



The Winning JRR Idea!

Jostens Renaissance Review #10 January 24, 2008

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Conference Information



We know that you've been waiting for this!

Jostens Renaissance is very pleased to announce that the 2008 Jostens Renaissance National Conference will be held in **Phoenix, Arizona July 11-13, 2008.**

Based on the success of the 2007 National Conference, we scoured the country to find the perfect facility to hold another record setting group of attendees. All Jostens Renaissance sessions will be held at the **Phoenix Convention Center** and the luxurious **Hyatt Regency Phoenix Hotel** will serve as our host hotel!



We are committed to making the 2008 Jostens Renaissance National Conference the best conference yet so make your hotel reservations early (see below): Conference details and credit card registration will be available on the Educator Services web site at www.jostens.com/edserv soon . You can also look for the formal invitation in your mailbox this spring. We look forward to seeing you in Phoenix this July for a wonderful Jostens Renaissance experience! Get ready to Turn It Up!

Event Dates

Start Date: Friday, July 11th - Opening Session begins at 1:00 pm

End Date: Sunday, July 13th - Noon



Hotel

Hyatt Regency Phoenix
122 North Second Street
Phoenix, AZ 85004-2379

Reservations: 1-800-233-1234

When you call the hotel please ask for Reservations. You must identify yourself as part of the Jostens Renaissance National Conference to receive the group rate. **Reservations must be made by June 17, 2008 to receive the discounted group rate**



Room Rates:

Single/Double Occupancy: \$139.00

Triple Occupancy: \$159.00

Quadruple Occupancy: \$179.00

Tax: 12.27%



Room Deposit

A deposit in the amount of one night's room and tax for each of the confirmed rooms will be due from individuals attending the meeting 14 days after room is confirmed by the hotel but no later than the cut-off date specified. Personal checks, money orders or a valid American Express, Diner's club, Discover Card, MasterCard or Visa number and expiration date will be needed for the deposit.



Can't wait to see you there!



Your Ideas

This issue's winning JRR Idea – RWHS Art Contest

Submitted by: **Chad Bray**
Red Wing High School
Red Wing, MN

Each Spring we hold an art contest in which all students at RWHS are eligible to enter and win. All entries must be the original work of the student which is not copied from a published photograph, magazine or book illustration, album cover or any other artwork. If selected as a winner, the student agrees to give the piece to the school's permanent art collection, which is on display in our cafeteria. Each year we choose 3 winners, and each winner receives \$50 cash. If the winning piece needs to be framed, we have a local gallery frame it for us before adding it to our collection.

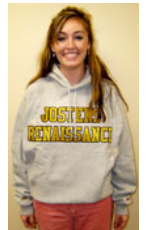
The head of our Art Department is very involved with this project. Since she basically promotes and organizes the entire event, it does not take much time or effort from our Renaissance group. Also, she recruits a couple community members to help with the judging of the art work. It is a great way to involve a department that receives very little recognition, and it allows students to show off their talents. Last year we had 27 students submit a piece for the contest (our school has around 900-950 kids grades 9-12).

We are also in the process of introducing an industrial tech. contest in which students will be able to submit pieces crafted in woods/metals classes. This is another group of kids who often feel disconnected to school. Every year these kids put out amazing projects with little or no recognition for their effort. We are in the process of working out the details with the head of the Industrial Technology Department. This contest will be separate from the art contest already in place.

For more information about the Red Wing High School Art Contest contact Chad Bray at cjbray@redwing.k12.mn.us



For submitting this issue's winning idea Chad will receive a Jostens Renaissance hooded sweatshirt and now becomes eligible for the 2008 JRR Idea of the Year grand prize.



It's TIME to become a Rock Star - **Submit Your Ideas!**

Once again Jostens Renaissance will be running our annual "Idea of the Year" contest. If you submit the winning idea, you'll receive ROCK STAR TREATMENT at the 2008 Jostens Renaissance National Conference.

What's Rock Star treatment?

- Airfare for two to the Jostens Renaissance National Conference
- Limousine transportation from the airport to the host hotel
- Upgraded Hotel accommodations
- Complimentary registrations for you and your guest
- More information to be revealed in upcoming issues

How to submit your idea

Do you have an idea from your Jostens Renaissance program that has improved your school's environment? Submit your ideas to charley.nelson@jostens.com. We'll select a "winning idea" for

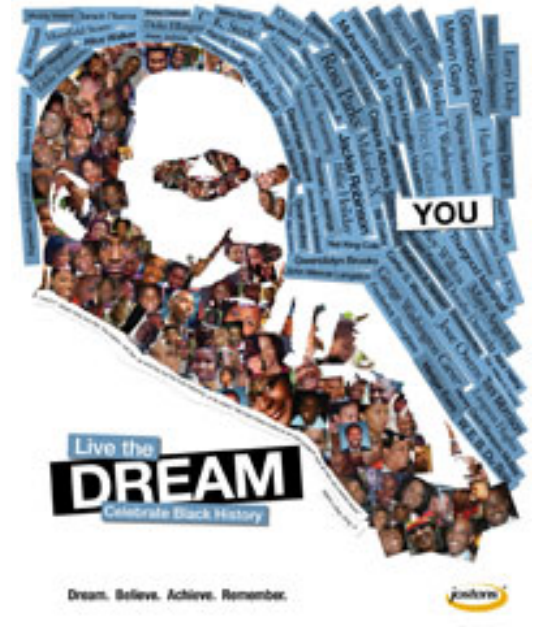
each issue and the individual submitting the published idea will receive a Jostens Renaissance Review sweatshirt and be eligible for the 2008 Idea of the Year Contest.

Hot Stories

New Black History Poster now available!

We are very excited to announce the latest addition to our collection of posters. Hot off the presses we have a Black History poster (shown right) which is now available for purchase. As February is Black History Month, this poster is perfect for display in your school during February, and all year! The cost is \$1.00 per poster plus postage.

To order, please e-mail norma.christenson@jostens.com
Indicate how many posters you want and include your name, school name and address. An invoice will be included with your order.



New You Tube Video Posted – "Get Into It!"

To date over 3500 people have viewed the Starfish Story on line. We've had such a great response that we've added another video on You Tube and this one's just for fun while still sending a strong Jostens Renaissance message.

Just click on the link below and take a look at "Get Into It!" We know that you'll enjoy it!

<http://www.youtube.com/watch?v=5MITrQz5Ws&feature=user>

forward to a



Program Enrichment

Contribute to the Discussion Board – **Win an i-Pod Shuffle!**

In an effort to maximize the potential of the Educator Services Discussion Board, we will be holding a drawing every two weeks for an i-Pod Shuffle. All you have to do is make a contribution to the discussion board between now and Feb. 7th and you'll be eligible to win a Shuffle.

There are already numerous active discussions, so just post your comment and join in! Better yet, feel free to start a new discussion area. Post a Renaissance question and hear back from some of the greatest educational minds in North America. Ask a question about attendance, discipline, staff morale, anything and you'll get great responses.

The Discussion Board can network thousands of educators and provide you with insights from experienced educators. All you have to do is get involved! And hey, you might win a Shuffle along the way!

To get started, just click on this link - <https://edserv.jostens.com/default.asp>

Congratulations to **Jan Doten!**

Ellen's name was drawn from all those who made a contribution to the Educator Services Discussion Board over the past two weeks. As a result she is our **9th i-Pod Shuffle winner.**

Star Fish Story Available Online and on DVD

As we enter the "dog days" of the school year, the star fish story can prove to be the perfect thing to inspire you until spring. To view the Star Fish Story, just click on this link <http://www.youtube.com/watch?v=1wuSaNCIde4>

If you'd like to purchase a copy of the Star Fish DVD, email Norma Christenson at norma.christenson@jostens.com. Cost is \$12.



Following Freshmen Blog

A new addition to the Jostens Educator Services website home page is Following Freshmen. Alex, Bailey and Caitin are blogging their freshman year college experience. This is an invaluable resource for high school seniors as it provides insight into what college life is really like. Find out about the academic stresses that college places upon students; how do you meet new friends; what do you do when your roommate literally stinks; what's it like to be away from home? Discover what the freshman experience is like through the eyes of a freshman.

Take a look at the last posting to get an idea of the honest and invaluable information that is at your fingertips on the Following Freshmen Blog:

Independence

All you want to do in high school is to have independence. You first get it with your own car. After that first little taste of it though, you are pretty much without it until college. Independence is great right? Right...I guess. At the moment I am not so sure. Those things that my parents used to do for me are now left entirely up to me. And I'm not talking about the cool things. Things like finding a drycleaner, restringing a cello bow, or planning my schooling so I can do a semester abroad. The nitty-gritty details that used to just figure themselves out. First is the drycleaner. During winter break I bought this great sweater, not really caring that it had to be dry-cleaned. Now that it is up to me to get the sweater to the drycleaner though, it is a whole different story. Realistically, I probably won't get it there for at least a month. Secondly is the cello. After a year of wanting to play it, I have finally decided to do so. However, that means that I have to find a teacher and someone to fix the bow. So I have done what my mom used to do for me: take the initiative and actually find a teacher and someone that restrings bows. And lastly, I have decided that I want to study abroad next year. This means I have to decide where I want to go, make sure I am on track with classes, and actually apply to go. This is going to take major planning and talking with my advisor. So, this semester, besides studying philosophy and Spanish, I am learning to be more independent and responsible...yikes

Postings are made three times a week. To follow the freshman journey of Alex, Bailey and Caitlin, just go to the Jostens Educator Services home page and click on the Following Freshman link.

<http://www.jostens.com/edserv/default.asp>

Statistic of the Issue – Video Game Information*

Many students returned from the holiday break with new video games to play. Below is information about the US video market as well as what are believed to be some of the positive and negative effects of video games upon young minds.

- The U.S. video game market reached nearly \$10.5 billion in sales in 2005 with the projected world-wide market expected to grow to \$46.5 billion by 2010 (BusinessWeek Online, 2006).
- A recent report showed that 45% of heavy video game players and nearly a third of avid gamers are in the 6 to 17 year old age group (NPD Group Inc., 2006).
- The Federal Trade Commission reported that 69% of unaccompanied 13-16 year-olds were able to purchase "M" rated video games from retailers (Federal Trade Commission, 2004).
- Of computer and video game purchase in 2005, as reported by the NPD Group, 49% were "E" rated games, 4% were "E10+", 32% were "T" rated games, and 15% were "M" rated games (Entertainment Software Association, 2006).
- A study of over 2,000 8 to 18 year-olds (3rd through 12th graders) found the 83% of them have at least one video game player in their home, 31% have 3 or more video game players in their home, and 49% have video game players in their bedrooms (Roberts, Foehrer, and Rideout, 2005).
- In the same study only 21% of kids reported that their parents set rules about which video games they can play, 17% reported their parents check warning labels or ratings on video games, and 12% reported they play video games they know their parents don't want them playing (Roberts, Foehrer, and Rideout, 2005).

Positives

- Video game playing introduces children to computer technology.
- Games can give practice in following directions.
- Some games provide practice in problem solving and logic.
- Games can provide practice in use of fine motor and spatial skills.
- Games can provide occasions for parent and child to play together.
- Players are introduced to information technology.
- Some games have therapeutic applications with patients.
- Games are entertaining and fun.

Negatives

- Over-dependence on video games could foster social isolation, as they are often played alone.
- Practicing violent acts may contribute more to aggressive behavior than passive television watching.
- Studies do find a relationship between violent television watching and behavior.
- Women are often portrayed as weaker characters that are helpless or sexually

provocative.

- Game environments are often based on plots of violence, aggression and gender bias.
- Many games only offer an arena of weapons, killings, kicking, stabbing and shooting.
- Playing violent video games may be related to aggressive behavior (Anderson & Dill, 2000; Gentile, Lynch & Walsh, 2004). Questions have been raised about early exposure to violent video games.
- Many games do not offer action that requires independent thought or creativity.
- Games can confuse reality and fantasy.
- In many violent games, players must become more violent to win. In "1st person" violent video games the player may be more affected because he or she controls the game and experiences the action through the eyes of his or her character.
- Academic achievement may be negatively related to over-all time spent playing video games. (Anderson & Dill, 2000; Gentile, Lynch & Walsh, 2004)

*Source – National Institute on Media and the Family www.mediafamily.org

Events & Reminders

Events

Upcoming Jostens Renaissance Events

Feb. 15, 2008 – 9th annual PennJersey Renaissance Coalition Leadership Conference, Sterling High School, Somerdale, NJ. For more information, contact Frank Palatucci at fpalatucci@bhprsd.org or Pete Sabatino at pete.sabatino@jostens.com.

Upcoming Jostens LeaderShop workshops

Feb. 5, 2008 – Dallas, TX – Lisa Spain at lisa.spain@jostens.com

Feb. 6, 2008 – Houston, TX – Lisa Spain at lisa.spain@jostens.com

Feb. 7, 2008 – Boise, ID – Les Curvey at les.curvey@jostens.com

Feb. 11, 2008 – Crossville, TN – Beth Mahaffey at beth.mahaffey@jostens.com

Feb. 13, 2008 – Fresno, CA – Rob DeGeorge at rob.degeorge@jostens.com

Feb. 19, 2008 – Ashville, NC – Gene Holdway at gene.holdway@jostens.com

March 3, 2008 – Tucson, AZ – Rob DeGeorge at rob.degeorge@jostens.com

March 10, 2008 – Virginia Beach, VA – Larry DeSantos at larry.desantos@jostens.com

March 19, 2008 – Saddlebrook, NJ – Pete Sabatino at pete.sabatino@jostens.com

Reminders

Platinum Program Coupon Books

They're FREE and they are going fast! Bigger and better than ever with more offerings from brand-name companies. Order now: http://www.jostens.com/edserv/renaissance/ren_500.asp

Educator Services Website

Provides information about Jostens Renaissance. Register and get full access to all the program information. www.jostens.com/edserv

Renaissance Review Archive

Provided to you on our new website: http://www.jostens.com/edserv/renaissance/ren_400_20.asp

Post Cards -Personalize Recognition for Students

We've made post cards out of the three student related motivational posters. The cards are 5" x 7" are packed individually. Cost is \$.10 per card. To order, email norma.christenson@jostens.com and list the number of cards you'd like and the address to ship them to. We'll put an invoice with the shipment.

National Conference MemoryBook now available on OurHubub.com

Use this Promotion Code: **RENA4RA8** for 15% OFF the price of your memory book!



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