

# Wisconsin Parent Teacher

Volume 82, Issue 2

October/November 2016

## Special points of interest:

- **Membership Updates**
- **Audit Info**
- **Resolutions**
- **Reflections Theme Search**

## Inside this issue:

Win Kindles for your School! 2

Membership-by the numbers 3

Teacher Shortage in WI 4

Closing the Achievement Gap 5

Leadership Training Highlights 6

Reflections-National Gets a new Sponsor 11

**Wisconsin PTA**  
everychild.onevoice

## President's Letter



The new school year is one month in and units have gone from welcome back events to now planning their first fall events. PTAs are always busy with one thing or another but the start of school is where we bring together our school community to start off the school year strong.

We would love to share your events with the rest of the state. If you have photos and a story about what's going on at your school, share it with us and we'll post it in the next WI PTA Parent Teacher! You can send it via email to our state office [info@wisconsinpta.org](mailto:info@wisconsinpta.org). I know you are all doing great things out there, so why not share them with us! The best ideas are ones to be shared!

This year President Elect Angie Mattes, chair of the leadership committee hosted three leadership trainings that were held in Racine, Janesville and Eau Claire. Thank you to her, her committee, the hosts and all of you that came TOGETHER and were able to attend. We got positive feedback and appreciate that. I'm very happy to report that even though it can be a challenge to find just the right

Michael Anton, Wisconsin PTA President

location, host and weekend, in the space of just 6 weeks we did it.

A couple more things to mention here are save the date items:

- ◆ February 15, 2017 will be the Wisconsin PTA State Legislative Conference in Madison. Building off of last year's success we are doing it again. The cost will be 15.00 which includes lunch. More information and registration information will be out by the first of the year.
- ◆ Our Annual PTA Convention and Business Meeting will be April 28 and 29, 2017 at the Milwaukee West Radisson hotel across from Mayfair Mall. Along with bylaws and resolutions coming forward it's an election year for our Board of Directors. We will be bringing back the vendor fair and many other surprises are in store. I encourage if your unit does not have a line item for convention in your budget to please add it now. This is worth your while to attend and we look forward to seeing you there.

Until next time, Thank you for all you do in the name of PTA. TOGETHER, we are doing great things in Wisconsin.



PTA members at the Janesville training are PTA Proud!



Our next State Legislative Conference will be on Wednesday, February 15, 2017 at the State Capitol in Madison, WI.

Cost will be \$15.00, and lunch will be included.

Time will be from 10:00 a.m. – 2:00 p.m.

Come learn about all the current legislation pertaining to our schools and children.

Everyone is encouraged to attend. Registration information will be sent out soon.

## Treasurers-Have you Completed Your Audit?

Brenda Ward, WI PTA Treasurer



Units must complete audits and submit them to Wisconsin PTA by November 1st annually. The purpose of the audit is to ensure that receipts have been properly accounted for and expenditures have been made as authorized in the minutes and conforming to your unit's or council's bylaws, standing rules and budget limitations.

An audit of your books is required every year. In addition, your bonding insurance requires a yearly audit to allow your unit to be eligible should any insurance claims need to be made. Remember that the audit committee may not consist of the outgoing signers or the incoming signers on the bank account.

For more on what is needed for the audit committee or the treasurer, regarding the audit procedure and/or a statement of audit form go to <http://wisconsinpta.org/treasurer-finances/>. There are many valuable tools in this section. Please take the time to review this section and all the links. Everything here is useful to keep your unit's finances in good health.

## Apply for FREE Kindle E-Readers

### Save the Date for Family Reading this March!



As you begin this new school year and plan for the months ahead, make sure you save the date and get ready to celebrate National Reading Month in March with PTA's [Family Reading Experience](#).

**Sign up for a free event kit and your PTA will be eligible for a Kindle Giveaway!** The first 1,000 PTAs to sign up by Dec. 1 will receive colorful posters, event signage, stickers for students, bookmarks and family take-home messages to support your event.

Thanks to Kindle, our generous sponsor, **your PTA could be one of 100 to receive Kindle e-readers** to support your school's literacy initiatives.

Go to [PTA.org/Reading](http://PTA.org/Reading) and start planning today! We have everything you need to plan and host activities that will show parents how to boost core literacy skills with their kids.

Questions? Email [Programs@PTA.org](mailto:Programs@PTA.org) or call (800) 307-4782.

## Membership Highlights

By Vanessa Hetchler, WI PTA Membership Chair

Hello Wisconsin PTA's/PTSA's, I hope your year is off to a fantastic start! Please remember, if you have memberships send them off by the 15<sup>th</sup> of the month. Units that have dues in by the 15<sup>th</sup> (Postmarked) will be entered in a monthly prize drawing.



Congratulations to the following schools that have received the Early Bird Award! In order to receive the Early Bird Award, your unit must have sent in a minimum of 25 paid members by the 15<sup>th</sup> of September. Units that won this award will have their certificates mailed to them in October!

### Region A

Jefferson Lighthouse PTA	Roosevelt Elementary School PTA
Jerstad Agerholm Middle School PTSA	Starbuck Middle School PTSA
Olympia Brown PTA	Horlick High School PTSA
	Park High School PTSA

### Region D

Toki Middle School PTSA

### Region E

Bristol School PTA

### Region F

General Mitchell PTA	Irving School PTA	Lane Intermediate PTA
----------------------	-------------------	-----------------------



**Congratulations to the following units for reaching the 100 Member Club!**

**Bristol School PTA, Region E  
Irving School PTA- Region F  
Lane Intermediate- Region F**

**These units are now eligible for prizes and drawings! I hope to see many more units join the 100 club!  
Way to go!**

### BYLAWS TIPS

*Do you have a copy of your bylaws? Most of the questions regarding policy and procedure can be found in them. Elections, filling vacancies, terms, and more are located there. If you don't have a copy, contact our office at [info@wisconsinpta.org](mailto:info@wisconsinpta.org) and we can get them to you.*

## Call for Resolutions/Call to Rescind

Penny Larson, WI PTA Vice President

Now is the time for local PTA and PTSA units and councils to think about and submit resolutions or items to rescind that they want to be considered at the Wisconsin PTA State Convention in April 2017.

[resolutions](#), [basic policy](#) and [legislative program](#) is the legal way to retire a motion.

Resolutions are written proposals which express concerns of the submitting unit and which ask for action on the part of the State PTA to address problems or situations that affect children and youth statewide. Rescinding items that are outdated, irrelevant or inappropriate from our current [listing of](#)

Items to be considered at convention are due in the state office on or before January 17, 2017.

More information on writing resolutions will be in the Fall Mailing and can be found in the [resolution handbook](#), [www.wisconsinpta.org](http://www.wisconsinpta.org) (Advocacy tab), or by contacting Penny Larson -Chair ([pennylar@gmail.com](mailto:pennylar@gmail.com) or 414-258-2995).

## Teacher Shortage Announcement

Dr. Tony Evers, State Superintendent, Wisconsin Department of Public Instruction

**Together**

**Enriching**

**All**

**Members**

**PTA**



**108<sup>th</sup> Annual**

**Wisconsin PTA**

**Convention**

**April 28-29**

**Milwaukee**

**Radisson**

**West**

**Wauwatosa**

This is one of the issues that our State Superintendent, Dr. Tony Evers, is currently addressing in our state. Please contact our state representatives if you have any questions, comments or concerns.

### September 7, 2016 WI DPI Connect Ed Article

“The educator workforce shortage is one of the most critical public policy issues facing our state,” said State Superintendent Tony Evers, [as he announced efforts to give school districts and educators flexibility and other relief](#) to address the issue.

“That does not mean that we dumb down the profession so that we automatically have more people becoming teachers just because we've lowered the bar,” Evers noted in [his 2016 Back to School video message](#). “That's the absolute-last thing we want. I'm a grandparent. I have five grandkids in public school as of right now, this moment, and I want to make sure that each one of those kids has a high quality, highly prepared, highly knowledgeable, caring, nurturing teacher, and I know you feel the same way about it in your own family.”

Media in Wisconsin have covered the news – not only Evers' ongoing project to identify and propose solutions, but also local instances of shortages playing out, as well as a [package of specific changes to PI 34 Emergency Rules](#) which the Department of Public Instruction plans to advance (which includes updating the agency's related policies and practices).

Guiding Evers' work is the [Professional Standards Council](#) (PSC), the statutorily constructed group that assists and advises the state superintendent in improving teacher preparation, licensure, and regulation.

The emergency rule changes come from a group of 10 educators convened by Evers this spring. They were school district administrators, principals, and former Teachers of the Year. After identifying the most pressing staffing problems, the group recommended administrative policy changes including:

- Allowing educators near or in retirement to apply for a nonrenewable, five-year license without professional development requirements,
- Increasing the number of days a short-term substitute can be in the same assignment from 20 to 45,
- Expanding criteria for renewal of emergency licenses to include attempting required tests for licensure, and
- Adding new pathways for teachers to add additional licenses based on content tests.

[The PSC is also developing a strategic plan](#) aimed at attracting people to the profession; preparing them for work; and developing, supporting, and retaining them through their careers.

“More work is needed from our partners across the state – including our parents, educators, administrators, school board members, and lawmakers – to address the deeper, systemic problems we are experiencing around critical staffing shortages,” continued Evers.

“Ensuring our kids have access to great schools rests on ensuring those schools have great staff.”

You can find this, and other state legislative issues related to education by going to the DPI ConnectED website: <https://dpi.wi.gov/news/dpi-connected>. Please consider joining their email list to keep up to date.

## Achievement Gap and the State of Education Address

Brenda Truchon, Education Chair

Wisconsin is in the top five states with the highest level of diversity within the United States. As Wisconsin prepares for the future, one of the budget concerns is what tools do we need to close the Achievement Gap. *Definition: Achievement Gap: The difference in academic performance between different ethnic groups* -(Ed Data Express). Wisconsin Educators goal is to Promote Excellence for All. There are four, ever updating, and proven categories: Effective education, Family and Community Engagement, Student-Teacher Relationship and School and Instructional Leadership.

On Thursday September 15, 2016, Tony Evers delivered a passionate address foreshadowing priorities of the 2017-19 state budget request that he will deliver to the governor later this fall.

During this he touched on importance of providing resources to students that reflect the need to increase equity and close achievement gaps, build an educator workforce so every student has a teacher who is well trained and well compensated and paying for schools in a way that avoids mounting inequalities.

Tony Evers stated, "When I visit districts large

and small, I see some very exciting things. There is a drive for excellence." Wisconsin educators are working towards building an environment for students that they feel they can grow, engaged with classmates and community around. Wisconsin is strongly building a future for EVERY child to graduate high school. As stated, by Tony Evers, "Our schools are engines of change and creativity." With this mindset, Wisconsin educators, community leaders and parents can open door for innovation and create space that leads to working to promote excellence for every student.

In closing of Tony Evers State of Education address, he pleaded "I want to ask something of each and every one of you. It's not small, and it won't be easy. We desperately need broad support to achieve excellence for each and every child. People to be willing to be honest, willing to talk to each other about inequities, willing to find strength in the diversity that makes Wisconsin, and America, great. I am convinced that if we can speak up together with candor and without fear, solving our problems around school funding and school staffing will come. It will come for every kid in Wisconsin."

## Sunshine Funds Could Cause Units to Lose Their Tax Exempt Status with the IRS

"Sunshine Funds" refer to a local PTA unit's effort to provide assistance to an individual or family in the case of a catastrophic event, such, fire, or other disaster. While these efforts are extremely well intentioned and admirable, using the funds of a local PTA for such a cause could result in that local PTA losing their tax-exempt status with the IRS. This is due to the "inurement of benefit rule," which states the following:

A section 501(c)(3) organization must not be organized or operated for the benefit of private interests, such as the creator

or the creator's family, shareholders of the organization, other designated individuals, or persons controlled directly or indirectly by such private interests. No part of the net earnings of a section 501(c)(3) organization may inure to the benefit of any private shareholder or individual. A private shareholder or individual is a person having a personal and private interest in the activities of the organization.

For more information and examples, click here: [Sunshine Fund Document](#)

**Your Vote**

**Counts**

**Make Sure to**

**Have**



**On Your**

**Calendar!**

## Leadership Training Held Across the State this Fall

WI PTA recently held three Leadership Trainings this year. On August 27<sup>th</sup>, the training was held at Park High School in Racine. Turnout was very good and many brand new Unit Leaders attended. Several of our attendees asked questions regarding Treasury and other Officer duties.

The second training was hosted at Parker High School in Janesville on September 24<sup>th</sup>. Some of the topics covered in both Racine and Janesville were Officer Training, Advocacy & Legislation, Membership, Common Core, resolutions and Maintaining Good Standings.

A third training was on October 1<sup>st</sup> in Eau Claire; at Manz Elementary School. Cyndi

Barbian, Federal Leg. Chair, discussed the importance of PTA and how as PTA members we advocate for ALL children, across the nation. Thank you to those who attended and we hope to see you all at a Leadership Training next year.

Thanks also to Racine Council, Janesville Council and Manz Elementary for hosting the training and helping to plan and implement the events.

We'd like to hear from you. What topics would you be interested in hearing about at next year's training? Please email [mattiesangie4@gmail.com](mailto:mattiesangie4@gmail.com) with your ideas and suggestions.

### DIDN'T MAKE IT TO TRAINING?

#### New Micro E-Courses Available

*You can still do training online! Learning how to be a great PTA leader and understand the policies and procedures of PTA will make you a stronger leader. Visit the National PTA E-Learning courses to train in your own home.*

[http://](http://www.pta.org/members/content.cfm?ItemNumber=3090)

[www.pta.org/](http://www.pta.org/members/content.cfm?ItemNumber=3090)

[members/](http://www.pta.org/members/content.cfm?ItemNumber=3090)

[content.cfm?](http://www.pta.org/members/content.cfm?ItemNumber=3090)

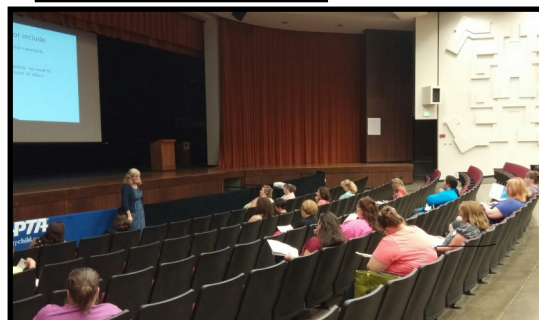
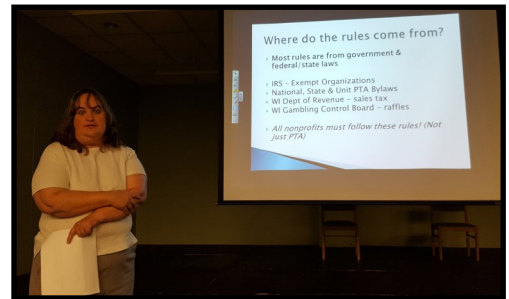
[ItemNumber=3090](http://www.pta.org/members/content.cfm?ItemNumber=3090)

[ItemNumber](http://www.pta.org/members/content.cfm?ItemNumber=3090)

[=4632](http://www.pta.org/members/content.cfm?ItemNumber=3090)



Racine and Janesville Leadership Training



### Sponsors/Vendors for the Wisconsin PTA Convention



<https://www.aim-companies.com>



<https://www.ecu.com>



[weac.org](http://weac.org)

**Boland Recreation, Inc.**  
 Mark Boland  
 2347 Oak Park Road  
 Marshalltown, IN 50158  
 (800) 798-7589  
[www.bolandrecreation.com](http://www.bolandrecreation.com)

**Edvest, Wisconsin's College Savings Plan**  
 Meghan Boyle  
 316 North Milwaukee Street  
 Milwaukee, WI 53202  
 (414) 316-2100 ext. 132  
<https://www.edvest.com>

**School Spirit Vending**  
 Greg Clark  
 1980 Jan Avenue  
 Waukesha, WI 53188  
 (262) 894-8932

**International Student Exchange**  
 Calla Kuehl, Regional Manager  
 119 Cooper Street  
 Babylon, NY 11702  
 (920) 238-0624  
[lakeshores@iseusa.org](mailto:lakeshores@iseusa.org)

**Holiday Treasures Gift Shop/Fun EVENTS**  
 Paula Kappes  
 185 West Rawson Avenue  
 Oak Creek, WI 53154  
 (847) 918-9157  
[www.holidaytreasuresgiftshop.com](http://www.holidaytreasuresgiftshop.com)

### HELP FOR TREASURERS

Visit the IRS Website for rules regarding non-profit organizations:

<https://www.irs.gov/charities-non-profits>

## WI PTA Resolutions

*For more information  
on resolutions passed  
by WI PTA, visit the  
Resolutions page on  
our website:  
[http://  
wisconsinpta.org/  
resolutions/](http://wisconsinpta.org/resolutions/)*

## From the WI PTA Legislative Committee

by Cyndi Barbian, Federal Legislative Chair

Once again, Wisconsin PTA's State and Federal Legislative committees are attempting to keep you up-to-date on a regular basis with the recently passed resolutions from Wisconsin and National PTA conventions. Please note, resolutions provide PTA members with the "one voice" for all children. Resolutions are brought to the floor of the State and/or National conventions, discussed and voted on to become a part of the legislative activities of PTA.

If you do not agree with a resolution once it is passed, that is your right as an individual. However, when representing PTA, officially or by inference, you may ONLY speak TO the resolution.

In this newsletter we will re-present the resolutions below:

In 2015 delegates at the Wisconsin PTA convention, held in Milwaukee, voted to approve the following resolution:

### **Genetically Modified Organisms (GMOs)**

- Whereas** Genetically Modified Organisms (GMOs) are living organisms whose genetic material has been artificially manipulated in a laboratory through genetic engineering (GE), a relatively new science that creates combinations of plant, animal, bacterial and viral genes that do not occur in nature or through traditional crossbreeding methods; and
- Whereas** common food products, both fresh and commercially prepared, used by families and commercial food services contain GMO ingredients whether or not the products are clearly identified; and
- Whereas** various and assorted health concerns are a result of the direct and indirect consumption of GMO foods; THEREFORE BE IT
- Resolved** that the Wisconsin Congress of Parents and Teachers (Wisconsin PTA) and its constituent associations work to educate parents of the dangers of GMOs to the health and well-being of all children and youth; and BE IT FURTHER
- Resolved** that Wisconsin PTA encourage parents to look for the Non-GMO Verified seal on the products purchased for consumption in their homes; and BE IT FURTHER
- Resolved** that Wisconsin PTA and its constituent associations work to encourage all commercial food preparers to use only products that are labeled as Non-GMO Verified for service to our children; and BE IT FURTHER
- Resolved** that Wisconsin PTA work with its constituent associations to encourage parents, teachers and community members to encourage their favorite brands to participate in ensuring a non-GMO food supply for all children and youth.

PTAs are encouraged to remind their members, families and friends to check for the GMO free notations on products they purchase for home use. You are also asked to encourage your schools to use GMO free foodstuff for the lunches prepared for all children.

While attending the Orlando National PTA convention this past June, delegates voted to protect children and youth from the dangers surrounding e-cigarettes, they're not as safe as some people think.

### **Resolution on Electronic Cigarettes and Electronic Nicotine Delivery Systems (ENDS) and Youth**

- Whereas** The Centers for Disease Control and Prevention (CDC) 2014, shows that electronic cigarette (e-cigarette) and ENDS use among students, grades 6-12 tripled in one year's time and are the most commonly used tobacco products among youth, and
- Whereas** E-cigarettes and other ENDS are available in more than 7000 fruit and candy flavors and use cartoons and celebrities, which are appealing to youth, in their advertising. The U.S. Food and Drug Administration (FDA) has taken the first step in establishing FDA oversight of e-cigarettes and other ENDS; however, there are no federal restrictions



- Whereas** preventing the sale and advertising of e-cigarettes and other ENDS to minors. The FDA has banned such marketing techniques and advertising for cigarettes, and FDA and other analyses have found that e-cigarettes and other ENDS contain a number of toxins, carcinogens and components suspected of being harmful to humans and has acknowledged that consumers of e-cigarette products currently have no way of knowing whether e-cigarettes and other ENDS are safe or how much nicotine or other potentially harmful chemicals are being inhaled. There is no regulatory oversight of the manufacturing process, and injuries and deaths have occurred from e-cigarettes and other ENDS and the liquid nicotine they use, and
- Whereas** E-cigarettes and other ENDS contain nicotine, which is a highly addictive drug and has immediate bio-chemical effects on the brain and body. According to the U.S. Surgeon General, nicotine alters adolescent brain development and is toxic in high doses. According to the CDC, phone calls to poison control centers related to toxic levels of nicotine exposure from e-cigarettes and other ENDS increased more than 14 fold since 2011, and
- Whereas** The American Academy of Pediatrics, National Association of Attorneys General, American Lung Association, the American Heart Association and other organizations support e-cigarettes and other ENDS to be regulated and the FDA has the authority to regulate e-cigarettes and other ENDS. E-cigarettes and other ENDS were deemed to be harmful to youth and other individuals by the United States Court of Appeals, and
- Whereas** Some school districts in the US have enacted policies to restrict or prohibit the use of e-cigarettes and other ENDS on school grounds and some municipalities have enacted policies to restrict or prohibit the use of e-cigarettes and other ENDS in public places, therefore be it
- Resolved** That National PTA and its constituent associations support legislation, regulation and/or other national, state and local measures to address the manufacturing of and ingredients in e-cigarettes and other ENDS as well as to prohibit the advertising, marketing and sale of e-cigarettes and other ENDS, to youth (18 years or younger) and to prohibit the use of e-cigarettes and other ENDS in public places and school grounds, be it further
- Resolved** That National PTA and its constituents associations educate youth, parents, school boards and local officials on the dangers of e-cigarettes and other ENDS.

Each PTA unit and council should share this information with the PTA members, school communities, and especially children, who have the misconception that e-cigarettes and ENDS are safe for them to use and should be considered to be exactly the same as a traditional cigarette. Let's keep our kids (and adults) healthy!

Legislative activity, for PTA, begins with resolutions. These provide the voice of advocacy for our children. Speak out!

## Members Enjoy Brewer Game via CASA Family Day

Wisconsin PTA members from West Allis participated in the CASA Family Day event with tickets to the Milwaukee Brewers Game in September. You can learn more about the Family Day [Here](#).



Thank you to all the families that were able to attend!

### ELECTION GUIDES AND THE VOTING PROCESS

*National PTA encourages PTA members form across the country to engage with their communities about registering to vote and the significance of the voting process. PTA members can get involved by reviewing National PTA election guides, and by rolling out voter registration and pledge campaigns. Members may also visit [www.nonprofitvote.org](http://www.nonprofitvote.org) to learn more about voter engagement activities in their communities.*

## PTA Reflections Program-Start Your Project Today

by Nancy Hart, Reflections Chair



### SECRETARY TIPS

Make sure your minutes include any information about voting. Use motion forms to be confident in the wording of the motions and the final outcome of a vote.

The National PTA Reflections Art Program encourages students to express their thoughts and feelings through creative arts. This year the theme is "What Is Your Story?" Children create their own work at home or at school to express the theme. Prizes and recognition are offered at state and national levels.

Students are able to submit art in the categories of visual arts, music composition, photography, literature, dance choreography and film production as well as a Special Artist Division. Participation is open to any student who

attends a school with a PTA in good standing. To get started send us an email at [pta.reflections@yahoo.com](mailto:pta.reflections@yahoo.com). You will be forwarded registration information, category rules and more information.

Our WI deadline this year is **January 13<sup>th</sup>, 2017**.

Use your creativity to interpret and share "What Is Your Story?"  
Reflection Chairs,  
Nancy Hart and Rindy Hart  
414-541-9354

## Enter the National PTA Theme Search Contest

The search is on for a future National PTA Reflections theme to inspire creativity for the **2018-2019 PTA Reflections program theme!**

The deadline to submit your theme to National PTA is **December 1, 2016**.

One exceptional theme will be chosen on February 1, 2017. The winner will receive **\$100** and recognition at the Annual National PTA Convention. Theme Search judges look for a focused and clear theme promoting PTA values that are appropriate for all grades and applicable to all arts categories. **Past themes** are not considered.

- Congratulations to the **2015** Theme Search Contest Winner, **Brianna Eisman** of Douglas Anderson PTSA, FL. Brianna's theme "**What Is Your Story?**" is featured this year as the **2016-2017** PTA Reflections

program theme.

- Congratulations to the **2016** Theme Search Contest Winner, **Ben Berselli** of Shady Grove PTA, VA. Ben's theme **Within Reach** will be featured as the **2017-2018** PTA Reflections program theme.

For more information on how to enter the National PTA Theme Search, contact the WI PTA Reflections committee at [pta.reflections@yahoo.com](mailto:pta.reflections@yahoo.com) attn: Nancy Hart. The 2016-2017 Theme Search is brought to you with generous support by:



PARK WEST  
FOUNDATION

## National PTA and Guitar Center Team Up to Spark Student Creativity



ALEXANDRIA, Va., (Sept. 29, 2016)—[National PTA®](#) and [Guitar Center](#) have teamed up to bring resources to families, schools and PTAs across the country to inspire students' creativity through the [National PTA Reflections arts in education program](#).

"Participation in the arts enables students to explore their talents and express themselves while building their confidence and sense of accomplishment. Involvement in the arts is also closely associated with students' social and emotional development and civic engagement," said Laura Bay, president of National PTA. "National PTA is thrilled to team up with Guitar Center to provide more students the opportunity to experience the joy and important benefits that come from participating in the arts."

As part of the collaboration, Guitar Center will donate musical instruments to a number of local PTAs across the country to support their arts education efforts, inspire students to participate in the National PTA Reflections program and spark students' interest to create music. Local PTAs will also have the opportunity to tap into a wide range of support from Guitar Center locations in their areas, such as having Guitar Center instructors serve as judges for their Reflections programs. With studios in nearly 100 stores, Guitar Center Lessons provide a world-class music education in many genres for musicians of all ages and skill levels.

"Learning to play music can be an amazing, life-changing experience that can help improve a student's self-confidence, but also boost their academic performance over time," said Krista Shue, national director of Guitar Center's Lessons program. "We're excited about the opportunity to collaborate with National PTA to introduce more children to learning music and fostering the skills necessary to think creatively."

National PTA Reflections is a recognition program through which students are encouraged to explore their creativity and be involved in the arts—in the classroom and at home. National PTA and PTAs nationwide urge students from preschool through grade 12 to create and submit original works of art in the medium of their choice—dance choreography, film production, literature, music composition, photography or visual arts—that reflect on an annual theme. The 2016-2017 National PTA Reflections theme is "What Is Your Story?"

Submissions are reviewed by visual, literary and performing art experts, and students are recognized each year at the local, state and national levels for their artistic ingenuity in bringing the theme to life. Guitar Center will make it possible for a National PTA Reflections award recipient to travel to the nation's capital in January to participate in a special ceremony at the U.S. Department of Education.

"The National PTA Reflections program has inspired millions of students to explore their talents and be involved in the arts for nearly 50 years," added Nathan R. Monell, CAE, National PTA executive director. "National PTA and Guitar Center share a commitment to ensuring all students have the opportunity to experience the arts, as it is essential to helping them reach their full potential and preparing them for long-term success."

### About Guitar Center

[Guitar Center](#) is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment. With more than 270 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with an in-house, state-of-the-art lesson facility through its GC Lessons programs in more than 100 stores, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 140 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. With an unrivalled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument.

We're on the web!

[www.wisconsinpta.org](http://www.wisconsinpta.org)



Visit the National PTA  
website at [PTA.org](http://PTA.org)



Like us on  
Facebook



*everychild.onevoice.*

4797 Hayes Rd., Suite 102  
Madison, WI 53704  
Phone: 555-555-5555  
Fax: 555-555-5555

**every child. one voice.**

**PTA Vision:** What the future will look like if PTA accomplishes its mission. Making every child's potential a reality.

**PTA Mission:** The overall purpose of PTA  
*"To make every child's potential a reality by engaging and empowering families and communities to advocate for all children."*

**PTA Values:** What PTA stands for:  
**Collaboration:** We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

**Commitment:** We are dedicated to promoting children's health, well-being, and educational success through strong parent, family, and community involvement.

**Accountability:** We acknowledge our obligations. We deliver on our promises.

**Respect:** We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

**Inclusivity:** We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

**Integrity:** We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.