



THE CENTERPoint

NEWS OF THE SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS SPRING/SUMMER 2007

DID YOU KNOW?

Programs see strong '06 outcomes

Salesmanship Club Youth and Family Centers programs saw improved outcomes this past year. Below is a quick snapshot of some of the results:

- Researchers at The University of Texas at Dallas have been following Jonsson School graduates for eight years. Among these former students, only one confirmed dropout has been documented.
- The majority (about two-thirds) of the Jonsson School grads who've already completed high school have gone onto college.
- 100 percent of Family Therapy clients surveyed reported high satisfaction with SCYFC services.
- Across all programs, more than 5,000 children and family members were served in 2006.

For more great program outcomes, request a copy of the 2006 annual report by emailing Jim Jackson, jjackson@salesmanshipclub.org.

Our history of serving kids and families is unique in many ways

- Chartered first children's camp in Texas
- Created first residential treatment camp for troubled adolescents
- Applied strength-based approaches to therapy with children and their families
- Founded laboratory school for inner-city students
- Launched programs to share our approaches with other organizations, educators and mental health professionals to help more kids

IN THIS ISSUE

- New project with St. Philips 2
- My favorite memory 2
- IEUE goes to school 3
- New Mentoring Program 3
- FWC receives award 4
- Homage to Byron Nelson 4

Therapeutic After School Program at Camp

Over spring break, the Therapeutic After School Program staff, clients and several family members visited the Salesmanship Club Youth Camp. The agenda? To get families connected outside their normal daily setting. Activities at camp included playing volleyball, hiking, canoeing and shooting hoops in the pavilion.

"Camp has historically been a place where kids learn to problem-solve, improve coping skills, communicate openly, and work out interpersonal difficulties. We are so grateful that this wonderful legacy continues," said Steve Holm, MS, camp director.

For more information on the Therapeutic After School Program at the new Family Works Center, contact Christine Gonzalez, PhD, program coordinator, 214.916.4015.



Team leaders Jesse Sias and Jennifer Wilbanks (former Salesmanship Club Camp counselor) together, help adolescents work through some tough issues. TASP meets after school Mondays through Thursdays until 8 p.m.

What TASP is all about

Therapeutic After School Program at the new Salesmanship Club Family Works Center is an intensive after school/after work day treatment program focusing on helping troubled adolescents and their parents.

"Learn from us...Learn with us" Distinguished Educators Series

By Mike Murphy, EdD

The vision for the Institute for Excellence in Urban Education (IEUE) is to make a difference in children's lives by positively impacting the knowledge, skills, behaviors and aspirations of the teachers and school leaders who work with those children every day. One of IEUE's strategies is to create opportunities for educators to come together, learn from experts in the field, and form relationships with each other for continued networking and professional collaboration. This fall, IEUE will launch its inaugural Distinguished Educators Series, four learning events designed to focus

educators on the most powerful ingredients for school improvement.

"This series will give educators tools to develop classrooms where powerful teaching and curriculum is combined with strong teacher-student relationships," said Kent Skipper, executive director, Salesmanship Club Youth and Family Centers. "Our aim is to create meaningful learning for everyone."

For more information about the events or to find out about special rates for groups and university students, contact ieue@salesmanshipclub.org or call 214.915.4763.

Fall 2007 IEUE Events

Are you an educator looking to learn about what works in urban schools? Please join us for the following fall seminars:

September 14, 2007
8:30 a.m.-3:30 p.m.

"The parent factor: Tools for developing unity, support and collaboration"
Presenter: Mike Murphy
Cost: \$75

October 18, 2007
8:30 a.m.-3:30 p.m.

"How understanding by design works to differentiate instruction for your students"
Presenter: Jay McTighe
Cost: \$75

To register for any of the Institute for Excellence in Urban Education events, visit www.salesmanshipclub.org/ieue

American Chopper/Orange County Choppers visit JEJCS



The American Classic Chopper bears the following quote from Byron Nelson: "It's the best thing that's ever happened to me in golf. Better than winning the Masters or the U.S. Open or even eleven in a row. Because it helps people."

This year, title sponsor EDS awarded an Orange County Choppers custom motorcycle to the 2007 EDS Byron Nelson Championship winner, Scott Verplank. A second chopper was auctioned online during the first week of May, raising funds for the Salesmanship Club Youth and Family Centers, Inc.

During the design and build process, the cast of the show came to J. Erik Jonsson Community School to feature the fourth graders on the "American Chopper" TV series. The Discovery Channel's reality show stars, the Teutels – Paul, Sr., Paul Jr. and Mikey – worked with the fourth grade to build electrical circuits and with kindergarten to create hubcaps in art class. The two episodes dedicated to our charity are scheduled to air sometime the last two weeks of May, although the date could not be confirmed at the time of this publication. Please check your local Discovery Channel listings to verify show times and dates, or visit www.orangecountychoppers.com.



We want to express our most sincere appreciation to our colleagues in the mental health and education communities who continue to refer families to our programs. It is our goal to join with families to transform the futures of their children through education, therapy and sharing what we learn with others. While we seek to continue innovating and improving, our enduring focus is serving families with at-risk or troubled kids from early childhood through late adolescence. We are indebted to the members of the Salesmanship Club of Dallas who work tirelessly each year to make our work possible through the EDS Byron Nelson Championship.



Scott Ragland,
Board Chairman,
Salesmanship Club
Youth and Family
Centers

Honorable Mention

The Therapeutic After School Program (TASP) now has program graduates! One adolescent participant commented on his experience in TASP last summer.

“When I came here, I thought it was going to be the same as other counseling, all boring with [a therapist] telling me what to do, trying to change me as fast as they could...but now I realize I have options...and I have changed in the way I deal with things.”

Gregorio, Therapeutic After School Program graduate

SAVE THE DATE!

Are you an educator, mental health or human service professional looking for continuing education credits? Join the Reunion Institute for a seminar about ethical issues confronting mental health practitioners. The event, Industrialization of Mental Health: Professional and Ethical Issues, will be moderated by Salesmanship Club current and former therapists, Rudy Buckman, EdD, James D. Calvert, PhD and Phil Torti, PhD.

WHEN:

Friday, May 18, 9 a.m. - noon

WHERE:

Salesmanship Club Youth and Family Centers

COST: \$45

CREDIT: 3 ethics CEUs

Comments from our recent continuing education event participants include:

“Reunion Institute continues to bring in presenters with excellent credentials at reasonable cost to the professional. Thank you!”

“This was the best workshop on ethics I’ve ever attended.”

“Timing was excellent – after lunch and before rush hour traffic. Kept on schedule – thank you.”

NEW INITIATIVES

Therapists launch new project with St. Philips School

JaNaé Taylor, MEd, and Tameka Miller, PhD, staff therapists, Family Therapy Center, took a new model of group intervention into St. Philips School, whose mission is similar to our own. They initiated a new program called Gaining Insight into Relationships for Lifelong Success (GIRLS). A program originally developed in Georgia, GIRLS was implemented as a weekly after-school program for fifth and sixth grade girls. With the young ladies, Taylor and Miller discussed topics such as career concepts, personal identity and interpersonal relationships. Their objective was to encourage positive female peer relationships, which research indicates serves as a buffer against many adolescent problems.

“It was great for our students to be inspired by such young, successful African American women...a testament to the power of education and hard work,” said Sherril English, principal,



Miller and Taylor used expressive art and other approaches to focus young women on becoming citizens who give back to the community.

St. Philips School and Community Center.

For more information on the GIRLS program, contact Tameka Miller, 214.915.4783 or tmiller@salesmanshipclub.org.

Parents respond positively to GIRLS group

“My daughter appears to have matured more in the areas most important for her well-being.”

“My daughter has become a little more open and more free to express herself.”

“She has developed more confidence.”

GIRLS participants also found the group beneficial.

“I have become more responsible and respectful with myself and others, and have changed my attitude.”

“I have gotten more self-confident.”

“I have become more patient.”

“I have been more involved in helping others.”

My favorite memory as a JEJCS student: Meeting Byron Nelson

According to Nallely Miranda, lots of memories are created at J. Erik Jonsson Community School. One of her favorites was a field trip she was selected to go on one year ago with three other JEJCS sixth graders.

“It was an honor to be selected to present the winning check to the golfer who won,” Miranda said. “It was even more of an honor to shake Mr. Nelson’s hand.”

Miranda is one of three 2005-06 JEJCS graduates attending a top-rated private school on scholarship this year. She attends Greenhill School along with other JEJCS graduates. Another recent graduate attends St. Marks School of Texas.

When asked what she learned at the school where Byron’s legacy will continue, Miranda had this to share: “I personally had no idea how much I had benefited from Jonsson until I went to Greenhill School this year. Thanks to my years at Jonsson, Greenhill is actually easy for me!”

J. Erik Jonsson Community School is just one example of how Byron’s work for the kids continues through the work of the Salesmanship Club Youth and Family Centers. For more information about the Salesmanship Club Youth and Family Centers and how they are making a transforming difference in the lives of Dallas children, contact Malinda Mason Miller, 214.915.4756, or visit www.salesmanshipclub.org.



The purpose of their trip was to join Byron Nelson in the presentation of a \$1.116M check to 2006 EDS Byron Nelson champion, Brett Wetterich.

SCYFC participates in the 2007 EDS Byron Nelson Championship

- JEJCS students sang a tribute to Byron Nelson at the opening ceremony.
- Fourth grade and kindergarten classes participated in filming upcoming episodes of American Chopper, and participated in the chopper unveiling during tournament week.
- JEJCS students and their artwork were featured in EDS advertising, including a PSA that aired internationally on CBS.
- The Ramirez family, including two current and one former JEJCS student, participated in the Congressional Gold Medal Ceremony for Byron Nelson.
- Four JEJCS students awarded the prize check to the tournament champion, Scott Verplank, who also received the Orange County Chopper designed for the tournament.
- Kent Skipper, SCYFC executive director, was featured in media interviews, including Good Morning Texas on WFAA.



Fourth graders cheer at the chopper unveiling during the 2007 EDS Byron Nelson Championship.

Institute for Excellence in Urban Education goes to school

By Holly Torres

This year, the Institute for Excellence in Urban Education began side-by-side relationships with three entities of higher education, the University of North Texas at Denton, the University of North Texas at Dallas, and El Centro College. Through these collaborations, the Institute seeks to impact pre-service teacher training and development by providing future teachers with the Institute's training, coaching and observing opportunities at J. Erik Jonsson Community School.

"Our goal is that the next generation of teachers will be the best prepared group to meet the needs of our urban kids! So it makes sense for us to work with the region's aspiring teachers and educators starting at the ground level," said Mike Murphy, EdD, director of education and professional learning, SCYFC. "If we really want to dramatically improve the quality of education for kids in our schools, we need to build a foundation."

To that end, the Institute now teaches a class for El Centro College which focuses on the powerful connections between families, student development and learning, and the community. Taught onsite at SCYFC, participating El Centro students are led



Norris works with aspiring educators to enrich their learning with hands-on experience.

by Karen Norris, MEd, the Institute's professional learning coordinator. Norris has involved SCYFC Family Therapy and Family Works Center staff in teaching the course as well, so students are the beneficiaries of the rich array of staff and resources SCYFC offers.

In addition to the El Centro course, the Institute has hosted pre-service teacher observations at Jonsson—in a two-month period, IEUE and Jonsson hosted more than 200 hours of observation in the school for 44 El Centro and University of North Texas students. These observations are

"coached," meaning that a member of the Institute's staff not only schedules the observations but also matches the need of the college/university student to the teacher and debriefs with each of the students after the observation to ensure maximum learning and application.

"Attending class at JEJCS has been a tremendous learning experience," said Brittany McKinney, an El Centro education major. "There is a great sense of family and community in each of the classrooms, starting with the three-year-olds. This is something I will incorporate in my own classroom."

Beginning in fall 2007, the Institute will also host several field experience students from the University of North Texas (UNT) Denton campus. In addition to field experience, student teaching, observations and course teaching, the Institute will host UNT and El Centro students in all of its trainings offered in the upcoming school year.

"We have formed strong bonds with our college and university neighbors," said Murphy. "The best part is that each institution is eager to discuss how we might extend our collaboration to position the Jonsson Community School as the laboratory where teaching theory meets classroom implementation."

Institute for Excellence in Urban Education Vision and Mission:

The vision of the Institute for Excellence in Urban Education is that students are more engaged learners as a result of the positive development in skill, knowledge, attitude, behavior and aspiration in teachers and school leaders.

How? The Institute focuses on three components to foster success in the classroom: 1) classrooms are brain-based and responsive to students; 2) curriculum is developed to provide projects and challenges for students to hook their interest; and 3) school communities foster respect and relationships among the faculty, parents and students.

Coming soon: Mentoring Program

By Kate Whidden

The transition from high school to college can be intimidating for many students. It can be even more difficult for "first generation students" – those who are the first in their family to attend college.

Salesmanship Club members serving on SCYFC's Scholarship Committee have a unique opportunity to meet with student applicants and learn about their plans for higher education. During the annual interview process, students and Club members discuss strategies for making the most of the college years, surviving tough professors and making ends meet on a limited budget.

Although the scholarship qualifying interviews are brief, relationships form quickly. The financial awards are an

important part of the equation, yet more important is the understanding that students are not in it alone. The Scholarship Committee encourages students in their efforts and motivates them to higher achievements. This has left both students and Club members wishing they had more time together, so a committee was formed to research and weigh the many costs and benefits of a mentoring program. After several months of researching strategies and best practices for mentoring and meeting with experienced professionals in the community, the board approved plans to develop the program. The Mentoring Program will initially focus on matching trained Club member mentors with



SCYFC staff have informally mentored past clients participating in the Scholarship Program, such as Coleman Bruman, featured here.

SCYFC Scholarship recipients. A mentor recruitment and training curriculum is being developed, and the new program will launch in 2008.

SCYFC Controller has designs on a new office

By Talitha Kiviet



Susan Way, CPA, is pictured here with the design team

This year, the art department initiated a student design team. Peggy Lacy, wife of Salesmanship Club member Mike Lacy, led the fourth grade team through the process of diagramming the office of SCYFC controller Susan Way. The students discovered not only how to map out the office, but also how to research what the customer likes (in Way's case, a southwestern design theme) and use that concept to create art in many different genres to brighten up and add life to Way's office. The final unveiling was April 18.

"We are very fortunate to have Club members' wives who devote countless hours, as do their husbands, volunteering in our school. Special projects like this year's design team would not be possible without them," said Sandy Nobles, principal, J. Erik Jonsson Community School. "Ms. Lacy is clearly an asset to our learning community."

This is the second year that Ms. Lacy has been a volunteer in the JEJCS art department.

In many ways, our education and therapy programs are integrated to help make a transforming difference in the lives of children and families. SCYFC educators and mental health professionals work together to achieve our mission. Following are a few examples of how we're "bringing it all together."

J. Erik Jonsson Community School recently celebrated **Week of the Young Child**. Parents of students ages three through five attended a parenting class entitled "Read with Me: Developing Early Literacy with Children." Part of KERA's Ready For Life series, parents learned activities and games their kids can do while playing, doing chores, riding in the car and even watching TV together. The class was facilitated in English and Spanish by Maria Treviño-Powers, MSSW, coordinator, Family Life Education, Lorie Gassert, PhD, educational specialist, Infant-Child Comprehensive Assessment Program, Elias Barron, parent educator, Family Life Education and Traci Lee, PhD, family therapist.

Fred Lines, MS, SCYFC family therapist, takes lessons from his work into the classrooms at the Jonsson School, leading life skills lessons using hands-on learning activities. Students are given a challenging, but do-able task. They work through the challenge together, honing their leadership skills as they help their peers solve the problem.

"[As a result of the lessons], the kids have begun to enjoy complimenting each other and 'telling on' the good things they see each other do," said Tim Noonan, second grade teacher, J. Erik Jonsson Community School.

In one activity, children worked together as "pilgrims" to construct a common house from paper planks.

"These types of lessons are a huge success because of the children's ability to work together as a team and listen to and respectfully challenge each others' ideas as they determine the best course of action," Noonan added.

Salesmanship Club staffer completes Boston Marathon

Eileen Jeffery, database and reporting specialist, Salesmanship Club Youth and Family Centers, brings excellence to everything she does, on and off the job. As a trainer and computer guru in the Information Technology department, part of Eileen's job is not only making sure staff has the technology needed to do their jobs but also effectively measure our work with families. Jeffery recently finished 196th out of 767 in her age group in the 111th Boston Marathon.

"After 18 months on the job, Eileen still brings the same great attitude she brought on her first day," said Ann Minnett, PhD, director of research, evaluation and IT. "She constantly strives to improve upon her work both personally and professionally, so it's no surprise that Eileen can not only complete a marathon, but qualify for the most prestigious!"

Eileen's final race time was 4:03:22.



SALESMANSHIP CLUB

YOUTH AND FAMILY CENTERS

106 East Tenth Street
Dallas, TX 75203
214.915.4700
www.salesmanshipclub.org

Nonprofit org.
U.S. Postage
PAID
Dallas, TX
Permit No. 8

WHAT WE'RE ALL ABOUT

The Salesmanship Club has a rich history of serving children in our community. Salesmanship Club Youth and Family Centers currently operates innovative programs for children and their families, including the J. Erik Jonsson Community School, a laboratory school in Oak Cliff, and child and family mental health centers in Oak Cliff and the Stemmons corridor.

THE CENTERPoint

Malinda Miller, executive editor
Jim Jackson, copy editor
Mike Murphy, EdD,
contributing writer
Talitha Kiwiet, contributing writer
Holly Torres, contributing writer
Kate Whidden, contributing writer
EDS, photography
DFW Airport, photography
Marissa Wallace, photography
Kerry Carloy, photography
Salesmanship Club, photography

The CenterPoint is published biannually by the marketing and communications department. Submit news, story ideas, suggestions, address changes or requests to receive *The CenterPoint* via e-mail to: Malinda Mason Miller, mmiller@salesmanshipclub.org.

Family Works Center receives award for outstanding building interior design

After months of planning new programs, finding a building in an area of town where mental health services are needed urgently, and then gutting, renovating and re-modeling the facility, Family Works Center (FWC) opened last May. The building, located two blocks south of Northwest Highway on Harry Hines Boulevard, is a place where families can come to get assessments for toddlers and young kids, learn parenting strategies, and intensively work together to find success for their troubled adolescents. Since opening its doors to the public, FWC has responded to a wide range of needs thanks in part to the appeal and thoughtful design of the facility.

Less than a year after opening, the Family Works Center and our general contractor, James R. Thompson, Inc., were honored with the prestigious "Oscar" of the construction industry.

Awarded by QUOIN, the Dallas regional chapter of the Associated General Contractors of America, the award pays tribute to excellence in traditional building design, construction of industrial/warehouse space, quality in design and building as well as interior designs.

"Intelligent design can make or break a facility's success in a community," said Todd Grogan, project manager, James R. Thompson, Inc. "While an award of this magnitude is impressive, we're most proud to have worked with Salesmanship Club to create a great place for families to reconnect in its newest facility, the Family Works Center."

In addition to James R. Thompson, Inc., Corgan Associates, the architects on the project, also received praise for their work on the Family Works Center.



Paying homage to Byron Nelson

Original song tributes "Lord Byron"

At the EDS Byron Nelson Championship Opening Ceremony, chorale students from J. Erik Jonsson Community School sang an original musical tribute to Byron Nelson, entitled "You can do anything." The song, boasting music and lyrics by Jonsson School's own music teacher Kevin Roberts, was the children's way of giving back to a man whose legacy will continue for years through the J. Erik Jonsson Community School and the Salesmanship Club Youth and Family Centers.

PASSING NOTES

Dear Dr. Skipper,

I would like to express our gratitude to the Salesmanship Club and the Miles Foundation for sponsoring our fourth and fifth grade students to Science Goes to Camp! The experience was absolutely eye-opening for our students. They received an opportunity to actually apply their classroom learning to science in the real world. They were intrigued by the new learning, as their inquiring minds began to open up with questions.

This was the first time that several of our students had ever been on a trip outside of the Dallas Metroplex. Not only did you provide a wonderful experience for them, but a lasting one that will forever be remembered.

Thank you again for your support of our families and staff. As we have explored ways to build connections with kids this year, you certainly have been instrumental in making this happen.

Sincerely,
Glenda Howell, principal, Northlake Elementary School, Richardson ISD
Recent participant, Science Goes to Camp!



Science Goes to Camp: Steve Holm worked with more than 1,500 partner school students this year.