

## Denton Independent School District

Dr. Ray E. Braswell, Superintendent  
e-mail: rbraswell@dentonisd.org

1307 N. Locust St.  
P. O. Box 2387  
940-369-0003

Denton, TX 76201  
Denton, TX 76202-2387  
Fax: 940-369-4982

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July 10, 2007

Dear Dr. Veitenheimer,

*Dr. V r  
Thanks for your  
consideration!  
Ray*

I wanted to inform you that Charles Stafford, president of our Denton ISD Board of Trustees, is seeking **re-election** to the **TASB Board of Directors, Region 11, Position A.**

The Board of Trustees of the Denton ISD has voted unanimously to support Mr. Stafford in this endeavor. Mr. Stafford is a veteran trustee who has a tremendous passion for young people. He served as a board member in the 1980s when Denton ISD was considered a small school district and he returned to the board in 2004 to help us as a fast-growing school district.

Mr. Stafford also is the father of seven children including four who were from the Child Protective Services agency. His love for kids is apparent in that he is the founding Board President of the Children's Advocacy Center of Denton County.

Mr. Stafford has a unique leadership quality that could greatly benefit TASB and all Texas school districts. He has ten years of experience working in the Texas House of Representatives where he supervised the House Document Distribution office; he was the Staff Director of the Environmental Affairs Committee for four years and worked under the leadership of three Speakers of the House.

We hope you will support and endorse Mr. Stafford in his **re-election** to the **TASB Board of Directors**. Endorsements must be completed on the tan TASB Endorsement Form enclosed for your convenience and submitted to TASB on or before **August 29, 2007**.

Thank you for your consideration.

Sincerely,

*Ray Braswell*

Dr. Ray Braswell  
Superintendent  
Denton ISD

**DENTON INDEPENDENT SCHOOL DISTRICT  
BOARD OF TRUSTEES**

1307 N. Locust St.  
P. O. Box 2387  
940-369-0003

Denton, TX 76201  
Denton, TX 76202-2387  
Fax: 940-369-4982

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July 6, 2007

Dear School Board President:

We are writing this letter to obtain your support for Charles Stafford, president of Denton ISD Board of Trustees, who is seeking **re-election** to the **TASB Board of Directors, Region 11, Position A.**

We as the Board of Trustees of the Denton Independent School District unanimously voted to support Mr. Stafford in this re-election. Mr. Stafford has the experience and skills that would make him a strong asset to the TASB Board of Directors:

- He currently is serving on the TASB Board of Directors; he was elected by the TASB Delegates in October 2006 to fill the unexpired term of former board member Rick Woolfolk.
- He has served almost ten years as a trustee – and can relate not only to the day to day functions of small districts but also to the challenges fast-growth districts face. (He served on the board in the 1980s when Denton ISD was a small district and he returned in 2004 to assist Denton ISD as it is now - the second-fastest growing district in North Texas.)
- He has a tremendous passion for young people. He is the father of seven children including four who were adopted and removed from abusive situations. His advocacy and love for children is so strong that he was instrumental in organizing and opening the Children's Advocacy Center of Denton County and was its first board president.
- He has a unique leadership quality that he brings to the TASB Board of Directors. He has 10 years of experience in the Texas House of Representatives where he worked for three different Speakers of the House, supervised the House Document Distribution office, and was the Staff Director of the Environmental Affairs Committee for four years. He truly understands the legislative process in Texas government.
- He is a successful businessman who has been an asset to our fast-growing district with his real estate and development background. His keen business insight will be invaluable to TASB.

We hope you will support and endorse Mr. Stafford in his **re-election** to the **TASB Board of Directors**. Endorsements must be completed on the tan TASB Endorsement Form and submitted to TASB on or before **August 29, 2007**. Thank you for your consideration.

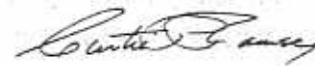
Sincerely,



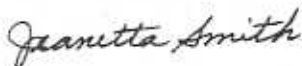
Virginia Gallian, Vice-President




Jim Alexander



Curtis Ramsey



Jeanetta Smith, Secretary



Glenna G. Harris, M.D.



Mia Price



July 9, 2007

Office of the Superintendent

3051 Ira E. Woods Avenue  
Grapevine, TX 76051

817/251-5501  
Metro 817/481-5575  
FAX 817/481-2907

Dear School Board President,

This letter is to encourage your school district during your **July** or **August** Board Meeting to consider **endorsing Grapevine-Colleyville ISD Trustee Jesse Rodríguez for the TASB Board of Directors, Region 11, Position A.**

On June 18, 2007, the Grapevine-Colleyville ISD Board voted to give Trustee Rodríguez their support. Mr. Rodríguez has served on the GCISD Board of Trustees since June 2002. In addition, Mr. Rodríguez has been GCISD's Delegate Assembly representative for the past four years.

I have attached a copy of Mr. Rodríguez's vita which outlines his extensive experience and public service at both local and state levels. Mr. Rodríguez is one of our community's strongest advocates for students.

Trustee Rodríguez is able and willing to devote time and effort needed to be an exemplary TASB Board Director. **Won't you join us in support of Jesse Rodríguez by completing the tan TASB Endorsement Form and submitting it to TASB between July 3 and August 29?**

Your support is appreciated.

Sincerely,

Dr. Kay Waggoner  
Superintendent of Schools  
Grapevine-Colleyville ISD

Enclosures: Vita  
TASB Endorsement Form (Must be received by TASB before 8/29/07)

June 20, 2007

Dear School Board President:

My name is Jesse G. Rodriguez, and I am a school board trustee in the Grapevine-Colleyville Independent School District. I recently was nominated by the GCISD Board of Trustees to fill Position A on the TASB Board of Directors for Region 11.

I first was elected to serve on the GCISD Board of Trustees in May 2002, and I am currently in my fifth year of service. I am a graduate of the Leadership TASB Class of 2004, and I earned the distinguished title of Master Trustee in 2005.

My entire career has revolved around education and children. I am committed to providing the children of Texas the very best education that our school districts can offer. I bring to the TASB Board personal and professional experience in education—both in the classroom and in administration—coupled with many years of working with schools and school districts throughout the state as a manager for educational and technology publishers.

I have a broad range of experiences in education, and I am a firm believer that a greater level of success can be achieved when people work together, benefiting from the variety of credentials they bring to a task. To this end, I possess strong people skills, effective problem-solving abilities, and I am a good listener. I am also fair and trustworthy. Most importantly, I will always do what is in the best interests of our children.

When I first ran for a position on the GCISD school board, I vigorously campaigned on three major platforms: academic excellence for all students, fiscal responsibility when spending taxpayers' monies, and open communication and involvement to help solve problems. I continue to work diligently to achieve these objectives.

I understand what it means to be part of a corporate body whose decisions impact not only the daily lives but, in many cases, the future of our students, teachers, and school districts. I would like to further these objectives by contributing my talents, energy, and experiences in education and business to ensure that Region 11 becomes a showcase for academic excellence for all students in the state of Texas.

My background, experiences in education, and business knowledge are assets to the TASB Board of Directors and to the school districts of Region 11. I respectfully request your support—and that of your board—and I ask that you endorse my candidacy by board action at a meeting between July 3 and August 29 for Director, Position A, Region 11. I look forward to serving you.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "Jesse G. Rodriguez". The signature is written over a white background and is positioned above the printed name.

Jesse G. Rodriguez  
Grapevine-Colleyville ISD  
Master Trustee

# JESSE G. RODRÍGUEZ

2300 Broadoak Way  
Colleyville, TX 76034  
(817) 707-7600

## Career Profile

Innovative, results-oriented sales manager seeks position in which professional experiences and background complement the organization's operational efficiency, sales growth, and professional standing.

### SALES

- Developing and executing approved sales strategies
- Formulating and exceeding sales goals and quotas
- Initiating new business and maintaining contact with established customers
- Implementing effective time management techniques
- Building reputation/corporate image with customers

### MANAGEMENT

- Supervising and evaluating sales staff
- Training sales staff and consultants in product and presentation skills
- Conducting regional meetings
- Ensuring conformity of all activities with company policy and procedures
- Assessing organizational needs in terms of cost efficiency and effective operations
- Collaborating for organizational problem-solving

### REGIONAL OPERATIONS

- Forecasting sales and developing revenue projections
- Generating operating budgets for assigned states
- Arranging and scheduling product campaigns
- Conducting product sales presentations
- Attending conventions and exhibits
- Generating business through direct contact
- Planning and implementing effective sales and marketing techniques
- Coordinating regional and divisional sales meetings
- Planning marketing and sales strategies for maximum utilization of funds
- Solving customer problems and ensuring good relations

### STRENGTHS

- Aggressive, competitive, and self-motivated
- Strong organizational techniques
- Effective communication and interpersonal skills
- Innovative manager and leader
- Outstanding ability to assess and address customers' needs
- Handle situations and challenges with eagerness, quickness, tact, and diplomacy

## Professional History

- Southern Regional Vice-President for Business Development** *Peoples Education* Saddle Brook, NJ  
2002-Present  
Direct sales and marketing efforts and staff for publisher of instructional student assessment materials. Continue to exceed quota for assigned states.
- Owner/Director** *Primrose School of the Mid-Cities* Hurst, TX 1998-2002  
Responsible for day-to-day operations of private preschool; working with teachers, parents, and children; exceeding all state and national requirements
- Vice-President of Sales** *Jostens Learning* Irving, TX 1995-1998  
Responsible for sales development of technology-based product to educational institutions nationwide.
- Regional Vice-President** *SRA Division of the McGraw-Hill Companies* Arlington, TX 1993-1995  
Supervised 10 sales representatives and 40 sales associates. Responsible for sales, sales strategies, and campaigns in Kansas, Arkansas, Louisiana, Oklahoma, Texas, New Mexico, Colorado, and Arizona. Secured in excess of 40% market share in prekindergarten and kindergarten campaigns in Texas.
- Region Manager** *Silver Burdett Ginn/A Division of Paramount Publishing* Dallas, TX 1986-1993  
Supervised regional sales representatives and consultants. Responsible for sales, sales strategies, and campaigns in Texas and New Mexico for reading, social studies, science, language arts, music, and mathematics. Exceeded all sales goals in assigned territories.
- District Sales Manager** *Ginn and Company* Dallas, TX 1983-1986  
Supervised sales representatives. Coordinated sales and sales campaigns in Texas, New Mexico, and Oklahoma. Achieved 115% of total business in South Texas.
- Sales Representative** *D.C. Heath and Company* San Antonio, TX 1981-1983  
Oversaw all aspects of South Texas and West Texas sales territory. Obtained over 40% of the high school foreign language market share in territory and exceeded revenue quota by 112%.
- Sales Representative** *American Book Company* San Antonio, TX 1980-1981  
Responsible for sales and management of South Texas sales territory. Sales exceeded \$1 million.
- School Administrator** *Coakley Junior High School* Harlingen CISD, TX 1977-1980  
Coordinated administration and student services. Formulated and implemented discipline and school attendance policies.
- Social Studies Chairperson/Teacher** *Weslaco High School* Weslaco ISD, TX 1974-1977  
Supervised and evaluated 22-member teaching staff. Taught world history, government, and economics.

## Education

Texas A & I University, Kingsville, TX	1977-1978
<ul style="list-style-type: none"><li>• Mid-management certification in school administration</li><li>• Certificate of superintendency</li></ul>	
Texas A & I University, Kingsville, TX	1975-1977
<ul style="list-style-type: none"><li>• Master of Science in school administration</li></ul>	
Texas A & I University, Kingsville, TX	1970-1975
<ul style="list-style-type: none"><li>• Bachelor of Science in history and political science</li></ul>	

## Community Involvement

Grapevine-Colleyville ISD	School Trustee, 2002-Present
Leadership TASB, Class of 2005	Master Trustee
North Texas Area Association of School Boards	Director
TASB/TASA Convention	Voting Delegate, 2003-Present
North East Tarrant County Arts Council	Director
Colleyville Chamber of Commerce	Member
Grapevine Chamber of Commerce	Member
Colleyville's Women's Club	Celebrity Waiter
GCISD Education Foundation	Director
GCISD Budget Review Stakeholder Committee	Member
Glenhope Dad's Club	President, Member
Glenhope Elementary	CEC Parent Member; School Board Liaison to PTA, PTA Executive Board

**TEXAS ASSOCIATION OF SCHOOL BOARDS**  
**Biographical Sketch**

**Today's Date:** June 20, 2007



**Name:** Jesse G. Rodríguez

**Address:** 2300 Broadoak Way

**City:** Colleyville, TX **Zip:** 76034

**Business Phone:** (817) 707-7600

**Residence Phone:** (817) 424-1908

**Fax (if applicable):** (817) 424-1907

**We communicate with our Board members via e-mail and the Internet. Do you have access to a computer and an active e-mail address?**

Yes  No  / **E-mail:** cmredu@tx.rr.com

**School District:** Grapevine-Colleyville ISD

**Local Term Expires:** May 2008      **Years on Board:** 5

**Upon expiration of current term on your local board, will you seek re-election?**

Yes  No

**Board positions held/dates:** Master Trustee, 2005-present

**Occupation:** Southern Regional VP, Business Development

**Employer:** Peoples Education, Inc.      **Dates:** January, 2002 – Present

**Spouse's Name:** Joanne

**Children (Names and Ages):** Christopher – 23, Matthew – 13

**Birthdate:** January 28, 1952

**Birthplace:** Harlingen, TX

**Education-High School:** San Benito HS

**College:** Texas A & I University, Kingsville, TX

**Other Education:** Master of Science, Mid-management **Degrees:** BS, History, Political Science; MS, School Administration; Certificate of Superintendency

**Hobbies/Special Interests:** Golf, Reading, Racquetball, Karate

**Business/Professional/Civic Group memberships; offices held and dates:** (See attached résumé.)

**Additional Comments:** (Use reverse side if additional space is required.)

**Must be received in the TASB Austin office on or before JUNE 30, 2007**

**RETURN TO:**

**TASB, Attn: Management Services**  
**P.O. Box 400, Austin, Texas 78767-0400**  
**or FAX (512) 467-3554**