

# the CENTER Point

Fall/Winter 2003

News of the Salesmanship Club Youth and Family Centers

## Children Win at EDS Byron Nelson Championship

### \$5.74 Million Raised

The 2003 EDS Byron Nelson Championship raised \$5.74 million for Salesmanship Club Youth and Family Centers. This is the fifth straight year that the tournament has surpassed \$5 million in net proceeds. Since 1973, this tournament has raised more than \$75 million for SCYFC, more charitable funds than any other tournament on the PGA TOUR.

Area children and their families are the real winners of this prestigious tournament. Proceeds fund the programs of SCYFC, including the Salesmanship Club Youth Camp, the J. Erik Jonsson Community School, the Family Therapy program, and the Research and



Evaluation program. Funds raised at the tournament ensure that the critical mental health and education services offered by these programs are available to families regardless of their ability to pay.

The 2004 EDS Byron Nelson Championship will be played May 12-16. Call 214.742.3896 for more information.



Mark Humphries

**CLOCKWISE, FROM TOP RIGHT:** Golf legend Byron Nelson with some of the children who benefit from the EDS Byron Nelson Championship. **CENTER:** 120 children from Salesmanship Club programs received free dental services during the tournament, thanks to Christina's Smile Children's Dental Clinic. **BELOW:** Eight wives of PGA TOUR golfers toured SCYFC's facility and enjoyed an author's party hosted by kindergarten students during tournament week.



### Club's Legacy of Civic Leadership Recognized

In recognition of 83 years of service to Dallas area children and families, the Salesmanship Club of Dallas will receive the *Jubilee History Maker Award* from the Dallas Historical Society on Nov. 4.

The Jubilee History Maker Award was established to honor those whose gifts of self have enhanced the quality of life in Dallas in many areas of civic leadership.

"The Jubilee History Maker Award is bestowed on the individual or group who has made a significant contribution through a lifetime of service to our community," explained Susan Eldredge, chairwoman of the Dallas Historical Society. "The Salesmanship Club stood out as the clear choice for the energy, enthusiasm, devotion, generosity and just plain hard work of its members. No job is too menial, no goal too lofty for this group."

## Notes from CAMP

### Salesmanship Club Youth Camp

**Retired NFL players led a football clinic** with campers, thanks to the efforts of Salesmanship Club member **Mike Connelly**. A cheerleading workshop (pictured at right) was held at the same time, and both activities were enjoyed by campers.



**Ross Whitney and Steve Holm**, camp director and assistant director, respectively, were honored for 25 years of service to the camp program.

**Sue Brenchley**, assistant camp director, has been elected to a two-year term on the international board of the Association for Experiential Education.

**Recent enhancements of camp's education program** have resulted in more engaged learning for campers. Many campers, especially those with learning difficulties, are responding well to the new computer-based instruction and 45-minute class periods. Campers are also benefiting from hands-on learning projects during "Experience Week," which is planned in lieu of regular



Campers grill shish-kabobs during a recent Experience Week.



### Holiday Cards for Sale

The Salesmanship Club kicked off its annual holiday card sale in October with a design drawn by Jonsson Community School 5th grader Juan Garcia (pictured right).



The cards (cover shown above) sell for \$20 for a box of 25 cards with 26 envelopes. Or, for a \$10 per card donation, the Club office will sign, address and mail cards to each person on your list, with an acknowledgement of the donation made in their honor.

For more information or to order holiday cards, call Dee Ann Bell in the Salesmanship Club office at 214.742.3896.

# Caring, Sharing at Heart of Club Members' Commitment

**M**embers of the Salesmanship Club volunteer hundreds of hours each year to make the EDS Byron Nelson Championship a success and raise more than 90% of the operating funds for all of SCYFC's programs. But their devotion to the children served by these programs doesn't end there. Hundreds of members spend countless hours sharing their wisdom and warmth with children at the Salesmanship Club Youth Camp and the Jonsson Community School.



Monthly lunch meetings with the family therapy team allow Club members a chance to learn more about the work done by SCYFC therapists. Club members Levi Davis, Dick LeBlanc, and Henry Neuhoff (above) discuss a presentation by camp family therapist Fred Lines.

*Trips to camp and activities with campers are another way that Club members get involved in SCYFC's programs. Members of the classes of 1994, 2000, and 2002 travelled to camp several times over the last few months to help campers build a new barbecue pit near the pavilion (pictured at right).*



The Kiowas, the oldest girls' group at camp, picks up trash on a quarterly basis along FM 3056. Dave Smith and other members of the class of 1999 assisted the Kiowas with their recent clean-up duties (pictured at right).



Club member James Roberts (above) accepted the challenge of sculpting blindfolded with sixth graders at JEJCS during a recent art activity.



Carving pumpkins with JEJCS students, as George Baldwin did (above), is an annual event that both Club members and students eagerly anticipate.



Many Club members, including Ric Scripps (above), meet weekly with their JEJCS reading buddies as volunteers in the Reading Partner program.



Club members Larry Delzell and Jeff Barnes (above) play defense against the JEJCS Hawks basketball team while Bob Crotty referees the annual student/Club member game.



## Former Student Shares Success, Gratitude



Former JEJCS student LuzCarmen Avendaño displays a sculpture that she recently created in a metal-working class.

Several years ago, students at Jonsson Community School created a papier-maché blue heron that caught the interest of a donor touring the school. The donor purchased the artwork, and the revenue was used to pay for art classes for several gifted JEJCS artists. One of those students, LuzCarmen Avendaño, shared her recent success and gratitude with us.

Dear Salesmanship Club Members:

I wanted to take a minute to thank you all for all the hard work you do and for my first art classes. The classes really helped me in displaying and auctioning my artwork. I have always been interested in art, and the classes I took with Young Artists helped me further my interest.

With the solid academic training I received at J. Erik Jonsson Community School, I went on to W. E. Greiner Exploratory Art Academy. From Greiner's superior art department, I then arrived at Booker T. Washington High School for Visual and Performing Arts this year. My focus is still on visual arts.

Thank you once more from the bottom of my acrylic paint bottles!

Sincerely,

LuzCarmen Avendaño

## Program Sharing NEWS

### Salesmanship Club Youth and Family Centers

**Dr. Rudy Buckman**, family therapist, conducted a seminar at a narrative therapy conference in Illinois.

**Dr. Jim Calvert**, chief psychologist, will present at an international conference on schizophrenia in Stavanger, Norway, in November. Calvert also consulted with staff at Juliette Fowler Homes on the treatment of juvenile sex offenders.

**Paige Conley**, JEJCS principal, and **Dr. Ann Minnett**, director of research and evaluation, presented at the largest international conference on curriculum development in San Francisco. **Dr. Minnett** also published an article in *Instructional Leader* and produced documentation booklets on the school's early childhood program that were sold at the School Leadership Institute's fall seminar.

**Michelle Kinder**, **Maria Parides**, and **Maria Powers**, family therapists, joined social case managers **Maria Garza** and **Anita Hernandez** to provide training for staff of Avance. **Kinder** and **Powers** teamed again to lead a group for Spanish-speaking mothers for Project Transformation of the United Methodist Church.

**Dr. Delane Kinney**, director of psychological services, and **Ann Reese**, family therapist, facilitated a team-building group with staff of a local agency serving victims of domestic violence. Reese and Kinney also conducted an eight-month mentoring group for early career mental health professionals.

**Stella Rodriguez**, family therapist, presented at a symposium at The University of Texas at Arlington.

**Dr. Frank Thomas**, family therapist and dean of the Reunion Institute, was a featured presenter at the Interactional Think Tank of the Mental Research Institute in Palo Alto, CA. Thomas published an article in *Family Therapy Magazine*, hosted a case consultation group with the psychological services staff of the Dallas Independent School District, and led a discussion group with **Dr. Judy Swint** on solution-focused therapy for the Reunion Institute.

#### Recent visitors to our programs included:

- the chief executive for **Eckerd Youth Alternatives** in Florida.
- two instructors from the **National Taitung Teachers College** in Taiwan.
- a professor from the **University of Newcastle** in Australia who leads an on-campus school for special needs children.
- **three teachers from Maryland** whose principal heard **Paige Conley** and **Ann Minnett** at the ASCD conference.
- five managers from the **EDS University** to learn more about how recent brain research is used at JEJCS.
- **eight foundation officers** from across the country who were in Dallas for the annual **Council on Foundations** conference.
- staff from the **Louisiana Methodist Children's Home** who spent a week at camp in preparation for the opening of their new therapeutic camp.

# Affordable Housing for Area Families

## SCYFC Assists La Calle Diez CDC in Development of New Homes



Over the last nine years, La Calle Diez Community Development Corporation has developed lots for affordable single family homes on Ninth and Tenth Streets, and encouraged home construction by others in the ten block neighborhood surrounding the Salesmanship Club's facility in North Oak Cliff. With the generous assistance of The Real Estate Council Foundation (TREC), five homes were constructed by Habitat for Humanity in 1996 and 10 homes (pictured above) by U. S. Homes in 1999-2000. Now, in the third and final phase, 15 homes are being built at Ninth and Denver by Casas Modernas.

Salesmanship Club members Dick LeBlanc and Mike Maberry have been part of the La Calle Diez initiative from the beginning. In the following interview, they discuss the importance of affordable housing in building communities.

**How did the Salesmanship Club get involved in building neighborhood housing?**

**MM:** When SCYFC moved to Oak Cliff in 1987, we were the new kids on the block. Staff did an excellent

job of reaching out to families and, in doing so, heard about the need for better housing and a stronger sense of community in the neighborhood. SCYFC began discussing the possibility of neighborhood revitalization with a number of other organizations, and momentum developed. At the same time, the Real Estate Council Foundation was looking for neighborhoods inside Loop 12 that it could help revitalize with its monetary contributions and voluntary real estate expertise. Together SCYFC and TREC formed a nonprofit community development corporation, La Calle Diez,

(Spanish for "Tenth Street," one of the main streets in the area). It includes local churches, schools, agencies and interested individuals. La Calle Diez received its first funding from TREC and, after much hard work, the first lots were developed and the first homes were built in 1996.



Vacant lots were a magnet for trash and other activities before La Calle Diez encouraged home development.

**You make it sound easy!**

**DL:** It wasn't easy, but there were many very memorable moments that stayed with us and kept us working. I distinctly remember the community meeting we had back in 1994, when neighbors came together

to talk about what they wanted in housing. They talked about wanting attractive homes that would appreciate in value, showing that they understood the foundation of a stable, safe neighborhood.

**What's all this got to do with the mental health treatment and education programs that SCYFC is best known for?**

**MM:** The simplest way to answer this is to say that we don't work in a vacuum! Many of our clients and students come from families who live in this neighborhood. Any neighborhood that has fewer vacant lots and more homes is a better deal—for the kids and families and also for the city. Vacant lots don't generate revenue, but a home does. La Calle Diez has not just revitalized this neighborhood. It has also brought increased revenue for the city of Dallas. It is truly a win-win situation.

**How much funding has the Salesmanship Club contributed to these efforts?**

**DL:** The Salesmanship Club has not contributed any funding. The Club's funds are reserved exclusively for our services to children and their families. All funding has come from community sources. The Real Estate



Private builders have begun construction of new homes in the area.

Council has provided three grants. The city of Dallas donated some of the land and a block grant to rehabilitate the streets and sidewalks. The sale of the finished lots also generates revenue. SCYFC has contributed some staff time and Salesmanship Club members' time, but no actual funding.

**Tell us about phase three construction.**

**DL:** Phase three will bring about the construction of 17 new homes on a huge vacant lot that had long been littered with garbage and other large debris. La Calle Diez will prepare the lots – install utilities, streets and other infrastructure – and then sell all of them to a private builder. This time, we'll be working with Casas Modernas. They're based here in Oak Cliff and have a good reputation for building solid, attractive, affordable housing.

## Client's Success Inspires Teen's Donation to Scholarship Program



When Sagari Betté read the poignant account of one scholarship recipient's experience with the Salesmanship Club, she was so moved by his success that she initiated her own fundraiser and donated the proceeds to the Club's scholarship fund.

Sagari (pictured above left with her mother, Dr. Meera Rao-Betté) is a high school honors student who believes strongly in the value of education. Knowing that her parents are able to provide for her own education, she was inspired to do something

### SCHOLARSHIP PROGRAM UPDATE

The Salesmanship Club provides scholarships annually for individuals who have participated in SCYFC's programs.

**16** scholarships were awarded this year.  
**\$70,000** awarded in total.

for those young people who are not as fortunate. After selling jewelry to friends and family, she presented a \$300 check to the scholarship program.

## Family Therapy NOTES

### SCYFC Outpatient Family Counseling

**Dr. Delane Kinney**, SCYFC's director of psychological services, is serving on the advisory committee for Texas Lawyers for Children.

**The training program** for graduate mental health students is flourishing. In August, three new predoctoral psychology students began their year-long internship with the Salesmanship Club. One of last year's predoctoral interns has completed her doctorate and returned to complete a year-long postdoctoral fellowship. Three additional graduate students are completing their practicum training under the supervision of the Salesmanship Club's family therapy staff.

**The Reunion Institute**, the Salesmanship Club's training arm for mental health professionals,



began its fall season with a well-attended seminar on the "Neurobiology of Love" and two ongoing discussion groups. Andrew Turnell (pictured left), a renowned Australian social worker, presented his revolutionary approach to child protection casework at a seminar in June.

### Our social services team

is busy preparing for the holidays by selecting families to receive holiday assistance from the Salesmanship Club and the Salvation Army Christmas program. This comes on the heels of a large distribution of school supplies to children in need, including 64 JECS students and 48 public school children, and coordination of the Latino Wellness Fair and participation in the Mayor's Back to School Fair.

## Honoring a Motivating Leader



Dr. Kent Skipper, executive director of SCYFC, and Salesmanship Club member **Doug Hawthorne** were recognized recently for their leadership in the community by the Boys & Girls Clubs of Greater Dallas.

Skipper (pictured above, center, with representatives from the Boys & Girls Clubs of Greater Dallas) received the Motivator Award, and Hawthorne received the Phoenix Award in the first annual Profiles in Leadership Awards.

# EDS Volunteers Show Dedication to Salesmanship Club Programs

Demonstrating that their commitment to the Salesmanship Club's programs goes well beyond their sponsorship of the EDS Byron Nelson Championship, 32 EDS employees and their family members spent a recent Saturday volunteering at SCYFC (pictured below and at right). Their hard work kicked off the 11th annual EDS Global Volunteer Day in which thousands of EDS colleagues around the globe donated their time and talent to help more than 400 nonprofit organizations in 25 countries throughout the month of October.



## Notes from **SCHOOL**

### J. Erik Jonsson Community School

**TAAS results** showed tremendous progress by JEJCS students. For the third straight year, **100% of sixth graders passed both sections of the TAAS.** Passing rates in other grades:

**5th: 100% reading; 96% math.**

**4th: 93% reading; 96% math.**

**3rd: 93% reading; 100% math.**

30% of students in all grades received Academic Recognition in reading, and 21% in math.

**Teachers visited students' homes** before

school began to build relationships and to allow each child's home environment to influence curriculum development.

**A parent-child interaction group** aimed at improving early language development in infants has been initiated by JEJCS staff.

**Three teachers**

were accepted into UNT's Science and Math Academy. **Karen Norris** (6th grade), **Natalie Saad** and **Amy Smith** (5th grade) will complete two graduate courses through a grant from the U.S. Department of Education.

**The First Tee program** provided four weeks of golf lessons and junior golf clubs for 60 JEJCS students. Three students scored better than the top national scores in the final chip, putt and

drive tests at the completion of the program.

**Free dental services** were provided to JEJCS students by the Baylor College of Dentistry and Christina's Smile Children's Dental Clinic. Baylor dental students applied sealant to 90 students' molars, thanks to the efforts of Club member **Bob Bigham**. Christina's Smile returned for a third year during the EDS Byron Nelson Championship. Local dentists and dental assistants volunteered to provide services for 120 children served by SCYFC.



*Fifth graders experiment with an electric current at the Planetarium.*

**Students wrote thank you letters to golfers** who played in the EDS Byron Nelson Championship. These welcoming letters, which caught the attention of the *Dallas Morning News*, were placed in each player's locker at the start of the tournament. Many golfers responded with signed golf balls, gloves and encouraging letters.



*Three-year-olds build colorful shapes on the light table.*

**Two former students** are attending St. Marks School of Texas on full scholarship. Many other students were accepted into academy programs in DISD. JEJCS staff facilitate a year-long program for sixth grade students and their parents to prepare for the transition to middle school and to increase awareness of options available to them.

## Salesmanship Club

YOUTH AND FAMILY CENTERS

106 E. Tenth Street ♦ Dallas, Texas 75203  
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*The CenterPoint* is published biannually by Salesmanship Club Youth and Family Centers, a nonprofit organization committed to improving the futures of children who are experiencing or are vulnerable to emotional, behavioral and learning difficulties and to collaborating with families and others in finding solutions to these challenges.

### SCYFC Programs:

**SALESMANSHIP CLUB YOUTH CAMP**  
Director: Ross Whitney, MA

**FAMILY THERAPY PROGRAM**  
Director: Delane Kinney, PhD

**J. ERIK JONSSON COMMUNITY SCHOOL**  
Principal: Paige Conley, MEd

**RESEARCH, EVALUATION & PROGRAM SHARING**  
Director: Ann Minnett, PhD

Executive Director: Kent Skipper, PhD  
Director of Communications: Tracy Cobb  
Photographer: Gracie Reyna

*If you would like more information or to make a referral to one of these programs, please call our intake department at 214.915.4700.*

## Salesmanship Club

YOUTH AND FAMILY CENTERS

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