

The beginning of a new year is an important time to think about financial goals for the coming months. With tax receipts coming in, consider taking advantage of the short-term investments offered by the Missouri Securities Investment Program (MOSIP).

The past year was defined by rising interest rates. That said, MOSIP seeks to provide Investors with investments that prioritize liquidity and safety of principal in any rate environment. Earning a competitive yield is a secondary objective.

**MOSIP Liquid Series**

The MOSIP Liquid Series is a daily liquidity vehicle that requires no minimum balance and is rated AAAm1 by Standard & Poor's. It is designed to help investors optimize income potential while maintaining safety, liquidity and yield.

**MOSIP Fixed-Term Investments**

Fixed-rate investments are designed to build upon and complement an Investor's portfolio. Investors can conveniently link their MOSIP Liquid Series account to the fixed-rate investment solutions described here: -- **MOSIP Term Series:** Allows investors to obtain a competitive fixed rate of return for a specified timeframe. Term investments are based on a pool of open-market securities

**Optimizing Your Tax Receipts: Make the Most of Your Incoming Funds with MOSIP**

similar to those invested in MOSIP Liquid Series and are coordinated with commitments and maturities selected by the individual Investor. A minimum investment of \$1 million is required and the investment period ranges from 60 days to one year with interest paid to Investors upon maturity. MOSIP Term Series is rated AAAf by Fitch.2

-- **Certificates of Deposit (CDs):** Through MOSIP's investment advisor, PFM Asset Management LLC (PFMAM), Investors have access to Federal Deposit Insurance Corporation (FDIC) insured Certificates of Deposit (CDs) from a network of banks nationwide. FDIC-insured CDs offer fixed competitive rates and flexible terms, typically ranging from 60 days to one year. Both principal and interest are FDIC-insured up to the allowable limits.

MOSIP Liquid and Fixed-term investments work in tandem to meet both daily liquidity and longer-term needs.

Our commitment remains steadfast. MOSIP can help you work toward your investment financial goals for 2023.

To learn more about the Program, please contact Trish Oppeau directly at 314-619-1792 / oppeaut@pfmam.com or Nick Kenny at 573-234-0814 / kennyn@pfmam.com. You can also

call MOSIP's Client Services Group (CSG) at 1-877-MY-MOSIP option 3 (1-877-696-6747).

*1 Standard & Poor's fund ratings are based on analysis of credit quality, market price exposure and management. According to Standard & Poor's rating criteria, the AAAm rating signifies excellent safety of invested principal and a superior capacity to maintain a \$1.00 per share net asset value. However, it should be understood that these ratings are not "market" ratings nor a recommendation to buy, hold or sell the securities. For a full description on rating methodology, visit Standard & Poor's website (http://www.standardandpoors.com/en\_US/web/guest/home).*

*2 The AAAf rating reflects Fitch Ratings' ("Fitch") review of the Term program's investment and credit guidelines, the portfolio's credit quality and diversification, as well as the capabilities of PFM Asset Management LLC as investment adviser. It indicates the highest underlying credit quality (or lowest vulnerability to default). However, it should be understood that this rating is a not "market" rating nor a recommendation to buy, hold or sell the securities. For a full description on rating methodology visit www.fitchratings.com.*

*This information is for institutional investor use only, not for further distribution to retail investors, and does not represent an offer to sell or a solicitation of an offer to buy or sell any fund or other security. Investors should consider the investment objectives, risks, charges and expenses before investing in any of the Missouri Securities Investment Program's portfolios. This and other information about the Program's portfolios is available in the Program's current Information Statement, which should be read carefully before investing. A copy of the Information Statement may be obtained by calling 1-877-MY-MOSIP or is available on the Program's website at www.mosip.org. While the MOSIP Liquid Series seeks to maintain a stable net asset value of \$1.00 per share and the MOSIP Term portfolio seeks to achieve a net asset value of \$1.00 per share at the stated maturity, it is possible to lose money investing in the Program. An investment in the Program is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Shares of the Program's portfolios are distributed by PFM Fund Distributors, Inc., member Financial Industry Regulatory Authority (FINRA) (www.finra.org) and Securities Investor Protection Corporation (SIPC) (www.sipc.org). PFM Fund Distributors, Inc. is an affiliate of PFM Asset Management LLC*

**MASA Provides Missouri-Based Solution for District Purchasing Cards**

MASA partners with Missouri-based financial institution, Central Bank, to offer the MASA Mastercard® Commercial Credit Card. The Commercial Credit Card is a commercial, purchasing, and fleet card all-in-one, providing your district flexibility, control, and advanced reporting at your fingertips. With an embedded EMV chip, and the ability to integrate into almost any accounting system, the MASA Commercial Credit Card provides added protection for your district's public funds and increased efficiency for your faculty and staff.

The MASA Mastercard® Commercial Credit Card is designed for districts requiring ten or more cards. Commercial Credit Cards offer an assigned credit limit with options to add daily or even single transaction dollar restrictions. They can carry a declining balance, a great option for individual staff, departments, and buildings with fixed budgets and grant funded programs. Cards can even be assigned to vehicle or bus drivers to track vehicle related expenses. For districts needing fewer than 10 cards, Central Bank offers the MASA Mastercard® BusinessCard® enabling corporate card functionality while allowing the school district to apply transaction restrictions and credit limits on a per card basis.



Best of all, both cards provide your school district a competitive monthly cash rebate deposited directly into an account of your choosing based on your card spend. Central Bank also returns a rebate directly to MASA, based on total program spend.

Central Bank has earned the banking and purchasing card business of nearly 20% of Missouri's school districts. Find out why. When you sign up for the program or need assistance, you'll speak to someone right here in the Show-Me State. Central Bank operates

over 160 locations in and around Jefferson City, Branson, Lake of the Ozarks, Kansas City, Sedalia, Columbia, St. Louis, Moberly, Audrain County, Springfield, and Warrensburg.

Put the strength and reputation of MASA and Central Bank to work for you, and support the organization that works on behalf of you in Jefferson City. Contact Steve Bruce at Central Bank: Phone: 573-634-1293 / steve.bruce@centralbank.net or Doug Hayter at MASA, 573-638-4825 / doug.hayter@mcsa.org.



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February 2023

**MASA/MOSPRA Spring Conference, March 22-24**

The 2023 MASA/MOSPRA Spring Conference will be held March 22- 24 at the Lodge of Four Seasons, Lake Ozark, Missouri.

With a great line-up of sessions on topics including school law, curriculum, leadership, public relations and communications, strategic planning, school finance, mental health, and innovative means to meet student needs, attendees will leave the conference with new and improved skill sets. Among the presenters are key leaders at the Missouri Department of Elementary and Secondary Education, university scholars, legal experts, communication professionals, and members of MASA who are doing incredible work in their districts.

On Wednesday morning there will be a session specifically for "Aspiring Superintendents." MASA encourages superintendents to share information about this session with those in their district who they feel have potential in the area of school leadership. (Registration for the Aspiring Superintendent session is separate from the conference.)

Two pre-conference workshops will be available Wednesday morning (10:00 a.m. - 1:00 p.m.) for those wishing to add to their professional development experience. Leaders of the "Success-Ready Student Network" will be on hand to help participants, "sharpen your saw on leadership for learning strategies." Those interested in improving their social media skills will benefit from the workshop, "Beyond National Blueberry Day: Being Strategic and Successful on Social Media" which will be lead by nationally known social media expert, Melissa McConnell.

The Opening General Session will begin at 2:00 p.m. on Wednesday with 2022 AASA Superintendent of the Year, Dr. Curtis Cain sharing his "Update from the Field."

Wednesday afternoon will see the first round of breakout sessions followed by our "Dialogue with Education Commissioner, Dr. Margie Vandeven."

Wednesday evening be sure to attend the MASA Awards Banquet and Reception for Honorees.

Thursday will include a full day of breakout sessions, our annual luncheon featuring generational communications expert, Meagan Johnson. Ms Johnson will provide her presentation "Zap the Gap! Transforming Multi-Generational Teams."

Thursday evening members will enjoy the President's Reception followed by the popular MASA/MOSPRA "Fun Activity" including Texas Hold'em, a cornhole tournament, NCAA "March Madness" on the big screen, and time to unwind and spend time with colleagues. Friday morning will be the annual MASA Business Meeting, as well as insights into legislative action and the Success Ready Student Network.

Registration for the conference, the Aspiring Superintendents Session, and the pre-conference workshops are at masaoonline.org under "Conferences and Workshops."

**Download the Conference App!**

*The entire 2023 Spring MASA/ MOSPRA Conference will be available on the MASA app. You can read more about sessions and events, and add them to your phone's calendar. Download the app through Google Play or the Apple App Store.*



**Keynote Speakers**

**Wednesday Opening Session:**



MASA is pleased to have Rockwood School District Superintendent, **Dr. Curtis Cain**, kick-off the conference's Opening

Session. Dr. Cain, the AASA 2022 "Superintendent of the Year," will share his thoughts on the state of public education, covering everything from the challenges and trends he sees to the importance of setting distractions aside and focusing on the work in our classrooms, ensuring all students have the tools and support they need to be successful.

**Thursday Luncheon:**



Thursday's Lunch and General Session will feature bright, funny and "delightfully obnoxious" generational humorist, **Meagan**

**Johnson.** Unwilling to accept standard, by-the-book generalizations, Meagan tackles the generational challenges, myths and misunderstandings head on. Meagan demonstrates to audiences, through her own experience, research and program customization, that all generations have differences and strengths that go beyond mere age and appearance.





By Doug Hayter, MASA Executive Director

Foreword: Typically, the article I place in the quarterly "Spotlight" is directly related to the world of public education here in Missouri. Today's piece is quite different, but I wanted to share it with our members for two reasons. The experience I impart today has had a profound effect on me – it has validated many of my beliefs and it has further opened my eyes to the world in which we live. Secondly, there are times when I believe members would benefit by better understanding the people who serve them through this association – I hope that is the case with this article.

In November, I had the privilege to travel to the country of Israel. Israel has a population slightly under nine million, approximately the same size as Missouri and Arkansas combined. Geographically, it is approximately the size of the state of New Jersey. Despite its population and size, it has been and continues to be a focal point of the world. It is a primary location for three major religions (Christianity, Judaism, and Islam) and the dual Palestinian and Israeli occupation in locations such as the Gaza Strip, the West Bank, and the

## Journey to Israel: An Experience of a Lifetime

Golan Heights have centuries of history which play out on the world stage even today.

Upon arrival in Tel Avis, we spent two days in the southern Negev region staying in the town of Beersheba. Highlights there included visiting a model Bedouin community including a camel ride and visits to archaeological sites stressing the importance of water for hydration and ritual cleansing and the geographic location of cities to protect and defend themselves in the ancient world.

We then traveled north through Israel and experienced baptisms in the Jordan River, floating in the Dead Sea,



Bedouin Camel Rides

and a trip to Masada. It was quite emotional to experience baptism in the exact same water where Jesus was baptized. And if you are not familiar with the story of Masada and the

Roman army after the destruction of the Temple in Jerusalem in A.D. 70, this is your assignment to look it up and read that story.

We then spent several days in the northern town of Tiberias on the Sea of Galilee, a freshwater body of water which is actually a lake and also known as the Sea of Tiberias or Lake Gennesaret. We visited Capernaum, the home of Peter's mother and took a boat ride on the Sea of Galilee as we discussed the story recorded in Mark 4. Another very moving experience.

We spent our final days in the capital of Israel, Jerusalem. Highlights in Jerusalem included the Church of the Holy Sepulcher, the Mount of Olives, the Temple Mount, the Western or Wailing Wall, and the Old City. While in Jerusalem, we drove over to Bethlehem and visited the Church of the Nativity, which is in the West Bank. We passed through security checkpoints, but then as at other times, we never felt unsafe during our trip. A fortuitous

moment in Jerusalem is when I literally ran into Missouri Secretary of State Jay Ashcroft! I do not know him personally, but I introduced myself and we had a short conversation. It truly is a small world.

Soon, I am planning to schedule a time to invite anyone interested to join me for a Zoom PowerPoint presentation about the trip. We will make sure all of you have that information for any that might want to join us. Until then, let me close with this: from a historical, religious, and personal perspective, it was truly an experience of a lifetime. If you ever have the opportunity to go, you will be glad you did.



Group photo at the Temple Mount



## Open Enrollment, Personal Property Tax, Parents Bill of Rights Among Issues for 2023 Legislative Session



For the past few years, our annual look at key issues for the legislative session have revolved around charter school expansion, vouchers, and taxation changes, and while all three of these topics will doubtlessly be a part of the discussion in the halls of the Capitol, it appears that open enrollment and the Parents Bill of Rights will see significant debate.

### Open Enrollment

House Bill 253, filed by former superintendent of the Sedalia School District, Representative Brad Pollitt (R – Sedalia), will create open enrollment in Missouri. While the bill says it is a voluntary program, it should be known that it precludes a student from leaving their resident district. The bill is almost identical to Representative Pollitt's version filed last year.

### Bill to Eliminate Personal Property Tax

Many of you will recall the concept of eliminated personal property tax was part of the 2022 legislative session, but the bill was directed only at St. Charles County, this year, SB 8 applies to every

political subdivision in the state of Missouri. This means that every school district in the state of Missouri will be affected by this bill.

The bill seeks to do away with property taxes on all personal property in the state of Missouri. The bill would annually require growth in revenue from real property to result in a corresponding reduction in revenue from personal property.

The issue of property tax reform will receive significant consideration this legislative session given the rise in both real and personal property values over the last few years. According to our calculations, school districts collected just over \$1 billion in property tax revenue from personal property last year, meaning that a change of this magnitude could blow a significant hole in school district budgets at a time when teacher shortages and salaries are reaching a crisis level.

### Other Education-Related Bills

There are many other bills filed this year that will be of interest to education leaders. We expect Critical Race Theory, Transgender Participation in Athletics, Parents Bill of Rights, State Tax Cuts, Transportation Funding, Charter School Expansion, Vouchers, Teacher Pay Increases (including merit pay), and the Four-Day School Week all to be "in play" during the legislative session.

### Aspiring Superintendent Workshop March 22, 2023

Each year MASA offers opportunities for those interested in one day becoming a school superintendent. For many people, the starting point is the "Aspiring Superintendent Workshop." As in the past, this year's workshop will take place just prior to the start of the Spring Conference, Wednesday, March 22, 8:30 a.m. - 1:30 p.m. in the Seachase Room at the Lodge of Four Seasons, Lake Ozark, Missouri.

The workshop will include presentations on job expectations of the superintendent, contract issues,

and the superintendent application and interview process.

Previous participants have given the workshop excellent reviews and many of today's superintendents participated in the program.

MASA asks that current school leaders share this opportunity with members of their staff they believe have leadership capabilities.

To learn more and to register, go to www.MASAonline.org and view under the "Conferences and Workshops" tab.

Cost of the workshop is \$75 which includes lunch.

### STAY INFORMED! STAY ENGAGED!

The 2023 Legislative Session will require MASA members to stay informed and stay engaged with those who represent their districts at the Capitol Building. Those who represent the School Administrators Coalition will be working hard on your behalf, but nothing speaks louder to those in the House and Senate than you, your school board, your staff, your parents, and your community!

### Contribute to Better Schools for Missouri!

Better Schools for Missouri was formed as a way for supporters of public education to help elect candidates in Missouri who value quality public education.

We encourage MASA members to support the action committee. You may contribute and learn more at [www.betterschoolsformissouri.com](http://www.betterschoolsformissouri.com) or send an email to [betterschools@mcsa.org](mailto:betterschools@mcsa.org). You may reach us by phone at 573-638-2692.



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## MASA President's Report In Focus

by Brad Swofford, Superintendent, Branson School District



I hope you have experienced a tremendous start to your second semester. Each new calendar year brings resolutions and commitments for us to get back on track with something that we would like to see improved in our lives such as health, time management, or achieving new goals.

I am reminded of what my coaches would tell me, and what I hear coaches tell their athletes now when preparing for a game. "Focus, focus, focus" is used quite often in the competition arena, and also in our daily lives. Keeping the right frame of mind on the right work becomes difficult as our attention is turned in many directions. Likewise, when we hear things often enough, we start telling ourselves the

smaller things are important, thus taking our eyes off our mission.

It is no secret at our administrative meetings that I am a John Maxwell enthusiast. I like to use the works of Maxwell to challenge our leadership team and use his ideology to inspire growth and reflection. One specific story he shares regarding focus is the life of Tony Gwynn. Arguably the best hitter since Ted Williams, Gwynn showed tremendous focus on becoming the best hitter in baseball by using his strengths and minimizing his weaknesses. This is a

question we should ask ourselves: Do we spend more time trying to shore up our weaknesses rather than

building up our strengths? Maxwell recommends we should spend seventy percent of our time focusing on our strengths. Leadership expert Peter Drucker states, "The great mystery isn't that people do things badly but that they occasionally do a few things well." Your strengths are always specific; therefore, acknowledge and enhance them first.

Maxwell goes on to say that twenty-five percent of your time should be spent on new things. Growing and getting better requires us to step out of our comfort zone and learn new skills. As a superintendent, stepping

out to new areas may mean attending a conference that you have put off, talking to a trusted colleague for advice, or committing more time to your mission. In contrast, Maxwell suggests spending only five percent of your time on weaknesses. I am certain we all think about areas of weakness more than five percent, but what this boils down to is the ability to delegate or staff your weaknesses. We all have areas of opportunity and know there are others in your organization who thrive in your weaknesses. Utilize them, and give them praise and credit when they do good work. Having a prioritized focus on developing your strengths, minimizing your weaknesses, and hiring staff that will support and enhance your leadership is the formula to create a competitive advantage as a leader.

I wish you a safe and successful spring semester. Thank you for your continued focus on behalf of our wonderful students and educators in this great state.

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