

Re-Elect
Arlene Silveira

For Madison School Board
Seat 1



As a School Board member and Board president, my leadership has been instrumental in *building a foundation* which will strengthen our student performance and achievement:

- Set expectations for open communication and dialogue, involved the community in school policy discussions, and insisted on clarity in district information.
- Led Superintendent search process, resulting in the hiring of Dan Nerad.
- Advocated for operating referendum, avoiding further destructive budget cuts.
- Implemented new Board governance model, which increased focus on student achievement.
- Supported community-based strategic planning process, shaping the future of the district.

Why Consider Supporting Arlene Silveira?

Arlene is committed to:

- Continuity in leadership which moves the district forward.
- Supporting the priorities and strategies resulting from the community strategic planning process.
- Continuing work on board governance so our primary focus will be on high achievement for all students.
- Working in partnership with the community on school-related issues.
- Ensuring a safe working environment for our students and staff.
- Maintaining good working relationships between and among Board members.

About Arlene

- Madison-area resident for 25 years; 11th grade daughter at West High School
- 9 years active PTO involvement; served as president of both Leopold Elementary PFO and Cherokee Middle School PTO
- Business woman with professional experience as facilitator, negotiator, project manager and budget planner
- Promega Corporation, 1983-present
- M.S. in Molecular and Cell Biology, University of Connecticut, Storrs, CT; B.S. in Secondary Education, Biology and Chemistry, Springfield College, Springfield, MA
- President of the Madison Board of Education 2007-present
- Member of United Way's Born Learning Delegation (2007-08)
- Member of Fitchburg Library Board (2008- present)

Questions or comments, please contact me at arlenesilv@aol.com or 516-8981.

Send contributions to:

Silveira for School Board
5760 Barbara Drive
Fitchburg, WI 53711

VOTE April 7 (general election)

(Election day is during MMSD spring break.
Vote absentee if you are going to be out of town!)