

MONTHLY LETTER TO FRIENDS OF The center for education reform

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Ecenter for Education Reform



THE BEST OF... Education Reform

A Gala Celebration of Ten Years of Progress

on October 29, 2003 *Washington, DC*

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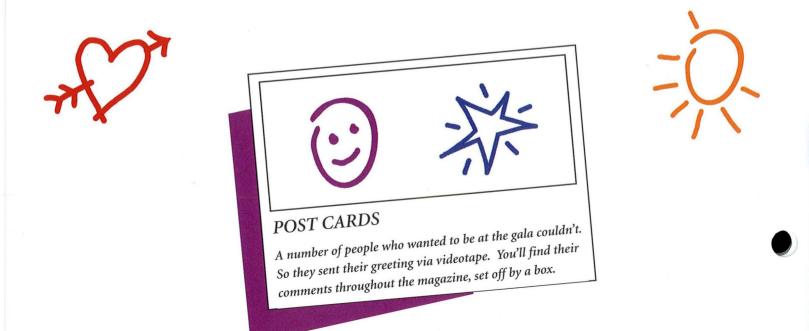


A NIGHT OF RECOGNITION FOR Hard Work, determination and success The CER best of Education Reform Awards And the Winner IS...

Recipients of CER's 2003 Best of Education Reform Awards came from the spectrum of education reformers—parents, activists, local leaders, businessmen, journalists, even an entire state—and represented the many facets of the work that make up what we know as "education reform."

And, as wonderful as it was to have nearly all of the honorees on hand to receive their awards, the evening was made even more special by those who were in attendance to present the awards.

It was truly a night to remember. Following are just a few of the highlights.



≝Center for Education Reform



A MESSAGE FROM JEANNE ALLEN, PRESIDENT

Dear Friends,

On October 29, 2003, I had the pleasure, and very distinct honor, of hosting The Center for Education Reform's 10th Anniversary Gala in Washington, DC.

The gala was a pleasure because, frankly, it was a wonderful evening. There was socializing, the renewal of old friendships and beginning of new ones, a lovely dinner, entertainment that moved the spirit and touched the heart, and awards that gave much-deserved recognition to some of the men and women who have dedicated themselves to education reform.

And it was an honor because of what was being celebrated—a decade of work by the Center, and how we got there, which is because of you. When I founded the Center in 1993, it was no more than an idea and a commitment. The idea was to establish a non-profit advocacy organization that provided information, guidance and assistance to any and every person interested in bettering schools in their communities, districts, or states. And the commitment was to put the needs of children and parents ahead of demands of the unions and bureaucrats...and to keep them there.

It has worked. Charter schools, which ten years ago were wacky notions of the "radical fringe," are now mainstays of school choice in communities across the country. Standards, which had all but disappeared, have re-emerged as a core element working to create successful schools. Accountability, which in many cases never existed, is another block in the foundation of education improvement and reform that is being built. And vouchers, once vilified as unwanted and unconstitutional, turn out to be neither.

But it has only worked because of you, and thousands of others like you, who supported our efforts, and, most importantly, allowed us to support yours. Education reform doesn't happen in my office, or at the desks of CER's staff. It happens in schools and communities nationwide, usually led by parents, teachers, and dedicated elected leaders who stand up for what's right, and who don't sit down until they get it.

The pages that follow touch on the highlights of our anniversary gala and, I hope at least in a small way, give you a sense of the celebration and accomplishment of the evening, and a sense too, of what you have helped create and sustain.

The success of The Center for Education Reform has come not just through our own hard work and sacrifice, but through yours, and through the encouragement and support you have given us over these past ten years. It has been an honor.

Jeane





THE PERSISTENCE WILL PAY Award



Presented to: Jim & Fawn Spady, Seattle, Washington

Presentation by: Honorable Eugene Hickok, U.S. Acting Deputy Education Secretary

Education reformers are nothing if not persistent, and two of the nation's most dedicated and dogged reformers are Seattle's Jim and Fawn Spady who have worked to enact a charter school law in Washington State for nearly as long as The Center for Education Reform has been in business. Jim and Fawn are the personification of persistence and for that they earned the Persistence Will Pay Award.



Jim Spady, Fawn Spady and Eugene Hickok

"Persistence, determination, attitude—these are the fundamental resources we have to call upon at the grassroots level every day to change the status quo. It doesn't happen overnight... They have sought, through initiative, through legislation, through determination, to get that great state to see the wisdom of enacting a charter school law to create opportunities for students around that state that are trapped in schools that don't work. These individuals have not been successful yet... but they epitomize the very essence of what tonight is all about; an unrelenting commitment to make sure that before their work is done, Washington and Washington's families will have opportunities they don't have today." —Gene Hickok



Jim and Fawn Spady

"After removing our son from a failing public [school], we couldn't just walk away. We had to go back for the children left behind. That is what the school choice movement is all about —going back to make sure every child has a quality education." —Jim Spady



"The Center for Education Reform has been a vital force in the charter school movement and the school choice movement in this country. I have been so appreciative of being able to be involved with their work and all the efforts they've made to make sure that children get a quality education."—Virginia Walden Ford, D.C. Parents for School Choice





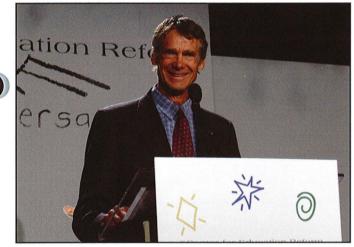
THE UNCOMMON VALOR Award



Presented to: Honorable Judd Gregg, U.S. Senator

Presentation by: John Walton, President, True North Partners

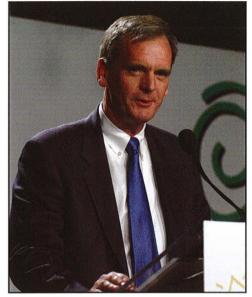
Education reform spawns some of the most bruising battles in American politics. Sides get chosen; there is enormous pressure to compromise, and serious threats to your political career if you don't. New Hampshire Senator, and Chairman of the Senate Health, Education, Labor and Pensions Committee, Judd Gregg, knows those pressures and threats first-hand and stood steadfastly against them. For his courageous work in securing better educational opportunities and freedoms for parents and children throughout the country, Senator Judd Gregg was chosen as the winner of CER's Uncommon Valor Award.



John Walton

"[Senator Gregg has been] tremendously effective at helping children get a better education, and setting the groundwork for the kind of legal framework that is required if the children of our country are ever going to close the education gap... He was one of the chief sponsors of the No Child Left Behind Act ... and no one has been more supportive, more effective and more important in the effort to get the D.C. three sector approach into legislation than the recipient of our Uncommon Valor Award, Senator Judd Gregg." — John Walton

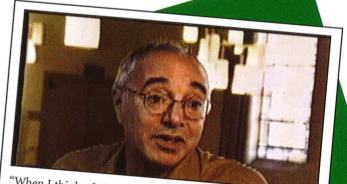




Senator Judd Gregg

"Our children must be able to compete in the global society and to do that we have to have an educational smorgasbord, an opportunity, a cafeteria line, that gives children different choices and parents different choices in the area of education...The Center for Education Reform has made just a massive difference in our capacity as public policy people to make a difference.

"A lot of ideas, back 10 years ago when the Center started, which were embryonic and considered eccentric are now mainstream and considered the essence of the dialogue and the center of the debate. We have the good ideas in education in large part because of The Center's work." —Sen. Judd Gregg



"When I think of CER, I think of a great group of people advocating for us in Washington, DC, and right at their head is Jeanne Allen. Jeanne is absolutely the nicest pitbull I have ever met." – Roger Lowenstein, Los Angeles Leadership Academy

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THE BE TRUE TO YOUR SCHOOL AWARD



Presented to: Mr. Donald Hense, President & CEO, Friendship-Edison Charter Schools, Washington, DC

Presentation by: Hon. Kevin Chavous, Member, District of Columbia City Council

"Successful schools" and "Washington, DC", are too often a contradiction in terms. But charter schools in the District of Columbia are changing that equation. One of the leaders who has been instrumental in making that change, and in creating highly successful schools in the Nation's Capital – as well as in fostering what has become a burgeoning charter movement there - is Mr. Donald Hense. For his work and for the commitment to excellence that is reflected in Washington, DC's Friendship-Edison Charter Schools, Donald Hense was given the Be True to Your School Award.

"Like many of you I am on my own private mission, and that is to make sure that each and every American child receives a quality education and each and every parent have a full menu of options for their child's education. I am not going to look back when I am in my rocking chair and say 'we should have done [school choice] then...

"Speaking of well placed passion...the Be True to Your School awardee is a friend of mine, and the best way to describe this friend is if you can envision two people having an animated and seemingly agitated discussion where one person is 'giving the business' to the other person...and then you find out they are on the same side of the issue. That is the Be True To Your School Awardee... someone who is responsible for the largest charter in the nation, someone who represents the largest social services agency in this city, someone who has indicated and demonstrated their passion for children beyond any measure, and someone who's best testament comes from the parents his school serves." -Kevin Chavous



Donald Hense and Kevin Chavous

"[Years ago] the task force [on Education] came back and said 'you should start charter schools.' I don't think we had heard of them. So we went on the web and the only thing on the web was the site for The Center for Education Reform. Then I was invited to speak at a conference at Dartmouth College, and this brash lady, she's in the audience, Debbie McGriff, came up to me and said 'I'm from Edison Schools' and I said 'Oh, I've been reading your stuff on the web.' Two weeks later Chris Whittle came to Washington and we entertained him... and two hours later I looked at Chris, Chris looked at me, and I said 'We can be partners...'

"We just signed a five year \$165 million agreement to continue our relationship with Edison Schools." —Donald Hense



"Hi, I'm Mike Love..."

"And I'm Bruce Johnston"

(Mike Love): "We're the Beach Boys and the Beach Boys say, 'Everybody be true to your school; And, to the little surfer girl of education reform, Jeanne Allen, we congratulate The Center for Education Reform for all those years of fighting the good fight. God only knows where we'd be without you." –Mike Love & Bruce Johnston



THE STICK-TO-IT-NESS Award

Presented to: The State of Massachusetts and Mr. James Peyser, Chairman, Massachusetts State Board of Education

Presentation by: Deborah McGriff, Chief Communications Officer, Edison Schools, Inc.

Achieving reform is one thing. Staying reformed is another. Whenever standards are enacted, there are nearly always strident calls for their repeal, revision, or rollback. But the only way standards will work is if those who implemented them, stick to them. That's been proven in the Bay State where unswerving adherence to high standards has resulted in dramatically increased learning and a narrowing of the performance gap in the state. And that's why Massachusetts, and its State Board of Education Chairman James Peyser received CER's Stick-to-itness Award.



James Peyser and Deborah McGriff

"Many reform wanna-be's are willing to take the first step, but only a very few can hang tough, stay the course and be resilient, facing challenges head-on with the tenacity of a bull dog (and it's that toughness we honor tonight). In 1998, our awardee issued its first high stakes test, and in the first year, as you can guess, the results were low...the opposition campaigned, and they campaigned big time, but our awardee did not back down... [now] 95 percent of the class of 2003 have attained the state's competency determination." —Deborah McGriff



"The work we're doing is not in vain. Change can, in fact, happen. And the people to whom we entrust our children—the educators of America—if we empower them and give them the tools they need to succeed [we'll help lead that change]." —James Peyser

"While there have been a tremendous number of people involved in making this gradual adoption of educational choice part of mainstream thought, no one has led the charge more effectively than Jeanne Allen." — John Walton



"When I think of CER, I think of the energizer bunny, that's beating the drum and making sure that everybody's moving on and taking the hill. And I also think of the roadrunner...beep, beep...beep, beep...up and around the hill, speeding through those dark tunnels, finding all the hazards, and circling the mountains buzzing the villains. But most of all, when I think of CER, I think of an old oak tree. It's been ten long years and we really love you. It is sturdy, it is shady... now I don't mean to say that you are shady....What I mean is, you are very protective of the kids, of the families, of the school reform movement." —Yvonne Chan, Vaughn Next Century Learning Center

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THE HEAD OF THE CLASS AWARD



Presented to: The State of Florida, accepted by Governor Jeb Bush

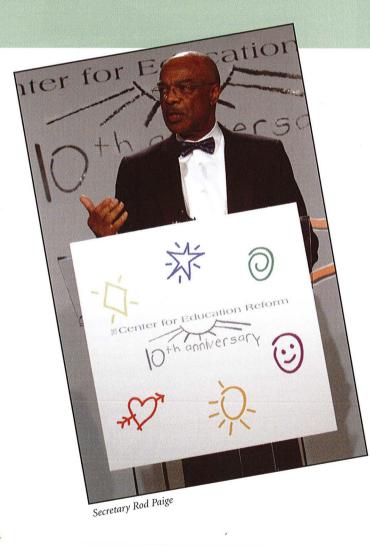
Presentation by: Honorable Rod Paige, Secretary of Education

There are few people as passionate and committed to educational excellence and opportunity as the U.S. Secretary of Education Rod Paige. Rarely does Washington get a

Cabinet Secretary who is as down to earth and singularly focused. The Secretary generously agreed to give the evening's top honor. He made the event.

"The success you are having... it's all around. But we can't rest, there's more to do. There are people out there that have no problem at all chaining children to schools that are failing.... we have turned a corner, we have not reached the point where we can celebrate yet, but the dialogue in America has changed. The conversation about education is now about accountability, it's about how parents can have more choices, it's about having authentic pedagogy so that we can teach in ways that children can learn.

We have to find ways of having children go to schools that meet their needs...Every day, Florida is demonstrating that a school does not have to be run by the government in order to be a public school, in order to serve the public well, and to serve the public interest." —Rod Paige

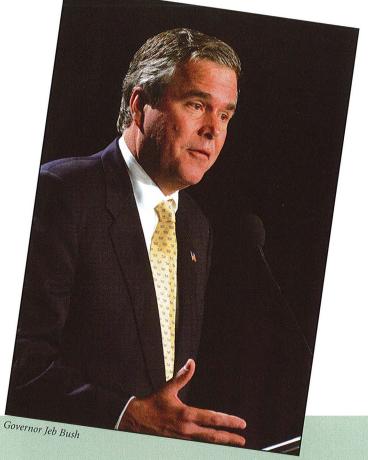


"Thank you for your leadership. It's nice to have a Secretary of Education in Washington that talks the way you do and acts the way you do, and believes what you believe! It is so refreshing." —Jeb Bush



Even before he became Governor of Florida, Jeb Bush was a force in advancing education reform and opportunities in Florida. And as Governor he has made, and kept, education reform a priority in his state. Florida is now a national leader implementing change based on the four core pillars of reform: choice, charters, standards and accountability. His commitment to reform helped earn Florida CER's Head of the Class Award, and in accepting the award, he also graciously served as the evening's keynote speaker.

"The future of our country is dependent upon how our public schools work. Choice for parents makes public schools work better. It has been proven in Florida each year with increasing rising student achievement. Choice is the catalyst for improvement." —Jeb Bush



FLORIDA'S FOUR PRINCIPLES OF EDUCATION REFORM.

- NUMBER 1—Student-Centered Education: "Our system should be student-centered, not institutionally driven...We must move to a system that is focused on each child...It is up to us, as committed citizens of our communities, to organize ourselves around our children to make sure that they learn."
- NUMBER 2—Achieve Mastery of Critical Skills in One Grade Before Being Promoted to the Next: "Florida leads the nation in closing the achievement gap because we have high expectations for everybody, and we have the guts to say that children need to be held back until they learn."
- NUMBER 3—No Excuses: "We grade schools based on student achievement... That catalyst of having accountability based at the school level created a renaissance in our state."
- NUMBER 4—Parent Involvement: "Thanks to the efforts of many people in this room . . . we have more choices, I believe, than probably any other state in the country for parents...The achievement gap in our state is narrowing at a rate that is faster than all but a handful of states... My hope and my dream is that every child in our state will get a year's worth of knowledge in a year's time."

THE ON COMMON SENSE Award



Presented to: The Teacher Advancement Program of the Milken Family Foundation, accepted by Dr. Lew Solmon

Presentation by: Mr. Luke Gordy, Chairman, Arkansas State Board of Education

A teacher quality program that provides new and better professional rewards and incentives for teachers? That makes a lot of sense! For its design, advocacy and implementation of the Teacher Advancement Program the Milken Family Foundation was given the On Common Sense Award because it just made sense.

"Several years ago, my wife Donna and I were invited to Los Angeles to attend an event that fundamentally changed the way we look at education reform. The program that was presented to us set us on fire about what might be possible as far as changing education in America... It just makes so much sense... the organization is the Milken Family Foundation and the program is the Teacher Advancement Program.



Dr. Lew Solmon and Luke Gordy

"Thomas Paine's work, Common Sense, was a call to arms for America in 1776. The Teacher Advancement Program calls us to arms in reforming our country's educational delivery system in 2003." —Luke Gordy

"With standards, assessments that have consequences . . . and with various forms of school choice, it is my hope and prediction that our reforms—especially No Child Left Behind—will finally yield real improvement in student achievement." —Lew Solmon "Jeanne, you are an American Hero, thank you for the work you are doing."—Rod Paige





"CER stands, in my mind, for school choice. And school choice means competition and competition would be good for everyone concerned, particularly for America's Public School system, which can stand, as we all can stand, the bracing winds of competition.

"Education reform and the Civil Rights Movement have merged. The great civil rights issue of our time is school choice, particularly for low-income, inner city, minority students. This is the next great window to be opened on American opportunity. The Supreme Court has rendered no fewer than 6 consecutive favorable opinions sustaining the constitutionality of choice programs that allow parents to choose between a wide range of parochial and non-parochial public and private schools... The Supreme Court having cleared the ground for this movement, we will see in the next ten years, an explosive growth across the country of invigorating, competitive school choice programs that will serve public schools, private schools and American education generally.

"I want to congratulate CER for ten years of pioneering work on the most important social policy choice of our time, which is school choice, and I wish them ten more years of comparable success." —George Will, Columnist and Author

THE MAGNIFICENT Obsession Award



Presented to: Hon. Fannie Lewis, Cleveland City Councilwoman

Presentation by: Mr. Clint Bolick, Vice President, Institute for Justice

If you ever had the pleasure of meeting Fannie Lewis, you might give her an award just for being herself. Warm, kind, giving and tough as nails, Fannie Lewis is the woman who started the fight for vouchers in Cleveland, Ohio, the woman who carried it all the way to the U.S. Supreme Court, and the woman who continues to fight for the Cleveland Scholarship Program and for school choice nationally. It's her obsession, and it was the privilege of CER to recognize her for it.



Clint Bolick

"After the Supreme Court argument, I stepped outside and saw a beautiful array of hundreds of parents and children holding school choice signs, surrounding the Court...I addressed the crowd and I was cautious, I did not want to lead anyone to believe that this was anything like a sure bet because it was such a difficult battle... And Fannie Lewis was inside the courtroom as well, and when she came out – and it is a moment permanently etched in my mind, and it appeared on the front page of the New York Times the next day – Fannie Lewis had no such caution. She raised her arms high and said 'We Won!'" —Clint Bolick





Fannie Lewis

"In Cleveland, when we were losing 50 percent of our end product every year, and it was a time to stop the hemorrhaging, I read an article about choice, it was the thing I made up my mind to get and be a part of." —Fannie Lewis



"Well, when I think of CER, I think of energy, I think of attention, I think of focus, I think of someone shaking up the states and getting them to do the right thing.

"I just want to add a congratulatory message on this the 10th Anniversary. It was President Elliot of Harvard who said once, 'in the campaign for character no auxiliaries should be refused.' Well, in the campaign for education reform no good allies ought to fail to be recognized and this is one great ally. CER has stood the test of time. It has been there when the going got tough and has made life tough for some of the worst enemies of reform in American education and for all of those things, I offer my heartiest congratulations." —William J. Bennett, K12, Inc.

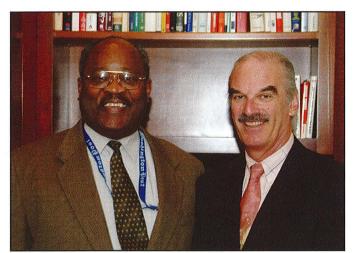
THE VOICE OF REASON Award

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Presented to: Mr. Colbert King, columnist, The *Washington Post*.

Presentation by: Mr. Chris White, I Have a Dream Foundation

A rational, fair opinion is sometimes hard to come by in the debate on education reform, especially among many in the media. There are exceptions though, and one of the most notable is *Washington Post* columnist, Colbert King. For consistently demonstrating integrity and principle in his coverage of education efforts both locally and nationally, with an eye towards how programs and policies really affect children, Mr. King won CER's Voice of Reason Award, and our gratitude for his conscientious analysis and writing. Here is CER Chair, Chris White, with Colby, as he is affectionately known by his friends, at a much more casual ceremony at the *Post's* office following the Gala.



Colbert King and Chris White



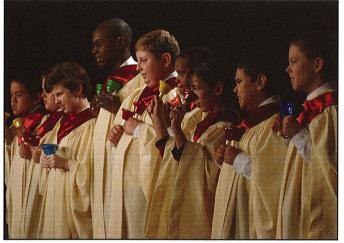


"When I think of The Center for Education Reform, I think of people who are committed to promoting good ideas about how children should be educated...I think of practical actions to ensure that all schools in the United States are delivering the highest quality of education to our school children...I think of great progress being made in giving the control of school systems to parents and local governments and not to the federal government." – Tommy Thompson, Secretary of Health and Human Services

"When I think of CER, I think of opportunities – opportunities realized and to be realized. CER has made significant progress in just ten years. And for those of us who have spent a quarter century in education reform, we know how difficult it is to change a system that, by its very structure and nature, is resistant to change." —Lowell Milken

NOW THAT'S Dentertainment!

Providing the entertainment for the evening were two magnificent groups from two exceptional charter schools: Purple Pride, a group of nine 9-14 year old student bell ringers from the Autism Academy of Learning in Maumee, Ohio, and The String and Rhythm Orchestra of KIPP Academy in Bronx, New York.



Purple Pride

The Autism Academy of Learning was established as a charter school in August 2001, to serve students with Autism Spectrum Disorder. There are currently 41 students enrolled with a waiting list of more than 60. The school was founded to fill a need in the community and to supplement another program that served younger students. The school was designed so the students could age with the program. All of the students enrolled are on IEPs and the school offers both parent and sibling support groups. Purple Pride's gala performance was the first time the group had traveled to an engagement and their first time performing before a large, unfamiliar audience.

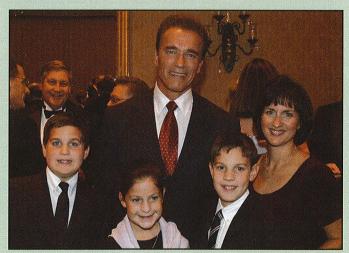
KIPP (Knowledge is Power Program) Academy is a middle school that was chartered in 2000 in Bronx, NY. Last year marked the sixth consecutive year that KIPP Academy has been the highest performing public middle school in the Bronx in reading, math scores and attendance (the school operated as a district school prior to gaining charter status). KIPP's String and Rhythm Orchestra has played Carnegie Hall, the Inaugural Ceremonies for NYC Mayor Michael Bloomberg, and in numerous other venues – an especially impressive record of achievement when you consider that less than one percent of the 450 students who have attended KIPP played an instrument prior to entering Academy.



KIPP Academy String and Rhythm Orchestra

DROP-BY ANYTIME

Fresh off his campaign victory in California, Governor-elect Arnold Schwarzenegger raced across the country to attend the gala. Not really. The Governor-elect was in town on other business and asked if he could come by and say hello. We, of course, said "yes" but made him pose for pictures.



Allen, with three of her four, pose with the "Gubernator." J.C. Huizenga looks on.





AFTERWORD

I was 33 when I started the Center for Education Reform. I had 3 children and left the security of a premier research institution that gave me my formative training. It also had reinforced my own adherence to pursuing principle over politics.

I had 33,000 dollars in the bank to start CER, thanks to a good friend who was willing to take a chance on the first 3 months of

CER. He makes garlic, among other things. I thought it was a good sign. If all went well in the next three months, he said, and there were other supporters, there might be more.



Jerry Hume

I assembled a board, a logo, and an office. We had three staff in 1993. And we had three months.

By November I was on my way to a potential supporter in St. Louis, who had been convinced that he couldn't last in life if he didn't meet me.



My husband had told him that when he called him to make the meeting. By the end of that meeting, I had a check for \$100,000 in hand. He worked for a man that made his fortune selling ice cream. First garlic. Then ice cream. A pattern was beginning to emerge.

Over the next few months our phones rang often and people asked for help, but they also asked for opinions. Soon we realized that we could save time giving our opinions and intelligence if we started a newsletter. The first monthly letter to friends was born on November 1, 1993. Number 80 was published this month. (As other



communications expanded, it became slightly less than monthly.)

Within nine months we had taken an idea—to have a full service education reform engine to which people from across the ideological spectrum outside the beltway could turn for help — and put it in practice. Within nine months I was on my way to possible major donor number 3. I was also about to give birth to child number 4.

I arrived at an airport in Tulsa eight and some months pregnant and drove two hours to visit this particular prospect. As I drove looking desperately for food where none seem to be located, I noticed I was big. I also wore yellow. I thought I was doomed.

It wasn't so bad. But it wasn't great either. It could take a few months, they said, to determine interest. On the way back, I swore I'd begin shopping at Wal-Mart for diapers. We drove nearly an hour every weekend to do so.

In the meantime, with baby in tow, we headed to

a board meeting of our fourth donor prospect. She was two weeks old. I had to be 33 before I could get to Lake Tahoe.

That meeting yielded fruit, as eventually did the meeting at Walton

Family headquarters. And in keeping with the rule of 3s, by 1995, CER had a budget of \$300,000, though the staff had grown to 5.

Since then the Center has been supported and advanced by a growing number of concerns. And it's accomplished its goals because of more than

30 staff over 10 years, more than 20 board members and now more than 600 supporters.

I still eat garlic and ice cream, and shop at Wal-Mart. I frequent Banana Republic and the Gap. I also drink wine. But I don't have a wine donor yet.



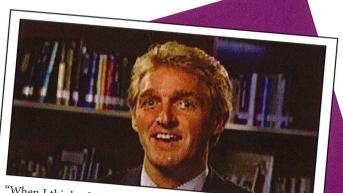
Yve struggled over the years to figure out the connection between education and products that fulfill our every desire. But that's it, isn't it? Education fulfills the most basic need we have as human beings. Understanding, civility, justice, and even love are influenced by an excellent education. Just as with food and clothing and stuff, perhaps the people who cater to real people with these basic needs understand the need for education to do the same. And so rather than support feel good efforts; they support the really hard, often controversial work that needs to be done. Our supporters—both moral and financial—give us the ability and the drive to do what it is we set out to do in 1993.

CER's purpose when we started out—as it is now—was to create and influence changes in American education that put people, not systems first.

And while I appreciate your indulgence in my little story, tonight you'll meet some of the truly big people who we've had the privilege of knowing during the last ten years that have defined education reform by their efforts to break through systems to help children swiftly and justly.

They exemplify the Best of Education Reform... And you have our thanks for sharing this evening with all of us.

Opening Remarks by Jeanne Allen October 29, 2003



"When I think of CER I think of the 'anti-blob.' CER has done a great job of labeling the unions for what they are—'the blob'—and so many times I have been watching television and I see some union boss talking about why poor kids have to be kept in the schools that aren't serving them and think darn wouldn't it be great if Jeanne Allen was there to debate; and sure enough they turn the camera and there's Jeanne Allen." – Congressman Jeff Flake

THANKS AGAIN TO OUR Gala sponsors



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THE BEST OF EDUCATION REFORM



The Acapella Choir of The Heights School

The Acapella Choir of The Heights School in Potomac, MD, directed by Mr. Kevin Strothers, kicked off the night with a moving rendition of our National Anthem. "You and I... are engaged in the essential work of a democratic nation—the education of the next generation of Americans. Tonight we celebrate an organization that has dedicated itself to the proposition that we can be a better nation by building better educational opportunities for all of our children." —Gene Hickok, Acting Deputy Education Secretary

SPECIAL REPORT

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置Center for Education Reform

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