



SHOPA School, Home, & Office Products Association



Kids In Need UPDATE

A Program Of The SHOPA Foundation

OfficeMax Named 2002 Award Recipient



The 2002 SHOPA Foundation Award for Educational Excellence will be presented to OfficeMax Inc. at the fourth annual Award Gala on Monday, November 11 in Atlanta, GA. OfficeMax is being honored for their support of the Kids In Need program. The retailer sponsors Kids In Need Resource Centers in Cleveland and Chicago.

OfficeMax supports several programs that focus on the educational needs of children. The company is a Partner in Education with William Cullen Bryant Elementary School in Cleveland, where OfficeMax CEO Michael Feuer regularly acts as "visiting principal."

Mr. Feuer views support of the Kids In Need program as an investment in children, stating at the opening of the Cleveland Resource Center, "We are pleased to provide ongoing support for this program to help children succeed in school."

After witnessing the impact of the Resource Center in Cleveland, OfficeMax broadened its support of the program by agreeing to sponsor the Resource Center already operating in Chicago.

"Representatives from OfficeMax were active in establishing the Cleveland Resource Center from the first organizational meeting held early in 2001," said Paul Bierhaus, Lockermate



OfficeMax CEO Michael Feuer (left) participates in the ribbon cutting ceremony at the opening of the Cleveland Resource Center in November 2001.

Corporation, chair of the Kids In Need Resource Center Committee. "They supported the project with funds, design skills, manpower and mind power, equipment, and product."

The Resource Centers provide free school supplies to impoverished children. In 2001, the 10 Centers now open in Atlanta, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis-St. Paul, Seattle, South Florida, and Washington, D.C. distributed \$34 million worth of school supplies.

The Foundation is now accepting reservations for the Gala dinner, and congratulatory space in the *Honors Book*, a four-color commemorative publication. Seating at the Gala is limited and offered on a first come, first-served basis.

To join us on November 11, complete the registration form on page 4 of this *Update* and return it to the Foundation to guarantee your opportunity to congratulate OfficeMax. Proceeds from the Award Gala help to fund the Kids In Need program. ■

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2002 Award Gala Form

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Foundation Developments

Foundation Mission Remains Focused On Three Initiatives



Jane Urman
Vice Chair

From our founding in 1995, the mission of the SHOPA Foundation has been to recognize, promote, and support initiatives that foster educational excellence.

We currently have three initiatives in place that are making great inroads in fulfilling that mission: Kids In Need Resource Centers; Kids In Need Teacher Grants; and the SHOPA Foundation Scholarship Program. During the January

Foundation Board meeting, discussion centered around a continued concentration on maintaining the strengths and effectiveness of the current initiatives.

A requisite ingredient of the Foundation's success has been the involvement of SHOPA member companies. We are most appreciative of those companies that choose to support the educational success of children through the SHOPA Foundation with cash and product donations. The personal involvement of SHOPA member company employees has been no less important in speeding the growth and success of Kids In Need and the Scholarship program. This corps of volunteers has virtually changed the lives of hundreds of thousands of children across America. Although the Board and Foundation Committees act as groups to realize the goals of the organization, the force behind each achievement is the personal commitment made by the individuals who participate.

When each and every one of us takes the educational well being of each and every child personally, the initiatives of the SHOPA Foundation cannot fail to make an impact. Here are the initiatives and how you can become involved.

Kids In Need Harvests Product From HIA And CAMEX

The SHOPA Foundation's Kids In Need program was the designated recipient of donations made by exhibitors at two recent tradeshows. The Foundation thanks the Hobby Industry Association (HIA) Convention & Trade Show and CAMEX, the tradeshow of the National Association of College Stores (NACS), for allowing the harvest of product at the conclusion of their events. As a result, more than \$200,000 in supplies have been shipped to the Kids In Need Resource Centers in Los Angeles and Seattle.

By donating product, the exhibitors become eligible for tax deductions, with (c) corporations able to deduct up to two times manufacturer's cost. Besides the benefit of a tax deduction, exhibitors save themselves the expense and labor of shipping the items back to their warehouses. For many years, donations of this kind have been a tradition at the International SHOPA SHOW.

Kids In Need Resource Centers provide free school supplies to impoverished children as part of the Foundation's mission to

Kids In Need Resource Centers – The ten Resource Centers in Atlanta, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis-St. Paul, Seattle, South Florida, and Washington, D.C. provide school supplies to children whose families cannot afford to purchase them. Product and cash donations help sustain the Resource Centers. Volunteers serving on the Advisory Boards of each Center help create the most effective retail environments and productive fund raising efforts.

Kids In Need Teacher Grants – The Teacher Grants program awards funds to teachers for innovative classroom projects. SHOPA member retailers act as regional sponsors of the program to help promote the program and distribute applications. The jewel of the program is the *Best Practices Guide*, a compilation of the lesson plans of the funded projects that is made available to teachers on the Internet and in printed form. Sponsors of the *Best Practices Guide* are needed to underwrite the cost of the publication.

The SHOPA Foundation Scholarship Program – The Scholarship program awards funds to the dependents of SHOPA member company employees so they may further their educations. The Program also awards funds to high school students who live in communities served by the Kids In Need Resource Centers. Spread the word within your company that these scholarships are available. And if you happen to reside in the area of one of the ten Resource Centers, help us build awareness of the availability of the scholarships there.

When you need more information or wish to help support the SHOPA Foundation, please contact Scott Walters, executive director, at 800-854-7467, ++1-937-297-2250, or email him at scottw@shopa.org. ■

recognize, promote, and support initiatives that foster educational excellence. Resource Centers are currently located in Atlanta, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis-St. Paul, Seattle, South Florida, and Washington, D.C. The Foundation accepts product donations year-round to help stock these Resource Centers. Please contact Dave Foor at 800-854-7467 or ++1-937-297-2250 for more information or to arrange a donation.

Among the exhibitors donating product were the following SHOPA member companies:

- 3M
- ACCO Brands
- Akro-Mils
- AMPAD
- ArtSkills

Continued on page 3

- Avanti Press
- Avery Dennison
- Baumgarten's
- Beacon Adhesives
- Better Office Products
- Blue Mountain Arts™ from SPS Studios Inc.
- Centis
- Cindus Corporation
- C-Line Products, Inc.
- Con-Tact Brand/Decora
- Craft House International
- Davis Group of Companies Corp.
- Deluxe Craft Manufacturing Company
- Design Focus by Glitterwrap
- Esselte Corporation
- Fiskars Consumer Products Inc.
- Flora Craft Corporation
- Four Point Products
- F.M. Brush Company, Inc.
- Geographics, Inc.
- Glue Dots International
- Hunt Corporation
- KOKUYO U.S.A., Inc.

- MagEyes
- Manco, Inc.
- M.C.S. Industries, Inc.
- Merriam-Webster, Inc.
- MonAmi America
- Palmer Paint Products, Inc.
- Private Label Products
- Quincrafts Corporation
- Random House Children's Books
- Riverside Paper Company
- Samsill Corporation
- Sanford
- Sargent Art Inc.
- Southworth Company
- Staedtler, Inc.
- Testrite Instrument Co., Inc.
- The C-Thru Ruler Company
- The Magnet Source
- The Pencil Grip
- Tombow
- Top Flight, Inc.
- Zebra Pen Corporation ■

HIA Members To Present Workshops To Teachers

The Hobby Industry Assn. (HIA) Foundation and the SHOPA Foundation are scheduling workshops for teachers at three Kids In Need Resource Centers. The workshops will be presented by HIA member companies to familiarize teachers with their products and demonstrate specific projects that can be done with them. The workshops will take place in Atlanta, Cleveland, and Los Angeles during March and April. March is National Craft Month.

"The Atlanta Resource Center has been presenting teacher workshops for a while now, and they have been very popular," said David Graham, NORCOM, Resource Center Committee member. "Prior to the partnership with the HIA Foundation, we have had teachers present workshops to other teachers, using product that has been donated to the Resource Center, and those will continue, but now, representatives direct from the companies will be able to demonstrate creative use of their own materials. The teachers are thrilled."

Susan Brandt, executive director of the HIA Foundation, considers the workshops a benefit to everyone involved. "This is a perfect example of why our partnership with the SHOPA Foundation is meaningful on many levels. Both organizations are able to provide a resource to teachers through product and ideas. It increases the value of the Resource Centers for everyone concerned, and the ultimate beneficiaries are the students."

The manufacturers presenting the workshops — Plaid Enterprises, Decoart, and Delta Technical Coatings — will provide product

to the teachers so they can replicate the projects in their classrooms. During the 2002-03 academic year, workshops will be presented at all ten Resource Centers.

SHOPA member companies are encouraged to present workshops to teachers at Kids In Need Resource Centers.

For more information, please contact Penny Hawk, program manager, at 800-854-7467, ++1-937-297-2250, or email her at pennyh@shopa.org. ■



An Atlanta teacher demonstrates a classroom project to other teachers using material donated to the Resource Center.

Yes, I Would Like To Support The SHOPA Foundation's Mission Of Recognizing, Promoting, And Supporting Initiatives That Foster Educational Excellence.

I am interested in helping in the following ways:

- Financial Contribution – Please accept my pledge of \$ _____.
 - Product Donation – Please contact me to discuss options and make arrangements.
 - Advisory Board – I would like to learn more about serving on the Advisory Board of a Resource Center.
 - Silent Auction – I wish to donate an item for the Silent Auction to benefit children served by Kids In Need.
 - “Best Practices Guide” – Please contact me about sponsoring the “Guide,” so I may distribute this resource to teachers in my local school district.
-
- 2002 Award Gala, honoring OfficeMax, Monday, November 11, 6:00 -10:00 p.m. at the Grand Hyatt Hotel in Atlanta, Georgia.



Gala Dinner Options:

Package #1: Two (2) tables at the Gala PLUS one *Honors Book* Emerald Page

- Tables for 10 . . . Price: \$9,000
- Tables for 8 . . . Price: \$7,800

Package #2: One (1) table at the Gala PLUS one *Honors Book* Emerald Page

- Table for 10 . . . Price: \$6,000
- Table for 8 . . . Price: \$5,400

Corporate Tables: Tables at the Gala Dinner.

- Table for 10 . . . Price: \$3,000 per table
 _____ Table(s) x \$3,000 each \$ _____
- Table for 8 . . . Price: \$2,400 per table
 _____ Table(s) x \$2,400 each \$ _____

Individual Seating: Reserve individual seats at the Gala Dinner.

- Price: \$300 per seat
 _____ Seats x \$300 each \$ _____

Dinner Options Subtotal \$ _____

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Country: _____
 Phone: _____ Fax: _____
 Email: _____

Honors Book Opportunities* :

Send OfficeMax a special congratulatory message or ad in the *Honors Book*, a beautiful, glossy 4-color 8.5" x 11" book.

- Back Cover**** – 4-color, Cost: \$5,500 \$ _____
- Inside Front Cover**** – 4-color, Cost: \$5,000 \$ _____
- Inside Back Cover**** – 4-color, Cost: \$5,000 \$ _____
- Page 1**** (facing inside front cover)
 – 4-color, Cost: \$5,000 \$ _____
- Center Spread Front or Back****
 – 4-color, Cost: \$4,800 \$ _____
- Emerald Page** – 4-color, Cost: \$3,000 \$ _____
- Ruby Page** – 2-color, Cost: \$2,000 \$ _____
- Sapphire Page** – 1-color, Cost: \$1,000 \$ _____
- Half Page Horizontal** – 1-color, Cost: \$500 \$ _____
- Quarter Page Vertical** – 1-color, Cost: \$300 \$ _____
- Business Card** – 1-color, Cost: \$100 \$ _____

*NOTE: Companies and individuals purchasing *Honors Book* recognition space will be contacted by the SHOPA Foundation staff concerning artwork requirements and specifications.

**Covers, Page 1, and Center Spread pages available on a first-come, first-served basis only.

Honors Book Subtotal \$ _____

GRAND TOTAL (Dinner and Honors Book) \$ _____

- Check is enclosed.**
 Make checks payable to: **SHOPA Foundation for Educational Excellence.**
- Send Invoice for selection(s) as indicated.**
- I will not be able to participate, but wish to make a contribution to the SHOPA Foundation, which will be acknowledged in the *Honors Book*, in the amount of \$ _____.**

NOTE: The SHOPA Foundation for Educational Excellence is a recognized 501(c)(3) charity founded in 1995. Contributions to the SHOPA Foundation are tax deductible to the greatest extent allowed by law.

Fax or mail this form to: the SHOPA Foundation for Educational Excellence • 3131 Elbee Road • Dayton, OH 45439-1900 USA • Fax: ++1-937-297-7660 or ++1-937-297-2254