

Wednesday, April 8, 2009

Dressed for success

East Jordan's EJ Shoppe turns 50

Steve Zucker

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EAST JORDAN—Over the past 50 years the EJ Shoppe has helped keep East Jordan-area residents looking good. And that has the business's current owner wearing a big smile.

"This isn't just a milestone for me to celebrate, it's really the whole town," Mary Faculak, who has owned the well-known downtown clothing store for the last two of its five decades in business, said.

Faculak said the store's long-running success is a testament of all the good things that come with operating a small business in a small town.

She said the EJ Shoppe was founded at its current location at 122 Main St. in 1959 by Dorothy Gibbard who operated it until her daughter, Carol Mead took over years later. Faculak said when she bought the business 20 years ago she felt a little pressure to make a success of it. Indeed, not only was she taking over a well-respected fixture of the downtown business community, but she was doing it as a first-time business owner.

At 29, Faculak had a degree in public administration, had worked for the Charlevoix Chamber of Commerce, an area newspaper and on her parents' farm, but her only experience in retail was working at Ben Franklin in Charlevoix for a few summers.

Faculak said she came over to look at the shop after reading that it was for sale in a newspaper ad. She walked in to overhear Mary Jason speaking with Mead — over the same counter that is still in the store today — about how important they felt it was for the city for someone to come in and take over the business.

"I really didn't know anyone in East Jordan at the time," Faculak said.

It didn't take long for that to change.

Shortly after buying the EJ Shoppe, Faculak became a member of the East Jordan Area Chamber of Commerce's board and soon after became the chamber's president, a position she still holds.

Faculak said when Gibbard owned the business she served both ends of the cloth-



STEVE ZUCKER/NEWS-REVIEW

Mary Faculak, owner of the EJ Shoppe in East Jordan, stands among some of her store's merchandise as a large "50" hangs in the window to celebrate the store's 50th year of providing clothing to residents in the area.

ing spectrum. She was a top seller of Levi's "hard denim" products for men, outfitting many of the area's blue collar workers; and a special clothing store for ladies carrying Catalina swimsuits and White Stag and Jantzen sportswear. When Mead took over she switched to Woolrich clothing for men and women and since Faculak has had the business, she's eliminated the men's line and now is the top seller in the state for "Tribal" brand sportswear.

"Each owner has had her own mix of products," Faculak said. "But the focus on quality and customer service has always been the same. My hat is off to Dorothy for the vision she had when she started the business."

She said shortly after buying the shop, she considered changing, but was strongly advised against it by members of the community.

It seems she was wise to follow their advice.

Faculak said her early years running her business provided many learning op-

portunities for her. "There's no textbook or anything else that could have given me what that experience did. I wouldn't trade that for anything," she said.

After gaining some experience and confidence in her entrepreneurial skills, Faculak opened two similar stores in Boyne City and Charlevoix, 10 and six years ago respectively.

Faculak said often people from outside of the area are surprised to hear that the EJ Shoppe continues to be successful in a small town such as East Jordan — especially in recent years as online shopping has grown in popularity.

"A big part of it is the shopping experience that the shop provides," she said. "We make memories for people."

Faculak said that point has been driven home to her on several occasions where she has attended a funeral and heard stories shared of memories people had of shopping at the EJ Shoppe.

She said the secret of the store's success is striking a

balance between maintaining its long-standing reputation while constantly working to keep up with the times.

And "keeping up" doesn't just mean keeping a constant supply of the latest fashions on hand, Faculak said. It also means coming up with innovative ways to reach her customers. Faculak said she uses e-mail lists to send out notices of new merchandise and sales; hosts special events

such as fashion shows, "girls nights out" events and private in-store shopping parties; and does a fair amount of online sales.

The EJ Shoppe recently received a special tribute from the State of Michigan signed by State Rep. Kevin Elsenheimer (R-Bellare) and State Sen. Jason Allen (R- Traverse City).

"In looking back over 50 years of the EJ Shoppe's

history, it is clear that the (owners) have set a course with a continuing look to the future," the tribute reads in part.

"I feel very humbled by it and very blessed and very fortunate," Faculak said of the 50-year milestone. "We wanted to be a part of the community and we want this celebration to be a celebration for the entire community."



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Spelling bee supports North Central students in East Jordan

A group called "The East Jordan Society of Arts and Letters" won a spelling bee conducted by North Central Michigan College at East Jordan High School recently.

The team was one of five that competed in North Central's "Spelling Bee-ney" to raise money for scholarships for East Jordan students taking North Central classes at the Lake Street Center in East Jordan.

The winning team correctly spelled "irascibility" followed by "pamphleteer" to take first place. Team members were Howard Ellis, Nancy Carey, Norma Petrie and Taylor Rinkle, all of East Jordan. Also participating were two groups of East Jordan high school students, a team of high school teachers and the members of one

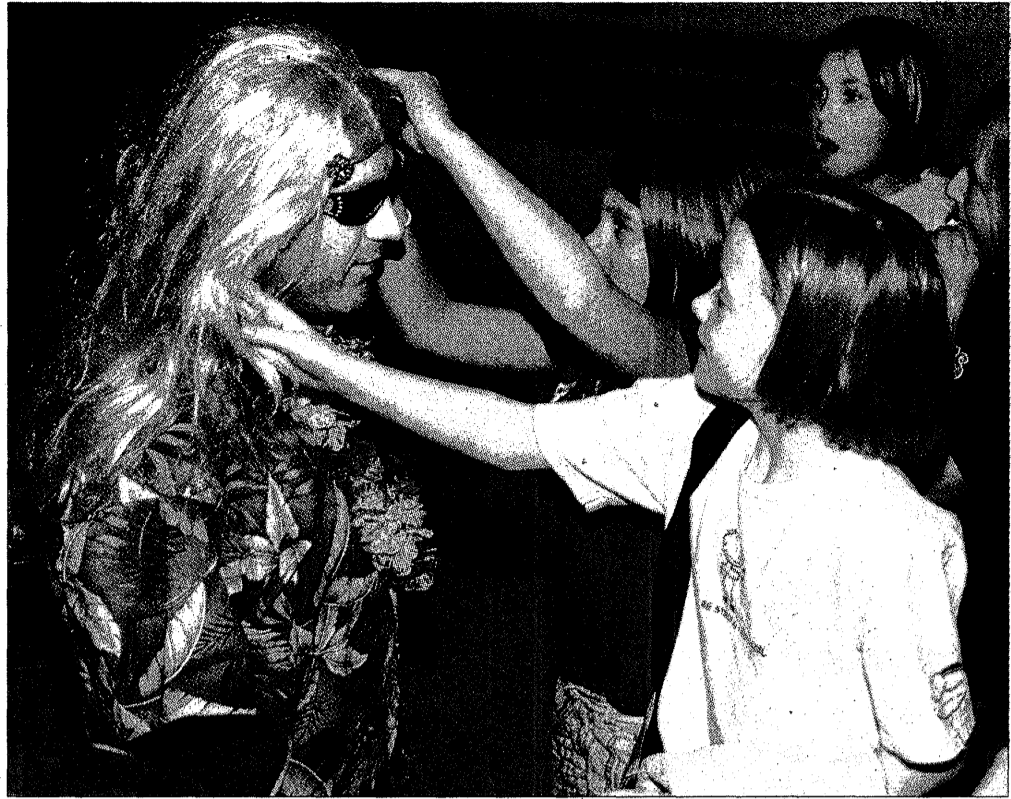
East Jordan family.

The event was moderated by Chip Hansen, superintendent of East Jordan Public Schools. National Honor Society members from the high school served as ushers. Barry Cole, quiz bowl coordinator for the Char-Em Intermediate School District, created the rules for the event and served as timer. Judging the competition was Susan Cannon, North Central's East Jordan program assistant. Jennifer Richardson, East Jordan High School teacher, recruited teams and coordinated activities with the school district. Words used in the competition were selected from the Scripps National Spelling Bee dictionary.

The "bee-ney" raised approximately \$500 for schol-

arships that can be used at the East Jordan Lake Street Center. The center, opened in 2005, offers a variety of college classes for area students.

North Central Michigan College is an open-door community college based in Petoskey. Through its University Center partnerships, students can take courses leading to certificates, bachelor's and master's degrees from participating universities. North Central's Institute for Business & Industry Training offers non-credit job skills training tailored to meet individual needs. In addition to its main campus in Petoskey, North Central offers classes, academic advising, testing and other services in Cheboygan, Gaylord and East Jordan.



STEVE ZUCKER/NEWS-REVIEW

Boyer City Elementary School third-grade teacher Brad Klooster (left) gets some help with his newfound blonde locks from third-grade students Katie Hoth (center) and Anna Harmeling. Klooster wore the wig and grass skirt for the final day of school before spring break after his class lost a reading challenge with Roger Coats' fourth-grade class.



COURTESY PHOTO

(Left to right) Spelling bee winners Howard Ellis, Norma Petrie, Nancy Carey and Taylor Rinkle, all of East Jordan.

East Jordan High School National Honor Society Grows, and Works!

In a formal, candlelight ceremony on Feb. 19, the East Jordan High School Chapter of the National Honor Society inducted 20 new members into the organization, bringing the total number of members to 60.

To qualify for membership in the NHS, students must show evidence of performance in the society's four ideals — leadership, scholarship, character and service — and must also carry a GPA of 3.15 or higher. In addition, each student must write an essay that summarizes their performance and accomplishments in each of the areas, and must also include a letter of recommendation from an outside source.

"The kids not only have to meet the criteria," said principal Tammy Jackson, "they also have to be organized and on time."

In addition to inducting new student members, the chapter inducted John Smith of East Jordan as an honorary member.

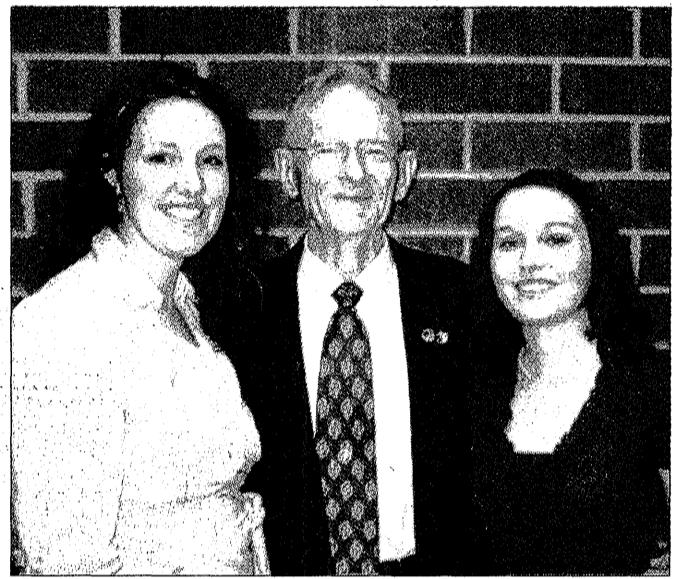
"Mr. Smith has lived his life in such a way that he is a model of the ideals of the National Honor Society," said Gloria Barnum, the NHS vice-president.

Smith, a retired school superintendent, is an active member of the East Jordan Rotary Club and the benefactor of the Rotary Opportunity Scholarship Fund, which is through the Charlevoix County Community Foundation.

The East Jordan High School Chapter of the National Honor Society is involved in many projects during the course of the year.

Students from the chapter volunteer to clean-up M-32 near the airport, collect gifts for the "Toys for Tots" program, collect food for the "Care and Share Food Pantry," participate in an annual "Jordan River Clean-Up" serve as ambassadors at school events and functions and much more.

"Our students do such an outstanding job ... they real-



COURTESY PHOTO

Gloria Barnum (left) and **Abbie Hawley** (right) flank **John Smith**, who was recently inducted as an honorary member of the East Jordan High School Chapter of the National Honor Society.

ize the importance of community and part of their responsibility is giving back," said faculty sponsor Kathleen Stangis.

She added, "They understand that one person can

make a difference."

Chapter president Abbie Hawley agreed, saying, "The students in our group work hard and are always trying to exceed the efforts of past groups."



STEVE ZUCKER/NEWS-REVIEW

Boyer City Elementary School counselor Sue Hoffman (upper left) plays cards with fourth-grade students (clockwise) Bobbisue Reinhardt, Kaylee Turnbull, Brooklynn Hill, Jenna Lillie, Olivia Vargo, and Alison Alger during the school's beach day lunch on the day before spring break began.

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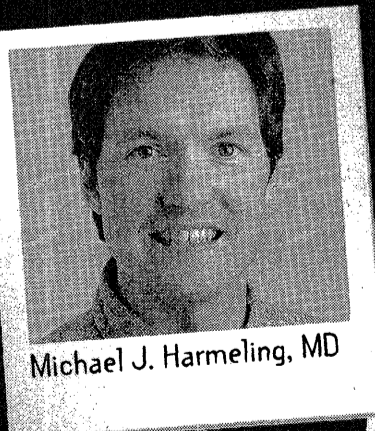
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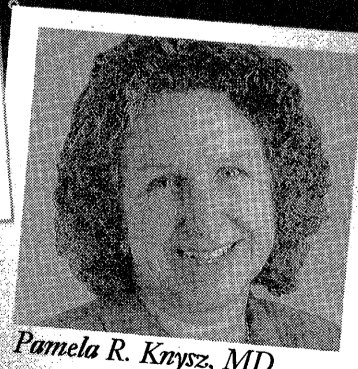
The doctors are in.

(evenings and Saturdays too!)

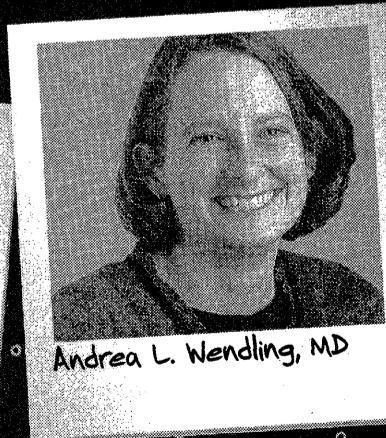
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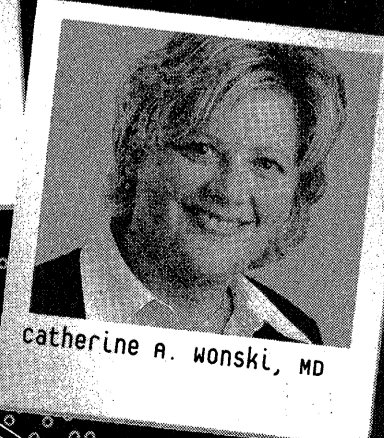
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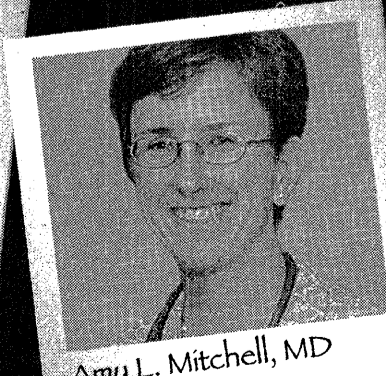
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Boyne City Middle School Science Fair

Boyne City Middle School students had the opportunity to think like scientists recently.

Students in grades five-eight participated in the Boyne City Middle School Science Fair, which took place on March 12. Working individually or in pairs, students researched a testable question, developed an hypothesis, and then designed a procedure to test their questions. Each experiment was repeated three times; the results were then averaged and analyzed. Students then presented their data in table and graph form on colorful display boards.

The following students were awarded certificates for outstanding work:

Fifth Grade (Greta Brock):
Most Challenging Project: Cody Crain

Most Practical: Emma Shumaker
Most Creative: Sarah Belcher
Best Display: Kahlil Bennett

Fifth Grade (Debbie Bacon):
Most Creative: Sydney Fisher

Most Practical: Hannah

Hoth
Most Challenging: Carter Wilmont
Best Display: Cody Moore

Sixth Grade:
Most Creative: Christian Kniat and R.J. Yardley
Most Practical: Alyssa Wonski and Allie Wandrie
Most Challenging: Katelyn Skornia and Ali Johnson
Best Display: Garrett Fogo and Ben Halstead

Seventh Grade:
Most challenging: A tie between Chris Moore and the partnership of Carl Rasch and Preston Hughey

Most Creative: Logan Orban and Zach Wandrie
Best Presentation: Ben Lamb and Lucas Patrick
Most Practical: Elizabeth O'Donnell

Eighth Grade
Most Challenging Project: Mary Myers and Jerrica Jackman

Most Practical: Cody Cupp, Alan Manross, Trevor Lorton and Michael Girard
Most Creative: Aleena Kline and Lateisha Bell
Best Display: Margaret Durbin and Meredith Hague



Boyne City Middle School students look over projects entered in the science fair.

Students in the lead

"What did you do at school today?" What parents haven't asked their child this question only to hear their child grumble, "Nothing."

To remedy this lack of communication, Boyne City Middle School had student-led conferences on March 12 and 19. In these 25 minute conferences, students shared pieces of work from math, language arts, science, and social studies with their parents.

They were also able to go to their enrichment classes to show some of that work if they wished. In combination with the conferences, science fair projects were also displayed.

Weeks before their conferences, students spent time gathering assignments for portfolios and practicing what they wished to say. They also reflected on concepts and ideas learned in core subjects. Some of the student assignments included their best work, a piece that needed improvement, and a favorite assignment.



This Boyne City Middle School student shares pieces of his work during student-led conferences on March 12 and 19.

Many parents enjoyed the chance to sit down with their students. They liked the fact that they

could actually see their child's work because they often don't see it at home. In addition, they liked

that their student showed responsibility for their assignments and showed pride in their work.

Boyne City leaf pickup scheduled

BOYNE CITY — Crews with the city of Boyne City will pick up bagged leaves placed curbside by city residents from April 13 through May 15.

City officials said leaves must be placed in paper biodegradable bags near the curb for pickup by city crews as time permits during the pickup period. Bags are available at city hall and Glen's Market for \$2.70 for a package of five.

If your leaves have been placed curbside and are not

picked up for an extended period of time, notify city hall by calling 582-6597.

Leaves will be picked up only during the month-long pick-up period. After that time it will be the property owner's responsibility. Brush will not be picked up during the leaf pickup. Residents may bring brush and leaves (bagged or unbagged) to the North Boyne compost site on Robinson Street.

City ordinance prohibits leaves or brush from being placed in the street.

Downtown parking meeting set for review

Boyne City will have a meeting to discuss parking in downtown Boyne City at 5:30 p.m. on Thursday, April 16, at the Boyne District Library community room.

All members of the community are invited and encouraged to attend.

The purpose of the meeting is to review parking changes made last year, receive input on how well they worked, and discuss whether additional changes may be needed. Those is-

ssues include parking space widths and angles, handicap parking space locations, parking time limits and enforcement.

There will also be an update on the parking utilization survey that was conducted last summer for the second year in a row.

For more information about the meeting contact Hugh Conklin, Boyne City Main Street director, at 582-9009 or e-mail mainstreet@boyncity.com.

Think Green this spring at your library

Boyne District Library is hosting a series of programs in its community room on Monday evenings beginning April 6 to encourage residents to "Think Green This Spring at Your Library." From growing trees, vegetables and flowers, to recycling and lifestyle changes, knowledgeable community members will inform and inspire. The series will wrap up with a plant exchange on Saturday, May 23.

7 p.m. Monday, April 6 - Organic Gardening: Alana Haley, Pine Hill Nursery. Growing your own food organically is easy, good for you and good for the planet. Whether you have a lot of space or just a little, you can grow fresh, healthy food for your table.

7 p.m. Monday, April 13 - Recycling in Charlevoix County: Michelle Hewitt, Charlevoix County Recycling Committee. What can and can't be recycled, how and where to recycle, what to do about the plastic pots from your gardening projects and how

to take advantage of Boyne City's composting efforts.

All day Wednesday, April 22 - Earth Day! Visit the library's displays on gardening and environmental issues. Take home a reusable book bag made from 100 percent recycled materials, and pick up some eco-friendly living tips.

7 p.m. Monday, April 27 - Flower Gardening: Nancy Wright and Carol Ross, master gardeners. Cleaning up and preparing your flower beds, and how to attract hummingbirds to your garden.

7 p.m. Monday, May 4 - All About Trees: Mark Contrucci, Mark C's Trees. How do you select the proper trees for your site? When is the best time to prune?

7 p.m. Monday, May 11 - Rustic Gardening: Valerie Meeker, Boyne Valley Garden Club. Cut down on expenses while at the same time adding beauty to your yard and surroundings. Learn cost-saving measures such as propagation methods, and get ideas

from Meeker's slideshow of her own creations.

7 p.m. Monday, May 18 - Shopping Green: Jaime Jankowski, The Grain Train Natural Foods Market; and Jen Lewis, Boyne City farmers market. Whether it's encouragement and support, or new ideas and techniques, find what you need to shop and live in an environmentally responsible manner. Supplies and recipes will be available for making eco-

friendly cleaning products.

9 a.m.-noon Saturday, May 23 - Plant Exchange: Bring a plant from your garden; take a plant from someone else's garden! The annual plant exchange previously given at Cindi Franco's Cool Stuff, hosted by Cindi Malin, will take place at the library's community room entrance area. Master gardeners from Boyne Valley Garden Club will be available for questions about plants and techniques.



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Family Portraits: 11 am - 2 pm, Clack Tower Lodge Lobby

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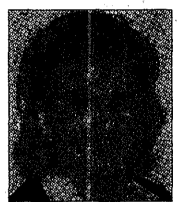
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Poetry is a story form worth enjoying



Jane Booze

Of Lions and Lambs

My daughter confessed that she does not care for poetry. An avid reader, and a student of the classics — she has read much more than I have — it seems appropriate and necessary that she like poetry. And yet, she does not.

I remember seeing a painting of a tree laden with peaches, and I was stirred by some childhood memory, and I loved the painting, and said so.

My companion ran his expert and critical eye over it for a moment and said, "It doesn't work." Emphasis mine.

Goodness, how could it not work when I just said I loved it?

I went to the Louvre a couple of years ago, and I am telling you, there was plenty of paint splashed around that didn't work for me, but somebody thought it worked and was the work of masters. So I accept that those paintings work for some. And I also accept that there are those whose artistic understanding far exceeds mine.

All I know is when it hits the solar plexus, when it makes you feel something, or takes you somewhere outside the moment, it's working. I have a print of a house in a fall orchard. It is a white farmhouse, nothing fancy, and the

fall sky filters just a little watery light through the barren rows of fruit trees flanking the house. That painting is a time machine. I can smell the crisp air, and it smells a little like snow. I love that painting that reaches out and touches me with my own childhood.

I love Norman Rockwell, and all the expressive human faces and attitudes he captured. And I love the poet Robert Frost.

Katie says she doesn't like poetry partly because she doesn't read it well. I had an English teacher in high school who said you must read poetry like prose. Too often we try to read poetry in a kind of singsong — a melodramatic and maudlin rap.

My English teacher, I am convinced, was right. Try these lines.

"Mary sat musing in the lamp flame at the table, waiting for Warren. When she heard his step, she ran on tiptoe down the darkened passage to meet him in the doorway with the news and put him on his guard. 'Silas is back.' She pushed him outward with her through the door..."

And now, how it is actually written, the next few lines from Robert Frost's "The Death of the Hired Man":

"And shut it after her. 'Be kind,' she said.

She took the market things from Warren's arms

And set them on the porch, then drew him down

To sit beside her on the wooden steps."

The stanza shouldn't fool the mind into reading the poem "poetry-style" — it should

still be read just like the first part.

I learned to love Frost at his own knee. We had an album of Robert Frost poems read by the author in his deep and grandfatherly voice. That voice imbued each character with a depth as solid as the New England earth he carved them out of. His voice was resonant with the experience of this kind of death. He was so gentle with Mary; so forgiving of the dying Silas; so sympathetic with Warren's human response.

I don't know. There are other poets besides Frost, and other painters besides Norman Rockwell, and I claim no expertise in either field. Frost helped me to love other poetry, and Rockwell helped me to ignore the snobbery that says Picasso is his superior. He may well be, but how would one know it? My eyes and heart tell me that Rockwell tells truths about life that I appreciate and that give me hope. I think that means it's "working."

I believe that if you think you don't like poetry, you probably haven't found the poetry you do like yet, that's all.

Some things are best said poetically, my mother said. My sister, as a child, described the tracks of a pair of squirrels: "They look like they're playing tag." She could have said, simply, that there were squirrel tracks in the snow. The introduction of play, a game, a run and chase and tumble through the snow, made her observation poetic.

And so we still remember that pair of playful squirrels.



COURTESY PHOTO

East Jordan Elementary School students celebrate reaching their Reading Month goal.

East Jordan Elementary School Students Celebrate Reading Month Success

The annual "March is Reading Month" celebration at East Jordan Elementary School was filled with events and activities for students and families.

In a building decorated from top to bottom with the month's "Rainforest" theme, the youngsters enjoyed visits from visiting authors, an "Animals of the Rainforest" presentation and "Literacy Night," which attracted hundreds of students and parents for a variety of reading-related activities.

A special visit from the

"Acting Up Theater Company" highlighted the month. The company's staff worked with all third- and fourth-grade students to write and produce skits, which were performed during a school-wide assembly.

On the last day of school before spring break, elementary school teachers and staff members performed their annual Reading Month skit, which featured a great plot about valuable books that had been hidden in the jungle. At the end of the skit, Cal Prins, the elementary school principal,

announced that the students had read 25,002 books during the month.

After the announcement, Prins paid off his bet with the students by dressing up as a monkey.

"I'm really proud of our kids," Prins said. "They do a great job every day, and our staff does too!"

Prins credited third-grade teacher Donna Bennett for all of her efforts too.

"Ms. Bennett does an incredible job organizing all of the events during Reading Month," he said. "She's a champion."

Cryan' Shames Band member rocks the house

Jeff Rutter of the Cryan' Shames rocked the Boyncy Middle School gym with his Rock 'n' Roll into Reading assembly on March 4.

Students danced and sang along with rock standards, while Rutter worked music appreciation vocabulary and library promos into the show. Rutter knows how to involve students and adults alike in his performances. Stu-

dents loved seeing their teachers dance.

The assembly was the kick-off event to the Boyncy Middle School PRIDE campaign in which students earn prizes for following rules and acting with PRIDE. PRIDE stands for practice safety, respect others, increase responsibility, demonstrate integrity and envision success — all behaviors BCMS encourages in its students.

"Often we do a good job of monitoring or checking negative behaviors, our goal now is to reward the vast majority of our students who come to school and do what they are supposed to do every day. The assembly was a fun way to show students how much we appreciate them as individuals as well as their efforts in school," said student success advisor Jamie Baumann.



Boyncy Middle School students danced and sang along, while Jeff Rutter worked music appreciation vocabulary and library promos into the show during a recent assembly. The event was the kick-off of the Boyncy Middle School Pride campaign.

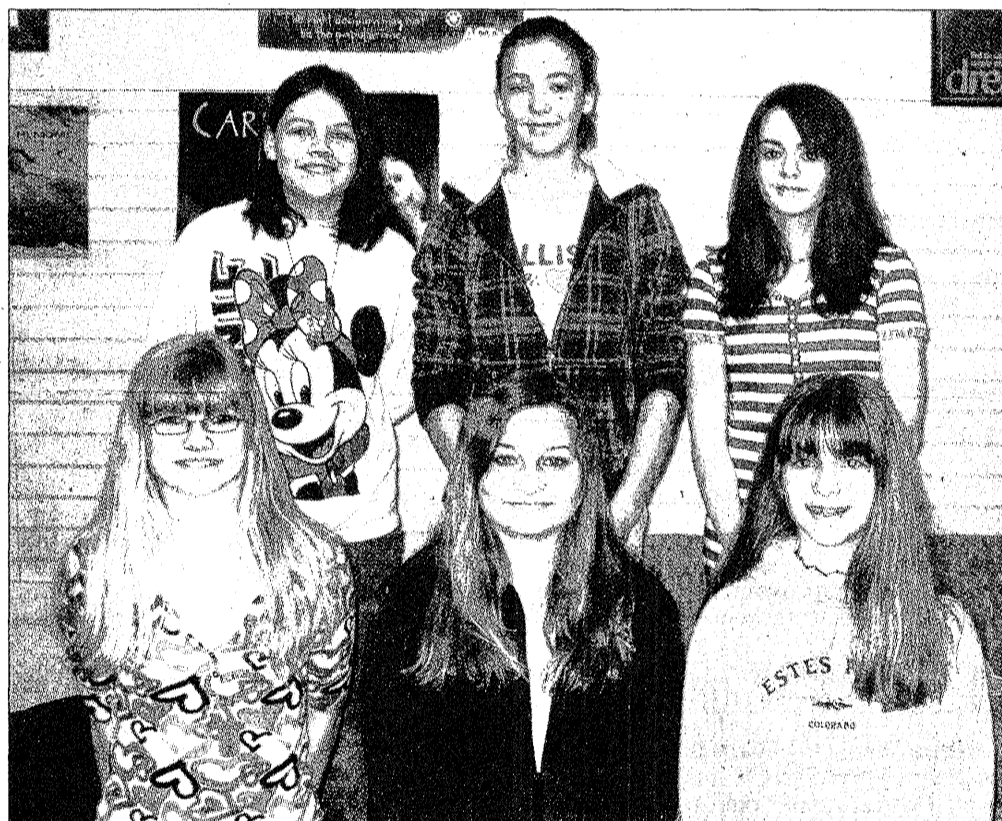
Celebrating 20 years!

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Customer Appreciation Day
Saturday • April 11th • 9 am - 4 pm
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Photo left to right: Nichole Imel - Stylist, Debbie Bennett - Owner/Stylist, Christy Skrocki - Stylist, Melissa DeHaan - Stylist, Julie Lafferty - Stylist

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STEVE ZUCKER/NEWS-REVIEW

Boyncy Middle School seventh-grade students were nominated to become peer mediators. These students are learning types of conflicts, listening skills, communication styles, how to remain non-judgmental, and how to offer solutions. Peer mediators will serve all students by helping them to learn leadership skills, problem-solving skills, communication, and how to handle situations in a positive way. They are Tabby Harbaum, Kylie Hicks, Cassidy Moody, Jill Solomon, Chantel Talboys and Courtney Weldon. They are now undergoing training so that next year they will be equipped to handle peer mediations.

Dr. McMillian's Mental Health Corner



Thank you Kathy

Mindfulness is nothing new but an ancient equivalent for "thinking about" unsettling mental emotional-somatic states. Advances in science and technology, positron emissions tomography (PET), the integration of neuroscience and psychology have powered the connection between various mental events and the activity of discrete brain structures as healing. The bookstore was just good healing! Many know the local bookstore has closed. There was an open house to honor Kathy and her social commitment to her community. The sum of mindfulness was evident at this goodbye. Mindfulness accepts that human beings are social beings deriving their strength and health from positive inter-actions with their social peers. In the role of helper, I believe that the brain is adaptable and that lived experiences create lasting change in brain structure and interpersonal functioning. I used Kathy's bookstore as part of treatment planning for many years. The anxious could run quiet experiments learning to join, belong and heal at the book-store. The sad and lonely could pull up for a cup of java with a well-worn book touched by others and sooth the soul. I will deeply miss her but her thumbprint remains on lives and pages turned. Thank You Kathy.

NEXT TIME:
Brain Lock and OCD the 4R's
Tammy McMillian, Ph.D.
582.0553

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