

## Register now for Football Camp

The 2008 Vernonia Logger Football Camp will be held August 13-15.

For grades 3-8, camp will be from 3:30 to 5:30 p.m. and the cost will be \$25.00 (which includes t-shirt).

For grades 9-12, camp will be from 6:30 to 9:00 p.m., for \$40.00 (which includes t-shirt).

Fundamental techniques of competitive football will be stressed, with training to in-

clude blocking, passing, receiving, and proper defensive alignment and techniques.

Registration forms are available at the Vernonia School District office and can be returned to Coach Todd Hicks at camp. Checks should be made payable to Vernonia Football Camp. For additional information, contact Coach Hicks at 503-640-5747.

## Is marketing aimed at your kids?

Take this simple test. Ask a young child to identify a picture of George Washington, 1st President of the U.S., and the other of Ronald McDonald™, icon of the fast-food restaurant chain. Most likely, George Washington will be unrecognized by our children. This informal survey was shown in the film documentary *Super Size Me*. The film explored the role the fast food restaurant has in influencing the way we eat. In turn, the survey was a powerful illustration of the influence that media marketing plays on our children's young minds.

It is estimated that the typical child sees about 40,000 ads a year on TV and that the majority of the ads targeted to kids are for candy, cereal, soda and fast food. Children who spend the most time with the media, particularly watching television, are more likely to be overweight. The exposure to the food commercials influence children's food preferences that are in themselves inconsistent to the national dietary recommendations.

The food industry understands and puts into work the marketing concept of "imprinting" or "brand-loyalty" that begins at a very early age. Food marketers are interested in youth as consumers because of their spending power, their purchasing influence, and as future adult consumers.

Media takes many forms aside from TV, including newspaper, magazines, the internet, and radio. Advertising and marketing directly in public schools has grown in the last 10 years. Schools offer a "captured" audience able to reach large numbers of children and adolescents in a contained setting, and schools are financially vulnerable due to chronic funding

shortages.

Marketing to our children in schools exists by the following examples:

- exclusive soft drink contracts where only one soda vendor is agreed to be sold in schools;
- book and file folder covers with brand names and logos;
- short-term sales of candy, pizza, or cookie dough;
- displays, billboards and signs in school halls, gymnasiums and gymnasium score boards, or on school buses advertising a particular soda, candy or snack;
- classroom rewards and fundraisers by fast food restaurants.

Parents can begin to take control by establishing new rules in their own homes. Here are some ideas:

Sit less. Sitting and watching TV burns less calories – even less than reading or "doing nothing". In fact, watching TV burns the same calories as when sleeping. A reasonable goal is no more than two hours a day. Another idea is to take the TV out of your child's bedroom.

Encourage imaginative play. Depending on the age of the child, playing with blocks, sidewalk chalk, reading a book, playing a game or with puzzles are just a few things to do.

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## 47J Board declares equipment surplus

The Vernonia School District Board of Directors meeting on July 10 started with the election of a chair and vice chair for the 2008-09 year. The board unanimously re-elected Chair Kim Wallace and Vice-Chair Cari Levenseller.

After some discussion, the board unanimously approved the rate of \$170 per day for substitute teachers for the next school year (the amount was \$165 during the last school year).

Superintendent Ken Cox told the board that Dick Titus was awarded the contract to demolish the modular behind the middle school and that bids will close the end of this week on the contract for work on the

high school. The contract on the high school calls for the work to be completed by September 1.

Mist School's enrollment for the next year will need to be increased to about 18, from the expected 7-9 students. The process for choosing the additional students is expected to be worked out soon, and started.

The board declared damaged band equipment, kitchen appliances and counters from Washington Grade School's basement, and miscellaneous donated office furniture as surplus, so the district can sell or dispose of the items.

In other business, the board;

- approved the first reading of 37 policies, the second read-

ing of 35 policies and the deletion of five policies.

- accepted the resignation of Nayan Fleenor from full time teaching. Fleenor will be teaching 1st grade in a job-share model next school year.

- approved the hiring of new employees; Elementary Special Education Teacher Sharon Sulkosky, Kindergarten Teacher Emily Askew, Middle School Counselor Debra Park and Elementary Teacher (to job share 1st grade) Gienah Cheney.

- approved an out-of-state trip by the band in the spring of 2009.

The next board meeting will be held at the District office on August 14 starting at 6:00 p.m.

## Crafty ideas to keep kids busy in summer

(ARA) – While all children eagerly anticipate the lazy days of summer, most parents know that early anticipation can quickly turn into the dreaded "there's nothing to do" attitude. While keeping boredom at bay for up to three months can be a challenge, a little advance planning and a handy list of projects and activities can inspire a summer that's educational and entertaining.

Keeping kids busy not only makes the summer special, it makes educational sense. Activities encourage imagination and exploration, while keeping kids' brains working and ready to learn during the next school year.

The experts at Jo-Ann Fabric and Craft Stores offer the following ideas for activities and crafts to keep kids of all ages busy over the summer:

- Start a family garden. Let young children make holes for seeds – or plants for more immediate results – and pull weeds. Older kids can plant, prune and harvest. Holey Soles

shoes are perfect for gardening. Kids can personalize them with paint, and mud and dirt rinse off with a garden hose.

- Have a picnic at the local park or pool. Kids can help prepare the food, pack the basket and can even make and decorate placemats to bring along.

- Plan a show or play. Consider a puppet show. Choose a favorite story, or help kids write one of their own. Follow the simple directions for Fun Stick Puppets from Jo-Ann Fabric and Craft Stores to make foam puppet characters, and then invite neighbors and friends to the show.

- String beads to form necklaces and bracelets. Add wooden hearts personalized and painted, or found objects like small shells, sea glass or stones. Homemade jewelry is a favorite gift of grandmothers, babysitters and teachers.

- Create a scrapbook to highlight the school year or a summer family vacation. Glue in mementos such as tickets, trinkets and photos.

- Use colored chalk to create art on sidewalks and driveways, the rain will do the clean up for you. Very small children will enjoy "painting" the driveway with water. This is a long-term project because the water keeps drying.

- Make bookmarks for library books.

- Create and decorate stepping stones for the yard and garden.

- Embellish tank tops, t-shirts and flip flops in summer colors and designs.

- Make your own games, like a glow-in-the-dark toss for hours of evening enjoyment.

- Plan for the inevitable end of summer by picking up a canvas messenger bag. Kids of all ages will enjoy personalizing their bags with iron-on appliques, studs, and jewels, and they'll proudly use them throughout the school year.

For more instructions and to spark ideas for kids of all ages, visit [www.joann.com](http://www.joann.com).

*Courtesy of ARAcontent*

### 2008 VERNONIA LOGGER FOOTBALL CAMP



**August 13<sup>th</sup> - 15<sup>th</sup>**

**Grades 3 - 8 from 3:30 p.m. to 5:30 p.m. \$25.00**

**Grades 9 - 12 from 6:30 p.m. to 9:00 p.m. \$40.00**

**Forms available at the Vernonia School District Office**

### LOGGER FOOTBALL GOLF CLASSIC

**August 16<sup>th</sup> at the Vernonia Golf Course**



**COME OUT AND HAVE SOME FUN WHILE HELPING RAISE MONEY FOR CURRENT AND FUTURE LOGGER FOOTBALL PLAYERS!**

**Forms available at the Vernonia School District Office (Registration deadline August 13<sup>th</sup>)**