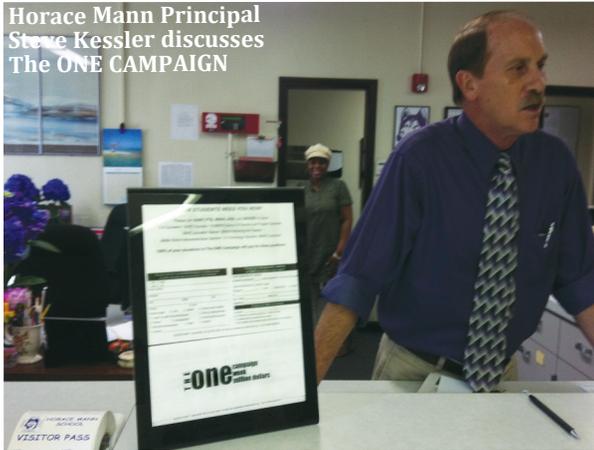


continued CAMPAIGN ONE

They know about Beverly Hills because Beverly Hills means something." BHEF will get two-thirds of the profit from all domestic sales of the line and split the international sales 50/50 with Cherokee. The organization will manage and distribute revenue from those sales within the district. "That money will flow in and that kind of merchandising and branding fills our coffers gradually," Prince said. "Everywhere you go you see t-shirts that say Beverly Hills and no one in Beverly Hills is making any money. Why shouldn't we be making money off that? Why shouldn't that be our money?" The proposal has the full support of the board of education, but there remains some doubt that a similar budget crisis can be averted next year. The deal is expected begin generating some returns almost immediately, but that will likely not be enough to stave off another revenue shortage.

Horace Mann Principal Steve Kessler discusses The ONE CAMPAIGN



"I think this is great idea, but it is going to take a little while," said Goldberg. "I think that BHEF has brought a great partner to us, and I'm very optimistic. I think people are going to go gang busters to get this. But in terms of helping us immediately, we may not see dividends on that for a few years."

Even with the success of the ONE Campaign, the board of education and the BHEA had to make tough decisions. The board voted 3-2 on May 9th to use more than \$244,000 in MTA expenditures from the Measure E bond to bring back staff. Also BHEA President Mark Frenn declared teachers were willing to take two furlough days that would save the district between \$120,000 and \$160,000 each day.

Total contributions from the ONE Campaign, ONE Plus, Measure E bond and teacher furlough days were enough to save the entire docket of teachers that were targeted. Another 10 positions were saved because the superintendent's office was able to offer supplemental early retirement packages to senior teachers and because of enrollment num-

Laurie Okum & Susie Roberts outgoing PTA co-presidents



ONE Camp from Beverly Vista School

bers for the upcoming school year. Positions included K-5 teachers, high school counselors and special ed teachers.

"Those positions are safe for next year only," cautions Dawnalyn Murakawa-Leopard, BHUSD's assistant superintendent of human resources. Murakawa-Leopard explained that much of what the district is able to do in the future will rest on the categorical funding it receives and other variables beyond anyone in the district's control. "A lot depends on what happens in Sacramento," she said. "Certainly, every time we're able to restore a position or reemploy a teacher it is good news for us, but it continues to be very challenging because there are so many unanswered questions that remain."

Despite the uncertainty, Goldberg says he is happy with what the partners accomplished for Beverly Hills students in 2012. "There is no tomorrow, there is no do-over for kids going into school next year. We lose that year," he said. "We were able to patch together what we hope will be a one-year fix for the immediate problem of those positions."

As for the potential of another ONE Campaign: "I think it will always be there as an emergency fire hose that we can break out," Prince said. "But one hopes that it's a tool that we never have to use again." ●



Jonathan Prince & Gigi Graciette KTTV Fox 11 News



Hawthorne students Celine Rezvani & Phillip Mozer asking parents for donations outside their school.



AT-Home Pet Portraits by Anjelica Jardiel

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