

PARKWAY today

News and information for residents of Parkway School District
Summer 2009

Accredited with Distinction



Whether the product is the "cheese fantasy" pizza, above, or iPods, South High students in advanced marketing classes are earning rave reviews for their dazzling marketing campaigns. (For more on this photo, see page 1.)

This Little Pizza Went to Market

Whether the product is pizza or iPods, South High students are earning rave reviews for their dazzling marketing campaigns—and their ability to sell themselves.



► Clockwise from back left: Kevin Chervitz, Ryan Debolt, Taylor Madden and Taylor Ingram were each voted “Apprentice of the Year,” the ultimate achievement, where they have to sell themselves to peers.

Students donate earnings from successful marketing campaigns to entrepreneurs around the world. Once, they helped an African man start a grocery.

“It’s the cheesiest thing you’ve ever seen, and no, it is not your little brother.” So begins a sample radio ad to introduce a four-cheese pizza at the Corner Grill, a local restaurant. South High students in Terri Heller’s marketing class developed the ad, and a winning advertising campaign titled, “The Cheese Fantasy,” after being assigned to design a new prototype pizza for the restaurant. “The key to

winning,” they were told, “is to not only have the best pizza, but also the best presentation to the Corner Grill management team.”

“I love the campaign,” says Jon Fogarty, one of the restaurant owners and a 1991 West High graduate. “It’s as good as any professional campaign I’ve seen.”

Fogarty’s sentiment is shared by his partner, Brant Baldanza, another 1991 West High graduate, and all those who have witnessed the South High marketing classes in action. “I am blown away by their professionalism,” says Sarah Gibbs of Cannonball Advertising Agency, who not only works in the advertising industry but also judges the marketing campaigns of Heller’s students, which have included everything from Zest soap to Levi’s Dockers.

“When I was in high school,” continues Gibbs, “we never created campaigns as professional as the ones I’ve judged at South High. We may have had the creative end of it down, but not the research. I didn’t do this level of work until college.”

Gibbs is equally impressed by what students do with their earnings from successful marketing campaigns – they donate the money to help launch entrepreneurs around the world. Through an organization called KIVA, the students have donated money to help a man in Africa start a grocery.

Another time, they helped launch a shoe vendor.

“We feed off one another,” says Brad Strubel, a bearded senior in Heller’s advanced marketing class who often texts his team members at night when he gets a fresh idea. “We bounce ideas off one another until we come up with something we like. It really helps to work in a group,” says Brad, referring to the fact that Heller clusters her students into groups of four.

It also helps to think, dress and act like “The Apprentice,” as in the television show of the same name, starring Donald Trump.

“It’s true,” grins Brad. “My team members and I wear suits and ties, like the apprentices do on television, when we make our final campaign presentations to the class.” And just as Trump’s apprentices get judged on their campaigns, so do Brad and his team members. The entire class votes on each campaign, declaring a winner.

Sometimes, even second-graders at Wren Hollow Elementary have cast a vote. That’s how it was with the toy campaign, anyway.

Heller assigned her students to design and promote a creative toy that has never been made, but one they thought would be a great seller. As part of their research, they surveyed Wren Hollow second-graders about their three favorite toys and games.

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PARKWAY today IN THIS ISSUE

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5 Test your mettle against financial whiz kids

10 New security systems for elementary schools

About the cover: From left to right back row are: Mike Belding of the Corner Grill, teacher Terri Heller, and Jon Fogarty, Corner Grill co-owner. Not pictured is Brant Baldanza, Fogarty’s business partner. Front row: The students also appear in the page 1 photo, where they are identified.

superintendent's corner

Working Together for Our Children's Future

Dear Parkway Community:

Usually when I speak with community members, I mention the superior academic achievements of our students. We have a high number of National Merit Finalists, high scores on our ACT tests, and students like William Sun who recently won \$75,000 for scientific research and was named a presidential scholar.

I am extremely proud of these accomplishments. But I am equally proud of the struggling Algebra student who surprises himself or herself by successfully completing one problem, and then another, before tackling an even harder one. As a superintendent and educator, it



**Superintendent
Robert Malito**

is my goal—and privilege—to raise the academic bar and standards for all students, not just the highest achievers.

Project Parkway participants, as many of you already know, share the same goal—to increase systematically the level of all students who come to us for an education, regardless of their backgrounds or learning styles.

I thank the 300-plus parents and community members who are active in Project Parkway, providing wisdom, input and ideas.

At a kick-off meeting in May, the Project Parkway steering committee presented a draft of a new Parkway mission statement, which will set the foundation on which our children can flourish. I invite you to view a draft of the mission statement, which is available at the Project Parkway Web site, www.pkwy.k12.mo.us/projectParkway/index.cfm.

The next meeting for Project Parkway committee members is set for 7-9 p.m. on Aug. 4, 2009, at Central High.

.....
**Project Parkway is
designed to raise the
academic bar and
standards for all
students.**
.....

More town hall meetings will follow. I invite you to attend these meetings, or to listen to them through our Project Parkway Web site.

Together, we can design a bright future for our students.

Sincerely,

A handwritten signature in black ink that reads "Robert T. Malito".

Robert T. Malito, Ph.D.

Parents to Access Student Records Online

Parents, legal guardians and students will have online access to student records like attendance and immunization history next school year.

The student records, which will also include assignments, class schedules and grades for middle and high school students, will be available through Infinite Campus on Parkway's Web site.

Parkway implemented Infinite Campus, a web-based student information system, in the fall of 2008, and teachers and staff have been

getting familiar with it this school year. Soon parents will get their turn.

For security purposes, parents will need to sign a user agreement and obtain an activation key in person before accessing Infinite Campus on the Parkway Web site, www.pkwy.k12.mo.us.

This summer, every school will send information to parents about how to activate their online accounts.

**Infinite
Campus**

The logo for Infinite Campus, featuring the word "Infinite" in a serif font above the word "Campus" in a bold sans-serif font. To the right of the text is a stylized graphic of a dotted line forming a circular path.

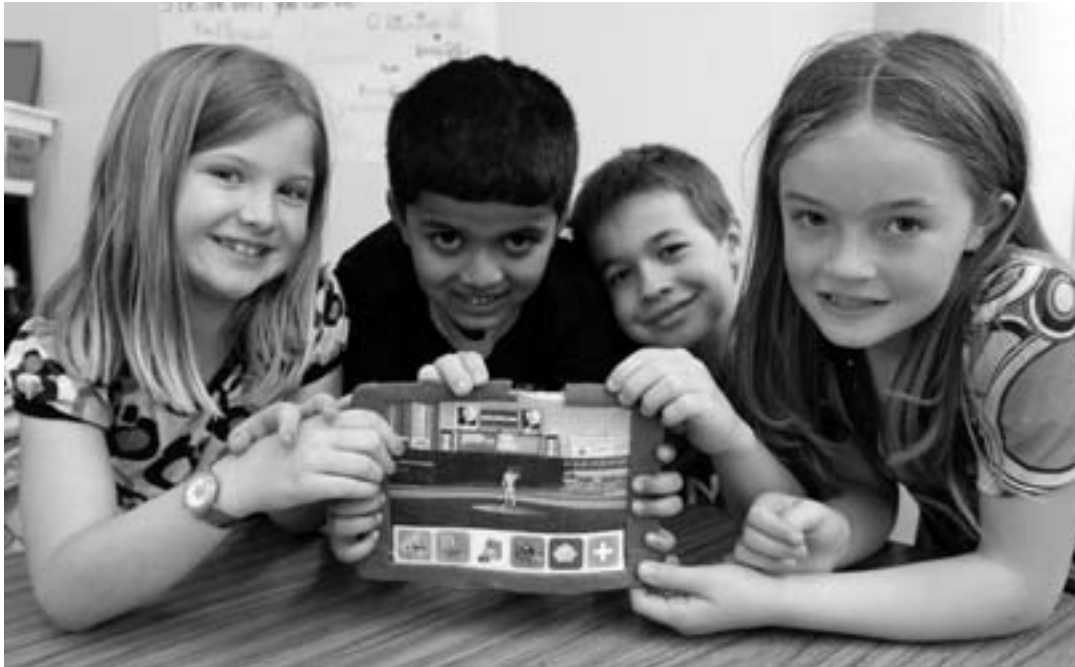


▶ **Central High's science wing will undergo extensive renovations. A new state-of-the-art addition, above, will provide students with the scientific tools they will need for the future. Other high school science labs will also be renovated through 2008 bond issue funds.**

Fixing Our Schools

Many Parkway schools will undergo renovations this summer with money from the 2008 bond issue. Look for the following renovations in the next few months. Thank you, Parkway voters!

- ▶ **BARRETTS**
Replace HVAC units and roofs at north end of building
- ▶ **CLAYMONT**
Replace south and west wall windows and storefronts
- ▶ **CRAIG**
Replace library roof
Replace main driveway pavement and curbs
- ▶ **GREEN TRAILS**
Replace retaining wall
Replace windows and add air conditioning in gym
- ▶ **HENRY**
Replace pavement and curbs in rear parking lot and drive
- ▶ **MCKELVEY**
Replace pavement in main parking lot and drive
- ▶ **RIVER BEND**
Add air conditioning in gym
- ▶ **ROSS**
Renovate nurse's health area
- ▶ **SORRENTO SPRINGS**
Renovate library
- ▶ **WREN HOLLOW**
Add air conditioning in gym
- ▶ **CENTRAL MIDDLE**
Replace roof in gym
Replace pavement and curbs
- ▶ **SOUTHWEST MIDDLE**
Replace one roof skylight
- ▶ **WEST MIDDLE**
Replace hot water boilers and pumps in HVAC systems
- ▶ **CENTRAL HIGH**
Renovate science classrooms and build addition
- ▶ **FERN RIDGE HIGH**
Replace parking lots, drives, curbs and stairs in back area
- ▶ **NORTH HIGH**
Update exit and emergency lighting
- ▶ **SOUTH HIGH**
Replace electrical systems
Replace front parking area and retaining wall
- ▶ **WEST HIGH**
Tuckpoint and seal exterior wall in south wing
- ▶ **INSTRUCTIONAL SERVICES CENTER**
Replace roof on two-story wing
- ▶ **DISTRICTWIDE**
Replace playground woodchips
Install security systems at elementary schools
Upgrade electrical systems
Replace windows
Replace carpets and floor tiles
Replace interior and exterior doors, frames and hardware
Upgrade kiln exhausts at elementary schools
Add storage tanks to hot water systems



► Wren Hollow second-graders love the electronic iTouch kd, above, a game model developed by South High students. The second-graders keep asking their teacher, Claire Scioneaux, when and where they can buy it.

Based on the survey, and other research that suggested the iPod was slipping in popularity, the marketing students developed iTouch kd, an electronic touch screen game for kids designed to complement Apple's i products.

Dressed in business suits and ties, the high school marketers presented a model of the iTouch kd to Wren Hollow students, telling the second-graders that iTouch kd would allow them to play games with their friends and would come in six bright colors. Long after the presentation, Wren Hollow students kept asking their teacher, Claire Scioneaux, when the iTouch kd would be available. "I was so surprised," laughs Scioneaux, "because I told my second-graders over and over that the toy was just make believe and the high schoolers were testing marketing concepts. But even now, I field questions. 'When will the iTouch kd be available at Best Buy?' 'How much will it cost?'"

Creating that kind of demand is a high compliment for South High marketing students, but the ultimate achievement is to get voted "Apprentice of the Year." Each of Terri Heller's four advanced marketing classes elects one such apprentice, each of whom must make a presentation to the class outlining his/her accomplishments and telling why he or she deserves the honor.

"I was smiling from ear to ear when I received the Apprentice of the Year," says Taylor Madden, who led a successful t-shirt campaign, in which she designed and sold t-shirts to classmates.

"I used my own money to have the t-shirts made, so that meant if I didn't sell the t-shirts, I would lose my money." Going from class to class during her lunch hour, Taylor asked several teachers if she could have a minute of time, and then quickly delivered her sales pitch.

Before Taylor knew it, she had collected hundreds of dollars in profit, all of which she donated to entrepreneurs around the world. "I really like Mrs. Heller's class because we work with real-life money and real-life deadlines. My dad works at an advertising agency, and if you miss a deadline, you get fired. In Mrs. Heller's class, if you miss a deadline, your grade really suffers."

"The Apprentice contest really motivates students," adds Brad. "It's an award of recognition outside of a grade. Everyone knows it's the top spot in marketing."

The only difference, though, is that Heller's students never utter the words, "You're fired." Only, "You're hired."

"I'll use the marketing concepts from this class in whatever field I choose for the future," says Brad. "I've learned how to create and sell a product. I've also learned how to sell myself."

THE JUDGES

➤ Ad execs, business people and teachers judge the South High campaigns.



CLAIRE SCIONEUX
Wren Hollow
Second Grade Teacher

"I was just as enthusiastic as my second-graders over the toy that South High students developed. My second-graders still ask me when and where they can purchase the toy."



SARAH GIBBS
Cannonball Ad Agency
Sr. Account Executive

"When I was in high school, we never created campaigns as professional as the ones I have judged at South High. We may have had the creative end down, but not the research. I didn't do this level of work until I was in college."



MIKE BELDING
Corner Grill
Asst. Kitchen Manager

"These campaigns are as good as any professional campaign I've seen. I view them all, select the top three to five, and then bring them back to my bosses who choose the winner."



KRISTEN ALDENDERFER
Cannonball Ad Agency
Account Executive

"I love to judge their campaigns. The students' creativity is contagious. It keeps me fresh in my job, too."

Financial Whiz Kids

Test your financial mettle against Central High students who took first place in the Missouri Personal Finance Challenge.



► **Central High students from left, Chenyao Yuan, Ashwath Sampath and Brad Schlosser say they plan to invest their financial winnings in options. Stanley Chiang, the fourth winner, is not pictured.**

Here's a chance to test your financial mettle against four 12th-grade students at Central High who recently took first place in the Missouri Personal Finance Challenge.

The students are Brad Schlosser, Chenyao Yuan, Ashwath Sampath and Stanley Chiang.

Before we ask you to answer the question that sealed their victory, we should give you fair warning. These four routinely invest in the stock market, read the *Wall Street Journal* and keep up on all things financial.

One of the four, Brad Schlosser, who is also a Missouri state chess champion, took a personal finance class at Central High last year, which covered everything from investing in the stock market to purchasing car insurance. The class became a requirement for all Missouri students in 2005 when the state board of education mandated that basic financial

competency was necessary to graduate from high school.

Brad's personal finance teacher, Bina Shah, makes financial topics come alive for students. A Central High graduate herself, Shah shares her own stories of buying a condo, purchasing a car, and yes, even mishandling money, to capture students' attention.

"In college," she confesses, "I blew all my money the first month. So I had to go out and get a job and work all through college to make up for it."

"By sharing stories with her students, Shah makes complex ideas very simple, and that's what you have to do to teach personal finance," says Sharon Laux, a financial instructor at the University of Missouri-St. Louis, who helps organize the Missouri Personal Finance Challenge, along with sponsors Wachovia Securities, the Federal Reserve Bank of St. Louis, the Federal Reserve Bank of Kansas City, the

Missouri Council on Economic Education and the Missouri Centers on Economic Education.

Laux believes Shah's teaching style and her eagerness to enter students in the finance challenge is a major reason more than half of the regional winners at the challenge were from Central High.

"Parkway does a great job with finance," she says. There's a strong method of success." For the past three years in a row, in fact, Central High students have won the finance challenge.

Now, on to the question that cinched the victory.

What is the term for a debt security that is sold at a discount to its face price and matures in one year or longer and that pays an investor no interest?

The answer, which appears at the end of this story, was easy, say the

winner, each of whom took home \$1,500 in prize money. How are these four going to spend their winnings? Brad, Ashwath and Chenyao say they plan to invest in options.

Meanwhile, Shah continues to deliver the financial lessons so critical to success in life. "I have some students who enter class not knowing the difference between a debit card and a credit card. Most students will end up in a business-related field, but they have no idea what that entails. They say they want to be an accountant, perhaps because their parents are accountants, but they don't know what that really means. I'm glad I can give them financial exposure, and a foundation to achieve financial security in the future."

Answer:

Zero Coupon Bond



► **"Most students will end up in a business-related field, so I want to give them a strong financial foundation," says Bina Shah, a personal finance teacher at Central High.**

class acts

Parkway students meet President Obama (again) and win top awards in writing, science, drama and chess.



► **North High students with special needs, above, emerged as leaders when the school hosted the Special Olympics. They developed and manned a popular booth that featured a cupcake walk, as opposed to a cake walk. "It was inventive and fun," they say.**



Presidential Scholar

William Sun, Central High, was recently named a 2009 Presidential Scholar by U.S. Secretary of Education Arne Duncan. Only two students from Missouri were selected

for this honor. William flew to Washington, D.C., this June to meet President Obama. He met the president once before when he won second place in the Intel Science Talent Search.

Missouri Scholars 100

Parkway has eight of Missouri's top 100 scholars. The eight seniors have been named 2009 Missouri scholars by the Missouri Association of Secondary School Principals, sponsor of the Missouri Scholars 100 program.

Parkway's winners are: **Jason Liangand** and **William Sun** of Central High; **Victoria Ngo-Lam** and **Gayatri Nijasure** of North High; **Laura Maguire** and **Xiaoran Xu** of South High; and West High students **Adam Friedman** and **Bob Han**.

National Merit Finalists

Fifteen Parkway seniors have been named National Merit Finalists. Along with the title comes scholarships from the National Merit Scholarship Corporation as well as colleges and businesses. The Parkway National Merit Finalists are:

William Sun, **Anna Dardick**, **Will N. Hack**, **Jonathan E. Taterka**, **Thomas A. Morrell**, **Jeffrey H. Huang** and **Erin S. Li**, Central High; **Rebecca Corman**, **Jack Regenbogen**, **Brad G. Donaldson**, **Abigail L. Scribner** and **Courtney E. Gray**, North High; and **Xiaoran Xu**, **Doreen Zhang** and **Sarah G. Wilson**, South High.

Finalists are selected based on academic records, including difficulty level of subjects, scores from standardized tests, contributions and leadership in school and community activities, as well

as essays and recommendations from high school officials.

Excellence in Science

Marilyn Piccirillo of West High won a \$15,000 scholarship in the Young Epidemiology Scholars Competition, a national science competition, for her project, *Enterococcal Catheter-Associated Bloodstream Infections: Is Removal of the Catheter Necessary for Successful Management?* Marilyn examined patient data at Barnes Jewish Hospital in St. Louis for her project, which also received a second-place award in the honors division of the St. Louis Science Fair.

High Scorer on AP Exam

Zhimeng (Kristy) Yang, Central High, is one of the two highest-scoring Missouri students on the mathematics, science and technology Advanced Placement (AP) exams. The high test scores qualify Yang for the College Board's Siemens Advanced Placement Award.

Chess Champions

Brad Schlosser, Central High, was the individual high school winner in the 2009 Missouri Denker Qualifier Chess Tournament. **Margaret Hua**, Pierremont Elementary, was the first place chess winner in her age group of the 2009 Polgar Playoff Tournament.

National French Contest Winner

Adrienne Hunt, North High, placed eighth nationally, as well as having placed third on the state level, in the 2009 Grand Concours National French Contest.

Writing Excellence

Loren Barnes and Leslie Davis, North High, earned first and second place, respectively, for essays they entered in the *Express the Music 2009* competition through the St. Louis Symphony. Their essays were chosen from 1,375 entries. Loren and Leslie were recognized at the *Express the Music Awards Ceremony* at Powell Symphony Hall.

Ginny Morrell and Anna Dardick, Central High, won first place and honorable mention, respectively, in the Wednesday Club contest, an annual poetry competition.

Joyce Lin, Southwest Middle, took first place in the Missouri Letters about Literature contest, while **Aneeqa Khan**, Southwest Middle, received honorable mention.

Carol Gao, Southwest Middle, won first place for her poem, "Hope," in a poetry contest for grades six to eight sponsored by the American Cancer Society's Relay for Life event.

Mandi Brehm, South High, is an international award winner in the What About Peace? arts contest. Her poem, "Questions from One Discontent," was chosen from thousands of entries.

Allegra Merriweather, West High, took second place in the state Poetry Out Loud competition.

Emalie Jacobs, South High, has been awarded the 2009 Scholastic Writing Silver Key Award for her personal essay, "The Tears Streamed Down My Face." The essay, which was recognized as one of the top 193 entries in Missouri, describes her slavery reenactment experience at the Slavery and Civil War Museum in Selma, Ala. Her essay will be published in *Missouri Youth Write*, an online publication.

Three West High students won journalism awards from the National Scholastic Press Association. The students are:

Caroline Ayers won an honorable mention for sports copy and caption writing; **Katie Masucci** won an excellent award for student life copy and caption writing; and **Laura Zambarana** won an excellent award for academic copy and caption writing.

Excellence in Math

Michael Zhao, South High, recently qualified to take the U.S. Mathematical Olympiad. Michael had to score in the top 1 percent of ninth and 10th graders nationally

on the American Mathematics Competition to achieve this honor.

Speech and Debate Winners

Three Parkway students were winners in the Missouri State High School Activities Speech, Debate and Drama Tournament. The winners, all from Central High, are: **Kara Bradley** took fourth place in oratory; **Luke Schiel** and **Anna Dardick** took fifth place in policy debate; and **Luke Schiel** took ninth place in extemporaneous speaking.

Drama Winners

Parkway students won several drama awards at the 2009 regional Cappies, the critic and awards program for high school theatre. Students performed "Oklahoma" and a scene from "Elephant Man." Overall, Central High won Best Musical and Best Set for "Oklahoma." Individual winners from Central High are as follows:

Josie Green, Best Female Dancer, "Oklahoma"; **Alon Gilboa**, Best Comic Actor in a Musical, "Oklahoma"; **Jake Rubin**, Best Featured Actor in a Play, "Elephant Man"; **Grant Harris**, Best Male Lead in a Play, "Elephant Man"; **Julia Levine**, **Maddie Frank** and **Sarah Petroff**, Best Set, "Oklahoma."

Academic Achievement

Taryn Pennington, Central High, and **Cherlier McClendon**, West High, were recognized for academic success; each won a \$1,000 scholarship from the Boeing Company through the Mathews-Dickey foundation.

Business and Marketing Excellence

Matt James and **Jacob Bray** of South High were honored by DECA and **Sam Cagle**, **Ben Rubin** and **Brad Schlosser** of Central High, received Future Business Leaders of America (FBLA) awards recently.

Matt James won third place honors in the Business Services Marketing event at the DECA and Delta Epsilon Chi International Career Development Conference and **Jacob Bray** received a \$1,000 DECA corporate partner scholarship.

Sam Cagle and **Ben Rubin** took sixth place in business ethics, and **Brad Schlosser** placed first and second in economics and business law, respectively, at the state FBLA Leadership Conference.

Brad Schlosser is also the 2008-09 first-place recipient of the virtual business scholarship for business and marketing students nationwide.



A Bumpy Road to Graduation

Jonathan Whitehorn, more frequently known as "Chicken" by his family and friends, has crossed a lot of roads getting to West High. A participant in the voluntary desegregation program since kindergarten, Chicken has also ridden a lot of buses to Parkway. But he hit a bump in the road last summer when he moved from the city to his father's house in Pagedale. That area was ineligible to receive transportation under the voluntary desegregation program guidelines.

Chicken knew one thing—he had to get to school every day to finish his senior year. He researched the Metro bus schedule and figured out a route to school. He walked a quarter-mile from school to a bus stop and then rode three buses home. Everything was great until a few months away from graduation when Metro cut bus routes. The closest bus stop was at 270 and Ballas Road.

Principal Beth Plunkett heard about his plight, and she and other school administrators jumped in to help. Plunkett and Assistant Principals Beth Middendorf and Tim McCarthy took turns taking Chicken to his bus stop every afternoon – a trip that soon became known as "The Chicken Run."

Chicken graduated May 16. That same day the *St. Louis Post-Dispatch* ran a story about Chicken and mentioned he hoped to work in the construction field. After the story ran, the district received inquiries from businesses wanting to talk to Chicken about a job. He recently accepted an apprenticeship with Midwestern Construction.

How will Chicken get to work each day? For the first two weeks his grandfather will drive him, and after his first paycheck, he'll be riding Metro buses again.

Project Parkway Gets Under Way



early 300 people attended the Project Parkway kick-off meeting in May. Participants listened to district leaders and well-known educational consultant Grant Wiggins discuss Parkway's future.

During the meeting, the Parkway Project steering committee also presented a draft of a new mission statement for the district, which they have been working on since February. The mission statement, which will undergo further study and revisions, is critical since it will set the foundation for strategic planning and goal-setting for Parkway.

To view a draft of the mission statement, visit the Project Parkway Web site, www.pkwy.k12.mo.us/projectParkway/index.cfm. Meeting minutes, committee members and a time line of events can also be found here.

You can also listen to audio segments of the evening through podcasts available at the Project Parkway Web site.

The next meeting for members on all goal committees is set for 7-9 p.m. on Aug. 4, 2009, at Central High.



▶ Project participants will review the district's progress and develop Parkway's 2011 - 2015 strategic plan.



This is Parkway... *at a glance*

▶ "Accredited with Distinction" by the Missouri Department of Elementary and Secondary Education (DESE)

▶ Recognized for "Distinction in Performance" by DESE for eight consecutive years

▶ 14 U.S. Department of Education Blue Ribbon Awards

▶ ENROLLMENT

2008-09 Enrollment: 18,013
18 elementary schools
Five middle schools
Four high schools
One non-traditional high school
One early childhood center

▶ FINANCES

2008-09 Residential Tax Rate: \$3.230 per \$100 of assessed value

▶ EMPLOYEES

2008-09 Teacher Salaries: \$36,000 (Lowest)
\$55,053 (Average)
\$81,186 (Highest)

▶ Percentage of certified staff with master's degree or above:
Parkway: 67.3%
Missouri: 51.3%

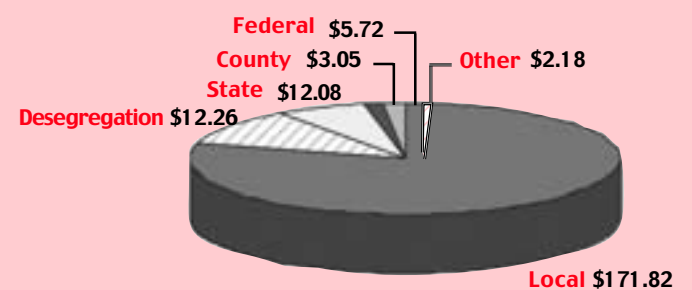
ACHIEVEMENT

▶ 2008 National Merit Students = 71
Semifinalists: 26
Commended: 45

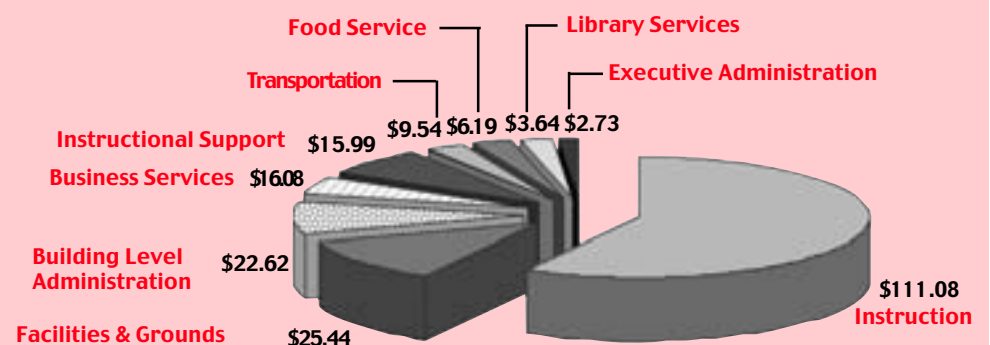
▶ ACT Composite Test Score
Parkway: 24.1
Missouri: 21.6
USA: 21.1

▶ SAT Combined Test Score
Parkway: 1814
Missouri: 1775
USA: 1511

2008-09 Operating Revenue: \$207.11 million



2008-09 Operating Expenditures: \$213.31 million



To view the 2008-09 budget, visit the Parkway Web site: www.pkwy.k12.mo.us/finance/index.cfm.

Parkway Alumni Inducted Into Hall of Fame



people

In case you missed the third Parkway Alumni Hall of Fame, here's a chance to briefly meet some of the outstanding graduates Parkway produces. The alumni pictured here were inducted into the Parkway Alumni Hall of Fame in November. Stone Phillips, former NBC "Dateline" anchor and West High graduate '73, served as emcee of the event.

August A. Busch IV, West High '82, headed the list of 25 business, science and community leaders inducted into the Hall of Fame. Other illustrious grads are: Dr. Monica (Hutchingson) Kleinman, West High '80, the clinical director of the Medical-Surgical Intensive Care Unit and the Critical Care Transportation Team at Children's Hospital in Boston; Richard Coughlin, Ph.D., West High '73, a pioneer in the field of biomedical research who has six patents to his name; Navy Capt. Kevin Little, West High '73, the former U.S. defense and naval attaché in Madrid, Spain; KTVI-TV (Channel 2) reporter Paul Schankman, Central High '78, who was voted "most talented" by his senior class; John Kelly, North High '78, play-by-play hockey announcer for the St. Louis Blues on FOX Sports Midwest and KPLR-TV (Ch. 11); Kimberly Cook Davis, South High '92, an accomplished attorney; and, posthumously, Suzy (Zucker) Esstman, North High '81, an executive at Procter & Gamble, founding member of the Jewish Community Center in Chesterfield and an active Parkway volunteer. To read more about these graduates or to view a complete list of all graduates, visit the Parkway Alumni Web site, www.parkwayalumni.org.



▶ Former NBC "Dateline" anchor and emcee Stone Phillips with his mother



▶ Entrepreneur Bill Thompson, left, and Mark Sauer, a fertility pioneer



▶ Dr. Monica (Hutchingson) Kleinman and Franciscan brother David Buer



▶ Reporter Paul Schankman and attorney Kimberly Cook Davis



▶ Kevin Little, left, a former U.S. Defense naval attaché in Spain



▶ Biomedical pioneer Richard Coughlin and the late philanthropist Suzy (Zucker) Esstman

Keeping Our Schools Safe

A new doorbell and monitor system will help keep strangers out of elementary schools.



Outside Doorbell

▶ A Mason Ridge visitor must ring a doorbell at the front entrance.



Indoor Monitor

▶ The visitor can be seen on an inside monitor as he rings the bell.

A

new doorbell system should improve security at all 18 elementary schools in Parkway.

Parkway has already installed similar systems at Mason Ridge and Green Trails this year to keep out strangers. Visitors who wish to enter these buildings must ring a doorbell at the front and/or back entrances and identify themselves. Office staff can see the visitors on an inside monitor before letting them in.

The new front door security system, officially known as the Aiphone system, costs roughly \$2,500 per school and is funded through the 2008 bond issue. Thank you, Parkway voters!

"Parents have been asking for these systems," says Mike Mertens, director of facilities, who expects to have all 18 elementary schools outfitted with the new

security systems within 18 months.

An older version of the doorbell system was installed at Green Trails last year, but office staff were somewhat disappointed by the system's limitations, which focused more on a person's torso than face. The new Aiphone system, with pan and zoom and tilt capabilities, corrects all that and gives a clear picture—literally—of a visitor's face.

From her inside monitor at Mason Ridge, Lorra Rhodes, a secretary, estimates she sees a visitor at the front door every five minutes or so on a busy day.

Like other Parkway elementary school doors, Rhodes notes that Mason Ridge doors are locked from the outside to prevent access, but are not locked from the inside so staff and students can exit easily.

The new system is the latest security measure Parkway has

added to its comprehensive security and safety program, which also includes bus and school cameras.

A link to safety resources and tips for parents can be found on the home page of the Parkway Web site at www.pkwy.k12.mo.us.



▶ On a busy day, Mason Ridge secretary Lorra Rhodes hears and sees a visitor every five minutes on the indoor monitor.



► **“Music centers the whole person,” says Drew Davis, Parkway’s teacher of the year.**

Music Man

For Parkway Teacher of the Year Drew Davis, the sounds of instrumental music get better every year. Even after 23 years of teaching, he still loves to lend an ear to students who want to perfect their technique and become better musicians, even if it requires staying long hours after school to do so.

“Music centers the whole person,” Davis says. “It requires them to physically manipulate an instrument while matching the written material with what they hear. It requires people to use both sides of their brain at once. It also embodies a spiritual aspect, getting people emotionally involved in what they’re playing.”

In addition to teaching regular band classes at Southwest Middle, Davis conducts a student jazz band, which has played to critical acclaim at venues that include the Branson Belle Showboat and Six Flags Over Mid America.

He wants to give his students the experience of live musical performance and of teaching them to deal with the stress that accompanies it. His students are required to perform solos in front of their classmates and a video camera as if they were in a musical performance contest.

Performance is a huge part of his personal life as well. Over the years, Davis has performed many kinds of music in bands and ensembles which include the Parkway Brass Quintet, Yessir! and City Trio. He often has donated performances to groups raising money for non-profit organizations or to simply provide a window for the public to view and hear the high level of professionalism of Parkway’s music educators.

Whatever the venue, Davis is committed to doing anything that makes music a part of people’s lives.

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Your School Board

Putting faces with names

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Beth Feldman



Chris Jacob



Dudley McCarter



Dee Mogeran



The board meets at 7:30 p.m. on designated Wednesdays at Central Middle. For more information on board meetings or policies, please visit our Web site at: www.pkwy.k12.mo.us/boe/boe.cfm.



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Calendar

www.pkwy.k12.mo.us/calendar/calendars.cfm

August 17
 First day of school

September 7
 Labor Day
 No school

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