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Developing Social Skills that Last a Lifetime™

March 20, 2009

<President>
<Rotary Club>

Dear <<Rotary President>>

I am writing to you to offer your Club an opportunity to change the face of education in a positive way through the principles of the Four Way Test as taught through our SocialSmarts Program. Recently I had the privilege of sharing my "Failure to Educate" presentation with your club. Since October, 2008 I've been fortunate to share the message of the importance of social skills education in our children's schools and its proven positive impact with 20 Rotary clubs alone, and more are scheduled in the coming months.

When I give my presentation, the comments and remarks by Rotarians are nearly unanimous. The following are representative of what I regularly hear:

"SocialSmarts is great program that you are doing for our kids here in this area. Thank you." – Jesse Tam, District Governor 08-09, Seattle International District

"Your presentation was exceptional and the importance of promoting positive social skills, in my view, can't be underestimated." – Russ Saimons, Lake Union Rotary

"...I learned something about our educational system, our society and their interrelationship. Your "mission" is such a no-brainer that it makes me crazy." – Scott Jamieson, University Sunrise Rotary

"I'd like to see Rotary - thousands of Rotary clubs around the U.S. - take this up as a Community Service project- to influence schools to integrate this sort of content into their curriculum." – Howard Gutknecht, Rainier Valley Rotary

"You began your presentation with concepts Rotary has championed – service above self and the four-way test. If we can build these concepts into young people rather than a 'me first' or 'only me' mentality we can build a more respectful and cooperative student body, work force, and society." – Gordon Barnes, Lynnwood Rotary

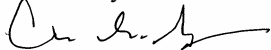
These final two comments inspired a thought which I would like to share with the Clubs at which I have spoken. As a fellow Rotarian who believes in giving back to our communities and because of Rotarians' legendary commitment to bettering our communities, -- particularly in the area of improving the lives of young people, -- I would like to make this offer: if 5030 Rotaries would like to identify and nominate one elementary school in each of their local areas with which they'd to share the SocialSmarts program (built in part on the foundation of the Four Way Test), we will waive the licensing fees for that school for the first year, and each year thereafter as long as they continue the program. Since there are material costs involved in the program, these remaining costs could be covered by the local Rotary club sponsoring the school or by a corporate sponsor or underwriter secured with the help of the local club.

There are some details we would need to work out to ensure that the nominated schools are good candidates for the program. Schools nominated by the Rotary clubs will be evaluated and selected based on several factors including their present environment, goals and needs, and how willing they are to adopt our program philosophy and methods.

We see a number of benefits of this approach. First, the schools gain a program that will help them minimize classroom disruption, improve teacher effectiveness, provide students with critical social skills that benefit them now, in school, and beyond. Local Rotary clubs benefit by assisting their community schools in adopting a program that is beneficial to *all* concerned. Further, SocialSmarts itself incorporates a lesson on Rotary International, its origin and mission, along with a mapping of the Four-Way Test to those important virtues and social skills students have been studying. Students, teachers and parents will gain exposure to and awareness of Rotary that will lead to increased visibility for RI and its purpose, particularly to the younger generations Rotary wishes to attract.

The theme for RI in 2009/2010 is "The Future is in your Hands." This program is a powerful way to show that the future of education is in your hands, if you want it to be. If our SocialSmarts offer is of interest to your Rotary Club, please contact me directly by phone at 425.485.4089 or by email at corinneg@politechild.com. It's our goal to make this program available to at least 10 sponsored schools for coming 2009/2010 school year, without cost, which generally means we need to complete the selection process and beginning planning and implementation by August, 2009.

Sincerely,



Corinne A. Gregory
President & Founder, The PoliteChild, Inc.