

# THE POTTSTOWN EDUCATION NEWS

Winter  
2018



Foundation for  
**POTTSTOWN  
EDUCATION**

Promoting opportunities for children



### 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.

## THANK YOU TO OUR 2018 GALA SPONSORS



**TOMPKINS**  
VIST Bank



**Pottstown Hospital**  
TOWER HEALTH  
Advancing Health. Transforming Lives.

## 2018 GALA IS A HUGE SUCCESS



## THANKS TO OUR SILENT AUCTION DONORS

Erin Bause, Bause Catering

Beth Biehl

Carol Brightbill Photography

Brookside Country Club

Joan and Pat Daly Gymboree, Colledgeville

Foundation Executive Board

Foundation Board of Directors

Greater Pottstown Tennis and Learning

Art and Judy Green

Mrs. Doris Hart

Mr. Dick Heylman

Pottstown Family YMCA

Pottstown Parks and Recreation

RiverCrest Golf Club and Reserve

Santander Performing Arts Center

Steel River Playhouse

Victory Bank

Sarah Yates, Longstreth Sporting Goods

## THIRD ANNUAL GALA AND MUSICAL HELD

The Third Annual Foundation for Pottstown Education Gala was held on Saturday March 3, 2018. Thanks to more than 90 people attending, three terrific sponsors, twenty Silent Auction Donors and 187 of the most talented performers and crew, we raised more than \$12,000 in support of promoting opportunities for the students and teachers of the Pottstown School District! Guests were treated to dinner catered by Booster's BBQ which started with Ariel's Wish Mocktail, the main course of Sante Fe Chicken and Seafood Kabobs and ended with Little Mermaid themed cupcakes.

Our sponsors for this year's event were PNC Financial Services, The Pottstown Hospital and Tompkins VIST Bank. Thank you for sponsoring our event, for your commitment to our community, and attending the event.

The Foundation sends a huge thank you to the Fund Development Committee for all of the time they put in to planning this event. Sue Ann Yocom, Chris Golden, Jane Hamilton, Lisa Lightcap, Barbara Longstreth and Cheryl Stache, thank you does not come even close to the appreciation that we send to you for planning this event.

Thank you to Ms. Athena Proscal and Ms. Lisa Rossi and the elementary art students for making our table centerpieces. Mr. Tim Emmick and the High School Custodial Staff were great and extremely accommodating. Thank you all!

The highlight of the evening was the outstanding performance of the students and teachers who gave us a wonderful performance. To top it off, about a dozen of the performers came to our dinner to mingle with our guests. Thank you to all of you. You made the evening extra special.

Thank you to Mr. Bob Decker for all of his help and cooperation with our event. Mr. Christopher Sperat, thank you for your welcome and kind words regarding the Foundation at the start of the musical.

Congratulations to everyone involved in this year's All District Musical. "Who says that my dreams have to stay just my dreams?" *Ariel*

## FOUNDATION WELCOMES NEW BOARD MEMBER

Chris Golden works remotely as an accountant for the Atlanta based accounting firm, Marshall Jones. Chris has a long working relationship with Pottstown School District having worked in a variety of positions from Paraprofessional to Administrative Assistant with HR/Curriculum.

Chris enjoys making community connections and is involved in a variety of activities with Pottstown area civic organizations. She is a volunteer for the Pottstown Pride Society, Pottstown Rotary, and Wellness Council of Boyertown. Chris most recently served on the Fund Development Committee for the Little Mermaid Gala Event and will join the Finance Committee for the Foundation.

Chris is a life-long learner, having attained an Associates Degree from Montgomery County Community College and a Bachelor's Degree in Accounting from Albright College. Chris holds a Master's Degree from Wilkes University in School Business Leadership.



## TOMPKINS VIST BANK DONATES THROUGH EITC

Tompkins VIST Bank recently supported the work of the Foundation for Pottstown Education through funding in conjunction with the Pennsylvania Educational Improvement Tax Credit (EITC). The check for \$3,000 will support one of the approved programs in the Pottstown School District.

EITC is a program providing tax credits to eligible businesses contributing to a Scholarship Organization, an Educational Improvement Organization, and/or a Pre-Kindergarten Scholarship Organization. Businesses, as well as organizations receiving the EITC funding, must apply and be approved by the Department of Community and Economic Development to participate. The Foundation is an approved Educational Improvement Organization.

Tompkins VIST President and CEO, Scott Gruber stated that the bank is proud to support organizations in our communities through the EITC Program. He also thanked the Foundation for its partnership and the work that it does to improve our communities.

This gift was presented to the Foundation's Executive Director, Joe Rusiewicz by Frank Strunk, Senior Vice President Commercial Banking Relationship Manager and Joe Cavallo, Assistant Vice President Business Development Officer. The donation is Tompkins VIST Bank's gift to the Foundation's Business Division Annual Support Campaign.



Frank Strunk, Joe Rusiewicz, Joe Cavallo

## THIRD FORGIVABLE HOME LOAN GIVEN

Rupert Elementary 3<sup>rd</sup> Grade Teacher, Jamie Fazekas is the third Pottstown School District employee who has been awarded a \$10,000 forgivable loan through the Foundation for Pottstown Education Residency Program. This program provides eligible applicants who work for the Pottstown School District up to \$10,000 in the form of a forgivable loan. The funds can be used for closing costs, down payments, or other expenses directly related to the purchase of property determined to be eligible for the program.

Jamie applied for this loan in November and was approved before Thanksgiving. She closed on her new home the first week of December. This is the first home purchase for her and she is extremely happy with her new residence.

The \$10,000 loan will have 20% forgiven each year in which the homeowner remains an employee of the Pottstown School District and lives in the residence as their primary home. After five years, the loan is completely forgiven. Should the employee move or leave the Pottstown School District before the five year period, the remaining balance of the loan is then due to be paid back to the Foundation.

Congratulations, Jamie and welcome home.



# THANK YOU TO OUR WINTER DONORS

## +20,000

United Way of Tucson and Southern Arizona– Francis Chapin Foundation

## \$5000 to \$19,999

J.P. Mascaro and Sons

Elizabeth Wells

Leon Wainman  
Testamentary Trust

United Way of Greater Philadelphia & Southern New Jersey

## \$2000 to \$4999

Gerald T. Koren

Tompkins VIST Bank

## \$1000 to \$1999

Sol and Naomi Berman

Art and Judy Green

Nancy and Frank Heifer

PNC Financial Services

Pottstown Hospital

Ziegler Family Foundation

## \$500 to \$999

Advantage Insurance Group

Bruce and Joann Bowman

Cody Systems

Lisa Detar Clark

Scott Detar

Thomas & Francis Hylton

Norristown Area SD

Educational Foundation

## \$100 to \$499

American Eagle Outfitters

Katherine Arms

James & Joann Bathurst

Leslie Bluestone

Kathleen Carpenter

Lacey Ecker

Edwin & Janet Fitzgerald

Amy Francis

Dr. Myra Forrest

John Foster

Athena & John Gibson

William & Mary Glah

Chris Golden

Stephen & Jane Hamilton

Georgette Howell

Howard & Shirley Kalis

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Southern Galvanizing

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Henry Stofko

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Jean & David Wieler

William & Jean Yohn

## \$1 to \$99

Anonymous

Tracey Brown

David Charles

Ashia Cooper

Exelon Foundation for Employee Giving Campaign

Eugene Huston

Jason Kish

Lisa Lightcap

Barbara Longstreth

Bob Massino

Keith Nash

Mary Price

Jennie Repko

Daryl Saylor

Jay Schroeder

Robert Shantz

Frank Strunk

Sue Ann Yocom

Thank  
You!

## FOUNDATION APPROVES GRANTS

The Foundation for Pottstown Education Board of Directors recently approved several funding requests submitted by the School District:

- 7<sup>th</sup> Grade Field Trip to I Fly - The Foundation has approved up to \$5,500 to pay for half the cost of the student's trip to I Fly in King of Prussia. Through this trip, the students will be guided by trained STEM educators in an interactive presentation and demos in the wind tunnel and lab activities. The trip will comprise an in-depth flight training and experience, interactive physics of flight presentation on real world application of STEM with wind tunnels, vertical wind tunnel ball flight testing and hands on creative student experiments.
- Elementary Art Supplies and Equipment - All four elementary schools received funding totaling \$1,500 to purchase equipment and supplies to support the art programs. Equipment such as Gelli Print plates, a mono print system, is allowing the artist to manipulate ink with texture to create a one of a kind piece of art, industrial paper cutter which will improve the students art projects such as weaving which requires several different widths of paper, and supplies such as crayons and crayon sharpeners, yarn, gemstones, markers, and acrylics.

Save The Date  
Pottstown Sports  
Carnival  
July 1  
2:00 – 6:00 PM



## PEN SPOTLIGHT : FOUNDATION BOARD MEMBERS

### John Foster

John E. Foster has a BS degree in chemistry. He became a Certified Quality Engineer and earned a certification in Change Management. He also has completed some work in Organizational Dynamics.

John worked as an Analytical Chemist, Chief Chemist, and Director of Continuous Improvement at Cabot Performance Materials in Boyertown, PA.

He has been a member of Toastmasters International for more than fifty years and has earned the title of Distinguished Toastmaster. He has served in positions of leadership at all levels of the Toastmasters organization including service on the International Board of Directors. He is founder of the Bethel and Pottstown Toastmasters Club in Pottstown. He is a speaker, speaking coach and does Black History programs 12 months per year. He has performed in theatrical productions in Reading, PA, Pottstown, PA, and Coatesville, PA.

John was Chairman of the Board of Directors for Threshold Rehabilitation Services, Inc. and is Past Chairman of the Board of Directors for Family First Resource Center both located in Reading, PA. He served on the Berks County Chamber of Commerce Board of Directors and the Advisory Council for the Office of Aging in Reading, PA.

John is currently vice president of Operation Inspiration which is a newly formed organization dedicated to promoting positive culture changes in Pottstown.



John Foster

### Barbara Longstreth

Barbara has been a physical education teacher, coach, umpire, and athletic director at both the high school and college levels during her career. She also founded and was president of Longstreth Sporting Goods, a company that specializes in field hockey, women's lacrosse, and women's fast pitch softball. Locally she has served on the Board of Directors of the Tri-County YWCA and was active on the Racial Justice committee of that organization. Now retired, Barbara continues to tutor at Barth Elementary School, and she is active at First Presbyterian Church as a member of Session, the Mission committee, and both the bell and chancel choirs. She will be inducted into the National Sporting Goods Association Hall of Fame in May. It is a great honor, as few women have been inducted. She was founder of Longstreth's Sporting Goods, and with the help of her brother, Dick Heylman, she grew the company into a national leader in field hockey, women's lacrosse, and fast pitch softball. Her "destination" store in Parkerford attracts customers from around the country and the world for the three sports. The store has the rights for several brands of field hockey equipment, and they sell to schools, colleges, and individuals far and wide. She commented, "It has been a 30 year labor of love."



Barbara Longstreth

### John Armato

John Armato is a graduate of East Stroudsburg State College with a Bachelor of Science degree in Oral Communications. He has been a member of the Pottstown School District for 44 years, the last three as a full time volunteer. As a classroom educator, he taught classes in oral communications, debate, group dynamics, mass media, science fiction, sports literature, print media, English, and Problems in American Democracy.

John served as a class and National Honor Society sponsor. He became Athletic Director, responsible for interscholastic athletics grades 7-12 and served in that position for 20 years. Presently he is the Director of Community Relations responsible for developing strong ties between the school district and the community. He serves as the school district's spokesperson and primary media contact. John is also involved in a number of school district committees and serves on community oriented organizations. John was recently elected to the Pottstown School District Board of Education.



John Armato

### Georgette Howell

Georgette Howell is College Professor and Registered Dietitian with 21 years of professional experience; 17 of those years teaching in the health and nutrition field. Her specific expertise is in curriculum development and review, utilizing technology in the classroom, group facilitation, competency-based education teaching to a diverse student population.

Georgette is the Associate Professor and Co-Coordinator for Exercise Science and Wellness at the Montgomery County Community College West Campus. Georgette received her Bachelor's degree in History from SUNY Stony Brook. She completed her Masters of Science degree in Nutrition/Education from Columbia University. She also completed her Teacher in Higher Education program from Temple University, Health Coach Training from Hilton-Johnson and has 32 credits toward her PhD in Health/Human Services.

She has also been the Adjunct Professor for Allied Health at the Community College of Philadelphia, Assistant Director, Dietetic Internship, College of Graduate Studies at Immaculata College, Assistant Professor/Coordinator, and Dietetic Technology Program at SUNY Rockland Community College.



Georgette Howell

## FOUNDATION RECEIVES OPERATIONS GRANT FROM PAHWF

The Foundation for Pottstown Education (FPE) was recently awarded a two-year grant totaling \$90,000 from the Pottstown Area Health & Wellness Foundation (PAHWF). This grant is awarded in support of the Education Foundation's Administrative Operations. A check for \$50,000 was presented for year one of the approved grant.

FPE Executive Director, Joe Rusiewicz stated that he is not only pleased with the acceptance of this grant but also in the working relationship that both Foundations have with each other. "The support, not only financially, that PAHWF gives to us has been tremendous. The staff has always been available to answer questions or to offer advice when needed. I am looking forward to continuing this relationship."

FPE recently provided funding towards the Middle School Environmental Education Club's attendance at the Pocono Environmental Education Center, for the Early College Program, PEAK initiatives, Girls Today Leaders Tomorrow Program, equipment and computers for the Engineering Programs, AP Testing and has approved funding for the Rupert Elementary School Fourth Grade ropes program, as well as working on the Planning Committee for the 2017 Sports Carnival. Previously, PAHWF has provided funding to the Education Foundation to support Administrative Operations and for fund raising software.

The remainder of the grant, \$40,000, will be issued in year two, 2018 contingent on submission and review of the year one report.

*Thank  
you*



Foundation Executive Director, Joe Rusiewicz & PAHWF President, Dave Kraybill

## J.P. Mascaro & Sons Educational Fund Provides EITC Funding



Lindsay Mascaro Ptaszenski, Dumpo,  
Joe Rusiewicz, Katie Mascaro Rudinski

The J.P. Mascaro and Sons Educational Fund recently donated \$5,000 to the Foundation for Pottstown Education through the Commonwealth of Pennsylvania Education Improvement Tax Credit program. This funding will support the approved EITC programs offered by the Foundation such as the Early College Program offered in cooperation with the Montgomery County Community College.

Lindsay Mascaro Ptaszenski, Director of Education and Community Relations for the Mascaro Education Fund stated that the Foundation was identified as a worthwhile candidate for the funding and that they are excited about the opportunity to partner with the Foundation.

J.P. Mascaro & Sons believes that all children deserve the opportunity for an outstanding education, regardless of their financial situation. They pride themselves on being actively involved in local communities and aggressively take part in educational initiatives. It is their mission and civic duty to assist programs that work toward making this a reality.

The Foundation's Early College Program provides scholarships for Pottstown High School students to take college courses in their junior and senior years at Montgomery County Community College. This program began in 2014 and has had more than 75 student enrolled.

EITC is a program providing tax credits to eligible businesses contributing to a Scholarship Organization, an Educational Improvement Organization, and/or a Pre-Kindergarten Scholarship Organization. Businesses, as well as organizations receiving the EITC funding, must apply and be approved by the Department of Community and Economic Development to participate. The Foundation for Pottstown Education is an approved organization in the Educational Improvement area of the EITC program.

## Find Us Online



@FoundationPottstownEd.org



Twitter

@foundpted



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. Meetings are held the last Wednesday of the month at 3:45 in the Administration Building.

**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 at 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  
Chris Golden  
Georgette Howell  
Matt Kutz  
Lisa Lightcap  
Barbara Longstreth  
Alan Mitchell  
Danielle McCoy  
Sue Ann Yocom

**Superintendent of Schools,  
Voting Ex Officio:**

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

This edition of PEN, marks the first anniversary of the rebirth of the Foundation newsletter, so I thought that I would provide some updates on two items that we have reported in previous editions our Annual Support Campaign and the AP Tests that were funded.

As has previously been mentioned in newsletters, we have undertaken an Annual Support Campaign for the first time. The campaign has two goals, one to raise awareness of our Foundation and the second is to raise much needed funds to support the projects and programs for the students and teachers of the Pottstown School District.

To date, this campaign has raised more than \$25,000 on our Financial Goal of \$75,000. Our campaign is divided into several divisions, Foundation Board, School Board, School District Employees, Chairman's Roundtable, Business and Community.

I am pleased to announce that our Foundation Board has reached 100% participation in this campaign. We are wrapping up our Business Campaign and will be heading down the final stretch of the Community Campaign as well.

Last year at this time, we announced that a grant request by the Pottstown High School for AP Tests was approved. The Foundation funded 141 tests at a cost of \$5,400. The students taking these tests can, if they score high enough, earn college credits in the subject area and not have to take the course when they enter college. Well, the test results came back and the students earned 87 credit hours with a tuition saving equivalent to \$51,700! Talk about a return on investments.

If you are interested in finding out more about either of these projects or any of our others, please feel free to contact me at the Foundation Office 610-970-6616 or by email at jrusiewicz@pottstownk12.org