

# Reach



Little Rock Boys & Girls Clubs, 1201 Leisure Place, Little Rock, AR 72204

Winter 2000



Dalton Whetstone Boys & Girls Club's dramatic canopied entrance awaits the flood of eager southwest Little Rock kids.

## Ready to move in at Dalton Whetstone

To the delight of kids, staff, parents, and neighbors, the Dalton Whetstone B&GC is finally moving into its new, permanent home. The building was declared finished January 31 with a walk-through by the contractor, architect/engineers, and B&GC staff. The many years of dreaming, planning, and hard work are complete.

Parents, kids, and neighbors watched with amazement as the building took shape over the eight-month construction period. Excitement and anticipation grew by the day. No one expected such a fine facility to be built in their neighborhood. They gradually realized that the Boys & Girls Club people meant business. They were doing what they promised. The

staff overheard many joyful comments as the building progressed, including "Hallelujah" and "Praise the Lord."

The new building will primarily house programs for the younger kids. The existing facilities will become a teen center. The teens can hardly wait to "get the little kids out from underfoot."

With the combined facilities, the Dalton Whetstone B&GC will be a model club, a club for the 21st Century, the finest in Arkansas and one of the best in the Nation. It will become a hub of community activity and a one-stop center for youth and family services.

Thanks to Bud Whetstone and our many wonderful friends whose contributions made Dalton Whetstone B&GC a reality.

### *Penick girls' facilities targeted*

### **Capital campaign only \$300,000**

Finally! A glimmer of light at the end of the tunnel! After nine months of hard campaigning and a marvelous response from our many friends, we're 95% complete.

The remaining \$300,000 is targeted for the new James H. Penick Boys & Girls Club addition. It will include a new gym and facilities for girls.

The new gym will give much needed relief for Penick's popular basketball program. It will also anchor exciting new programs for girls, including social skills, life skills, academics, mentoring, art, drama, and dance, as well as the traditional basketball, volleyball and soccer.

Penick serves 1,700 boys and 94 girls. (*See related article on page 4.*) The new facilities will accommodate over 700 additional youth, mostly girls.

Have you made your campaign pledge? If not, please do it today. Help Little Rock Boys & Girls Club achieve "the impossible dream"! For more information, call (501)666-7749.

## *Sponsored by JCPenny and B&GCA*

### **Dalton Whetstone selected pilot site for national after-school education program**

Little Rock Boys & Girls Club will reap the benefits of a Boys & Girls Club of America/JCPenny partnership to improve the academic achievement of Boys & Girls Club members. B&GCA and JCPenny will select 180 sites, 60 clubs per year over three years, for targeted Project Learn implementation. Project Learn is a B&GCA initiative to develop "state-of-the-art" after-school education programs in clubs nationwide. The pilot sites will become models for other clubs.

Dalton Whetstone B&GC has been selected one of the first 60 sites. We will receive customized, on-site Project Learn training, technical assistance in developing education programs, and a \$10,000 grant to support the project. A B&GCA national staff member will be assigned to Dalton Whetstone for one year of direct training and assistance, and a second year of technical assistance. Penick, Billy Mitchell, and Thrasher staff will also attend training sessions at Dalton Whetstone and implement Project Learn in their units.

The \$10,000 grant, with a \$5,000 Southwestern Bell Foundation grant, will be used to help fund a new education staff position at Dalton Whetstone to direct the program.

Another foundation has also been requested to help fund the position.

The new education director will be assigned to Dalton Whetstone but will also assist the other units in developing their programs. The LRB&GC will be well-equipped to meet the after-school educational needs of kids for years to come.

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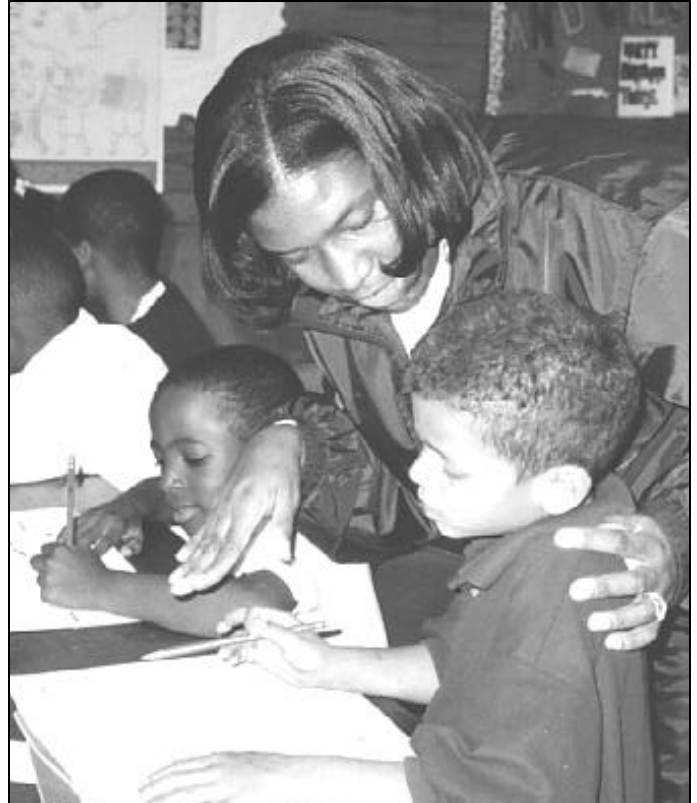
roots organization whose members live within the Enterprise Community Zone. The group identifies human services and economic development needs and contracts with community-based organizations to provide needed services.

Penick, Billy Mitchell, and Thrasher units are participating in the project. Program staff work with schools to identify children with learning problems, identify specific needs, and develop individual improvement plans. Tutoring takes place after school at each of the units. Forty-three children are currently enrolled in the program. Sixty are expected

### **LRB&GC provides tutoring for Enterprise Community residents**

Little Rock Boys & Girls Club, Gaines Street Center for Community Enrichment, St. Francis House, and Hebron 2000 in North Little Rock have formed a coalition to provide tutoring for children in grades K-12 living in the Enterprise Community Zone. The EC Zone is an area comprised of 21 census tracts in Central Little Rock and North Little Rock south of Interstate 40.

The coalition contracted with the Pulaski Enterprise Community Alliance to provide tutoring services. The Alliance is a federally funded grass-



**Margaret Lewis, EC coordinator at Billy Mitchell Boys & Girls Club, tutors students in the program.**

## City of LR funds Billy Mitchell teen outreach program

Billy Mitchell B&GC has received a \$45,000 Prevention, Intervention, Treatment (PIT) grant from the City of Little Rock to fund an outreach program for teens and pre-teens in the midtown area.

The PIT grants specifically fund programs targeting juvenile crime and violence, alcohol and drug use, and developing alternatives to gang membership. Anita Williams will direct the program at Billy Mitchell. She has begun recruiting youngsters in the 11-to-19 age group to be a part of the program, which is designed for approximately 75 participants.

Recruiting is a major hurdle when developing outreach plans for older youth. Teens have often been drawn to extra-curricular activities at school as well as undesirable after-school pursuits.

As program director, Ms. Williams will visit schools, churches, and other meeting places where families and teens gather. She will begin by explaining the outreach program, answering questions, and distributing plenty of brochures.

After several teens have registered for the program, it becomes easier to recruit additional youth. Word of mouth helps promote the program's popularity. Young people who join begin reaping the program's benefits immediately. They find a safe place to go after school and on Saturdays where they can meet friends with their parents' approval. Homework help is available. There is always an older person around to confide in, and fun things to do. Sports sometimes becomes part of the draw that B&GCs offer this age group. The director also arranges for programs on topics such as job readiness, career choices, life skills, drug and alcohol resistance skills, and conflict resolution.

Occasional field trips offer opportunities for teens to gain experience in social situations they may otherwise miss out on as well as expanding educational horizons.

The PIT grant programs are now in place at each of the four Little Rock B&GC units, helping prevent youth problems by providing positive, constructive alternatives and generating positive peer pressure to join.

Little Rock's juvenile crime has declined remarkably since the inception of the PIT program.

## New staff at Billy Mitchell B&GC



**Anita Williams**, a Little Rock native, has been named director of the new outreach program targeting teenagers at Billy Mitchell B&GC. (See article at left.) Ms. Williams has been at Billy Mitchell for six years as an activity leader. She is a senior at Philander Smith majoring in chemistry.



**Chris Atterberry**, 26, pictured above with a few friends, is Billy Mitchell's new assistant unit director, joining the staff on October 1 of last year. A graduate of Cabot High School, he attended Henderson State and graduated from Arkansas Tech University in Russellville with a degree in History Education.

Atterberry replaces Lyle Middleton, who left Billy Mitchell to become director at the McGhee (Ark.) Boys &

## Girls become Penick unit members for first time

Greg Morse has been unit director at James H. Penick Boys Club for 12 years. Soon after Penick became a boys **and** girls club last September, Morse said he walked into the game room one afternoon to find it full of little girls and big girls — the volunteer moms — practicing cheer-leading drills. “That’s when it really hit me,” Morse said. “We have girls at Penick!”



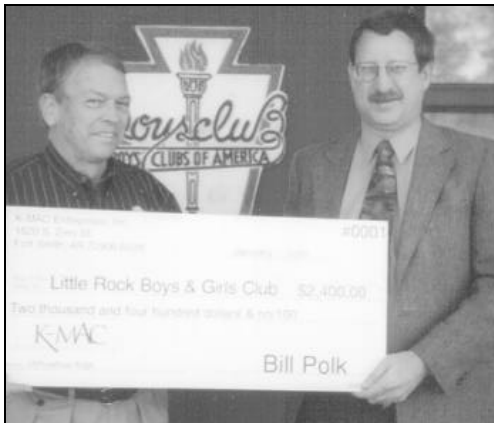
**James H. Penick Boys & Girls Club Cheerleaders — 1999-2000**

Penick has registered 94 girls as members since September. Most of these participated in Penick’s new girls’ basketball program during October and November. When boys’ basketball began in November, the

girls were offered the opportunity to form cheerleading teams and 48 signed on. Volunteers from Central High School held several day-clinics with the help of team mothers, to teach cheers. Teams of three or four girls cheer for each team at Penick games.

The girls regularly attend after-school tutoring sessions at the unit and the all-day Saturday program for members. Penick expects a dramatic increase in female membership when the planned expansion at the unit is complete. Work is expected to begin sometime this year.

### Taco Bell donation accepted recently



A percentage of Taco Bell’s talking chihuahua sales will help Little Rock Boys & Girls Club support a new Teen Center planned for southwest Little Rock. Executive Director Jim Brown (l) accepted the \$2,400 donation from a Taco Bell representative in January. Taco Bell is a franchisee of K-MAC Enterprises.

### TV personality visits Thrasher B&GC



Mark Curry, the actor/comedian who starred in the hit sitcom “Hanging With Mr. Cooper,” visited Thrasher B&GC recently before his show at Robinson Auditorium. Curry signed autographs, played video games and shot hoops with members. Curry made a point to encourage Boys & Girls Club members to stay in school.

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*Jane Hightower, Editor/Writer*

*James F. Brown,  
Executive Director*

*Vernon L. Deas,  
Development Director  
Contributing Writer*

## Capital campaign materials honored with Addy Awards

Marion Kahn Communications, marketing/public relations agency for Little Rock Boys & Girls Club's capital campaign, received two prestigious Addy Awards for its work on the campaign. Marion Kahn, a third-generation board member at LRB&GC, was thrilled with the recognition for the club.

The integrated campaign consisted of an oversized four-color brochure, invitations to home parties carrying the same theme, thank-you cards, a 12-minute video, 30-second radio and television spots, and a 60-second radio spot.

The fund-raising video featuring club alums Houston Nutt and Sidney Moncrief, as well as campaign chair Haskell Dickinson and donor Bud Whetstone, won a gold Addy in the public service broadcast category for an audio/visual work.

The entire campaign, including the video, note cards, invitations, brochure, and radio and television announcements, received a silver

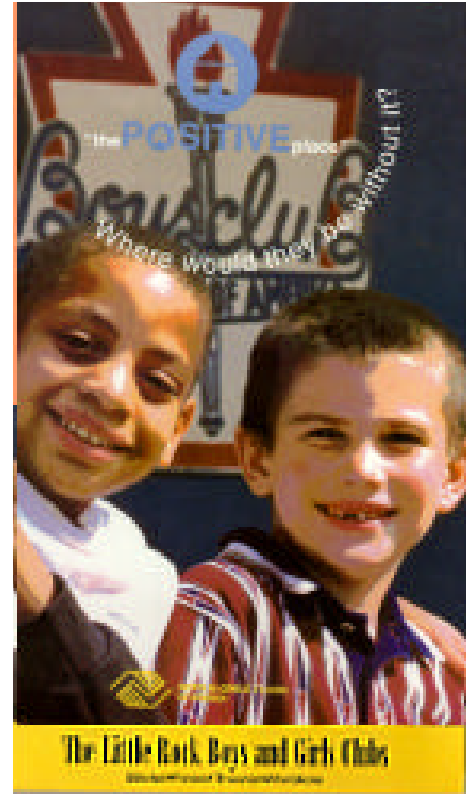
award in the public service campaign category for a local campaign.

Both entries will be forwarded to compete in the American Advertising Federation's American Advertising Awards Competition for the 10th district.

The local Addy awards are the first in a three-tiered national competition organized annually by the American Advertising Federation. It is called the industry's largest and most representative competition for creative excellence.

This project was unique in that the creative team was made up of more than just agency personnel. The team consisted of Kahn, Wesley McHan, creative director at Marion Kahn Communications; Jim Brown, executive director of LRBGC; Vern Deas, development director at LRBGC; and Haskell Dickinson. "In fact," Kahn said, "those are the names I entered for the creative team on the Addy submission." Skip Thomas produced

the video and public service announcements, and Bob Ocken photographed club members for the brochure.



### In Memoriam: Herbert L. Thomas, Jr.

The Little Rock Boys & Girls Club lost a faithful and valuable friend with the death of Mr. Herbert L. Thomas, Jr. last fall.

Mr. Thomas had been a LRB&GC board member for 50 years, and served as president in 1970 and 1971.

Affectionately nicknamed "Jabbo" by his friends, he enjoyed sports of all kinds and was a supremely loyal Razorback fan. He was chairman of the building committee of Barnhill Arena, a member of the Arkansas Tennis Hall of Fame, and past president of the Southern Lawn Tennis Association..

Born in Little Rock, he served as a lieutenant in the U.S. Navy during World War II. He was a graduate of Pennsylvania University and Wharton School of Business at Harvard. Best known as president and chairman of Pyramid Life Insurance Company, he was a business and civic leader whose influence in Arkansas was felt far beyond Little Rock.

Mr. Thomas died September 27 (1999) in Hot Springs. He is survived by his wife, Jeannie; two daughters and sons-in-law, Gray and Jack Langston of Fort Smith, and Clare and Kirby Williams of Hot Springs; his son and daughter-in-law, Herbert L. III and Elizabeth Wilman Thomas of Germantown, Tennessee; eight grandchildren; two sisters; and a brother.