



# NEW POSSIBILITIES

A NEWSLETTER OF SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS

FALL 2008

## The Red Heart Society® salutes the Chester Cole Estate

The Salesmanship Club Foundation has received word that it will be receiving a generous bequest from the estate of Chester Cole, Salesmanship Club class of 1969, following the recent passing of Mrs. Cole. This gift was part of a planned gift strategy set up by Mr. Cole many years ago, and will benefit the Salesmanship Club Youth and Family Centers for years to come.

The Red Heart Society® deeply appreciates Cole's generosity, which will help sustain and build our programs for kids. The charter membership period for making a planned gift to The Red Heart Society will end on December 31, 2008.

Email [redheartsociety@salesmanshipclub.org](mailto:redheartsociety@salesmanshipclub.org) if you have named the Club in your will or life insurance, or if you have any questions on how to do so.

## SAVE THE DATE!

Are you a mental health or human service professional looking for continuing education credits? Join the Reunion Institute for "Ethics & Supervision in Clinical Practice" with Libby Kay, MSSW, LCSW, ACSW.

### WHEN:

Friday, October 10  
9 a.m. – noon

### WHERE:

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

### COST:

\$45

**CREDIT:** 3 ethics CEUs

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**SALESMANSHIP CLUB**  
YOUTH AND FAMILY CENTERS

## Therapeutic After School Program ramps up this fall

The Therapeutic After School Program (TASP), with new director Fred Lines at the helm, has successfully concluded its exciting summer program for 10-14 year-olds and has now opened its fall program. While participating in enriching activities, TASP teens and pre-teens work with team leaders to build social skills, and increase communication, problem solving, and respect for self and others.

More than 45 kids participated in TASP this summer, and responses from students and parents were overwhelmingly positive. On Mondays and Fridays this fall, the TASP team is going out into the community to facilitate experiential groups.

### What kids would be good candidates for TASP?

- Kids with current or emerging emotional and behavioral problems
- Kids who are truant, suspended, have behavior referrals, or low commitment/achievement in school
- Kids associated with delinquent/aggressive peers
- Kids who have difficulty solving problems
- Kids who are depressed or anxious
- Kids who experience family conflict or difficulties
- Kids who need to practice pro-social skills in a group setting
- Kids with motivated parents who are willing to participate

The fall program is enrolling now, and kids and families will work with the TASP professionals on Tuesday, Wednesday and Thursday evenings. For more information regarding TASP, contact Fred Lines at [flines@salesmanship.org](mailto:flines@salesmanship.org) or 214.916.4015.



State Representative Rafael Anchía visited the TASP summer program in August.



Pre-teens and teens practice skills in a group setting.

## Fifth grade goes green for Science



Anne Mechler's and Cary Walker's fifth grade classes celebrated their 100 percent passing rate on the Science Texas Assessment of Knowledge and Skills test (TAKS) by going green on Wednesday, June 11. The teachers and students spent the day sporting green hair and wearing personalized class t-shirts to celebrate their success. The day of Science was full of activities such as working with terrariums full of interesting creatures and finding ways to make their day greener by eating an assortment of green foods. For more information on TAKS testing at J. Erik Jonsson Community School, contact Ann Minnett, director, Research, Evaluation and IT, [aminnett@salesmanshipclub.org](mailto:aminnett@salesmanshipclub.org).

### Science portion of the TAKS test

JEJ passage: 100%

TX passage avg.: 81%

JEJ commended: 47%

TX commended avg.: 37%

We continue to count our blessings at SCYFC.

The Mike & Mary Terry Foundation recently approved our grant request for \$127,000 for additional computer hardware and expanded wireless access for the Jonsson School to deepen its instructional repertoire and to support sharing best practices at Jonsson with other educators. These additional instructional resources will enable our faculty to create deeper, richer and more rigorous learning experiences for the students at Jonsson and demonstrate to other educators how technology can be seamlessly embedded into daily instruction so students succeed. The additional hardware, wireless access and installation this grant will provide addresses the need to embed technology into daily classroom instruction to ensure students learn in a deep, flexible, real-world and sophisticated way.



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

In addition to this great news, the Salesmanship Club of Dallas announced that for the first time, we will host the Nationwide Tour's season-ending event, the Nationwide Tour Championship at TPC Craig Ranch in November. The top 60 players on the Nationwide Tour will play for the chance to earn their PGA TOUR cards November 3-9.

This event allows us one more way to continue to serve children and families at the Salesmanship Club Youth and Family Centers. If you are interested in buying tickets please visit our Web site for more information, [www.nationwidetourchampionship.org](http://www.nationwidetourchampionship.org).

**Nationwide Tour Championship**  
At TPC CRAIG RANCH  
November 3-9

## Tips for parents

Many parents come to our agency searching for answers on the best way to handle problems with their young children's behavior. Often times we recommend parents take an interactive parenting class offered by our agency. A few tips gleaned from the classes include:

- Tantrums and biting are common behaviors in small children.
- Biting is a way children show frustration when a child does not yet have the language skills to communicate what they really want.
- **Do not bite back.** Human bites can be dangerous and can be seen as child abuse.
- Tantrums can start through unexpected changes to a child's day or from internal stressors such as hunger or fatigue.
- Children crave structure and routines. By keeping life predictable, you can head off a tantrum before it starts.

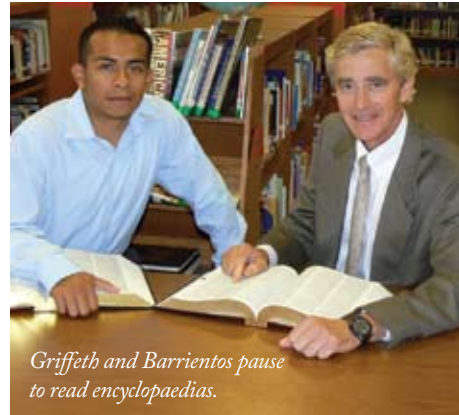
If you know someone who may benefit from any of our early-childhood services, contact Maria Powers, 214.916.4035. Services are offered in English and Spanish.

# Reading Buddies reconnect thanks to scholarship and mentoring programs

Salesmanship Club member Guy Griffeth has fond memories of his first Reading Buddy, Leo Barrientos. And Leo has fond memories of working on vocabulary and pronunciation each week with Griffeth, thanks to a reading buddy program at the J. Erik Jonsson Community School. But when Barrientos graduated from Jonsson School in 2000, the two lost touch.

Six years later, as a member of the Salesmanship Club Youth and Family Centers Scholarship Committee in 2006, Griffeth was surprised when he came across Barrientos' scholarship application. The former reading buddies were reunited as mentor and mentee in a new program dedicated to helping former students succeed in college.

"I always had confidence that Leo would go far," Griffeth said, "and I was thrilled to discover that he was



Griffeth and Barrientos pause to read encyclopaedias.

pursuing higher education. Little did I know I would be part of his life now when he's making it happen!"

The Salesmanship Club Scholarship Program offers former SCYFC clients financial and moral support as they navigate college. Barrientos, a junior at The University of Texas at Arlington, appreciates the guidance that the program has provided over the last

two years. He's also enjoyed the annual meetings with Griffeth and other members of the Scholarship Committee when he seeks to renew his scholarship.

"The reason most people drop out of college is that they can't cope with the change from high school to college," said Barrientos. "The Salesmanship Club Scholarship and Mentor Programs not only help me organize my academic life, but it has been great to know that people from your elementary school still remember and care about you. They still want you to succeed in the next phase of your life."

"The great part of the Reading Buddies program is that you really get to know kids," Griffeth said. "But you don't always get to see how they turned out. That's what I love about the Scholarship and Mentor Programs; you get to see kids you worked with go on to the next step."

## Salesmanship Club hosts summer interns

Over the course of the summer, Salesmanship Club Youth and Family Centers welcomed two new interns, Gina Rodriguez and Liz Wazny. Rodriguez, a University of North Texas doctoral intern studying special education-behavioral and emotional disorders with a minor in school administration, is currently working in Carrollton-Farmers Branch ISD as a behavioral specialist. Over the summer, Rodriguez worked closely with Dr. Mike Murphy on J. Erik Jonsson Community School's Response to Intervention Model, compiling data on Science Goes to Camp and completing an analysis of the Distinguished Educator Series.

Working closely with Malinda Miller, director of communications, Liz Wazny is the first ExxonMobil Community Summer Jobs Program marketing communications intern to have trained at SCYFC. Wazny will graduate with honors from Southern Methodist University in May 2009 with a B.A. in corporate communications and public affairs and Spanish. While at SCYFC, she compiled media lists, created an internal staff photo directory, helped coordinate marketing events, and wrote newsletter articles. She also helped arrange Texas State Representative Rafael Anchía's speaking engagement at the Therapeutic After School Program this summer. Stay tuned for our spring newsletter for an update on our new pre-doctoral and post-doctoral psychology interns.



Salesmanship Club Youth and Family Centers received the Agency of the Year award from ExxonMobil Foundation, an award granted to only one of the 75 participating Community Summer Jobs Program agencies. In addition to the award, SCYFC received a check for \$1,000 to support our work with children and families.

## Institute for Excellence in Urban Education develops valuable partnerships in Dallas and Denton

The Institute for Excellence in Urban Education (IEUE) developed close partnerships with five schools in the Dallas area over the course of the 2007-08 school year, connecting with educators and discussing how the IEUE staff could add value to each school's improvement plan. Withers Elementary School in Dallas ISD and Lee Elementary School in Denton ISD stood out as two schools that were truly committed to bettering their programs and developing a close working relationship with IEUE.

Lee Elementary staff came to visit J. Erik Jonsson Community School to explore what teaching techniques at JEJCS might work in their own classroom settings. Lee Elementary is a large elementary school working with children in kindergarten through fifth grade. They contacted IEUE to perform a classroom audit for quality, which entailed providing observations

in many of Lee's classrooms and giving feedback to the whole faculty so that everyone could strengthen their practices. IEUE also worked with each of the grade chairs and taught them how to better observe fellow teachers and offer constructive feedback. Also at Lee Elementary, Dr. Mike Murphy, SCYFC's director of education, went into seven individual classrooms, spending more than 50 hours observing and giving feedback to teachers who wanted to work on their student engagement skills. During this process, Murphy coached the teachers and offered support to help them improve the quality of the experience students in those classrooms received.

Withers Elementary teachers and administrators came to JEJCS in order to observe the effects of creating brain-compatible classrooms and became interested in further developing a relationship with IEUE to better

their school. Like Lee Elementary, Withers Elementary went through the classroom audit process and became interested in the idea of student engagement and also in improving the quality of lessons that they provide their students. Because of IEUE's ability to offer feedback in a supportive, constructive way, Withers was able to work toward change that would benefit their students.

The valuable partnerships developed with Lee and Withers Elementary are only two of the relationships that IEUE has developed, yet they reflect the services that IEUE strives to deliver to make program sharing a successful and important experience for both JEJCS and their partner schools.

For more information about IEUE, contact Dr. Mike Murphy at 214.915.1829 or at [mmurphy@salesmanshipclub.org](mailto:mmurphy@salesmanshipclub.org).

# Institute 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.

For more information, or to find out group rates or student discounts, call 214.915.4763 or email [ieue@salesmanshipclub.org](mailto:ieue@salesmanshipclub.org).

**October 24, 2008**

*Leadership for Equity: Courageous Conversations and Action*  
Led by Glenn Singleton

**November 19, 2008**

*Reducing the Achievement Gap for Hispanics: Moving Theory into Classroom Practice*  
Led by Eugene Garcia

**January 16, 2009**

*Differentiation for Classroom Excellence: What Does It Take to Get It Right?*  
Led by Carol Ann Tomlinson

## Agency program sharing touches like-minded partners

Salesmanship Club Youth and Family Centers prides itself on its readiness and willingness to share ideas, philosophies, and techniques while learning with other organizations. During July, SCYFC partnered with several organizations and individuals that work to improve the quality of life in Dallas. With visits like these, SCYFC is able to reach out into the community on a greater scale than it could with just its direct services.

- SCYFC had the opportunity to share its vision with fellow nonprofit organization Project Transformation. During a two hour visit, Project Transformation leaders participated in a tour and conversation about the various services SCYFC provides to the kids of our community. This is the sixth year of "partnering" with Project Transformation to help train their interns. Project Transformation is reciprocating by consulting with our TASP team.
- Representatives from the District

Attorney's office of Dallas presented to our family therapy program team, and took the time to tour and get to know our programs for further collaboration and referral opportunities.

- Candace Cain and Lalla Shackelford from New Friends, New Life, came for a tour and discussion about how our services can complement each other.
- Five Dallas nonprofits that also participated in the ExxonMobil Community Summer Jobs Program including Captain Hope's Kids, Methodist Medical Center, Dallas County Juvenile Department, Our Friends' Place and Promise House came to SCYFC for a tour and a luncheon.
- Reunion Institute hosted the first in a new format of continuing education events called the "Conversation Series." Aimed at helping agency partners and mental health professionals gain continuing education credits while also learning more about our therapeutic

programs, the event was attended by representatives from Irving and Dallas ISDs and practicing Dallas therapists. SCYFC's Fred Lines facilitated the discussion on getting tough teens on track.

- Dallas Concilio toured the Oak Cliff campus and explored ways we can better synergize our efforts to make a transforming difference in the lives of Hispanic/Latino children in Dallas.

Opportunities to share and learn from like-minded agencies not only allow our agency to learn what other services Dallas has to offer, but also generate referrals to programs like our parenting classes, the Therapeutic After School Program, family therapy and early childhood assessments. Such relationships with other organizations help us continue to expand our services to greater serve the Dallas community.

For more information on how to organize a tour, contact Malinda Miller at 214.915.4756 or at [mmiller@salesmanshipclub.org](mailto:mmiller@salesmanshipclub.org).

## SCHOOL NOTES

The fifth graders of J. Erik Jonson Community School had the opportunity to visit the Old Red Museum of Dallas County History & Culture on June 9th. Led by Cary Walker, Ann Mechler and Jim Jackson, these students learned about Dallas history through participation in a mock trial and explored the galleries of the museum which describe the history of the settlement of Dallas through the world crossroads it is today.

In a restored courtroom, the students learned both how a courtroom operates and how laws are used to settle disputes. After the mock trial, students learned about Dallas history by engaging in a scavenger hunt for information in the museum's galleries. After wandering the galleries, students visited the John F. Kennedy Memorial, Dealey Plaza and the Texas School Book Depository.

When asked what her favorite part of the day was, Gabby, a fifth grader replied, "Everything was fun!"

For more information about the Old Red Museum of Dallas County History & Culture, contact [info@oldred.org](mailto:info@oldred.org) or call 214.745.1100.



## Parents empower preschoolers with behavior challenges

Parents Empowering Preschoolers (PEP), is a unique program offered in English and Spanish.

The goal of PEP is to help children ages three to five with identified emotional and behavioral problems learn better strategies for coping with their emotions and learn valuable social skills.

During a typical PEP group, children practice social skills and learn to regulate their emotions, while their parents in a separate classroom explore parenting approaches, attachment, positive discipline and effective communication. Following the class,

parents observe the PEP group with their parent educator. They watch PEP leaders manage difficult behavior and see parenting and de-escalating techniques in action. After observation time, parents join their children in completing an activity, so that parents have an opportunity to practice new skills with staff support and coaching.

"Most parents have no idea where to turn when their three-year-old is asked to leave day care, or when their five-year-old is acting out of control," said Maria Powers, director, family life education. "We designed this course

to give parents practical experience managing their tough tots."

Though PEP is still a new program, it has been well received by the community it serves. Parents report that PEP has been instrumental in helping them and their children make positive and significant changes in their families. Due to the demand for this program and our other early-childhood services, Powers' team is making plans for expansion in November 2008. For more information about PEP and its fall schedule, contact Powers at [mpowers@salesmanshipclub.org](mailto:mpowers@salesmanshipclub.org).

## Successes At-A-Glance

In October, we celebrate the end of our fiscal year, and look at some of the successes our programs have seen this year. Most notable are:

Recertification of the Jonsson School by the National Association for the Education of Young Children, thanks to Heather Bryant, assistant principal and her team. **For more information, call 214.915.1890.**

Jonsson School opened its first-ever Parent Center, resulting not only in greater collaboration with Jonsson parents, but greater community involvement. Jonsson parents even won first place in the Cinco de Mayo parade, thanks to floats they created in the Parent Center! **For more information, call 214.915.1890.**

The Infant-Child Comprehensive Assessment Program, led by Dr. Ken Graves, completed its 100th assessment and continues to flourish as parents of young children turn to us for services and training, provided in both English and Spanish. **Call 214.915.4020 for more information.**

Thanks to the great teamwork of Camp Manager Steve Holm, Paige Conley, education development coordinator, Institute for Excellence in Urban Education, and Mike Murphy, director of education, "Science Goes to Camp" partnered with more than 19 schools, serving more than 4,000 students and more than 250 teachers this year. **Call 214.915.4763 for more information.**

The Therapeutic After School Program served more than 45 kids between the ages of 10 and 14 in its newly reformatted summer program. **Call 214.915.4015 for fall program information.**

TAKS testing topped the charts at the Jonsson School, notably with 97 percent of fifth grade passing the Math portion and 100 percent passing the Science portion. **For more information, call research and evaluation, 214.915.4760.**

Our program sharing through the Institute for Excellence in Urban Education and our therapeutic services, including the Reunion Institute, touched the lives of more than 2,000 educators and mental health professionals. **For more information, call 214.915.4763 (education) or 214.915.4772 (therapy).**

The Scholarship Committee awarded scholarships to 27 current and former clients. 18 mentors were trained this year. **For more information on the college Scholarships and Mentor Program, call 214.915.4754.**

## Care enough to share!

Please take a moment to share what types of information you are seeking in our newsletter.

Tips! \_\_\_\_\_

Facts and figures! \_\_\_\_\_

Personal stories! \_\_\_\_\_

Training info! \_\_\_\_\_

Other \_\_\_\_\_

Email your feedback to Malinda Miller, [mmiller@salesmanshipclub.org](mailto:mmiller@salesmanshipclub.org) or cut out this box and mail to: Malinda Miller, Salesmanship Club Youth and Family Centers, 106 E. Tenth Street, Dallas, Texas 75203.



## SALESMANSHIP CLUB

YOUTH AND FAMILY CENTERS

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

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U.S. Postage  
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### WHAT WE'RE ALL ABOUT

The Salesmanship Club has a rich history of serving children and community partners. The Youth and Family Centers currently operates innovative programs 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, therapy centers in Oak Cliff and the Stemmons corridor and Science Goes to Camp at our east Texas facility.

### NEW POSSIBILITIES

Malinda Miller, executive editor  
Jim Jackson, copy editor  
Kate Whidden, contributing editor  
Liz Wazny, contributing writer  
Marissa Wallace,  
contributing writer  
Salesmanship Club,  
photography/graphics

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

## Continuing ed event sees interstate traffic

Rudy Buckman, professor of counseling at Southern Arkansas University (SAU), led a group of graduate students to Salesmanship Club Youth and Family Centers to study firsthand the approaches used in our therapeutic programs. Staff presenters Delane Kinney, Judy Swint and Michelle Billings Kinder facilitated the training. In addition to working closely with our staff, students from SAU also attended the Reunion Institute event, Boundary Crossing: The Ethics of Race, Class and Gender. A sampling of feedback received from the field trip participants is shown below:

*...I am so glad I went. It was an irreplaceable experience that I am so thankful I shared. Nothing beats learning like a hands-on learning experience. And the bonding moments and friends we made along the way made it an unforgettable experience.*

*...Salesmanship Club is an awesome place! It's not hard to see why they're so successful when you look at their staff's style, techniques and level of professionalism in working with clients.*

*...All the people we met there were great! Dr. Delane Kinney, Michelle Kinder, Dr. Judy Swint...all worked very hard to explain to us in one day how Salesmanship Club works. We got to see in practice all the solution-focused and narrative ideas Dr. Buckman tells us so much about.*

For more information on ways you can learn with the therapy team at SCYFC, contact Dr. Traci Lee, tlee@salesmanshipclub.org.

### PASSING NOTES

*Dear Salesmanship Club,*

*When Baylor [Health Care System] mentioned to me that this organization may help us with my son's problem, I waited for a few weeks to call...Finally, I called to see if we could get an appointment with Laura Vogel, and she called us back to set one up. The day that we went to the location I was very surprised! It was clean, and the receptionist was very polite and treated us with respect...I was very happy seeing my son's improvement as well as the care and respect that everyone provided us. Thanks to Laura's advice we enrolled our son in DISD. They did some tests on him and discovered a language delay and behavior issues, and soon he was placed in a [special] class. Laura mentioned to me the marriage counseling sessions with Leticia Sullivan...they helped in our relationship...I have depression, and even with medication I have ups and downs. The other day I woke up very angry and was talking with God about my depression, my son's health and all people that suffer. The day before, I didn't take my medications because I ran out...the phone rang and a lady named Anita [Landin] said that she was calling from Salesmanship Club and that Laura told her about our situation and that SCYFC was going to help us. I thought it was a joke...I couldn't believe it, but I did what she told me to do. I called my husband and my mother to tell them about it; they thought I was joking...I cried and thanked God and Salesmanship Club for it. I know that God...somehow put all you in my life and because of you all I am still here. We really appreciate all you have done for us and other people who get services from you all. Thank you all again for the support, love and care for others. God bless you all.*

*Sincerely,  
A Struggling Mom*