



Mission Statement

Promoting Opportunities for Children

The mission of the Foundation for Pottstown Education is to support, promote, sponsor and carry out educational, scientific or charitable activities and objectives within or related to the Pottstown School District.

NAME THE NEWSLETTER CONTEST WINNER ANNOUNCED

The Foundation for Pottstown Education has a new name for its quarterly newsletter thanks to Pottstown Middle School student, Matthew Zaborsky. Beginning with the Fall 2017 edition, the publication will be named Pottstown Education News, PEN. One of Matt's teacher, Mr. Maybry, encouraged two of his Middle School classes to enter the Foundation's contest for a chance to win a \$50 gift card as well as \$200 cash to donate to a Pottstown School District recognized class, club or organization.

The Foundation's Marketing Committee was tasked with judging the entries to narrow the field down to 5 finalists. As there was a tie for fifth place, seven entries made it into the final round of voting. The community had an opportunity to vote on the seven finalists on the Foundation's Facebook page and become the fifth vote in the final round.

Matthew stated that he came up with the name after Mr. Maybry shared the Foundation's information, including the newsletters and web site, with the students. When told of his win, Matthew decided that he would like a Target Gift Card and that the \$200 should be donated to the Middle School's Sixth Grade Green Team.



Mr. & Mrs. Zaborsky,
Matthew Zaborsky, &
Joe Rusiewicz

ALUMNI HALL OF FAME HONOREES INDUCTED

The Pottstown School District Alumni Honor Roll announces the 2017 honorees, Robert Smale accepting for his brother Jim Smale, Terry Zeigler, Jim Kerr and Bruce Moyer.

This was the 32nd Annual Alumni Honor Roll Induction Ceremony which recognizes Alumni from the Pottstown School District who have distinguished services as an individual or as a member of a group making a substantial contribution in his/her chosen business, profession, or military career or has exerted a positive influence in the civic and/or religious life of a community.

The induction ceremony is held during an assembly at the Pottstown High School for the students in the hope of motivation current students in striving for excellence. This year's ceremony was held on Friday October 20, 2017. After the induction ceremony, the honorees and guests attended a luncheon at the Brookside County Club.

Jim Smale, PSD Class of 1952 was an outstanding musician who spent six decades (1957-2005) playing with an backing up the most noteworthy big bands and entertainers during that time period. Five years after Jim's graduation, he played with the Glenn Miller Band at Sunnybrook Ballroom. Jim played in studio bands in Atlantic City, Philadelphia and New York. His most prized gift to the Class of 1952 was his original composition of a song titled "High Street Blues."

Terry Zeigler, PSD Class of 1972 founded his own company, Data Cap Systems which develops and manufactures integrated electronic payment systems. He serves this company as the President and CEO. As co-founder of the Zeigler Family Foundation he helps oversee the foundation's efforts to develop and implement financial literacy programs to local school districts. He and his family have endowed the Zeigler Institute for Professional Development at Bloomsburg University. He and his wife have endowed the College of Business at Bloomsburg University which has been renamed The Zeigler College of Business

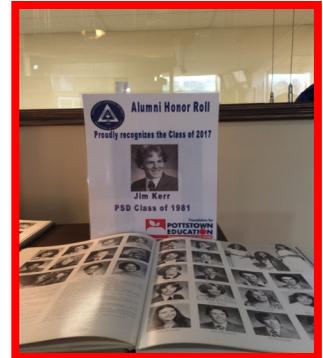
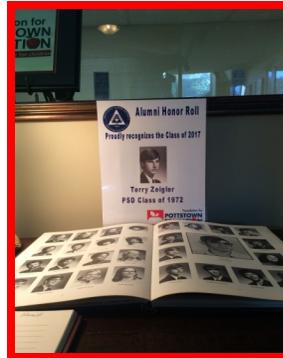
Jim Kerr, PSD Class of 1981 started his career in journalism at the Mercury in Pottstown. He became a reporter and eventually was promoted to copy editor and then city editor. During his tenure at the Mercury, Jim was recognized numerous times at the local and state level with awards for his coverage of the Pottstown community. Jim then moved to the Reading Eagle where he started as copy editor and over the past 19 years has held various positions with the newspaper. He is most proud of the fact that as a member of the press he has had the opportunity to tell the stories of the people in his community, to record history, make a difference, and be the voice of those who otherwise might not be heard.

Bruce Moyer, PSD Class of 1970 is an attorney and lobbyist in Washington DC. He has served both in private and governmental organizations for more than 40 year. As President of the Moyer Group, a consulting company in Washington DC, he had advised and trained clients in the art and science of advocacy. His area of expertise is in the administration of justice and law enforcement in government operations, including the U.S. Postal Service. Jim is the recipient of many professional and civic awards and is the author of numerous articles on government, law, and politics. See additional pictures on page 2.



Robert Smale, accepted for his brother, Jim Terry Zeigler, Jim Kerr and Bruce Moyer

ALUMNI HALL OF FAME INDUCTION PHOTOS



RUPERT STUDENTS PARTICIPATE IN ROPES COURSE

Through funding provided by the Foundation for Pottstown Education more than 70 fourth grade students from Rupert Elementary School visited the brand new low ropes course at Althouse Arboretum. The low ropes course is designed to encourage leadership, expand communication skills, promote self-discovery, and increase self-esteem. Each program is tailored to your groups specific needs based on ages and abilities of the group.

The funding for this tour was provided by the Gulati Family Foundation. The foundation was established in 2002 and provides funding to educational institutions at every level from early childhood through graduate school

The students were given a variety of challenges at different obstacles on the course. Each required team work, creative thinking, and collaboration to achieve success. The students were broken up into groups of 8-12 students. Each group had a facilitator who explained the challenge, and assisted the students. The students were required to work together to determine a plan, and then take their plan to action. After each activity the groups debriefed on what was successful, and what areas they felt they could improve upon.

The Rupert fourth grade teachers, Mr. Ferster, Mrs. Leh, and Miss Valenti said, "The ropes course provided our students with an invaluable experience for breaking down barriers, teamwork, and learning to trust each other in academic and non academic settings."



Rupert Students and Staff enjoying the low ropes course at Althouse Arboetum

GULATI FAMILY FOUNDATION PROVIDES FUNDING FOR LEADERSHIP DEVELOPMENT

Through a donation from the Gulati Family Foundation to the Foundation for Pottstown Education, the Rupert Fourth Grade visited the brand new low ropes course at Althouse Arboretum to participate in a low ropes course. The low ropes course is designed to encourage leadership, expand communication skills, promote self-discovery, and increase self-esteem.

Chuck Gulati, member of the Gulati Family Foundation Board and President of Gatsby's and Stokesay Castle stated that this project fit with their Foundation's mission of giving to educational institutions at every level, from early childhood through graduate school. When he found out the need for funding of field trips, Gulati indicated his desire to help and placed the request to the Foundation Board for approval.

Rupert Elementary Principal, Matt Moyer had made the request of the Foundation for Pottstown Education to enable the fourth grade students to take this course. Moyer stated that the low ropes course would meet the requirements of the STEAM funding provided by the Education Foundation.

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The Fourth Grade Students sent both of the Foundations handmade cards of thanks. Many of the students indicated that they learned how to listen and communicate with their friends, how to trust others, and that they had fun.



Chuck Gulati, Sam Heater, Patience Cole, Justin Hampton, Cianeee Wells and Matt Moyer

FIRST ANNUAL SUPPORT CAMPAIGN

For the first time in the 33 year history of the Foundation for Pottstown Education, an Annual Support Campaign is being formalized. The goal of this year's campaign is to not only raise \$75,000 but also to raise awareness of what the Foundation does for the students of the Pottstown School District.

Dr. Tracey Brown, President of the Foundation states "Supporting the Foundation's Annual Support Campaign is making an investment in our children, their education, and their future. We are committed to providing the children of Pottstown with opportunities where they can explore, learn, and achieve. Money raised in this campaign will make a significant impact in the amount of and types of educational opportunities the Foundation can support this year."

The Foundation's Mission is to support, promote, sponsor and carry out educational, scientific or charitable activities and objectives within or related to the Pottstown School District. During the past several years the Foundation has funded requests that are submitted by the School District teachers and principals.

Recently more than 90 high school students received partial funding to take the yearly AP tests after state funding was cut. This past spring the Foundation funded half of the tuition fees for the Middle School Environmental Education Club to the Pocono Environmental Education Center after their funding was cut by a grantor. Additional funding was provided to elementary students to take a Rope Course developing leadership skills, purchase a robotic system and computer for the high school engineering program as well as paying for tuition fees for 30 juniors and senior in the Early College program who attend the Montgomery County Community College.

The Foundation also provided more than \$28,000 in scholarships awarded annual not only to graduating seniors but to the elementary and middle school students who are recognized for outstanding achievement.

The Annual Support Campaign has been developed to ensure not only continuation of the projects already funded but in the hopes of creating more funding reaching all students in the school district. This campaign is part of the recent Strategic Plan that was developed with the assistance of more than 25 community leaders.

Joe Rusiewicz, Executive Director of the Foundation for Pottstown Education is working with the board and community leaders to develop the Executive Committee for the campaign. Art Green, a former Chemistry teacher and UniServ Representative for the Pennsylvania State Education Association has been recruited to serve as the Campaign Chair. Green is well known for many community activities including: Visiting Nurses Association, Fellowship House Farm, as a Secretary of the Spina Bifida Association of the Delaware Valley and as a former President of the Pottstown Regional Public Library, Pottstown Borough Council serving for six years. He was also involved in the Capital Campaign to raise money to build a new structure at St. Aloysius Church. He completed a full 9-year term, the last 3 years as Chairman of the Board of the Pottstown Area Health and Wellness Foundation, and currently serves on the Board of Pottstown Hospital.



**Art Green
General Chair**

The campaign is in the quiet phase, the initial phase raising funds internally from the Foundation Board of Directors, the School District and the School District Board of Education. The public phase of the campaign will begin in November with the Alumni, in December with Businesses and the final phase will be held with the public in January and February.

FOUNDATION'S EARLY COLLEGE PROGRAM RECEIVES FUNDING



Pastor Carl Lester, Pastor Karen Pidcock –Lester, David Allenbach, and Joe Rusiewicz

The Foundation for Pottstown Education's Early College Program was a recipient of \$5,610 from The First Presbyterian Church in Pottstown Mary N. Porter Designated Fund of the Community Foundation of Broward County. Co-Pastors Karen Pidcock-Lester and W. Carter Lester along with parishioner, David Allebach were on hand recently to award the Foundation's Executive Director, Joe Rusiewicz the funding.

This funding was approved by the Church's Porter-Broward Task Force and enables the Foundation to support two Pottstown High School students participation in the Early College Program. Currently, the Foundation supports 28 Pottstown Juniors and Seniors the ability to take college level courses at Montgomery County Community College, the majority of which receive full tuition reimbursement while the others receive 50% reimbursement.

These students are selected by the Foundation in conjunction with the Pottstown High School based on academic and co-curricular activity. Students who have earned a 90% or higher grade point average after the first half of their sophomore year are invited to apply for this program. Those selected can earn up to 30 credits, completing their college freshman year at the time of their high school graduation.

The Foundation for Pottstown Education is one of the local non-profits that are invited and ultimately receive funding from the First Presbyterian Church Porter-Broward Task Force.



PHS CROSS COUNTRY TEAM CAMP

Pottstown High School Cross Country Team was able to participate in a training camp this past summer thanks to donation provided by the Foundation for Pottstown Education. Twenty five athletes and two of their coaches attended Camp Canadensis in the Poconos spending four days training, kayaking, rock climbing and accumulating more than 30 miles of running. It was not all work and no fun as the athletes and coaches participated in your typical camp experiences like campfires and a talent show. This is the second year that funding was provided for the Cross Country Team through a donor to the Foundation.



FOUNDATION ANNOUNCES NEW BOARD MEMBER

Welcome Alan Mitchell!

Alan Mitchell is Director Materials Management for Pottstown Hospital. He is coming to the Board with 30+ years of experience in his field. His day to day responsibilities at the hospital include purchasing and management of the storeroom, receiving and mailroom departments. He has worked in a similar capacity at several other hospitals including most recently, the Medical College of Philadelphia and Mercy Health System in Conshohocken.

Alan is a graduate of Fairleigh Dickinson University in Teaneck, New Jersey. He resides with Rita, his wife of 32 years in Deptford, New Jersey. They have two daughters, Lauren, 28 and Sarah 25.



Mr. Alan Mitchell

THANK YOU TO OUR FALL DONORS

+\$2000

The Gulati Family Foundation

\$1000- \$1999

Anonymous

\$500-\$999

Scott Detar
Judith Green
Arthur Green



\$100-\$499

Barbara Longstreth
Jim Bush
Matt Kutz
Sue Ann Yocom
S. Amanda Green
John Armato
Alan Mitchell
Deb Lee
John and Elizabeth Malenke
B. Douglas Trainer
Lisa Lightcap
Melissa Shainline
Howard Brown
Polly Weand
Stephen Rodriguez

\$1-\$99

David Charles
Gene Whistler
Sharon and Brian Kulp
Andrew Bachman
Georgette Howell
Danielle McCoy
Sue Lawrence
Deb Stahl
Diane Nash
Amy Francis
Anonymous



Thank You!



All-District
Musical
SAVE THE DATE

Annual Dinner and
Musical Gala
Saturday, March 3rd
Mocktails and
Dinner beginning
at 4:30 PM
Musical at 7:00 PM
Pottstown High School

SPOTLIGHT: THE FOUNDATION COMMITTEE CHAIRS

Sue Yocom – Fund Development

Sue moved to Chester County over 45 years ago to work as a teacher at Devereux Schools in West Chester. After spending eight years at Devereux, where she met her husband, she moved to North Coventry in 1971 where she currently lives.

After her children Christopher and Kimberly began school, Sue started a new career working for a building services company from New Jersey working her way up to regional manager covering New Jersey, Northern Delaware, and Eastern PA. After working for them for ten years she decided it was time for a new career.

Sue began her new career at Girl Scouts of Freedom Valley Council working in their Fund Development Department as their secretary. After a year or two, she decided this was a field that interested her, so she went to Villanova University where she earned a Certificate in Fund Development. Eventually Sue became the Director of Development for the Council, retiring after 18 years when the three local councils merged.

Sue then began working for the Pottstown School District as a grant writer for the PEAK program and Grant Administrator for one of their Federal grants. She wrote grants for PEAK and the school district and was also the Project Director for the state funded 21st Century Community Learning Center Program.

Sue enjoys spending time with her five grandchildren, arranging family get-togethers, traveling and relaxing at home.



Sue Yocom

Matt Kutz– Marketing

Matt is originally from Williamsport. He attended Williamsport High School and Pennsylvania College of Technology where he earned his Bachelor's degree in Web Development.

Now a resident of Pottstown, Matt is Owner and Web Developer of Kutz Technology Services. He brings a marketing and web design background to the Foundation. Matt is also a member of the Rotary Club of Pottstown and the Coventry Lion's Club.



Matt Kutz

Judy Green– Governance and Nominating

After retiring from full time employment, sitting around cleaning closets and drawers was not in the cards, so Judy took a position as Academic Advisor for various programs at Montgomery County Community College. A position she thoroughly enjoys and continues today.

Judy is retired from the position for Director of the TRiO Upward Bound Program at the University of Pennsylvania. Prior to that position she was the Director of TRiO upward Bound at Harcum College. Judy worked in TRiO for 12 years as both a director and academic coordinator. Judy has served as treasurer of the Mid-Eastern Association of Educational Opportunity Program Personnel (MEAEOPP) and also served as President of the Pennsylvania Association of Educational Opportunity Program Personnel (PAEOPP). She also served as Finance Committee Chair for MEAEOPP and for PAEOPP revising and writing Fiscal Management Policies for both organizations.

Personally, Judy's interest lies in quality education for all students and supported this interest by lobbying for increased funding for Educational Opportunity Programs in both Washington, DC and Harrisburg, PA. She also served on the Strategic Planning Committee for Pottstown School District many years ago. She served as President of the Board several times, on the Finance and Personnel Committees and also co-chaired the 100th Anniversary Committee for the YWCA Tri-County Area. She is currently serving on the Governance Committee at the YW.



Judy Green

Howard Brown—Pottstown Pride Society Steering Committee

Howard Brown is Chairman and Chief Executive Officer of International Ballplayers United, Inc., (iBall United) a full service sports management agency. iBall United LLP is a global practice encompassing player development and management, manager & player consulting and sports marketing.

Brown worked as a professional basketball player for over 13 years, playing for organizations based in 19 different cities and in six different countries. As a professional, he won two Spanish league championships and two league scoring titles and finished his career as a top 10 scorer in the history of Spanish LEB Gold. His amateur accolades include 1998 First Team Philadelphia All Big 5, a 1996 Big East Championship, 1995 Pennsylvania State Player of the Year, and 1993 PIAA Class AAA State Championship.

Howard's passion for giving back is found in his philanthropic and other endeavors. In 2000, Howard founded Live the Dream Foundation, a 501(3)c not-for-profit organization, to provide educational programs and financial support for college-bound student-athletes.

He is a graduate of Villanova University with a Bachelor of Science in Business Administration and is currently pursuing a Master's degree in International Business at the University of London External Programmes.



Howard Brown

Find Us Online



@FoundationPottstownEd.org



Twitter
@foundpted



Foundation for
**POTTSTOWN
EDUCATION**
Promoting opportunities for children

WE NEED VOLUNTEERS

The Foundation for Pottstown Education is looking for volunteers to serve on the following committees:

Fund Development, Marketing, and Pottstown Pride Society.

Fund Development: This is our Special Events Committee with the current major event being the Annual Gala during the district wide musical. The committee will be looking at other events for the coming year. Meeting dates and times are yet to be determined.

Marketing: Committee meetings are held on the third Tuesday of the month 10:00 -11:00 AM at the Administration Building. If you have experience or interests in helping us market our Foundation and events, this committee is for you. We will be working on a quarterly newsletter, social media including Facebook, Twitter and LinkedIn as well as our website. This committee will also support our Fund Raising and Special Events.

Pottstown Pride Society: Whether you are an alum of the Pottstown School District or a member of our local community and have Pride in Pottstown, you are welcome to join the society. This committee meets on the second Monday of the month 4:30 PM at the Pottstown Health and Wellness Foundation Conference Room. The committee has been instrumental in the Go Fourth Sports Carnival and assisted with the Healthy Kids Day.

Other volunteer opportunities include assisting with special events such as those mentioned above and our Annual Support Campaign which will help raise money to support the Foundation's efforts in promoting opportunities for children. For further information or to volunteer, contact the Foundation Office at 610-970-6616.

Foundation Board of Directors

Officers:

President: Dr. Tracey Brown
Vice President: Ed Edwards
Treasurer: Scott Detar
Secretary: Melissa Shainline

Members:

John Armato
Howard Brown
David Charles
John Foster
Judy Green
Georgette Howell
Matt Kutz
Lisa Lightcap
Barbara Longstreth
Alan Mitchell
Danielle McCoy
Sue Ann Yocum

Superintendent of Schools, Voting Ex Officio:

Mr. Stephen Rodriguez

Solicitor: Stephen Kalis

Executive Director: Joe Rusiewicz
Administrative Assistant: Cheryl Stache

Foundation for Pottstown Education
230 Beech Street Pottstown, PA 19464
610 970-6616

Foundation for Pottstown Education is a
501c3 non-profit organization.

"PEN" NOTES:

From Joe

We at the Foundation for Pottstown Education consider ourselves fortunate for many reasons, but most importantly are the supporters of our work. The supporters are not only our donors, but anyone who has helped us in promoting opportunities for children. To all of you, we say thank you.



Thank you for believing that we can accomplish our mission. Thank you for supporting us in developing our Strategic Plan that guides our work based on this mission. Thank you for listening and reading the stories of what we are doing to support the students of Pottstown School District. Thank you for donating to our Foundation making our mission a reality, not just a dream. And thank you to our Board of Directors for all of the hard work that we have done the past twelve months. We accomplished a lot but we still have a lot to do.

We are all looking forward to our new year. During this new year we enter a new phase of our history as we hold our first ever Annual Support Campaign. We have developed an outstanding group of community leaders to head up the campaign and have already been working hard to make sure that we reach or even surpass our goal.

On March 3rd, we will hold our Annual Gala. It will be a dinner as well as a treat to see the District wide Musical, The Little Mermaid. Our Fund Development Committee has been working hard to make sure that this is an event of the year. Thank you to the committee as well as our Dinner Sponsor Tompkins VIST Bank and Insurance. We still have sponsorships available for those who would like to support this event. Tickets for the event are \$60 per person (not bad for dinner and a play) and are on sale now. This will make a GREAT Christmas gift!

I wish all of you a very Merry Christmas, Happy Hanukkah and Happy Kwanza as well as a Happy New Year.

Executive Director