachers & staff with a thank you note for joining PTA.

- 4. Every PTA/PTSA should have a membership goal** that is known, shared and displayed. All of your officers and committee chairs should know the membership goal for this school year. Let your school community see how close you are to reaching your membership goals!
- 5. Meet with your Treasurer and review memberships and dues collected.** Fill out the Dues Reporting Form and get a check ready to mail. Membership dues are due the 1st of the month, to Missouri PTA. Don't forget: to qualify for the Early Bird Membership Award, send in membership dues by September 28, 2014! Winners will be announced at Convention in October.

Acknowledge yourself and your committee as you are successful in your membership drive. Keep the excitement of the new school year humming by sharing and celebrating with your membership as you accomplish great things!



MoPTA Field Service update

Missouri PTA Field Service Department is excited about the 2014-2015 school year! As a reminder, your regional director is here to provide you and your unit with support and guidance throughout the school year. **Your local regional director is available to attend your unit executive or general membership meetings, mediate issues, provide training and resources to ensure a productive year.** Not sure who your regional director is, please feel free to reach out to me via email when any questions or concerns arise or to find out who your regional director is. I'd love to speak with you!

Catherine Sweeny | Director/Vice President of Field Service
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Cute idea!
- erasers or marbles,
good non-food option.

