

the CENTER Point

Fall 2004

News of the Salesmanship Club Youth and Family Centers

Winning Big



The 2004 EDS Byron Nelson Championship raised more than \$6.09 million in net proceeds for Salesmanship Club Youth and Family Centers.

These funds provide the majority of the revenue for SCYFC's programs, including the Family Therapy program, the J. Erik Jonsson Community School, and research, training and program sharing efforts.

"Education and mental health treatment should not be luxuries for families in our community," said Kent Skipper, PhD, executive director of SCYFC. "Because of the funds raised at the EDS Byron

Nelson Championship, we are able to offer our services for families regardless of their ability to pay. We are tremendously grateful to EDS and the hundreds of sponsors and volunteers whose hard work makes this possible."

Since 1973, the Championship has raised more than \$81 million for charity, more than any other PGA TOUR event. The Salesmanship Club of Dallas, sponsor of the Championship, has been awarded the Benefactor Award by the PGA TOUR Tournaments Association for four consecutive years. The award honors the tournament that raises the largest amount of money for charity in a year.



Sixth graders from Jonsson Community School joined golf legend Byron Nelson, EDS Chairman and CEO Michael Jordan and other top officials from EDS and the Salesmanship Club of Dallas to congratulate 2004 champion Sergio Garcia.

"I am honored to be a part of such a successful event that helps children," said Championship namesake Byron Nelson. "Because of the commitment of our title sponsor, EDS, our corporate sponsors, our host site, the Four Seasons Resort and Club, the golfers, the volunteers and the thousands of spectators, our Championship is one of the best on the PGA TOUR and a true asset to our community."

The 2005 EDS Byron Nelson Championship will be played May 11-15 at the Four Seasons Resort and Club Las Colinas in Irving. Call 214.742.3896 for more information.

Six More Years

EDS Extends Sponsorship through 2010



Byron Nelson (left) is joined by EDS Executive Vice President Steve Schuckenbrock (seated at right), 2004 Tournament Chairman Steve Barley (standing) and three JEJCS students to announce the 2004 tournament proceeds.

After two successful tournaments, EDS announced that it will extend its title sponsorship of the EDS Byron Nelson Championship through 2010.

EDS Chairman and CEO Michael Jordan said the company's agreement to extend its support for the Championship was based on its contribution to the community, support for the company's business goals and ability to reach a worldwide audience.

"I'm proud that EDS and the Salesmanship Club will continue working together to keep our tournament among the best on the tour," said Byron Nelson. "EDS has proven to be the ideal sponsor and partner."

Patrick McEvoy, Jr., 2003-2004 SCD president said, "EDS has stepped up to assure our tournament's future. We're now able to focus on the tournament and our charity through the end of the decade."

Planning for a New Program Committee Puts Substance Before Speed



The Salesmanship Club's Program Planning Committee began meeting in March 2004, to study innovative approaches to address the needs of troubled children and their families. The goal is to build upon SCYFC's strengths and core competencies and develop a new program.

This is exciting work! It is also painstaking in that, to do it well, it starts with introspection. What are our values and beliefs? Is our mission statement still valid?

In starting with these building blocks, the committee's early work has essentially been that of reinforcing the strong foundation upon which all Salesmanship Club programs are built.

As part of this process, a decision was made to update SCYFC's mission statement. The new statement is short and stimulating. It speaks to the dramatic and enduring change that we hope our clients will experience.

These efforts have combined with a wider analysis of needs and trends in the community, and consultation with a variety of local and national leaders in children's services. This information-gathering will continue for several months, until a path forward for

New Mission:
Helping transform children's futures...
creating new possibilities for success

SCYFC has been identified. There is no deadline for decision-making. The committee's work will be thorough and thoughtful.

Please stay tuned as we gather momentum!

Youth Camp Enters New Phase



Camp Manager Steve Holm (left) meets with JEJCS teachers and staff to plan educational activities at camp.

Although the residential program closed in May 2004, the Salesmanship Club Youth Camp continues to serve as a valuable resource for children and families in other Salesmanship Club programs.

Steve Holm, former assistant director for the residential program, has moved into the position of camp manager. In this role, Holm is working with staff at JEJCS and in the family therapy program to develop meaningful learning experiences for students and clients. Several JEJCS classes and the Boy Scout troop are planning camp trips to explore ecosystems, animal and plant life cycles, and many other natural resources that are abundant in this outdoor setting.

FAMILY THERAPY PROGRAM

- Licensed, experienced, bilingual therapists
- Sliding scale fees
- Two locations: North Oak Cliff and Northwest Dallas
- Call 214.915.4700 to make an appointment
- More on family therapy: see pages 2 and 4



Investing in the Future Scholarship Program Supports Salesmanship Club Graduates

In high school, nobody had faith in me. Nobody thought I'd make it.

When I first went to community college, I wasn't sure that I wanted to be there. My grades reflected that. When I got a Salesmanship Club scholarship, it was like someone was willing to invest in me. The committee had faith in me.

Then I realized that I was smart enough to succeed at school, and I just did it. It felt good.

—Michele Kliever (pictured above) is a camp graduate and Salesmanship Club scholarship recipient. Michele's community college GPA rose steadily over the last two years. She transferred to the University of North Texas last year and earned a 4.0. Michele is majoring in psychology and is in her final year at UNT.

SCHOLARSHIP UPDATE

19 scholarships were awarded in June for the 2004-05 academic year.

\$75,000 was awarded in total.

Students Contribute to Championship's Success Professional Golfers, Wives Impressed by Visit to School

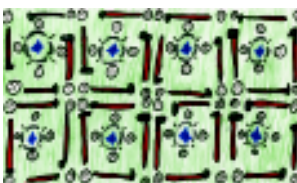
Students and staff of Jonsson Community School did their part to make the EDS Byron Nelson Championship one of the best stops on the PGA TOUR.

Four sixth graders participated in the Championship's closing ceremony, presenting an oversized check to champion Sergio Garcia (see photo, page one).



Several students appeared in a PSA for EDS that was filmed at the school and broadcast during television coverage of the Championship.

Nearly all of the students created artwork for placemats that were used in player and family dining areas at the Championship (examples of placemat artwork above and below).



One student's artwork was selected for the cover of a note card that was sent to golfers' wives.

But the activity that was most memorable for students and staff was the visit to Jonsson Community School by several PGA

"Getting a firsthand account of what the Salesmanship Club and the EDS Byron Nelson Championship are doing makes you go, 'Oh my God!' This makes you feel really good."

—Brad Faxon, PGA TOUR professional golfer



"I wish when I was growing up that there had been a school like this. The opportunity that the Salesmanship Club is giving to these students is fantastic."

—Corey Pavin, PGA TOUR professional golfer

"It's quite an amazing school with great teachers. It's just phenomenal to see what this tournament can do for kids in the community."

—Jonathan Byrd, PGA TOUR professional golfer



TOUR professional golfers and wives (see above). Kindergarten students entertained them by reading books they had

written and illustrated, fifth graders demonstrated their knowledge of westward expansion through a

simulation, and sixth graders tested their understanding of physics through a balloon-launching science experiment.



Student-Designed Holiday Cards on Sale

Jonsson Community School third-grader Jazmine Sanchez designed the Salesmanship Club's 2004 holiday cards (pictured above) which are currently being sold through the Salesmanship Club of Dallas office.

The cards are \$20 for a box of 25 cards with 26 envelopes. Or, for a minimum \$10 per card donation, the Club office will sign, address and mail cards to each person on your list, with an acknowledgment of the donation made in their honor.

Proceeds from the sale of the cards benefit the programs of Salesmanship Club Youth and Family Centers.

For more information or to order cards, call Kathryn King in the Salesmanship Club of Dallas office at 214.742.3896.

Family Therapy NOTES

SCYFC Outpatient Family Counseling

The Reunion Institute, the Salesmanship Club's training arm for mental health professionals, hosted more than 100 people recently for a day-long seminar with Bill O'Hanlon (pictured right), a well-known therapist and mental health educator, who spoke on inclusive therapy. The Institute's fall season also includes two discussion groups and seminars with Dr. Stacey-Floyd Thomas on conflict resolution and Drs. Sally St. George and Dan Wulff on family work as community work. For more information or to register for a seminar, go to www.reunioninstitute.org.



University of Houston, Marquette University and Spalding University and will complete the internship as a prerequisite to completing their doctoral degrees in psychology. A former intern has returned to complete her post-doctoral fellowship at the Salesmanship Club. Four graduate students are also completing practicum training under the supervision of the family therapy staff.

Christmas comes early for the social services team which is busy selecting families to receive holiday assistance from the Salesmanship Club and the Salvation Army Christmas program. This follows a large distribution of school supplies to 48 children in need, coordination of the Latino Wellness Fair which attracted nearly 20,000 people, and participation in the Mayor's Back-to-School Fair which saw nearly 50,000 attendees.

Three psychology interns began their year-long training with the family therapy team in August. These predoctoral psychology students join us from the

The Visiting Professional Program, a new initiative of the Reunion Institute, will kick off in November when Tom Strong, a psychologist and assistant professor at the University of Calgary, comes to the Salesmanship Club for an extended visit with the family therapy team. The Visiting Professional Program is an ongoing, shared-expense project that invites international clinicians, scholars and advanced students to learn with us in an exciting, collaborative environment. Visiting Professionals spend seven to ten days with clinicians, supervisors and researchers at the Salesmanship Club observing therapy sessions, discussing theory and practice of psychotherapy, and leading training workshops.

New After School Program Enriches Students and Volunteers



As the new school year began at Jonsson Community School, a new program providing academic and enrichment activities for our students began at Cliff Temple Baptist Church. This program is filling a tremendous need for many working families at JECS who were looking for a safe and nurturing environment where their children would be cared for and stimulated until the parents return from work.

Our neighbor across Beckley Avenue spent the better part of a year preparing for this after school program which is currently serving 37 of our students. Dr. Glen Schmucker, senior pastor at Cliff Temple, recently shared his enthusiasm about the impact this program is having on the church and its members, many of whom are working as volunteers.

"I cannot tell you what a difference these 37 little children

have made in our lives, in my life, in just these two or three short weeks! I cannot believe that I actually thought that we were doing this after school program for them! In fact, they have already given us what may well prove to be the new blood that literally saves our church's life.

"For one thing, just their physical presence is such a gift. I was walking through the hallway yesterday and I could hear noise. These hallways were once all but lifeless during the week. But there is more.

"In the faces of these little children I have seen so much character. They are so alive. I personally witnessed one of the little girls chase down one of our elderly gentlemen who volunteered a couple of hours to tutor one day. She grabbed him as he was leaving and said, 'Thank you.' I could tell it stopped him cold in his tracks—that he had done something that meant so much to her.



"Speaking of life in the building, we do have a few paid staff, but every day there are scores of volunteers walking through our building. Some aren't even from our church. One severely disabled wheelchair-bound young lady rides the bus from across town every day to help. The energy of our people is being redirected in hopeful ways. Much like your golf tournament, this is by and large a lay-driven program. And that's why it is so successful already.

"I am so glad God gave us the precious gift of these children. They have brought the beautiful music of noise into our buildings. They have given some of our folks a place to feel the dignity of sharing themselves. They have shown me the face of God in their faces. And grace has gone to work on me in whole new ways."



A Dream Realized Final Phase of Home Construction Near Completion



When La Calle Diez Community Development Corporation was formed in 1994, the goal was to create affordable housing, create and stabilize community, and encourage private infill development. Ten years later, this dream has been realized.

In the third and final phase of home development, 19 homes are being built by a private developer at Ninth and Denver in North Oak Cliff (pictured above). A total of 34 homes have been built in the 10 block neighborhood surrounding the Salesmanship Club's facility as a result of the La Calle Diez initiative.

The Salesmanship Club's contribution to this community-building venture has been the great volunteer leadership provided by several Club members, including **Dick LeBlanc**, **Mike Maberry** and **Vernon Smith, Jr.** The Real Estate Council Foundation, Habitat for Humanity and the City of Dallas have been important partners in this exciting initiative. The Real Estate Council provided three grants and voluntary real estate expertise. The city donated land and provided a block grant to rehabilitate the streets and sidewalks. Habitat for Humanity built five homes in 1996 before private developers stepped in to continue the construction.

"Any neighborhood that has fewer vacant lots and more homes is a better deal—for the kids and families and also for the city," said Maberry. "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."

Program Sharing NEWS

Salesmanship Club Youth and Family Centers

Heather Bryant, assistant principal, **Emily Rommel** and **Jessica Turk**, teachers, will present their work on projects and the documentation of student learning at the annual convention for the National Association for the Education of Young Children in November.

Dr. Jim Calvert, chief psychologist, presented on childhood ADHD and bipolar disorder at the Reunion Institute, conducted a workshop on working with parents of youth who sexually act out at an annual conference on juveniles with sexual behavior problems, and led training for parents at Spring Valley Methodist Church.

Katie Colgan, teacher, presented with **Dr. Ann Minnett** on guided reading and literacy circles at the Texas State Reading Association's annual conference in Corpus Christi.

David French and **Karen Norris**, teachers, joined three UNT professors in a presentation on teaching to the potential of Latino students at the National Association for Multicultural Education conference at Southwestern University in Georgetown, Texas.

Dr. Ken Graves, psychologist, presented to law students in the Child Advocacy Clinic at SMU Law School on children's responses to traumatic stressors.

Adanna Johnson, psychology intern, made two presentations at the annual conference of the Association of Black Psychologists in Washington, D.C.

Michelle Kinder and **Maria Powers**, family therapists, provided training for staff at AVANCE. **Kinder** also conducted training on developmental issues and discipline

for 60 participants of Project Transformation.

Dr. Delane Kinney, director of psychological services, and **Dr. Frank Thomas** conducted an ethics workshop for the Reunion Institute. **Dr. Kinney** also provided training on stress management for staff at Big Brothers Big Sisters and joined **Dr. Graves** and psychology intern **Laura Guli** in facilitating a group discussion with a Camp Fire USA group at an apartment complex where a child had been murdered.

Talitha Kiwiet, art teacher, joined family therapists **Maria Powers** and **Stella Rodriguez** to conduct training on using art in therapy for the Reunion Institute.

Dr. Ann Minnett, director of research and evaluation, has been appointed Adjunct Associate Professor for the School of Brain and Behavioral Sciences at UTD. **Dr. Minnett** is also collaborating with the Center for Nonprofit Management on creating assessments of nonprofits' effectiveness, efficiency and capacity.

Ann Reese and **Dr. Phil Torti**, family therapists, taught weekend-long classes in dispute mediation at SMU.

Dr. Frank Thomas, family therapist and dean of the Reunion Institute, traveled to Taiwan to present on competency-based counseling with children and families and competency-based supervision at the Taiwan Institute of Psychotherapy. **Dr. Thomas** also serves as an editor of the *Journal of the Texas Association for Marriage and Family Therapy* and published an article in *RATKES: The Journal of the Finnish Association for Solution-Focused and Resource-Oriented Methods*.

Social Work Class Offers Real-Life View of Family Therapy



Ann Reese, a Salesmanship Club family therapist and clinical coordinator, is teaching a seminar in family therapy for the University of Texas at Arlington's School of Social Work.

This semester-long, graduate level course (pictured above) meets every Tuesday evening at the Salesmanship Club's family center. Several other Salesmanship Club therapists are stepping in as guest speakers, including Dr. Ken Graves, Michelle Kinder, Dr. Delane Kinney, Stella Rodriguez, Michael Spain and Dr. Phil Torti. Students are receiving a very practical, hands-on experience that includes, with client permission, observing actual sessions with families.

"This is the first time that I've been able to see the practical application of theories that I'm learning about in my course work," said Bryan Baldoza, a student who will finish his Masters in social work next semester. "Ann and the guest speakers each week give practical examples of how you can apply different theories out in the field. It's been invaluable."

Family Therapy Program Flourishes

Increased Capacity, New Initiatives Respond to Community Needs

The Salesmanship Club's Family Therapy program has increased its capacity to offer services to families with the addition of three family therapists formerly with the residential program. As SCYFC's largest program, the family therapy team serves nearly 3,000 children and family members each year.

Salesmanship Club therapists have developed a variety of opportunities for children and families to receive the assistance they need. In addition to traditional family therapy, a number of therapists are employing play therapy and art therapy techniques, particularly with our youngest clients. A Grandparents as Parents Group and Parent Education Group (see story at right) were developed by therapists to respond to growing

Who We Serve

A snapshot of clients who have entered the family therapy program over the last several months:

- 44% of our clients are Hispanic; 20% are African American; 30% are Anglo.
- 10% of children served are 6 or younger. 12.2 is the average age of child clients.
- 31% live with both biological parents in the home; 28% are from divorced families; 28% have parents who never married.
- Median family income is \$18,500.
- 48% have been in counseling before.
- 37% have a family history of mental illness.

needs in the community. Several therapists are also exploring ways to use the Salesmanship Club's camp facility to enrich the relationships of children and families we serve.

Members of the family therapy team have recently collaborated with several other agencies in town. Therapists have joined with staff at the Family Place, Camp Fire USA, Big Brothers Big Sisters, and Family Court Services to help respond to crisis situations, provide training, and develop ideas for programming.

If you would like more information or to make a referral to this program, please call our intake department at 214.915.4700.

Community-Based Parent Education



Several Salesmanship Club family therapists are trained to facilitate Love and Logic® parent education classes. At no charge to the sponsoring school or nonprofit agency, Salesmanship Club will bring the classes to your location. Eight hours of parenting classes can be broken into a format that fits your needs. Sessions can be scheduled in the daytime, evenings or on Saturdays.

The Love and Logic parenting training provides parents with easy-to-use and practical techniques that help them to create respectful and healthy relationships with children. This unique approach to raising children puts the adults in control, teaches children to be responsible, and prepares them for the real world.

Please contact Michael Spain at 214.915.4792 or mSpain@salesmanshipclub.org for more information.

Salesmanship Club YOUTH AND FAMILY CENTERS

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*Helping transform children's futures...
creating new possibilities for success*

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SCYFC Programs:

FAMILY THERAPY AND SOCIAL SERVICES

Director: Delane Kinney, PhD

J. ERIK JONSSON COMMUNITY SCHOOL

Principal: Paige Conley, MEd

SALESMANSHIP CLUB YOUTH CAMP

Manager: Stephen Holm, MS

RESEARCH, EVALUATION & PROGRAM SHARING

Director: Ann Minnett, PhD

Executive Director: Kent Skipper, PhD

Director of Communications: Tracy Cobb

Photographers: Gracie Reyna and
Frank Thomas, PhD

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.

Notes from **SCHOOL**

J. Erik Jonsson Community School

TAKS results are in, demonstrating that our students continue to make significant academic gains. A recent evaluation showed that students who have been with us three years or more are making great progress on a number of key indicators:

96% of students passed the math section of TAKS.

88% of students passed the reading section of TAKS.

22 students were recognized for Commended Performance on TAKS.

82% are reading at or above grade level.

76% scored in the top half of national norms in math on the Iowa Test of Basic Skills (ITBS).

72% scored in the top half of national norms in language on the ITBS.

63% scored in the top half of national norms in reading on the ITBS.

98% was the average daily attendance rate last year, and 66 students had perfect attendance.

The new school year began with 259 students, representing a 97% re-enrollment rate. This



followed a week of home visits by teachers. Each year, teachers visit the homes of every child in their class to meet the families, welcome the child, and gather information about each child's background and interests which aids the development of meaningful curriculum.

A summer reading program motivated students to continue reading daily throughout the summer break. Pre-k student Alejandra (pictured left with assistant principal Heather Bryant) received special recognition for reading 187 books with her mother.

Our collaboration with UNT has brought new student teachers to grades one, three, four and five. Collaborative research with UNT faculty is continuing. Impressed by positive relationships between teachers and students and by teachers' confidence in the future academic progress of their students, researchers are studying optimism in students' writing.

Last year's sixth graders have moved on to new, exciting educational ventures. Over half of the students were accepted into private schools or Dallas ISD academy programs with stringent entrance requirements. One student was awarded a scholarship to attend Parish Episcopal School.



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