



NEW POSSIBILITIES

A NEWSLETTER OF SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS SPRING/SUMMER 2008

New executive director takes the helm

This past January, Dr. Kent Skipper, SCYFC's executive director for the last 30 years, accepted a new position as CEO of Salesmanship Club of Dallas. The SCYFC Board quickly sought to identify a new executive director, and the search was brief. Dr. Delane Kinney, a psychologist and leader with SCYFC since 1979, was named to the post. Having most recently served as associate executive director, Dr. Kinney was well equipped to take the reigns of leadership.

Dr. Skipper is honored for being an exceptional, passionate leader, and a tireless champion of SCYFC's core values. He will carry on his success at the Salesmanship Club of Dallas. Under Dr. Kinney's leadership, the services we provide for children and families – from therapy, education and sharing – will continue to move forward with integrity and new energy.



Kent Skipper, CEO, (left) and Delane Kinney, executive director, (right) will continue to work together in their new roles to make a transforming difference in the lives of thousands of children and families each year.

IN THIS ISSUE

- ICCAP offers insight..... 2
- JEJCS opens parent center 2
- Students meet Joyner-Kersee...2
- Bass Foundation grant..... 3
- Familias Felices 3
- TOUR Wives visit JEJCS..... 4

NEW INITIATIVES

TASP Summer Program now accepting applications

The Therapeutic After School Program (TASP) works with families to help struggling teens and tweens create real-world behavioral changes with their troubled kids. Despite its name, the program certainly doesn't end when the school year ends. Starting June 9, children and adolescents who are experiencing current or emerging emotional or behavioral challenges will benefit from the TASP Summer Program, which will allow these kids to work through their difficulties in a collaborative, supportive, therapeutic and recreational setting.

The TASP Summer Program is now accepting applications for children ages 10 to 14. The TASP summer program is in session from 9 a.m. to 2 p.m., Mondays through Fridays, through August 15.

Emphasizing leadership principles such as respectfulness, honesty and kindness, the program will give kids the opportunity to practice social skills. This will include sharing, conflict resolution and positive communication while engaging in both recreational and team building activities.

For more information about TASP or other mental health services offered by Salesmanship Club Youth and Family Centers, visit www.salesmanshipclub.org.



TASP Summer Program

Serves: Kids ages 10 – 14

Time: 9 a.m. – 2 p.m.

Monday thru Friday

Dates: June 9 – July 3 (Session One)
July 3 – August 15 (Session Two)

Cost: Sliding scale; no family is turned away due to inability to pay for services.

Apply now: Call Maria Raney at 214.916.4000 for more information.

LIMITED SPOTS AVAILABLE



Peggy Nelson shares Byron Nelson's Congressional Gold Medal with students

The week of the EDS Byron Nelson Championship is always an exciting time for clients and families served by the tournament's charity beneficiary, Salesmanship Club Youth and Family Centers. Perhaps the most exciting thing of all was the fact that students got to see and feel the late Byron Nelson's Congressional Gold Medal, thanks to the sharing spirit and generosity of his wife, Peggy Nelson.

"This is probably the coolest thing I'll ever get to hold," said one fifth-grade student, in awe of the heaviness of the medal. "It's priceless."

The students also got to see a Byron Nelson fresco in a private café at the Four Seasons Resort and Club Las Colinas, site of the Championship, along with the golf legend's sports memorabilia on display as well.

"We're studying Congress in social studies right now," said fifth grade teacher, Cary Walker. "What better time to talk about the Congressional Gold Medal than right now. This really hits home for the kids, connecting them to a very special man whose namesake makes it all possible."

Other tournament week activities for the kids included fourth grade singing at the opening ceremony, followed by the fifth-grade class participation in the First Tee Youth Clinic at the Four Seasons that afternoon, a school visit from the PGA TOUR wives, in addition to four students presenting the check to winner Adam Scott during the closing ceremony of the EDS BNC.



Institute for Excellence in Urban Education announces Fall 2008 training dates

The Institute for Excellence in Urban Education, the educational training, consultation and program-sharing arm of Salesmanship Club Youth and Family Centers, recently announced its Distinguished Educators Series, designed for professionals in education who are looking to improve their teaching and student engagement skills, leadership, classroom management, and cultural responsiveness.

September 12, 2008

Student Engagement: What is It, How Do We Achieve it, and Why?
Led by Mike Murphy, Ed.D.

October 24, 2008

Leadership for Equity: Courageous Conversations in Action
Led by Glenn Singleton, M.A.

November 19, 2008

Reducing the Achievement Gap for Hispanics: Moving Theory into Classroom Practice
Led by Eugene Garcia, Ph.D.

The cost of the trainings varies from \$55-\$80. For more information on these offerings, or to find out group rates or student discounts, call 214.915.4763 or email ieue@salesmanshipclub.org.



ICCAP offers insight to struggling parents of preschoolers

The Salesmanship Club's history of serving Dallas-area children continues today, thanks to the EDS Byron Nelson Championship. This one event, which last year raised \$6.6 million for the Salesmanship Club Youth and Family Centers, will fund 90 percent of its operating budget in 2008.



Michael P. Massad, Jr.,
Board Chairman,
Salesmanship Club
Youth and Family
Centers

We are so very grateful to title sponsor EDS and the many other generous and dedicated sponsors who work so hard and invest so much to ensure the Championship's success. And we feel such heartfelt appreciation and admiration for the members of Salesmanship Club of Dallas, who not only stage this unbelievably successful PGA TOUR event, but who also work year-round for our cause. We also cannot forget the loyal golf patrons and the City of Irving, the Championship's host community, to whom we owe our most sincere thanks.

As we reflect on all those kids and families to whom we are so obliged, we'd be remiss if we didn't say thank you to our referral sources – the caring and talented professionals in our community who entrust us with these important relationships. By their facilitating these connections, we are able to reach many children and families who otherwise might not be aware of our comprehensive, sliding-fee-scale services.

If you didn't make it to the EDS Byron Nelson Championship this past April, we hope you'll make plans now to attend next year. We hope to see you at the 2009 Championship – it's truly a great time for a great cause. Thank you.

2009 EDS Byron Nelson Championship
May 20-24

SAVE THE DATE!

Are you a mental health or human service professional looking for continuing education credits in ethics? Join the Reunion Institute for "Boundary Crossing: The ethics of race, class and gender" led by Pamela Brandwein, Ph.D.

Many of the parents who call the Infant Child Comprehensive Assessment Program (ICCAP) team for help have similar questions. The following are the most frequently asked questions we receive about toddler and preschooler (ages 18 months through 5 years) behavior:

- Why is my child so aggressive? Why has my child been asked to leave several daycare facilities?
- Does my child have Attention Deficit Disorder?
- I have some concern about my child's learning ability. Is my child ready for school?
- Why is my child not talking/communicating as well as other children her age?

For more information on ICCAP, or to learn about scheduling an assessment for your child, call 214.916.4020. Or visit us online at www.salesmanshipclub.org/iccacp.



Team Psychologist Jeri Warren works with young children and their families to help them find solutions for their tots.

ICCAP does assessments for children from birth to age six. The assessment takes into account many aspects of the child's development and the family's life including: behavior, emotions, relationships, health, intelligence, daily family life, learning style, family values, beliefs and traditions. After the assessment is complete the team meets to develop a plan that maximizes the family's strengths and addresses identified needs.

J. Erik Jonsson school opens first-ever parent center

By Monica Arellano, Family Guidance Coordinator

The J. Erik Jonsson Community School is always looking for ways to involve and include parents as partners in the education of their children. The most recent initiative at the school is a new parent center, located on the school campus. The Jonsson Parent Center is truly owned by the parents and has become a thriving hub of activity for parents to become more connected to the Jonsson School. Our parents are participating in and leading classes and projects as well

as gaining access to resources which will help them build stronger, more successful families. Some of the classes that parents have volunteered to teach for other parents have included cross-stitching, aerobics, sewing and car maintenance. Continuing parent education and parent classes, such as English as a Second Language, are also being offered by the school and agency staff. School staff members have taught classes for parents, including basic computer skills and chess, and a have

also facilitated a book club. Parents have also collaborated to help the Jonsson teachers and recently sewed chair-back pouches for several of our classrooms. Through all of these activities, the Parent Center is working hard at building a strong community in order to support the success of our children. For more information about the Jonsson Community School, visit www.salesmanshipclub.org/jejcs.

Jonsson students meet Jackie Joyner-Kersey



Thanks to a program sponsored by the nationally renowned Cooper Institute, the J. Erik Jonsson Community School will be participating in a physical fitness activity initiative aimed at improving the cardiovascular health of Dallas schools. The childhood obesity initiative, mandated by the Texas State Legislature (SB530), has been supported since its inception by Kenneth Cooper, M.D., founder of the Cooper Aerobics Center in Dallas.

The Cooper Institute kicked off the initiative with Olympic and Track and Field Star, Jackie Joyner-Kersey, who met with students in February at *A Life Rx for Kids* luncheon, along with other school representatives from throughout the Dallas/Fort Worth area. Jonsson students will be among at least 15,000 students locally who will implement the program, which uses FITNESSGRAM reporting software to report students' personal journeys to health and fitness.

The year-long program will train students to be consistent in achieving their recommended fitness levels with a goal of promoting fitness as a healthy life habit.

For more information on the initiative, email Barbara McGowan, director of development, The Cooper Institute, bmcgowan@cooperinstitute.org.

Creating easy-to-use tools to promote classroom excellence

Public schools are looking for ways they can assess classroom quality, and the Institute for Excellence in Urban Education (IEUE) has been helping them. The IEUE staff have listened to school concerns and have created three tools that schools and individual teachers can use to self-assess various aspects of school and classroom quality. These tools answer the following questions:

- How responsive is your classroom to the needs of students?
- How engaged in daily instruction

are your students?
• How well-designed and well-managed is your classroom?
The Institute currently uses these tools in three area schools. Combined with coaching and feedback sessions for every participating teacher, the tools are providing valuable information for teachers and school leaders. "We believe that teachers want and need continuous feedback about the quality of their classrooms, and when they receive it, they are very willing and capable of making changes to help kids

learn more," says Mike Murphy, Ed.D., director of education and professional learning. "What is great about these tools are the feedback sessions, where we sit with a teacher and can facilitate his or her thinking and problem solving. In every case, these participating teachers are making some great changes for the better."

For more information on the trainings, or to find out about group rates or student discounts, call 214.915.4763 or email ieue@salesmanshipclub.org.

Harry W. Bass Foundation awards grant for video and new media initiative



Salesmanship Club Member Joe Worsham provides a production sound bite for a video recognizing 30 years of achievements of new CEO, Kent Skipper.

Harry W. Bass Foundation recently awarded Salesmanship Club Youth and Family Centers with a \$5,000 grant to procure video equipment and production technology.

"As Salesmanship Club Youth and Family Centers moves into the New Millennium of Internet training, new media student projects and Web interactivity, the ability to illustrate our work via video will continue to help us transform lives and create new possibilities for countless more children and families," said Delane Kinney, Ph.D., executive director, Salesmanship Club Youth and Family Centers, Inc.

Teen parents learn the basics of parenting

By Kalin Burke

The Teen Parenting Class series is a comprehensive set of eight classes that cover early infant brain development, the importance of attachment, potty training and dealing with tantrums. These classes are made available to high

schools throughout Dallas county who have pregnant and parenting teens as part of their student population.

This series is also offered at the Salesmanship Club Family Works Center on Wednesday evenings at

5:30 p.m. The cost of the class is \$5 per week, per family. Call 214.915.4030 for more information or to request one of our parent educators to present at your school or agency.

DID YOU KNOW?

The following tips were created by the Institute for Excellence in Urban Education to help educators create more open, effective, classroom learning environments. Think about the classrooms in your own schools and have a conversation with school staff to determine if your classrooms have these characteristics:

- Show evidence of student culture and student voice in the school
- Have behavior guidelines posted clearly in the classroom
- Create student learning teams and group desks accordingly (encouraging students to work together for project work, as opposed to lining up desks in lecture-style set-up)
- Use interactivity, emotion and even humor when you teach to stimulate brain activity
- Have teachers answer questions on the students' level or at close range
- Surround the students with student-made artwork and projects completed, and refer back to them as one lesson builds on another
- Seek student ideas, thoughts, opinions
- Post daily learning goals and objectives
- Send administrators and teachers to Institute training

For more classroom tips for your school, visit www.salesmanshipclub.org/ieue.



Working at close-range with a student can improve reading comprehension as well as student engagement.

Working together, parenting together: *Familias Felices*

Familias Felices is a Spanish-language parent support group that meets weekly at the Oak Cliff campus. Led by seasoned therapist Al Sauermann, the weekly group is free and open to the public. *Familias Felices*, or in English, "happy families," provides an

opportunity for parents to talk through their specific struggles in implementing positive parenting ideas. Parents love the opportunity to hear ideas from other parents and leave knowing they are not alone in their difficulties. The group is held every Tuesday from 6 to 7:15 p.m.,

with childcare provided for children ages 3 to 11. For more information or to register as a first-time participant for *Familias Felices*, or to get involved in any of our other formal parenting classes, such as *Love and Logic*, call 214.915.4700.

SCHOOL NOTES



Pedro and his mom, Irene, pause to take their photo in front of the school where Pedro's success is only just beginning.

Mr. French [Jonsson fourth-grade teacher]:

Hello, I'm Irene, Pedro's Mom and I wanted to thank you for helping fill out Pedro's applications to the following schools: St. Mark's, Greenhill and The Episcopal School of Dallas. You have been such a great teacher because Pedro did well on the ISEE exam and got accepted to St. Mark's, Greenhill and The Episcopal School of Dallas. Thank-you for putting good comments on Pedro's application. Pedro will be attending The Episcopal School of Dallas next year; Pedro told us he is going to really miss J. Erik Jonsson because that is where he has been since he was a toddler, but he thinks he will be fine because J. Erik Jonsson has prepared him very well!

Thank you very much!

Irene, Pedro's Mom

In order to make it easier for you to refer to our various 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 services at-a-glance

✓ Education

J. Erik Jonsson Community School – Exemplary laboratory school developing innovative teaching approaches with at-risk kids
Call 214.915.1890

Camp Education Program – Educational earth science field trips for the students from J. Erik Jonsson Community School, partner public schools and other therapeutic programs
Call 214.915.4763

College Scholarships and Mentor Program – Expanding opportunities for promising former clients
Call 214.915.4754

✓ Therapy with troubled kids and families

Family therapy – Counseling with kids experiencing emotional and behavioral difficulties and their families
Call 214.915.4700

Child Assessment – Early evaluation and intervention with young children and parents
Call 214.915.4020

Therapeutic After School Program – Intensive treatment for troubled children and their families
Call 214.915.4010

Parent Training – Skill-based training with parents of troubled and at-risk children
Call 214.915.4030

✓ Sharing What We Learn

Research and evaluation – Research to identify effective practices; continuous program improvement through outcome evaluations
Call 214.915.4760

Institute for Excellence in Urban Education – Educational program sharing with teachers, school leaders and partner schools
Call 214.915.4763

Training and consultation/ Reunion Institute – Education with mental health professionals and human service organizations
Call 214.915.4768



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. The Youth and Family Centers currently operates innovative programs for kids and their families with a wide range of therapeutic, education and program sharing services. A proud partner of United Way of Metropolitan Dallas, Salesmanship Club Youth and Family Centers operates the J. Erik Jonsson Community 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 editor
Mike Murphy, EdD,
contributing writer
Monica Arellano,
contributing writer
Kalin Burke, contributing writer
Marissa Wallace, photography
Salesmanship Club, photography

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PGA TOUR Wives visit EDS BNC charity recipients

Twelve PGA TOUR Wives Association members visited the J. Erik Jonsson Community School during tournament week of the EDS Byron Nelson Championship to see first-hand the children and families that benefit from the annual PGA TOUR event, which raises more for charity than any other stop on the PGA TOUR.

As the charity beneficiary of the EDS Byron Nelson Championship, the J. Erik Jonsson Community School was proud to involve PGA TOUR Wives in several of the daily activities with students. After a brief check presentation from the PGA TOUR Wives Association to the

Salesmanship Club Youth and Family Centers Scholarship & Mentor Program, Wives and PGA TOUR Junior Champions and their families participated in an art project with kindergarteners, played golf with second graders practicing the First Tee curriculum in P.E., and toured the school portion of the Salesmanship Club Youth and Family Centers Oak Cliff Campus.



TOUR Wives and Junior Champions and their families pause in front of the Salesmanship Club Youth and Family Centers.

PASSING NOTES

Monica Arellano, J. Erik Jonsson Community School Family Guidance Coordinator, visits the home of each three year-old student about once a month during the school year to discuss child development issues and to share learning materials with parents. Here is what three parents wrote in their family journals about those materials:

This kit was important because our son needed a lot of help to count correctly. He really liked using the "fish on the water" pages, using Cheerios to count, and making a goldfish book. He had fun and learned so much. Our family is grateful for the time and dedication given to preparing these magic kits that really assist and support parents.

— The Martinez Family

Adrian looks forward to the boxes every month. I learn a lot with him during this time. I want to say thank you for all of the activities.

— The Lopez Family

Thank you for sharing these activities, and most of all, it helped me to spend more time with my kids and express how much we love and care about each other.

— The Ovalle Family