

**VOTER GUIDE – NOVEMBER GENERAL ELECTION**  
**WEST BLOOMFIELD SCHOOL DISTRICT**

**Tuesday, November 6, 2018**  
**POLLS ARE OPEN 7:00 A.M. – 8:00 P.M.**

**LEAGUE OF WOMEN VOTERS OAKLAND AREA**

Website: [www.lwvoa.org](http://www.lwvoa.org)      E-mail: [contact@lwvoa.org](mailto:contact@lwvoa.org)      Phone: 248-594-6602

**Go to [www.LWVOA.org](http://www.LWVOA.org) and Click on ‘Candidate Forums’ for 10/30 forum information.**

**4 Candidates for School District Board Member for THREE 6-year terms**

<p><b>CANDIDATES for</b>  <b><u>SCHOOL BOARD</u></b></p> <p><b>THREE 6-year terms</b>  <i>Vote for no more than THREE</i></p>	<p><b>Question 1 (150 Words or less):</b>  <b>Please provide biographical information and explain why you are running for School Board and relevant qualities and skills you would bring to the position that you are running for.</b></p>	<p><b>Question 2 (150 Words or less):</b>  <b>What are the top three (3) Priority Issues facing your school district and what actions would you take to address them if elected to the school board?</b></p>
<p><b>JULIE BEATY</b>            3325 Erie Dr.            Orchard Lake, MI 48324</p>	<p>I held many positions in my career. I led Nickelodeon's Western Region Advertising Group where I was responsible for multi-million dollar negotiations and strategic planning. I was an Adjunct Professor at Oakland Community College where I expanded on my love for education. I am presently Vice President of Connections at iHeartMedia, where I create strategic partnerships with Fortune 500 companies. I have extensive background in budgetary control, negotiations and leadership roles.</p> <p>I spent the last 13 years of my life improving the West Bloomfield School District with the last six serving on the West Bloomfield Board of Education. I have performed several roles on the board, including Secretary, Vice President and President. I believe in collaboration within and outside the district, meeting with administration, our educators, our staff and students, as well as various organizations within the Greater West Bloomfield Community. These skills and passion for education make me uniquely qualified to be a trustee on the West Bloomfield Board of Education.</p>	<ol style="list-style-type: none"> <li>1. Preparing our students for global competition by seeking programs that have long term benefits, that are globally relevant and that equip our students with the knowledge needed to be successful adults.</li> <li>2. While our curriculum is rigorous, we need to serve all our students' individual needs in order to ensure their educational success. We have systems in place that we continue to evaluate and improve that enable our educators to better track our students' needs and challenges. This systems are critical to making sure our students not only reach their potential but surpass it.</li> <li>3. Continue to successfully manage the budget. We have been successful over the past six years in steering our district out deficit to a surplus that enables us to place programs in our classrooms. I will continue to work to ensure the district operates in a fiscally responsible manner by evaluating all programs and contracts thoroughly. I will continue to meet with legislatures to preserve funding at the state level and bring control back to the local level.</li> </ol>

**WEST BLOOMFIELD SCHOOL DISTRICT (Continued)**

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<p><b>CAROL FINKELSTEIN</b> 4372 Hickory Ct. Orchard Lake, MI 48323</p>	<p>First elected to the Board of Education in 2011, I've earned MASB's Certified Board Member Award, Award of Merit and served as Board Vice President, Secretary and Treasurer. Committee experience includes Finance &amp; Facilities, Board Policy &amp; Procedures, Liaison to Greater WB Community Coalition, Liaison to Oakland Schools &amp; Legislative Committee, Reproductive Health, Wellness &amp; Food Allergy &amp; WB Youth Assistance Board. Elected to Oakland County School Boards Association Board of Directors 2017; elected Secretary 2018, serve on OCSBA Bylaws committee &amp; OCSBA Legislative subcommittee. Education: Wayne State Univ. Business owner with extensive management experience. Over the past 7 years I have demonstrated my commitment to our schools with excellent committee &amp; meeting attendance, advocacy for education, attending courses on best practices, safety, school law &amp; finance and educational trends annually. I am the best qualified candidate to continue working on behalf of our students, families and taxpayers and I respectfully ask for your vote.</p>	<p><b>STUDENT GROWTH &amp; ACHIEVEMENT:</b> We must provide every student with a rigorous curriculum aligned with state standards, improve literacy and provide targeted interventions &amp; support to struggling students. We must recruit &amp; retain the very best teachers &amp; staff, provide evidence based professional development and a supportive, respectful professional work environment.</p> <p><b>SAFETY &amp; SECURITY:</b> Building renovations for improved security are underway thanks to voter support for the bond. For student to feel safe inside schools we must promote respect, inclusion, enforce zero tolerance for bullying, teach online safety and provide social/emotional education, mental health support and positive behavioral management in a nurturing environment.</p> <p><b>FISCAL RESPONSIBILITY:</b> When I was elected 7 years ago the school district was in deficit. After years of cuts the district now has a healthy fund balance. The Board must make data-driven decisions that align spending with a strategic plan &amp; measurable goals. I will continue to be a good steward of taxpayer dollars &amp; maintain a healthy fund balance.</p>

**WEST BLOOMFIELD SCHOOL DISTRICT (Continued)**

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<p><b>DAVID FLAISHER</b> 5532 Dunmore Dr. West Bloomfield, MI 48322</p>	<p>Thirty year resident of the school district. Parent of a former W Bloomfield School District Student. Graduate of Cass Tech High School, Wayne State University. Registered (formerly licensed) CPA, State of Michigan. Former Township elected official (Township Supervisor).</p> <p>I have been a volunteer on the WB Community Coalition, Youth Assistance, and United We Walk for close to 20 years. I would like to bring my finance and budget expertise, and my passion for working on education related causes to the board of education.</p>	<ol style="list-style-type: none"> <li>1. Work to raise the W Bloomfield schools rankings county, state, and nationwide for both college bound students, and those considering employment or other alternatives.</li> <li>2. Assure the highest level of safety and security for students, staff, parents, and others with legitimate reasons to be on school property. This includes protection from external threats in addition to doing everything possible to identify at risk students/adults, and offer them support, within prevailing privacy laws.</li> <li>3. Assure real transparency in all district financial dealings, procurement, bidding procedures, and assure that the proceeds of the bond issue are used for the purposes intended.</li> </ol>

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<p><b>NELSON HERSH</b> 5221 N. Bay Dr. Orchard Lake, MI 48324</p>	<p>I am Nelson (Nick) Hersh and have been on the school board for almost 15 years serving as president 3 times. A school board trustee must be fiscally responsible as one is responsible that the taxpayers money be well spent in providing the best education possible as this will retain and increase our home values. My three children are products of West Bloomfield Schools, received a wonderful education and I want to ensure that every child has the same opportunities my children had.</p> <p>As an orthodontist I have been entrusted with the health and safety of children and I know this is extremely important. I have always put kids first and as a byproduct have run a successful business. These business skills are invaluable in running the business of a school district. I have always been approachable and listen well. Our kids must have the best education in a safe environment and it is my job to provide an environment where each student can succeed, thrive, be happy and safe. I have experience in representing the best interests of our kids, the taxpayers and staff. I ask you for your vote</p>	<p>Top issues include but are not limited to fiscal responsibility, providing a safe environment for staff and students, and look to the future so we change what needs to be changed and retain what makes our district one that others will desire to emulate. I insist that each student is an individual and we need for each student to reach their potential by allowing our teachers to be the best that they are able.</p> <p>I have been involved with schools for decades. My experience with business and education is paramount to making fiscally responsible decisions. Knowing to hire good people and allowing them to do what they do best is key, without micromanaging. Our teachers are on the front lines as we are in the business of education so we must give them the tools and environment to succeed. Being a good listener and being in the public allows me to understand what our taxpayers want. Making decisions with the best current information is crucial but equally important is evaluating results and being able to change accordingly. every parent wants what is best for their kids and so do I.</p>

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