

## End-of-Year Planning: Make the Most of Your Incoming Tax Revenue with MOSIP



Consider making a New Year's resolution to optimize your entity's interest earnings. With 2019 just around the corner, it is important to start thinking about your financial goals for the coming year, now. As your fall tax revenue starts coming in over the next several weeks, consider taking advantage of the high-quality, short-term investments offered by the Missouri Securities Investment Program (MOSIP).

Formed in 1991 to help school districts, municipalities and other political subdivisions meet their cash flow and investment needs, MOSIP provides investors with a customized approach to investing. Analyzing each participant's cash management and investment needs, MOSIP recommends solutions that seek to maximize safety, liquidity and yield while minimizing expenses. MOSIP's experienced team will work with your staff to develop the right approach based on your entity's goals.

Investment options offered through MOSIP are designed within applicable Missouri state law to include:

### 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 maximize income potential while maintaining safety, liquidity and yield.

### MOSIP Fixed-Term Investments

Fixed-rate investments are designed to build upon and complement a Participant's portfolio of investments. Participants can conveniently link their MOSIP Liquid Series account to the fixed-rate investment solutions

described as follows:

- **MOSIP Term Series:** Allows investors to lock in a competitive fixed rate of return for a specified time frame. Term investments are based on a pool of open-market securities similar to those invested in MOSIP Liquid Series and are matched to the dollar 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 AA Af by Fitch and AA Afk by Kroll.

- **Certificates of Deposit (CDs):** Through MOSIP's investment adviser, PFM Asset Management LLC (PFM), investors have access to Federal Deposit Insurance Corporation (FDIC) insured 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.

As a MOSIP investor, you also benefit from:

- A partnership with PFM, investment adviser to MOSIP for 23 years, and an independent firm and industry leader dedicated to providing objective investment advice to the public sector
- Same-day liquidity, for investment in the MOSIP Liquid Series, until 12:00 noon Central Time
- Dividends paid monthly at a competitive yield
- Unlimited transactions via wire, ACH or check
- Convenient online account management using our Easy Online Network (EON)

Let MOSIP help you work toward your investment financial goals in 2019. To learn more about the Program, please contact Trish Oppeau directly

at 314-619-1792 / oppeaut@pfm.com or Jason Glidden at 816-642-8552 / gliddenj@pfm.com. You can also call MOSIP's Client Services Group (CSG) at 1-877-MY-MOSIP option 3 (1-877-696-6747).

*The Liquid Series has received a AAAM rating from Standard & Poor's (S&P). S&P's fund ratings are based on analysis of credit quality, market price exposure and management. According to S&P'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 this rating is not a "market" rating or a recommendation to buy, hold or sell the securities. For a full description on rating methodology, visit S&P's website (<http://www.standardandpoors.com/ratings/funds-main/en/us>).*

*2 Effective March 2016, all new Term Series have received a rating of AA Af from Fitch Ratings ("Fitch") and a AA Afk rating from Kroll Bond Rating Agency ("Kroll"). The ratings reflect Fitch's and Kroll's 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. The Fitch AA Af rating indicates the highest underlying credit quality (or lowest vulnerability to default). The Kroll AA Afk rating is based on the credit quality of the underlying instruments that comprise the portfolio and is influenced by the results of a qualitative assessment of the investment adviser. 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 [www.fitchratings.com](http://www.fitchratings.com) and [www.krollratings.com/ratings/methodologies/rating-scales](http://www.krollratings.com/ratings/methodologies/rating-scales).*

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## Spring Conference, March 27-29

Featuring keynotist Joe Sanfelippo's "Changing the Narrative"

Be sure to register for the 2019 MASA/MOSPRA Spring Conference, March 27-29, at The Lodge of Four Seasons. The spring conference will provide attendees more than 40 breakout sessions on topics that include important legal issues, school finance, communications and public relations, innovative education practices and workforce development.

Up first on Wednesday, March 27, is a special preconference session with our afternoon keynote speaker, Dr. Joe Sanfelippo. Dr. Sanfelippo will provide insights and ready-to-implement methods for school districts to effectively develop and support their message. This



Joe Sanfelippo

preconference session will appeal to both MASA and MOSPRA members.

As noted, Dr. Sanfelippo will help launch the conference at the First General Session with a powerful, high-energy talk entitled "Changing the Narrative."

Wednesday afternoon will include several breakout sessions. The Exhibition Hall will be open Wednesday from 3:30 – 6:30 p.m. Wednesday night both MASA and MOSPRA will hold their respective receptions and banquets.

On Thursday, March 28, participants will have multiple professional development sessions from which to choose. The Exhibition Hall will be open throughout the morning. Thursday's Lunch and General Session is still being set. At this time we expect to have Governor Mike Parson with us and we will also hear from AASA President, Dr. Chris Gaines of the Mehlville School District. Thursday night everyone is invited to the MASA

Fun Event.

On Friday morning, the MASA Business Meeting will be held and MOSPRA will hold a special extended PR session.

Complete registration information, a program schedule, and a list of breakout sessions will be mailed to all members in January. Rooms at the Lodge will fill quickly so make your room reservations now. Just call 1-888-265-5500 and ask for the MASA meeting room rate.

Carry the Conference on your phone! Download the MASA App at either the Apple App Store or Google Play.



## Transparency matters. Who is serving as the fiduciary on your bond issues?

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December 2018

## Jeremy Tucker Named Superintendent of the Year



Dr. Jeremy Tucker and his wife, Becky

The Missouri Association of School Administrators named Dr. Jeremy Tucker, Superintendent of Liberty Public Schools, *Superintendent of the Year* during the annual MSBA/MASA Fall Conference held September 27-30, at Tan-Tar-A Resort, Osage Beach, Missouri.

MASA Executive Director, Doug Hayter, stated, "Dr. Tucker embodies so many of the qualities of a great school leader. His staff and community know that he is dedicated to a 'student-centered'

approach to education and other educational leaders in Missouri and across the country call on Dr. Tucker for his insights into the best ways to effectively guide the learning process in a school district."

Dr. Tucker is in his fifth year as Superintendent of the Liberty Public Schools in Liberty, Missouri. Under his leadership, the district embarked on a facility master planning process that resulted in the passage of a \$49 million no-tax increase bond issue with 82% voter approval. In 2017, Liberty Public

Schools was accepted into the Digital Promise League of Innovative Schools. Dr. Tucker was named as a recipient of the "20 to Watch" educators for 2016-2017 by the National School Boards Association.

Dr. Tucker shared that when he first started at Liberty, his entry plan centered around the question, "What does it mean to be learner-centered?" Through a series of listening and

learning interviews, district leadership team meetings, and community engagement, the district established its Vision Priorities including: relationships, informed decision making, personalization, learner agency, and growth mindset. The district continues to follow these priorities.

Prior to arriving in Liberty, Dr. Tucker served as Superintendent, High School Principal, Teacher, and Coach in the Logan-Rogersville School District in Rogersville, Missouri. His first position in school administration was in the Dallas County School District in Buffalo, Missouri, where he served as a High School Assistant Principal. He earned a Bachelor's Degree in History from Evangel University, Master's Degree in Education Administration from Southwest Baptist University, and a Doctoral Degree in Educational Leadership from Saint Louis University. Although born in Missouri, Dr. Tucker spent 12 years overseas with stays in France, Togo, and Burkina Faso.

Dr. Tucker will be recognized during the AASA National Conference on Education in Los Angeles in February 2019 for his state selection.

of the Year, Dr. Jeremy Tucker, will be recognized during the first general session on Thursday, February 14.

Registration and more information is available at [www.aasa.org](http://www.aasa.org). Contact the MASA Office for information on the Missouri Housing Block at the J.W. Marriott Los Angeles Hotel.

There is no cost to attend either event and spouses are invited to attend.

The 2019 Missouri Superintendent

LEAD • DEVELOP • SUPPORT



By Doug Hayter, MASA Executive Director

As part of MASA's Executive Committee meetings, I like to have a "Two-Minute Drill" that allows members to share their thoughts on a variety of topics. At our November 16th meeting in light of Thanksgiving and the upcoming holidays, I asked them who they were thankful for -- and who inspired them -- in their role as educators. The responses we heard were incredibly heartfelt. Rather than posting quotes, let me give you an idea of the conversation.

Parents are our first teachers, and it was not surprising that many shared

## 'Tis the Season for Thankfulness

that their mother or father (or both) had played a major role in the decision to become an educator.

- A mother who shared, "Love your students, especially those who are harder to love, because they need it the most."
- A mother who didn't start teaching until she was in her 40s, but now in her 90s continues to teach her son and others life lessons.
- Two people noted that their fathers did not finish high school, yet they considered them among the smartest people they knew. Those fathers understood life and while they didn't have as much formal education, they were life-long learners. They taught and inspired in the very best way -- they were models to their children.

I would hazard to say that all of us in this profession have had a teacher (or several teachers) whose dedication to young people inspired us. In many cases, we go into teaching with hopes that we can emulate the qualities of those who taught us.

- A second grade teacher who realized her student couldn't read. Knowing that his parents worked late, she would drive him home and sit at the

kitchen table teaching him to read.

- A high school math teacher who volunteered to "re-teach" his former student (now in college) so the young man could pass a required class to continue his education.
- A college professor who laid out the basic tenets of working hard, doing the right thing, and keeping matters in perspective.

As I said, it was a remarkable, thoughtful and even emotional 30-minute discussion, and as we neared the conclusion, Curtis Cain of Wentzville said, "This is what keeps me staying in the fight -- this conversation!" It was a sentiment shared by all.

So, who are you thankful for? Who lit the fire for you to choose to work with young people? Who inspired you to do your best and to find your place in the field of education? As you think about these people, may I make a suggestion? Contact them and let them know that they made a difference.

May you all enjoy your holidays surrounded by family and friends.

Merry Christmas!

Doug

### MASA Executive Committee

President..... Ken Eaton  
 President-Elect .....Mark Penny  
 Secretary ..... Susan Crooks  
 Treasurer ..... Curtis Cain  
 Past President .....Allan Markley

### District Representatives

Northwest ..... Roger Schmitz  
 Gr. Kansas City .....Michael Reik  
 West Central .....Jamie Burkhart  
 Southwest ..... Richard Asbil  
 South Central ..... Kyle Kruse  
 Southeast ..... Chris Wilson  
 Gr. St. Louis ..... Eric Knost  
 Northeast ..... Tracy Bottoms



### MASA Business Associate Members

The following companies and organizations have joined MASA as Business Associate Members for 2018-2019. Please consider these companies when your district is making purchases or seeking professional assistance. MASA has established a link to the websites of most of these businesses at www.masaonline.org. (Choose the Business/Associate Members tab.)

- ACI Boland Architects
- AdvancED
- American Boiler & Mechanical
- American Digital Security
- American Fidelity Assurance Company
- Apple Computer
- Architects Alliance (The)
- Arthur J Gallagher & Co (MET)
- Arthur J Gallagher & Company
- Blackboard Inc.
- Boehne Financial Group
- Buckeye International Inc
- Care to Learn
- CBIZ Benefits & Insurance Services Inc
- Central Bank
- CGA Architects (Corner Greer & Assoc, Inc)
- Claim Care Inc
- Commenco Inc
- Commerce Trust Company
- Common Goal Systems, Inc
- Converged Technology Solutions
- CR2 Engineering
- CTS Group
- Curriculum Associates
- Dake Wells Architecture
- Dickinson Hussman Architects
- DLR Group
- EdCounsel LLC
- Educational Consulting Services
- EducationPlus
- EduOptimus
- ERate Program LLC
- Facility Solutions Group
- Federal Protection Inc
- FGM Architects
- FieldTurf USA, Inc.
- First State Community Bank / FS Leasing, LLC
- Fisher Tracks Inc
- Flexible Educators
- Forecast5 Analytics Inc
- Forrest T. Jones & Co.
- Foundation for Educational Services SOCS
- Gabbart Communications
- George K. Baum & Company
- Gilmore & Bell PC
- GRP Mechanical Company Inc
- Guin Mundorf LLC
- Holland Construction Services Inc
- Hollis + Miller Architects
- Horace Mann
- Houghton Mifflin Harcourt-The Learning Company
- HTK Architects
- Imagine Learning Inc
- IMS LLC
- incite Design Studio LLC
- Inter-State Studio & Publishing Co.
- Ittner Architects Inc.
- J W Terrill
- JMO Modular LLC

- K12itc
- Kiefer U.S.A.
- KPM CPAs & Advisors
- L. J. Hart & Co.
- Larry Smith - KidGuard Insurance
- Lunchtime Solutions Inc
- MarketVolt
- McCownGordon Construction
- McKinstry
- Mercer
- Mickes O'Toole LLC
- Midwest Card & ID Solutions LLC
- Midwest Computech
- Midwest Transit Equipment
- Missouri Equipment Leasing Inc.
- Mercer
- Missouri Health & Educ. Facilities Authority
- Missouri Propane Education & Research Council (MOPERC)
- Missouri United School Insurance Council (MUSIC)
- MO Retired Teachers Assn & Public School Personnel
- MOREnet
- Musco Sports Lighting
- Nabholz Construction
- Navitas
- Neapolitan Labs
- Nevont
- Northwest Evaluation Association (NWEA)
- Opaa! Food Management
- Paragon Architecture Inc
- Penmac Education Staffing
- PFM Asset Management LLC - MOSIP
- Piper Jaffray
- Porter Berendzen & Associates PC
- Presentation Solutions, Inc.
- Quality Network Solutions
- Red Hot Teaching LLC
- S. M. Wilson & Co.
- Sapp Design Architects
- Scantron
- Schneider Electric
- Select Imaging
- Show-Me Curriculum Administrators Assoc.
- Simply Bright Ideas, Inc
- Socket Telecom
- Software Unlimited Inc
- Southern Bus & Mobility
- Spectrum Enterprise
- St Louis Electrical Connection
- STARS School Services
- Stifel
- Techline Sports Lighting
- Thomas McGee Group
- Thomeczek & Brink LLC
- Trane U.S. Inc.
- Tueth Keeney Cooper Mohan & Jackstadt PC
- Turf Etc LLC DBA Synlawn
- Tyler Technologies
- Wagner Portrait Group
- West Interactive Services Corp (SchoolMessenger)

## MASA President's Report

# Support? We still have it, but it's just often quiet.

Ken Eaton, Superintendent, Mound City School District



was a deacon at the church and an all-around hard-working man, received a message to show up at a meeting at the school that evening.

When it came time, my dad loaded the family up in the truck, and we headed to the school. It was a school board meeting at which about 250 patrons were seated in the crowd. The president called the meeting to order and began with input from patrons. It quickly turned south and voices raised questions about certain teachers who needed to be fired. After five minutes of the controlled chaos, my dad stood up, and the president quickly called on him to speak. Dad was embarrassed because he did not intend on speaking-- he was just getting up to leave! He said to my mom, "Come on, Jo. Let's go. We didn't come to get anyone fired. We support this school and won't be a part of any witch-hunt." He never envisioned being a leader, but when we got to the truck, I turned around and saw at least a hundred people walking out behind us.

My parents, like many or all of you, had that similar view of public education when we were in school. We still have many, many patrons/parents who hold our local schools and employees in high regard. My view is that the methods of complaining are more complex now and seem to reach higher decibel levels because it is easy to send a message anonymously behind a computer screen.

Internal support is critical. With that

said, our office professionals definitely deserve a shout out for taking care of us and covering our backside. Last year my secretary/bookkeeper retired after 44 years in the education business. Our office is right inside the front doors, so she was the first face people saw upon entering. She was so kind and helpful even though she didn't really have time to be a greeter. Being located right on busy Interstate 29, we have an overabundance of salespeople who cold call. She was the master at running them off with a smile. I'm convinced they didn't realize how they were kicked out of the building until several miles down the road. When she drummed up enough nerve to tell me that she was going to retire, I simply said, "Geez, people just don't commit to anything anymore. If you can't go fifty years, why even start?" We hugged, laughed, and even cried a bit. When you spend more time with a co-worker than you do your own family, you can grow to be very good friends. I miss her, but she is having a great time in retirement. My new office assistant is awesome as well. She is learning the job at a freaky fast pace, and we laugh at the same rate as the old days. Please take time to care for those that take care of you!

Faculty/staff members work hard for their students, because of the culture that is built and their unending desire to make a difference. Leadership makes this happen. When people do their jobs well, they are supporting the system.

Students...Here is a source that we don't think of as support. The vast majority of them show up, work hard, don't complain, go home, and do it all again the next day. They would not or could not do that schedule without you as leaders doing your part. With the grind of "stuff" we have to do in our jobs, every once in a while take time to get out and give an "atta boy" or "atta girl" to kids in your buildings. After all, we could be working for

them some day. I would have been a lot nicer to our School Board President when he was a student, had I known this information fifteen years ago!

Family---most important support! Over the years I have unknowingly taken advantage of the support my family has given me. Coming home after a tough day and not being a good husband/dad was not part of my plan. Sometimes I wasn't or even aware that I was carrying office baggage through the front door. Looking back, I should have explained why I was disengaged or at least not cognizant of their needs on occasion. Often times we can't talk to anyone about situations involving work. Try to at least mention to the family that today was rough, but tonight will be great. Let's face it, nobody is going to do our work for us, so remember it will be there tomorrow-- enjoy the family tonight! We have all heard, don't bring your work troubles home. That is so easy to say and extremely difficult to do. If you keep a fresh frame of mind and an acute awareness of that, you at least give yourself a chance to keep work out of the house. Please take care of your family...after all, they will still be there when your career has come and gone. "I wish I had worked more," said no school administrator ever.

The quiet support is from the many that completely trust us to do our jobs they pay us to do. So remember that just because you don't hear much of it, the support is still there. Seek out those people for input, because you will get plenty of ideas from negative sources on social media.....only if you choose to travel that path!

