



## Foundation Forum

November 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.

### **Mayors Mentors and More Doorways Scholarship Signing Event Marks a Milestone**

October 28th marked an important milestone for Mayors Mentors and More program as outgoing Mayor Rick Baker signed the 1,001st student to the program. This event at the St. Petersburg Coliseum marked the last Doorways Scholarship signing event for Mayor Baker. The annual event awards 100-125 scholarships to low income sixth graders in St. Petersburg schools. An article in the St. Petersburg Times featured a question and answer interview with Mayor Baker, who said that his focus on education fit well with the work of the Foundation. "The Pinellas Education Foundation has been doing it for a while. I was familiar with them. I really like what they do. To me, you're trying to give an incentive to kids early on. I focused on sixth-graders because I've always thought that middle school is the time that kids will decide what they're going to do. Most of these kids, none of their family have gone to college. If you can tell them in sixth grade, if you maintain a "C" and stay out of trouble and can go to college ... that's amazing. I just think it's a great thing, and it works. Under our program, 93 percent of the kids have graduated from high school, and many are now in college. Click [here](#) to read the complete article.

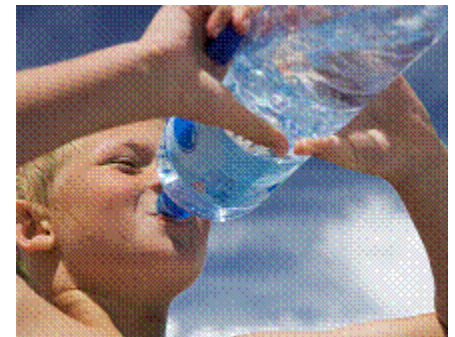


### **Automotive Collision Repair and Refinishing Programs Receive Certification**

The Automotive Collision Repair and Refinishing programs at Pinellas Park High and Northeast High under the direction of autobody instructors Joe Brown of Pinellas Park High and Andy Burke of Northeast High, were recently certified by the National Automotive Technicians Education Foundation (NATEF) after more than a year of preparation. Students completing the program of study will graduate with a regular high school diploma, a portfolio of their educational achievements and may earn Automotive Service Excellence (ASE) certification. Special thanks to Pinellas Education board and committee members Jim Myers and John Schnepf of Crown Automotive and to Hope Peterson of New Hope Auto for their participation in the NATEF certification process.

### **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.



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## Dollars for Doorways – Celebrating the Success of Mayor Rick Baker

Great music, delicious food, and good friends and neighbors combined to create an evening of warm memories and fun on November 7th in honor of outgoing St. Petersburg Mayor Rick Baker. Hundreds of community members and special guest the Marshall Tucker Band converged on Demens Landing for a farewell party and tribute to the Mayor for his work supporting education in St. Petersburg through his two terms as Mayor. At the event, Lori Matway, School Programs Administrator, City of St. Petersburg, and Sidney Morgan, President of Humana and Pinellas Education Foundation Board Member, presented a check for \$290,000 to Gibbs High School Principal Kevin Gordon. This will fund a new scholarship program, the Gladiators Challenge, for 50 9th and 10th graders at Gibbs.

Students in the program become part of a school community task force charged with rebuilding pride of ownership in the school. Students will pledge to be good citizens, demonstrating respect and support for their high school. Principal Gordon will serve as the group's mentor.

The event proved to be a very special evening honoring the Mayor's unparalleled leadership and community involvement, clearly demonstrating the accuracy of his moniker as the city's "Education Mayor."



## November Superintendent's Roundtable Event Draws Community Leaders

More than 60 community leaders attended the second and final Superintendent's Roundtable event of 2009-10, featuring Dr. Julie Janssen and held on Monday November 9 in the Achieva Conference RoomCenter of the Gus A. Stavros Institute. The event was co-sponsored by Catalina Marketing and Publix Supermarkets. Special thanks to Tradewinds for its door prize donation of a 3 day, 2 night stay. At the event, Dr. Janssen shared her vision for Pinellas County Schools, highlighting important educational issues impacting the school district in 2009-10. 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.

*Pictured, left: Mitch Lee, site executive and Vice President, Raytheon Company.*

## 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](http://www.JustLetGo.com/Teacher) for educational professional discounts. For complete Education details, discounts and restrictions, visit [www.JustLetGo.com/Teacher](http://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.

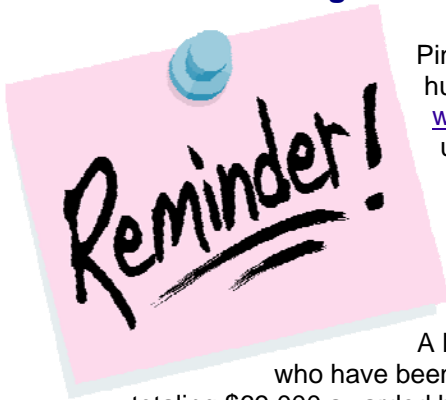


## Walker's Rising Stars – Visual Arts Audition Deadline January 8

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 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](http://www.pinellaseducation.org).

## Deadline Nears for High School Seniors to Apply for Traditional Scholarships



Pinellas County public school students may apply through December 11, 2009 for hundreds of scholarships offered through the Pinellas Education Foundation. Visit [www.PinellasEducation.org](http://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.

## St. Petersburg Times Highlights Foundation's Grant Winners

A November 8th St. Petersburg Times article reported on 70 Pinellas County teachers who have been rewarded for nontraditional teaching methods with Teach for Excellence Grants totaling \$69,000 awarded by the Pinellas Education Foundation. The story shared examples of teachers using sports to teach algebra, using a fish farm to teach science, math and business theory, and using a garden to show second-graders how science relates to their plates. Featured grant winners included:

- ❖ **J. Paul Wahnish and Kyle Buck, East Lake High School for Aquaponics.** Raytheon awarded \$5,000 for the project that teaches 150 students to develop and operate a green business. Students apply lessons from science and math as they plan, build and care for a tilapia fish farm in their science lab. Nutrients from the tanks will be used to feed hydroponic plants. The grant will be used to buy fish, seeds and equipment. The students will then track the progress using spreadsheets and use money earned from selling the fish and plants to continue the project.

[DOUGLAS R. CLIFFORD | Times]

East Lake High students Michelle Hawley, 16, Austin Rametta, 18, Brent Rademaker, 17, Kelsey Oonk, 17, Jesse Ackley, 17, Jacob Paikoff, 17, Krystina Caulfield, 16, and Andres Rodriguez, 18, with their aquaponics system that incorporates plant troughs and a 400-gallon fish tank that will eventually be used to grow lettuce and tilapia.



- ❖ **Cathie Foster, Christine York-Amstutz, Anne Harte, Lauren Knieja, David Hamm and Kelly Meyers , Eisenhower Elementary School, for Seeds to Salsa.** This \$3,000 grant expanded a garden started last year to teach second-graders about science, math and communication. Teachers plan to double the garden's size and move from planting and growing to cooking with the final product. "We want to enlarge our garden and plant vegetables that can be used to create familiar dishes, like salsa and pizza," the teachers wrote in their application. A master gardener will consult with the students and the project will culminate with a harvest celebration. "There's no way we can do anything like this" without them, said teacher Cathie Foster, who is expanding a garden at Eisenhower Elementary. "Our PTA is not large. We kind of rely on grants for extras likes this."
- ❖ **Jennifer D. Sinphay, Dixie Hollins High School, for Connecting Algebra to the Real World.** This \$1,000 grant will serve to better connect algebra to the real world for 100 students in a dropout prevention class. Students will use algebraic theory to crunch baseball and basketball statistics, draft building plans and study human impact on the environment. Sinphay is using her grant to buy a video camera, model building supplies and other materials. "The question I always get is, 'When am I ever going to use this?' They don't see the relevance of it," said Sinphay, a teacher for nine years. "I'm just trying to pique their interest and motivation."
- ❖ **George Potts, Perkins Elementary School, for Architecture Adventures and Greed Sustainable Designs.** This \$900 grant will be used to purchase science kits and DVDs for first through fifth graders to boost their math, science and critical thinking skills through alternative energy concepts — wind, solar, hydroelectric, fuel cell and thermal power. Online, students will apply their understanding to create a computer model of a green city. In the classroom, they'll build a scale model. "These students will be the force that implements change in the near future as people around the globe solve our dependence on limited resources and improve our economies and lifestyles," Potts said.
- ❖ **Maryellen Mariani, Hospital Homebound Program for Multiliteracy through Multimedia.** This \$250 grant will allow teens from a fine arts class to use sketch pads, colored pencils and watercolors to follow lessons on art criticism and analysis, using shapes, colors and words to show their understanding. The class includes students who are battling cancer, recovering from brain surgery and car accidents. At the end of the semester, the journals will be graded. Mariani got the idea from observing professional artists who have learning disabilities and from research that shows children better understand information when they process it multiple ways. "For these struggling kids, I think we have to look beyond saying, 'Here are the questions at the end of the chapter. Answer them,' " said Mariani, a 22-year teacher. "We need to think of a way that is going to ignite their interest and help them start looking at their thinking."



### **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.



## Largo/ Mid-Pinellas Chamber Partners with Largo High on New Initiative

Tom Morrisette, president of the Largo/Mid-Pinellas Chamber of Commerce, has been selected as a business partner with Largo High School as part of the school district's Decentralized Decision Making (DDM) program. Initiated by Pinellas Education Foundation and Pinellas County Schools, DDM is part of "Envision 2014," Pinellas County Schools' five-year strategic plan designed to increase student achievement. A total of 16 schools have been selected to pilot this initiative, with about 20 more schools preparing for the second pilot group.

DDM seeks to place more personnel, curriculum and instruction, and operational decision making at the school level. Under DDM, principals collaborate with school teams (teachers, parents, community members) to make decisions tailored to their individual school needs based on data and strategies incorporated in their school improvement plans. The Pinellas Education Foundation is matching schools with business partners to assist in the DDM process. Examples of school-level decision making are: development of new programs to meet the unique needs of a school's student population, allocation of the school's resources to best meet the needs of the students, and professional development programs to meet faculty needs. The Largo/Mid-Pinellas Chamber of Commerce also supports education through "Student of the Month" awards to Largo Middle School, Largo High School (including two scholarships annually) and PTEC.

## WorkPlace Giving Campaign Underway for Pinellas County Schools Employees

Thanks to the many Pinellas County educators who have already participated in 2009-10's Workplace Giving campaign. There is still time to participate. You may send in 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 to learn more about the payroll deduction program: <http://www.pinellaseducation.org/index.cfm/do/Employees.Deduction>, and this [link](#) to download an enrollment form. 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 Holiday Show

The Seniors & Scholars Breakfast Holiday Show will feature the Dunedin High School Falconaires for a special performance. Join us for this breakfast event on Wednesday, December 9 from 9:00 am. to 11:00 am. at the Gus A. Stavros Institute, 12100 Starkey Road, in Largo. The breakfast seminar is free, but you will need to call Jacquelyn at 727-588-4816 extension 2119 to reserve your seat.



## Pinellas Education Foundation to Hold Financial Planning Seminar

The Planned Giving Office offers Financial Planning Seminars that are ideal for educators and other Pinellas County School Employees who are in the DROP (Deferred Retirement Option Program) or who may be entering DROP. The second in the series of seminars is scheduled for January 28 at Jacobson Culinary Arts Academy at Tarpon Springs High School, 1411 Gulf Road, Tarpon Springs, FL 34689.

This complimentary program will run from 6:00 to 8:00 pm. and a light dinner will be provided. An attorney, a Social Security expert, and financial advisors will give a comprehensive snapshot of retirement planning options, gift planning ideas and information to guide individuals in their pre-retirement considerations. Reservations are required and can be made by clicking [here](#) or calling Jacquelyn Schuett at 727-588-4816 ext. 2119.

## 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](mailto:brightonk@pcsb.org). Read more at [www.stavrosinstitute.org](http://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, December 8; Tuesday, January 12.

To reserve your spot, contact Marilyn Browne at 727-522-4816 ext. 2112 or [brownem@pinellaseducation.org](mailto: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](mailto: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 October 2009. If you would like to contribute to the work of the Pinellas Education Foundation, [please click here](#).**

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## Pinellas Education Foundation

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