

# Pinnacle Awards Program: Innovation in Business Management

School business officials are known for their innovative, meaningful contributions to the improvement of their profession and the efficiency of school districts. The ASBO International Pinnacle Awards Program was established to recognize outstanding practices and new ideas that result in significant contributions to school entities and the profession of school business management.

Successful applications have focused on areas such as budgeting, construction, cost savings, energy conservation, resource reallocation, safety, transportation, and technology. Through the generous support of Virco Inc., this award is a celebration of the best that school business has to offer. Since the award's inception in 1993, Virco, Inc. has generously honored 62 school business officials.

Each year, four Pinnacle Awards are presented to exemplary school business professionals. Pinnacle of Excellence Award recipients receive \$5,000, Virco Inc., school furniture valued at \$5,000 for their school district, and a crystal Pinnacle Award. Pinnacle of Achievement Award recipients receive a check for \$1,000, from Virco Inc., and a crystal Pinnacle Award.

The following recipients were honored at the ASBO Annual Meeting and Exhibits in Toronto, Ontario, Canada, in October.

## Pinnacle of Excellence Award



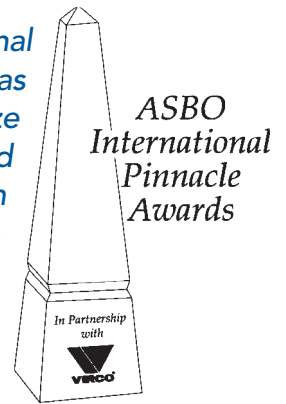
**Lisa Z. Morstad**  
Chief Financial Officer  
Fayetteville Public Schools  
Fayetteville, Arkansas

Quality-of-life benefits can be as important as monetary benefits for both the employee and the school district—keeping employees happy, healthy, and the organization running more efficiently.

Under Lisa Morstad's guidance, the Fayetteville Public Schools launched a Get Fit health program in partnership with a local university. Get Fit began as a 10-week personal training course for 50 district employees by university graduate students and has evolved into a fitness center for all district employees and retirees, complete with stress management and nutritional counseling.

Other aspects of the district's benefit campaign include a discount card that's good at more than 90 businesses, and exclusive shopping nights at local stores. The Centers

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for Disease Control even cited Get Fit as a model for wellness programs in public schools.

## Pinnacle of Achievement Award



**Louis J. Pepe**  
School Business Administrator/  
Board Secretary  
Oakland Public Schools  
Oakland, New Jersey

Teamwork is a key to any school district's success. When Louis Pepe arrived in the Oakland school district in 2003, classrooms weren't clean, the grounds were unkempt, building systems were constantly breaking down, and morale was low. Through an emphasis on teamwork, Pepe helped bring pride and teamwork back to the district.

Custodial staff leaders were identified and promoted; successful new employees were brought in from outside; and the district's custodial staff began working as a team.

This energized team now provides a wider range of more efficient services throughout the district and they've earned a coveted Statewide Safety Award for each of the past three years.

## Pinnacle of Achievement Award



**Ron McCulley**  
Assistant Director of Purchasing  
Douglas County School District  
Colorado

Most of us wouldn't think of the office copier as a cost-cutting target. But for Ron McCulley, it was the focus of a major money-saving project. For years, copier services were bid "as needed" using a non-

centralized RFP process. As a result, there were 247 different copiers scattered throughout the district. Per copy costs varied from site to site, and some facilities were saddled with machines up to 8 years old.

To address this situation, McCulley lead a site-by-site analysis to determine overall cost per copy, then helped craft an ironclad RFP that enabled the district to standardize on digital equipment and to pay a very low per-copy rate. His copier program is targeted to save an estimated \$1,500,000 over the next 5 years!

### Pinnacle of Achievement Award



**Robert A. Schoch**  
Director of Business Administration  
Council Rock School District  
Newtown, Pennsylvania

By adopting an energy management policy in late 2005, Council Rock School District moved to address rising fuels costs and reduce unsustainable energy waste. Under the leadership of Schoch, their first steps involved setting indoor temperature guidelines and creating an Energy Committee, which partnered with an expert consultant to develop wide-ranging strategies.

Each school received an individual energy evaluation followed by suggested improvements for saving energy.

Wide-ranging communication efforts promote energy-saving through newsletters, e-mail alerts, and presentations at district meetings. The district also involves students in the campaign by including conservation in the curriculum. As a result, from November 2006 through March 2007, energy-related savings exceeded \$1.5 million.

### Find out More

The Pinnacle Awards are sponsored by Virco Inc., America's leading furniture and equipment manufacturer and supplier for the K-12 market. Virco's industry-leading resource recovery and recycling program has been honored by local, state, and national organizations, including the U. S. Environmental Protection Agency.

If you are interested in applying or nominating someone for the Pinnacle Awards, visit ASBO's Web site at [www.asbointl.org](http://www.asbointl.org). ■




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The graphic features a stylized theater stage with a yellow screen displaying the video title. The background is dark blue with yellow stars and a crescent moon. Three black cars are parked in front of the stage. The ASBO logo is in the top right corner, and the website URL is in a red rounded rectangle at the bottom right.