

## PSBA Slate of Candidates for 2017

This slate is provided for informational purposes only. All voting takes place online. Each member school entity's board secretary has received additional information on the voting procedures. Visit [www.psba.org/elections](http://www.psba.org/elections) for more details on each candidate, including photos and videos.

\* The Leadership Development Committee may, by majority vote, determine that one or more candidates for any elected position will be designated on the ballot as a candidate the Leadership Development Committee considers to be highly qualified. (PSBA Bylaws, Section 5 C – Nominations). *Please note, this designation does not apply to individuals running for PSBA Insurance Trust positions.*

### **President Elect** (one-year term)

- Michael Faccinetto\*, Bethlehem Area SD (Northampton Co.)

#### **Biography/Statement**

Hello, my name is Michael Faccinetto, and I am running for President Elect. I am a member of the Bethlehem Area School District (BASD) Board serving in my second term. I have held various leadership roles within the board and our joint vocational technical school. I serve as the negotiator for the board for the past 6 years overseeing six collective bargaining agreements as well as the HR Committee Chair. I am the past president and vice president of the Vo-Tech Board which is a collaboration of three districts. Currently, I am in my fifth year as the BASD board president having been elected unanimously each time.

I am currently serving as your 2016 Vice President, and was previously the Eastern At-Large Representative, Region 8 Director and Assistant Regional Director. I am currently chairing the Platform Committee and have previously chaired the Future of Membership Task Force and Policy Review Committee, and was part of the bi-laws committee in 2013, the platform committee in 2014, Legislative Advocacy Day, and a multiple year attendee of the October Leadership Conference.

In my professional life I am a licensed Insurance Agent in Bethlehem for the past 16 years. I take pride in providing my customers with not only personal service, but an understanding of their needs. I value my local community and volunteer with several organizations to make Bethlehem a better place. I am an active volunteer and executive board member of the Minsi Trails Council, BSA. I have served and presented on several different committees during the development of 2 separate strategic plans for the council. As a founding member of the West Broad Street Business Association in Bethlehem I worked with 3 other business owners to launch our organization. We worked closely with the City of Bethlehem to highlight the businesses of the West Broad Street neighborhood. I am married to my wife Amy for 12 years and have 3 great children. Somewhere in all of this I find time to train for and run marathons.

I feel all aspects of my community service from the Boy Scouts to the West Broad Street Business Association to work in my church illustrate my dedication to the community. My work with any of these organizations has helped prepare me for statewide service to the PSBA. However, my 5 years as president of the BASD Board has prepared me the most. Bethlehem is the 6th largest district in PA and encompasses the City of Bethlehem and surrounding townships. We educate over 14,000 students daily, employ over 2,000 people including 1050 teachers, log 7000 miles a day on our buses, and operate 22 school buildings. We are a busy board and have a very active community. To have had the privilege to serve as president for 5 consecutive terms in my 7 years on the board is humbling. I believe it is a testament to my ability to build a consensus, involve everyone, and respect differing opinions. All of which will help me serve PSBA.

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**Vice President (one-year term)**

- David Hutchinson\*, State College SD (Centre Co.)

**Biography/Statement**

Within my passion for public education, I have three areas of interest that I see as being particularly well-aligned with the mission of our organization and my potential role as PSBA Vice-President.

First, I believe in the importance of good governance and professional development for school board members. This has always been a strength of PSBA, but I believe there is more that we can do. The public must know that we stand for good governance.

Second: advocacy, which is becoming an increasingly important part of our mission. We must take better advantage of the fact that school board members are uniquely positioned to advocate for good education policy because we see the results first-hand. As a non-partisan organization, PSBA should become the ‘educator-in-chief’ on the potential impact of education legislation and policy.

Third: education must continue to change if we are to equip this generation of students to take their place as citizens in a rapidly-changing society. PSBA is also well-positioned to show what a modern education could and should look like – which has little resemblance to what most of us experienced when we attended school. If we are to ask the public to support public education, they have to know what it is they are supporting.

As leaders in our local communities, we can help the public engage on these issues. In my years of experience with the Public Issues Forum, I have found that the public is able to speak with a clear voice when given the opportunity to do so. Our forums are attended by a broad cross-section of citizens, including many of our students, so it has the added benefit of helping to develop their citizenship skills.

Finally, as a member of the National School Climate Council, I would like to see PSBA promote the value of creating school environments in which every student, teacher and parent feels respected and engaged, and share in the responsibility of creating cultures of learning. I see school climate as central to every effort to improve our schools.

**Biography:**

- State College Area School Board: 2003-present; PSBA/ Legislative Liaison, 2007-present
- PSBA: Central At-large representative to the Governing Board, 2015-present
  - Evaluation committee, 2012-2013; 2016; chair, 2013
  - Co-facilitator, ESSA Study Group on Charter schools, 2016
  - Audit review committee, chair, 2016
  - Region 4 Director, 2011-2014
  - Board of Directors, 2011-2013; RDCC, 2014
  - Platform committee, 2011-2013
  - Centre/Clinton county Legislative Coordinator, 2008-2011
  - Presentation to Student Delegate Program, October, 2007
- FRN delegate, 2007-2010
- Jan., 2008: Testified before State Board of Education on GCA (Keystone exams) proposal
- National School Climate Council, 2011-present; Standards Review committee, 2010

**Community leadership:**

- Public Issues Forum of Centre County, 2003-present; chair, 2007-present
  - Teacher Institute on Deliberation in the Classroom, 2010-2013, 2016
  - Issue forums on 21<sup>st</sup>-century education, 2008, 2009; Standardized Testing, 2014
    - “Let’s Talk About Race – For a Change”, 2016
- Numerous Centre Daily Times op-eds, blog, Twitter and Facebook postings (“The Hijacking of the Charter School Movement”. 2014)

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**Education:**

- Penn State University: B.A., 1975; M.B.A., 1984
- Kettering Foundation Leadership Training (UPenn), 2004

**Central At Large** (three-year term)

Includes Regions 4, 5, 6, 9, 12

No one is running for this seat. According to Article III, Section 4 of PSBA Bylaws, this will be addressed by the 2017 Governing Board when the vacancy officially commences Jan. 1, 2017.

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## PSBA Insurance Trust

Member school entities also are asked to vote for open trustee positions on the PSBA Insurance Trust board. There are currently five seats open and five candidates. A school entity can vote for up to five individuals.

### Trustee (term ends Dec. 31, 2018)

- William S. LaCoff (Owen J. Roberts SD), PSBA Immediate Past President

**LaCoff** is a past president of the school board of **Owen J. Roberts SD (Chester Co.)** where he had been a member since 1995. Prior to retirement, he was employed in various aspects of the real estate industry as a mortgage broker, an agent and a property manager. He previously served as president of PSBA in 2007, and currently serves as a PSBA liaison and member of the Federal Relations Network. Additionally, he has experience as a region leader, president of the Insurance Trust and a trustee of the Pennsylvania School District Liquid Asset Fund. He is a member of the Chester County School Boards Legislative Council. LaCoff holds a bachelor's degree from Villanova University, where he also completed graduate training in English. He completed graduate training in business at Temple University. LaCoff also is a board member of Historic Yellow Springs, a nonprofit organization focused on art, culture and the environment. He and his wife, Anita, have five grown children, six grandchildren and one great-grandson.

### Trustee (term ends Dec. 31, 2019)

- Kathy K. Swope (Lewisburg SD), PSBA President

**Swope**, a PSBA Master School Board Director, has been a member of the **Lewisburg Area School Board (Union Co.)** since 1999, serving as president since 2007. She served as vice president from 2001-07. Since 2008, she has been a member of PSBA's Governing Board, serving six years as Susquehanna River Region 6 director and one year as an at-large representative (Central). She was the chair of the PSBA Regional Directors Coordinating Council Transition Team in 2013. She is a member of the NSBA Federal Relations Network and the PSBA Charter School Legislation Advisory workgroup. Swope is a member of the Early Learning Investment Committee of Susquehanna River Valley and chair of their Strategic Planning Committee. In 2014, she served as chair of the PSBA Evaluation Committee, and in the past has been a member of the PSBA Legislative Platform, Bylaws, and Policy committees.

- Mark B. Miller (Centennial SD), PSBA President-Elect

**Mark B. Miller** is a School Director with **Centennial SD (Bucks Co.)** and 2014 Allwein Advocacy Award recipient. He currently chairs the PSBA Governance Committee. Previously he served PSBA as liaison, ARD, Region Director, first and second vice president, and chaired the Legislative Platform Committee (2015 & 2013), PSBA EdPAC, Career & Technical Education Task Force, Technology Committee, and; Region Action Plan Committee. He has represented PSBA with affiliates including PASBO, PACTA, SNAP and PETE&C. In addition to his service to PSBA, Mark is co-chair of Keystone State Education Coalition and on the Board of Network for Public Education ([www.networkforpubliceducation.org](http://www.networkforpubliceducation.org)) and was a charter member of NSBA's Partnership Council. He has provided testimony to various House and Senate committees and before the Special Education Funding Commission. He is a Federal Relations Network delegate since 2009. In 2013, he toured various school districts with NSBA's Technology Leadership Network. Professionally, Mark is a marketing consultant and artist manager representing various award winning artists since 1984 including The Jacksons, Whitney Houston, Madonna, Cyndi Lauper, Sade and Restless Heart. He represents three movie studios and major product goods companies like Kellogg and Wyeth-Ayerst Laboratories. He is managing partner of Journey Publications, LLC and formerly the

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vice president of Education Technology for NIXLE. Mark received his public education at Ethan Allen (K-8) Elementary School and Central High School of Philadelphia, before attending Peirce College, Philadelphia College of Textiles and Science, and; Temple University.

**Trustee (term ends Dec. 31, 2017)**

- Marianne L. Neel (West Jefferson Hills SD), PSBA Past President

Biography not provided by candidate at the time of this printing. Please visit [www.psba.org/elections](http://www.psba.org/elections) for updates.

- Michael Faccinnetto (Bethlehem Area SD), PSBA Vice President

**Faccinnetto**, a PSBA Master School Board Director, has been a member of the **Bethlehem Area School Board (Northampton Co.)** since 2009, serving as president since 2011. Additionally he serves as negotiations chair and is a former Human Resources Committee chair. He is the past president and vice president of the Bethlehem Area Vo-Tech Board, which is a collaboration of three school districts. An active participant in PSBA, he is the past Region 8 director and a past assistant regional director. He has chaired the Policy Committee and the Future of Membership Taskforce as well as serving on the Bylaws and Platform committees. Faccinnetto has been a licensed insurance agent in Pennsylvania for the past 15 years. He has a Bachelor of Science in insurance from Penn State University. Active in his community, he dedicates time to the West Broad Street Business Association and Bethlehem Area Education Foundation, serves on the executive Board of the Minsi Trails Council, is involved with Boy Scouts of America and is an Eagle Scout. He also is an avid runner and marathoner. He and his wife, Amy, live in Bethlehem with their three children: Cole (8), Sydney (5), and Owen (4).