



NEW POSSIBILITIES

A NEWSLETTER OF SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS

FALL/WINTER 2007

Salesmanship Club announces Charter Membership Drive for the Red Heart Society

The Salesmanship Club of Dallas has launched a special opportunity to honor donors who make planned gifts to support its services for children. The Red Heart Society (RHS) will include donors who designate the Salesmanship Club in their estate plans, life insurance policies or other deferred gifts. Persons who make such planned gifts prior to December 31, 2008 will be enrolled as Charter Members of the RHS.

For more information, or if you have named the Salesmanship Club to receive a deferred gift, please let RHS know by contacting Kent Skipper, executive director, Salesmanship Club Youth and Family Centers, 214.915.4750, or kskipper@salesmanshipclub.org.

Mentor program takes flight

By Kate Whidden

It takes more than cash to get through college. For many years, the Salesmanship Club Scholarship Program has offered former clients the opportunity to compete for scholarships that contribute to the cost of attending college. Yet the Scholarship Committee recently decided that more must be done to help these aspiring students succeed. SCYFC staff recently kicked off the new mentor program with two four-hour training sessions for mentors-to-be that included discussions of best practices in mentoring, developing trust and defining boundaries.

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NEW INITIATIVES

Intensive therapeutic program for adolescents

One of the new programs launched by the Salesmanship Club Youth and Family Centers in 2006 was the Therapeutic After School Program (TASP).

Unlike most intensive treatment programs for adolescents with emotional and behavioral difficulties that remove the child from their school and/or home environments, TASP provides a different approach. TASP enables adolescents to remain with their families and in their regular schools while participating in the program after the school day ends. The program starts immediately after school, and transportation is provided for students attending nearby public schools. Families join their children one night a week for dinner and interactive therapy sessions.

After the first year of operation, the program has been met with great support from the community, including referrals from Children's Medical Center and DISD middle schools near the Stemmons corridor. It has also received great response from family participants, whose feedback is a major reason it is instituting program adjustments to respond to families' and children's needs.

"In observing our families over the past year, we've determined that a need exists for a follow-up program to TASP," said Christine Gonzalez, PhD, TASP director. "That is, a program that families can attend once they have successfully completed the intensive portion of the program." This new follow-up program is called TASP After Care.



The new schedule for TASP and the After Care Program

TASP - Intensive

4 p.m. - 8 p.m. Tuesday - Thursday

Adolescents attend each evening, with families joining them on Tuesday evenings for dinner and activities.

TASP After Care

5:30 p.m. - 8 p.m. Mondays

This program is reserved for those adolescents and their families who have successfully completed the intensive portion of TASP. Both adolescents and their families attend.

For more information on the Therapeutic After School Program, call 214.916.4000.



The Therapeutic After School Program is based at the new campus on Harry Hines Boulevard just south of Northwest Highway. It is not a typical after-school program; rather, it provides intensive services for adolescents, ages 12 through 15, who are getting into trouble at school or home and need special assistance.

EDS Byron Nelson Championship exceeds \$100 million in total funds raised for Salesmanship Club Youth and Family Centers

The Salesmanship Club of Dallas and PGA TOUR Commissioner Tim Finchem recently announced that the EDS Byron Nelson Championship has exceeded the \$100 million mark in money raised for charity since 1968. This is not only the largest amount raised by an ongoing event in Dallas, but is also by far the largest amount raised by any tournament in the history of the PGA TOUR.

"The incredible support provided by the EDS Byron Nelson Championship has enabled our programs to serve thousands of children and family members regardless of their income," said Kent Skipper, SCYFC executive director. "We are deeply grateful to our great title sponsor EDS, the Salesmanship Club of Dallas and the many companies and individuals that have made this annual event successful. Because of it, we will continue to seek new, innovative approaches to help at-risk and troubled children."

"On behalf of the players and staff of the PGA TOUR, I offer our congratulations to the EDS Byron Nelson Championship for reaching this historic milestone," Commissioner



2006 EDS BNC Tournament Chair Pat Bolin was one of many past tournament chairmen escorted onstage by children who have benefited from the services provided by Salesmanship Club Youth and Family Centers. Mariab is a kindergarten student at J. Erik Jonsson Community School.

Finchem said. "Byron Nelson left a legacy of giving, and it is wonderful to see this continue through the good work of the Salesmanship Club."

SCYFC has provided intensive and innovative mental health and education services for more than 35,000 at-risk children and their families over the years. Current mental health programs include family therapy, intensive treatment for troubled adolescents, parent training and child assessment services. Education programs are highlighted by an

exemplary laboratory school providing innovative teaching approaches to inner-city kids, an institute providing training and consultation with public schools and a hands-on earth science education program for public school students at SCYFC's camp in east Texas.

SCYFC's broader mission is to impact children and families on a greater scale by sharing new approaches with other educators, mental health professionals and human service organizations.

"Raising \$100 million is a remarkable achievement, and EDS salutes the tireless efforts of the Salesmanship Club in reaching this milestone," said Ron Rittenmeyer, EDS president and chief executive officer. "We also recognize that the tournament is not just about raising money, equally important is how that money is spent. The Salesmanship Club has built a world-class program that focuses on the needs of children and families in the Dallas area - with an outreach that impacts other regions of the nation as well."

To make a donation to Salesmanship Club Youth and Family Centers, please visit www.salesmanshipclub.org.



Our agency provides three services to make a transforming difference in the lives of thousands of children and their families:



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

- Education for at-risk children and their families
- Therapy for troubled children and their families
- Sharing what we learn with other professionals and organizations

This third tenet of our mission, **program-sharing**, is a really exciting way to reach many more young people than we could ever serve directly.

Salesmanship Club past president, Bob Ferguson, described program-sharing as “leveraging our efforts for the greater good.” This means SCYFC recognizes that no matter how effective our direct services are, we can never serve the huge numbers of kids and families in need of our therapeutic or educational services. Instead, we seek to join with others in partnership to share and exchange ideas and practices. We wish to express our genuine appreciation to the many professionals, schools and agencies that have collaborated with our organization to create *new possibilities* for the children and parents that we all serve.

Honorable Mention

Salesmanship Club Youth and Family Centers recently renamed this biannual newsletter. After a contest was held among SCYFC employees to come up with a new name, *New Possibilities* was selected as the winning entry. According to employee Jim Jackson, contest winner, he had a few inspirational thoughts which led him to *New Possibilities*.

“As I read the articles that have appeared in our newsletters, I asked myself, ‘What’s a key theme in all of these?’” Jackson said. “I realized that they were all stories of new possibilities, whether they were about clients, staff or Salesmanship Club members.”

SAVE THE DATE!

Are you a mental health or human service professional looking for continuing education credits? Join the Reunion Institute for “High Performance Practice Building: Innovative and Best Practices in the Evolving Mental Health Field,” led by Tracy Todd, PhD.

WHEN:

Friday, November 9, 2007
9:00 am- 4:00 pm

WHERE:

Salesmanship Youth and Family Centers
106 E. Tenth Street
Dallas, TX 75203

COST:

Individual \$75.00
Student..... \$37.50
Group \$60.00

CREDIT: 6 CEUs

SCHOOL NOTES

Jonsson School launches Chess Club

It started with one student last year who had a vision. Corbin, a fourth grader, enjoyed playing chess during lunch time. Then he had an idea. What if we could start our very own Chess Club at the J. Erik Jonsson Community School?

Second grade teacher Tim Noonan and Corbin’s dad, tossed around the idea. After all, it could be fun for students, not to mention that chess improves a child’s visual memory, attention span, spatial reasoning skills, and capacity to predict and anticipate consequences.

Getting the go-ahead to begin a new school club was easy. “A Chess Club gets to the heart of what we do here,” said school principal Sandy Nobles. “We’re all about engaging students in activities that immerse them in critical thinking all while they’re having fun!”

The result? Not only has Corbin inspired an official JEJCS Chess Club, he also has represented JEJCS two years in a row in a DISD-sponsored



At the 2007 Dealey Invitational Fall Scholastic Chess Tournament held this fall, six Jonsson School teammates competed and were honored for being one of the newest chess societies present at the tournament and all received medals for their participation.

chess tournament.

“Needless to say, Corbin and all the students on the team like to play chess a lot,” said Mr. Noonan, Chess Club staff sponsor. “Sometimes it takes one student with the passion and know-how to create a community of learners.”

Mr. Noonan notes another central tenet of the Jonsson School: students are encouraged to take what they learn in the classroom home and teach

others what they have learned. In essence, what students are learning in the classroom is more likely to “stick” because they are reinforcing what they learn by teaching others.

“It’s amazing. Kids are coming back telling us that they’ve taught their parents or brothers or sisters how to play,” says Noonan. “Students are so excited to play and want to teach everyone they know so they can play all the time.”

The school has provided a chess set for each member to check out and use at home to ensure kids get to practice often. Corbin never could have predicted the outcome of his vision. Or, thanks to the chess and the skills for predicting and anticipating consequences, perhaps he could.

For more information on the Chess Club or to set up a match, contact Mr. Noonan, 214.915.1845, or email TNoonan@jonssonschool.org.

New wireless computer lab encourages higher level thinking, reasoning minds

J. Erik Jonsson Community School this fall is the first school in Dallas to implement an innovative Web-based learning environment called *Reasoning Mind*. Equipped to travel from room to room, the mobile computer lab has one goal in mind: help students build a solid foundation for logical reasoning skills required in learning and excelling in mathematics.

The wireless lab makes learning especially easy for students, as the program can go to them, versus the children going to a separate computer lab to continue their learning.

Made possible by generous grants from the Hogleund Foundation and the George and Fay Young Foundation, students

work daily on wireless laptop computers to practice and build their math skills. Similar to a real-life math tutor that specifically tailors lessons to each student’s abilities, *Reasoning Mind* enables the laboratory school students to learn how to think and reason while practicing the basic math concepts they learn.

“Our team was really excited to be the first in Dallas to introduce students to this technology,” said Sandy Nobles, principal, J. Erik Jonsson Community School. “This innovative approach fosters deeper understanding of math concepts, not to mention is fun for the students.”

“Hogleund Foundation’s support for the creation of the *Reasoning Mind*

model was farsighted and most helpful to educators seeking to improve their students’ mastery of mathematical principles,” said Kent Skipper, executive director, Salesmanship Club Youth and Family Centers. “Our school has always been on the cutting edge, and it wouldn’t be possible without generous support from friends and partners like Hogleund and Young Foundations.”

The Institute for Excellence in Urban Education will be sharing this dynamic new part of the school’s design with the growing number of schools with which it collaborates for training and consultation.

For more information on *Reasoning Mind*, email info@reasoningmind.org.

Work with aspiring educators gathers momentum

By Mike Murphy, EdD, Director of Education and Professional Development

Excellence in school classrooms depends on the quality of teachers in those classrooms. The Institute for Excellence in Urban Education (IEUE) understands this and has focused on strengthening the local college and university preparation of aspiring teachers to see theory converted into real-life classroom action at the J. Erik Jonsson Community School.

IEUE has formed strong relationships with the staff at El Centro College, Brookhaven College, the University of North Texas-Denton and the University of North Texas-Dallas, in order to connect university faculty and aspiring teachers to its laboratory school, the J. Erik Jonsson Community School. By positioning the Jonsson School as a living “laboratory” where university and college students can actually see best practices in action, the Institute:

- 1) Creates unique opportunities for dialogue about teaching for maximum student engagement, and
- 2) Extends the course content and curriculum for existing college and university courses.

This partnership with colleges and universities has gained momentum. Since March 2007, 89 aspiring teachers have spent considerable time in Jonsson classrooms, literally observing hundreds of hours of quality teaching.

In addition, Karen Norris, Institute professional learning coordinator, created a unique undergraduate course called “TECA 1303: Families, Schools and Communities” available at El Centro for two semesters. Students from the University of North Texas-Denton are also in residence at the Jonsson Community School as part of their field experience and student teaching. Culminating this work for the 2007-2008 school year is a unique course jointly sponsored by both El Centro College and the University of North Texas-Dallas, held at the SCYFC North Oak Cliff campus on Tuesday evenings in spring 2008.



IEUE goes into production

By Mike Murphy, EdD

School teachers and leaders often need specific training and “school tools” to help them achieve their goals. Because of this need, the Institute for Excellence in Urban Education (IEUE) has begun to create training materials, school improvement inventories, and classroom tools to not only train for better classroom effectiveness but also to give teachers and leaders some real data about how effective their schools really are.

The Institute staff has created and delivered professional development modules on:

- 1) Creating brain-based, responsive classrooms
- 2) Inviting families and communities into true partnerships with schools, and
- 3) Designing engaging ways to deliver curriculum.

In addition, three classroom effectiveness “tools” have been developed which can gather information about the engagement of students in learning. This can lead to a dialogue with the classroom teachers about actions which could be aligned with more powerful student engagement.

The Institute has been asked by several large school districts to share the classroom effectiveness tools with them. This work with school districts will continue as product development and dissemination become one more way the IEUE can make a positive difference in the lives of students in schools across the region.

For more information on IEUE or any of its products, email Mike Murphy, EdD, mmurphy@salesmanshipclub.org or call 214.915.1829.



IEUE Fall/Winter Events

Are you an educator seeking to learn about what works in urban schools? Get involved in the following fall/winter seminars:

November 30, 2007 8:30 am – 3:30 pm

“Shouting Won’t Grow Dendrites: 20 Techniques for Managing a Brain-Compatible Classroom”

Presenter: Marcia Tate

Cost: \$75

January 15–16, 2008 8:30am – 3:30 pm

“Building Professional Learning Communities for Continuous Growth”

Presenters: Rick & Becky DuFour

Cost: \$75

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

Second grade puts “safety first” in the science lab

With the recent addition of a Science section to the Texas Assessment for Knowledge and Skills (TAKS), J. Erik Jonsson Community School, like area public schools, has added emphasis on hands-on science learning in the classroom. To help students and teachers get a real-life grasp of safety in the science lab, second grade teacher Tim Noonan invited his wife to teach students to “think like a scientist.” Scientist Michele Noonan, a research associate at UT Southwestern Medical Center’s Department of Psychiatry, had one main message for Jonsson students: safety first.

“The main goal was twofold: to explain what to do to protect yourself in the science lab and help kids understand why we wear protective gear,” explains Ms. Noonan. “It not only protects the scientist, but protects the science experiment from the scientist.”

According to Ms. Noonan, there’s



nothing worse than a botched experiment because one of your hairs falls into it.

For more information on how to think like a scientist, contact

Tim Noonan, second grade teacher, 214.915.1845, or email TNoonan@jonssonschool.org.

Salesmanship Club provides education opportunities for graduate, post-graduate students and psychiatrists

The Family Therapy Center recently announced three new full-time pre-doctoral psychology interns, who began their training and work with families in August. SCYFC received 100 applications from the US and Canada. This year’s interns include:

- Justin Bush, School Psychology, University of Washington
- Rebecca Corona, Counseling Psychology, Loyola University Chicago
- Aliya Sherriff, Clinical Psychology, The Wright Institute

The interns spend 53 weeks working

and studying full-time with the Family Therapy team as they fulfill the requirements for a doctorate in psychology. Two post-doctoral fellows in psychology are also selected each year to continue their training. These post-doctoral fellows are Saori Mayurama and Shawntae Jones.

These interns are not the only students attaining “higher learning” at the Salesmanship Club Youth and Family Centers. First and second year psychiatry fellows at UT Southwestern Medical School also participate in

training led by Salesmanship Club Youth and Family Centers’ staff. These experiences take place onsite at the new Family Works Center campus on Harry Hines Boulevard.

The internship and fellowship programs are just two examples 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 internship program, contact Micki Burns, PhD, 214.915.4700.



Taking what I learn at Salesmanship Club across the globe

By Aliya Sherriff, Salesmanship Club Intern

I hope to take my work and experience from the Salesmanship Club to Africa to implement strategies to help communities slowly develop and empower themselves for a brighter future through the Aga Khan Development Network (AKDN). AKDN is a collection of institutions and agencies dedicated to improving conditions and creating opportunities for the impoverished. AKDN is primarily concentrated in Central Asia and Africa and offers a wide range of services including economic, social, cultural, and health domains.

In order to make it easier for you to refer to our various mental health services, we’ve created this quick reference tool for you to have at your desk. Just cut along the dotted line. . . .



Salesmanship Club Youth and Family Centers mental health services at-a-glance

✓ Family Therapy

Counseling, parent education and case-work services for children (birth to 20 years) and their families experiencing a wide range of emotional and behavioral problems. Call 214.915.4700.

✓ Infant-Child Comprehensive Assessment Program

Family driven, strength-based assessments for children, birth through six years of age, with behavioral, emotional and developmental challenges. Call 214.916.4020.

✓ Parent Education

Affordable, skill-based training for parents with children up to age twenty who are in need of parenting tips and tools for handling their troubled children or young children/infants showing emerging signs of difficulties. Call 214.916.4030.

✓ Therapeutic After School Program

Intensive after school treatment for adolescents, ages 12 through 15, with emotional and behavioral difficulties. Call 214.916.4010.



Family Therapy expedites referral process

To express appreciation to referral sources for helping make a difference in the lives of thousands of families with children struggling with a wide range of emotional and behavioral difficulties, SCYFC has expedited the referral process. Applications for therapy and other mental health services are now available online.

Families may choose to print and complete the form in advance of their first appointment. The application may be accessed at www.salesmanshipclub.org under “accessing our services.”

Referrals are the life-blood of the program’s successes, and SCYFC appreciates all its referral sources’ continued help in connecting families to these vital services.



SALESMANSHIP CLUB

YOUTH AND FAMILY CENTERS

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

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WHAT WE'RE ALL ABOUT

The Salesmanship Club has a rich history of serving children in our community since 1920. The Salesmanship Club Youth and Family Centers currently operates innovative programs for kids 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.

NEW POSSIBILITIES

Malinda Miller, executive editor
Jim Jackson, copy editor
Kate Whidden, contributing writer
Mike Murphy, EdD,
contributing writer
Anne Mechler, contributing writer
Tim Noonan, photography and
contributing writer
Marissa Wallace, photography
Salesmanship Club, photography

New Possibilities is published biannually by the marketing and communications department. Submit news, story ideas, suggestions, address changes and requests to receive *New Possibilities* via email to Malinda Mason Miller, mmiller@salesmanshipclub.org.

DID YOU KNOW?

J. Erik Jonsson teacher published in *The Texas Science Teacher*

Fifth grade teacher Anne Mechler's work with second language learners in science was recently published in *The Texas Science Teacher*.

Her three main conclusions were:

- In order to support second-language learners in the acquisition of content knowledge, such as science, they must have repeated opportunities to hear, read and see difficult vocabulary.
- It is beneficial to students, as they are learning new concepts, to see vocabulary displayed on charts and word banks, with graphics as support.
- Incorporating direct vocabulary instruction, using Vocabulary Content Charts and Vocabulary Quilts simultaneously, enhances second language learners' comprehension of difficult content.

This is Mechler's first published piece. For more information on her research findings, contact Anne Mechler, amechler@jonssonschool.org, or by phone, 214.915.1834.



Ms. Mechler's research, which she completed prior to joining the staff at J. Erik Jonsson Community School, is an example of the type of work Salesmanship Club Youth and Family Centers does to share what we learn with other professionals, a key element of our mission. In addition to our research and evaluation reports and publications, we share what we learn through training and consultation via:

- [The Reunion Institute](#) – Providing continuing education for mental health professionals and human service organizations
- [Institute for Excellence in Urban Education](#) – collaborating with teachers, partner schools and district leaders to help them improve learning outcomes with their students

PASSING NOTES

J. Erik Jonsson Community School gets rave reviews from [greatschools.net](#)

★★★★★

Posted September 22, 2006

This school is the best school I have seen around. My son looks forward to going to school every day. The way they are treated is incredible, it's like the teachers want to be there. They really care about parent involvement and volunteering. Their academic programs are also excellent and even the pre-k has access to music, art, gym and computers.

Submitted by *Carina, a parent*

★★★★★

Posted September 14, 2006

The school is wonderful. I love it b/c it has a 3-year-old program so children can start learning at an early age. The school has parents...involved in the school regardless if it is just volunteering in the cafeteria. As parents, you can feel certain that your children will learn because of the small class ratios.

Submitted by *LL, a parent*