



APRIL 2006

## Staff

SIF takes a significant step forward with the hiring of Dr. Deborah Plutzik Briggs as its strategic consultant who will develop SIF's long term strategic plan. Deborah holds a Doctorate in Education from Columbia University Teachers College, a Master of Science in Music Education from the University of Illinois, and an undergraduate degree from the Eastman School of Music. Over the past 20 years, she actively combined business, the arts, and education and developed special expertise in integrated non-profit marketing. She was recognized in 2004 as one of Maryland's Top 100 Women by the Maryland Daily Record.

## Program Partners



SIF welcomes SunTrust Bank as its newest donor. SunTrust joins Legg Mason, M & T Bank, Praxis Engineering, Eddie & Sylvia Brown Family Foundation, Abell Foundation, Bernstein Family Foundation, and Johns Hopkins University as program supporters. Stocks in the Future salutes its growing list of partners who understand the importance of dynamic middle school experiences and improved attendance as predictors of future academic success.

## School News

**New Options:** SIF students discovered the world of growth stocks while participating in I-HUNT, an on-line popularity contest to choose two new stocks for the program's portfolio. Over a series of weeks 7th & 8th graders combined in-class lessons with elimination voting among six potential companies. After studying the risks and rewards, students selecting Netflix and Sirius Satellite Radio as new investment options. One student reflected on the selection in his workbook, *"Netflix mails the movies but there's always a chance that On Demand could take their customers"*.

## Big Business in Baltimore



As part of our ongoing effort to connect students with professional mentors, Dan Shapiro of Goldman Sachs visited Ms. Chamberlin's 6th grade at Parkville Middle School, presenting an interactive lesson on the power of corporate branding. Students compared performances of well known products such as Walmart, Starbucks, and Gap between 1999 and 2006. After engaging in discussions on ways to find companies with good prospects, *and pay a fair price*, they made actual stock purchases with money earned through SIF.

*"You could see the wheels turning in their heads as they became actively engaged in the discussion."* Mr. Shapiro commented. This became evident when one child eager to share something humorous but true said: *"When America finds its way to the moon next time, we will surely find Starbucks there, because they seem to be expanding everywhere."*

**On behalf of the students we serve, thank you for your support.**

***Pat Bernstein*, Founder and Chair**