

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

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<p style="text-align: center;">Statement of SUE ROTH, Candidate for Governing Board Member Scotts Valley Unified School District</p> <p>Occupation: Incumbent</p> <p>District accomplishments during my four years as board member:</p> <p><i>Governance:</i> wrote strategic plan, with 100 community members; updated and posted all policies to website.</p> <p><i>Student Achievement:</i> instituted weekly professional development for teachers; identified essential standards for all courses; aligned K-12 curriculum; strengthened International Baccalaureate Program; increased high school career tech courses; improved Independent Study program.</p> <p><i>Fiscal Stability:</i> produced four balanced budgets with clean audits and required reserves; eliminated donation need for critical services (counselors, assistant principals, libraries, class size).</p> <p><i>Personnel:</i> provided all staff with 8.46% pay increase over past four years; covered rising costs of full-family health benefits; stabilized staff at high school.</p> <p><i>Facilities:</i> won high school construction lawsuit; obtained \$2 million state funding for site improvements.</p> <p><i>Technology:</i> updated infrastructure, phones; installed student information systems, student achievement software and district websites.</p> <p>I have committed myself for 30 years to strengthening our community. I will continue to work actively and collectively with schools, parents, businesses and community members as there is still work to do and together we can make it happen. Student achievement, facilities—including the aging middle school—legislative advocacy, communication and fiscal responsibility will continue as my focus. Our youth is our future. Education is their key.</p>	<p style="text-align: center;">Statement of MICHAEL SHULMAN, Candidate for Governing Board Member Scotts Valley Unified School District</p> <p>Occupation: Engineer, City Planning Chairman, Parent Age: 50</p> <p>The controversies surrounding Scotts Valley School District can be resolved with the right leadership. My experience, judgment, and ability to promote open communications will deliver the changes we need.</p> <p>Yes, we are financially constrained by the State's economy and Scotts Valley's low funding level. But tensions with the teachers' union and other community groups are internally generated and within our power to correct. We can listen better and find ways to meet the needs of students, teachers, and parents. We are not destined for conflict or failure.</p> <p>I am an 18-year veteran of Scotts Valley City government, serving as Mayor, Councilmember, and long-standing Planning Commission Chairman. I'm thorough, respectful, open-minded, and able to find creative win-win solutions. I have two kids in the school system and have recently served key volunteer roles in fund-raising, strategic task forces, and the bond campaign. My proven consensus-building skills and commitment to government transparency and openness are needed on the Board.</p> <p>Our community values education. We have outstanding teachers and engaged parents. We need to restore trust and confidence in District leadership. I will encourage community input, listen respectfully, and act sensibly. It will take all of us, working together, to overcome the challenges that lie ahead.</p>
<p style="text-align: center;">Statement of LINDA SANTOS, Candidate for Governing Board Member Scotts Valley Unified School District</p> <p>Occupation: Accounting Manager/Mother Age: 49</p> <p><i>Looking to change the status quo?</i></p> <p>I will bring productive, new direction our kids, teachers and parents need. Changes are needed to bring the Scotts Valley Unified School District back to when we were the envy of other districts. Back when parents and teachers were involved in decisions. Back when teachers were respected and appreciated. Back when the community deliberated with each other, instead of our viewpoints and suggestions being ignored.</p> <p>The past four years saw the teachers association vote <i>no confidence</i> in the Superintendent, but incumbent board members rewarded her a superior rating. There's been a continuous <i>exodus</i> of great teachers. This exodus continues and will ruin our district, without <i>new leadership</i>. That's why change is imperative.</p> <p>I'm capable of commencing this <i>transformation</i>. It's a difficult task to undo prior malfunctions, but achievable. Decisions will be justified to the public. Meetings televised. A solution to the middle school with a new philosophy on education plus a <i>new board</i> with regained trust. Questions will be answered! The district will work together! Teachers morale will soar! I'm confident that we can achieve our goals through improved communication. I will fight for this change.</p> <p><i>We will shine again!</i> I'd appreciate your vote.</p>	<p style="text-align: center;">Statement of DON DIETRICH, Candidate for Governing Board Member Scotts Valley Unified School District</p> <p>Occupation: Union Representative Age: 50</p> <p>I am a life long resident of Santa Cruz County, raised in Watsonville and educated through the public school system. My wife and I moved to Scotts Valley in 1996 specifically to enroll our daughter in the Scotts Valley School District. The educational experience was nothing short of fantastic from kindergarten through middle school. Unfortunately the cohesiveness of the elementary and middle schools is lacking in the high school.</p> <p>I have watched the changes to staffing in the district over the last four years with troubled concern. We've lost many talented teachers. It is time to reprioritize. There is no greater importance that the shaping and education of our future generations. We need leadership in our school district that will allocate our limited financial resources wisely. Our teachers should be second in priority only to our students. Lets bring the spirit of Scotts Valley back to our school district.</p> <p>I respectfully ask for your vote November 4, 2008</p> <p>Sincerely</p> <p>Don Dietrich</p>

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Statement of **NEAL FROST**, Candidate for
Governing Board Member
Scotts Valley Unified School District

Occupation: Small Business Owner / Engineer / Parent **Age:** 48

Project management, problem solving, integrity and strong leadership are skills I bring to Scotts Valley Unified School District. I have a passion for quality education. My children attended Scotts Valley schools and graduated from SVHS in 04 and 06.

Volunteer SVHS Drama 02/03

Vice President SVHS Falcon Club 03/04

President SVHS Falcon Club 04/05

President SVHS Falcon Club 05/06

Volunteer SVHS Track and Field Committee 06 - present

Our schools provide an excellent education with strong programs in academics, arts and athletics. Many students move on to attend the best colleges and universities.

In the continuing budget crisis facing our district, we must address challenges through appropriate, community involved, planning. Develop realistic salary and facility budgets. Communicate openly and thoroughly with parents, teachers and community. Expand academic and extracurricular opportunities.

If elected, I will always be dedicated to the best interests of the students and community. It's a great day to be a Falcon!

Statement of **JOSEPH W. ESPINOLA JR.**, Candidate for
Governing Board Member
Scotts Valley Unified School District

Occupation: Father/Deputy District Attorney

I have worked collaboratively during my tenure with this district's other Trustees, Administrators, Teachers, Parents, Businesses and Community Members to address the many complex issues facing our school district.

Fiscal Responsibility: Developed/ voted consecutive balanced budgets ending negative certification; Initiated the elimination of a half-million dollar structural deficit; Initiated District Office reconfiguration and hiring of a professional CBO; bundled/leveraged resources;

Strategic Plan: Developed/ implemented the first strategic plan for our district with policy/procedure revisions;

Teacher/Staff Compensation: Initiated employee raises/increased benefits coverage;

Student Achievement: Aligned curriculum to State standards through Professional Staff Development; Identified alternative options/interventions to meet all student needs; strengthened Independent Studies Program; Regional Occupation Program; International Baccalaureate Program; Special Education Program; voted to implement new software to analyze multiple measures of achievement.;

Technology: Updated our district with fiber optic cable; wireless networks; upgraded communication systems; installed new student information systems for parents; centralized School Accountability Report Cards;

Facilities: Developed 5-year maintenance standards; initiated the removal/buying of rented portables; applied for hardship monies for middle school repairs; negotiated a settlement in HS litigation; revised student safety protocols;

I look forward to bringing a common sense approach to our district's future issues.

Statement of **KIM S. PEYSER**, Candidate for
Governing Board Member
Scotts Valley Unified School District

Occupation: District Parent, Businessman **Age:** 56

School districts throughout California are faced with huge challenges and no easy solutions. In Scotts Valley we have year-to-year operating budget uncertainty caused by the state, teacher retention and teacher recruitment issues. We have deteriorating Middle School buildings and a declining district enrollment. These problems can only be solved with parents, teachers, residents, school administration and board trustees working together with shared respect, commitment and pride. I will listen to and work with all concerned and interested parties to solve our problems and issues. My goal as a trustee would be to bring back respect, commitment and pride in our school district so we may solve difficult problems during difficult times.

My credentials include: Member and President of Brook Knoll and Scotts Valley Middle School Site Councils. I have a BBA, Major in Finance and Marketing. I graduated from Financial Training Seminar for Corporate Managers, Strategic Seminar for Corporate Managers, Stanford University. I am married with four sons. My two oldest sons have graduated from Scotts Valley High School after attending Brook Knoll and Scotts Valley Middle School. My younger sons are currently attending Scotts Valley Middle School and Scotts Valley High School.

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Statement of **LARRY BEAMAN**, Candidate for
Governing Board Member
Scotts Valley Unified School District

Occupation: Asset Protection Executive/Coach/Father **Age:** 35

Vote Larry Beaman—*change the school board*

I'm a father of three who believes the Scotts Valley School Board is in desperate need of fundamental change.

We need to *change* how the backbone of our school district – the involved parents and amazing teachers – is kept in the dark and not treated with the respect they deserve.

We need to *change* how sorely needed solutions – like replacing our crumbling middle school– fail because of lack of trust in the Superintendent and Incumbent board members.

We need to *change* how young teachers are leaving the district at an alarming rate – partly because of limited pay, but mostly because they tell me the district's hierarchy is unresponsive, out of touch with classroom problems, and demeans them.

The teacher exodus- my wife and I fear- can be prevented with new leadership and fresh thinking not tied to the current board's failures.

I know we can do better. I'm a member of Kiwanis, youth soccer coach and Brook Knoll volunteer. I've built a local business, so I'm no stranger to challenge. I'll change the status quo by working with people of all viewpoints, championing our world-class teachers, and above all, being a respectful listener.

Email: beaman4change@sbcglobal.net

Declaración de **LARRY BEAMAN**, candidato para
Miembro del Consejo de Gobierno
Distrito Escolar Unificado de Scotts Valley

Ocupación: Ejecutivo en la protección de activos/entrenador/padre **Edad:** 35

Vote Larry Beaman - *cambie el consejo escolar*

Soy padre de tres hijos, y creo que el Consejo Escolar de Scotts Valley necesita desesperadamente un cambio fundamental.

Tenemos que *cambiar* la manera en que la espina dorsal de nuestro distrito - los padres comprometidos y los increíbles maestros - se mantienen en la oscuridad y no los tratan con el respeto que ellos se merecen.

Tenemos que *cambiar* la manera en que soluciones urgentemente necesarias - como reponer nuestra escuela intermedia que se está cayendo en pedazos - fracasan debido a una falta de confianza en el superintendente y en los actuales miembros del consejo.

Tenemos que *cambiar* la manera en que los maestros jóvenes dejan el distrito con una frecuencia alarmante - parcialmente debido a los sueldos limitados, pero mayormente porque me dicen que la jerarquía del distrito no responde, que está ajeno a los problemas en el salones de clases, y que los humilla.

El éxodo de los maestros - tenemos mi esposa y yo - puede evitarse con una nueva dirección y con una mentalidad fresca que no estén liadas a los fracasos del consejo actual.

Yo sé que podemos hacer mejor. Soy miembro de Kiwanis, entrenador de fútbol juvenil y voluntario de Brook Knoll. He establecido un negocio local, así que no me han faltado desafíos. Cambiaré el orden establecido mediante trabajo con personas con toda clase de puntos de vista, defenderé nuestros maestros de primer orden, y sobre todo, escucharé respetuosamente.

Email: beaman4change@sbcglobal.net