

ALASKA LEGISLATURE COMMITTEE FILES 1999-2000 8672

9925 HOUSE LABOR & COMMERCE

**RAC Rent-A-Center**

March 11, 1999

MAR 12 1999

VIA Facsimile  
Representative Norman Rokeberg  
Chairman, House Labor and Commerce Committee  
House of Representatives  
State Capitol, Room 24  
Juneau, Alaska 99801-1182

Dear Representative Rokeberg:

I am writing this letter to you today in support of a bill that will be heard in your committee on March 15, H.B. 128.

I am manager of the Rent-A-Center store in Anchorage. We place a high premium on the relationship we have with our customers, many of whom are return customers. These customers of ours deserve the same protections and lease-purchase disclosures as they would enjoy in most of the other states. H.B. 128 provides these protections and creates a clear set of rules for the way our industry – the lease-purchase industry – must operate.

The bill provides the customer with flexibility in renting merchandise and also includes reinstatement rights, advertisement disclosures and customer protections against inappropriate collection and repossession practices. My store operates by all of these principles and I want to ensure that other lease-purchase businesses do the same. This is a good bill for me because it is a good bill for my customers. Please support H.B. 128 when it comes before your committee next week.

Sincerely,



Gary Debord  
Manager

# ALASKA STATE LEGISLATURE

*Chair:*

MILITARY AND VETERANS AFFAIRS

*Member:*

JUDICIARY  
COMMUNITY AND REGIONAL AFFAIRS  
LABOR AND COMMERCE



## REPRESENTATIVE LISA MURKOWSKI

Government Hill • Elmendorf • East Anchorage

*Session:*

ALASKA STATE CAPITOL  
JUNEAU, AK 99801-1182  
PHONE: (907) 465-3783  
FAX: (907) 465-2293  
TOLL FREE: (877) 460-3783

*Interim:*

716 WEST 4TH AVENUE  
ANCHORAGE, AK 99501-2133  
PHONE: (907) 269-0174  
FAX: (907) 269-0177

To: Representative Rokeberg, Chairman, Labor and Commerce

From: Representative Murkowski

CC:

Date: 03/05/99

Re: House Bill 128

MAR 08 1999

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Please schedule House Bill 128, "an Act relating to Lease-purchases of personal property," for a hearing in the Labor and Commerce Committee as soon as possible.

Lease-purchases or Rental-purchases is one of the fastest growing customer service industries today, with over 8,000 stores in all fifty states. Most of the stores are owned and operated by small businessmen and women. Rental-purchase contracts and required disclosures may vary greatly from one business to the next. In order to ensure an earnest and level playing field for the consumer and small businessman alike, I have introduced House Bill 128.

Thank you for your consideration.

**HB**

**129**



**SPONSOR STATEMENT**

**HB 129**

**HB 129 adds "principals" into AS 23.40.250 (6) along with superintendents thus making collective bargaining unavailable to both groups of administrators.**

**The purpose of HB 129 is to keep principals clear of collective agreements. Principals should serve as part of a management team of co-administrators and, as one principal who commented on the bill stated, to, "...not make, but enforce policy".**

**Boards are an extension of the public, Superintendents of the Board, and Principals of the Superintendent. HB 129 was introduced to help keep this chain of administration clear and unbroken.**

# FISCAL NOTE

STATE OF ALASKA  
1999 LEGISLATIVE SESSION

BILL NO. HB 129

Revision Date: \_\_\_\_\_  
 Title: "An Act excluding school principals from collectively bargaining under the Public Employment Relations Act."  
 Sponsor: Representative Ogan  
 Requestor: (H) HES

Department Affected: Administration  
 BRU: \_\_\_\_\_  
 Component: Personnel  
 COMPONENT SERIAL NO. 56

**Expenditures/Revenues:** (Thousands of Dollars)

OPERATING EXPENDITURES	FY 00	FY 01	FY 02	FY 03	FY 04	FY 05
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
<b>TOTAL OPERATING</b>	0.0	0.0	0.0	0.0	0.0	0.0

CAPITAL EXPENDITURES						
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CHANGE IN REVENUES ( )						
------------------------	--	--	--	--	--	--

**FUND SOURCE:** (Thousands of Dollars)

1002 Federal Receipts						
1003 GF Match						
1004 GF						
1005 GF/Program Receipts						
1037 GF/Mental Health						
OTHER (Specify Type)						
<b>TOTAL</b>	0.0	0.0	0.0	0.0	0.0	0.0

Estimate of any current year (FY 99) cost: \$ 0.0

**POSITIONS:**

FULL-TIME						
PART-TIME						
TEMPORARY						

**ANALYSIS:** (Attach a separate page if necessary.)

This bill does not have a fiscal impact on the Department of Administration.

Prepared by: Mike McMullen  
 Division: Personnel

Phone: 465-4431  
 Date: \_\_\_\_\_

Approved by Commissioner: Robert Poe, Jr.  
 Agency: Department of Administration

Date: 3/23/99

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# Matanuska-Susitna Borough School District

Dr. Robert A. Lehman, Superintendent

125 W. Evergreen, Palmer, AK 99645

Phone (907) 462255 Fax 465 0194



"Developing Productive Citizens  
in an Ever-Changing World"

**TO:** Representative Scott Ogan  
**FROM:** Dr. Robert A. Lehman, Superintendent  
**DATE:** March 24, 1999  
**SUBJECT:** Testimony Regarding House Bill 129

A handwritten signature in black ink, appearing to be 'R. Lehman', is written over the 'FROM:' line of the header.

Thank you for this opportunity to testify on House Bill 129. I am sorry that due to a prior commitment, I am unable to deliver my comments in person. I appreciate Representative Ogan reading this into the record on my behalf. I would like to recognize Scott Ogan for the foresight and awareness that led to his introduction of this bill, which would eliminate the unionization of school principals.

To be candid, when I first reviewed this legislation I had mixed feelings about it. This bill proposes a change in the way that we do business as educators. As both an experienced superintendent and trainer of school administrators, I felt an obligation to consider how this legislation would affect the children of Alaska. Several hours of contemplating this and discussing it with colleagues failed to generate one single reason that the unionization of principals in any way enhances student achievement.

In order to validate my findings, I surveyed professional research on principal unionization. I found that the elimination of principal unions and tenure is a national issue. Within the past few years several states, including Georgia, Massachusetts, North Carolina, Wisconsin and Oregon have eliminated the unionization of school leaders. New York, New Jersey and Pennsylvania are moving in this direction. Is it coincidental that these are some of the same states that have made the most progress in moving toward standards based instruction and accountability? According to the National Association of Secondary School Principals, only in 16 states, Alaska included, do principals receive tenure or equivalent rights to a continuing contract.

Why is the concept of collective bargaining for principals on the endangered species list? There are several reasons to eliminate unionization at this level.

The first has to do with the core of the principal's job. Let's make no bones about the fact that schools fail primarily because of poor teaching. Textbooks may be outdated or in short supply, teachers may be underpaid, classes may be too large and parents may even be neglectful, but new books, affluent teachers, smaller classes and attentive parents alone do not insure student learning. We seem to have lost sight of the main reason for principals. They exist not to maintain the status quo, but rather to lead the development of an effective learning relationship between teachers and students. Principals must be empowered to produce results in this realm and then be held accountable for those results.

Another reason that principals should be released from the constraints of unions has to do with the amount of authority delegated to them. They should have a great deal of authority. They need the freedom to organize their schools in a way that makes the best use of available resources for students. It is up to us as superintendents to foster the growth of principals and to determine how much power to delegate to each at any given time. Principals will end up with real authority and respect from the staff and community if they earn it through their actions. They cannot command it based on a union agreement, which by its nature has a ceiling defined by the limitations of the least qualified members. Rather than bargain collectively, they should actively be set free to compete to the ultimate benefit of excellence in schooling.

Additionally, most districts employ a management team operation. This provides a structure for administrators to participate in management planning under the leadership of the superintendent. The elimination of unions will allow principals to be included in the team and to help shape the formulation of policy.

Educational policy has to do with the specific things that make quality education happen. School boards set policy in terms of goals and purposes. They approve specific policies drawn by the administrative team. In this process, the first hand experience and perspective of principals is essential to the making of sound policies. Good policy is designed from diverse viewpoints, independent thinking, and objectivity. It also considers the minority viewpoint. Unions foster single points of view.

The most compelling reason that principals should stay out of unions is the fact that principals are management. Success should be measured based on how well the job is done in comparison to others in similar roles.

We want principals to continue to have a great influence on school systems in Alaska. We need to empower principals who unashamedly do the job better than anybody else and who want a reward system based on performance. These things are the bane and peril of unions. They also have little attraction for principals who are interested only in keeping the lid on and avoiding change.

The passage of this bill will be a landmark in your efforts to stop the decline of our system and enable us to improve the quality of instruction. As Sitting Bull said, "It is time to put our minds together and see what we can do for our children." The children of Alaska deserve no less.

cc: Carl Rose, Executive Director, Association of Alaska School Boards  
Darroll Hargraves, Executive Director, Alaska Council of School Administrators

# ASSOCIATION OF ALASKA SCHOOL BOARDS

*Advocates for Alaska's Youth*

IN SUPPORT OF HB 129

## COLLECTIVE BARGAINING FOR PRINCIPALS

The Association of Alaska School Boards supports House Bill 129, which exempts principals from collective bargaining under the Public Employee Relations Act as Class (a)(3) employees with the unlimited right to strike.

This bill helps clarify that as educational leaders, principals are part of the management team. School boards do not believe it is appropriate to be negotiating with their front line people who articulate the district vision and mission within our communities and help implement strategies for effective public education.

We need to empower our principals to act as leaders, and let them take the risks necessary to organize their schools using available resources in a way that best promotes student achievement. Ties to unions can sometimes hinder that progress.

AASB believes that treating principals as management, while maintaining student contact, classroom instruction, and evaluating teachers, allows them to help shape the formulation of policy in a more meaningful way. Good policy is designed from diverse viewpoints. Let's give principals one more reason to think outside the box, to do whatever it takes to help improve student performance in the least restrictive environment.



# NEA-ALASKA

*Affiliated with the National Education Association*

## NEA-ALASKA POSITION PAPER

HB 129 – Excluding school principals from collective bargaining  
March 27, 1998

House HESS Committee

NEA-Alaska opposes efforts to weaken the Public Employment Relations Act (PERA). HB 129 weakens the Act by specifically excluding school principals from AS 23.40.250(6), which defines the list of public employees permitted to negotiate under PERA.

Since the early 1970's, state policy extended the statutory right to negotiate to public employees. School employees struggled for over ten years to establish their rights under PERA. The schools and school employees, including principals, have developed successful patterns of professional negotiations under PERA since inclusion.

Negotiations provides public school employees a reasonable participatory means to influence decisions affecting the work place. At the negotiations table, public employees share in the decision-making process concerning wages and the work place. As a result of the professional negotiations process, school principals exchange ideas and information on school operations with their employer.

We have seen in both the public and private sectors that management models designed to involve employees in meaningful participatory roles are most successful. Studies have shown that successful school reform occurs in school districts where mature bargaining relationships exist.

If HB 129 were to become law, labor relations between school districts and principals would be disrupted and in many instances cease. The communication inspired through the negotiations process would be muted. Good faith bargaining would give way to the politics of supremacy. The

7

superintendent and school boards would have unlimited control over principals. Parents, teachers and the public would lose.

If HB 129 were to become law, principals would be in the worst of all worlds. On one hand they would have no vehicle to collectively present their concerns and positions. On the other hand, as at-will employees with single year contracts, principals would have no opportunity to define, let alone, strengthen their employment rights. Morale would be weakened.

HB 129 shifts substantial power and control to the superintendent who serves as the agent of the school board. This shift is not in the best interest of the school community, since principals would be placed in labor environments dictated by the whims of a superintendent. What would happen to principals if several superintendents, with differing expectations or desires to employ friends and family, were employed in close succession? Principals would be without the stability offered by a collective bargaining agreement.

Furthermore, SB 36, passed by the 20<sup>th</sup> Alaska Legislature (AS 14.14.130) permits a school district to not employ a chief school officer. Principals must utilize the bargaining process to define professional and labor relationships with this new managerial creation provided by the new statute?

The principal is an integral and necessary part of a school district's management team, however, due to the nature of the principalship, a principal is answerable to the community as a whole and is not a servant of the superintendent. We expect the principal to be candid. Weakening a principal's rights places the person in situations where candid professionalism gives way to self-protection. As schools continue to change and reform, it is important for Alaska to continue its policy of allowing principals to bargain collectively with their employer.

To do less would weaken public education.



# Alaska State Legislature

Please enter into the record my testimony to the HESS  
 committee name  
 committee on HB 129, dated 03/27/99  
 bill/subject

*I am speaking out against HB 129.*

*It is clear to me that school principals need whatever employment protection collective bargaining can bring them. One only needs to remember the attempted railroading of Bill Harlow, principal of Colony High School, in the fall of 1997. Also, pick up a copy of the Frontiersman dated March 23, 1999 and read the article entitled "Vindicated". Without collective bargaining and the resulting negotiated agreement justice would have never seen the light of day in the case of Dr. Chicarell.*

*Lastly, Rep. Ogan's premise for drafting this bill is in error: principals do not create policy. They are charged with carrying out policy.*

*Again, I am asking you not to support HB 129.*

Signed: Steven L. Levine *[Signature]*  
 Testifier

Representing (Optional)  
P.O. Box 815011, Wasilla, AK 99687  
 Address  
373-3220  
 Phone No.

7)  
Date Referred to Committee: March 5, 1999

FURTHER REFERRALS: Labor and Commerce

Date of Committee Action: 3/27/99

The HEALTH, EDUCATION AND SOCIAL SERVICES Committee considered:

HB 129

HOUSE BILL NO. 129

COLLECTIVE BARGAINING; PRINCIPALS

"An Act excluding school principals from collectively bargaining under the Public Employment Relations Act."

recommends it be replaced with the following committee substitute \_\_\_\_\_ [ ] the same title [ ] a new title

[ ] additional referral to \_\_\_\_\_ Committee  
[ ] attached amendment(s)

ADOPTS: \_\_\_\_\_ Letter of Intent

ATTACHES NEW FISCAL NOTE(S): (Dept)

APPROVES PREVIOUS: (Dept/Date)

[ ] fiscal note(s) \_\_\_\_\_

[ ] fiscal note(s) \_\_\_\_\_

[X] zero fiscal note(s) Adm

[ ] zero fiscal note(s) \_\_\_\_\_

SIGNING WITH RECOMMENDATIONS	DP	DNP	NR	AM
<i>[Signature]</i>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<i>[Signature]</i>	<input checked="" type="checkbox"/>			
<i>[Signature]</i>	<input checked="" type="checkbox"/>			
<i>[Signature]</i>			<input checked="" type="checkbox"/>	

CHAIR'S SIGNATURE *[Signature]* *[Signature]*



Alaska Association of Elementary Schools Principals  
Alaska Association of Secondary School Principals  
Alaska Association of School Administrators  
Alaska Association of School Business Officials  
Sponsor of the Alaska Staff Development Network

326 Fourth St., Suite 404 • Juneau, Alaska 99801-1101  
Phone: (907) 586-9702 (800) 478-9702 Fax: (907) 586-5879  
E-mail: [acsa@ptlalaska.net](mailto:acsa@ptlalaska.net) • HOME PAGE: <http://puffin.ptlalaska.net/~acsa>

## **Alaska Council of School Administrators**

### **Statement of Opposition**

**House Bill 129** An Act excluding school principals from collectively bargaining under the Public Employment Relations Act

**By**

**The Alaska Council of School Administrators**

Elementary and Secondary public school Principals in Alaska have traditionally enjoyed the right under state law to enter into collective bargaining with their employer. Collective bargaining by recognizable employee groups is a long held right established by custom, law and decisions by the courts.

Collective bargaining by public school principals is the equivalent of bargaining by other municipal and state employee groups. How can it be argued that School Principals should be excluded without extrapolating further to exclude firemen, policeman, administrators in municipalities, and teachers? Can the effort to remove school principals from collective bargaining stop here or is the effort philosophically compelled to remove the collective bargaining right from other groups?

Public school principals are a hard working, contributing group of educational leaders. They are the instructional leaders in their schools. The right they have to enter into collective bargaining has been a positive experience in the vast majority of the state's school districts. In those districts where principals bargain there is little evidence that it causes disruption or leads to exorbitant salaries.

Along with school board policy and administrative regulations, the terms and conditions of a negotiated agreement with principals bring order and stability to school districts. Negotiations for the most part are a process of "meet and confer" without hostilities or complications. The question must be asked, "What problem is being corrected with HB 129?" As one school superintendent said, "This appears to be a solution in search of a problem."

Due to increased retirement of principals and a general shortage of qualified principals the passage of HB 129 will further discourage potential candidates from seeking jobs as principals.

The Alaska Council of School Administrators is opposed to the passage of HB 129.

**Subject:** HB 129

**Date:** Fri, 09 Apr 1999 13:31:14 -0900

**From:** "Gary Crandall" <gcrandall@kingcove.acsd.schoolzone.net>

**Organization:** King Cove School

**To:** Representative\_Norman\_Rokeberg@legis.state.ak.us,

Representative\_Jerry\_Sanders@legis.state.ak.us,

Representative\_Lisa\_Murkowski@legis.state.ak.us,

Representative\_Andrew\_Halcro@legis.state.ak.us

APR 10 1999

As a rural administrator with 9 years in state, I sincerely hope that you and your fellow legislators will see this bill for what it is and soundly reject it. This bill will make it even harder for districts in Alaska to recruit and keep good administrators. The thought that this could even be introduced has me considering other options for the future. Thank you for taking the time to consider my viewpoint.  
Respectfully, Gary Crandall, Principal

Subject: HB 129

Date: Fri, 09 Apr 1999 11:24:04 -0800

From: rpatton@kpbsd.k12.ak.us (Richard Patton)

To: Representative\_Norman\_Rokcberg@legis.state.ak.us

APR 10 1999

Thank you for reading this.

I was attracted to Alaska by many things including the negotiated agreement of the Kenai Peninsula Borough School District and its administrators. I would have been very reluctant had I not had assurances that a good contract and benefits awaited. It is a long and expensive journey that I would have never undertaken otherwise.

There is a critical shortage of principals. I have had recent experience as I just hired a new assistant principal. The number of applicants is down as I interviewed for the same position two years ago. We eventually interviewed only two candidates. A bill such as HB 129 will only make attracting and keeping good administrative personnel more difficult if not impossible. Good schools are made by good people. The long range implications of this measure could very damaging.

Rich Patton  
Homer High School Principal

Printed by: Viki Searle  
Title: HB 129

Friday, April 9, 1999 5:57:42 AM  
Page 1 of 1






Thursday, April 8, 1999 2:03:02 PM

Message

From:  Richard Patton

Subject: HB 129

To:  Representative\_Norman\_Rockeberg@legis.state.ak.us  
 Don Glaze  
 Malcolm Fleming

Thank you for reading this.

I was attracted to Alaska by many things including the negotiated agreement of the Kenai Peninsula Borough School District and its administrators. I would have been very reluctant had I not had assurances that a good contract and benefits awaited. It is a long and expensive journey that I would have never undertaken otherwise.

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Rich Patton  
Homer High School Principal



Alaska Association of Elementary Schools Principals  
Alaska Association of Secondary School Principals  
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## Alaska Council of School Administrators

April 9, 1999

APR 09 1999

Representative Norman Rokeberg, Chair  
State Capitol, Room 24  
Juneau, AK 99801

Dear Representative Rokeberg,

In behalf of School Administrators across the State of Alaska, I want to express appreciation for your patience and demonstration of interest at the hearing on HB 129. Subsequent to that hearing, the Alaska Council of School Administrators approved the attached Statement of opposition to HB 129.

If HB 129 is further considered by the Labor and Commerce Committee, please include this Statement of Opposition in the record. I am transmitting this statement of Opposition to each member of the Labor and Commerce Committee. I am available to discuss any concern you may have regarding this bill.

Thank you in advance for your consideration of our request.

Sincerely,

Darroll Hargraves  
Executive Director, ACSA

DIV. OF SENIOR SERVICES, FRONTIER BUILDING, 3601 C STREET, SUITE 310, ANCHORAGE, ALASKA 99503

# FAX

Date: 4/9/99

Number of pages including cover sheet: 2

To: Janet  
Representative, Kakeberg's office

Telephone: 465-4954

Fax number/phone: 465-2040

cc:

From: Barbara Hendricksen  
Acting Long Term Care Coordinator

Telephone: (907) 269-3662

Fax number/phone: (907) 269-3689

Fax number/phone:

REMARKS:  Urgent  For your review  Faxed at your request  Reply ASAP  Please comment

Janet ~ Here is a sheet provided by a staff person in our Juneau office (465-4993) which provides some of the data which you were requesting. Hope this helps.

*Barbara Hendricksen*

**HB 129 TESTIMONY**

**4/7/99**

Thank you for listening to my testimony. My name is Don Glaze. I am the assistant principal at Nikiski Middle/High School. I have been an educator in Alaska for 18 years. I am also the president of the Kenai Peninsula Administrators Association, and I would like to speak as one of their representatives on behalf of all the school administrators in our district. We are very much against HB 129.

**I would like to give two main reasons for opposition to this bill:**

(1) It is a big step backwards in the effort for the KPBSD and for Alaska to draw quality people to the field of education. We can set all the standards that we want; we can come up with higher expectations for students; we can create a qualifying exam; but if we don't have good teachers and good leaders in our schools, then neither Alaska school goals nor national school goals are going to be met. A specific statistic was given in our local paper earlier this week by our district's personnel director. In the past few years the number of teachers applying for each job in our district has gone down from 125 to 50 for this year. For a principalship position the number of applicants is much lower. In fact the principal job at Skyview High has reopened twice because there aren't enough qualified applicants. The position is currently unassigned for next school year. With HB 129 what principal would want to come to Alaska to take a job without the ability to have a say in salary and benefits.

(2) With those who are currently in principal positions, morale will be dramatically affected because principals will be lowered in bargaining ability below anyone else in the system. The principal is not just a manager, but also the instructional leader in a school. If leaders experience a low morale swing, the entire educational process may be negatively affected through the trickle down effect...right down to our students. We building administrators have a right to collective bargaining, and we need to keep that right.

My questions are: What is the real purpose of HB 129, and what will the effects be?

My statement is: Please do not allow HB 129 to move any further through our legislative system. Thank you for your time.

*Donald P. Glaze*

Post-it™ brand fax transmittal memo 7671		* of pages * 1	
To LIO (and Labor	From Don Glaze	Co.	
+ Commerce Com)		Phone # 776-3456	
Fax # 283-3075		Fax # 776-3486	



>Dated: April 6, 1999

>

>Carol Kane

AASSP Executive Director

907-746-9300

Greg Daniels

AAESP Executive Director

1-800-478-3536

>

>

Alaska....The Great Land

**Subject:** HB 129

**Date:** Wed, 7 Apr 1999 22:25:48 -0800

**From:** "William Hague" <billhague@worldnet.att.net>

**To:** <Representative\_Norman\_Rokeberg@legis.state.ak.us>

APR 08 1999

Where do you stand on HB 129?

I want to know so that I can inform the public. They need to hear how you plan to vote concerning the taking away of normal workplace rights.

I am sure that if stripping away negotiating rights in the workplace from a larger group of Alaskans was concerned, that you would be concerned. Are you concerned for the rights of an important and influential group like Principals?

Please respond so that I can tell the public where you stand?

Sincerely,

W. O. Hague,  
Principal/Teacher  
Hope Elem/High School

## Opposed to HB129

April 7, 1999  
Mary Johnstone

*3210 Seawind Dr.  
Anchorage, AK 99516  
344-3364*

My name is Mary Johnstone, I'm President of the Alaska Association of Elementary School Principals, and Principal of Susitna Elementary School in Anchorage. I appreciate this opportunity to speak against a proposed bill that could have a serious negative impact on Alaska's students.

The Executive Board of the Alaska Association of Elementary School Principals strongly opposes HB129.

While we know there are individuals or groups who support this bill denying school principals the right to collective bargaining, I suggest that diminishing the role, influence and morale of the principalship is not in the best interests of the education of our children, and therefore should not be in the best interests of anyone. Principals are rising to the challenge of bringing our students into the twenty-first century—with new standards, assessments and graduation requirements. We as principals are on the front line in addressing issues of teacher training in effective practices, in school change, diversity, school safety, parent involvement, and the development of partnerships in the community. I invite anyone listening to spend a day in my school to see first-hand the job of the principal.

With over half our current principals likely to be gone by 2002, it is incumbent on us that we be able to recruit and retain the best and brightest school leaders. HB129 would seriously undermine the ability of districts to staff our schools and accomplish our rigorous goals for public education.

*and common sense*  
HB129 increases the power of top-down leadership, running counter to current research, ~~and~~ practices, regarding the most effective way to run schools—where involvement of stakeholders, shared decision-making, and strong accountability are paramount.

School quality is directly related to ongoing district and site-based school improvement efforts, focusing on world class content and performance standards, on high quality professional staff delivering the best instructional practices, on quality school organization, and on parent and community involvement.

We should be looking for ways to strengthen the role of school principals, while at the same time providing principals and schools the resources we need to accomplish the goals the public has set for us. Our political leaders should not create instability and uncertainty for principals, and with it some of our motivation for implementing the continuous improvement of education for the children of Alaska.

**My name is Todd Sverson**

**254 Katmai Av.**

**Soldotna, AK 99669**

**Principal at Soldotna Middle School in Soldotna, AK 99669**

I would like to testified in opposition to House bill 129 and I am requesting that House Bill 129 does not make it out of committee.

Nine years ago I was a Principal in the State of North Dakota. I left North Dakota to move to Alaska because of low salaries and poor benefits packets in North Dakota. I was fortunate to be name a 1997 National Milken Educator Award winner for the State of Alaska and I feel that my move to Alaska was good for both my family and for my educational career.

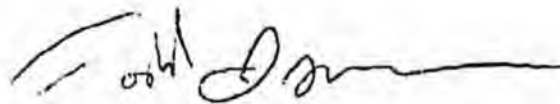
In Alaska, I have enjoy the privilege and right to belong to an organized union who has collectively bargain in good faith with our school district. The Kenai is currently one of the lowest paid school districts in the state of Alaska and we are having problems recruiting principals because of those low salaries. The lost of the right to bargain would put the Kenai even further behind in the recruitment of master principals who will lead our schools and focus on providing the every best education for our students.

Principals are much like Coaches. The better the Coach the better the Team. The better the Principal the better the School. Principals provide the leadership and guidance needed to set high standards in the delivery of curriculum, in the improvement of instruction and are consistently assessing our schools to find news ways to improve instruction which will lead our schools in better meeting the educational needs of all our students.

We need the Best Principals/Coaches for our schools in Alaska. Please allow us the right of Collective Bargaining in hopes of continuing to provide the packets need to recruit and to keep the best possible Principals who will lead our school in meeting the ever changing needs of all of our students in the State of Alaska.

We truly have a unique challenge in Alaska, please help Principals and School Districts in meeting that challenge by dropping HB 129.

Thank you !



4/7/99

FROM:  
Rep Scott Ogan  
7 APR 1999

## HOUSE BILL 129

### PURPOSE

To prohibit school managers from collective bargaining

### REASON FOR LEGISLATION

No better illustration of the need for this legislation could be provided then the following NEA statements given on HB 129 in the House HESS Committee.

- Mr. Marshall -- *"We (NEA) feel in this case that Principals are labor." " There is a shift of power from the collective bargaining agreement and power abhors a vacuum; it is going to be consumed by someone. That someone is likely to be the Superintendent and Boards of Education. " Their (Principal's) question is 'should a Principal be constrained by the whims and wishes of a Superintendent'?"*

When asked how collective bargaining enhances student achievement Mr. Marshall further elaborated:

- Mr. Marshall -- *"I think, unfortunately collective bargaining is a little weak. We (NEA) don't get in there and talk about bargaining curriculum, bargaining the length of the day, bargaining opportunities to deal with discipline. You know, bargain some of those critical issues that occur in the classroom. We would accept more."*
- Co-Chair Rep. Dyson -- *" Did you just say that the bargaining unit ought to bargain curriculum?"*
- Mr. Marshall -- *"I think that's -- yeah, definitely within the purview, I think it is critical to a school. I think you've got teachers and Principals working together and they see the needs of those children. They see the needs that you have stipulated relative to state standards."*

# Sears Elementary School

KENAI PENINSULA BOROUGH SCHOOL DISTRICT

KENAI, ALASKA 99611

JACQUIE IMLE  
PRINCIPAL

To: The Members of the Labor and Commerce Committee

From: Jacquie Imle

Subject: HB 129

APR 07 1999

I'm opposed to HB 129 passing out of your committee. These days, good principals are VERY hard to get, and GREAT ones are a gift. If you're not aware of this fact, the evidence is that our Kenai District has advertised 2 and 3 times to fill positions for this year's retirees. Long hours, too much stress and too little pay are some of the top reasons why the principal candidate pool is shrinking. The removal of collective bargaining rights would be just one more "nail in the coffin", so to speak, that would make a hard job even harder.

How does this affect you? Great schools are led by great principals, who hire great teachers to work with children from Kindergarten through 12th grade. Principals are the capstone in the arch. Without support for EVERY piece, especially the LINK that ties all the others together, the arch falls, and so does public education as we know it. Public School Administration has many rewards, but it's also a very hard job in these times. There are now more students from high risk families than from Ozzie and Harriet families. As a result, the school ends up taking over many roles of the family, not by design but by default. Fewer educators desire to fulfill this "Mother Teresa" slot. Removing all the incentives and support which have been present up until recently will not help the position of the State or District to attract quality candidates. My prediction is we'll be getting either the "dregs" from the bottom of the already shallow pool, OR end up paying twice as much money to contract out to retired administrators in order to have enough principals!

Thank you for allowing my input.



APR 07 1999

To: Members of the Labor and Commerce Committee  
 Fr: Paul Kubena, Principal Ninilchik K-12 School  
 Re: HB129

Committee Members

I am opposed to HB129 and ask that HB129 does not proceed out of the Labor and Commerce Committee. This bill is written in such broad language that it will encompass sweeping changes. In light of its destructive nature to our states educational integrity, I would ask you to reconsider the merits of HB129.

- School Principals are members of PERA. Alaska State guarantees the "right" to Collective Bargaining. How is it that one particular group of Public Employees is being singled out? How, and when, will this bill effect other groups once this legislative precedent is established? How will the notions of FAIR TREATMENT, EMPLOYMENT, and STABILITY be viewed as a result of this negative landmark legislative action?
- There is an overwhelming convergence of evidence in today's research pointing to the critical role the school principal plays in determining the success or failure of school reform initiatives. A principal's leadership and commitment to their school (and district) are necessary components of educational excellence. It is through their leadership and professional insights that school communities are moving into the next millennium.
- People often voice their discontent with their feet once reasonable dialog fails. Alaska has fallen into the bottom quartile of national ranking for quality educational career opportunities. This is evidenced by the "Brain Drain" of graduating secondary students for out of state job opportunity, the paucity of quality, available, teaching/administrative candidates and the overwhelming response to the state's Early Retirement program. You cannot shrink yourself to greatness.

Post-It <sup>®</sup> Fax Note	7071	Date	4/7/99 # of pages 1
To	Leg. Inf. Office	From	PAUL KUBENA
Co./Dept.	HB 129	Co.	Ninilchik Sch
Phone #	283-2030	Phone #	567-3301
Fax #	283-3075	Fax #	567-3504

**Telephone Message to House Labor & Commerce Committee**

**April 6, 1999**

**Fred Giddings, Principal at Bayshore Elementary in Anchorage,  
is opposed to House Bill 129. Please pass on to all members.**

**Telephone: 349-1514**

**Janet**

### Public Opinion Message

Anchorage Legislative Information Office (LIO)  
716 W 4<sup>th</sup> Avenue, Suite 200, Anchorage, AK 99501 • Phone: 258-8111 Fax: 262-1261

This form MUST be completely filled out. You may phone, fax, or deliver your POM to any LIO.

**From:** Please PRINT the information below.

First name <b>FRANK</b>	ALL	Last name <b>RAMOS JR</b>
Mailing address <b>3650 Amber Bay Loop</b>		Zip code
Residence (sewer) (address if different from mailing address)		Zip code
Telephone number	Group (circle if applicable)	Signature

**To:** Put a ✓ in the appropriate box(es).

Committees	House members	Senate members
<b>House</b> <input type="checkbox"/> Community & Regional Affairs (cra) <input type="checkbox"/> Finance (fin) <input type="checkbox"/> Health, Ed., & Social Serv. (has) <input type="checkbox"/> Judiciary (jud) <input checked="" type="checkbox"/> Labor & Commerce (lac) <input type="checkbox"/> Resources (res) <input type="checkbox"/> Rules (rs) <input type="checkbox"/> State Affairs (sa) <input type="checkbox"/> Transportation (tra) <input type="checkbox"/> Other: <input type="checkbox"/> Other:	<input type="checkbox"/> Austerman (aus) <input type="checkbox"/> Barnes (bar) <input type="checkbox"/> Berkowitz (ber) <input type="checkbox"/> Brice (br) <input type="checkbox"/> Byrde (byn) <input type="checkbox"/> Cowdory (cwo) <input type="checkbox"/> Croft (cro) <input type="checkbox"/> Davies (dav) <input type="checkbox"/> Davis (dav) <input type="checkbox"/> Dyson (dys) <input type="checkbox"/> Elton (elt) <input type="checkbox"/> Foster (fos) <input type="checkbox"/> Green (grn) <input type="checkbox"/> Grunwaldt (grs) <input type="checkbox"/> Hanley (han) <input type="checkbox"/> Hodgins (hod) <input type="checkbox"/> Hudson (hud) <input type="checkbox"/> Ivan (iva) <input type="checkbox"/> James (jam) <input type="checkbox"/> Joubert (jou)	<input type="checkbox"/> Kelly, P. (kuj) <input type="checkbox"/> Kempton (kem) <input type="checkbox"/> Kohring (koh) <input type="checkbox"/> Kookesh (koo) <input type="checkbox"/> Kott (kot) <input type="checkbox"/> Kubins (kub) <input type="checkbox"/> Martin (mar) <input type="checkbox"/> Masak (mas) <input type="checkbox"/> Moses (mos) <input type="checkbox"/> Mulder (mul) <input type="checkbox"/> Nicholas (nic) <input type="checkbox"/> Ogan (oga) <input type="checkbox"/> Phillips, G. (phg) <input checked="" type="checkbox"/> Porter (por) <input type="checkbox"/> Prokeberg (pro) <input type="checkbox"/> Pyles (pyl) <input type="checkbox"/> Sanders (san) <input type="checkbox"/> Theriault (tht) <input type="checkbox"/> Vezy (vez) <input type="checkbox"/> Williams (wil)
<b>Caucuses</b> <input type="checkbox"/> Anchorage (ago) <input type="checkbox"/> Bush (bus) <input type="checkbox"/> Fairbanks/Interior (fi) <input type="checkbox"/> Matu (mat) <input type="checkbox"/> Majority (maj) <input type="checkbox"/> Minority (min)		<input type="checkbox"/> Adams (ada) <input type="checkbox"/> Donley (don) <input type="checkbox"/> Duncan (dun) <input type="checkbox"/> Ellis (ell) <input type="checkbox"/> Green (gre) <input type="checkbox"/> Halford (haf) <input type="checkbox"/> Hoffman (hof) <input type="checkbox"/> Kelly, J. (kej) <input type="checkbox"/> Leman (lem) <input type="checkbox"/> Lincoln (lin) <input type="checkbox"/> Mackie (mak) <input type="checkbox"/> Miller (mil) <input type="checkbox"/> Parnell (par) <input type="checkbox"/> Pearce (pear) <input type="checkbox"/> Phillips, F. (phf) <input type="checkbox"/> Sharp (shp) <input type="checkbox"/> Taylor (tay) <input type="checkbox"/> Tongerson (ton) <input type="checkbox"/> Ward (war) <input type="checkbox"/> Wilson (wil)

**Subject:** Fill out the boxes below OR enter a Subject.

HB or SB <b>HB</b>	Bill number <b>129</b>	and check one:	<input type="checkbox"/> Support <input type="checkbox"/> Oppose <input type="checkbox"/> Amend	<input checked="" type="checkbox"/> OR enter a general Subject (LIO staff may modify)
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**Message:** Your PRINTED message cannot exceed 50 words or contain any vulgar language.

*This bill interferes with my right to negotiate a labor contract. Please oppose this bill.*

Subject: HB 129

Date: Mon, 5 Apr 1999 18:27:29 -0700 (PDT)

From: Malcolm Fleming <malcolmfleming@yahoo.com>

To: Representative\_Norman\_Rokeberg@legis.state.ak.us

APR 06 1999

Representative Rokeburg,  
Please do us all a favor and kill HB 129 in your  
Committee. This bill is pure foolishness and lacks  
any understanding of labor relations.

If a negotiated agreement doesn't define the employee  
- employer relationship then some other contract will.

Ed Gilley, the last Adak Superintendent, certainly  
understood the benefit of dealing individually with a  
"friendly" board and writing his own ticket. Are "free  
agent" athletes much help curtailing sport costs?  
What benefit is derived from negotiating separately  
with every individual principal in the state?

I would like to be able to speak at your  
teleconference hearing on April 7, 1999 but I have an  
IEP meeting scheduled at that time. I'm sure you  
understand.

Please end this and let us get back to leading our  
schools.

Thank you,  
Malcolm Fleming  
Principal  
Seward Middle/High School

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Do You Yahoo!?

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Subject: HB 129

Date: Mon, 05 Apr 1999 15:55:49 PDT

From: bushmom@excite.com

To: Representative\_Norman\_Rokeberg@legis.state.ak.us,  
Representative\_Andrew\_Halcro@legis.state.ak.us,  
Representative\_John\_Harris@legis.state.ak.us,  
Representative\_Lisa\_Murkowski@legis.state.ak.us,  
Representative\_Jerry\_Sanders@legis.state.ak.us

CC: Representative\_Tom\_Brice@legis.state.ak.us, Representative\_Sharon\_Cissna@legis.state.ak.us

APR 06 1999

Dear Representative,

My name is Gaynel Holt. I work as a teacher's aid at Bettles Field School in the Yukon/Koyukuk School District. You may or may not know that our district headquarters is located in Fairbanks with each school site being a different village. The principals play a vital role in what happens at each site. We are very isolated and since we live in the villages, we are the ones who know what works best for the site. The district and state officials are far removed from the difficulties of running a village school. They do not have to live in the political environment and work with the parents. It is imperative that the principals be able to continue in this role. Please stop HB 129! The consequences would be disasterous.

Thank you for your work,

Gaynel Holt

PO Box 26076

Bettles AK 99726

Phone: (907) 692-5101

Fax: (907) 692-5102

EMAIL: bushmom@mailexcite.com

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Get your free, private email at <http://mail.excite.com/>

APR 06 1999

Subject: HB129

Date: Mon, 05 Apr 1999 15:11:42 PDT

From: "Jeff Holt" <jefferyholt@excite.com>

To: Representative\_Norman\_Rokeberg@legis.state.ak.us,  
Representative\_Andrew\_Halcro@legis.state.ak.us,  
Representative\_John\_Harris@legis.state.ak.us,  
Representative\_Lisa\_Murkowski@legis.state.ak.us,  
Representative\_Jerry\_Sanders@legis.state.ak.us

CC: Representative\_Tom\_Brice@legis.state.ak.us, Representative\_Sharon\_Cissna@legis.state.ak.us

Dear Representatives,

I am opposed to HB 129 and ask that HB 129 not proceed out of the L&C Committee. I feel that the bill is very biased and pointed. This bill will impact fair treatment, employment, and stability in an already "hands-tied" profession. I am unaware of any statewide problems would have caused the creation of this bill. There are too many problems with this bill as written, for example, what about the implications for arbitrary reassignment and the appeals process, or fair treatment, employment, and stability. Again, please do not allow this bill to proceed out of your committee.

Jeff Holt

Bettles Field School Principal/Teacher

PO Box 26070

Bettles, AK 99726

School Phone: 907-692-5101

Fax: 907-692-5102

Personal e-mail: jefferyholt@mailexcite.com

School e-mail: bettlesschool@hotmail.com

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Subject: HB129

Date: Thu, 1 Apr 1999 17:59:42 -0800

APR 06 1999

From: aaesp@alaska.net (Greg Daniels)

To: Representative\_Tom\_Brice@legis.state.ak.us,  
 Representative\_Norman\_Rokeberg@legis.state.ak.us,  
 Representative\_Jerry\_Sanders@legis.state.ak.us,  
 Representative\_Gail\_Phillips@legis.state.ak.us,  
 Representative\_Lisa\_Murkowski@legis.state.ak.us,  
 Representative\_Gary\_Davis@legis.state.ak.us, Representative\_Hal\_Smalley@legis.state.ak.us,  
 Representative\_Andrew\_Halcro@legis.state.ak.us,  
 Representative\_John\_Harris@legis.state.ak.us, Representative\_Sharon\_Cissna@legis.state.ak.us

Dear State Of Alaska Representatives:

Thank you for taking the time to read this testimony given by the Alaska Association of Elementary School Principals. If you have any comments or questions regarding our position of HB 129, please call me at 1-800-478-3536. The importance of this bill can only be understood when you consider all 100 or groups in the State of Alaska. Principals are the tip of the iceberg.

Thanks.

Greg Daniels, AAESP Executive Director

ALASKA ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Position Statement: HB 129..Excluding principals from collective bargaining.

Read at hearing on 3-27-99 to House HESS in Anchorage by Mary Johnstone, AAESP President, written by Greg Daniels, Executive Director, AAESP

Labor and Commerce Committee:

The Alaska Association of Elementary School Principals executive board opposes HB 129 for the following reasons:

\*\*\* First of all, HB 129 is written in such broad language and encompasses sweeping changes that delete collective bargaining from principals and mentions nothing of how, when, and if principals will be recognized as professional employees of the district. Will principals become at-will employees and be handed down policy from the superintendent to be carried out in their schools? What rights will principals be given? What happened to the value of participatory relationships and principal liason building between the school district and the school community? Will information flow only in one direction?

\*\*\* Even though Superintendents are not covered under PERA, they come into the State and new districts and perform under a legal, binding contract that clearly are negotiated benefits and salary with local school boards. Singleing out professional school principals, which are covered under PERA and have the right to collective bargaining as public employees, would be taking away the opportunity for them to bargain for working conditions,

salary and benefits, etc. that superintendents enjoy now. Shouldn't we offer the same for principals?

\*\*\* Research studies show that 50% of today's principals will retire by the year 2002. Presently, there is a shortage of qualified candidates for principal vacancies in the United States, including Alaska. Two million teachers will be needed in the next decade to serve the growing enrollment and to fill a record number of vacancies as the first baby boomers retire. Data like this has serious implications for school leaders and districts in terms of identifying and encouraging teachers and other administrators who have potential to become effective principals. Why the shortage of qualified candidates? Research suggests that long hours, too much stress, and too little pay are some of the top reasons why the candidate pool has shrunk. Attracting and keeping great principals and encouraging teachers to aspire to become administrative candidates, in light of new standards, assessment, graduation requirements, and now opposition to collective bargaining ...diminishes even further...the recruitment and retention of good principals for the State of Alaska.

\*\*\* HB 129 moves perpendicular to the trends of leadership for 21st century schools. According to NAESP..today's schools are moving away

from... centralized control to... decentralized control, strenghtening and supporting organizational members abilities to find solutions to local problems.

from... administrative decision making, sole accountability to... shared decision making, school based management, increased accountability to justify decisions and actions to other stakeholders in governance and management.

from... serving as liaison to central office, securing assistance and resources from within the system to... serving as liaison to central office and larger school community, securing additional assistance and resources from outside the system.

Alaskan principals are meeting these challenges and will be held accountable for new changes to come. HB 129 is asking us to step backwards and follow a non-traditional chain of command, and to have accountability without representation. The school principal is THE BUILDING LEVEL ADMINISTRATOR, NOT PART OF CENTRAL OFFICE ADMINISTRATION. They are the chief school administrator, operations manager and the instructional leader. Principals have assumed enough expanded responsibilities, please don't add another.

\*\*\* Principals are public employees under PERA, and yes, we have a right to collective bargaining and arbitration. Although, collective bargaining at the local level, in my experience, has been more commonly done on a meet and confer basis with very little formality. In the 30 years I have been in education, not once have I ever heard a principal mention the s-word...STRIKE. A bargaining agreement, or negotiated contract, provides for long range stability to school districts and furnishes principals with a modicum of protection. Just by the sheer nature of the principalship, we are middle management and are sometimes caught between the proverbial "rock and a hard place," as we carry out the directives of the school board and superintendent on one hand and provide school leadership and professionalism to our school communities and teachers. This relationship works, however, lets not change it with HB 129.

And finally, a quote from Lawrence Lezotte, "Leadership and Effective Schools..."

"People follow effective leaders because they share the leaders' dreams, not because they are afraid of what would happen to them if they did not follow."

Greg Daniels  
AAESP Executive Director  
426 Rogers Rd.  
Kenai, AK 99611  
907-283-7918  
1-800-478-3536  
Fax: 907-283-8117  
EM: [aaesp@alaska.net](mailto:aaesp@alaska.net)

Alaska....The Great Land

# Hearings Opinion Message

Barrow Legislative Information Office (LIO)  
 Courthouse, Room 305 - PO Box 830 Barrow AK 99723 • Phone: 852-7111 Fax: 852-7114

~~Handwritten information and contact details~~

**Form** Please PRINT the information below.

APR 10 1999

Mr. Mr. Mrs.	First name <b>NANCY</b>	M.L.	Last name <b>CARDER</b>	S. S. N.
Billing address <b>P.O. Box 3245 PALMER, ALASKA</b>				Zip code <b>99645</b>
Residence (street) address if different from billing address <b>3400 SEA GULL DRIVE, PALMER</b>				Zip code
Telephone (street) number <b>(907) 788-2111</b>		Organ affiliation (if applicable) <b>ANCHORAGE PRINCIPALS ASSOC.</b>		Signature <i>Nancy Carder</i>
				Date <b>4-5-99</b>

**Form** Put a  in the appropriate box(es).

Committees		House members		Senate members	
H or S					
<input type="checkbox"/>	Community & Regional Affairs (cra)	<input type="checkbox"/>	Austerman (aue)	<input type="checkbox"/>	Adams (ada)
<input type="checkbox"/>	Finance (fin)	<input type="checkbox"/>	Baines (bar)	<input type="checkbox"/>	Donley (don)
<input type="checkbox"/>	Health, Ed., & Social Services (hes)	<input checked="" type="checkbox"/>	Berkowitz (ber)	<input type="checkbox"/>	Duncan (dun)
<input type="checkbox"/>	Judiciary (jud)	<input checked="" type="checkbox"/>	Bylka (brf)	<input type="checkbox"/>	Ellis (ell)
<input checked="" type="checkbox"/>	Labor & Commerce (l&c)	<input checked="" type="checkbox"/>	Burke (bur)	<input type="checkbox"/>	Green (gre)
<input type="checkbox"/>	Resources (res)	<input type="checkbox"/>	Cordery (cwr)	<input type="checkbox"/>	Hallford (hal)
<input type="checkbox"/>	Rules (ris)	<input type="checkbox"/>	Craft (cra)	<input checked="" type="checkbox"/>	Hoffman (hof)
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		<input type="checkbox"/>	Joule (jou)	<input type="checkbox"/>	Wilken (wit)

**Form** Fill out the boxes below **QR** enter a Subject.

HB or SB	Bill number	and check one:	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose	<input type="checkbox"/> QR	enter a general Subject (LIO staff may modify):
<b>HB</b>	<b>129</b>					

**Form** Your PRINTED message cannot exceed 50 words or contain any vulgar language.

Please	do	not	deny	PRINCIPALS
their	opportunity	to	hargain	collectively.
Fairness	dictates	this	opportunity	as
We	are	so	closely	associated
with	teachers	and	we	are
in	fact	teachers	first	
principals	second.	Your	support	of
our	needs	is	critical	

# Public Opinion Message

Anchorage Legislative Information Office (LIO)  
 • 716 W 4<sup>th</sup> Avenue, Suite 200, Anchorage, AK 99501 • Phone: 258-8111 Fax: 258-1281

**This form MUST be completely filled out. You may phone, fax, or deliver your POM to any LIO.**

**From:** Please PRINT the information below.

Name	First name <b>Sophia</b>	M.I. <b>M</b>	Last name <b>Masewicz</b>	Jr., Sr., III
Mailing address	<b>2001 Shore Drive, Anchorage, Alaska</b>			Zip code <b>99515</b>
Residence (home) address if different from mailing address				Zip code
Daytime telephone number <b>(907) 274-0541</b>	Group affiliation (if applicable) <b>Anchorage Principals Assoc.</b>	Signature <i>Sophia Masewicz</i>		Date <b>4/5/99</b>

**To:** Put a  in the appropriate box(es).

	Committees	House members	Senate members																																																																																																																																																																
<b>House</b>	<table border="0"> <tr><td><input type="checkbox"/></td><td>Community &amp; Regional Affairs (cra)</td><td><input type="checkbox"/></td><td>Austerman (aus)</td><td><input type="checkbox"/></td><td>Kelly, P. (kil)</td><td><input type="checkbox"/></td><td>Adams (ada)</td></tr> <tr><td><input type="checkbox"/></td><td>Finance (fin)</td><td><input type="checkbox"/></td><td>Barnes (bar)</td><td><input type="checkbox"/></td><td>Kempfen (kern)</td><td><input type="checkbox"/></td><td>Danley (dan)</td></tr> <tr><td><input type="checkbox"/></td><td>Health, Ed., &amp; Social Services (hes)</td><td><input type="checkbox"/></td><td>Berkowitz (ber)</td><td><input type="checkbox"/></td><td>Kohring (kar)</td><td><input type="checkbox"/></td><td>Duncan (dun)</td></tr> <tr><td><input type="checkbox"/></td><td>Judiciary (jud)</td><td><input checked="" type="checkbox"/></td><td>Brice (bri)</td><td><input type="checkbox"/></td><td>Kookesh (kcs)</td><td><input type="checkbox"/></td><td>Ellis (eli)</td></tr> <tr><td><input type="checkbox"/></td><td>Labor &amp; Commerce (l&amp;c)</td><td><input type="checkbox"/></td><td>Bunde (bun)</td><td><input type="checkbox"/></td><td>Kott (kot)</td><td><input type="checkbox"/></td><td>Green (gre)</td></tr> <tr><td><input type="checkbox"/></td><td>Resources (res)</td><td><input type="checkbox"/></td><td>Cowdery (cwo)</td><td><input type="checkbox"/></td><td>Kubina (kub)</td><td><input type="checkbox"/></td><td>Halford (haf)</td></tr> <tr><td><input type="checkbox"/></td><td>Rules (ris)</td><td><input type="checkbox"/></td><td>Croft (cro)</td><td><input type="checkbox"/></td><td>Martin (mar)</td><td><input type="checkbox"/></td><td>Hoffman (hof)</td></tr> <tr><td><input type="checkbox"/></td><td>State Affairs (sta)</td><td><input type="checkbox"/></td><td>Davis (dav)</td><td><input type="checkbox"/></td><td>Masek (mas)</td><td><input type="checkbox"/></td><td>Kelly, T. 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**Subject:** Fill out the boxes below OR enter a Subject.

HB or SB	Bill number	and check one:	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose	<input checked="" type="checkbox"/> OR	enter a general Subject (LIO staff may modify):
HB	129		<input type="checkbox"/> Amend			

**Message:** Your PRINTED message cannot exceed 50 words or contain any vulgar language.

Please	vote	against	HB 129	The	
bill	will	eliminate	a	critical	10
component	of	a	check	and	15
balance	system	in	education.	Collective	20
bargaining	allows	principals	to	address	25
issues	affecting	their	ability	to	30
be	effective	managers.	instructional	leaders.	35
and	to	protect	students	parents	40
against	concessions	given	to	other	45
unions	that	limit	their	rights.	50

# CORRECTION

THE FOLLOWING DOCUMENT(S)  
HAVE BEEN REFILMED TO  
ASSURE LEGIBILITY OR PAGINATION



Rev. 6/98

Central Microfilm Services  
Department of Education & Early Development  
State of Alaska

# Public Opinion Message

Anchorage Legislative Information Office (LIO)  
 • 716 W 4<sup>th</sup> Avenue, Suite 200, Anchorage, AK 99501 • Phone: 258-8111 Fax: 258-1281

**This form MUST be completely filled out. You may phone, fax, or deliver your POM to any LIO.**

**From:** Please PRINT the information below.

Mr., Ms., Mrs.:	First name: Sophia	M.I.: M	Last name: Masewicz	Jr., Sr., III:
Mailing address: 2001 Shore Drive, Anchorage, Alaska				Zip code: 99515
Residence (or) address if different from mailing address:				Zip code:
Daytime telephone number: (907) 274-0541	Group affiliation (if applicable): Anchorage Principals Assoc.	Signature: <i>Sophia Masewicz</i>	Date: 4/5/99	

**To:** Put a  in the appropriate box(es).

Committees	House members	Senate members																																																																																																																																																									
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**Subject:** Fill out the boxes below **OR** enter a Subject.

HB or SB	Bill number	and check one: <input checked="" type="checkbox"/> Support		Oppose	<b>OR</b>	enter a general Subject (LIO staff may modify):
HB	129	<input type="checkbox"/> Amend				

**Message:** Your PRINTED message cannot exceed 50 words or contain any vulgar language.

Please	vote	against	HR 129	The
bill	will	eliminate	a	critical
component	of	a	check	and
balance	system	in	education.	Collective
bargaining	allows	principals	to	address
issues	affecting	their	ability	to
be	effective	managers.	instructional	leaders.
and	to	protect	students	parents
against	concessions	given	to	other
unions	that	limit	their	rights.





GETTING THE MESSAGE OUT THERE FOR LIFE



Alaska Association Secondary School Principals  
Educational Leadership for Alaska's Future

**Resolution Opposing HB 129**

**By**

**Alaska Association of Secondary School Principals**

**&**

**Alaska Association of Elementary School Principals**

*Whereas* HB129 adds "principals" into AS.23.40.250 (6) along with Superintendents which makes collective bargaining unavailable to both groups of administrators, and

*Whereas* AS 23.40.070 (1), Declaration of Policy, recognizes the right of public employees to organize for the purpose of collective bargaining, and

*Whereas* AS 23.40.070 (2) requires public employers to negotiate with and enter into written agreements with employee organizations on matters of wages, hours, and other terms and conditions of employment, and

*Whereas* under HB 129 principals would lose their voice in determining their conditions of work, paving the way for arbitrary reassignment, removal from their positions without just cause, and would have no formal means of appeal of grievances and termination, nor representation, and

*Whereas* HB 129 will further restrict the ability of school districts to recruit and retain qualified school principals in a market which already predicts severe shortages of principals in Alaska and the United States, and

*Whereas* the stability of schools and school districts throughout Alaska often calls on the longevity and commitment of dedicated principals when there is high turnover of superintendents in Alaska, now

*Therefore be it resolved* that the Alaska Association of Secondary School Principals and the Alaska Association of Elementary School Principals oppose HB 129 and would ask that HB 129 is defeated.

Dated: April 6, 1999

Alaska Association Secondary School Principals  
Educational Leadership for Alaska's Future

P.O. Box 2889  
Palmer, Alaska 99645  
Phone: (907) 746-9300 Fax (907) 746-9301  
Email: aassp@alaska.net

APR 06 1999

André Layrol, President  
North Pole Middle School  
North Pole

Margo Bellamy, President Elect  
Wendler Middle School  
Anchorage

Larry S. LeDoux, Past President  
North Star Elementary School  
Kodiak

Georgia Taton, Region VII  
Coordinator  
Mears Middle School  
Anchorage

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Palmer

To: Labor & Commerce Committee

Representative Norman Rokeberg, Chair  
Representative Andrew Halcro Vice Chair  
Representative John Harris  
Representative Lisa Murkowski  
Representative Jerry Sanders  
Representative Tom Brice  
Representative Sharon Cissna

From: Carol G. Kane, Executive Director *CGK*

Date: 4/2/99

As Executive Director of the Alaska Association of Secondary School Principals please accept our appreciation to be able to participate in the public testimony regarding HB 129. Our organization represents 235 administrative professionals throughout Alaska. Our Board of Directors of the Alaska Association of Secondary School Principals is opposed to HB 129 as it is currently written.

Let me open my comments with the following statements from Dr. Gerald Tirozzi - Executive Director of the National Association of Secondary School Principals as printed in the recent NewsLeader, March 1999 issue.

Education in America - public education in particular - is at a critical crossroad. There is a growing frustration and concern regarding the quality of our public schools. It is against this backdrop that the drama of school reform is being played out in our nation's schoolhouses. I envision this as an opportune time for NASSP to ensure that the voice of the principal is heard and respected in the various policy forums, driving the engines of school reform.

He goes on to say...

The need for greater, more intensive involvement takes on added significance in an education environment where school-based accountability, state parochial schools are among the many issues

Page 2  
AASSP  
HB 129

taking center stage in the school reform debates. There must emerge recognition that it is the principal of a school who is the instructional leader, the agent of change, and the manager and facilitator of the teaching and learning process...

Concluding his comments...

It is the principal who is the main architect of the instructional program --serving as the leader, facilitator, and manager of staff and resources in the demanding and complex mission of ensuring equity and excellence for all children.

My recent review and discussion with other colleagues regarding similar legislation in California, Idaho, Oregon, Utah, and Nevada is very clear that the role of principals would be negatively impacted by this legislation. The simple inclusion of "principals" to the existing language will have complex ramifications.

Absent are the implications and requirements for reassignment and the appeal process. In states, where legislation omitted this language, the need became very apparent and legislation passed or is being proposed to define those exact processes. Included in some legislation has been a hearing process with a representative board consisting of teachers, School Board, administrators, and the public. There are fiscal costs, which also need to be addressed.

While we realize that principals are a part of the "management team" continuity under this proposed legislation is very alarming when superintendents have an average longevity less than three years. How can building administrators who advocate for standards and quality schools build a foundation if there is no long-term commitment?

It is essential that principals maintain a role of the liaison between the school house and the central administration while at the same time maintain the "right" to protect due process, appeals, and contractual conditions. Clearly HB 129 negates that right.

As you have heard and will hear from our colleagues across the state, HB 129 is a distracter to essential educational issues requiring our immediate and necessary attention. Time and energy could be better spent on the issues of sustained funding for public education, quality schools, and safe schools.

We urge you to defeat HB 129. As Dr. Tirozzi stated, our principals are dedicated to being the main architect of the instructional program. We are and will be Alaska's educational leaders, facilitators, and managers. We do not need HB 129 to carry out the mission of ensuring equity and excellence for all children.

Please feel free to contact me if I can be of further assistance. Thank you.



## Anchorage School District

A. J. Dimond High School  
2909 West 88th Avenue  
Anchorage, Alaska 99502-5397  
(907) 243-1141 Fax (907) 249-0350

APR 06 1999

March 6, 1999

Dear Committee Member,

We, the administrative staff at A.J. Dimond High School, adamantly oppose House Bill 129 for the following reasons:

First and foremost, we do not see ourselves as part of the Central Office Administration. We are liaisons between our community and the Central Office. At times, this leads to conflicting decisions. Because of this dilemma, we need the security of the collective bargaining system and to be seen as a separate entity.

Due to the political ramifications of representing the schools and community and providing an atmosphere conducive to site based management, we feel it is imperative that we have the security of a bargaining group. The State of Alaska and this school district have adopted professional standards for principals. The evaluation system should be used to foster improvement of principal performance to do otherwise devalues the quality of these new principal performance standards.

We appreciate your careful consideration of HB 129 and request you do not support this bill.

Sincerely:

Dan O'Neal, Principal

Sharon Kelly, Activity Principal

Lidia L. Lopez, Curriculum Principal

Ron Parker, Staff and Student Services Principal

Judy Cannon, Dean Of Students

**Subject: HB 129**

**Date: Tue, 6 Apr 1999 07:18:38 -0900**

**From: "Loyola M. McManus" <loy@northstar.k12.ak.us>**

**To: Representative\_Norman\_Rokeberg@legis.state.ak.us**

Dear Representative Rokeberg,

I am opposed to HB 129 and ask that HB 129 not receive your support.

I am currently finishing my 16th year as a building administrator in Fairbanks, Alaska. I have also served for four years on the board of the Alaska Association of Elementary School Principals. I am very concerned by the content of this bill and the speed with which it seems to be being moved through the legislative process.

It is logical that superintendents are excluded from the collective bargaining process as their positions are unique in each district. These positions are more political in nature and frequently have a high turn over rate not only in Alaska but nationwide.

Principals are the effective liaison between the board, central office, and the school site community. Regardless of political winds or changes they provide stability and insure that resources are available for the day to day business of educating students.

Principals are key members of the management team but are also a critical voice of the school community. They are the bridge between policy and practice. They are a channel of two way communication between the reality of the needs of students and parents and the planners and policy makers of the district.

Having a collective bargaining agreement that provides for fair and equitable working conditions affords the freedom to pursue the best for their students and communities and implement policies without fear of arbitrary reprisals and without the distraction of continual competition for benefits.

With all the work in the past few years uniting representatives of school boards, superintendents, principals, teachers, and PTA in working toward standards and improved education in Alaska, this single move to remove principals from the collective bargaining process was done with no discussion with the parties effected.

On the surface it would seem to have come from some board or superintendent wanting to remove a principal without going through an established process. Worse it may have come from someone wanting to hire certain persons and give them preferential treatment. No valid arguments for this bill have been made public.

At this time we are finding fewer and fewer professionals interested in the job of the principal. They see principals working long hours, being pressured by many factions of the community, receiving, in many cases, little or no support from central office. This bill would introduce one more significant negative aspect of the job.

I urge you to oppose this bill in any way you can. Feel free to e mail me at the address above or to call if you have any questions.

Loyola McManus, Principal  
Anne Wien Elementary, Fairbanks, Alaska 907-451-7500

**HB**

**130**

(7)

# HOUSE COMMITTEE REPORT

Date Referred to Committee: May 4, 1999

FURTHER REFERRALS:

Date of Committee Action: May 14, 1999

The LABOR AND COMMERCE Committee considered:

HB 130

HOUSE BILL NO. 130

ARCHITECTS/ENGINEERS/LAND SURVEYORS

"An Act adding limited liability companies and limited liability partnerships to the organizations that can be authorized to practice architecture, engineering, land surveying, and landscape architecture; and relating to state and municipal contracts for architectural, engineering, land surveying, and landscape architectural services."

recommends it be replaced  the same title  
with the following committee substitute \_\_\_\_\_  a new title

additional referral to \_\_\_\_\_ Committee  
 attached amendment(s)

ADOPTS: \_\_\_\_\_ Letter of Intent

ATTACHES NEW FISCAL NOTE(s): (Dept)

APPROVES PREVIOUS: (Dept/Date)

fiscal note(s) \_\_\_\_\_

fiscal note(s) \_\_\_\_\_

zero fiscal note(s) DCED

zero fiscal note(s) \_\_\_\_\_

SIGNING WITH RECOMMENDATIONS	DP	DNP	NR	AM
<i>Steve Rely</i>	<input checked="" type="checkbox"/>			
<i>[Signature]</i>	<input checked="" type="checkbox"/>			
<i>[Signature]</i>	<input checked="" type="checkbox"/>			
<i>[Signature]</i>			<input checked="" type="checkbox"/>	
<i>[Signature]</i>	<input checked="" type="checkbox"/>			
<i>[Signature]</i>	<input checked="" type="checkbox"/>			

CHAIR'S SIGNATURE

*Steve Rely*

5-14-99

# ALASKA STATE LEGISLATURE

## HOUSE LABOR AND COMMERCE COMMITTEE

Representative Norman Rokeberg, Chairman  
Representative Andrew Halcro, Vice-Chairman  
Representative John Harris  
Representative Lisa Murkowski  
Representative Jerry Sanders  
Representative Tom Brice  
Representative Sharon Cissna



State Capitol  
Juneau, AK 99801-1182  
Telephone: (907) 465-4954  
Fax: (907) 465-2040

### SPONSOR STATEMENT HOUSE BILL 130

**An Act adding limited liability companies and limited liability partnerships to the organizations that can be authorized to practice architecture, engineering, land surveying, and landscape architecture; and relating to state and municipal contracts for architectural, engineering, land surveying, and landscape architectural services.**

The State Board for Architects, Engineers and Land Surveyors (AELS) has the duty of licensing architects, engineers, land surveyors or landscape architects under the provisions of AS 08.48.011. In addition to individual licenses, the Board has requirements for certain business entities (corporations) to register with the AELS and these entities must receive a license to practice.

During the last several years, the Legislature has authorized limited liability companies and limited liability partnership. The Department of Law has advised the Department of Commerce and Economic Development that *these new entities are not covered under the AELS licensing laws.*

Limited liability companies (LLCs) are covered in AS 10.50. Alaska's law was adopted in 1994. The entity is a hybrid form of business structure that combines the tax advantages of a partnership and the liability safeguards of a corporation. Limited liability partnerships (LLPs) are covered in AS 32.05 and were adopted in Alaska in 1996. LLPs are a type of general partnership and provide a flexible form of organization for small businesses.

HB 130 would allow the Board to register LLCs or LLPs in a similar manner as corporations with the designation of an Alaskan licensee as the responsible licensee in charge of such entity. Such registration would continue to provide consumer protection and licensee accountability for the people of Alaska using the services of these professionals.

**We would appreciate your support of this legislation.**

**ED1:03/09/99**

# ALASKA STATE LEGISLATURE

## HOUSE LABOR AND COMMERCE COMMITTEE

Representative Norman Rokeberg, Chairman  
Representative Andrew Halcro, Vice-Chairman  
Representative John Harris  
Representative Lisa Murkowski  
Representative Jerry Sanders  
Representative Tom Brice  
Representative Sharon Cissna



State Capitol  
Juneau, AK 99801-1182  
Telephone: (907) 465-4954  
Fax: (907) 465-2040

### SECTIONAL ANALYSIS HOUSE BILL 130

**An Act adding limited liability companies and limited liability partnerships to the organizations that can be authorized to practice architecture, engineering, land surveying, and landscape architecture; and relating to state and municipal contracts for architectural, engineering, land surveying, and landscape architectural services.**

Prepared by Rep. Norman Rokeberg

The following sections contain language adding limited liability companies and limited liability partnerships to the current 08.48 statutes:

Sections 1, 2, 3, 4, 7, 8, and 9

- Section 5: Definitions added for "manager" and "managing member".
- Section 6: Indicates that the term "partnership" does not include a limited liability partnership. Note: LLPs are covered elsewhere in the legislation. This section refers to traditional partnerships.
- Section 10: Definitions added for "limited liability company" and "limited liability partnership".
- Section 11: Adds "landscape architectural" services to 36.90.100. Adds language concerning LLCs and LLPs.

ED1:05/03/99

# FISCAL NOTE

**STATE OF ALASKA**  
**1999 LEGISLATIVE SESSION**

**BILL NO. HB 130**

Revision Date/Time (Note if correction) \_\_\_\_\_ Dept. Affected Commerce & Econ Dev.  
 Title An Act adding limited liability companies and BRU Occupational Licensing  
limited liability partnerships to...AELS... Component Occupational Licensing  
 Sponsor House Labor and Commerce  
 Requester House Labor and Commerce Component Serial No. 2360

**Expenditures/Revenues (Thousands of Dollars)**

Note: Amounts do not include inflation unless otherwise noted below.

OPERATING EXPENDITURES	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005
Personal Services						
Travel						
Contractual						
Supplies						
Equipment						
Land & Structures						
Grants & Claims						
Miscellaneous						
<b>TOTAL OPERATING</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

<b>CAPITAL EXPENDITURES</b>						
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<b>CHANGE IN REVENUES ( )</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
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**FUND SOURCE (Thousands of Dollars)**

1002 Federal Receipts						
1003 GF Match						
1004 GF						
1005 GF/Program Receipts						
1037 GF/Mental Health						
Other (Specify Type)						
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

Estimate of any current year (FY99) cost: 0.0

**POSITIONS**

Full-time						
Part-time						
Temporary						

**ANALYSIS:** (Attach a separate page if necessary)  
 New funds are not required to implement this bill.

Prepared by Jennifer Stricker, Administrative Manager Phone 465-2144  
 Division Occupational Licensing Date/Time 5/11/99 5:18 PM  
 Approved by Commissioner Deborah B. Sedwick Date 5.12.99  
 Agency Commerce & Economic Development

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For further distribution information, call the Governor's Legislative Office



Alaska Professional Design Council  
Box 10-3115, Anchorage, Alaska 99510-3115

APR 28 1999

April 27, 1999

The Honorable Norman Rokeberg  
House of Representatives  
State Capitol, Room 24  
Juneau, Alaska 99801-1182

Dear Representative Rokeberg,

On behalf of the Alaska Professional Design Council, I would like to thank you for sponsoring HB 130. This bill will protect the public's safety while allowing design professionals to respond to changing times.

Today's business climate has offered opportunities for professional enterprises to evolve. Several of our members have chosen Limited Liability Company or Limited Liability Partnership (LLC/LLP) forms of conducting business and we expect this to be a trend that continues. Unfortunately, the current state statute does not recognize LLC/LLP as a form of business over which the Architect/Engineer/Land Surveyor/Landscape Architect Board (AELSLA) has authority. This void allows these forms of businesses to operate without allowing the AELSLA Board oversight for protection of the public that state statute requires. And to the contrary, businesses that operate within the authority of the AELSLA Board are not afforded the opportunity to take advantage of business forms that virtually all other professional entities are allowed.

HB 130 would protect the public safety and afford the opportunity for design professionals to choose from the full range of today's business practices. The bill would ensure that LLC/LLP forms of business would be recognized business entities by the AELSLA Board, the same as sole proprietorships, partnerships, and corporations. Also, HB 130 would allow design professionals the flexibility to choose a business form suited to their enterprise. This provides a true win-win situation by ensuring that government recognizes changing times and, at the same time, continues to protect the public's safety.

Thank you for sponsoring this important piece of legislation.

Sincerely,

Wm. Dwayne Adams, Jr., FASLA  
President, Alaska Professional Design Council

# STATE OF ALASKA

## DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT

DIVISION OF OCCUPATIONAL LICENSING

TONY KNOWLES, GOVERNOR

P.O. BOX 110806  
JUNEAU, ALASKA 99811-0806  
PHONE: (907) 465-2534  
FAX: (907) 465-2974  
TDD: (907) 465-5437

E-mail address:  
License@commerce.state.ak.us

March 1, 1999

MAR 04 1999

The Honorable Norman Rokeberg  
House of Representatives  
State Capitol, Room 24  
Juneau, AK 99801-1182

Dear Representative Rokeberg:

The architect, engineer, land surveyor, and landscape architect statutes currently recognize the following forms of business entity practicing architecture, engineering, land surveying, or landscape architecture:

### **Sole Proprietorship**

Business entities that are sole proprietorships are not required to be registered with the board. However, an individual practicing as a sole proprietor must hold the appropriate professional license.

### **Partnerships**

Under AS 08.48.251, partnership entities that advertise and offer engineering, architecture, land surveying, or landscape architecture are not required to be registered with the board, however, all members of the partnership must be legally registered to practice the profession offered.

### **Corporations**

Under AS 08.48.241, corporations are required to be registered with the AELS board, and must receive an Authorization to Practice. To be authorized, corporations must complete the application process which includes providing the name and Alaska license number of the person in "responsible charge" for each profession for which the corporation offers services.

### **Limited Liability Company's and Limited Liability Partnership's**

In the mid 1990's, Limited Liability Companies (LLC) and Limited Liability Partnerships (LLP) became recognized forms of business under AS 10.50 and AS 32.05, respectively. Inquiries have been received by the board regarding the abilities of LLC's and LLP's to advertise and offer architecture, engineering, land surveying, or landscape architecture services. Recently, the Department of Law has determined that LLC entities are prohibited from practice under the current authorities of AS 08.48. However, since there is no ability for a LLC to obtain authorization from the board, enforcement of the prohibition would be difficult. LLC's would have an "impossibility defense" as it is currently impossible for them to become registered with the board. While the question of whether LLP's may advertise and offer services has not been researched to the same degree as LLC's, we believe they also may be prohibited from advertising and offering services.

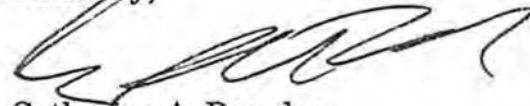
March 1, 1999

Legislation that provides for registration and issuance of an authorization to practice as an LLC or LLP when providing architecture, engineering, land surveying, or landscape architect services would address the issue. As LLC's and LLP's are recognized forms of business in the state of Alaska, there is no known benefit in prohibiting formation of these types of entities for the architect, engineer, land surveyor, or landscape architect professionals.

The proposed legislation, as outlined in your work draft, would allow the board to register LLC's in a similar manner as corporations. An important aspect for this registration is the designation of an Alaska licensee in "responsible charge." We believe adding LLP's to your draft legislation would cover the concerns that arise with LLP's offering services. Similarly, LLP's could be required to designate a licensee in responsible charge in order to receive an authorization from the board.

During the February 11-12, 1999, board meeting, the board voiced support of adding LLC's and LLP's to the category of business entities, which may be authorized by the board. On the work draft, they also noted the need for an amendment on page 8 under Sec. 36.90.100, to add Landscape Architecture to the professions listed.

Sincerely,



Catherine A. Reardon  
Director

CAR/BG/go4958  
030199a

**HB**

**136**

# HOUSE COMMITTEE REPORT

(7)

Date Referred to Committee: April 9, 1999

FURTHER REFERRALS:

Finance

Date of Committee Action: APRIL 12, 1999

The LABOR AND COMMERCE Committee considered:

HB 136

HOUSE BILL NO. 136

ABOLISH TOURISM MARKETING COUNCIL

"An Act relating to tourism and tourism marketing; eliminating the Alaska Tourism Marketing Council; and providing for an effective date."

recommends it be replaced with the following committee substitute CSHR 136 (L+C)  the same title  a new title

additional referral to \_\_\_\_\_ Committee

attached amendment(s)

ADOPTS: \_\_\_\_\_ Letter of Intent

ATTACHES NEW FISCAL NOTE(S): (Dept) \_\_\_\_\_

APPROVES PREVIOUS: (Dept/Date) \_\_\_\_\_

fiscal note(s) DCED

fiscal note(s) \_\_\_\_\_

zero fiscal note(s) \_\_\_\_\_

zero fiscal note(s) \_\_\_\_\_

SIGNING WITH RECOMMENDATIONS	DP	DNP	NR	AM
<i>Don Roby</i>	✓			
<i>Chris...</i>	✓			
<i>John Funder...</i>	✓			
<i>Walter...</i>	✓			
<i>Sam...</i>		✓		
<i>John S. Harris</i>	✓			

CHAIR'S SIGNATURE

*Don Roby*

4-12-99

HB 134e

HOUSE LABOR AND COMMERCE STANDING COMMITTEE

DATE: 4/12/99

ISSUE: CSHB 134e (LHC)  
moving bill out of comm. Hee

	YEA	NAY	PRESENT
Chairman Rokeberg	✓		
Representative Brice	✓		
Representative Cissna		✓	
Representative Sanders	✓		
Representative Harris	✓		
Representative Murkowski			absent
Representative Halcro, Vice Chair	✓		
<b>TOTALS:</b>	<b>5</b>	<b>1</b>	

PASSED ✓ FAILED \_\_\_\_\_

*Withdrawn*  
AMENDMENT #1

OFFERED IN THE HOUSE

BY REPRESENTATIVE CISSNA

TO: CSHB 136( ), Draft Version "K"

1 Page 2, line 23, following "Purposes":

2 Insert "report"

3 Page 3, following line 15:

4 Insert a new bill section to read:

5 "\*\* Sec. 5. AS 44.33.119 is amended by adding a new subsection to read:

6 (b) The Department of Commerce and Economic Development shall conduct  
7 an evaluation of the performance of each contract entered into under AS 44.33.125(a)  
8 and determine the extent to which the marketing campaign accomplished the purposes  
9 set out in (a) of this section and the extent to which the marketing campaign benefited  
10 the economy of the state as a whole. On or before March 1 of each fiscal year, the  
11 department shall submit to the legislature and the governor a copy of its evaluation,  
12 together with a recommendation regarding the amount of state funding that should be  
13 provided for a contract under AS 44.33.125(a) for the next fiscal year."

14 Renumber the following bill sections accordingly.

15 Page 7, line 21:

16 Delete "Sections 1 - 7, 9, and 10"

17 Insert "Sections 1 - 8, 10, and 11"

18 Page 7, line 22:

19 Delete "Section 8"

20 Insert "Section 9"

HB 130

HOUSE LABOR AND COMMERCE STANDING COMMITTEE

DATE: 4/12/99

ISSUE: Amendment A to Amend #2  
Amendment to Amendment #2

	YEA	NAY	PRESENT
Chairman Rokeberg	✓		
Representative Brice	✓		
Representative Cissna	✓		
Representative Sanders	✓		
Representative Harris	✓		
Representative Murkowski			absent
Representative Halcro, Vice Chair		✓	
<b>TOTALS:</b>	<b>5</b>	<b>1</b>	

PASSED ✓ FAILED \_\_\_\_\_

HOUSE LABOR AND COMMERCE STANDING COMMITTEE

DATE: 4/12/99

ISSUE: Amendment #2  
Amendment #2

	YEA	NAY	PRESENT
Chairman Rokeberg		✓	
Representative Brice		✓	
Representative Cissna	✓		
Representative Sanders		✓	
Representative Harris		✓	
Representative Murkowski			absent
Representative Halcro, Vice Chair		✓	
TOTALS:	1	5	

PASSED \_\_\_\_\_ FAILED ✓

AMENDMENT #2

OFFERED IN THE HOUSE

BY REPRESENTATIVE CISSNA

TO: CSHB 136( ), Draft Version "K"

- 1 Page 4, line 18, following "department.":
- 2       Insert "The department may approve the marketing campaign plan only if it
- 3 determines that the campaign fulfills each of the purposes listed in AS 44.33.119."

HOUSE LABOR AND COMMERCE STANDING COMMITTEE

DATE: 4/12/99 ISSUE: Amendment # 3

	YEA	NAY	PRESENT
Chairman Rokeberg		✓	
Representative Brice		✓	
Representative Cissna	✓		
Representative Sanders		✓	
Representative Harris		✓	
Representative Murkowski			absent
Representative Halcro, Vice Chair		✓	
TOTALS:	1	5	

PASSED \_\_\_\_\_ FAILED ✓

AMENDMENT # 3

OFFERED IN THE HOUSE

BY REPRESENTATIVE CISSNA

TO: CSHB 136( ), Draft Version "K"

- 1 Page 4, line 6:
- 2 Delete "campaign"
- 3 Insert "contract"

HB 136

HOUSE LABOR AND COMMERCE STANDING COMMITTEE

DATE: 4/12/99 ISSUE: Amendment #4

	YEA	NAY	PRESENT
Chairman Rokeberg		✓	
Representative Brice		✓	
Representative Cissna	✓		
Representative Sanders		✓	
Representative Harris		✓	
Representative Murkowski			absent
Representative Halcro, Vice Chair		✓	
<b>TOTALS:</b>	1	5	

PASSED \_\_\_\_\_ FAILED ✓

Am1

page 3, Line 30

(7) administer  
and evaluate  
the tourism  
marketing contract  
program under  
AS 44.33.12.5<sub>2</sub>  
and forward the  
evaluation to the  
legislature;

Amendment #4

# FISCAL NOTE

**STATE OF ALASKA  
1999 LEGISLATIVE SESSION**

**BILL NO. CSHB136 (L&C)**

Revision Date/Time (Note if correction) _____	Dept. Affected <u>DCED</u>
Title <u>An Act relating to tourism and tourism marketing: eliminating the ATMC</u>	BRU <u>Tourism</u>
Sponsor <u>Therisault</u>	Component <u>Tourism Development</u>
Requester <u>House Labor and Commerce</u>	ATMC
	Component Serial No. <u>1026 &amp; 2276</u>

**Expenditures/Revenues (Thousands of Dollars)**

Note: Amounts do not include inflation unless otherwise noted below.

OPERATING EXPENDITURES	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005
Personal Services	0.0	(219.0)	(219.0)	(219.0)	(219.0)	(219.0)
Travel	0.0	(53.4)	(53.4)	(53.4)	(53.4)	(53.4)
Contractual	20.0	(1,027.5)	(1,027.5)	(1,027.5)	(1,027.5)	(1,027.5)
Supplies						
Equipment						
Land & Structures						
Grants & Claims						
Miscellaneous						
<b>TOTAL OPERATING</b>	<b>20.0</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>

<b>CAPITAL EXPENDITURES</b>	0.0
-----------------------------	-----

<b>CHANGE IN REVENUES ( )</b>	
-------------------------------	--

**FUND SOURCE (Thousands of Dollars)**

FUND SOURCE	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005
1002 Federal Receipts						
1003 GF Match						
1004 GF	20.0					
1005 GF/Program Receipts						
1037 GF/Mental Health						
1106 Stat. Designated PR	0.0	(1,299.9)	(1,299.9)	(1,299.9)	(1,299.9)	(1,299.9)
<b>TOTAL</b>	<b>20.0</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>	<b>(1,299.9)</b>

Estimate of any current year (FY99) cost: \_\_\_\_\_

**POSITIONS**

Full-time	(6)
Part-time	
Temporary	

**ANALYSIS:** (Attach a separate page if necessary)

Eliminates the 3 ATMC positions and transfers ATMC personal services (219.0) and travel (53.4) to contractual. Eliminates AVA match to ATMC funding, because bill takes match off budget. Eliminates 3 positions in the Division of Tourism Inquiry Section and transfers personal services (114.4) to contractual.

One time contractual cost of 20.0 in FY00 to conduct a feasibility study on the contracting out of the Inquiry section function, "determining the potential costs and benefits which would result from contracting out the work in question," per Article 13 of the GGU Agreement.

Prepared by <u>Tom Lawson, Director</u>	Phone <u>465-2506</u>
Division <u>Administrative Services</u>	Date/Time <u>4/12/99 11:07 AM</u>
Approved by Commissioner <u>Deborah B Sedewich</u>	Date <u>4.12.99</u>
Agency <u>Commerce and Economic Development</u>	

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# Alaska State Legislature

Please enter into the record my testimony to the House Labor & Commerce  
 committee name  
 committee on HB 136 dated 4/9/99  
 Bill/subject

My name is Nancy Lettice. My husband & I are celebrating 25 years in the Alaskan tourism industry. I am past President of the Alaskan Wilderness Recreation & Tourism Assoc, and a member of the Valdez & Anchorage CVAs. I am speaking as a private business person.

I support the work draft of 4/4/9, although I have some reservations about the funding. Here in Valdez, because of budget constraints, we are facing the loss of our community hospital. I'm sure you can appreciate the potential significance of this upon the community + visitors.

Thus, although I would appreciate the State funding tourism as proposed by HB136, I think as public policy the State should fund medical services before allocating funds to tourism marketing.

Therefore, I encourage you to consider alternative sources of funding - such as proposed in Senator Elton's bill - even though this means our business would incur increased expenses.

Signed: Nancy A. Lettice  
 Testifier  
self  
 Representing (Optional)  
P.O. Box 1313, Valdez, AK 99686  
 Address  
907-835-5175  
 Phone No



1-LS0616\K/  
Cook  
4/9/99

**CS FOR HOUSE BILL NO. 136( )**  
**IN THE LEGISLATURE OF THE STATE OF ALASKA**  
**TWENTY-FIRST LEGISLATURE - FIRST SESSION**

**BY**

**Offered:**  
**Referred:**

**Sponsor(s): REPRESENTATIVE THERRIAULT**

**A BILL**

**FOR AN ACT ENTITLED**

1 **"An Act relating to tourism and tourism marketing; eliminating the Alaska**  
2 **Tourism Marketing Council; and providing for an effective date."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 **\* Section 1. FINDINGS AND INTENT.** (a) The legislature finds that it is important for  
5 the state to continue to work cooperatively with the private sector visitor industry to promote  
6 Alaska as a tourist destination for the benefit of the citizens of the state.

7 (b) It is the intent of the legislature that all tourism marketing functions currently  
8 performed by the Alaska Tourism Marketing Council and the Alaska division of tourism be  
9 consolidated and performed under a contract with a single qualified trade association and that  
10 the association provide a significant financial contribution to this cooperative tourism  
11 marketing program, with the Alaska division of tourism performing primarily planning,  
12 governmental coordination, and advocacy for tourism development.

13 **\* Sec. 2.** AS 23.20.526(d)(8) is amended to read:

14 (8) in the employ of the state or a political subdivision of the state if

1 the service is performed by an individual in the exercise of duties

2 (A) as a judicial officer, the governor, the lieutenant governor,  
3 a person hired or appointed as the head or deputy head of a department in the  
4 executive branch, a person hired or appointed as the director of a division of  
5 a department in the executive branch, an assistant to the governor, a chair or  
6 member of a state commission or board, state investment officers and the state  
7 comptroller in the Department of Revenue, [THE EXECUTIVE DIRECTOR  
8 OF THE ALASKA TOURISM MARKETING COUNCIL,] an appointed or  
9 elected municipal officer, any other elected official, the fiscal analyst of the  
10 legislative finance division, the legislative auditor of the legislative audit  
11 division, the executive director of the Legislative Affairs Agency, and the  
12 directors of the divisions within the Legislative Affairs Agency;

13 (B) as a member of the Alaska Army National Guard or Alaska  
14 Air National Guard or Alaska Naval Militia;

15 (C) as an employee serving on only a temporary basis in case  
16 of fire, storm, snow, earthquake, flood, or similar emergency; or

17 (D) as an election official or election worker if the amount of  
18 remuneration received by the individual during the calendar year for services  
19 as an election official or election worker is less than \$1,000;

20 \* Sec. 3. AS 36.30.850(b) is amended by adding a new paragraph to read:

21 (41) a tourism marketing contract awarded under AS 44.33.125.

22 \* Sec. 4. AS 44.33.119 is amended to read:

23 **Sec. 44.33.119. Purposes.** The purposes of AS 44.33.119 - 44.33.135 [AND  
24 AS 44.33.700 - 44.33.735] are to

25 (1) encourage the expansion and growth of the state's visitor industry  
26 for the benefit of the citizens of the state;

27 (2) ensure that the economic benefits to be derived from tourism in the  
28 state are retained in the state, to the greatest extent possible;

29 (3) ensure that a maximum number of residents of the state are  
30 employed in the tourism industry;

31 (4) [PROMOTE COOPERATION BETWEEN THE STATE AND

1 PRIVATE SECTOR IN THE PLANNING AND EXECUTION OF A GENERIC  
2 VISITOR MARKETING CAMPAIGN IN THE PUBLIC INTEREST;

3 (5) PROMOTE THE DEVELOPMENT OF VISITOR INDUSTRY  
4 FACILITIES, BOTH IN THE PUBLIC SECTOR AND THE PRIVATE SECTOR,  
5 THROUGH THE USE OF STATE RESOURCES, AS APPROPRIATE;

6 (6) ENSURE THAT THE VISITORS' EXPERIENCE IN THE STATE  
7 IS AND CONTINUES TO BE SATISFACTORY AND LEADS TO WORD-OF-  
8 MOUTH ADVERTISING AND RETURN VISITS TO THE STATE;

9 (7)] ensure that consideration is given in the development and  
10 implementation of the tourism program to local community goals and objectives, to  
11 impacts on existing private enterprises, and to impacts on recreational and subsistence  
12 opportunities for the residents of the state;

13 (5) [(8)] promote the development of tourism opportunities throughout  
14 the state, including along the highway system of the state, [INCLUDING] the marine  
15 highway, and in rural areas of the state.

16 \* Sec. 5. AS 44.33.120(b) is repealed and reenacted to read:

17 (b) The Alaska division of tourism shall

18 (1) cooperate with organizations in the private sector for the promotion  
19 and development of tourism into and within the state;

20 (2) coordinate with municipal, state, and federal agencies for the  
21 development of tourism resources in the state;

22 (3) promote and develop the state's tourist industry;

23 (4) cooperate with the private sector in the planning and execution of  
24 a destination tourism marketing campaign under AS 44.33.125 that is in the public  
25 interest;

26 (5) promote the development of visitor industry facilities, both in the  
27 public sector and the private sector, through the use of state resources as appropriate;

28 (6) plan and advocate for tourism and tourism development in  
29 coordination with the private sector, municipalities, state, and federal agencies;

30 (7) administer and evaluate the tourism marketing contract program  
31 under AS 44.33.125;

1 (8) administer visitor information centers; and

2 (9) conduct research.

3 \* Sec. 6. AS 44.33.120 is amended by adding a new subsection to read:

4 (d) During the term of a contract with a qualified trade association under  
5 AS 44.33.125(a), the Department of Commerce and Economic Development may not  
6 execute another tourism marketing campaign except as provided under  
7 AS 44.33.125(b), (c), or (d).

8 \* Sec. 7. AS 44.33 is amended by adding a new section to read:

9 **Sec. 44.33.125. Tourism marketing contracts.** (a) Subject to appropriations  
10 for the purpose, the Department of Commerce and Economic Development shall, on  
11 or before August 1 of each year, contract with a single qualified trade association for  
12 the purpose of planning and executing a destination tourism marketing campaign. The  
13 contract may be awarded only if the qualified trade association provides matching  
14 funds equal to at least 30 percent of the costs of the marketing campaign described in  
15 the contract. The marketing campaign may promote distinct segments of tourism, such  
16 as highway tourism, seasonal tourism, ecotourism, cultural tourism, regional tourism,  
17 and rural tourism. Before the contract is executed, the marketing campaign plan must  
18 be approved by the department.

19 (b) The tourism marketing contract awarded under (a) of this section must  
20 include essential components identified by the department and may include media  
21 advertising, establishing and operating a system for responding to visitor inquiries,  
22 publishing and distributing information regarding vacation planning, establishing and  
23 maintaining Internet sites that provide tourism information, conducting market research,  
24 and other activities related to tourism that the department may designate in the  
25 contract. If the qualified trade association refuses a contract component requested by  
26 the department, the department may award a contract to another person to perform that  
27 component but only if the terms are not materially different from those offered to the  
28 qualified trade association.

29 (c) A qualified trade association that has been awarded a tourism marketing  
30 contract under (a) of this section has, while the contract is in effect, the right of first  
31 refusal for every other tourism marketing contract offered by the department. The

1 qualified trade association is required to provide matching funds for a contract awarded  
2 under this subsection only if matching funds are required by the contract offer. If the  
3 qualified trade association refuses a contract offer under this subsection, the department  
4 may award the contract to another person but only under terms not materially different  
5 from those offered to the qualified trade association.

6 (d) If, during the term of a contract awarded under (a) of this section, funds  
7 from any source become available to the department for tourism marketing activities  
8 in addition to the funds already committed under the contract, the contract may be  
9 amended to include the additional funds and the additional tourism marketing  
10 activities. The department may require the qualified trade association to provide  
11 matching funds in any amount for the additional funds, or the department may impose  
12 no matching requirement for the additional funds. If the qualified trade association  
13 refuses the additional funds, the department may use the additional funds to award a  
14 contract to another person but only under terms not materially different from those  
15 offered to the qualified trade association.

16 (e) The marketing campaign conducted under a tourism marketing contract  
17 awarded under (a) of this section must be directed by a group within the qualified  
18 trade association that is broadly representative of the various sectors of the visitor  
19 industry in the state and whose members are

20 (1) involved in a visitor industry business or have experience in tourism  
21 marketing; or

22 (2) officers or senior staff members of a state agency, a local  
23 government, or a nonprofit enterprise established to promote the visitor industry.

24 (f) Materials produced and marketing information and tourism related data  
25 generated by the qualified trade association under a contract awarded under (a) or (c)  
26 of this section are the joint property of the qualified trade association and the  
27 department. However, the qualified trade association may, but only for the purpose  
28 of promoting the state, use, sell, or lease the materials, information, and data. In  
29 addition, the qualified trade association may only permit the use by or sale to another  
30 person of the materials, information, or data if the use by the other person is also for  
31 the purpose of promoting the state. The qualified trade association may impose other

1 restrictions on the right of another person to use the materials, information, or data.  
2 If a qualified trade association provides the right to use a mailing list generated under  
3 a contract awarded under (a) or (c) of this section, the list must be made available to  
4 every person at the same price, except that a person who is not a participant in the  
5 qualified trade association's marketing program may be charged an additional amount  
6 based on the amount of the qualified trade association's participation fee attributable  
7 to a participant's right of access to mailing lists. The qualified trade association retains  
8 all revenue generated by the association under a contract awarded under (a) or (c) of  
9 this section.

10 (g) A qualified trade association shall provide to the department, on request,  
11 materials produced and marketing information and tourism related data generated by  
12 the qualified trade association under a contract awarded under (a) or (c) of this section.  
13 The materials, information, and data provided to the department under this subsection  
14 are not public records under AS 09.25.100 - 09.25.220.

15 (h) A qualified trade association may not use money from a contract awarded  
16 under (a) or (c) of this section

17 (1) to lobby a municipality or an agency of a municipality or to lobby  
18 the state or an agency of the state, as those terms are defined in AS 44.99.030(b);

19 (2) to raise funds that will be used to lobby a municipality or an agency  
20 of a municipality or to lobby the state or an agency of the state, as those terms are  
21 defined in AS 44.99.030(b); or

22 (3) for administrative or overhead costs that directly support any effort  
23 to lobby a municipality or an agency of a municipality or to lobby the state or an  
24 agency of the state, as those terms are defined in AS 44.99.030(b).

25 (i) A qualified trade association may, pursuant to the performance of a tourism  
26 marketing contract awarded under (a) or (c) of this section, award a subcontract only  
27 on a competitive basis after providing adequate notice of the availability of the  
28 subcontract and considering all responses.

29 (j) In this section, "qualified trade association" means a private, nonprofit  
30 organization whose primary purposes include the promotion of tourism within the state  
31 and encouraging tourists to visit the state and that has a statewide membership

1 consisting of representatives of all major sectors of the visitor industry, including  
2 hotels, airlines, cruise lines, wholesale and retail travel agencies, visitor attractions,  
3 convention and visitors bureaus, bed and breakfast enterprises, wilderness lodges and  
4 outfitters, and charter operations.

5 \* Sec. 8. AS 44.33.125(a) is amended to read:

6 (a) Subject to appropriations for the purpose, the Department of Commerce and  
7 Economic Development shall, on or before August 1 of each year, contract with a  
8 single qualified trade association for the purpose of planning and executing a  
9 destination tourism marketing campaign. The contract may be awarded only if the  
10 qualified trade association provides matching funds equal to at least 60 [30] percent  
11 of the costs of the marketing campaign described in the contract. The marketing  
12 campaign may promote distinct segments of tourism, such as highway tourism,  
13 seasonal tourism, ecotourism, cultural tourism, regional tourism, and rural tourism.  
14 Before executing the contract, the marketing campaign plan must be approved by the  
15 department.

16 \* Sec. 9. AS 44.33.135 is amended by adding a new subsection to read:

17 (c) A grant awarded under this section may not be used for tourism marketing.

18 \* Sec. 10. AS 39.25.110(27); AS 39.50.200(a)(8)(G), 39.50.200(b)(49); AS 44.33.700,  
19 44.33.705, 44.33.710, 44.33.715, 44.33.720, 44.33.723, 44.33.725, 44.33.727, 44.33.730,  
20 44.33.733, 44.33.735; AS 44.66.010(a)(15); and AS 44.99.030(a)(14) are repealed.

21 \* Sec. 11. Sections 1 - 7, 9, and 10 of this Act take effect July 1, 2000.

22 \* Sec. 12. Section 8 of this Act takes effect July 1, 2002.

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Alaska Society of Convention and Visitors Bureaus

Organization Name:	Anchorage CVB	Delta Jct. Chamber	Fairbanks CVB	Haines CVB	Homer Chamber	Juneau CVB	Kenai YCB	Kenai Pen. IMG	Ketchikan YB	Kodiak Isl. CVB	Mat-Su CVB	Nome CVB	Sitka CVB	Skagway CVB	Soldotna Chamber	Tok Chamber	Unalaska/Dutch Harbor CVB	Valdez CVB	City of Wrangell	Total	Average
1999 Budget:	6,167,600	89,000	1,665,200	300,000	135,000	800,000	240,000	390,237	642,742	167,400	422,000	180,000	278,055	250,000	235,000	45,000	160,000	448,000	79,000	12,694,234	668,118
% from Gov't Agencies Total:	77%	0%	83%	100%	19%	85%	27%	23%	61%	49%	70%	100%	76%	100%	18%	0%	89%	75%	100%		61%
Bed Tax	77%	0%	83%	0%	0%	70%	0%	0%	49%	49%	70%	0%	46%	55%	0%	0%	89%	75%	26%		36%
Sales Tax	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	30%	45%	0%	0%	0%	0%	0%		9%
City/Borough Grants	0%	0%	0%	0%	19%	15%	0%	23%	12%	0%	0%	100%	0%	0%	18%	0%	0%	0%	74%		14%
Other	0%	0%	0%	0%	0%	0%	27%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		1%
1999 Marketing Budget Total:	1,891,906	21,000	838,555	83,490	37,000	268,000	25,000	147,569	292,943	66,430	200,000	0	96,260	118,000	26,500	11,800	12,200	154,351	51,500	4,342,504	228,553
Tourism - Independent	302,400	21,000	302,060	60,900	37,000	210,000	24,000	115,119	124,146	3,925	37,500	0	27,500	91,000	0	7,150	0	18,996	40,000	1,422,696	74,879
Tourism - Group	302,400	0	87,365	0	0	0	0	0	124,146	3,925	37,500	0	0	0	0	850	0	15,000	0	571,186	30,062
Conventions	751,106	0	97,260	9,590	0	50,000	1,000	0	22,325	5,000	50,000	0	28,760	3,000	7,000	0	4,000	15,900	0	1,044,941	54,997
Visitor Information	124,000	0	50,415	0	0	3,000	0	0	22,325	38,580	37,500	0	40,000	24,000	2,500	3,800	0	43,055	11,500	400,675	21,088
Communications	412,000	0	301,455	13,000	0	5,000	0	32,450	0	15,000	37,500	0	0	0	17,000	0	8,200	61,500	0	903,105	47,532
1999 Budget for ALL Ads:	190,000	21,000	133,470	60,230	24,000	100,000	25,000	29,361	13,015	45,780	52,000	18,000	10,680	155,000	20,000	11,800	8,200	76,455	26,000	1,019,991	53,684
1999 Budget for ALL Labels:	20,000	0	26,640	417	0	9,000	0	1,000	31,673	0	11,100	0	5,600	23,000	0	0	400	22,900	350	152,080	8,004
1999 Spending AK Co-op Mktg:	43,000	4,950	45,690	10,100	550	15,600	800	7,955	35,573	850	18,575	2,200	4,675	9,050	800	300	2,300	22,900	15,275	241,143	12,692
AVA/ATMC: Total	43,000	2,250	34,890	2,100	550	11,800	800	4,330	33,120	850	14,600	2,200	4,675	2,050	800	300	2,300	3,300	3,775	167,690	8,826
Vacation Planner Ads	34,500	1,950	7,250	1,750	0	2,200	500	3,000	2,850	550	3,075	2,200	1,500	1,750	500	0	1,950	3,000	3,125	71,650	3,771
Labels	5,000	0	26,640	0	0	9,000	0	1,000	29,970	0	11,100	0	2,775	0	0	0	50	0	350	85,885	4,520
AVA Dues	3,500	300	1,000	350	0	600	300	330	300	300	425	0	400	300	300	300	300	300	300	9,605	506
State Div of Tourism: Total	0	2,700	10,800	8,000	0	3,800	0	3,625	2,453	0	3,975	0	0	7,000	0	0	0	19,600	11,500	73,453	3,866
North to AK Ads	0	2,700	10,800	8,000	0	3,800	0	3,625	1,800	0	3,975	0	0	7,000	0	0	0	11,300	11,500	64,500	3,395
Labels	0	0	0	0	0	0	0	0	653	0	0	0	0	0	0	0	0	0	0	653	34
NMP Est. Contribution 2003:	400,000	unknown	112,500	unknown	25,000	100,000	18,750	unknown	62,500	unknown	unknown	unknown	25,000	62,500	18,750	unknown	unknown	25,000	unknown		
NMP Partic. Increase (1998-2003)	830%		146%		4445%	541%	2244%		76%				435%	591%	2244%			9%			