

Headquarters — Linda S. Puntney, Executive Director

Fall, 1993

Routine operations

Since the April 1993 report Headquarters has maintained operations as usual. Since the mailing of the bookstore catalog and membership booklet the office has been especially busy processing memberships and filling bookstore orders. Since the beginning of school Headquarters handles about 50 telephone and written requests each week for information and materials.

Requests were filled to send JEA promotional material to about 20 summer workshops and fall conventions.

Other routine services include the design and production of *C:JET* and the production and mailing of *NewsWire*; invoicing and inventory; dispatching communications to Board members and others on a variety of matters; supplying mailing labels for convention mailings, etc. compilation and mailing of packets to state and regional directors and coordinating other requests for mailings and special requests.

The Headquarters staff includes Connie Fulkerson as full-time administrative assistant, Carol Mills as office manager and Linda Puntney as executive director. The staff has tried to maintain regular contact with JEA officers and commission chairs, and to keep them informed of the flow of operations and activities at Headquarters as appropriate.

Publication of the membership directory was changed to include the annual report and to correspond with the academic year. The directory is at the printer and should be in the hands of the membership soon. Membership at the Nov. 1 cutoff date was 1,387, down from the 1689 of this time last year. A state-by-state breakdown of membership is included with this report. Although we continue to get new members at a fairly steady rate, about 500 people did not renew their membership.

Advisers Institute

The third advisers Institute was held at Headquarters in July. Randy Stano, immediate past president of Society of Newspaper Design; Bob Esler, author of *Organizing for Desktop*; Candy Perkins, JEA president; Paul Stevens and Cliff Shiappa, Associated Press; Rob Melton, Portland Oregon, were among the guest speakers. Advisers from Alaska, Hawaii, and seven other states attended.

Conventions

The executive director has traveled to San Antonio and Portland, OR, to promote the 1994 conventions. Both trips were extremely pleasant and the local committees are on track and doing a great job. Headquarters continues to carry a significant responsibility with convention programming. Responsibilities include programming, Write-Off registration, dealing with the hotel among others.

The executive director taught at seven summer workshops and was a speaker at five fall conferences. JEA promotional material was distributed at each site and certification materials distributed.

Certification

New certification directory has been published and is being mailed to those included in the directory, and their administrators. Contact has been established with the National Association of Secondary School Principals. They are receptive to helping JEA promote the directory and other activities through their membership. According to Robert Mahaffey, director of publications and marketing, the organization is interested in establishing a relationship with JEA. Interest in the certification program continues to grow. Over the summer and fall the test(s) were given at several state meetings.

Respectfully submitted

Linda S. Puntney, executive director