

SPRING NEWSLETTER, 2013

Adopt A Class

P&G Teaches Lesson on Marketing



This fall, students in Mrs. Debbie Couch's 6th grade class at Mt. Washington had a rare opportunity to hone their marketing skills when their Adopters from P&G Health and Beauty Division led them through an exercise in creating—and selling—a body wash product.

After considering the purchase intent from a consumer standpoint, students learned about quantitative and qualitative data that would help them to create a product for a target group of consumers.

Students chose a scent for their product and then they worked with their P&G partners to create the product name and package. Those creative product names included *The Dessert Collection, Limited Edition Redwood Forest Body Wash, and Floral Fantasy Wash.*



Jennifer Furia, the Business Team Leader for P&G's Health and Beauty Adopt A Class group says, "We love teaching our partners a little bit about what we do on a daily basis. It's awesome to see them get excited to share their creativity for something that we call 'work' every day." Justin Parker, the division's Culture Team Leader adds, "This was a fantastic experience that stretched creative boundaries and thinking for the students. It brought smiles to lots of faces—both younger and older."

As the creativity flowed Mrs. Couch realized that there were quite a few future P&G employees sitting in her classroom!

Director's Corner: A Reflection on a Season of Giving

We would like to extend our sincere thank you to the many Adopters who made the annual Holiday Celebrations a great success. Many children throughout the region had a more joyful Holiday as a result of your kindness and boundless generosity. Both Bill and I had the opportunity to visit many schools and groups during your celebrations. The smiles on the children's faces said more than words – pure, unabated JOY. In the end, it was your presence and thought that mattered the most.

However, it wasn't just the children who enjoyed the festivities! Stacey of the Hyatt Regency Cincinnati Team reported that her Team, "had so much fun with the kids! We started out with me reading a story about a snowflake to the class. Then we did a snowflake foam craft. Some of them made them into ornaments to hang on their Christmas tree and others said they were going to put it on their fridge at home. We then passed out presents. Each child received something from their wish list. I think it was as much fun for us as it was for the kids. We loved every minute!"

Nina Kearns, a teacher at Highlands High School in Fort Thomas, wrote, "The Highlands Future Educators had a wonderful holiday party with our third graders at Newport Intermediate. Partnerships of Highlands' students each planned a 15 minute center activity and we rotated groups of students around each of the centers. We had cookie decorating, two different craft centers, a story center, and a game center. We saved the last 15 minutes for opening presents. It was FANTASTIC!"

And these are just two of the wonderful stories, from all of our Adopters. It was a joyous time of celebrating. ***Thank you to all of our Christmas angels!*** Each of you continues to make an incredible difference in the lives of these children moment by moment. *—Katie Burroughs*

Adopter Spotlight: US Bank Direct Lending

Each newsletter will feature an outstanding person or organization who is going above and beyond to make a difference in the Foundation and in the lives of students. This month's interview is with Maureen Robertson who works for US Bank Direct Lending and is an Adopter in Ms. Carrie Napolitano's first grade class at Winton Hills Academy.

To nominate someone for this feature, please contact: administrator@aacfoundation.com

1. ***Could you tell us a little bit about yourself?***

My colleague Eileen Kruspe and I are former bank managers for US Bank. We currently work for Karen Wessel in US Bank's Direct Lending department as Credit Analysts. Eileen has been with the bank for 20 plus years and I have been with the bank 18 years.

2. How did you get involved with Adopt A Class?

We got involved with Adopt A Class when we came to work for this department. I went to one of the open houses at the school and learned that volunteers were needed to help Winton Hills students with reading and other skill sets.

3. What positive changes do you see AAC making?

One-on-one tutoring is definitely helping our first graders develop specific skill-sets. The one-on-one, special attention is key! Adopt A Class is a way to bring professionals into the school to give back, share our knowledge, and guide students. Students in higher grades are working with their partners at US Bank to learn more advanced accounting skills.

4. What are the benefits of ACC for you and your colleagues?

As Adopters, we all love seeing the appreciation from the teachers at the school and the support we receive from our colleagues at US Bank. We also love seeing the academic growth and progress of the students throughout the school year. We have the satisfaction of helping others and giving back to the community.



First graders at Winton Hills pose with a surprise visitor from the North Pole.

5. Do you have a favorite AAC memory or story that you can share?

We could tell lots of stories, but our Christmas Parties with Santa Claus making a special trip from the "North Pole"—with lots of presents—brings smiles to the faces of our students that are just priceless.

John G. Carlisle says "Thank You" to Davita



Kerry McHugh of John G. Carlisle shared her gratitude for Davita, an agency that provides dialysis treatment and support services for patients living with chronic kidney disease, who adopts Mrs. Schiralli's second grade class at John G. Carlisle Elementary. Kerry said, "Team Davita made it a priority to teach their pen pals about dialysis using kid-friendly terms. They take the time to sit with their pen pals and listen attentively to them on each visit."

They have taken a personal interest in every single child in the classroom, as well as children in other classes! They worked with Mrs. Schiralli to identify students who did not have coats and then provided them with warm coats for the winter. Additionally, they support Mrs. Schiralli by providing school supplies such as dry erase markers, a globe, tissues, and hand sanitizer.

Davita brings so much more to John G. Carlisle than supplies or presents. Davita, through its actions, teaches the students invaluable moral and social lessons that cannot be found in a text book or in any standardized test. Kerry wants the team at Davita to know they have, "gone above and beyond to support the students at John G. and we couldn't be happier to have them!"

WELCOME NEW ADOPTERS!

Children's Hospital Scheduling Center
NKU Legal Team
NKU Professional Student Educators
Red Lobster—Beechmont
St. Clair Ave. Baptist Church of Hamilton
The Sergeants—Army National Guard
Xavier University Education Club

Do you know someone who would make a good Adopter? We currently have 100 classrooms that are looking for a business/community partner. If you know a group who may be able to help, please share your Adopt A Class experience with them then follow up with an email to:

administrator@aacfoundation.com