



Notes from the
Washington Elementary School District
Business Advisory Team
April 24, 2013 Meeting

Washington Elementary School District Superintendent Dr. Susie Cook welcomed attendees to the final Business Advisory Team (BAT) meeting of the school year and expressed her sincere appreciation for their support of the District and BAT. Dr. Cook welcomed Governing Board Member Bill Adams and Phoenix City Council Vice Mayor Bill Gates. Later, District 30 Representative Debbie McCune Davis was introduced.

WESD Community Outreach Specialist Jill Hicks welcomed attendees and throughout the meeting shared information about WESD and some of the partnerships that have developed as a result of the Business Advisory Team, in particular the We Can End Hunger Food Drive, which collected 24,500 pounds of food to support the Desert Mission Food Bank. Jill introduced the Mountain View Community Action Team (CAT), which organized Mountain View School's efforts. Mountain View collected the equivalent of 3.129 pounds of food per student and won an ice cream social by Cold Stone Creamery for its efforts. BAT members interested in working with the CAT on community service projects, are welcome to contact Mr. Valenzuela at julio.navarettevalenzuela@wesdschools.org. Jill also thanked Metrocenter Mall for allowing WESD student art to be exhibited throughout April and Lombardo Gelato (located in the mall) for providing a certificate for free gelato to each student whose art was displayed.

Teri Radosevich, vice president of Community Relations and Public Affairs for Avnet, one of the largest global distributors of electronic components, spoke on Avnet's commitment to business-to-business marketing, volunteerism and contributions to the community. Teri shared information on the annual Avnet Tech Games for college-age students throughout Arizona. The games, held in early April, include eight to ten competitive team events on technology. Each member of the winning team wins \$1,000. More than 2,000 students have participated in the games since they began eight years ago, and more than \$260,000 in scholarships have been given.

Steve Zylstra, president and CEO of the Arizona Technology Council, spoke on the council's role as a voice for the technology industry in Arizona. The technology industry in AZ includes:

- Aerospace, Aviation and Defense
- Semiconductor and Electronics
- Health and Bioscience
- Information Technology
- Telecommunications
- Optics
- Energy

The Arizona Technology Council works with institutions of higher education in connecting students with jobs in the industry. The AZ Tech Council recently completed a workforce study, which concluded that even though Arizona does a good job of holding on to its technology graduates, we're not producing enough graduates for the industry demands.

AZ Tech Council is involved in and/or sponsors several STEM-related activities for students: Middle School Science Bowl, Arizona Science and Engineering Fair and Arizona SciTech Festival, to name a few. In addition, the council has been actively involved in public policy advocacy.

Vice Mayor Bill Gates spoke briefly on the City of Phoenix's Technology Task Force, which works with the city manager to seek ways to save money through better utilizing technology. He then introduced Josh Bednarek of the Planning and Development Department. Josh spoke on the City of Phoenix's General Plan, which is currently under development. Citizens and Business Advisory Team participants are encouraged to get involved in the process by signing up at

<http://www.myplanphx.com/> and weigh in on potential initiatives that will be addressed. The General Plan will be finalized over the next two years to go to voters in 2015.

A lightning-quick twist on “Shining a Light on You” spotlighted 11 Business Advisory Team member organizations; each had one minute to present:

- **Ellen Dean**, **BookPALS**, a national volunteer literacy organization
- **Adrienne Decker Delgado**, **FindHelpPhx.org**, a resource Web site sponsored by Maricopa Department of Public Health
- **Gary Flunoy**, **Shop On 19th Ave**, which supports 19th Avenue businesses along the light rail path
- **Wes Harris**, **eCycling USA**, an electronic recycling company
- **Susan Levy**, **Native Health**, which operates two health centers (one at Metrocenter) in cooperation with City of Phoenix and Maricopa Department of Public Health
- **Tim Lidster**, **Save the Family Foundation of Arizona**, supporting Arizona’s homeless families, a 15 unit apartment complex for victims of domestic violence is being completed at 19th Avenue and Union Hills
- **Noel Lopez**, **Grand Canyon University**, Grand Canyon hosts STEM Saturdays for elementary-age children
- **Howard Taylor**, **Mountain View Park Community Involvement Project**, MV Park is undergoing renovation including a community garden
- **Michelle Cardini**, **MASK magazine** (Mothers Awareness on School-age Kids), empowers children to make safe, healthy choices
- **Donna Davis**, **Expect More AZ**, a public education advocacy group,
- **Marnie Cooley**, **Radio Disney**, works with sponsors to host Friday Night Parties (dance parties) at schools.

The meeting ended with attendees being invited to become involved in the District. Attendees had the opportunity to sign up for areas that interested them. Those areas included: After-school Excellence Contest, Continuous Improvement Review Teams, Planning and Steering Council, Washington Education Foundation and Summer Math Academy.

The next WESD Business Advisory Team meeting will be held on Wednesday, October 9, 2013.

