

January 2005



a parent to parent newsletter

insight

KEEN Chicago and KEEN Kansas City to Launch on January 23, 2005

After a year of intense work by volunteers in our community and in Chicago and Kansas City, KEEN will start serving young people with disabilities in Chicago and Kansas City on January 23, 2005. Locations have been arranged, volunteers have been recruited, part-time staff have been hired, websites are operational, and word is spreading throughout the community about the services KEEN will deliver in 2005 and beyond. KEEN is thrilled with the community response, and we are grateful to the law firm of Sonnenschein Nath & Rosenthal for fully funding this exciting expansion effort.

We were particularly delighted to welcome a team of volunteers from both Chicago and Kansas City to Washington the weekend of November 19-21st, and our newest members of the KEEN family were able to observe multiple KEEN sessions, interact with the Coaches Committee and meet our athletes and families to help prepare them to run successful KEEN programs in their communities. The energy and enthusiasm from these new volunteers is extraordinary, and we are already sharing best practices and talking about ways in which young people across the country will benefit from our efforts.

While these new affiliates do not directly affect KEEN's activities locally, you will notice one change: what you have always known as KEEN is now KEEN Greater DC. This name change is necessary with the growth of new affiliates, all of which will operate under the umbrella of KEEN USA (the national organization). But most importantly, our focus on providing the most innovative and highest quality recreational programs to young people in the Washington metropolitan community remains absolutely unwavering.

For more details on Chicago and Kansas City's efforts, please visit www.keenusa.org and click through to the affiliate sites.

Important KEEN Schedule Change for January 2005 Only!

To avoid canceling sessions due to the New Year's Day holiday, KEEN Kids, KEEN Teens and KEEN Young Adults sessions will be held on opposite Sundays in January. The sessions are:

- KEEN Kids & Young Adults Sports – Sunday, January 9
- KEEN Teens and Young Adults Bowling – Sunday, January 16
- KEEN Kids and Young Adults Sports/Fit – Sunday, January 23
- KEEN Teens – Sunday, January 30

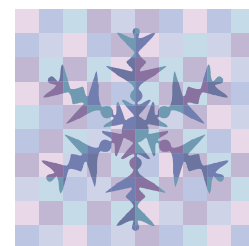
All other Sunday programs will remain on the same schedule:

- Kids Music – Sunday, January 9
- Teens Music – Sunday, January 16

We will be back to our regular schedule in February.

KEEN EMERGENCY PHONE NUMBER

KEEN has established an emergency phone number that will be activated during our programs at Tilden Middle School on Sundays. The number is 301/332-9228. You may call this number if you have an emergency and your child is in session at Tilden.



Happy holidays to all our KEEN coaches, families and friends!

A New Look for KEEN

Have you noticed the changes to KEEN's look? For 12 years, Ken (the name of the little guy with the tennis racket) has been faithfully standing to the right of KEEN. Perhaps he was guarding the periods that followed each letter. But he has moved! He can now be found on the left-hand side of KEEN, or standing atop its second "E," and those pesky periods have slipped away! Furthermore, the words "greater dc" have appeared under "KEEN."

All of these changes have come about as a result of KEEN's growth from a single location here in the Washington, DC area to a national organization with affiliates in Chicago, Kansas City, and yes – Greater DC. So we have been working to give each affiliate, plus the national umbrella, its own variation of our logo. For help, we turned to the Bates Creative Group (recognized for their efforts at this year's KEENFest). They designed two new logos for us, one horizontal, one vertical. They also designed the new masthead for this newsletter.



Greater DC horizontal logo



Greater DC vertical logo

This new look was unveiled in our new brochure, which, if you haven't seen it, can be viewed on our website. Oh, did I mention we have a new website as well? The new logo had to be incorporated into our design, as did the new colors introduced in the brochure. And our web address has changed. You can now find everything you need to know at www.keengreaterdc.org. So change your bookmarks! However, if you forget, you can still go to www.keenusa.org and link to Greater DC. While you're there, visit our new affiliates' sites, and see what they are up to. And don't forget to visit our three sister sites in England. It is quite humorous to see some of the changes to Ken across the pond!

KEEN Bad Weather Procedures

If you wake up on a KEEN Sunday to snow or ice, call the Hotline at 301/770-3200 or check our web site at www.keengreaterdc.org to check to see if KEEN is still being held. KEEN will be canceled if Montgomery County closes its schools to community use. The Hotline and website will be updated by 10:00 a.m.

RECENT KEEN HONORS

John McGraw was honored as Maryland's Most Beautiful Person from Montgomery County at a ceremony in Annapolis on November 10. John, a long-time KEEN Board member and parent of a former KEEN athlete, was also honored early in the year with a 2004 Marriott Spirit-To-Serve Award. Both awards were for his years of service and dedication to KEEN and to children and young adults with disabilities.

KEEN Founder Elliott Portnoy was presented with the Abe Pollin Humanitarian Award by the Jewish Community Center of Greater Washington at a November 20 dinner. The event, which also featured the inductees in the Greater Washington Sports Hall of Fame, benefited the JCCGW's summer program for special needs.

Congratulations to John and Elliott!!

Fundraising News

KEENFest 2004 - An Undeniable Success!

If you didn't get to KEENFest this year, you missed an evening of fun, good food, exciting bidding and well-deserved kudos for volunteers and local companies that contribute greatly to KEEN's success.

Held October 19 at Timpano Italian ChopHouse in Rockville, KEENFest was emceed by Michael Wilbon, Sports journalist for The Washington Post and ESPN. As Wilbon spoke of the immeasurable impact of KEEN's programs, more than 400 supporters participated in a silent auction featuring a wide array of donated items. KEENFest also received enormous support from more than 50 corporate and individual sponsors.

The highlight of the evening was an awards ceremony honoring KEEN's corporate supporters and most outstanding volunteers:

- Bates Creative Group
- 4 Star Tennis Academy
- Chung's Martial Arts Center
- Jonathan Anderson, Volunteer of the Year
- Marsha Glazer, Volunteer of the Year
- Joanna Szczepanik, Volunteer of the Year
- Alyson Sadofsky, Outstanding Commitment Award

KEENFest raises awareness about KEEN and provides the funds needed to keep KEEN's programs completely free-of-charge. Next fall's 5th Annual KEENFest will likely move to a new location but will remain the same great, fun event. Stay tuned for more details so that you can save the date for next year!

SAVE THE DATE!
KEEN Sports Festival 2005
June 5, 2005
Hadley's Park

KEEN 2005 Golf Classic Set for April 18

KEEN's 12th Annual Golf and Tennis Classic will be held on Monday, April 18, 2005 at Indian Spring Country Club in Silver Spring, Maryland.

The 2004 Golf and Tennis Classic was held in picture-perfect spring weather and featured more than 150 golfers and tennis plays who enjoyed a great day of fun while raising more than \$50,000 to support KEEN's activities and expand its programs to help more children and young adults with disabilities. Golfers and tennis enthusiasts went home with good memories and great tans.

The 2005 Golf and Tennis Classic promises more of the same, so watch for details on how to help us find sponsors for this events and how to participate as a golf, tennis play or volunteer.

Important Reminder

If your Athlete cannot attend a session, please call our KEEN Hotline to cancel.

301/770-3200

Even if it is at the very last minute (for example, if you get into your car and find your battery is dead) a call to KEEN's hotline will see that the volunteer waiting for your athlete can be reassigned and not feel they were not needed.

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KEEN FAQs

Q: With the holidays now here, I'd like to give my athlete's coach a gift to show how much we appreciate all his efforts. What would be appropriate?

A: The best "gift" you can give your coach is a big thanks and some words of appreciation after every session. KEEN's coaches can't be told too often how much their efforts are appreciated! While KEEN does not encourage parents to give gifts to individual coaches, if you'd like to bring a snack or some drinks that all the coaches and staff could enjoy after a session that would be a great idea. I'm sure your athlete's coach would appreciate this gesture of appreciation at any time of year – not just the holidays.