



The Broadside

President's Message

Inside this issue:

President's Message	1-2
VP's Message	3
Treasurer's Message	3
PARC Update	4
NYSUT News	5
Recharge	7
More SRP Kudos	8
Organizing Tips	9
NYSUT Member Benefits	10
Tech Tip	11
This Month in Union History	
Coffee Corner	

Our Voice is your Voice.

Back in September I wrote about the 1928 editorial penned by Ella Lynch, the teacher from Minerva, NY. Imagine the courage it took for a woman in the 1920's to speak up and put her opinions out into the public sphere for all to critique. Imagine the courage it took for the educators 30 and 40 years later to organize together and collectively speak up against the conditions of employment. We, the PEA, NYSUT, AFT, the NEA etc... are a product of these extraordinary women and men who used their voice to speak up to advocate for students, their profession and public education. Their courage came with risks, and they willingly accepted those risks. We have benefitted from the courage of these educators who came before us. To honor them, their courage and sacrifice we hold in trust the endowment of the voice of our profession. The only question that remains is will we use it, or do we sit back and allow others, like the governor, to tell it like is?

We teach our students to speak up as by-standers to bullying. Do we expect this of ourselves? Do we express our professional judgments to our legislators, our governors, our regents, our school boards, our super-

intendents, our principals? We owe it to our students, our profession, and to public education to each use our voice to stand up for what is right, speak out against what is wrong, and have the courage to accept the critique and risks like our predecessors. If we do not, our silence is an acceptance of the ideas, and acquiescence of the decisions we know are not in the best interest of children, their education, our profession, public education and the future of our nation.

The past few years I have had the opportunity to meet with our area legislators. The number one item I hear from them is direct communication from their constituents. Joe Robach asks me repeatedly why he doesn't hear more from the teachers directly. We must not abdicate our responsibility to the pioneers of the past or the select few who might send the email or speak up. Our voice is louder not when one person steps in front and speaks for the group, but when we speak together.

I read recently that a few congress people changed their vote on a bill due to the "thousands of calls" they received in the days leading up to



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President's Message (Continued)

the vote. It wasn't a single lobbyist, it was the voice of the constituency.

NYSUT President Karen Magee wrote "Let every voice be heard".

I am proud of the PEA, and the members who use their voice in advocacy. We honor those who came before us, and we protect our students and the future of public education. Let's continue to stand together, and use our voice to ensure the better future.

How to use our voice:

- ◆ Accept the invitation from our district leadership to discuss important matters.
- ◆ Give honest feedback to our principals, administrators, regents, etc...
- ◆ Speak up in the best interest of our students for and against policies and decisions which affect them.
- ◆ Write letters to the editor (like Ella).
- ◆ Send emails/faxes to our elected officials. <https://mac.nysut.org/>
- ◆ Vote!
- ◆ Share/Like/fwd links, pages and tweets on social media.
www.facebook.com/PenfieldEA



- ◆ Participate in professional organizations (PEA, NYSUT NCTM, NYSAPE, etc...)
- ◆ Give to VOTE/COPE.

Have a great second half of the year. I look forward to continuing to represent all of you and I stand with you as always.

-Russ

Let Us Know!

Please remember that if you have a name, address, or email change, our PEA Secretary needs to know! Please contact Liz Brown at Peasecretary@gmail.com



Message from Vice President, Eric Wallen

Dissent can be good for unity, but only if it produces new ideas, suggestions and plans to solve certain problems. Anyone can complain and criticize, but not everyone can devise a more efficient way of accomplishing a goal. As the PEA continues to negotiate for a new contract, we must remember the importance of unity. We may at times disagree with how we negotiate, what actions we should take or other facets of this process. It is

good to disagree at times, to hear differing opinions and ideas. Asking questions and offering solutions means that we care and are informed, or want to be informed. But since we are all in this together, ultimately we have to work together. The contract that will be created, approved and signed applies to all PEA members, regardless of everything else. So we must remain united! We must talk and discuss. We must try to understand differ-



ing points of view and why members have those opinions. But unity is essential. Once we show that we are not together, that we are splitting into factions and it becomes so serious that we can't agree on anything, than the union loses its power.

Message from PEA Treasurer, Michael Pray

Dear Members,

In this issue, the treasurer's contribution to the Broadside will be short (commence the celebration!). On a financial front, the PEA's finances are healthy and able to sustain both the working budget and LAP activities for the '14-'15 school year. As we move into the '15-'16 school year, those monies used to from the LAP grant will continue to diminish as we use them up on member, community, and political activities. Once those funds come to an end, it will be up to the executive committee and the membership budget vote to decide which activities to continue with and which ones to put aside.

The scholarship fund stands at \$166 at this present

time. We will add about \$2500 after the payroll scholarship campaign completes. In order to continue to meet our responsibilities towards this fund we will need to generate at least \$1500. Please consider donating and participating in the various scholarship fund raising activities that will come around between now and the end of the year.



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Lastly, I look forward to seeing you at the PEA Benefits Fair on March 26th.

Thank you,
Mike Pray

The 3rd Annual
PEA Benefits Fair
Thursday, March 26th
3:00—5:30 PM
Shadow Lake
FREE!



This year's fair is on a Friday AFTER all the elementary parent conferences and the HS play. It will feature booths focused on benefits and opportunities you can get for being a teacher as well as raffles, PEA merchandise, and food/drink.

PARC Update

The PARC Committee continues to gather information as the negotiations process continues. In order to provide current input, the elementary PARC representatives have been busy gathering information from the elementary members concerning work load; and any suggestions that would provide them with relief as the workload continues to increase. Copies of these forms are being given to Tom Putnam for his review (school names were taken off to ensure confidentiality). We are also encouraging the membership to take advantage of Tom Putnam's offer to come to collaboration meetings. This piece is crucial to supporting the work we have done concerning this issue. The third grade team across buildings set up a uni-

fied meeting with Tom and Jim so the whole team could come together in one room, to voice their concerns and/or suggestions that would provide relief to the elementary workload. This is very powerful and it diminishes the chances of messages getting crossed from building to building. Please consider taking advantage of this opportunity to voice your thoughts.

The Executive Committee has asked the PARC committee to begin to look at the APPR process to determine similarities and/or differences of execution in each building. We have begun identifying the processes for APPR and are detailing the requirements from each building. The goal is to see if there are any practices being done in one or more buildings that would lighten the load of work that comes with APPR. Following our evaluation

we will be submitting our recommendations to the Executive Committee. If you have any input on APPR please email your thoughts to ryandow@rochester.rr.com and I will bring them to the PARC meetings.

Thank you all for your continued support as we work toward maintaining the integrity and quality that Penfield is known for.

Sincerely,
Renee Yandow
PARC Chair



Benefit Resources Eligible Over the Counter Medical Supplies



Use your Beniversal® Card for HSA to pay for these items at IIAS or 90% Merchants2. Save your itemized receipts for potential audit purposes. Save your itemized receipts for potential audit purposes.

- | | |
|---|---|
| <input type="checkbox"/> Adult incontinence products (e.g. Depends) | <input type="checkbox"/> Birth control products (e.g. prophylactics) |
| <input type="checkbox"/> Breast pumps & lactation supplies | <input type="checkbox"/> Contact lens solution |
| <input type="checkbox"/> Denture adhesives | <input type="checkbox"/> First aid supplies (e.g. band-aids) |
| <input type="checkbox"/> Foot insoles | <input type="checkbox"/> Health monitors (e.g. blood pressure, cholesterol, thermometers) |
| <input type="checkbox"/> Hearing aid batteries | <input type="checkbox"/> Heat wraps (e.g. ThermoCare) |
| <input type="checkbox"/> Heating pads, hot water bottles | <input type="checkbox"/> Insulin & diabetic supplies |
| <input type="checkbox"/> Medicine dropper/spoon | <input type="checkbox"/> Motion sickness devices |
| <input type="checkbox"/> Sunscreen (Broad Spectrum SPF 15+) | <input type="checkbox"/> Supports/braces (e.g. ankle, knee, wrist, therapeutic glove) |

Go to http://www.benefitresource.com/uploads/file/hsa_otc_chart.pdf for more details.

The Last 30 Days

December 17: After the governor hinted he may not sign the moratorium bill, we used his own words against him in a press statement: <http://www.nysut.org/news/2014/december/nysut-statement-on-governors-remarks>

December 18: After the Malatras letter was released, we immediately tagged the governor as “clueless” in a press statement, and in social media. Numerous media interviews and press statement can be found here: <http://www.nysut.org/news/2014/december/nysut-condemns-cuomo-letter-as-clueless> #cluelessCuomo became a rallying cry.

December 23: Karen Magee appears on statewide radio and television to criticize the governor’s comments and rebut some of his more misinformed comments. You can listen to the audio clip here: <http://www.wcny.org/cpr122214/>

December 29: After the governor vetoed the moratorium bill we reacted strongly. (Press release here: <http://www.nysut.org/news/2014/december/nysut-slams-governor-for-vetoing-moratorium-bill>)

December 31: Rally at the executive mansion. Coverage from at least 10 news organizations, including *New York Times* and *Wall Street Journal*. Gallery of photos at www.nysut.org and, of course, clips can be found through a Google news search and were sent to local leaders through the NYSUT Leader Briefing. During this time, we also blasted the King/Tisch letter in a number of radio, television and print interviews. In addition, we want to specifically note that, over this time frame, we strongly supported the NY-SAPE letter. It’s responding to Malatras resulting in a great ride on social media. NYSUT constructed a [special MAC blast](#) urging our members to read it and share it.

New Year’s Day to January 7: Out of respect, we held fire for a few days following the passing of former Gov. Mario Cuomo.

NYSUT supported East Greenbush TA President Sean Crall in his efforts to get out the message that Gov. Cuomo’s staff made Crall remove a “Respect Public Ed” pin. Here’s the clip which was widely shared on social media: <http://nypost.com/2015/01/06/teacher-cuomo-staff-asked-me-to-remove-pro-union-button/>

January 9: A new report ranked NY’s public education system 9th in the nation. This is a direct contradiction to the governor’s claim that schools are failing. Here’s our piece: <http://www.nysut.org/news/2015/january/report-new-york-states-public-education-system-ranks-among-nations-best>

January 10: A coalition partner, the Alliance for Quality Education, released a report showing that inequality and segregation have reached record levels under Gov. Andrew Cuomo. Report and Daily News link can be found here: <http://www.nysut.org/news/2015/january/new-report-calls-out-gov-cuomo-for-record-setting-inequality-in-school-funding>

January 10: Albany Times Union columnist Fred LeBrun supported NYSUT and teachers and attacked the Governor in this column, which ran in the Sunday Times Union (circulation 150,000). <http://www.timesunion.com/news/article/LeBrun-A-disaster-dressed-up-as-reform-6006907.php?cmpid=twitter>

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NYSUT News

The Last 30 Days (Continued)

January 11: Nearly 1,000 students, parents and teachers packed the Million Dollar Staircase at the state Capitol for a rally. Rev. William Barber and NAACP leaders scolded Cuomo for failing to properly fund public schools. Andy Pallotta pointedly told the governor – at the top of his lungs – to stop making excuses and fund public education. NYSUT coverage and numerous press clips can be found here: <http://www.nysut.org/news/2015/january/moral-mondays-parents-students-and-educators-take-to-the-capitol-to-call-for-fairness>

January 13: Karen Magee has a radio commentary that airs on 16 radio stations across New York. Here she takes on the governor in her monthly commentary: <http://wamc.org/post/karen-magee-battle-public-education> This got a nice ride on social media. Held an emergency Board of Directors call to Action

January 14: NYSUT offered a less-than-enthusiastic response to the governor's circuit breaker proposal here: <http://www.nysut.org/news/2015/january/tax-relief-plan-flawed-because-of-tax-cap-link>

January 15: NYSUT launched a nearly \$1 million ad campaign in advance of the Governor's State of the State and budget. You can find the ad and coverage on the NYSUT web site and coverage via this link: <http://www.nydailynews.com/blogs/dailypolitics/nysut-putting-ad-calling-equitable-school-funding-blog-entry-1.2078223>



AFT Legislative Action Center

Visit <http://www.aft.org/action/legislative>

To see a list of recent action campaigns including:

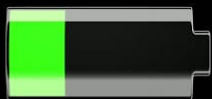
- ◆ Reclaiming the Promise of Brown vs. Board of Education to ensure every child gets a high-quality public education.
- ◆ The Nurse and Health Care Worker Protection Act of 2013. It is designed to decrease the potential for injury to all who provide and receive care, while reducing work-related healthcare costs and improving the safety of patient care.
- ◆ Student-to-School Nurse Ratio Improvement Act
- ◆ Raising the Minimum Wage to \$10.10 over the next 2 1/2 years
- ◆ Education Starts with Pre-K; early learning is the key to success



LEADERSHIP



Left to Right: Martin Messner, Secretary-Treasurer; Catalina Fortino, Vice President; Karen Magee, President; Andrew Pallotta, Executive Vice President; Paul Pecorale, Vice President



Things to Do in and Around Rochester to Help Us RECHARGE

Winterfest

January 31st, Noon - 4pm
Irondequoit Town Hall

Irondequoit is known as a festival town but often times things slow down in the winter months. Our first annual Winterfest will get you out of the house and show you that it's cool to be cold!

Break free from your cabin fever and bring your family, friends and neighbors to this free event with tons of great activities including:

- Ice Sculptures
- Horse Drawn Wagon Rides
- Elsa, Anna and their Friends
- Ice Skating
- Sled Dogs
- Petting Zoo
- Food Trucks
- Crafts and Games
- Much More!



All activities are free and there will be food for purchase. Questions? Give us a call! 336-6070.

Make sure to grab your gloves, hats, scarves, boots and ice skates!

Lakeside Winter Celebration

Celebrate the Winter at the 31st annual Lakeside Winter Celebration at Ontario Beach Park. Charlotte area merchants will also be offering specials and discounts all weekend. All events will be held at the Port of Rochester Terminal and Ontario Beach Park.

Saturday, Feb. 7, 1 - 6 p.m.

- Lake Ontario Wine & Craft Beer Festival
- Chilly Chili Challenge
- Ultimate Frisbee Challenge
- Horse-drawn carriage rides
- Dog sled demo
- Outdoor children's games with Rec on the Move
- Ice sculpture demo
- Snow sculpture contest
- Winter hike: Turning Point Park, 1 p.m.
- Fireworks over the river, 6 p.m.



Sunday, Feb. 8, 12 - 4 p.m.

- Annual Polar Plunge fundraiser for the Special Olympics, noon.

School Related Professionals

These **Kudos** Missed Our Special Edition SRP Publication Deadline In November...

Sandy Dron, Bus Monitor Sandy has a heart of gold and it shines through every day! She has an amazing way of connecting with the students she supports and helps to make the bus ride a positive experience. She turns frowns into smiles and puts joy in a little boy's day. Thank you for caring Sandy! Jen Barone, IL

Stacy Elwell, IL Teaching Assistant Stacy is patient and kind and always maintains a positive attitude! She comes in every day with a smile on her face and a bounce in her step. Jen Barone, IL

Ryan Duke, IL Teaching Assistant Ryan is patient and flexible and has a great rapport with each of the students. He has a special way of connecting with each student on a multitude of levels and is creative in his approaches to working with them. He will think outside the box in order to try and keep a student engaged or support a student who is upset. He is a true asset to our classroom! Jen Barone, IL

Peg Wilcox, IL Teaching Assistant Peg has an incredible way of being encouraging and supportive while gently guiding each student to do his/her best. She always goes way above and beyond what is expected of her and exudes patience, kindness, caring, and respect while gently nudging each student to grow. She is a gem and a treasure! Jen Barone, IL

Ranie Boyko, IL Teaching Assistant Ranie is such a positive influence on our littlest learners with her caring ways. She goes far beyond her job description creating things for our classroom that enhance our learning—often doing extra work at home! We love her tons! Becky Gnage, IL

Ginny St. George and Food Service Team, IL They roasted pumpkin seeds for my kindergarten class! Kim Saxon, IL

Jill Ryan, IL Teaching Assistant Thanks Jill for always being willing to help us with our technology glitches and for doing so with such kindness and patience! Anonymous

Dave Cox, IL Head Custodian Dave keeps the building in top notch condition and is on the top of things frequently before we ask! He and his staff make IL a great place to be!

Laurie Burley, IL Monitor Laurie sets the atmosphere for the building before folks get in the door. She is welcoming to visitors and always looks out for her staff. There's nobody like you Laurie! Anonymous

Cherie Hineline, IL Teaching Assistant Cherie is an integral part of our 2nd Grade Team at IL. She's always willing to help out when we need it and is very caring for the students! Anonymous

Jen Martin, IL Recess Monitor Ms. Martin has such a way with the children. They adore and respect her and although she does not monitor my class this year, she still is such a wonderful help to my class during lunch recess. Melissa Lewis, IL

Jennifer, EJ, Jaonie, Christin, Clemment, Karen, Marc, IL Recess Monitors Always so pleasant, care about the kids deeply. So kind and patient. We are very fortunate! Jennifer Hore, IL

It's GO Time!

Getting organized is a top new year's resolution – accomplish your goals with these helpful tips.

By Amy Emerick, Creative Solutions Organizing



January is get organized month. The holidays are over and it's a new year. More things came into your home, holiday décor needs to be put away, storage is non-existent, and you want to regain control of your home or be more productive at work. You want a fresh start. As a professional organizer the number one comment I receive from my clients is "I just don't know where to start and I am overwhelmed". I have put together some tips to help you get started to create a more organized life.

Your Home:

Resist the urge to purchase cool organizing products. There is no sense in wasting money on products you may not need and they become more clutter and clutter collectors in the long run.

Set goals and a strategy. Put in writing the top 3 areas of your home to get organized that will create the most impact on your daily life. Take time to consider what is important to you and how being organized will get you there. Set dates on your schedule to tackle specific projects. Start small; identify projects that will give you the most satisfaction. Allot 1-2 hours to work on an area. Organizing can be overwhelming, if you finish one small project and are satisfied with the results you are more likely to keep going.

Invite or hire help if necessary. Finding a friend or a professional that is non-judgmental is key to help you move forward.

Compartmentalize as you go through your stuff. Take four boxes and label them "trash", "storage", "donate" and "for sale". This can be the most difficult process, emotions come into play. Don't be afraid to let go of your possessions. Sometimes your items may need a new home through donation to help someone else, gifts to family members, or even yard sales.

Clear horizontal surfaces. Just seeing a cleared off kitchen counter, dresser or desktop will motivate you to do more. Emptying surfaces makes a lasting impact you can see right away.

Schedule a home pick up date from a charity. Having a firm date will motivate you to move ahead quickly. And then you won't have boxes and bags of donations clogging your closets or hallways.

Reward yourself. Once you have accomplished your organizing task, reward yourself. Do something you enjoy to celebrate your accomplishment.

Your work space:

Organize your desk. Whether it's paperwork, sticky notes or files, clearing the clutter on your desk and getting it organized will make you more productive. File folders and file holders easily clean up paperwork and notebooks keep memos away from easily lost sticky notes.

Add some "you" into your space. Speaking of your desk, there's nothing like a boring one to kill your motivation. Replace the standard cork board with a unique bulletin or memo board, add some unique pens or pencils and give some life to your filing with fun file folders. You'll be much happier coming to work every day when your space says something about you!

Get rid of the junk. While embracing technology, you can take the opportunity to get rid of some of the important things you have stockpiled over the years. Scan important paperwork into the computer and throw the physical paper away. Put anything else important into labeled folders (whether physically or digitally) and toss everything else. You can't move forward with the New Year if you are weighed down by previous years clutter.

Go digital. Our phones talk to us and you and your computer see more of each other than your family. One way to stay organized and avoid unneeded clutter is to use these amazing tools. Keep contact information in a digital address book, use programs to sync your work schedule, and even keep employee manuals and other important papers on the computer. This means that there are fewer things to keep track of on your desk and everything is right at your fingertips.

Establish a new schedule. A new year means making changes, and it can help you out at work. If you've gone through your day flying by the seat of your pants in 2014, set a new work schedule for yourself in 2015. If you find yourself checking your email throughout the day while balancing other tasks, decide to clear your inbox first in the morning and only check for emergencies later on. By keeping yourself on schedule, your workday will be much more organized and productive.

There are many benefits to being organized: saving money, saving time, but most importantly, more control over your life. Being organized pays back every single day. Hourly rates for working with a professional organizer can range from \$50.00 - \$75.00 per hour; a cost my clients say is an investment in themselves and their surroundings. I believe that getting organized is not about a space looking perfect but rather creating a space and systems that work for a client's individual needs and lifestyle. And remember, organizing is a process that takes time. You will get there!

Creative Solutions Organizing www.creativesolutionsorganizing.com

Email: www.amy@creativesolutionsorganizing.com

Phone: (585)202-8498

Make your dental & vision care a priority!

Well, another year has passed us by and the New Year is upon us! As you take stock of the various resolutions you've made for this year, now is the time to make your dental & vision care a top priority.

Dental Care



The NYSUT Member Benefits Trust-endorsed Dental Plan features the MetLife PDP Plus Network.

The Plan offers easy to understand dental coverage that allows you to:

- Protect you and your family by providing competitively-priced dental coverage for most preventive and routine services that help promote long-term oral health.
- Choose the dentist of your choice at the time of treatment. You do not have to select a primary dentist and there is no ID card to show or referrals needed for specialty care.
- Save on out-of-pocket expenses by receiving services from thousands of participating dentist locations nationwide that agree to charge fees typically 15% to 45% lower than the average charges in your area.

With the MetLife Dental Plan featuring the PDP Plus Network, you'll receive a wide range of benefits that provide choice, savings and convenience to help make your dental health a priority.

Vision Care

The NYSUT Member Benefits Trust-endorsed Vision Plan provided by Davis Vision ensures that you are able to obtain proper eye care.



The plan offers a variety of benefits, including:

- One complete eye exam (including glaucoma testing, and when professionally indicated, dilation).
- One pair of eyeglasses (lenses & frames) or contact lenses per benefit period – paid in full according to plan specifications from participating providers.

Once you've enrolled in the plan and you're confirmed, simply call an in-network provider, identify yourself with your name or NYSUT ID number (available on your NYSUT membership card), make an appointment, and use all of the plan benefits at that visit (exam & glasses cannot be split into two appointments).

The provider's office will contact Davis Vision and verify your eligibility for benefits. There are no claim forms or ID cards needed to use the plan.

February is Member Appreciation Month!

Don't forget that NYSUT Member Benefits is teaming up with its endorsed program providers for a special month-long event in **February 2015**.

Member Appreciation Month will feature a special prize drawing each day of the month in February, including a Bose Wave Radio, iPad Mini, several



Amazon Kindles, and a variety of gift cards. The winners of the daily prize drawings will be announced exclusively on the Member Benefits website throughout the month of February.

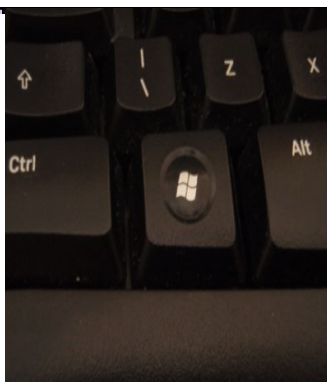
You **MUST** be a member of the voluntary Member Benefits MAP Alert email service to be eligible for these drawings!

For more details about these endorsed programs or Member Appreciation Month, visit the Member Benefits website at memberbenefits.nysut.org or call **800-626-8101**.



For information about contractual endorsement arrangements with providers of endorsed programs, please contact NYSUT Member Benefits. Agency fee payers to NYSUT are eligible to participate in NYSUT Member Benefits-endorsed programs.

Tech Tip



Tagxedo, word cloud with styles

[Tagxedo](http://www.tagxedo.com/) turns words -- famous speeches, news articles, slogans and themes, even your love letters -- into a visually stunning word cloud, words individually sized appropriately to highlight the frequencies of occurrence within the body of text. While it is similar to Wordle, it allows users to put their text into a shape, print, and save their creations.

<http://www.tagxedo.com/>

This Month in Union History



Striking Rochester garment workers, 1913

January 23, 1913

Some 10,000 clothing workers strike in Rochester, NY for the 8-hour day, a 10-percent wage increase, union recognition, and extra pay for overtime and holidays. Daily parades were held throughout the clothing district and there was at least one instance of mounted police charging the crowd of strikers and arresting 25 picketers. Six people were wounded over the course of the strike and one worker, 18-year-old Ida Breiman was shot to death by a sweatshop contractor. The strike was called off in April after manufacturers agreed not to discriminate against workers for joining a union.

15% off for Teachers!

Entire Purchase Everyday



Products designed for the classroom. Some exclusions apply. See a store associate for details. Available in store only.



Coffee Corner

In each edition, we will pose a question to our membership in this column. The first 2 people to respond to broadsidepea@gmail.com will each win a \$10 Starbucks Gift Card.

What is your favorite resource for planning a lesson?



September/October Edition Winners

Question: What did you enjoy the most about coming back to school this year?

"I loved seeing the returning kids and the newbies to our school. It is so exciting to "start fresh" each year. I try to make sure I remind each child that this is a new beginning and time to make wise choices!"

Sue Wilson, RN, School Nurse, The Charles Finney School

What I enjoyed most about coming back to school this year was meeting all of my new colleagues and students!

Ashley Yang, PHS

Congratulations!