



# NEW POSSIBILITIES

A NEWSLETTER OF SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS SPRING/SUMMER 2009



Adam Scott, 2008 Champion, EDS® Byron Nelson Championship (\*Now HP Byron Nelson Championship)

## Peggy Nelson donates treasured mementos to Salesmanship Club's charity

Peggy Nelson recently unveiled a new Byron Nelson display at the J. Erik Jonsson Community School library. The display includes copies of Nelson's Congressional Medal of Honor along with the signature Panama he wore at many Byron Nelson Championships.

"We're so appreciative of Mrs. Nelson's generosity in sharing these cherished mementos," said Delane Kinney, PhD,

executive director, Salesmanship Club Youth and Family Centers. "These keepsakes are a constant reminder of how Byron's work continues to benefit the children and families we serve."

For more information on the museum-quality Byron Nelson display, email Jim Jackson at Salesmanship Club Youth and Family Centers, [jjackson@salesmanshipclub.org](mailto:jjackson@salesmanshipclub.org).



Nelson lent his name to the Byron Nelson Golf Classic in 1968, and his namesake has continued to benefit the children we serve ever since.

### SAVE THE DATE!

## 2009 HP Byron Nelson Championship

A great time...  
A greater cause

The Championship will be held May 18-24 at the TPC Four Seasons Resort and Club Las Colinas in Irving, near DFW International Airport. Make plans to attend the biggest Memorial Day weekend party of 2009. After all, it benefits the children and families we serve.

## HP announces generous technology grant



The donation was announced by Gary Elliott, vice president of corporate marketing for HP, at the kick-off luncheon for the Championship. Elliott is featured here with Jonsson kindergarten students who will benefit from the generous donation.

HP, title sponsor of the 2009 HP Byron Nelson Championship, recently announced that in addition to its generous sponsorship of the PGA TOUR event benefiting Salesmanship Club Youth and Family Centers, it would also make a generous information technology grant, providing equipment for use by students, staff and families we serve. Items donated include:

- Ten desktop computers and monitors
- More than 40 laptops with docking stations
- One mobile computer laboratory cart
- One server
- Six printers
- Three Touchsmart computers

"Through our fantastic partnership with title sponsor HP, we are not only able to make a critical difference in the lives of kids, but we are also empowered to do so through use of the world's leading technology," said Delane Kinney, PhD, executive director, Salesmanship Club Youth and Family Centers. "We are deeply grateful to HP for their continued support of the services we provide: education, therapy and sharing what we learn."

This is the largest in-kind gift this year that HP has bequeathed to an agency such as ours. For more information about the title sponsor of the HP Byron Nelson Championship, visit [www.hp.com](http://www.hp.com).

### DID YOU KNOW?

The Salesmanship Club Youth and Family Centers 2008 Annual Report, *listening for tomorrow*, will be mailed this spring, prior to the HP Byron Nelson Championship. It will also be available via our web site, [www.salesmanshipclub.org](http://www.salesmanshipclub.org). To join our mailing list, or if you would like to opt not to receive a hardcopy, email [info@salesmanshipclub.org](mailto:info@salesmanshipclub.org).

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## Parents of troubled pre-teens, teens seek appropriate summer programming

Parents who are already wondering who will care for their struggling kids when they are out of school this summer are signing up for the Therapeutic Summer Program.

- Who?** 10-14 year olds with current or emerging emotional or behavioral difficulties
- What?** Experiential and recreational activities enabling teens to practice pro-social skills and learn coping mechanisms, communications techniques and ways to better demonstrate respect for self and others
- When?** 9 a.m. - 2 p.m. Monday - Friday  
Session 1: June 8, 2009 - July 10, 2009  
Session 2: July 15, 2009 - August 14, 2009
- Cost:** \$20 (weekly fee)  
\$35 (activity fee per session) - This fee covers the many enriching recreational activities kids will encounter in the program, such as swimming, visits to the Fort Worth Zoo and Stockyards, day hiking trips and more.



Amy Hodges, a Therapeutic Summer Program team leader, connects with a participant in an experiential learning activity.

Limited spots in the program are filling up quickly. For more information on the Therapeutic Summer Program, call Fred Lines, director, Therapeutic After School and Summer Programs, 214.916.4015.



# IEUE explores racial equity in classrooms

This year, the Institute for Excellence in Urban Education (IEUE) assumed a leadership role in addressing racial equity and achievement in school classrooms across the region and the nation. The Institute staff were organizing partners in the first annual Summit for Courageous Conversations, a national conference held in New Orleans this past October. At the Summit, 500 educators, parents and community partners convened to discuss equity and achievement in schools, while developing solutions to equity issues. The Summit was such a success that plans are underway for the second Summit, to be held in Baltimore next year. The Institute staff



will again assume a leadership role in designing and managing the Summit. The Institute's examination of racial equity extends into schools in other ways. The team has designed an Equity Scan, a two-page inventory that can be completed as a school walk-through. The Scan gives valuable insights to a school leadership team on how inviting their school is to parents, how welcoming the classrooms are, and whether or not the instruction in the classroom reflects diverse students' interests and knowledge levels. For more information about the Institute, contact Mike Murphy, EdD, director of education and professional development, 214.915.1829.



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

The Salesmanship Club of Dallas has long had a tradition of giving back to the community through the programs and services offered at Salesmanship Club Youth and Family Centers. The Club's roughly 600 members are the driving force behind not only the direct and indirect services we provide but also the core values that guide our work with families.

I was reminded of this recently when I had the honor of participating in an Eagle Scout Court of Honor ceremony, giving former Jonsson student Gustavo J. Jimenez the highest award bestowed by Boy Scouts of America. Already in only 19 years of life, Jimenez *gets it*: he has learned to give back. In addition to earning more than 20 merit badges, he also completed a service project benefiting Homeward Bound, a fellow non-profit agency in North Oak Cliff.

Jimenez knows it's not only about working hard to make a better life for yourself and *your* family – it's about giving back so others can, too. I am certain that our J. Erik Jonsson Community School provided the building blocks for this intangible part of his education. Jimenez accepted his accolade, acknowledging the Salesmanship Club more than once for providing him with the knowledge and guidance he needed to succeed in what he termed "the real life." Our services, which help kids like Gustavo, are truly building a bridge for the youth of today to join Salesmanship Club in making a transforming difference in the world tomorrow.

*Michael P. Haggerty*

## United Way campaign kicks it up a notch

In an effort to recognize the impact of this tough economic climate on all Dallas not-for-profits, employees of Salesmanship Club Youth and Family Centers (SCYFC) stepped up to the plate to give back. The results? 100 percent of employees gave to the campaign, themed "Bam! Kick it up a notch." The following highlights improvements over the 2007 campaign:

**Amount pledged** ..... \$27,448  
(almost a 30% hike)  
**Percentage who gave** ..... 100%  
(up from 84%)  
**Number of leadership donors** ... 11  
(pledges of more than \$1,000)

SCYFC has long been a partner agency of United Way of Metropolitan Dallas.



Employees participated in a "kick it up a notch: wear your best boots to work" contest in celebration of the campaign.

## Institute proactively responds to partner educator needs

The Institute for Excellence in Urban Education (IEUE), the educational program-sharing component of Salesmanship Club Youth and Family Centers, is entering its fourth year of operation. The Institute forms networks with other schools, guides research, consults with and trains teachers, school leaders and university instructors – all with a commitment to being proactively responsive to the needs of Dallas-area educators. The following are only a few ways the Institute has listened and responded to its colleagues' needs this year:

- Teachers, school leaders and university instructors wanted a

national perspective on urgent topics, such as race and achievement and engaging the diverse spectrum of students in classrooms. The Institute responded by continuing the Distinguished Educator Series, which brings in nationally-known educators to provide insights and facilitate learning conversations with local practitioners.

- School leaders wanted to form partnerships with the Institute to provide long-term coaching and training to teachers. The Institute responded by solidifying partnerships with five area schools representing three school districts, training

teachers, coaching principals and providing intensive assistance in the classroom to improve instruction.

- Local universities wanted to enhance their leader preparation programs. The Institute staff responded by developing partnerships with them, improving course-specific content and acting as guest lecturers to make preparation programs more relevant.

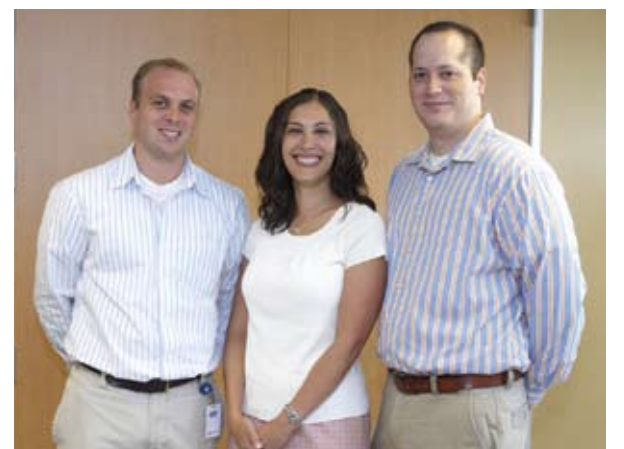
Do you have ideas on how we can continue to help urban schools improve? Any educator can get involved in the Institute through trainings, collaboration and more. Call Mike Murphy, EdD, director of education and professional development, 214.915.1829.

## Therapeutic Services team continues to knowledge-share through internships

In the past fiscal year, 20 interns and trainees joined the ranks at Salesmanship Club Youth and Family Centers (SCYFC) to gain experience and hone skills in family therapy.

From practicum students attaining experience in the field, to pre-doctoral students completing American Psychological Association (APA) approved internships, to post-doctoral fellows continuing their education, to physicians from UT Southwestern Medical School acquiring Child and Adolescent Psychiatry Fellowships, these learning opportunities are just one way the Salesmanship Club Therapeutic Services team shares what they learn with others in the mental health community.

For more information on the internship programs and educational opportunities at SCYFC, contact Traci Lee, PhD, director of professional learning, 214.915.4772 or tlee@salesmanshipclub.org.



Tyler Droege (Chicago School of Professional Psychology), Veronica Vázquez (Loyola University Chicago) and Arturo Kiyama (University of Arizona) joined SCYFC this past fall as pre-doctoral interns.

## Oak Cliff Cinco de Mayo Parade and Festival

Parents in the Jonsson Parent Center have been hard at work creating floats representing the J. Erik Jonsson Community School in this year's Oak Cliff Cinco de Mayo Parade and Festival.

The main attractions at the annual event on Jefferson Boulevard include a parade, live music and a street fair. The event, presented by the Oak Cliff Coalition for the Arts, will begin at 10 a.m. Saturday, May 2, beginning at 200 East Jefferson at Cumberland and ending at the Ice House Cultural Center.



Jonsson students donned their best Cinco de Mayo apparel in the 2008 parade and cultural celebration where the school's student and parent-created floats won first prize for float decorations.



## Jonsson School students recognize veterans in the ranks

This fall on Veterans Day, J. Erik Jonsson Community School fourth grade students gave a loud and clear hoo-rah to veterans and family members of those on staff and in school who have family in the armed forces. In addition to two Jonsson students who have siblings currently deployed in the armed services, the following staff members were given honors to share with their family members who currently or recently served: Paige Conley (son-in-law, Navy), Ann Minnett (daughter, Army), Lisa Navarro (daughter, Marines). In addition, Salesmanship Club Youth and Family Centers staffers Robert Wagner (Marines), Lyall Grant and William Burley (Army) served prior to joining SCYFC's ranks. Students celebrated these veterans with a handmade card and baked goods, in addition to a heartfelt thanks.

*Ann Minnett receives the student Veterans Day thank-you on behalf of her daughter, Ginnie Bagby. Bagby, an Army medic, is scheduled for deployment to Afghanistan in April 2009.*

## Parent-Child Interaction Therapy arrives at SCYFC

In an effort to continue providing the most cutting-edge services, our therapeutic staff constantly remain open to new therapy practices and innovative approaches to working with kids and families. These talented professionals look for new ways to help families better connect, and Parent-Child Interaction Therapy is just one more way they are doing this.

### What is it?

Developed in 1996, Parent-Child Interaction Therapy (PCIT) is a behavior management program for children. PCIT is especially good for children ages two through seven, but can be adapted for children up to age 12.

PCIT has been shown to help parents learn new ways to build stronger

relationships as well as help reduce destructive behaviors in young children, such as aggression, swearing, defiance and disrespectfulness to self or others. Through a hidden earpiece worn by the parent, moms or dads are instructed by a therapist observing through a two-way window in ways to support positive behaviors in a child and re-direct behaviors needing modification.

### Who benefits from this new service?

Any of the families served through the early childhood therapy programs may benefit from using PCIT. Some of the interactive parenting classes, such as Parents Empowering Preschoolers and the early childhood assessment programs we offer work with families using PCIT.

### How does it work?

A tiny microphone is used by a therapist in an observation room, adjacent to a room where a parent and child are interacting, with mom or dad wearing an ear piece. The clinician speaks to the parent through the receiver, coaching them on previously practiced skills that target relationship-building and behavior management. When the parent and child have completed their time with the therapist, they go home and continue to practice what they have learned through the PCIT session.

### How do I find out more?

Contact Ken Graves, PhD, director, Infant Child Comprehensive Assessment Program, 214.916.4025.

## SCHOOL NOTES

### School Notes: Jonsson students learn to give back

Jonsson School fifth grade completed their school service project this winter, learning the importance of giving back in the season of giving. Students created, decorated and filled holiday boxes for Dallas' homeless residents, a project benefiting clients of the Stewpot in Downtown Dallas. Donated contents of the shoe-box-sized kits included chewing gum, playing cards, hand warmers and sanitizers, socks, hats, toothbrushes and toiletry items, candy canes, etc. Our students collected enough donated items to fill 78 boxes, helping brighten the holidays for many less fortunate.



## Potty Training Essentials

By Kalin Burke, Family Life Education

One of the most common topics of inquiries our parent educators receive is on the issue of potty training. The following are some of the most commonly asked questions.

### When do I begin potty training my child?

While there is no magic age, your toddler will give you hints that he/she is ready to begin. Some toddlers develop the physical and cognitive skills as early as 18 to 24 months, while others aren't ready until they are three or four years old.

### What are the signs that my toddler might be ready to potty train?

Make sure your toddler is showing two or three of the following "readiness

signs" before beginning potty training.

- She/he can walk and sit down.
- She/he has words such as "poo-poo" and "pee-pee."
- She/he often has a dry diaper for three or more hours.
- She/he dislikes wearing a dirty diaper.
- She/he can follow simple instructions.

### How do I plan for potty training my child?

Part of your plan may include, along with purchasing a potty chair, thinking through the method that you want to use to talk about going potty in a toilet with your child. You might decide to use books or dolls to help inspire your toddler. Whatever method you decide

to use, find ways to make potty training fun. For example, let your toddler pick out their own potty chair at the store. The more successful your child feels, the better they will adapt to their new routine.

For more information on potty training and other parenting tips, check out our parenting class schedule at [www.salesmanshipclub.org](http://www.salesmanshipclub.org). Parenting classes are offered in English and Spanish at both our Harry Hines and North Oak Cliff campuses. Want a class scheduled at your organization? Email Maria Powers, director, Family Life Education, [mpowers@salesmanshipclub.org](mailto:mpowers@salesmanshipclub.org).

## Reunion Institute announces Spring 2009 Workshops

### Conversation Series:

**Do we speak the same language? Cultural impacts on parent-child relationships**

Alina Ramirez-Ponce, PhD, LCSW

When: 11:30 a.m. - 1 p.m.

Wednesday, April 1, 2009

Where: Salesmanship Club

Family Works Center

9705 Harry Hines Blvd.

Dallas, TX 75220

Cost: Individual \$10

Credit: 1 CEU

### Ethics: Dancing Moose Productions

**A musical comedy in two acts**

When: 9 a.m. - noon

Friday, April 24, 2009

Where: Salesmanship Youth and

Family Centers

106 E. Tenth Street

Dallas, TX 75203

Cost: Individual \$45

Student \$22.50

Group \$36

Credit: 3 CEUs

### Attachment and the brain-wise therapist

Bonnie Badenoch, PhD

When: 9 a.m. - 4 p.m.

Friday, May 15, 2009

Where: Salesmanship Youth and

Family Centers

106 E. Tenth Street

Dallas, TX 75203

Cost: Individual \$75

Student \$37.50

Group \$60

Credit: 6 CEUs

Reunion Institute is going green. The Reunion catalog of events will no longer be sent via regular postal mail. Instead, Reunion Institute will email a list of our current workshop offerings. If you know of anyone who would be interested in receiving an email from us, please share this information with them, or ask that they email Traci Lee, PhD, director of professional learning, [tleee@salesmanshipclub.org](mailto:tleee@salesmanshipclub.org). For a full listing of all Reunion Institute events visit [www.reunioninstitute.org](http://www.reunioninstitute.org).

## 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

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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  
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*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.

## Technology initiative gathers momentum

Teachers are taking the newly-launched J. Erik Jonsson Community School technology initiative to heart, integrating technology into all areas of instruction. The initiative, which boasts the playful tagline “nerding it up, one teacher at a time,” applied a grant from the Mike & Mary Terry Family Foundation to ramp up technology in the school-wide curriculum.

In addition to increasing their own classroom’s use of technology, teachers and staff also share what they learn by posting their classroom teaching ideas on the school’s Intranet site.

“It is because of the enthusiasm of teachers that the new emphasis on technology has spread through Jonsson School,” said Sandy Nobles, principal, J. Erik Jonsson Community School. “Technology fuels students to learn, grow and excel in all academic areas.”

This February, second grade teacher Amy Hines was honored by her peers as the teacher most often found “nerding it up.” Not only did Hines win a one-month close-up employee parking spot, she also was awarded the coveted pocket protector with the school’s “nerding it up” emblem on it.



Dallas Mayor Tom Leppert joined the fifth graders as they “nerded it up” this fall. Mayor Leppert was interested in learning more about how our students increase their math and science reasoning skills through use of the Reasoning Mind Internet math program initiated at Jonsson School two years ago. Reasoning Mind is just one interactive way students use technology to promote daily learning.

### PASSING NOTES

*I wanted to say thank you and give some kudos to John [Santos, intake coordinator]. He is amazing. I gave him two referrals last week and already he was able to set appointments with one family who really is in need. You guys are awesome; I really appreciate the extra effort...in making sure that our families are taken care of. Thank you so much for doing what you guys do....*

*Shavana Lopez, LPC Intern, NCC  
Director, Child and Family Program  
Dallas Area Presbyterian Children’s Homes and Services*