

PTA[®] matters

The newsletter of the Escambia County Council of PTAs/PTSA's

We're an American Band



**Brigette
Brooks**
President

(850) 291-5577
president@
eccpta.org

As we are in the throes of everyday life, it's easy to forget that we are part of the largest and oldest child advocacy group in the nation. Each day as you volunteer, you are continuing a long tradition of the grassroots efforts of helping make every child's potential a reality. Seeing many of you at your Open Houses sharing your plans and programs for this year is one example of this.

As you plan programs to engage your students and families, please consider those offered by the Florida and National PTA. These include the **National PTA School of Excellence**, a program offering customized programs for family engagement. Congratulations to Brentwood Elementary for being one of 124 schools recognized nationally as a 2015-2017 recipient. Many ready-to-implement program ideas can be found under the "Programs" tab at floridapta.org. One source of programs is the **Sparkplugs** publication, which documents winning program ideas of FDOE Family and Community Involvement award winners. With October being National Bullying Prevention Month and Oct. 23-31 being Red Ribbon Week, your PTA/PTSA has a great opportunity to build programs around these worthwhile themes.

Make plans to attend the **PTA Leaders Roundtable** jam session on Tuesday, Oct. 27, from 9 to 11 a.m. We will be hearing from some PTA Rock and Roll Hall of Famers, sharing a great meal, and exchanging ideas. This is not to be missed!

The PTA camaraderie continues as we all join together for the **MSABC Walk** on Saturday, Oct. 31. Wear your favorite PTA shirt and a spot of pink. Don't have any pink? There will be a special pink basket drawing at the Leaders Roundtable, and your PTA team just might be the lucky winners. PTA rocks!

— Brigette

ECCPTA Board, 2015-16

President – Brigette Brooks
1st Vice President – Michelle Salzman
2nd Vice President – Anessa Flannigan
Secretary – Nichole Collins
Treasurer – Amber Graham
Area Vice Presidents – Leticia Dennis,
Deanna Neal, Pamulia Nelson
Immediate Past President – Sally Bergosh

www.EscambiaPTA.org

Congrats to Brentwood Elementary!

National PTA School of Excellence!

A ceremony was held at Brentwood Elementary School on Oct. 7 to celebrate the school's selection as a National PTA School of Excellence. Brentwood Elementary is one of 124 schools selected nationwide this year and one of only 18 schools selected in Florida.

The National PTA School of Excellence is a recognition program that supports and celebrates partnerships between PTAs and schools in order to enrich the educational experience and overall well-being of the students.

Superintendent Malcolm Thomas praised the school and their PTA for this accomplishment.

"Schools of Excellence do not happen by accident. It takes people developing a relationship with a common goal and cause. That shared cause is the education of the boys and girls who go to Brentwood. That partnership makes them stand out in a way few others have accomplished."

— Kim Stefansson,

Escambia County Schools Public Relations



From left: Brentwood Principal Lisa Arnold, Vera Wiley, Brittany Jones, Nikki Hughes, Diedra Young, Leticia Dennis, Alison Brantley, Diane Freyhofer, Della Pettit, and Malcolm Thomas. Photo: Escambia Schools Public Relations

PTA LEADERS ROUNDTABLE, OCT. 27
Register by Oct. 22; see page 4 for info!

2014-15 Awards

These awards were presented at ECCPTA's Awards Banquet on May 15.

Outstanding Principal of the Year:
Monica Silvers,
Beulah Elementary

Volunteer of the Year:
Debbie Malsberger,
West Florida High

Promoting Communications Excellence:
N.B. Cook Elementary

Outstanding Mentors of the Year:
Cordova Park Elementary

Local Unit Volunteer Hours: Beulah Elementary

Outstanding Newsletter:
Ferry Pass Middle,
"Eagle's Eye"

Health and Safety:
Warrington Middle

Outstanding Program of the Year:
Warrington Middle

Local Unit of the Year:
R.C. Lipscomb Elementary

Outstanding Citizen of the Year: Michelle Salzman,
Warrington Middle

ECCPTA "Sharp Shooter" of the Year:
Brigette Brooks

ECCPTA "Major Mission Accomplished" Award:
Sally Bergosh for the Leadership Boot Camp

Be thinking about your award entries all year! Brag about what great things your PTA has done!

Attend the Leaders Roundtable on Oct. 22 to get some great program ideas!

Get to know your ECCPTA Board ROCK STARS!

Dedicated to serving YOU, the local PTA/PTSA units of Escambia County



Deidre Young
Teachers Matter chair
(850) 380-9522
dyoung2342@gmail.com

Deidre is an educator, child advocate and community volunteer for more than 25 years and has served on numerous education-related boards and community groups in Escambia and Pinellas counties. Deidre currently serves as the past Florida PTA Diversity and Inclusion Committee Chair, where her committee was granted the National PTA Jan Harpe Domene Diversity and Inclusion Award for 2015. Deidre also initiated the application process for Brentwood Elementary PTA to receive the recognition as a National PTA School of Excellence Award 2015. This year, Deidre is serving as ECCPTA Teachers Matter Chair. Deidre has a passion to help parents be engaged in their children's education. She and her husband have two adult sons, who were both educated in Escambia County Public Schools.



JoMcArthur
Community Involvement
(850) 469-5676
jmcArthur@escambia.k12.fl.us

Our newest face on the board, Jo was born and raised in Pensacola and attended Escambia County schools. She attended Georgia State University in Atlanta, completing a Bachelor of Business Administration with a focus on Human Resources. She raised her children Mac and Lucy in Georgia, and was heavily involved in the Fulton County School District, both with PTA and with School Advisory Councils and Superintendent's Advisory Council. She has lead, managed and trained volunteers in many civic organizations with a focus on children and education. Her work history includes human resources and employee relations. Jo moved to Pensacola in 2013 and worked for the Studer Group before starting with ESCD in July as the Community Involvement Coordinator. Jo's family has long history of service to Escambia County schools, and Jo takes this opportunity very seriously and is thrilled to be working in a role she is so passionate about.

Thinking ahead ... Mark your calendars for Founder's Day on Feb. 18! Be thinking about what basket your PTA can bring for our prize drawings! The holidays are a good time to get deals or freebies, so keep an eye out!



Debbie Malsberger
Ways and Means chair
(850) 450-6526
debbie.pta@cox.net

This is Debbie's second year serving ECCPTA; she has been active in PTA for the past 10 years. In addition to her role at ECCPTA, she also serves as the president of the PTSA at West Florida High School, where her son is currently a senior. She's been married to her best friend and cheerleader for 18 years; they are military transplants, but just love this area. Debbie looks forward to working with our area units as they find creative ways to finance their programs. Debbie says it is so great to see how much our community cares about our schools and will rally together to help us assemble amazing programs.



Kirsten Efir
Communications chair
(850) 494-2982
kirstenefirdpta@gmail.com

Kirsten is Communications Chair for ECCPTA and does the bimonthly newsletter and keeps up with the Facebook page. She also is in her second and final year as PTSA president at Ferry Pass Middle. Previously she was on the PTA Board at N.B. Cook Elementary and also was room parent coordinator and yearbook editor. She enjoys being able to meet so many inspiring volunteers from schools all over the county! Kirsten also teaches three classes in the Communication Arts Department at UWF.

Congratulations!



Congrats to our own **Michelle Salzman**, who was voted Best Volunteer in Pensacola in the Best of the Coast contest, sponsored by InWeekly! In addition to being 1st VP for ECCPTA, she serves on Warrington Middle School's PTSA, volunteers with Gulf Coast Kid's House, and founded the nonprofit Krewe de Gateau last year. She is also a former PTSA President of Ferry Pass Middle. Congratulations, Michelle!

2015-16 Board

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Second Annual Healthy Children, Healthy Future State Summit



Friday-Saturday, Nov. 13-14, Orlando

Nov. 13: 6-9 p.m., PTA State Office, 1747 Orlando Central Pkwy
Nov. 14: 9 a.m.-6 p.m., Embassy Suites, 5835 T.G. Lee Blvd.

Registration: \$55 per person/\$35 per student
(After Nov. 1, registration will be \$70 per person)
Includes Friday buffet dinner and Saturday lunch
Register online here: <http://tinyurl.com/ngsgaft>

Florida PTA is proud to present the Second Annual Healthy Children, Healthy Future State Summit. In keeping with our long history of advocating for the physical and emotional well-being of every child, Florida PTA has reached out to the medical community, state agencies, community organizations, and school districts to work collaboratively for this event.

The summit will bring together PTA leaders, medical professionals, educators, and health and wellness experts from around the state to explore the connection between the physical and emotional wellness of our children. We will learn and share strategies to create, support, and maintain a healthy environment within our schools, communities and homes.

Topics will include:

- Impact of Functional/Educational Health Outcomes
- Healthy Sleep, Healthy School Learning
- LGBTQ Student Resources and Support
- Child Trafficking
- Child Abuse Prevention Education

You can play an important role in promoting healthy schools, healthy communities, and, most importantly, healthy children by participating in this special event.

Questions or additional information:

info@floridapta.org or call the Florida PTA State Office,
407-855-7604 or 800-373-5782.

If you would like to reserve a room at the discounted rate of \$119 per night, please contact Melissa Martin or Suzanne Browder directly at The Embassy Suites at 407-581-3314.

Treasurers' notes: Audit past due; taxes due Nov. 15

This is just a reminder that if you have not yet submitted your 2014-15 Audit to Florida PTA, it was due Sept. 30. Completed audits should be emailed to audit@floridapta.org.



After your annual audit is complete, you must report your GROSS income/receipts to the IRS. This 990 filing is due Nov. 15. Although we are tax-exempt, it is our fiduciary responsibility to ensure that the proper, informational 990 tax return is filed with the IRS every year. A PTA/PTSA will lose its 501(c)(3) federal tax-exempt status if it fails to file a proper Form 990 for three consecutive years.

Also, the IRS may assess penalties for failure to file for one year or for late filing. If you file an IRS Form 8868 Deadline Extension Request, you are required to forward a copy of that to Florida PTA by Nov. 15 as well.

It is important that each local unit keeps records for all IRS related correspondence in the Treasurer's Procedure Book. You can find additional resources on the National PTA website at www.pta.org.

If you have any questions or need assistance, please contact me at treasurer@floridapta.org

– Jen Martinez, Florida PTA Treasurer

STARS around the county

■ **Ensley Elementary** is holding a Pennies for Pets donation drive in October to help the Pensacola Humane Society. Students are collecting coins, cash and checks. Proceeds will be donated to the Humane Society. Donations can be dropped off from 8 a.m.-3 p.m. Monday-Friday at the school at 501 E. Johnson Ave.

■ **Reimagine Montclair**, an outreach event where the community came together to provide services, was held on Saturday, Sept. 26 at Montclair Elementary. Businesses, churches, ministries, and community organizations worked together to bring hope by offering guests a free lunch and the opportunity to accept free food, clothing, diapers, laundry detergent, and personal hygiene products. Children enjoyed games, inflatables, toys, books, etc. Adults were pampered with free manicures and haircuts.

■ **Battle of the Books** is a district-wide academic book bowl. The goal of this event is to teach students the importance of collaboration and teamwork, creative thinking and problem solving, healthy competition based on mutual respect and challenge literature expectations with regards to Florida's Language Arts Standards. Students have begun reading their desired titles from their appropriate list. The District Battle of the Books will be May 14 at Washington High School.



More information: <https://ecsd-fl.schoolloop.com/BoB>

ECCPTA Events Calendar

October

NATIONAL BULLYING PREVENTION MONTH

- 16 United Way Day of Caring
- 20 ECCPTA Board meeting, 11:30 a.m.,
Hall Center, room 140
- 20 School Board meeting, 5:30 p.m., Hall Center,
room 160
- 27 PTA Leaders Roundtable, 9-11 a.m.,
Hall Center, room 130
- 23-20 Red Ribbon Week
- 31 Making Strides Against Breast Cancer Walk,
8 a.m., Cordova Mall

November

- 5 Reflections entries due to Hall Center
- 11 Veterans Day holiday
- 13-14 Healthy Children, Healthy Future Summit,
Orlando
- 15 IRS Form 990 due
- 17 ECCPTA Board meeting, 11:30 a.m.,
Hall Center, room 140
- 17 School Board meeting, 5:30 p.m., Hall Center,
room 160
- 25-29 Fall Break and Thanksgiving holiday

Save the Date!

Jan. 24-26 Florida PTA Legislative Conference

PTA Leaders Roundtable

**Tuesday, Oct. 27
9-11 a.m.
J.E. Hall Center,
Room 130**

RSVP by Oct. 22 to
Brigette Brooks at
president@eccpta.org
or 850-291-5577.



Come get answers to your burning PTA questions at the upcoming ECCPTA Leaders Roundtable! We will hear from PTA Rock and Roll Hall of Famers as well as exchange ideas to help improve all our units. Invite your boards to join you. We will have a great breakfast, excellent exchange of ideas, door prizes, and input from PTA veterans, all designed to help your PTA effectively carry out the PTA mission of making every child's potential a reality by engaging and empowering families and communities to advocate for all children.



**MAKING STRIDES
Against Breast Cancer®**



**JOIN OUR COUNTY PTA TEAM!
"PTA ROCKS!"**

**Saturday, Oct. 31, 8 a.m.
Cordova Mall**

ECCPTA has created a team for the Oct. 31 Making Strides Against Breast Cancer Walk. We would like to extend an invitation to you, your board, and school faculty and families to join us! Register to walk and/or make a donation to our team by using this link:

<http://tinyurl.com/psjnqzu>

See you there!

**Escambia County Council of PTAs/PTSAs
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PTA®
everychild. onevoice.