



From the Director:

Greetings:

I am excited to report that our summer camp is well under way and the children are ecstatic about the program activities! We were happy to welcome "Ms. Juelie" Chandler, summer instructional assistant. "Ms. Juelie" is a sophomore at Livingstone College. At the end of July we will welcome "Ms. Jaye" Gentry our new resident Special Needs and General Child & Adolescent Development Specialist. She brings a wealth of experience, please see our new services as a result of Jaye's professional experience.

Read about our new "Mobile Mom's" program for busy moms & dads needing flexibility in childcare.

Take Care,
Michelle

From the Assistant Director: NEWSLETTER

Hi!

I am Jaye Gentry and I am honored to join the staff of Simply Spare-Time. The goals and mission were a perfect match for me. I am continuing to work towards my Doctorate in the field of clinical psychology. I have over ten years of experience and professional training in the field of Psychology with a focus on child and adolescent development. I have worked with children of all ages and developmental skills, and I have helped parents understand the needs of their children. Some of the areas of my core competencies are; behavior disorders; transition services, learning disorders; Attention-Deficit Disorders; crisis intervention; autism and Asperger's Syndrome Disorder; & music therapy.

See you soon!
Jaye

Volume 1, Issue 1

Summer Issue

What's New at the Center:

- *New Assistant Director, Ms. Jaye Gentry, Special Needs/General Child & Adolescent Development Specialist*
- *Before & After-School Childcare*
- *Mobile Moms drop-in service*
- *Referral Offer*

Summer is here and we're off!

Our summer program has been a total success with our students. We have begun the summer with trips to our local parks and libraries; lunch, play & movies at Tysons Corner and swimming!

Kids 'N Clay Pottery was

so much fun with Ms. Juelie.. Arts & Yoga have been creative and relaxing with Ms. Jasneen, and music with Ms. Jaye was a hit!

Other activities planned are Mad Science at the Mall; trips to the zoo,

"Nuts & Bolts Day" at the Hardware Store, cooking and etiquette with Ms. Rita and Ms. Spady along with "Make Your Own Movie Day". These are just a few of the fun and exciting activities that we still have planned. Join us!



Young Architect Day! Tyler points to the Lego design that Ryann constructed as Ryann holds Tyler's "engineering specs". They worked as a team! Awesome!

Mobile Moms Program Provides Options for Childcare

Every parent deserves a break, but you can't always find childcare at the last minute. Mobile Moms to the rescue! This program is available for full-day; half-day and hourly! This space available program is perfect for moms or dads who work out of their homes and may need to attend a business meeting on occasion. Sticky

fingers on your spreadsheets! Yuck! It's also a great program for moms who want to schedule regular breaks in their child-rearing activities just so that they can hear themselves think!

Fun educational activities, and snack for participants of the Mobile Moms program.

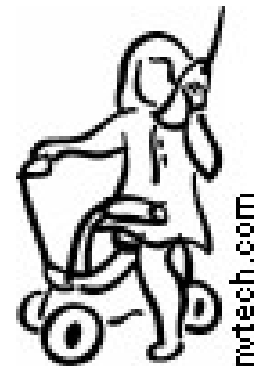


Ms. Juelie listens to Laurie share one of her many comical stories while Hayley strings beads for a butterfly. They are students of Mobile Moms .

Simply SpareTime Provides Transportation

Simply SpareTime provides transportation to Springhill Elementary, and Westgate Elementary schools. Pick-up is available at Kent Gardens, Westbriar, Westgate and Springhill Elementary school. **Ask about Kindergarten services.**

“Transportation available, and a bus is available from Churchill Road School.”



New Website and Early Sign-up & Referral Discount Available

Please visit our new website at www.simplysparetime.org to see all of our services available and take advantage of our “referral discount”..

Simply SpareTime is now offering a referral discount. Word of mouth is the best advertising we can get. This new incentive will offer a **\$50 discount** to families who refer an-

other family to our center. The referred family must not have been previously enrolled at Simply SpareTime. They must enroll and pay for one month's tuition before the discount will be applied.

\$75 Early sign-up discount available before August 1, 2009.



Avatar enjoying lunch with friends.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure



Caption describing picture or graphic.

to place the caption of the image near the image.

Simply Spare Time

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

**We're on the
Web!
example.microso
ft.com**

Your business tag line here.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to re-

fer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind

readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.



Caption describing picture or graphic.

If space is available, this is a good place to insert a clip art image or some other graphic.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.