



NEW POSSIBILITIES

A NEWSLETTER OF SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS

FALL/WINTER 2009

United Way employee campaign raises the bar

Salesmanship Club Youth and Family Centers (SCYFC) is one of 100 area United Way of Metropolitan Dallas Pacesetter organizations. As a Pacesetter, SCYFC runs an early internal employee campaign, setting the “pace” for other campaigns to follow. Despite the challenging economic times, our employees raised more money during this year’s campaign than in any previous year. And, as in the past year, 100 percent employee participation was achieved.

“Our incredibly generous and committed staff took to heart the theme of *Live United*,” said Dr. Delane Kinney, executive director of Salesmanship Club Youth and Family Centers. “They clearly recognize that we are all connected in profound ways and that we must show this through our actions. How we act in the more difficult times is the true measure of our character.”

SCYFC is a proud partner agency of the United Way of Metropolitan Dallas and benefits from generous United Way partnership and priority needs grant funding each year. Through its long-term partnership with United Way, SCYFC served more than 8,000 children and their families last year.

The campaign, themed *Keep It Rollin*, was led by SCYFC operations manager Jim Jackson. 99 employees pledged \$27,616.



IN THIS ISSUE

Maverick Capital	2
SCYFC goes green.....	2
Jonsson VIPs	3
Save the dates.....	3
New parenting classes.....	4
Passing notes	4

HP gives back

HP has once again set the standard in title sponsorship. More than 100 HP employees volunteered to make a difference for the kids and families we serve at HP Gives Back, an event held during the HP Byron Nelson Championship week at Salesmanship Club Youth and Family Centers (SCYFC).

The volunteers worked on different projects on and around the SCYFC Oak Cliff Campus. One group walked the neighborhood picking up trash, while another planted shrubs and laid mulch on the grounds. At another station, volunteers cut box tops off of food cans and boxes for Jonsson School to redeem. Other groups of volunteers put together school supply kits, while others assembled and painted picnic tables that have since been placed in the outdoor activities center at the SCYFC Harry Hines campus.

In addition to giving time and labor, HP employees also donated two flags that flew over the U.S. capital on the day the Congressional Medal of Honor was awarded (posthumously) to Byron Nelson. “HP is about being a



All the kids served by Salesmanship Club truly feel the impact of a dedicated title sponsor.

great community citizen in the places where we work and live,” said Michael Mendenhall, senior vice president and chief marketing officer, HP. “It is very important that we make a difference.”

Since the HP Gives Back event, roughly 500 school supply kits were distributed to the children and families our agency serves, from our therapeutic

programs to the students at Jonsson.

“We are in awe of HP,” said Kent Skipper, CEO, Salesmanship Club of Dallas. “Not only do our children already reap the benefits of their generosity through their title sponsorship of our golf tournament and technology gifts, but their volunteer efforts will continue to impact us for years to come.”

Jonsson School achieves exemplary status

J. Erik Jonsson Community School recently met the criteria for exemplary status, based on the results from the 2009 Texas Assessment of Knowledge and Skills (TAKS) standardized test.

- 93% of third- and fourth-grade students passed TAKS Reading; 43% were commended.
- 93% of third-, fourth- and fifth-graders passed TAKS Math; 46% were commended.
- 100% of fourth-graders passed TAKS Writing; 39% were commended.
- 96% of fifth-grade students passed TAKS Science; 73% were commended.

Additional noteworthy assessment results reported that 81% of three-year-olds and Pre-K students demonstrated 15 months or more gain or scored ‘Kindergarten Ready’ in English language ability within one school year.

Of J. Erik Jonsson Community School students, kindergarten through fifth grade, 97% read at or above grade level. By comparison, U.S. Department of Education statistics indicate that only 70% of low-income fourth-graders (the study group) read at or above grade level.

Institute takes tools global, publishes book for educator development

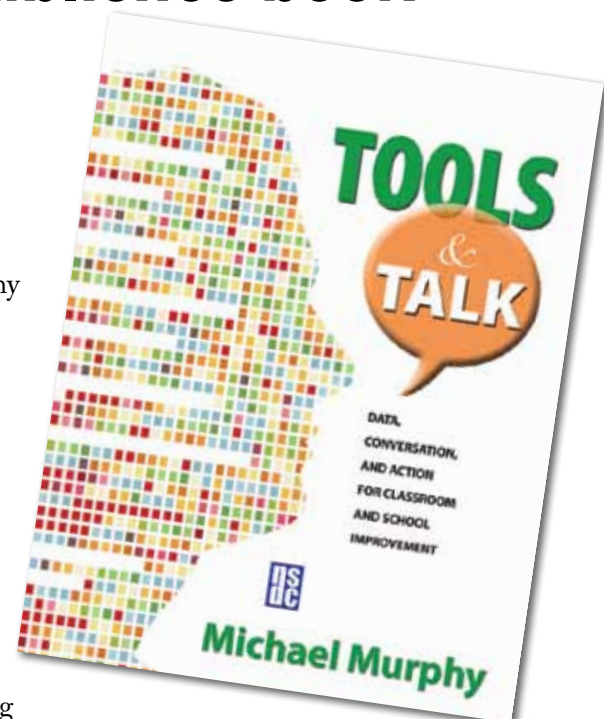
How do teachers and school leaders start a conversation that will lead to improved practices in classrooms and schools? The Salesmanship Club Institute for Excellence in Urban Education has created a unique way to serve this need. In collaboration with the National Staff Development Council, the Institute for Excellence in Urban Education recently published *Tools and Talk: Data, conversation, and action for classroom and school improvement*.

Mike Murphy, EdD, along with other agency staff, worked for more than a year to develop tools for educators to improve classroom management, engagement and instruction. Now these tools as well as training on how to use them are available online with the

purchase of the book.

“We know that better learning in schools begins with building relationship-rich, results-focused conversations with teachers,” Murphy said. “At the Institute, we believe strongly that the vast majority of teachers are dedicated professionals who can be supported to make big changes in their work. These tools are the vehicles for really looking at what the teachers are doing. The tools serve as the catalysts for these results-focused conversations.”

With an emphasis on side-by-side collaboration, the Institute continues to work toward supporting schools and educators as they achieve their goals.



To purchase your copy of the book, visit www.nsdsc.org.

Despite experiencing struggles not unlike those of other nonprofits during the current recession, we continue to see ground-breaking success in the lives of the kids, moms and dads, *abuelitos y tios*, we serve. In our work, we help families deal with real-life challenges such as job loss, tragic death of loved ones, divorce, suicide and more. Most would agree that these challenges are more prevalent in tough economic times; this is definitely the case for the families we serve.



Jeffrey J. Porter,
Board Chairman
Salesmanship Club
Youth and Family
Centers

Our services are crucial for these at-risk and troubled kids and families, even while we address difficult circumstances and manage our programs more efficiently than ever before. It is critical that we provide the highest quality service ever to these kids – so we delve deep into our 89-year history, values and mission to guide us in continuing to deliver these imperative, transformative efforts to help kids achieve new possibilities for success.

As part of the ongoing evaluation we undertake to continually improve our programs, we survey families to assess their levels of satisfaction. The impact of our programs is best seen in the following comments that families have shared with us this year with regard to our therapeutic work:

“This is the happiest I’ve seen my son in a long time. God Bless.”

“You helped my child find out who she is and develop her strengths.”

“I wish there were more places like this for kids in need.”

“I’m going to hold and play with my baby now and tell her that I love her.”

“I’ve learned how to form and keep a relationship with my children.”

“I’m *talking* to my child about her behavior now instead of yelling at her.”

“You encourage me each day to hold on and give me new ways to look at life.”

“I learned that sometimes as a parent I have to put *myself* in time-out!”

“I never thought to hold her and read her a book.”

“I learned to *not* shake my baby and to care for her when she cries.”

For more on how our services rate with clients and families, visit our web site at www.salesmanshipclub.org and search “outcomes report.”

DID YOU KNOW?

Three new **pre-doctoral psychology interns** and two **post-doctoral fellows** just arrived at Salesmanship Club Youth and Family Centers to receive a full year of training from our staff of seasoned professionals. These bright young trainees hail from **Marquette University, The Chicago School of Professional Psychology, Spalding University** and **Our Lady of the Lake University**.

Maverick Capital Foundation awards grant



The Salesmanship Club Therapeutic After School Program continues its long tradition of experiential learning first utilized at Salesmanship Club Youth Camp. Participants are seen here exploring different career options by visiting the Frontiers of Flight Museum.

Maverick Capital Foundation recently selected the Therapeutic After School Program (TASP) to receive a grant of \$5,000. This therapeutic program works with troubled 10- to 14-year-olds and their families, targeting improvement in the areas of self control, communication, problem solving and demonstrable respect for self and others. This grant will help ensure no children are turned away from TASP due to an inability to pay for services.

“It is an honor to have friends in the community who believe in our kids as much as we do,” said Dr. Delane Kinney, executive director, Salesmanship Club Youth and Family Centers. “Maverick Capital Foundation has seen in action what our kids are capable of when you break down the barriers and provide children hands-on learning experiences in a safe, collaborative environment.”

“Some of the very best learning opportunities come when we work with a whole family as opposed to just a troubled teen,” said Fred Lines, director, TASP. “If it weren’t for friends like Maverick Capital Foundation, we wouldn’t be able to engage families in these key therapeutic experiences.”

If you would like more information about this innovative way of working with difficult teens, contact Fred Lines, 214.916.4000.

SCHOOL NOTES

Jonsson parents hold the key to kids’ futures

The J. Erik Jonsson Community School educates urban children in its North Oak Cliff neighborhood starting as young as three years of age. When families join our school, we challenge parents to take an active role in their child’s education. For this reason, all our parents write vision statements for their child’s educational journey. The following is an excerpt from one mom’s vision statement for her daughter.

Dear Princess,

As with every parent, it is my hope that you are successful in all your endeavors. I want you to find happiness and peace as you grow and begin to embrace the world around you. This is what I envisioned the moment I discovered I would be your mother...

... You have been in school for only a month now, but this is just the beginning of your journey in life. The journey you are about to embark upon will be filled with a myriad of experiences designed to teach you lessons. Princess, there are no mistakes, no failures, and no regrets in life — only lessons. Learn from every lesson life provides.

Value your education and do not take for granted the opportunities you are afforded to attend school. Enjoy every moment you spend in the classroom and push the boundaries of your curiosity and creativity. Please appreciate and respect your teachers; they carry the torch that is intended to lead the way to your becoming an enlightened individual. I envision you as an eternal learner, and then teaching someone else what you have learned. Pass the torch.

Understand now that higher education is not an option. You are expected to graduate from college, but not so that you can get a good job, but rather to have the skills to make a job for someone else. I envision you as a leader...

... In the words of Christopher Robin to Winnie the Pooh, I ask you to promise me you’ll always remember that you’re braver than you believe and stronger than you seem and smarter than you think. Strive for excellence in all that you do; keep God as your focus. I envision you evolving into a world-class citizen, making an unprecedented mark on society, and promoting change for the betterment of mankind. I pray that God would bless each day of your life and guide you along the way. I believe in you and I am dedicated and thoroughly committed to helping these visions become a reality.

Love,
Mom

To see more Jonsson student vision statements, visit the Parent Center where they are proudly displayed.

SCYFC goes green

This year, Salesmanship Club Youth and Family Centers began to “go green and save some green.” The following are a few highlights of the efforts to date:

Paper recycling: More than 1,380 pounds of paper were collected in the paper bin at the Oak Cliff campus.

Electricity savings: In January 2009, employees began a “powering down” initiative to reduce electrical consumption. In addition to making extra efforts to turn off lights when not in use, employees began to turn off computer power strips each night. Usage is down significantly compared with the same time periods in 2007 and 2008.

Clients join the cause: The Therapeutic After School Program kids collect and recycle paper, aluminum and plastic at the Harry Hines campus. In this great service learning project, kids collect and deliver paper and other recyclable items to a collection site.

Small changes, big difference: Styrofoam plates in Oak Cliff have been replaced by “real” plates, and new, more eco-friendly napkins were added. Bottled water was replaced by filtered water, saving money and landfill space. Efforts are also being made to transition from a “hard copy” culture to sharing/storing documents electronically, whenever possible.



Speaking of green, Talitha Kivviet, art teacher, J. Erik Jonsson Community School, had a tree planted in the employee garden in honor of her 25 years with the agency.

Therapeutic Services launches new parent education classes

In addition to many standing parenting classes, Salesmanship Club Youth and Family Centers now offers the following new parent training courses, centered around specific guidance on topics struggling parents have identified for us.

School 101: Basics and More

This course was designed for English and Spanish-language parents who have had difficulties navigating school systems and getting the attention, resources and help their child needs to survive and thrive in school today. Topics include understanding special education, getting your child ready for standardized testing and how to be your child's best educational advocate.

Parenting children with ADHD

There has been an overwhelming response to the class, which includes topics such as school survival tips, strategies for a happy home and how to educationally, emotionally and spiritually care for a child with ADD/ADHD.

Parent and me: Building early parent-child relationships

This parenting group was created specifically to help parents of babies, ages ten to 18 months. It helps parents focus on healthy attachments with their infants and gives them tools for managing the developmental stages ahead.

For more information about our onsite and off-site classes, please call 214.916.4000.



Our Early Childhood Programs have seen a growing demand for specialized parenting classes. Featured here, Maria Powers, director, Early Childhood Programs, takes a high-energy three-year-old in the Parents Empowering Preschoolers program by the hand to lead him to the next activity.

Jonsson School hosts VIPs



Fifth grade student Jesse and Congressman Sessions debate a bill.

This past spring and summer, Jonsson School welcomed Congressman Pete Sessions and Governor Rick Perry, who both toured the school and visited with fifth grade students prior to speaking at Salesmanship Club of Dallas luncheons.

When Congressman Sessions visited, our fifth grade students were learning how a bill becomes a law, and they put the congressman to the test by asking questions as to how they could make their ideas for laws a reality.

When Governor Perry visited, he experienced a "community laboratory school" first-hand. He visited fifth graders working on Reasoning Mind, a web-based math curriculum that Perry has seen in other schools across Texas.

Our students had the following to say about the special guests:

"I think his visit was superb! He was really nice and listened to what we had to say."—Isabel

"I will always remember Congressman Session's cool boots. I wish I had some!"—Karla

"Congressman Sessions said he never wished he had another job."—Hazel

Families of Jonsson School three-year-olds bond through art

Every first Saturday of the month, kids get in free at the Nasher Sculpture Center, thanks to the Target First Saturdays program. Recently the three-year-old students of the Jonsson School and their families went to the Nasher on a school-sponsored family field trip.

Kids, moms and dads went on a scavenger hunt, made a fabric family tree and got Target goody-bags to take home with them.

"We know that the children in the three-year-old class will be with us until 2018," said Heather Bryant, assistant director of education. "Our hope is that families can bond and lean on each other so their kids will thrive at Jonsson School for the long-haul."



Lost in bamboo

One of the perks for many families, aside from getting to know one another, was that this event was their first time to enjoy a museum as a family. The Jonsson three-year-olds particularly enjoyed seeing and feeling bamboo for the first time.

Institute's Distinguished Educators Schedule

Deborah Childs-Bowen presents
Reculturing schools to promote equitable learning

When: 8:30 a.m. – 3:30 p.m.
Friday, November 6, 2009

Where: Salesmanship Club
Oak Cliff Campus
106 E. Tenth Street
Dallas, TX 75203

Cost: \$80 for individuals

Carol Ann Tomlinson presents
Digging deeper into differentiation

When: 8:30 a.m. – 3:30 p.m.
Friday, January 15, 2010

Where: Hurst-Euless-Bedford ISD

Cost: \$80 for individuals

Sonia Nieto presents
Beyond survival: learning from thriving teachers and their diverse students

When: 8:30 a.m. – 11:30 a.m.
Friday, February 3, 2010

Where: Salesmanship Club
Oak Cliff Campus
106 E. Tenth Street
Dallas, TX 75203

Cost: \$55 for individuals

Register for all Institute events at www.salesmanshipclub.org/ieue. We offer group and student rates.

Reunion Institute

Jeri Warren, Ph.D., presents
250 assessments later:

What we are learning about young children with challenging behavior

When: 11:30 a.m. – 1 p.m.
Wednesday, November 4, 2009

Where: Salesmanship Club
Family Works Campus
9705 Harry Hines Boulevard
Dallas, TX 75220

Cost: \$10 for individuals

Credit: 1 CEU

Sue Levin, Ph.D., presents
Building bridges: Clinical, legal and ethical issues surrounding suicide

When: 9 a.m. – noon
Friday, November 6, 2009

Where: Salesmanship Club
Family Works Campus
9705 Harry Hines Boulevard
Dallas, TX 75220

Cost: \$45 for individuals

Register for all Reunion Institute events at www.reunioninstitute.org. We offer group and student rates.

From June 2008 - July 2009, 1,017 area educators and human service professionals received continuing education at Salesmanship Club Youth and Family Centers. Of these individuals, 95 percent indicated that they went away with increased knowledge and skills.



SALESMANSHIP CLUB

YOUTH AND FAMILY CENTERS

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WHAT WE'RE ALL ABOUT

The Salesmanship Club has a rich history of serving children and community partners. The Salesmanship Club Youth and Family Centers currently operates a wide range of innovative 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, therapeutic services in Oak Cliff and Northwest Dallas, and Science Goes to Camp at our East Texas facility.

NEW POSSIBILITIES

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New Jonsson families begin school tradition

In an effort to welcome new families into Jonsson School's unique culture, families recently joined together for a *Familias Nuevas* dinner. First-year families met with "ambassador" families and had the opportunity to ask questions. Children had an opportunity to play and have fun, while showing off their new school.

"These events tend to ease the transition into our learning community, and we want families to feel like Jonsson is *their* school," said Sandy Nobles, director of education. "Parents are encouraged to take an active role in their child's education."



Children enjoy the playground during the New Family dinner.

PASSING NOTES

...I came here because we had family and school issues. I was given the help I needed...for my son. You helped me find new avenues and explore new directions.

Please know that I am a new and independent woman enjoying a hobby that I would not have done otherwise. I now have a new way of seeing my life and how to handle difficulties that come my way. It is far different from the first day I set foot here. My son is utilizing the help you have given him to the max. I feel like I have much to learn and experience at my 40 years of life now as opposed to before I came here.

I am very grateful to all of you for everything I have learned and received here without you caring about the color of my skin or the language I speak.

I always felt special and important here.

Thank you, a thousand times thank you.

Sincerely,

A (formerly) worried mom

A recent evaluation of our Therapy programs indicates that 98% of clients who receive services in one of these programs would recommend these services to others.