



September 22, 2008

Dear Fellow Advocates:

For more than a century, PTA's members have been a powerful voice for the health and education of children. Your advocacy efforts have ensured that all children have the opportunity to meet their potential in safe and nurturing settings. This past February, in recognition of the hard work and dedication of PTA members, we presented the first annual Outstanding Advocacy Awards. We are excited to announce the criteria for the 2009 Outstanding Advocacy Awards, to be presented this March at the 2009 National Legislative Conference. In addition, we will present a new annual award this year, the Shirley Igo Advocate of the Year Award.

Outstanding Advocacy Award

With so many exceptional advocates nominated, it was tough to select just one state and one unit in 2008. Ultimately, the state award was presented to the Utah PTA for their successful campaign to defeat a ballot referendum on state-wide vouchers. The unit award was presented to the San Ramon Valley Council of PTAs for their breadth and persistence in organizing and training PTA members in advocacy.

The 2009 Outstanding Advocacy Award will be presented to a PTA that, through their dedication, leadership and efforts affected child related policy, regulation or legislation compatible with PTA's mission and goals. Two awards will be presented, one to a state PTA and one to a unit, council, district or region PTA.

The state PTA chosen to be recognized will receive \$1,000 and the unit, council, district or region chosen will receive \$500. The monetary award may be used only to cover direct expenses for PTA work. In addition, awardees will each receive two all-expense paid* trips to the 2009 National Legislative Conference and be recognized at an awards ceremony on Capitol Hill on March 12th. The national Legislation Committee and I will review all submissions and determine the award winners. Please see the accompanying application material for details on how to nominate your PTA.

Shirley Igo Advocate of the Year Award

2008 marked the passing of one of PTA's greatest child advocate leaders, PTA national president Shirley Igo (2001-2003). Shirley was a model of public service and volunteerism throughout her life. She was an impassioned and compassionate leader, dedicated to moving PTA forward and committed to ensuring that others would follow.

To honor Shirley, PTA will present an annual award to one individual who most exemplifies the qualities that made Shirley a true advocate for all children. The nominee must be a current PTA member and submitted by someone other than the nominee. The nominee's advocacy efforts

must have taken place within the last five years and documentation of these efforts must be provided.

We have assembled a panel of Shirley's friends and fellow advocates to select this year's award recipient. The person chosen to receive this award will receive an all-expense paid* trip to the 2009 National Legislative Conference and be recognized at an award ceremony on Capitol Hill. Please see the accompanying application material for details on how you can nominate someone you believe is deserving of this award. You may also download the application materials at www.pta.org/AdvocacyAward.

The deadline for nomination for all three awards is December 1, 2009. All submissions should be emailed to AdvocacyAward@pta.org. If you have any questions about the award criteria or nomination process, please contact Keri Haars at (800) 307-4782 x202. Award winners will be notified by January 9, 2009.

Thank you for all that you do, and good luck!

Sincerely,



Jan Harp Domene
PTA National President



Dee Jones
PTA National Legislation Committee Chair

* Expenses include and are limited to round-trip airfare, hotel accommodations, ground transportation, conference registration and materials, and per-diem food expenses.