



# Rattleskin



**PTA**

*everychild.one voice.*

Poway Unified School District

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Principal: Julie Lerner  
PTA President: Susan Spoto

**Vol. 74 No. 2**  
**October 2009**

# OCTOBER 2009

## Principal's Message

Dear Midland Families,

Wow! It's hard to believe we are already in the month of October... where have the past six weeks gone?! Thank you for your support in helping us begin the school year in an exceptionally positive way. Below is a summary of what's been going on and things you might want to know about our school.

- Our staff is **THRILLED** to share some incredible news about Midland's success from this past school year. Each school's test scores for the 2008-2009 school year were recently reported in the local newspapers. Based upon the State's measure of a school's academic performance (API), our school's API increased from 879 to 903! An API rating of 903 is an exceptionally high score, and one that *every* member of the Midland community should be proud of.
- What's even more important than our school's API score is that this incredible gain is concrete evidence that many more students at Midland Elementary School are performing at the Proficient and Advanced levels of achievement on the California STAR exam. Our school-wide commitment is to ensure our Rattlers become "College Ready"... and when our students perform at the proficient and advanced levels on our State exam, this is clear evidence that we are working toward meeting our ultimate goal.
- Thank you to every parent who set aside time to attend one of our Mandatory Parent Meetings last month. As we shared during the meeting in order to meet the needs of each one of our 603 Rattlers, we need to work together, hand-in-hand, because our children do not come to us with a set of instructions. There is no question about it – success at school begins at home. One of the most vital components of our successful school is the partnership we share between Midland and you, the parents. We will work together in the best interest of children.
- To continue with our shared partnership, the week of November 16th to 20th has been set aside for you to schedule Parent/Teacher

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### BOO!



**Have a happy and safe Halloween.**

### Dates to Remember:

- 10/19-23 Red Ribbon Week
- 10/22 Midland Night at Rubio's
- 10/23 Movie Night
- 10/30 Midland Fun Run

## President's Message

Can you believe it's October already!? Thank you to all the families and friends who joined the PTA—our membership drive helps the PTA to hold our students' assemblies and family events during the year. It's not too late to join, and we encourage you to become a member of the Midland PTA! Thank you also for attending the Back-to-School Night Association meeting and voting on our calendar, budget, and reports.

Our **Poway Days Heritage Parade** volunteers helped make that September morning really memorable! Thanks to our staff, families, kids, and to Rocky for walking with us down Poway Road and helping us win the School Award for best school entry! Way to go, Rattlers! The ribbon is hanging in the front office so stop by and see it! Thank you to both our organizer, Cindy Cribbins, for her enthusiasm and genius, and to the Scott Family, for adeptly creating our Rocky! Rocky will be visiting students from time-to-time, so keep your eyes peeled for a big yellow friendly rattlesnake!

Our **2nd Annual Welcome Back Country Fair** was *lots of fun* and a great opportunity for families to reconnect with each other within our Midland community! Another thank you goes to Deanna Beeson for organizing this

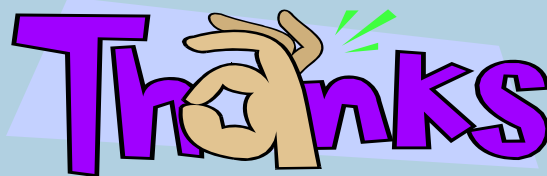
extraordinary event and to all the volunteers that helped make it possible!

The month of October brings **Red Ribbon Week**, October 19-23, with an assembly on the afternoon of Thursday the 15th. On Friday October 23rd, at 6:00 pm, we will have our first-of-the-year **Movie Night!** Bring your family and enjoy a movie together in Midland's MPR. Finally, on Friday, October 30th, we will have our annual **Fun Run** from 8:00 to 9:45 am. Thanks to Deanna Beeson, Jeanie Alford, Astrid Laido, and Colleen Pratt for all their hard work!

Our **Safety Team** is doing a terrific job of directing the morning student drop-off and afternoon crosswalk safety in our parking lot. Thanks to Angela Crowell and her team!

As always, we encourage and welcome participation in the many events that the PTA sponsors throughout the year. For more information, please feel free to contact me at [sspoto@cox.net](mailto:sspoto@cox.net) or at 486-7873.

Susan Spoto  
Midland PTA President



### A special "Thanks" goes out to:

- The **Poway Walmart** for selecting Midland Elementary School as the recipients for their '09-'10 **Teacher Rewards Program**. Each grade level team received a \$150 gift card, and our Special Education team received a \$100 gift card to be used in Walmart to help offset out of pocket expenses for school supplies.
- The **Rotary Club of Poway** for supplying new backpacks and gift certificates to some of our students in need.
- **Penny Caughey** for delivering a box full of classroom supplies to our staff because, her children went to Midland Elementary a long time ago... and she has a great love of this school!

# Principal's Message

Continued from Page 1

Conferences. These conferences provide an opportunity for parents to meet with their children's teachers to review progress reports and to find out how their children are performing in school. Unlike past years, these conferences will be held on a minimum day schedule that is different from our Friday Time-Banking Day. ***Please mark your calendars - for the week of November 16th, students in Kindergarten through Fifth grade will begin school at our regularly scheduled time of 8:00 am, but will be dismissed at 12:00 pm. This schedule will include recess and lunch for our students. PEPP will remain on its normal daily schedule throughout this week, but parent/teacher conferences will be scheduled as well.***

I'm looking forward to our continued partnership... it's going to be a GREAT school year!

Take care,

Julie Lerner

## Let's Build Our Foundation

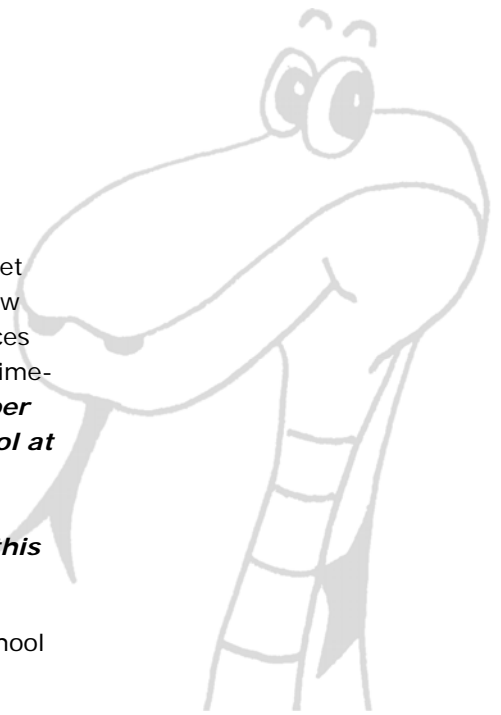
Now that school is well underway, it is time for the Midland Educational Foundation to really get serious about our fundraising. It is crucial that we continue to raise money for the education of our children. The best thing about the MEF is that all funds raised go directly to Midland and its students.

Here's how you can help. We'd love to accept your tax-deductible charitable donation! Your direct donations, big or small, make a big difference. Also, check to see if your employer has a "matching donation" program. Many companies do. Contact Colleen Pratt at 513-9182 for more information.

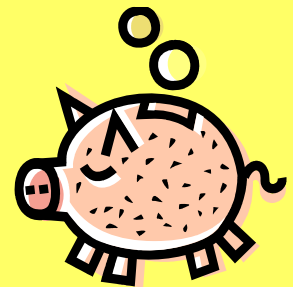
You may ask "What will the money be used for?" One of our most dire needs is in the area of supplies. Teachers' supply budgets have been drastically reduced in the last 2 years and it is having a big impact on our kids. We also hope to raise enough money to plan for some long term projects in the areas of Physical Education and Technology. We hope to raise \$15,000 this year, so help us out!

Upcoming fundraisers include our MEF Foundation Cookbook. Please be on the lookout for flyers selling advertising space in it. Our popsicle sales will continue as long as the weather is hot. When the weather cools, we'll find something else to tempt you! We're planning an adults only Dessert Night/Silent Auction Midland Reunion for February as a fun way to reunite with past grown-up Midlanders and to raise money for our kids.

Thank you for your support. If you have questions, please contact Colleen Pratt at 513-9182 or [cepratt@cox.net](mailto:cepratt@cox.net).



**Save For  
Tomorrow**



Our Partner in Education, **California Coast Credit Union**, will donate \$25 to the Midland Educational Foundation for each new checking or savings account that is opened (certain restrictions apply). For more information, please contact Colleen Pratt at 513-9182.



## It's Not Too Late...To Get On Board!

Thank you to those of you who have already joined the PTA. Our total so far is 280. We are still a long way away from reaching our goal of 360 members. We are not asking you for a time commitment, rather we are asking you to

help provide your child with the family events, the assemblies, the art program, and the field trips they take part in every year. Those are the things that your \$7.00 dues help pay for. Remember, you are the P in PTA. If you have not had the chance to join yet, please stop by the office or ask your teacher for a membership envelope.

Thank You!

Amy Nothwang & Randi O'Reilly  
Membership Committee

### Midland Fun Run October 30



The annual PTA **Fun Run** will be held on October 30. The Grand Prize of the raffle is a bicycle! Kids will receive one raffle ticket for every dollar that is donated to the PTA.

#### Fun Run times are:

K-1st: 8:15-8:40am  
2nd-3rd: 8:45-9:10am  
4th-5th: 9:15-9:45am

All parents are welcome to cheer on their kids!

## Counseling Corner

### Handling Arguments at Home

by Traci Acers, Counselor

Arguments can cause great family stress. Whether they occur between children and parents, siblings, or children with friends, they are situations people like to see resolved quickly.

#### Understand and Question

Showing that you understand the problem will diffuse the anger. Statements like, "I agree that it seems unfair to you," or "I could see how that could be frustrating," often work. "What do you think we can do about it?" will promote thinking and signals that you are going to help him/her find a solution but do not solve the problem for your child.

#### Stop the Argument before it begins

Never argue with a child over something you want him/her to do. Rather tell the

child what is to be done. If he/she does not comply give a consequence.

#### Calm Down

This can be challenging but staying calm will help you maintain control over the situation. It is o.k. to say, "I need to take a break to think about this situation. Let's talk about this in a little while."

If your child is upset with you and expressing anger you can say, "When you are calm, we can discuss it." If your child can't calm down, walk away and ignore the behavior. Do not continue to talk to the child.

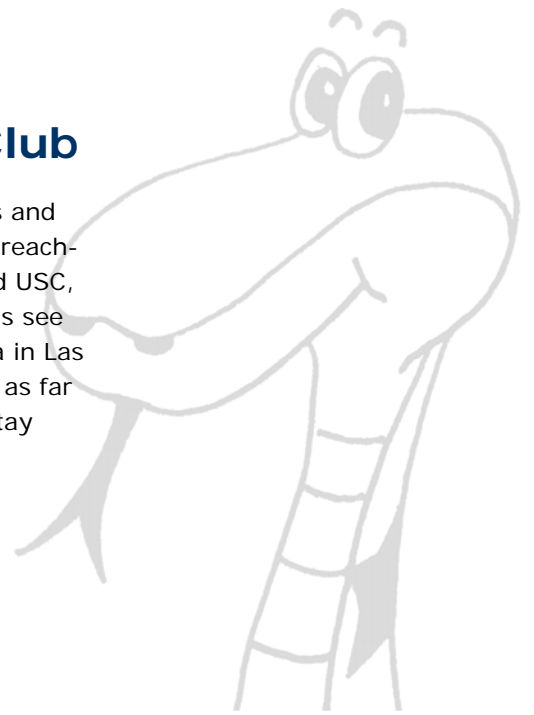
Here are some ways we teach kids to calm down at Midland: take 3 or more deep breaths, drink water, exercise, think about a happy memory, count backwards from 10 or more, do something fun, snuggle an animal, talk with someone.

## Rocky On The Road With The Fitness Club



Thanks to the combined mileage of all our great runners and walkers, Rocky Rattler easily surpassed our first goal of reaching SDSU or UCSD. He even made it as far as UCLA and USC, which are over 100 miles away from Midland. Now let's see how far he can go this month. The University of Nevada in Las Vegas is over 300 miles away. I think we can send him as far as UNLV if we all lace up our shoes and hit the track. Stay tuned to see how far he can go!

Noreen Arnold



## Fall Fundraiser Update



I would like to thank Midland families for their support of our INNISBROOK WRAPS fundraiser. Without the funds generated from this fundraiser, our children's school year would be a lot less "colorful". Thank you again for your support. Innisbrook should be delivering the orders mid-October. The exact date will be announced shortly.

Bea Graytock

## Calling All Chefs!

The Midland Educational Foundation is compiling recipes for a **Midland Cookbook**. Children love to see their names in the cookbook under their favorite recipe! Recipes will need to be submitted by October 9. A form should have come home with your child last week. In addition, we are selling advertising space to raise money for Midland. If you own a business or know someone who does, the cookbook is a great way to advertise to the Midland community at a reasonable rate. \$20 and a business card will get you some great advertising in the Midland community! Contact Colleen Pratt at 513-9182 or [cepratt@cox.net](mailto:cepratt@cox.net) for more information.



## Red Ribbon Week



Oct. 19-23

## Nurturing Full Potential

Parent involvement is the #1 reason children succeed in school!

# Reflections 2009/2010: "Beauty Is..."



It's time for the annual PTA **Reflections Program**! All students can participate in this art contest. The theme is "Beauty is..." What does this mean to you? You can express yourself in creating an artwork in any of the following categories:

- Visual Arts (painting, drawing, watercolor, collage, etc.)
- Literature
- Photography
- Musical composition
- Dance choreography
- Film production

Be sure to follow the rules that are specific for your art category. You can find these on our school website, [www.powayusd.com/pusdmies](http://www.powayusd.com/pusdmies), by following the Category Rules link under "Reflections."

**The submission deadline is Monday, October 26, 2009.** You can turn in your masterpiece together with the Entry form to your teacher or drop it off in the office. Each artwork also needs an artistic statement that explains how your piece relates to the theme.

Each piece will be exhibited at an Awards Ceremony where every participant receives a ribbon. Selected pieces will move on to the next level of the contest (Palomar Council).

For general information about the Reflections program, go to <http://www.capta.org> under "Reflections." For more information about the program at Midland Elementary, go to [www.powayusd.com/pusdmies](http://www.powayusd.com/pusdmies) under "Reflections," or contact Astrid at [astridwlaido@aol.com](mailto:astridwlaido@aol.com) or Deanna at [defreitasfamily@cox.net](mailto:defreitasfamily@cox.net).

Please note, the Midland website link may not be up for a week or two.

Happy Creating!

# IMPORTANT SAFETY MESSAGE

## Driving

When driving your children to and from school, please remember to use designated drop-off and pick-up areas.

- On Midland Road WHITE curbs are for drop-off and pick-up only...NOT parking. The driver should never exit the car.
- RED curbs are for designated emergency vehicles and bus pick-up ONLY and should never be used for pick-up and drop-off.

On Edgemoor Road, please do not double-park to pick-up or drop-off your child. Traffic cannot safely get around double-parked cars without driving into oncoming traffic. To keep all of our children safe – please be sure to pull to a curb and have your child exit on the passenger side of your vehicle.

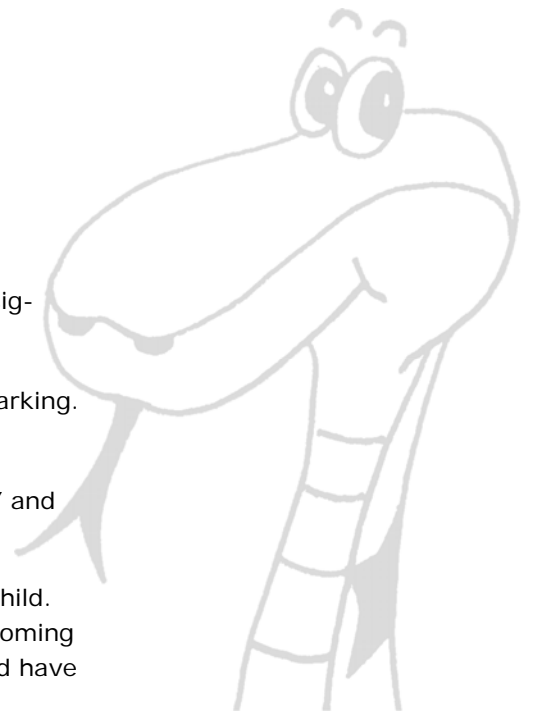
## Walking

When walking to and from school – please remember to ALWAYS use the cross-walk when crossing Midland Road to arrive safely at school and home.

When walking to our campus from the south, please follow the sidewalk around the parking lot to the front gate. Walking across the two very active driveways of exiting and arriving cars is very dangerous.

The safety patrols on duty will help direct you on the safe path to and from school.

All children who arrive AFTER 8:00 am MUST enter the campus through the office. Please do not send your child running to a closed gate to wait for someone to open it and let them in. Arriving to school between 7:40 and 7:55 am is the best way to start out the school day in a positive way!



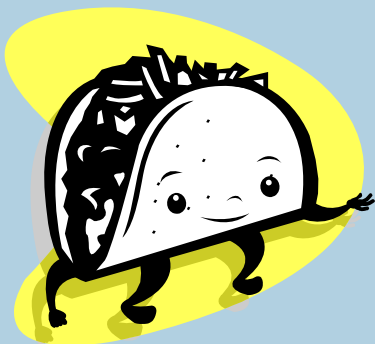
## Movie Night October 23



Come share the night with friends and family and watch a movie.

More details will be coming home soon.

## Join the Fiesta!



Stop in for a taste of Baja at **Rubio's** on Po-way Road AND raise money for the Midland Educational Foundation. Enjoy your favorite tacos on **Thursday, October 22 from 3:00 pm to 9:00 pm** with your Midland friends, and 20% of your purchase will go to the MEF! You must have a Midland fundraiser flyer for us to receive the 20%. The flyers will be coming home soon. Thanks for your support!

## Keep Our Children Safe



Hello Midland families! We appreciate everybody following the safety personnel's directions when dropping off and picking up their children. As a reminder, please follow all posted signs and markings.

The speed limit is 10 mph while

in the school parking lot. There are plenty of blind areas, so the slower the better for the safety of the everyone. Also, there are restrictions when exiting to Midland

Road. It is illegal to make a LEFT turn at the following times: Monday through Friday from 7:30 am to 8:30 am and 2:00 pm to 3:00 pm, and on Friday from 12:30 pm to 1:30 pm. During those times you are only allowed to make a RIGHT turn when exiting the parking lot. Finally, all foot traffic must use the crosswalk. There are extra personnel stationed at the crosswalk for pedestrian safety, so please use it. Thank you for your continued support to keep our school grounds safe.

Angela Crowell

## Save Box Tops, Help Midland

**Box Tops for Education** makes it easy to help our school earn extra cash. Clip off and trim the Box Top coupons found on your favorite products, and turn them into your child's teacher.

At the end of this school year, the class that turns in the most Box Tops by June 1st will be rewarded with a pizza party!

For a list of participating products, please visit [www.boxtops4education.com](http://www.boxtops4education.com).



Fall is in the air, football season is in full swing...show your spirit. **Wear your college colors or Midland shirt on Mondays!**



### RATTLESKIN - MIDLAND ELEMENTARY SCHOOL PTA NEWSLETTER

#### Midland Elementary School

Poway Unified School District  
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Website: <http://powayusd.sdcoe.k12.ca.us/pusdmies>

#### Midland Elementary School PTA - 2009 / 2010

Affiliated with Palomar Council, 9th District, CCPTS, California & National PTAs

President: Susan Spoto

Teacher Representative: Nancy Moiseve

2nd VP Membership: Randi O'Reilly

4th VP Programs: Astrid Laido

Treasurer: Jennifer Chevie

Historian: Kristen Santiago

1st VP Legislation: Colleen Pratt

3rd VP Ways & Means: Bea Graytok

Secretary: Lisa McCulloch

Auditor: Russ Boyer

Parliamentarian: Noreen Arnold