

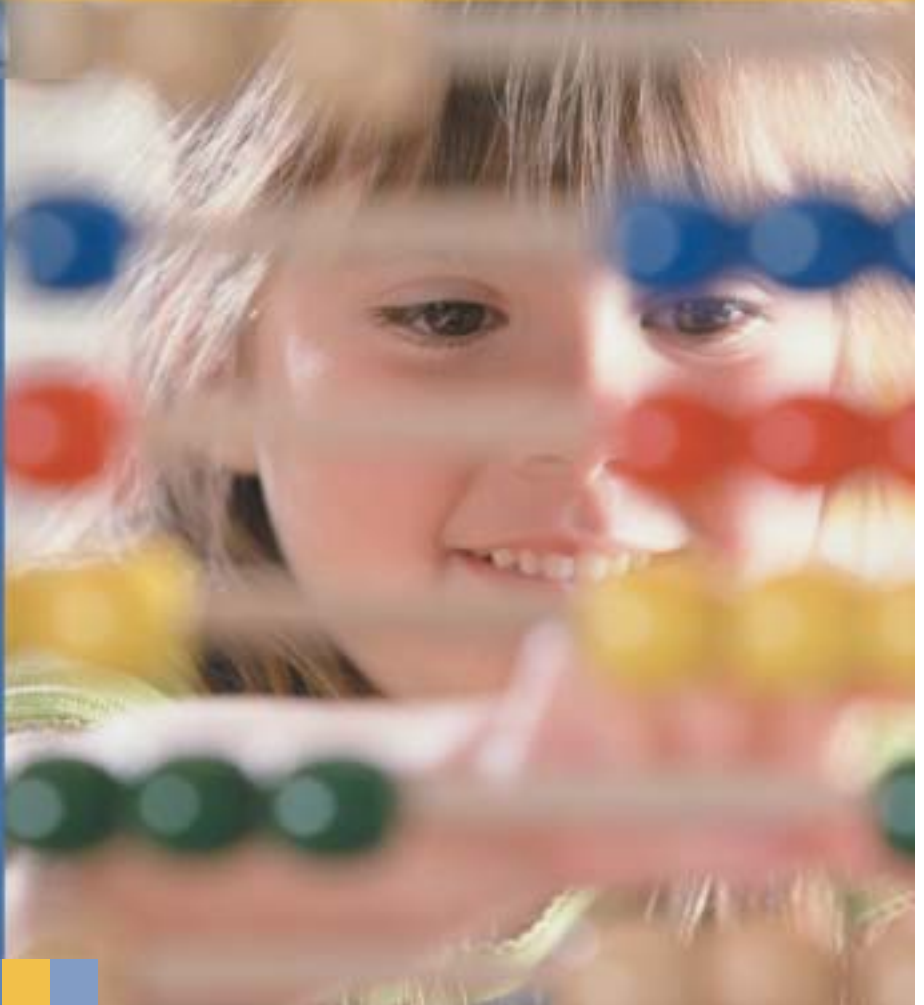
great schools

SERVICES 2003 - 2004

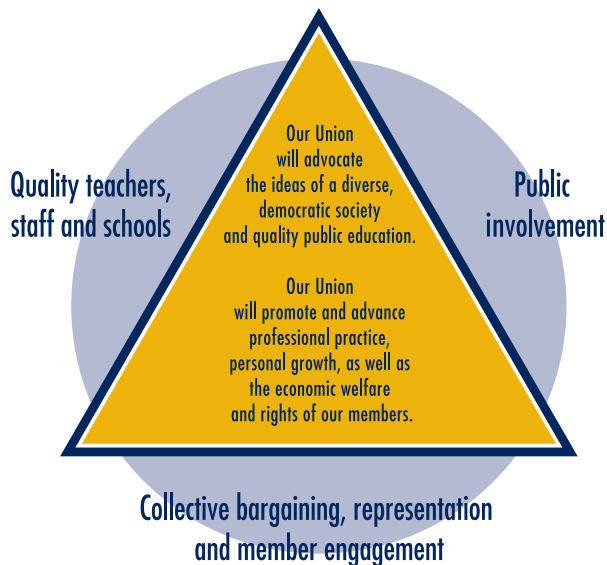
# Member



The logo for the Wisconsin Education Association Council (WEAC). It features a circular emblem with "WISCONSIN EDUCATION" at the top and "ASSOCIATION COUNCIL" at the bottom. In the center, "WEAC" is written in large, bold letters. Below the emblem, the slogan "EVERY KID DESERVES A GREAT SCHOOL" is written in a smaller font, with "an NEA affiliate" in a very small font at the bottom.



# Mission STATEMENT



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## WELCOME TO THE WISCONSIN EDUCATION ASSOCIATION COUNCIL!

WEAC members work hard every day, educating our children in great schools that benefit everyone who lives and works in Wisconsin. WEAC staff and leaders also work hard to serve WEAC members.

When WEAC began organizing members in the late 1960s and early 1970s, Wisconsin's schools had no set standards and many members qualified for food stamps and had no health insurance.

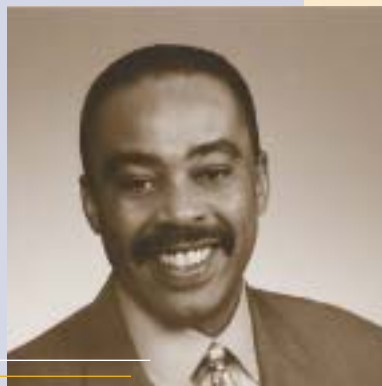
From those humble beginnings, Wisconsin's public schools have become some of the best in the world, scoring first or second in the nation on the ACT college entrance exam for 13 years running and recording one of the lowest high school dropout rates every year. WEAC has now grown to more than 96,000 members, and includes Wisconsin public school teachers and education support professionals, retirees, technical college employees, state employees and student teachers.

Wisconsin's great schools are among the best because they have great teachers and staff practicing their professions in classrooms that work. The improvements for Wisconsin's schools and education professions have not happened by accident or chance. They happened because generations of WEAC members made them happen.

The strength of WEAC lies in the efforts of members working together to accomplish common goals. While looking through this booklet, you will see that members, working through their local associations and UniServ units, direct WEAC.

I hope you will take advantage of the many services and benefits that are made possible through the collective strength of our members. I also hope you will become active in our organization, at the state, UniServ and local level, because active members are the heart of our organization.

Stan Johnson  
WEAC President



# WHAT IS WEAC?



## WHO ARE ITS MEMBERS?

WEAC membership includes:

- 68,000 teachers, counselors and library media specialists in public K-12 schools.
- 16,700 education support professionals—secretaries, teacher aides, bus drivers, custodians, cooks—employed in public K-12 schools.
- 3,200 faculty and support staff in the Wisconsin Technical College System.
- 5,900 active retired members.
- 1,700 university students who are studying to be educators.
- 800 education and information professionals who are employed by the state and work in the Department of Public Instruction, Wisconsin Technical College System, State Historical Society, at other state schools and libraries, and in state prisons and other institutions, including the Centers for the Developmentally Disabled.
- 20 academic staff employees in the University of Wisconsin System.

## WHAT IS WEAC'S HISTORY?

WEAC began as a statewide educational organization in 1853. For more than 100 years, membership included teachers and administrators. In the 1960s, following passage of a collective bargaining law for public employees, the Wisconsin Education Association evolved into a pro-active teachers union and in 1972 changed its name to the Wisconsin Education Association Council. It was involved in many teacher strikes during the late 1960s and 1970s. Following the bitter 1974 Hortonville teachers strike in which all 84 teachers were fired, the Legislature passed the mediation-arbitration law, creating a system for resolving contract disputes without strikes. In 1993, the Wisconsin Legislature passed laws that weakened educators' collective bargaining rights. Labor strife has returned to many communities. In the 1980s and early 1990s, WEAC expanded its membership to education support staff, as well as UW, technical college and State of Wisconsin education and information professionals. WEAC is one of the fastest growing state-level associations in the United States.



*The Wisconsin Education Association Council represents the public policy, labor and professional interests of its 96,000 members. WEAC is a strong voice for its members and for the 800,000 children in Wisconsin public schools.*

## UniServ Offices

UniServ / Urban Local	Phone #	Toll Free #
Bayland	.920-496-2440	800-472-5582
Capital Area UniServ – North	.608-255-2400	800-397-2287
Capital Area UniServ – South	.608-838-2261	800-728-2287
Cedar Lake United Educators	.262-338-6128	800-924-1017
Central Wis. UniServ Council	.715-693-1740	800-472-0010
Coulee Region United Educators	.608-781-1234	800-753-0987
Council #1/State Professional Ed. & Info. Council	.608-256-4730	800-853-4730
Council #10	.262-789-6000	800-403-5842
Eau Claire Association of Educators	.715-835-1916	
Green Bay Education Association	.920-468-4232	
Kenosha Education Association	.262-654-2127	800-236-2127
Kettle Moraine UniServ Council	.920-565-2913	
Lakewood UniServ Council	.262-789-6000	800-403-5843
Madison Teachers Inc.	.608-257-0491	
Milwaukee Teachers' Education Association	.414-259-1990	
North Shore United Educators	.262-789-6000	800-403-5844
Northern Tier UniServ	.715-369-2222	800-367-4901
Northern Tier UniServ – West	.715-634-2180	800-390-6007
Northwest United Educators	.715-234-7049	800-472-6711
Racine Education Association	.262-632-6181	
Rock Valley United Teachers	.608-756-0386	800-354-1843
South Central Education Association	.608-356-2321	
South West Education Association	.608-348-2234	800-346-7932
Southern Lakes United Educators	.262-763-8423	888-225-7583
Three Rivers United Educators	.608-742-7147	800-845-6745
TriWauk UniServ Council	.262-789-6000	800-403-5845
United Northeast Educators	.920-496-2440	800-472-5582
United Technical College Council	.920-699-3266	888-412-3266
WEAC – Fox Valley	.920-731-1369	
West Central Education Association	.715-235-6808	800-472-6801
West Suburban Council	.262-789-6000	800-403-5846
WinnebagoLand UniServ	.920-923-2493	800-236-9887

### The UniServ System

A UniServ (short for Unified Services) is the regional association. The Arcadia Education Association, for example, is affiliated with Coulee Region United Educators (CRUE), which is based in La Crosse. The UniServ assists locals in bargaining, political action, public relations and many other areas.

A UniServ unit is a group of local associations, in the same geographic region, whose combined membership generally totals between 1,200 and 1,500. Each UniServ unit—in financial partnership with WEAC and the NEA—hires its own staff to assist locals in collective bargaining, member rights, public relations, professional development, political action, and other areas. Each of the 34 units has its own governance, with members electing officers. Major policy and spending decisions are made at WEAC's annual Representative Assembly. UniServs elect one representative for every 1,500 members to serve on the WEAC Board of Directors. Five large locals serve as their own UniServ units—Milwaukee, Madison, Racine, Kenosha, and Green Bay.

### HOW DO I JOIN?

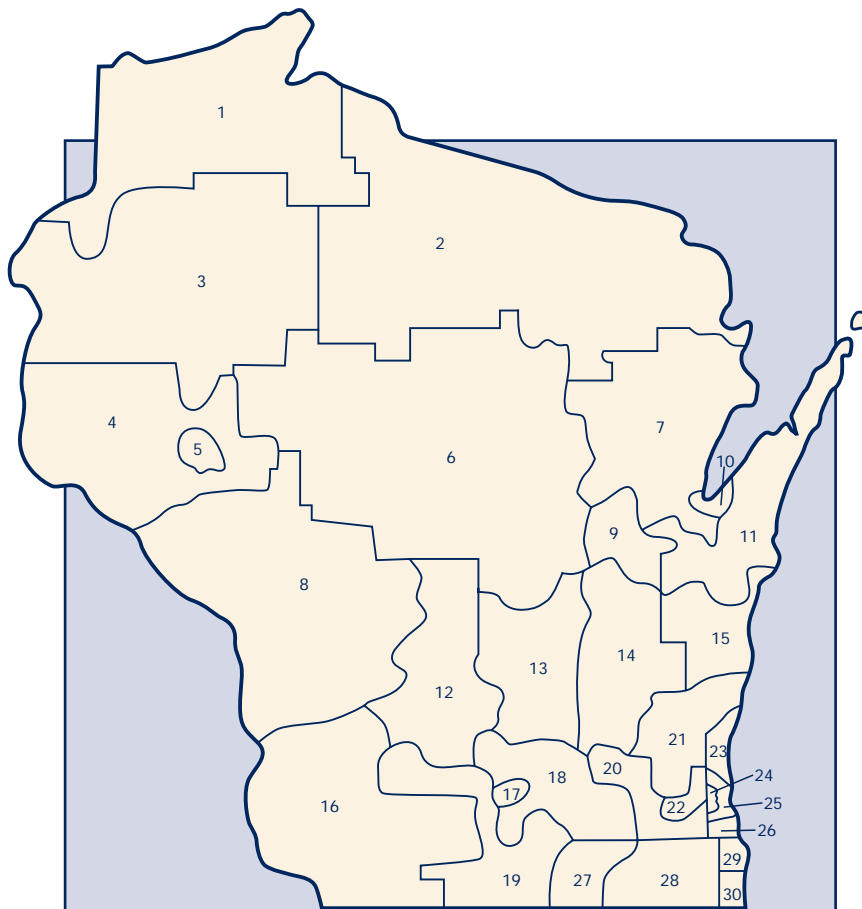
You must complete an enrollment form, which is distributed by members of your local association. These forms are frequently distributed at special local meetings for new members or through building representatives.

### HOW IS WEAC STRUCTURED?

Members belong to:

#### The Local Association

The local association (for example, the Arcadia Education Association) is the primary membership unit and deals with issues that directly affect the compensation, working conditions and professional interests of members. The local bargains a contract with its employer. Locals also carry out a broad range of professional and community relations programs. WEAC has 650 local affiliates.



### WEAC/NEA Units

- |  |   |
|--|---|
| 1 Northern Tier UniServ – West         | 17 Madison Teachers Incorporated                |
| 2 Northern Tier UniServ                | 18 Capital Area UniServ - North                 |
| 3 Northwest United Educators           | 19 Capital Area UniServ - South                 |
| 4 West Central Education Association   | 20 Lakewood UniServ Council                     |
| 5 Eau Claire Association of Educators  | 21 Cedar Lake United Educators                  |
| 6 Central Wisconsin UniServ Council    | 22 TriWauk UniServ Council                      |
| 7 United Northeast Educators           | 23 North Shore United Educators                 |
| 8 Coulee Region United Educators       | 24 West Suburban Council                        |
| 9 WEAC – Fox Valley                    | 25 Milwaukee Teachers' Education Association    |
| 10 Green Bay Education Association     | 26 Council #10                                  |
| 11 Bayland                             | 27 Rock Valley United Teachers                  |
| 12 South Central Education Association | 28 Southern Lakes United Educators              |
| 13 Three Rivers United Educators       | 29 Racine Education Association                 |
| 14 WinnebagoLand UniServ               | 30 Kenosha Education Association                |
| 15 Kettle Moraine UniServ Council      | 31 Council #1 (Statewide)                       |
| 16 South West Education Association    | 32 United Technical College Council (Statewide) |

### WEAC

WEAC is the state-level association. Members run WEAC through an annual Representative Assembly and a 64-member elected board of directors that meets at least eight times a year. Each local is entitled to one delegate to the Representative Assembly for every 50 members. At the Representative Assembly, about 1,000 delegates make major policy decisions and adopt a budget. RA delegates elect WEAC officers, including the full-time president. The WEAC president oversees policy implementation on a daily basis and is WEAC's chief spokesperson. Currently, Stan Johnson, a teacher from Stoughton, is serving his third year as president. WEAC staff members, under the direction of the executive director, carry out the policies of the organization on a day-to-day basis. WEAC staff members work in five program centers: Executive/Governance; the Office of General Counsel; the Center for Business Administration and Resource Operations; the Center for Collective Bargaining; Advocacy and Affiliate Relations; and the Center for Public Affairs. Within each center are program campuses. Members are involved directly in decisions.

## NEA

The National Education Association, based in Washington, D.C., is America's oldest and largest organization committed to advancing the cause of public education. Founded in 1857, the NEA now has more than 2.7 million members who work at every level of education, from preschool to university graduate programs. NEA's work ranges from coordinating innovative projects to restructuring how learning takes place to fighting congressional attempts to privatize public education. The NEA, governed through an elected Representative Assembly, provides national research and bargaining support, legal support, political action and lobbying services, and a vast library of books, brochures, pamphlets, videos and other communications services on professional and educational issues. Among the services it offers are on-the-job liability insurance, a monthly member newspaper, computer support, and professional development opportunities.



## United Education Profession

Each level sets its own dues and determines how best to serve its members. Collectively, they are the United Education Profession. Members also are represented internationally by the NEA through Education International, a worldwide coalition of education organizations.





*As a WEAC/NEA member, you are entitled to participate in a variety of special high-quality insurance, finance and consumer programs.*

*These programs and services are offered through the WEA Trust, the WEA Credit Union, the WEAC Member Benefits office, and the NEA.*



*“When the Trust offered to give us a free estimate for our home and auto insurance, we discovered we could save more than \$300 a year.”*

**Kelly and John Kaminski,**  
Teachers in the Beloit School District.



# Benefits

## WEA TRUST

The WEA Trust was created by WEAC in 1970 to provide quality benefits to Wisconsin public school employees and their families. Headquartered in Madison, the Trust is a not-for-profit organization overseen by a Board of Trustees elected by the WEAC Board. These Trustees, all public school employees, serve without compensation and are dedicated to providing outstanding insurance coverage and helping members build financial security for the future.

### Group Insurance

While most insurance companies are in the business of collecting premiums, paying claims, and turning a profit, the Trust is a dramatically different organization. With its focus on members, not profits, the Trust's mission is to provide high-quality products and services coupled with outstanding customer service. In fact, the **Trust returns 93 cents of every dollar it collects in premiums back to members in the form of benefits.** The Trust has also become a leader in finding new ways to control health care costs for members — both in the short and long term. In addition to initiatives for lowering prescription drug costs and increasing provider competition, the Trust has introduced a sweeping plan for reforming Wisconsin's health care system. Dubbed *The New Wisconsin Idea*, the plan's four reform measures would provide long-term cost savings to benefit all Wisconsin citizens.

The Trust offers a wide variety of employee benefit plans to school districts. These group plans include:

- **Health insurance**
- **Dental insurance**
- **Long-term care insurance**
- **Life insurance**
- **Long and short-term disability insurance**

**For more information, call (800) 279-4000 or visit the Trust online at [weatrust.com](http://weatrust.com).**

### Personal Insurance

The Trust provides quality, cost-effective personal insurance products, and services to WEAC members. But that's not all. Through this program, members receive education and unbiased advice about managing their risks, protecting their personal assets, and creating a portfolio to meet any of the following individual insurance needs:

- **Auto insurance (auto, motorcycle, boat, or recreational vehicle)**
- **Homeowners insurance (home, apartment, farmette, rental property, personal items)**
- **Personal liability (umbrella) insurance**
- **Individual (non-group) long-term care insurance**

**For more information, call (800) 279-4010 or visit the Trust online at [weatrust.com](http://weatrust.com).**

### Trust Advantage

Trust Advantage is the Trust's newest program for delivering personal insurance and retirement savings through convenient payroll deductions. This service allows employees from school districts that choose to participate in the program to have premiums for auto and home insurance and contributions to a WEAC IRA automatically deducted from their paychecks.



### **Financial & Retirement Services**

As you plan your investing, or look ahead toward retirement, it's vital that you have a road map and the means to help you reach your destination. The WEA Trust Tax-Sheltered Annuity (TSA) and WEAC Individual Retirement Account (IRA) programs provide you with both. Plenty of companies offer TSAs and IRAs, but the Trust is different. Instead of commissioned sales people, the Trust has a staff of financial experts who take the time to help members develop a good financial retirement plan. They also offer members flexible investment options, from a guaranteed investment with a very favorable interest rate, to selected mutual funds — or a combination of the two. The Trust makes it easy to save, with a convenient, systematic investment program, low fees, and no surrender charges. And they guarantee an annual return that's historically one of the highest in the industry.

**WEAC IRA:** The Trust offers two types of IRAs: traditional and Roth. Traditional IRAs give you tax-deferred growth and possible tax deductibility now, while Roth IRAs offer tax-free growth, meaning no taxes at retirement.

**For more information, call (877) 962-8472 or visit the Trust's Web site at [weatrust.com](http://weatrust.com).**

**WEA TSA:** The Trust's TSA program, created exclusively for Wisconsin public school employees, allows you to contribute money on a pretax basis (starting with as little as \$200 per year) and you pay no taxes on your savings until you take your money out.

**For more information, call (800) 279-4030 or visit the Trust's Web site at [weatrust.com](http://weatrust.com).**

## GROUP INSURANCE PLANS

For more information, call (800) 279-4000 or visit us online at [weatrust.com](http://weatrust.com).

The Trust offers group insurance plans (those are plans that are negotiated between locals and school districts):



Health



Short-term Disability



Dental



Long-term Disability



Life



Long-term Care

WEACare—a unique concept that combines health, life, long-term disability, and long-term care insurance into one comprehensive package.

remaining earnings are paid to the members as dividends on their savings. The WEA Credit Union is run by a volunteer Board of Directors elected by the members of the credit union. Each credit union member is a part-owner of the credit union. Any WEAC member may join the credit union by depositing at least \$25 into a credit union share savings account.

All Credit Union accounts are insured to \$100,000 by the NCUA, a U.S. government agency.

**You can visit the credit union's Web site at [weacu.com](http://weacu.com) or call (800) 457-1142.**

## WEAC MEMBER BENEFITS

### Financial Services

WEAC employs a professional Certified Financial Planner to conduct free financial planning seminars throughout the state. The seminar schedule is published monthly in *OnWEAC In Print* and *OnWEAC* at [www.weac.org](http://www.weac.org). In addition, WEAC members may schedule a no-cost individual financial planning appointment. **For an appointment, call (608) 276-7711 or (800) 362-8034, extension 253.** One of the advantages of having a CFP on staff is that the only commitment is to serve the interests of members. This is in contrast to other planners, whose advice often points clients in the direction of the investment products they sell.

## WEA CREDIT UNION

The Wisconsin Education Association Credit Union is a not-for-profit cooperative that offers a broad array of financial services. These services include basic savings and loan plans, MasterCard, home equity loans, certificates of deposit, Christmas Club, IRAs, share draft (checking), MasterMoney and TYME cards, overdraft protection and guaranteed student loans. Members deposit money into their credit union savings accounts in person, by mail, by payroll deduction or direct deposit by their employer. Any member is eligible to borrow from the credit union for any good purpose. The interest earned from the loans is the credit union's income. After expenses are paid and reserves are set aside, the



**Attorney Referral Program** is a WEAC/NEA program that provides members, spouses and dependents with top-quality legal advice on personal matters at a discount price.

WEAC has identified attorneys throughout the state who have agreed to participate in this program.

**For more information or for a brochure and listing of participating attorneys, contact the WEAC Office of General Counsel: (800) 362-8034, extension 246 or, in the Madison area, 276-7711. Or contact your UniServ office.**

## CONSUMER PROGRAMS

**OnWEAC Savers' Club**  
Use the OnWEAC Savers' Club to access money-saving specials and exclusive discounts on everything from hotel rooms to restaurants to vacation packages and retail stores. Learn about current discounts by going to the Members Only section of OnWEAC at [www.weac.org](http://www.weac.org). Members obtain Savers' Club cards from their UniServ office, and set up accounts when logging onto the site for the first time. **If you have OnWEAC Savers' Club questions, contact WEAC Member Benefits at (800) 362-8034, extension 253, or via e-mail at [buchholz@weac.org](mailto:buchholz@weac.org).**

**NEA Magazine Service** guarantees members the lowest prices on more than 500 magazines at up to 80% off newsstand prices, with no obligation to buy anything at any time. **To order, call (800) 968-7624, or visit the NEA Member Benefits Web site at [www.neamb.com](http://www.neamb.com).**

**NEA Car Rental** allows you to enjoy free unlimited mileage and special year-round savings when you rent a car from Hertz or Alamo through the NEA Car Rental Program. **To obtain an identification number and card, call NEA Member Benefits at (800) 637-4636.**

Six Flags Great America tickets are available at a substantial savings each summer. **Ticket order forms are published in the May issue of OnWEAC In Print, and can be ordered online in the Member Benefits section of OnWEAC's Members Only site or by calling WEAC Member Benefits at (800) 362-8034, extension 253.**



WEA Tax Sheltered Annuity Trust  
(800) 279-4030

WEA Insurance Trust  
(800) 279-4000

WEAC Member Benefit Trust  
(800) 279-4010

IRA  
(877) 962-8472

WEA Credit Union  
(800) 457-1142 weacu.com

Financial Services  
(608) 276-7711 or  
(800) 362-8034 ext. 253

Unified Credit Card Program  
(800) 847-7378

NEA Magazine Service  
(800) 968-7624

NEA Car Rental  
(800) 362-8034 ext. 253

Attorney Referral Program  
(800) 362-8034 ext. 246

Consumer Guides  
(800) 637-4636

Association Liability Insurance  
(608) 276-7711 or  
(800) 362-8034 ext. 246

Educators Employment Liability Program  
(608) 276-7711 or  
(800) 362-8034 ext. 248

NEA Member Benefits  
(800) 637-4636

FDIC Insured Money Market Account  
(800) 345-0397

**Tickets to Noah's Ark Water Park**, located in Wisconsin Dells, are available at a discounted member price. **Order forms are published in spring issues of OnWEAC In Print, and can be ordered online in the Member Benefits section of OnWEAC's Members Only site or by calling WEAC Member Benefits at (800) 362-8034, extension 253.**

Member Education Guides are available through NEA Member Benefits, free of charge. They include:

- Homeowners Insurance
- Tax-Deferred Annuities
- The Survivor's Information Guide
- A Simple Guide to Home Financing
- Understanding Credit
- A Shopper's Guide to Long-Term Care Insurance
- How Much Income Protection Do You Need?
- Understanding Medicare and Medicare Supplement Insurance

**Order guides online at [www.neamb.com](http://www.neamb.com) or by calling (800) 637-4636.**

## LIABILITY INSURANCE

Association Liability Insurance covers officers and employees of NEA state and local affiliates for certain claims and suits arising out of their association-related activities. There is no additional fee to members. **For more information, contact the WEAC Office of General Counsel at (608) 276-7711 or (800) 362-8034, extension 246.**

Educators Employment Liability Program provides payment of legal costs of defending civil proceedings brought against members in the course of their work as educators, and up to \$1 million in damages assessed as a result of such proceedings concerning civil rights. It also reimburses attorney fees and other legal costs up to \$35,000 for members who are falsely accused and/or charged with violating a criminal statute in the course of their employment, if they are exonerated of all charges. **For more information, contact the WEAC Office of General Counsel at (608) 276-7711 or (800) 362-8034, extension 248.**

## LIFE INSURANCE PROGRAMS

NEA Term Life Insurance Plan provides affordable decreasing term life insurance protection of up to \$150,000 of low-cost insurance with no medical exam required for NEA members and their eligible dependents. For additional information, call (800) 637-4636.

NEA Level Premium Term Life Insurance Plan provides up to \$250,000 of term life insurance with a premium that won't change until age 70. Receive a special 20% discount when you purchase a minimum of \$40,000 or \$100,000, depending on your age.

NEA Preferred Term Life Insurance Plan is a level premium/level benefit 10-year term life insurance plan. \$100,000 and \$250,000 of coverage are available.

NEA Dues-Tab is no-cost life insurance for all members. Up to \$1,000 of life insurance and \$5,000 of accidental death and dismemberment coverage. Up to \$50,000 in accidental death and dismemberment insurance and a \$150,000 benefit for death due to homicide while actively engaged in their occupation. This is a guaranteed benefit, but members must register a beneficiary to make the benefit active. **For additional information or to register your beneficiary, call (800) 637-4636.**

Additional insurance programs available include:

- **Guaranteed Issue Life** for retired members, call (800) 637-4636.
- **Accidental Death and Dismemberment**, call (800) 523-5877.
- **Home Protection Plan**, call (800) 637-4636.

## CREDIT PROGRAMS

NEA Credit Card Program provides superior benefits exclusive to NEA members with the NEA Platinum Plus MasterCard, NEA Premier Gold MasterCard, or the NEA School Days MasterCard. Benefits include no annual fee, low introductory rates, travel benefits, and competitive interest rates. **For more information, or to apply, call (800) 847-7378.**

NEA Line of Credit allows access to a credit line between \$500 and \$25,000 using personalized checks.

## SAVINGS, DEPOSIT, AND INVESTMENT PROGRAMS

NEA Gold Certificate CD features FDIC safety, higher interest, guaranteed returns, flexible terms from 6 to 60 months, with a minimum deposit of only \$1,000. **Contact NEA Member Benefits at (800) 637-4636.**

NEA Valuebuilder Program allows members to choose from a variety of diversified investments which can help build a more substantial retirement nest egg faster than with taxable, short-term investments. **Contact NEA Member Benefits at (800) 637-4636.**

NEA-sponsored FDIC Insured Money Market Account offers superior yields and easy access to your funds with a minimum deposit of only \$500. The account has complete liquidity with no penalty for early withdrawal. **For further information, call (800) 345-0397.**

## LOAN AND MORTGAGE PROGRAMS

NEA National Board Certification Loan is a low-cost line of credit designed to cover the assessment fee for National Board Certification.

NEA Home Financing Program includes new mortgages, refinances, and home equity loans. Handle everything up to closing through a toll-free telephone number. A vacation package bonus is available with new mortgages and refinances.

NEA Personal Loans are low-cost, no-collateral loans. Use the money for almost any purpose: bill consolidation, tuition, or home improvements.

## HEALTH AND DISABILITY INSURANCE PROGRAMS

NEA MemberCare In-Hospital Plan helps you pay the “extra” expenses associated with a hospital stay.

NEA MemberCare Medicare Supplemental Program offers coverage for hospital and medical expenses not covered by Medicare after age 65. Includes a supplemental discount package. Hard-to-beat prices. Choose your own doctor.

NEA Income Protection Plan helps replace your income if you are out of work due to illness or injury.

NEA MemberCare Critical Illness Program offers up to \$100,000 protection against the financial disaster caused by catastrophic illness. Pays a lump-sum benefit upon first diagnosis of a wide array of critical conditions.

**For more information on loan and mortgage programs and health and disability programs, contact NEA Member Benefits at (800) 637-4636.**



# Services & ACTIVITIES

WEAC's offices are on Nob Hill, overlooking Madison from the Beltline Highway.

WEAC programs are delivered through five program centers:

- Executive/Governance
- Office of General Counsel
- Center for Public Affairs
- Center for Collective Bargaining, Advocacy and Affiliate Relations
- Center for Business Administration and Resource Operations



## GOVERNANCE/EXECUTIVE

**GOVERNANCE/EXECUTIVE**  
WEAC has an elected president and an executive director who serve WEAC members full time. The president and executive director travel extensively throughout the state, and are based in the Madison office.

The elected president is WEAC's chief executive officer. The president's primary responsibility is to serve as the union's policy leader and spokesperson. Other responsibilities include coordinating the WEAC Board of Directors and Representative Assembly, managing the governance apparatus and providing broad program oversight.

WEAC's executive director is its chief staff officer. The executive director has the primary responsibility of carrying out the actions of the union's governance bodies. Other responsibilities include program coordination, staff management and oversight of the Human Resources campus.



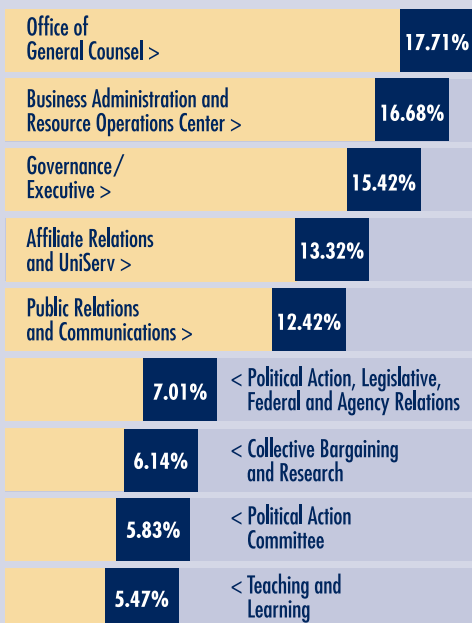
## OFFICE OF GENERAL COUNSEL

**OFFICE OF GENERAL COUNSEL**  
WEAC has more than a dozen lawyers with excellent reputations for effectively defending and protecting the rights of educators in the workplace. The Office of General Counsel's (OGC) primary mission is to assist UniServ directors in the protection of member employment rights, but the OGC has also successfully litigated many cases of substantial benefit to individual members and the education profession.

WEAC has successfully defended, in arbitration hearings and in court, many educators who have been unjustly accused of professional misconduct or educational malfeasance. The OGC's strong record requires school districts to carefully weigh their options before proceeding against members.

The WEAC OGC has been instrumental in waging and winning a number of Wisconsin Supreme Court cases that benefit members, children, schools and retirees. WEAC's OGC also spends considerable time and effort preventing and resolving labor disputes so that members' interests can be advanced without litigation.

### Your 2003-2004 Dues Support:





## PUBLIC AFFAIRS

### CENTER FOR PUBLIC AFFAIRS

**Political Action, Legislative, Federal and Agency Relations**  
WEAC members and staff work extensively with legislators, helping pass laws that shape education policy and improve education. The personal commitment of WEAC members to Wisconsin's children creates a unique opportunity for WEAC to advocate for those children in the legislative arena. WEAC's highly educated and politically active members—located in every part of the state—are a powerful political force.

Members have been very active in the legislative process. Members participate in lobby teams, flocking to the State Capitol to testify at hearings and to meet individually with legislators. They also meet with legislators back home, and have been increasingly active in campaigns to support and elect candidates who will work to support great schools.

PALFAR works with governance committees and the WEAC Board of Directors to develop a proactive legislative agenda. These issues are used to “screen” candidates for public office.



## POLITICAL ACTION, LEGISLATIVE, FEDERAL & AGENCY RELATIONS



## TEACHING & LEARNING

### Teaching and Learning

As a professional association of educators, WEAC develops and delivers top-quality workshops, seminars and conferences, many of which offer credits for license renewal and professional development. It also conducts research and provides information and consultation on instructional, assessment and curricular issues, staff development strategies, and other topics that affect teaching and learning.

The WEAC Convention is the biggest annual education in-service meeting in the state, and it is planned and conducted primarily by Teaching and Learning staff. Held in late October, the Convention features internationally acclaimed speakers, dozens of seminars and workshops, and scores of education exhibits.

The WEAC Resource Library houses materials that have been compiled by the members of the Human Relations Committee. The library provides WEAC members with easily available professional development materials that can be borrowed without cost for use in teacher in-service, discussion groups, and classroom settings. **The WEAC Resource Library Catalog can be accessed through the Education Resources area of OnWEAC at [www.weac.org](http://www.weac.org), or by calling (800) 362-8034, extension 309.**



### Professional

### Development Academy

The Teaching and Learning campus further supports professional development through the Professional Development Academy (PDA). The PDA is a 501c.3 nonprofit corporation supported by WEAC and housed in the Teaching and Learning Campus. It was created in 1991 to be a catalyst for promoting and delivering quality, meaningful staff development to members and school districts throughout Wisconsin. To accomplish this, the PDA works collaboratively within WEAC and with other agencies, associations and institutions. Activities of the Academy include staff development programs, the Education Support Professionals Certificate Program, Professional Development Certificate program, substitute teacher training, labor studies, online learning opportunities and the Japanese Education Connection. The Academy is staffed by a director and a secretary, and supported by a board of directors made up of elected WEAC members. **For more information, contact the PDA director at (800) 362-8034, extension 294, or visit Teaching & Learning and Professional Support on OnWEAC.**



## PR & COMMUNICATIONS

### Public Relations and Communications

Through its Web site, monthly newspaper, electronic newsletters, news releases, brochures, speeches, training sessions and advertising campaigns, WEAC communicates with members and helps educate the public about the essential role of public education in our society. The campus delivers positive messages about members and public schools.

The Public Relations and Communications campus plans and implements a statewide public relations program promoting and building the Great Schools brand. Public relations activities include creating and placing newspaper, radio and television ads; working with the news media; writing and distributing public information brochures; underwriting support

for Wisconsin Public Television and Wisconsin Public Radio programming; promoting public education through WEAC exhibits; and using billboards, bumper stickers, posters and video presentations. WEAC regularly produces many other materials, including a pocket calendar, this WEAC Member Services handbook, and a variety of brochures, pamphlets, booklets, flyers, and posters.

OnWEAC, WEAC's web site, is updated continuously, and offers breaking news, extensive background information on education issues, professional development resources and opportunities for direct interaction. OnWEAC In Print, WEAC's popular monthly newspaper, is mailed nine times a year to every WEAC member.



## MEMBER BENEFITS

### Member Benefits

WEAC's Member Benefits campus employs a certified financial planner to counsel members about personal finance and offers members a variety of consumer discounts through the OnWEAC Savers' Club and other special arrangements in such areas as magazines, car rentals and theme park admissions. The campus holds dozens of group presentations for several thousand members every year. Also, the planner conducts hundreds of individual sessions with members who schedule them. A regular financial planning column appears in OnWEAC In Print.

## weac.org

### OnWEAC

News, information, research, and perspectives of your association are available online through WEAC's web site, called OnWEAC. OnWEAC provides a wealth of information for members and non-members on a variety of education and organizational topics—from research on private school voucher programs to a comprehensive list of member services to the latest news from local associations and the State Capitol.



#### TEACHING & LEARNING

Educators' Bulletin Board, research papers, professional support, and resource pages on education issues.



#### GREAT SCHOOLS

News and feature articles about educators and students.



#### NEWS & INFORMATION

Education and organizational news, including At the Capitol and Collective Bargaining areas.



#### ALL ABOUT WEAC

Members, affiliates, constituencies, policies member benefits.

#### ONLINE SERVICES

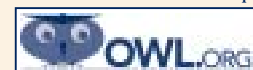
Feedback, multimedia, online store, OnWEAC Direct, private networks.

#### MEMBERS ONLY SITE

Detailed information on positions, policies and documents; the OnWEAC Cyberlobby; online conference sign-ups; membership data updating.



Find out online how to save big money through the OnWEAC Savers' Club. Go to the Members Only site.



OnWEAC works in conjunction with OWL.org, the education portal site developed by the NEA and its state affiliates.



### **COLLECTIVE BARGAINING, ADVOCACY & AFFILIATE RELATIONS**

#### **CENTER FOR COLLECTIVE BARGAINING, ADVOCACY AND AFFILIATE RELATIONS**

**Affiliate Relations, UniServ, and Organizing**  
The Field Services Organizing, UniServ, Membership Training and Development campus provides support, training, and program development for a variety of constituencies, including education support professionals, Student WEA members, WEAC-Retired members, higher education members in the Wisconsin Technical College System and University of Wisconsin System (academic staff), and interns. It also coordinates UniServ services and a variety of training programs for members and staff.

Affiliate Relations is responsible for membership growth through organizing and representation of new locals. WEAC is one of the fastest-growing state affiliates in the nation. Membership has risen steadily over the past several years and now exceeds 96,000. In recent years, the National Education Association has recognized WEAC for leading the nation in increased membership.

**WEAC Conferences and Winter Training Sessions**  
WEAC conducts the Summer Academy and annual Conference training/conference events for members and affiliates, providing training in all phases of association work including negotiations, grievance processing, public relations, political action, technology and professional development.  
**Call (800) 362-8034, extension 272 for information.**

**Collective Bargaining and Research**  
As a labor organization, WEAC provides training to help affiliates bargain local contracts. This includes assistance with contract language and training in the techniques and skills of bargaining.

WEAC researchers generate data on salaries, school finance and economic trends for use in collective bargaining and for a variety of purposes. Researchers also study charter schools, school privatization, federal funding and other topics that could impact the well-being of WEAC members.

Collective Bargaining and Research provides assistance with local

bargaining crises and member and community organizing. The campus also composes model contract language for use throughout the state and provides support for all of the union's coordinated bargaining efforts.



### **BUSINESS ADMINISTRATION & RESOURCE OPERATIONS**

#### **CENTER FOR BUSINESS ADMINISTRATION AND RESOURCE OPERATIONS**

The Center for Business Administration and Resource Operations (BARO) manages campuses responsible for WEAC's fiscal management, information technology and a membership system that keeps track of its 96,000 members.

The BARO Center is also responsible for the WEAC building and grounds and reception activities at the Madison offices and in-house Design, Print and Mail Services for communications.





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**Terry Meyer**  
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