

# Honoring Innovation and Creativity in the School Business Profession

Every day, school business professionals are challenged to find creative solutions to seemingly insurmountable problems. And they succeed!

Every year, ASBO International and Virco, Inc., salute the creativity and innovation in the school business management profession by honoring four school business officials with Pinnacle Awards. Since 1993, 74 school business officials have been recognized for their outstanding work. From garnering community

buy-in for rezoning, to broadening access to the profession, to meeting the needs of students and staff, this year's recipients have all made a positive impact on those around them.

### Our Partner

ASBO thanks Virco, Inc., America's leading furniture and equipment manufacturer and supplier for K-12 schools, providing thousands of customers with popular furniture items, for supporting this program since its inception. Virco's generous support

awards \$5,000, school furniture valued at \$5,000 for their school district, and a crystal Pinnacle Award to the Pinnacle of Excellence Award recipients. Pinnacle of Achievement Award recipients receive \$1,000 and a crystal Pinnacle Award.

### Celebrate Your Successes

Share our outstanding practices or nominate an innovative colleague by applying for the Pinnacle Award before May 1, 2011. Visit [www.asbointl.org](http://www.asbointl.org) for details.

## Congratulations to the 2010 Pinnacle Award Recipients

### PINNACLE OF EXCELLENCE



**Thomas J. Gunnell**

Chief Operations Officer  
Katy Independent School District  
Katy, TX

*A Proactive Facilitated Approach to Rezoning: How to Move the Community Towards Ownership of Rezoning Recommendations*

School district rezoning can be one of the most contentious

issues a community faces. That is not the case in Katy (Texas) Independent School District, where, under the leadership of Thomas J. Gunnell, the district established a process by which every member of the community has an opportunity to provide meaningful, relevant input that is considered fairly during rezoning discussions. A multi-phase strategy to community engagement and buy-in includes public workshops and online opportunities for members of the public to provide input. All public comments and district responses are made available to the public and the press, making the process completely transparent. Last year, only one member of the community opposed the rezoning plan.



### PINNACLE OF ACHIEVEMENT



**Ray Moorcroft**

Head of Department –  
Innovation & Enterprise  
Manchester Metropolitan University  
Cheshire, England  
*Certificate in School Administration  
Abridging Programme to Enhance  
Wider Access to the Profession*

Seeing a need for professional development for school business managers, Ray Moorcroft spear-

headed a Certificate in School Administration (CSA) program to provide a basic foundation for individuals seeking to establish or build a career in school business management. The CSA program includes a virtual learning environment that supports blended learning, up to date information, and external credibility. A parallel American version of the program was developed by Alabama ASBO via a partnership with the University of Alabama, Moorcroft, and the Manchester Metropolitan University. The Certificate in School Administration program provides a clear route for those preparing for a career in school business management.

## PINNACLE OF ACHIEVEMENT



**Barbara Nissel**

Food Service Supervisor  
Great Valley School District  
Malvern, PA  
*Growing a Healthy Community  
Through a  
Food Service Garden Program*

In 2008, the Great Valley School District Food Services Department in Malvern, Pennsylvania, became a member of the U.S. Department of Agriculture's Buy Local, Buy Fresh program. The goal of the program was to move closer to providing fresh rather than processed food in the district's schools. However, finding local fruits and vegetables to buy was difficult. The solution was a school community garden. Spearheaded by Barbara Nissel, the garden project provides six district schools with fresh produce for several

months. In addition to providing fresh produce, the garden offers a unique teaching environment for the food service staff, students, and families, and engages the community in such projects as tending the garden and building benches and bird-houses. What's more, the district has saved more than \$5,000, improved student nutrition, and reduced their carbon footprint by reducing on-road transportation.

## PINNACLE OF ACHIEVEMENT



**Sharon Raschke, Ed.D.**

Executive Director of Finance  
and Business  
Dexter Community Schools  
Dexter, MI  
*The 4-Bucket Plan: A Better 403(b)  
Retirement Plan*

Searching for a better 403(b) retirement plan for employees, Sharon Raschke and other Dexter (MI) Community Schools administrators put their heads together and developed a plan that offers investment choices of almost any mutual fund available, high performance results, and low administrative and investment costs. The four buckets of the plan include a core line up of 29 mutual funds, custom asset allocation portfolios, mainspring managed funds, and an open brokerage window that offers access to more than 5,000 mutual funds. The plan is based on a single record-keeper model, which is fairly unique in school districts. It operates solely in the interest of the plan participants, has transparent costs, and features broadly diversified investment options.

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