



THE CENTERPoint

NEWS OF THE SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS

FALL/WINTER 2006

Science Goes to Camp! Salesmanship Club Youth Camp continues to impact children's lives

For years, the Salesmanship Club name was synonymous with the treatment of troubled adolescents through its therapeutic residential camping program. At the Salesmanship Club Youth Camp near Hawkins, Texas, thousands of kids' lives were transformed over the years. Children are still being positively impacted at Camp through the Institute for Excellence in Urban Education (IEUE), a program of Salesmanship Club Youth and Family Centers.

The IEUE, in working with greater Dallas area public educators to improve teaching practices and student development in the urban learning environment, has introduced an innovative new curriculum: Science Goes To Camp.

"We basically found out that urban educators were searching for ways to give their students rich learning experiences, particularly in science," said Mike Murphy, Ed.D., director of education and program development.

How do students begin improving science scores? According to Paige Conley, the Institute's education development coordinator, "We have written a curriculum for schools to improve their science programs by providing hands-on lessons about the real world that involve students in

thinking, doing and analyzing before, during and after kids go to our camp." Through her work at the Institute, Conley is creating a full science curriculum so that Institute partners can make the most of their camp learning experience.

What do kids experience when they go to the Salesmanship Club Youth Camp? "We want to stimulate their curiosity with activities that bridge the gap between classroom learning and the natural world," said Steve Holm, camp manager and on-site instructor. "But the best part is that kids have fun while learning at Camp."

In short, Science Goes To Camp is just one way the Institute is reaching out to further the SCYFC mission in cooperation with other urban educators.



Holm works with a student as they discover the exoskeleton of a spider in a web. In the lesson, the sixth graders had discussed the difference between humans' internal skeleton structure and insects' and spiders' external skeleton structures.



Golf Legend Byron Nelson remembered as inspirational humanitarian

Byron Nelson, one of golf's greatest players, but more importantly its greatest gentleman, died recently at age 94, leaving an extraordinary legacy of leadership and charitable giving. Nelson will always be known for his seemingly untouchable records, 11 straight PGA TOUR wins in 1945 and 18 total in that magical season. Yet within his Salesmanship Club family, Mr. Nelson was much more than a successful athlete. He will be remembered fondly as a man of great faith, a tremendous humanitarian and an inspiration to everyone from the youngest student to the most seasoned golf professional.

"The work of Byron Nelson is evident in everything we do. It was his spirit of generosity and kindness that makes our charity what it is today," said Kent Skipper, Ph.D., executive director, Salesmanship Club Youth and Family Centers, Inc. "Our services for children and families strive to reflect his lifelong commitment to caring and excellence."

The EDS Byron Nelson Championship, the first PGA TOUR event named for a professional golfer, has raised more money for charity than any other stop on the PGA TOUR, largely due to Byron Nelson's involvement. The

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NEW INITIATIVES

Family Works Center unveiled



In May 2006, Salesmanship Club Youth and Family Centers (SCYFC) opened the Family Works Center, yet another means for the charity to serve troubled and at-risk children. The Family Works Center, located near Bachman Lake, includes intensive after school treatment for troubled adolescents, a comprehensive assessment program for young children, skill-based training for children and parents and family therapy.

"This Center came together over night. Last year at this time, it was only a vision," said Steve Boyd, board chairman, SCYFC. "This year, these dynamic new programs have begun serving families in need."

The new Family Works Center is located less than a mile from the site of the original Salesmanship Club Camp, the first chartered in Texas more than eight decades ago. For more information about Family Works Center and its programs, contact Jim Calvert, Ph.D., director, Family Works Center, 214.916.4040.

What services are provided at Family Works Center?

This new facility for kids and their families has four programs, combining prevention, early intervention and treatment services:

Therapeutic After School Program – An intensive after school treatment program for adolescents ages 12 through 15 and their families

Infant-Child Comprehensive Assessment Program – Family-driven, strength-based comprehensive assessment services for young children (ages birth through six) showing emerging signs of difficulties

Family Life Education – Skill-based parent-child training for families with young children (ages birth through six) experiencing or at-risk for emotional and behavioral problems

Family Therapy – Outpatient therapy for families with children birth to age 20 who are experiencing emotional and behavioral issues



“We wanted to send a quick update of our services, illustrating the many ways we are helping Dallas kids. Our mission is to make a transforming difference in the lives of children and families in this community, creating new possibilities for their success. Thanks to your help and referrals, we are fulfilling our mission. We encourage you to learn more about us, and as always, to continue sending children and families in need of affordable mental health and educational services in our direction.”



Board Chairman
Steve Boyd,
Salesmanship Club
Youth and Family
Centers, Inc.

Salesmanship Club University

On almost any day of the week, you can find higher education taking place at a Salesmanship Club Youth and Family Centers location:

- At the Family Works Center, a nine-month training in family therapy is offered for psychiatric fellows from The UT Southwestern Medical School
 - Two separate courses for educators are presented at the Oak Cliff campus (offered by Texas Woman's University and Eastfield College), where students learn about reading intervention and early childhood education,
 - In addition, the Institute for Excellence in Urban Education is undergoing talks with El Centro College for creating a partnership to help prepare aspiring teachers.
- The Institute's unofficial slogan, "Learn from us...learn with us," is realized through these many wonderful educational collaborations.

According to Alexis Arana, lots of memories are created at J. Erik Jonsson Community School. One of his favorites happened to be a canoe trip down the Brazos River with his fellow sixth grade classmates. On the trip, led by river expert, Ed Lowe, the Brazos River Authority released water into the river system, making the current strong, and canoeing a challenge. In addition, there were strong winds to be reckoned with, which made for even rougher waters. When asked what he learned on the trip, Alexis had this to share: "Although I had been canoeing previously, on this trip I learned I had no idea how to canoe."

My favorite memory as a JEJCS Student:
Canoeing the Brazos



Arana is one of three 2005-06 JEJCS graduates attending private school on scholarship. He attends Greenhill along with another JEJCS graduate. Another recent graduate attends St. Marks.

New interns join the Family Therapy Center

The Family Therapy Center ushered in three new full-time pre-doctoral psychology interns on August 1. SCYFC received 70 applications from around the US and Canada. From these, three interns were selected for the internship program. This year's interns include:

- Saori Mayurama from the State University of New York at Albany,
 - Margaret Morse from The University of North Texas, and
 - JaNaé Taylor from University of Georgia.
- The interns spend 53 weeks working and studying full-time with the

Family Therapy team as they fulfill the requirements of a doctorate in psychology. For more information on the internship program at Salesmanship Club Family Therapy Center, call Micki Burns, Ph.D., 214.915.4700.



New interns expand their knowledge of therapy practices, gaining valuable experience for their careers.

Not only an intern, also a blogger

by Saori Maruyama, intern,
Salesmanship Club Family Therapy Center

I have a blog in Japanese where I share my experiences of being in the U.S. I write about my wonderful endeavors of working at SCYFC. Clinical psychology is not a well-established field in Japan, so many people seem to be interested in my work here. In the future, I envision bridging the field of clinical psychology from the U.S. to Japan, so I guess my blog is a small step in that direction.

SAVE THE DATE!

Are you an educator, mental health or human service professional looking for continuing education credits? Join The Reunion Institute for its collaborative event, "Artful Dialogue: The junction of respect, intent and curiosity." Moderated by Kathy Kee, M.Ed., and Diana Williams, Ph.D., the event will take place 9 a.m. – 4 p.m. Friday, November 10. To register, visit www.reunioninstitute.org.

WHEN

Friday, November 10
9 a.m. - 4 p.m.

WHERE

Salesmanship Club Youth and Family Centers

COST

\$85 (includes lunch)

CREDIT

6 CEUs

DID YOU KNOW?

The "Red Folder Process", an article about a great intervention at the J. Erik Jonsson Community School, was published in the Journal of Staff Development by Mike Murphy, Ed.D.

The Institute for Excellence in Urban Education recently published an article about the Red Folder System for Learning Improvement in the Fall 2006 issue, *Journal of Staff Development* by the National Staff Development Council. Authoring the article were staff members Mike Murphy, Maria Christiansen, Heather Bryant, Paige Conley, Monica Arellano and Ann Minnett.

The Red Folder system was developed by staff at the J. Erik Jonsson Community School. With Red Folder, any Jonsson teacher who has a student not performing up to expected levels can initiate an intervention at a special monthly meeting. At these meetings, the teacher brings a folder of data – the Red Folder – about the student. The team brainstorms and develops strategic interventions. At the next meeting, the teacher brings back the results of this intervention, and the cycle continues until the student is performing again at a higher level.

Tim Noonan, second grade teacher, confirms the Red Folder's power: "As a relatively new teacher at Jonsson, sometimes I don't have the repertoire of strategies that others might readily have available. I find it helpful when the people around the table help me pinpoint and articulate what might work with certain kids."

For more information about the Institute or to learn more about how the Institute works with public and private schools and daycare facilities, contact Mike Murphy, Ed.D., 214.915.1829.



To Russia with love:

How we take our mission to Russian people in need

In May 2006, Steve Holm, manager, Salesmanship Club Youth Camp, traveled to the coast of China Sea in far eastern Russia to teach a class designed for camp directors who experience numerous behavioral problems in their efforts to include “difficult” children in their Christian summer camps. The camp directors’ seminar in Vladivostok was the first training opportunity of its kind for camp leaders in this distant locale. Camp leaders who serve more than 2500 youths attended the seminar, learning techniques honed at the Salesmanship Club residential treatment program.

“When it comes to program sharing,



Camp manager Steve Holm shares his expertise across the globe.

this is a way that I can bring my experience from camp to help others – maximizing our impact on children’s lives,” said Holm.

This is the seventh year that Holm has been invited to lead the seminars through Christian Camping International and Global

Outreach Group, which seeks to equip local leaders to provide camping opportunities for children around the world, affecting troubled orphans attending these camps. Former trips included training sites near Moscow, Kiev, St. Petersburg and even Amman, Jordan.

Solutions for families who need help: Family Works... a continuum of help for troubled adolescents and their parents

The Family Works Center (FWC) has a solution for families with troubled adolescents: an intensive therapy program five afternoons and evenings each week.

Most day treatment programs remove children from their school and home environments, although research indicates that whenever possible, it is best to keep children at home and in their own schools. Adolescents attend the Therapeutic After School Program (TASP) when the school day ends. This allows them to receive treatment (18 hours per week) while continuing to live at home and go to their regular schools.

What to do if your child needs more than an hour of counseling each week, but isn't ready for residential mental health treatment

Providing intensive therapy during after school hours also helps alleviate problems parents often have with unsupervised teens. “After school is the time when kids are most likely to get into trouble. It’s the time when kids are home, parents are not,” said Jim Calvert, Ph.D., director, Family Works Center.

TASP also includes significant parent involvement. In fact, parents join their adolescents twice a week for dinner followed by group counseling and parent classes. “Studies show that families who eat together communicate better,” said Christine Gonzalez, Ph.D., coordinator, TASP. “Adolescents need time to see and talk with their parents without an agenda. This improves family relationships by opening up the lines of communication.”

Family Works Center is one more way the Salesmanship Club Youth and Family Centers help families work better together. For more information on Family Works Center and the Therapeutic After School Program, call 214.916.4010.

SCHOOL NOTES

New initiative kicks into high gear: So does parent involvement

By Tim Noonan, second grade teacher, J. Erik Jonsson Community School

J. Erik Jonsson Community School (JEJCS) teachers recently hosted the first-ever family dinner night. Second grade students brought their families to school for a night of food and

fun. The event was designed to help encourage a stronger sense of partnership between teachers and parents in educating their children, while breaking down some of the communication

barriers that may exist in more formal parent-teacher interactions. Thanks to the success of the evening, JEJCS will roll out this initiative across all grade levels this school year.



JEJ Principal, Sandy Nobles, M.Ed. visits with second grade student and her mom.



The Building Relationships with Children committee members prepare to serve families dinner.

How to know when your child needs an assessment

The Family Works Center (Harry Hines south of Northwest Highway) offers these tips to help families determine if their child might need a comprehensive developmental assessment. Comprehensive testing at the FWC is a process in which parents can carefully observe and discuss their child along with a team of professionals who are experienced at evaluating young children and families. It can help to answer questions about why their young child (birth to age six) may be experiencing learning, behavioral, psychological or developmental challenges. If you are experiencing one or more of the following situations with your child, you may want to consider scheduling an assessment.

- My child behaves violently, and no one can seem to understand why he/she bites/hits/scratches so much.
- My child has difficulty learning, and can't comprehend the ABC's, counting and colors like other children his/her age.
- My child seems withdrawn; he/she doesn't socialize with other members of the family or kids his/her age.
- My child doesn't seem to play, walk or talk normally for his/her age.
- My child has been asked to leave pre-school/daycare because of behavior problems.

The Infant-Child Comprehensive Assessment Program (ICCAP) is one of four services offered at the new Family Works Center. For more information about assessments, contact Dr. Ken Graves, coordinator, ICCAP, 214.916.4000.



Ken Graves, Ph.D. leads the Assessment program team, preparing to share comprehensive results with a family.

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2006 Championship donated more than \$6.3 million to Salesmanship Club Youth and Family Centers. More than \$94 million has been raised for the organization since the tournament's inception.

“Byron and Peggy Nelson worked year-round to make the PGA TOUR event a success. Funds raised at the EDS Byron Nelson Championship allow children and families who otherwise couldn't afford needed mental health and education services to receive them,” said Lawrence M. Wesson, president, Salesmanship Club of Dallas. “We are able to serve more than 2,500 children and parents each year, in large part thanks to this great man. Byron Nelson was an inspiring role model for all of us.”

This is the fifth time in EDS Byron Nelson Championship history that the annual contribution has exceeded the \$6 million mark. For more information on the EDS Byron Nelson Championship, visit www.byronnelson.pgatour.com.



SALESMANSHIP CLUB

YOUTH AND FAMILY CENTERS

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WHAT WE'RE ALL ABOUT

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

THE CENTERPoint

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

Taking parenting classes to the next level

An important goal of Salesmanship Club Youth and Family Centers is helping parents develop a toolkit of effective, loving ways to parent their sometimes troubling children. For the first time, we've shared this toolkit with incarcerated mothers. Since late spring, we've been presenting our parent education courses to women at a local state prison.

"You'd be amazed at how much these women want to learn how to improve themselves, especially as mothers," said Kalin Burke, parent educator, Family Life Education (FLE), Salesmanship Club Family Works Center. FLE kicked off the parenting classes each week at the prison for six weeks, with the Family Therapy Center continuing the program, providing Parenting

"I hope to learn...[to be] a better mother. Y'all are...wonderful. Thanks so much. I plan to take all that I've learned with me."

— Inmate comments,
FWC class evaluation report

With Love and Logic® classes for an additional eight weeks.

"When a mom is torn away from her children, for whatever reason, she doesn't stop being a parent. For this reason, the inmates want to improve their parenting skills," said Michael Spain, LPC, LMFT, parent educator and bilingual therapist, Salesmanship Club Family Therapy Center.

Parenting classes are offered to the public at the Oak Cliff and Stemmons

corridor as well as in neighborhood centers and are crafted to fit the needs of the course participants. Themes of the parenting classes at the women's prison include:

- Parenting with Love and Logic®
- Who is my child? Building a foundation
- Positive discipline for the developmental stages of children birth to three years
- The effects of anger and stress on parenting
- Going Home: Transitioning into the parent role

To get more information about parenting classes at Salesmanship Club Youth and Family Centers, visit www.salesmanshipclub.org.

PASSING NOTES



Abigail poses with Victor and Vicky.

Our finches, Vicky and Victor

By Abigail, Fifth Grade Student, JEJCS

Grey Zebra Finches – wow, that's amazing! Our fifth grade class has two pet finches named Vicky and Victor. We have learned that male grey zebra finches have an orange patch on their cheeks! (Victor wears the make-up!) Our class is hoping that our adorable finches have babies. Our class finches are young and active. If you ever pass by our class and hear a "tweet, peep, tweet, peep!" you'll know who it is – our finches, Vicky and Victor!!