



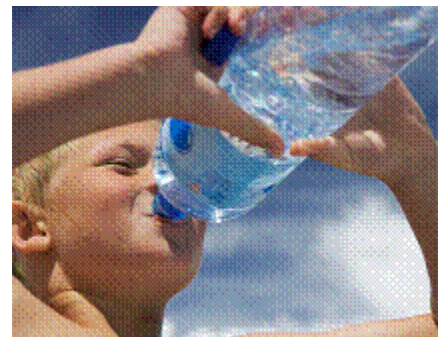
Foundation Forum

October 2009

This is a monthly newsletter to keep you updated on projects and initiatives of the Pinellas Education Foundation. Please forward this to anyone you feel would be interested in learning more about the Pinellas Education Foundation.

Purchase Kelley Springs Natural Spring Water at Sweetbay Supermarkets and Benefit Students in Pinellas County Schools

A new partnership between the Consortium of Florida Education Foundations and Kelley Springs natural spring water is making a difference for public schools in Pinellas and 16 other counties across the state. More than 100 Sweetbay Supermarket stores along the Gulf Coast from Naples to Gainesville will sell Kelley Springs water. A minimum donation of 5¢ per case will benefit Consortium member local education foundations where the water is sold, including Pinellas County. The water is priced at \$4.29 per case and is shrink-wrapped with the CFEF logo and "Helping Kids, Helping Schools" message.



Round It Up for Education at Sweetbay Supermarkets



During the entire month of October, customers of all eleven Pinellas County Sweetbay Supermarkets will be able to "round it up for education". As you make your grocery purchases, Sweetbay cashiers will give you the opportunity to donate to the Pinellas Education Foundation by rounding up the value of your purchases. All contributions will be donated to the Doorways Scholarship Program where they will be matched dollar-for-dollar, giving deserving Pinellas County Schools students a chance for a college or technical school education. So shop Sweetbay Supermarkets and "round it up" in October. Special thanks to Richard Lebrun and Gloria Stacy, Sweetbay's district managers leading this initiative.

Suncoast Schools Federal Credit Union Donates School Supplies

The Pinellas Education Foundation salutes Suncoast Schools Federal Credit Union, which organized a school supply drive initiated through its foundation, Suncoast for Kids. The credit-union wide initiative benefited Pinellas County public schools this year and supplies were collected from members and employees, including its three branches in Pinellas. The goal of the supply drive was to help ease some of the burden placed on teachers in the classrooms since their resources can be limited. "We at Suncoast feel it's our duty to provide extra support for our educators so that all children have an equal opportunity to thrive and succeed in school," noted Sheri L. Eaton, Regional Vice President.



Doorway Scholars Receive Media Coverage for Extra-Curricular Activities

Countryside High Senior Alton Taylor has been a hard working Doorways Scholar since 2005. In addition to his successes on the football field, Alton is a 5000 Role Models of Excellence participant. Click [here](#) to read more.

Countryside High School students were featured in a news report on a family workshop titled Teen Dating 101. Doorways Scholarship students Sara Gomez, Alex Guini, Taylor Schiller, Nick Forner and GFWC Clearwater Juniors President Sara Malinka presented sensible and thoughtful perspectives on teen dating violence. Click [here](#) to read more.

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Decentralized Decision-Making Pilot Program Featured in St. Petersburg Times Article

The story emphasizes the importance of the partnership between principals and business partners volunteering their time to provide guidance and advice to principals in the program. The pilot, involving 16 elementary, middle and high schools across the district, gives principals more control of their schools in areas including finance, operations, human resources, and curriculum. The goal of the program, spearheaded by Superintendent Dr. Julie Janssen, is to increase student achievement by bringing decision making to the teachers and administrators who know their students and are best equipped to make the decisions on their behalf.

"Research indicates that achievement improves when those closest to the students — principals, teachers, parents — are making the decisions. It's a philosophy the Pinellas Education Foundation embraces, along with the idea that the business community can teach educators a thing or two about how to run schools." "Right now, the principals' first reaction when they have a question is to call someone at the district office," said foundation president Terry Boehm. "The expectation is that they will come to trust their business partner and begin turning to that person for help." Click [here](#) to read the full story.

Dollars for Doorways – Celebrate the Success of Mayor Rick Baker

SHHH...The Mayor doesn't know we are inviting you to a shindig for him at Williams Park on Saturday, November 7, 2009. The party starts at 6:30 pm with great food, wine & beer. Entertainment will be provided by one of the Mayor's favorite bands of national fame as well as a few songs by the Mayor himself! Proceeds will support Doorways and Mayor's Mentors & More advocacy and mentoring programs. Purchase a ticket or two or a table or two, then put on your jeans and help us celebrate! Sponsorship opportunities are available. Tickets are \$125 each. Please contact Kimberly Paine at 727-588-4816 Ext 2121 or at Kimberly.Paine@pinellaseducation.org for additional information.



Superintendent's Roundtable Event - November 9 at Gus A. Stavros Institute

Please join Dr. Julie Janssen on Monday November 9 at the second Superintendent's Roundtable

event of 2009, co-sponsored by Catalina Marketing and Publix Supermarkets. The event will take place in the Achieva Conference Center of the Gus A. Stavros Institute from 12:00 pm – 1:00 pm. Dr. Janssen will share her vision for Pinellas County Schools, highlighting important educational issues impacting the school district in 2009-10. A question and answer session will business and community members a unique opportunity to talk with Dr. Janssen about important educational issues impacting Pinellas County. The first event in the series took place on September 16 at the Batter's Eye Restaurant at Tropicana Field, and was attended by 75 business and community leaders. Reserve your spot today! Click [here](#) to register online.



Pictured at the September 16 Roundtable event: Left to right: Terry A. Boehm, Pinellas Education Foundation president; Dr. Julie Janssen; Irwin Novack, CEO, Kane's Furniture and chairman, Pinellas Education Foundation; and Raymond, ascot of the Tampa Bay Rays.

Central Florida Institute Creates Two Scholarships for Pinellas County Students

CFI recently created two \$1,000 scholarships for high school seniors in Pinellas County Schools interested in pursuing a medical or dental career. Selection will be based on financial need, GPA, school and community involvement. The Scholarships will be posted on the [student section](#) of the Pinellas Education Foundation [Website](#). CFI Health Education Director Sondra Cranford hosted a campus tour for an group from the Foundation.



Left to right: Ed Peachey, president and CEO, WorkNet Pinellas, Chip Snare, PCS Department of Workforce Education, CFI students, Terry A. Boehm, Pinellas Education Foundation president, and Janice Whaley, associate director of development, Pinellas Education Foundation.

2009 Changing Lives Through Learning Luncheon Inspires Community to Invest in Education



Pictured above, Jean Wittner and Elliott Stern, Pinellas Education Foundation Board Members, enjoy lunch.

More than 300 community members participated in the 2009 Changing Lives Through Learning Luncheon to benefit the programs of the Pinellas Education Foundation on October 12. The event recognized students and teachers who have been impacted by the generosity of donors to the Foundation, including:

- ❖ **Safiya Miller**, 2005 St. Pete High graduate and Doorways Scholar, who graduated from Harvard University and now works for Citibank in New York.
- ❖ **Leslie Pohley**, Science teacher at Largo Middle School for 32 years who has brought innovative learning to generations of students thanks to the Teach For Excellence Grant program.
- ❖ **Bridget Bohnet**, 2009 Outstanding Educator from Pinellas County and math teacher at Clearwater Fundamental Middle School.
- ❖ **Johnny Boykins**, Recipient of the first Ted Wittner Scholarship, 2008 graduate of Eckerd College, named Coast Guard's Guantanamo Bay Trooper of the Year.

Individuals personally impacted by the programs of the Foundation shared their very personal stories with guests.

- ❖ University of Florida student **Alicia Holden** shared how the Derby Lane Scholarship helped her rise above the challenges she faced growing up in a single parent household with very limited resources.
- ❖ Doorways Scholar **Matthew Sullivan, Jr.** participated in a dialogue with his father, Mathew Sullivan Sr. and Pinellas Education Foundation Board Member Cathy Collins. The Sullivans shared an inspiring story of overcoming abuse and hardship. In the face of overwhelming difficulties, Matthew saw Doorways as his chance for success. A student at Eckerd College, he credits Doorways for giving him goals to reach and above all, a reason to believe in himself.

The Pinellas Education Foundation is grateful to all who participated in this event, which raised \$210,000 for its programs impacting the lives of thousands of students, teachers, parents, and community members each year. To contribute to the Changing Lives Through Learning program, please contact Marilyn Browne at 727-588-4816 ext. 2112 or email brownem@pinellaseducation.org.

Bring “Denim Days” to Your Office

Engage your colleagues to support education. Denim Days allows employees to wear jeans to work in support of a good cause, boosting employee morale and encouraging philanthropy and team-building.

The Pinellas Education Foundation has created a “Denim Days” kit, including stickers, posters and other promotional materials that can be used at companies throughout Pinellas County. You can determine the length of your corporate campaign and the amount of the individual contribution.

To learn more about how you can involve your corporation in supporting the programs of the Pinellas Education Foundation, contact Marilyn Browne at 727-588-4816 ext. 2112.



First Assignment: Just Let Go!

When the start of the year becomes too much, trade in lesson plans for toes in the sand! Incredible Savings at TradeWinds Island Resorts:

\$69 hotel* \$89 suite*
(\$226 value) (\$287 value)

Up to 50% off other room types. Visit Tradewinds any time at www.JustLetGo.com/Teacher for educational professional discounts. For complete Education details, discounts and restrictions, visit www.JustLetGo.com/Teacher or call 800-249-2501. Must provide Education ID at check-in. Reservations must be made directly with the hotel at the above number or web address. *Rate is for standard accommodations and does not include required \$25 resort fee. Cannot be combined with any other discount, bonus or credit. Limited availability. Offer expires 12/25/09.

Tradewinds
ISLAND RESORTS ON ST. PETE BEACH



Walker's Rising Stars – Performing Arts Audition Deadline November 10

Walker's Rising Stars was created and funded by noted Bay Area neurosurgeon Dr. Jeffrey Walker, to recognize Pinellas County Schools' most outstanding public high school junior and senior solo performers in the fields of instrumental music, vocal music, theater, dance and visual arts. More than 200 students enter the annual competition. Juniors and seniors who wish to enter the 2010 competition must meet a Performing Arts deadline of Tuesday, November 10 or a Visual Arts deadline of Friday, January 8, 2010. Scholarships valued at \$65,000 will be awarded in categories of: dance, drama, vocal music, instrumental music and visual arts. "We're pleased to announce that a new category for a team to win a first-ever digital video award has been introduced this year," said Terry Boehm, President of the Pinellas Education Foundation.

Complete details are available at the [Students](#) link of the Pinellas Education Foundation website or www.pinellaseducation.org.

October 1st Opens for High School Seniors to Apply for Traditional Scholarships



Pinellas County public school students may apply October 1, 2009 through December 11, 2009 for hundreds of scholarships offered through the Pinellas Education Foundation. Visit www.PinellasEducation.org to read about these opportunities. Students fill out a universal application and are automatically registered for all scholarship opportunities for which they qualify. Please spread the word to family members, neighbors, and colleagues to urge the high school seniors in their lives to take advantage of this opportunity.

Doorways Scholar Inspires Sixth Graders and Their Families

135 sixth graders and their families celebrated a very special occasion at the St. Petersburg Coliseum Ballroom, on October 28, signing contracts to officially enroll in the Doorways Scholarship Program. This event marked the culmination of Mayor Rick Baker's 8 year goal to sign 1,000 students to the Mayors Mentors and More Program. Anneliese Delgado-Cate, pictured right, a Doorways Scholar and senior at Lakewood High, addressed the sixth graders news to the program, sharing what the program has meant to her:

"In 2005, when I was in 7th grade, my mother came in from receiving the mail. Her eyes were all red and it was evident that she had been crying. This really didn't alarm me much, because she's easily moved to tears. So I went back to watching Spongebob. But then she came and hugged me and told me that I just received the Doorways Scholarship that I was nominated for by my social studies teacher. I wondered why that was something to cry over. I really didn't grasp the significance. I knew that it was something that would help me pay for college, but college seemed so far away that it was hard to understand the gravity of something that would take place 5 years from then."



Anneliese will be attending the University of North Florida in Jacksonville next year, and describes her involvement in the program as both "an honor and a blessing." "I can't express how grateful I am to be a Doorways scholar. Without Doorways, I don't know if I would be able to afford college. I have always dreamed of being a broadcast journalist. Being on TV and reporting news stories and events is something that really interests me. Doorways is helping me reach my goals and making my dreams a reality." Anneliese credited her Doorways Mentor with helping her prepare for college by sharing advice from her past experience. Anneliese encouraged students to scout college websites to get an idea of the cost of tuition, which will help them understand the significance of their Doorways Scholarship. She also offered words of encouragement to attendees: "If all of you continue to be high achieving, well-disciplined students, then you too can take advantage of this magnificent opportunity. I know college seems so far off from now, but it really will be here before you know it. With Doorways, college isn't just a dream, it's a possibility."



Team Building at the Stavros Institute – Sign up Today

Building a team from the ground up isn't easy. That's why we have a program in place ready to help your team, refresh, refocus and reenergize. In six hours time, we can have your corporate team learning new communication skills, sharing creative ideas, and discovering they don't need a box to think outside – when you're relating to children, you're already there!

Our Enterprise Village and Finance Park teams are ready to challenge your team to a unique experience of teamwork, creativity, planning, leadership, trust and communication by working together on a variety of programs including hands-on business simulations and strategies.

If you enjoy working with students and can donate six hours of your time, we have an exciting opportunity for you. Volunteers are needed daily to work with students in Enterprise Village and Finance Park, both programs of the world-renowned Stavros Institute dedicated to educating students in the free enterprise system. We will provide your corporate volunteers with all the necessary training to have a fun and rewarding team building experience. There is no cost for this experience, and you'll learn a little something in the process. We guarantee it!

To have us help facilitate your next company retreat, please contact Marilyn Browne at 727-588-4816 ext 2112 for more information. We look forward to assisting you with this unique experience, which will have your colleagues talking about around the water cooler for years to come.

Girlfriends form in Pinellas County

The Pinellas Education Foundation is pleased to announce a partnership with Girlfriends of Pinellas County, a new program designed to empower young ladies in Pinellas County through academic support and mentorship. Students are provided with the resources, tools and guidance necessary to encourage self-discipline, positive behavior, and to cultivate high self-esteem and self-reliance. Mentors, community leaders, teachers and school administrators work closely with students to foster a supportive relationship through reinforcement in behavior, academic achievement and social growth. Students have an opportunity to participate in field trips that will enhance cultural awareness. Community service learning projects are part of the program that builds a sense of citizenship and community pride. Parental participation is encouraged through parent/girl meetings and workshops. For more information and details on corporate sponsorship opportunities please contact janice.whaley@pinellaseducation.org.

The following is a list of schools, principals, and advisors participating in this program:

School	Principal	Advisor
Azalea Middle	Theresa Anderson	LaWanda Johnson
Baypoint Elementary	Gaye Lively	Angela Owens
Baypoint Middle	Ann-Marie Clarke	Lynette Eva
Campbell Park Elementary	Tijuana Bigham	Brittney Daniels & Monica McIntosh
Lakewood High	Dennis Duda	Latonya Hall & Harriet Davis
Northeast High	Kevin Hendrick	Keisha Albritton
Osceola High	Carol Moore	Monica McIntosh
Safety Harbor Middle	Robert Kalach	LaSonya Moore
Thurgood Marshall Middle	Dallas Jackson	Bridgette Lester & Jocelyn Lawrence
Tyrone Middle	Stephanie Adkinson	Denita Lowery & Monica Crawford

WorkPlace Giving Campaign Underway for Pinellas County Schools Employees

Appeals to Pinellas County Schools employees have now been made through our Back to School letter and the Workplace Giving Campaign. We've received responses already and we're off to a good start. If you have not already done so, please join us by sending your gift, either through outright gifts or payroll deduction. Your gift enables the Foundation to continue to offer funds for Teach for Excellence Grants, Doorways Scholarships, Frances Stavros Technical Education Scholarships or for any of our many programs that benefit the students and teachers in our Pinellas County Schools.



Please click on this link for the Payroll Deduction Registration Form:

<http://www.pinellaseducation.org/index.cfm/do/Employees.Deduction>. You may also use this [link](#) to the online payroll

deduction system. If you would like to make a one-time gift, or if you are not an employee of Pinellas County Schools and would like to contribute to the programs of the Foundation, please use [this link](#) to make a gift online.

Thank you in advance for your gift to help our students and teachers.

2009-10 Seniors & Scholars Series Kicks-Off

The Seniors & Scholars Breakfast Seminars are starting up for the 2009-2010 season. The first breakfast is scheduled for Wednesday, November 11, 9:00 am. to 11:00 am. at the Gus A. Stavros Institute, 12100 Starkey Road, in Largo. A seminar on Healthy Aging will be presented by Dr. James Steg. Our special thank you to Oak Manor Senior Living Community for sponsoring this event. The breakfast seminar is free, but you will need to call Robin at 727-588-4816 extension 2113 before October 2 to reserve your seat.



Pinellas Education Foundation to Hold Financial Planning Seminar

The Pinellas Education Foundation is pleased to continue our Financial Planning Seminars. The first seminar is scheduled for November 4, 2009, at Freedom Square-Lake Seminole Square, 7800 Liberty Lane, Seminole, FL 33772 from 6:00 pm to 8:00 pm.

If you are in D.R.O.P. or will enter D.R.O.P. this year, you and a guest are cordially invited to join us for this complimentary informative seminar hosted and catered by Freedom Square. An attorney, Social Security expert, and financial advisors will be present to offer retirement planning options, gift planning ideas and information to guide you in the formation of your personal plans.

Please reserve your seat as soon as possible as space is limited. You may reserve your seat by clicking [here](#) or by calling Robin at 727-588-4816 ext. 2113. We look forward to seeing you on November 4.

Franklin Templeton Golfs for Doorways

On September 12, avid golfers and dedicated volunteers came out for a day of fun at the 8th Annual Franklin Templeton Golf Tournament at Innisbrook Resort and Golf Club, in Palm Harbor. Despite the rainy conditions, the location could not have been more beautiful. Franklin Templeton raised approximately \$5,000 with all the proceeds benefiting the Pinellas Education Foundation. This could not have been achieved without the support of Franklin Templeton Employees, family, friends and other area businesses, who donated raffle items, purchased raffle tickets and participated in the Jeans Day Drive. Congratulations to the overall winners, Andy Aiello, Peter Aiello, Brian Bollerice and Cullen Sullivan who finished the day with a most impressive 13 under. We saw some great shots and some not so great shots, but all in all it was truly a successful tournament and we're looking forward to next year!



Volunteers Needed!

Enterprise Village teaches fifth-graders about the free enterprise system, what it takes to run a business and a community, how to write checks and make wise consumer choices. During their visit, students actually "work" a designated job, get "paid" for their work and on their breaks, become the consumers.

Finance Park teaches eighth-graders about personal finance. Each student receives a simulated life situation, which they use to determine their net monthly income, prepare a budget and make financial decisions that we all face every day. Students must pay all of their bills and balance their checkbooks by the end of the day.

If you would like more information on volunteering or if you are able to help advertise our volunteer need, please contact Karen Brighton at 727-588-3746 or e-mail brightonk@pcsb.org. Read more at www.stavrosinstitute.org.

Your Membership Can Make a Difference

By joining the Pinellas Education Foundation as a member, you enable the Foundation to provide enhanced educational opportunities for the students and educators in Pinellas County Schools, including teacher grants and student scholarships. You will be joining a powerful network of individuals and businesses committed to ensuring Pinellas County Schools offer a quality environment and resources students and teachers need to be successful. For more information contact Marilyn at 727-588-4816 ext. 2112.

**Membership
Matters**



Come See How the Pinellas Education Foundation Changes Lives - Have Lunch on Us!

The Pinellas Education Foundation changes lives through learning by supporting the following programs:

- Enterprise Village & Finance Park promoting free enterprise and financial education for 5th & 8th graders
- Doorways scholarships & mentoring opportunities for financially deserving students
- Frances Stavros Career Education Fund opportunities & the Jacobson Culinary Arts Academy
- College-bound scholarships for graduating high school seniors
- Pinellas County Outstanding Educator of the Year honoring the profession of teaching
- Teacher classroom grants that inspire innovative projects
- Walker's Rising Stars competition featuring talented high school students in the Arts
- Seniors & Scholars breakfast series and events benefiting our 55+ population



We offer one-hour informational sessions to help educate members of the community about the Pinellas Education Foundation and how our programs impact the teachers and students in Pinellas County public schools. These one hour educational sessions include lunch courtesy of Sweetbay Supermarket and a tour of our world-renowned program Enterprise Village. Won't you join us?

Upcoming dates are: Tuesday, November 3; Friday, November 20; Tuesday, December 8; Tuesday, January 12.
To reserve your spot, contact Marilyn Browne at 727-522-4816 ext. 2112 or brownem@pinellaseducation.org.



Have you Moved Recently?

Please remember to update the Pinellas Education Foundation with your new mail and / or email address if you have recently moved or changed positions. We want to keep you informed of our programs, events and opportunities. Keeping our records updated also helps us to save on postage costs! Thank you for helping us to save money and keep you informed! Send updates to: info@pinellaseducation.org or call 727-588-4816.

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The Pinellas Education Foundation is a member of the [Consortium of Florida Education Foundations](#) and the [National School Foundation Association](#).

The Pinellas Education Foundation would like to acknowledge the donors listed below for their pledges and contributions during the month of September 2009. If you would like to contribute to the work of the Pinellas Education Foundation, [please click here](#).

Achieva Credit Union
Area Agency on Aging of Pasco-
Pinellas, Inc.
Terry A. Boehm

Bright House Networks
Carol M. Conaway
Consortium of Florida Education
Foundations

Sandra H. Contreras
Costco
Linda Davis
Domino's Pizza - Team St. Pete, Inc.

Richard S. Engwall
George Etheridge
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Pinellas Education Foundation

Terry A. Boehm, President

12090 Starkey Road

Largo, FL 33773

<https://www.PinellasEducation.org>