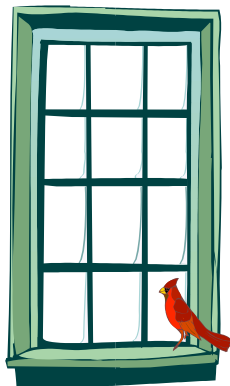


September
2011



MATOAKA ELEMENTARY SCHOOL

Bird's Eye View

From Our Principal, Andy Jacobs

Dear Matoaka Families,

Welcome to the 2011-2012 School Year!!!! I hope that everyone had a wonderful summer and managed to "beat the heat" and pull through earthquakes and hurricanes. On behalf of more than 100 Matoaka faculty and staff, I want to extend the warmest of welcomes to our 730 children and 500+ families that comprise our learning community.

As we start our new school year, please know that the Matoaka faculty and staff are committed to developing a partnership with our families, community members and PTA each school year with one goal in mind—that being to provide our students with a safe, organized, and effective learning environment. As we enter into our fifth school year at Matoaka,

we actively reflect on our accomplishments thus far, but at the same time, actively plan and project as to how we can continually improve our school. To this end, we eagerly invite you to become involved with our school year. Volunteering within your child's classroom, involvement with the Matoaka PTA and daily support of the teaching and learning that takes place throughout the school year contributes significantly to the overall quality of our school. I look forward to seeing you a lot!

If I may be of any assistance to you throughout the school year, please do not hesitate to contact me. Best wishes to all for a GREAT school year!

Andy Jacobs,
Principal

From Our PTA President, Erin Otis

Dear Matoaka Families,

The PTA wishes to extend a warm welcome to all our new and returning families. We have a fantastic group of individuals leading the PTA this year. Our plan is to continue with many of the past PTA programs, as well as add some new & innovative activities to the calendar. Please check the Matoaka PTA website throughout the year for updated information on programs and activities (matoaka-pta.org).

Our goal is to create an atmosphere where families are engaged in activities that will attribute to each student's health, well being & educational success. As parents, we all want our children to be the best that they can be. It is our hope that Matoaka will be a part of the community where your child can thrive and attain positive results.

There are several ways you can help

our PTA reach its goal. You can donate your time as a volunteer at a PTA sponsored event or serve on a PTA committee; you can become a member of the PTA—your \$6 membership dues help sponsor PTA programs, like Family Fun Nights, Cultural Arts Assemblies, and the Reflections Program; finally, you can donate toward the Enrichment Drive, which replaces catalog sales with 100% of the funds going directly back to PTA-supported programs such as the teaching garden, Matoaka Dads, Field Day, educational internet programs, and other school gifts.

We look forward to seeing you at Back to School Night on September 22nd, 6-8 PM. If you have not signed up to be a PTA member for the school year, this will be an excellent time to do so.

Sincerely,
Erin Otis, PTA President

Calendar of Events

September 22 (R) Back to School Night, 6-8 PM
 30 (F) Family Fun Night Movie "Rio", 6:30 PM

October 13 (R) Fall School Photo Day - wear your smiles!
 15 (S) PTA Harvest Festival, 3-6 PM, rain or shine
 21 (F) Early Release, staff development
 26 (W) pizza Spirit Night
 31 (M) Annual Halloween Parade

PTA Board Meetings are the second Tuesday of every month.
 Anyone wishing to attend is welcome.

Deadlines for submissions to Bird's Eye View are the 25th of each month, except December, which is the 15th.

Please contact Lorelee Clark at 258-3254 for further information.

We welcome news of local opportunities for family activities and/or any parent or child-related materials. Submissions via e-mail: loralee13@verizon.net

MATOAKA PTA HARVEST FEST 2011

Fall is upon us and planning is underway for the 5th Annual Matoaka PTA Harvest Festival. This year's Harvest Fest will be held at the school on **Saturday, October 15th from 3-6 pm**. The afternoon will be filled with games, inflatable rides, crafts, cake & book walks, a silent auction, petting zoo, fire trucks, police cars and more! To help fuel the day, the Harvest Fest Café is sure to please everyone's appetite with a variety of food items and treats. Presale tickets will be available at a reduced price beginning Monday, October 10th and on the day of the Fest, families can bring in a donation for the Heritage Humane Society or FISH to receive 4 free tickets. All money raised at the Harvest Fest will be used by the PTA to support our fine learning environment at Matoaka Elementary School.

Harvest Fest t-shirts are available for order and will be delivered the week before the Fest. The PTA will also be awarding unlimited game/ride passes to one student per grade level. Organized by the School Administration, winning students will be announced daily and given a letter from the PTA which they can redeem at the ticket booth on the day of the Fest for their pass.

As in previous years, families are asked to donate various items to support the Harvest Fest. Items such as water, baked goods & cakes, leftover trinkets/prizes & books for the book walk are all needed. Watch your child's backpack/folder for further information soon. If you have a raffle prize to donate or want to volunteer (the week before or day of the Harvest Fest) go to www.matoaka-pta.org and complete a volunteer form. **For more information contact Wendy Cochran at wendyrcochran@gmail.com or visit our Facebook Page: <http://www.facebook.com/pages/Matoaka-Harvest-Festival/204340749631336>.** We'll see you on the 15th!

STUDENT DIRECTORY 2011

The Matoaka student directory will be sent home with students as soon as all student information has been gathered. The directory information forms were sent home in student backpacks and we encourage parents to return completed forms as soon as possible. The last chance to provide information for the directory is "Back to School Night" on September 23rd. Forms can also be downloaded from the Matoaka PTA website. Families who do not want their student's information included in the directory are asked to complete the form and check the "opt out" line.



HARVEST FESTIVAL VOLUNTEERS NEEDED

Volunteers are needed to help with the following areas of the Harvest Fest:

HARVEST CAFÉ: One or two volunteers needed to set-up and oversee the operation of the Café.

PHOTO BOOTH: Oversee operation of the photo booth at the Harvest Fest. Basic "point & shoot" camera and photo printer experience helpful.

SILENT AUCTION: Helpers needed to assist with set-up and operation of the silent auction.

To volunteer your time and talents with these and other projects contact Wendy Cochran at wendyrcochran@gmail.com.



HARVEST FESTIVAL T-SHIRT DESIGN CONTEST WINNER

The PTA congratulates 4th grader **Sophia Liu** on winning the 2011 Harvest Festival t-shirt design contest.

Her winning design will be featured on this year's Harvest Festival t-shirt as well as the advertising for this year's Festival. Pictured is Sophia debuting this year's Harvest Fest t-shirt which will be on sale throughout the month (go to matoaka-pta.org for order form).

Additional winners include, 2nd place Grace Galindo, 3rd place Linda Felbinger and 4th place Claire Waldron who will all receive free Harvest Festival tickets. Thank you to all of our students who submitted designs. All of these designs will be displayed in the hallways of

Matoaka. See you at the Harvest Festival on Saturday, October 15th!



Matoaka PTA Hospitality News

Our first event held Friday, September 9th. Hospitality hosted a Staff Breakfast before school in the Media Center. We served the teachers and staff an assortment of pastries, bagels donated by Panera Bread located at Monticello Ave, deviled eggs and fruit as well as coffee, tea and orange juice. It was a great way to kick off the new school year and show our teachers and staff how much we appreciate all they do for our children.



Boo-Hoo, Yahoo Breakfast

Kindergarten parents were invited on the first day of school to a Boo-Hoo, Yahoo! breakfast sponsored by the PTA. The parents spent some time getting to know each other and shared first day of school stories. It was a great way for the new parents to learn more about Matoaka.



Bird's Eye View





The **Matoaka garden** was taken care of over the Summer by Matoaka families and W/JCC master gardeners. The families watered, weeded and picked vegetables. Thank you to everyone that helped out!



Locally Grown Produce Initiative Kicks Off This Month!

In response to an overwhelming interest from parents who completed our School Lunch Survey last Spring, we have partnered with WJCC Child Nutrition Services, SHIP, and Kelrae Farms to implement the Matoaka Locally Grown Produce Initiative for the 2011-2012 school year. During the months of September, October, November, March, April and May, we will feature locally grown produce as a part of the lunch menu on two Thursdays each of those months. Students will have an opportunity to sample the produce as they enter the line; it will also be one of the “you pick two choices” for the day. This month, our first locally grown day will be Thursday, September 22nd. We will be serving summer squash and peppers. Look for more information on the produce offered each month in future newsletters. We will also be sending home recipes, featuring our monthly produce, so you can try them out with your family.

A little but about Kelrae Farm: 125 Camp Road, Toano (566-4803) Randy Gulden and his wife Michele have operated KelRae Farm since 2002. Randy's Great uncle Buck Hazelwood owned and farmed 88 acres and when he died, Randy and Michele decided to take over the farm. Today they farm 25 acres growing 30 to 40 types of vegetables including a variety of sunflowers. They named their farm after two of their three daughters, Kelsey and Rachel. KelRae Farm sells produce at the Williamsburg Farmers' Market and they also operate a CSA (Community Supported Agriculture) which is a unique way for consumers to purchase a yearly subscription to the farm entitling them to a weekly share of the farm produce.

SPECIAL CAFETERIA TOURS OFFERED AT BACK TO SCHOOL NIGHT

The School Lunch Survey in the spring revealed that many parents are unaware of all the choices and foods offered for sale in the cafeteria. As a result, the Healthy Lifestyles Committee is partnering with Child Nutrition Services (CNS), to offer Cafeteria Tours at Back to School Night. Parents are invited to participate in a 5-10 minute tour, where you will learn all about the cafeteria line, the choices you children have when going through the line, and some of the healthy changes that have been made over the last couple of years. In addition, we will have samples of the local produce served on the line that day. So, come on over to the cafeteria on the 22nd after you have had a chance to meet with the teachers.

See you there!



THE MOUNTAIN CHURCH LUTHERAN CHURCH

Does your child like to take photographs? Enjoy painting, drawing, or coloring? Is writing stories or poems a favorite activity for your child? Does your child love to dance, write songs, or make movies with a video camera?



PTA REFLECTIONS
40 Years of Achievement in the Arts

Each year, the National PTA Reflections Program challenges students to create art inspired by a specific theme. The Reflections Program provides opportunities for students to express themselves creatively and to receive positive recognition for original works of art inspired by a pre-selected theme.

The 2011–2012 theme is “Diversity Means...”

Talk to your children about the Reflections program. Encourage them to think about the theme so they can participate in the contest. The **deadline for submissions is October 24.**

Entry rules, forms, and other information are posted on the PTA web site: matoaka-pta.org.

This information and more is also available now on the national PTA web site: www.ptareflections.org/csrules_and_documents

Reflections is a Great Learning Experience. When children express themselves through words, pictures, music, dance, and other art forms, they grow intellectually and socially. The PTA Reflections Program is designed to enhance a quality arts education by providing an opportunity for students to explore their artistic talents and receive positive recognition for their efforts.



Great news! Matoaka earned **over \$2600** last school year through Box Tops for Education. Let's keep sending them in, and set another record this year!

This year there will be first, second and third prizes awarded to the classrooms that submit the most box tops for the entire year. In addition, the class that submits the most box tops at each "quarterly" submission date (Oct 20, Jan 20, Mar 20 & May 20) will be presented with the official Matoaka Box Top Winner Trophy to display in the classroom until the next deadline! Please be sure to include your teacher's name on your submission so that your class gets credit! Also, don't forget to go online to **btf.com** and register as a Matoaka supporter to give the school additional points. Please contact Debbie Wright at dwright103@cox.net with any questions or suggestions.



Grocery Program Kick-off!

Last year we topped \$220,000 in Farm Fresh receipts!!!
Let's try to match that in Martin's rewards!

(Between October 9, 2011 & March 31, 2012 we will earn 1% CASH back on all of eligible purchases at Martin's)

Log on and link your reward cards at Bloom, Harris Teeter, and Martin's; or submit your reward card numbers to the school office on form below. Farm Fresh receipts can be turned in directly to the school's main office.

Last Name _____

Phone Number _____

Bloom (All numbers must begin with 46 & have a total of 12 digits)

Harris Teeter (first 11 digits only) _____

Martin's (middle 11 digits only) _____



Grocery Program Coordinator, Laura Kinsman
L_kinsman@yahoo.com / 757-784-7764

Martins: www.martinsaplus.com

Harris Teeter: www.harristeeter.com

Bloom: www.bloomforyourschool.com

Matoaka Elementary School



PTA Supports Healthy Snacks!

The PTA Healthy Lifestyles committee is working together with the School Wellness Council and SHIP to support the Matoaka Healthy Snack Initiative. Throughout the year, we will be providing opportunities for students and teachers to enjoy healthy treats at our many celebrations, kicking it off with the fresh fruit toppings at the first PTA Meeting/Ice Cream Social.

Parents can support this initiative too!

- Pack your child a healthy snack each day – it will give them more energy to get through the day and perform at his/her best!
- Consider one of the healthy alternatives listed below when planning birthday celebrations and other treats throughout the school year.
- Get involved in the Healthy Lifestyles Committee & help support our events throughout the year.

Ideas for Healthy Snacks:

1. Fruit Kabobs
2. Angel Food Cake with Fruit Toppings
3. Bananas, Strawberries & Chocolate Syrup dip
4. Fresh Apple Slices with Caramel or Yogurt Dip
5. Trail Mix (pretzels, dried fruit, whole grain low-sugar cereals, sunflower or sesame seeds)
6. Light or Low-Fat Popcorn
7. Yogurt Parfaits
8. Low-Fat Pudding
9. Graham Crackers with Jam or Apple Butter
10. Whole Grain Tortilla Chips with Salsa
11. Raw Veggies and Low-Fat Dip
12. Whole-Grain Crackers & Reduced-Fat Cheese

—Source: Center for Science in the Public Interest

For more healthy party ideas, visit: wjccship.com (click on Wellness Policy, then Healthy Celebrations). **For more information or to get involved with the Matoaka Healthy Lifestyles Committee contact Michelle Alexander, alexanderm@tncc.edu, or Tryna Fitzpatrick, tfitz@hotmail.com.**

Feeding Ourselves, Feeding the Earth



THE CHALLENGE: September 17, 2011 you're invited to take back the 'value meal' by getting together with family, friends and neighbors for a slow food meal that costs no more than \$5 per person. Cook a meal with family & friends or have a potluck.

WHY: Because slow food shouldn't have to cost more than fast food. If you know how to cook, then teach others. If you want to learn, this is your chance. Together, we can send a message that too many people live in communities where it's harder to buy fruit than Fruit Loops. Everybody should be able to eat fresh, healthy food every day.

What if \$5 is too much for my family? Slow Food USA recognizes \$5 is actually not a small amount of money, but it is the cost of a typical fast food "value meal," so they figured that was a good starting place for cooking up a meal that reflects your values. They hope to help people find ways to make eating "slow" easier, while also acknowledging what makes it hard. Understanding the hard part and how to fix the hard part ... is the hard part. And it's where we've all got our work cut out for us.

HOW TO GET INVOLVED: Sign up for the challenge! You can cook a meal with friends and family, find a local event, or host your own event. When you sign up, we'll send you \$5 cooking tips. Go to Slow Food USA (slowfoodusa.org) for more information, more background on the day and the campaign, to read frequently asked questions or for \$5 cooking tips and other resources.

—Loralee Clark



Homework Tips: Here are some steps you can take to encourage your child to take responsibility for his/her own homework assignments. (teachersandfamilies.com)

Remove distractions: Do homework in a quiet place that does not have distractions. Turn off the TV; don't expect your child to do homework in a room where siblings are playing.

Establish a routine: Set a specific "homework time" such as right after supper. Require that homework be complete before your child can watch TV, use the phone, etc.

Prioritize: Encourage your child to work first on those assignments that are due tomorrow. Then tackle the tasks that are due later. Help your child plan his studying so that projects are not left until the last minute.

Check understanding: Be sure your child understands new assignments before he or she starts working on them. This one can save lots of late-evening tears!

Guide, but don't correct: If your child needs help, offer ideas that can help her sort out the problem, but don't give her the answers.

Get organized for tomorrow: Remind your child to pack the backpack before going to bed. The best homework effort doesn't do much good if it's left on the kitchen table!



DON'T GO OUT AND BUY NEW TOYS— LET YOUR KIDS STRETCH THEIR CREATIVITY INSTEAD!

Encourage your child's creativity by letting him/her use some basic household items. Show kids some of the ways they can use these everyday things, but also let them discover other ways they can turn them into great playthings.

1. **Paper Towel Tube:** When the paper towels run out, hand over the tube to the kids. Let them decorate it and use it as a pretend telescope, a stick to bat balloons, or as a tool to play a game of I Spy. These handy tubes can also be used as drumsticks, rhythm sticks, or for rolling marbles through.
2. **Toilet Paper Tube:** Use these shorter tubes as pretend telescopes.
3. **Empty Food Boxes:** Clean out used cereal boxes, spice containers, and empty soup cans; children can use them in their play kitchen or backyard house, and they are way better than toy food containers.

4. **Old Clothes:** Everything from mismatched socks and large shirts to hats and work uniforms you no longer use can be tossed in a big box or chest for playing dress up. Don't forget shoes and accessories.

5. **Old Appliances:** They'll love pushing buttons and checking out the parts on the real thing. Remove batteries, check for sharp edges, and supervise your children.

6. **Cups:** Use sturdy plastic drinking cups, paper cups, or clean all those disposable plastic cups your family has gathered from gas stations and restaurants. Stack them up in a pyramid and knock them down.

7. **Plastic Utensils:** These can be used for cutting and making designs in play dough.

8. **Drinking Straws:** Use these for a variety of craft projects.

9. **Cardboard:** Use small pieces (from cracker boxes and cereal boxes) as a canvas for painting projects.

—parentingsquad.com

Johnny Appleseed

For those of you who
don't know about
Johnny Appleseed :

His real name was John Chapman,
born September 26, 1774.

In order to assure stability of the newly established homesteads,
law required each settler to plant 50 apple trees the first
year. Johnny was a nurseryman who realized the real need for
supplying seeds and seedlings, so he sold and gave away trees to
the pioneers. He charged a few pennies a tree to those who could
afford it, and to those he couldn't, he told them to pay him later.
Johnny Appleseed died March 18, 1845 at the age of 74. He
travelled for more than 50 years, making sure people all over the
country had access to fresh apples, apple cider, and apple trees.

Don't ever think one person can't make a difference!

Q: how do bees
get to school?

A: they ride the
buzzzz!



Cut an apple
crosswise and
see the star
inside.

**How many
different words
can you make
from:
APPLESEED?**

Make some apple
butter or have an
apple taste test.



My Goals for the 2011-2012 Academic Year!

Setting goals is an important part of success. Think carefully about areas that you feel you can improve on this year. There can be many types of goals. Try to come up with something that you would like to improve on for each type of goal. Set your goals high! Don't be afraid to challenge yourself—you will be surprised by what you can achieve!



ACADEMIC GOALS

SOCIAL GOALS

PERSONAL GOALS

EXTRA-CURRICULAR GOALS

©TeacherPrintables.net

Crafty Kids

Keep Summer with You—Make a Sand Candle

- A lot of sand (1 gal.)
 - Water
 - Wax
 - A Small Shell
 - Wick material
1. Put the sand in a LARGE bowl.
 2. Pour water over the sand to make it wet.
 3. Make a hole in the wet sand as big as you want your candle to be.
 4. Place shells around the sides if desired.
 5. Take the smallest shell you can find and tie it to the wick and put it in the center bottom.
 6. Melt the wax in a tin can.
 7. Pour the wax in the sand mold while holding the wick up enough to keep it straight.
 8. Hold the wick there for about a minute or until the wax has hardened enough for the wick to not fall in it.
 9. When it's hard and cold, dig about an inch away from the candle a trench about 6-10 inches deep, depending on how big your candle is, and then GENTLY pull the candle out.

—Familycrafts.about.com



Bird's Eye View

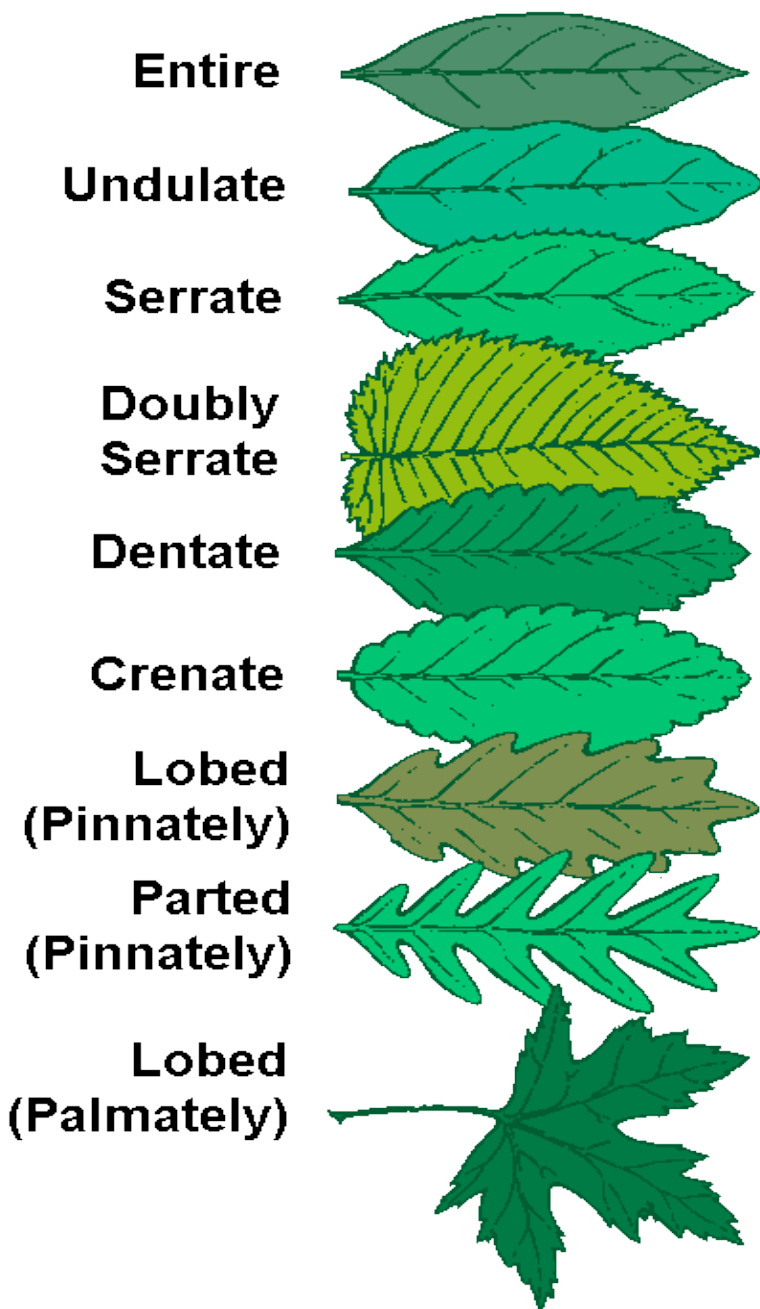
Does your child have a favorite color? Let them paint acorns! What a fabulous centerpiece you'll have.



Another cute idea for acorns is to grab some felt or scrap fabric and make cute animals—owls, foxes, other birds, cats, dogs—whatever your child can imagine!

Earth Corner: Leaves Will be Turning

LEAF MARGINS



Fall will be upon us soon. In Spring we notice leaves because their green buds are so beautiful with the bare, dark winter branches in the background. In Fall we notice them because they are no longer green, but brilliant yellows, reds, oranges and even purples.

We've learned to identify leaf types: oak, maple, tulip. But what about leaf margins? While the leaves are swirling down around you this season, see how many different margins you can identify. Press them. Put them in a journal. Label them. Glue them onto cards. You could even identify which type of leaves have which margins!

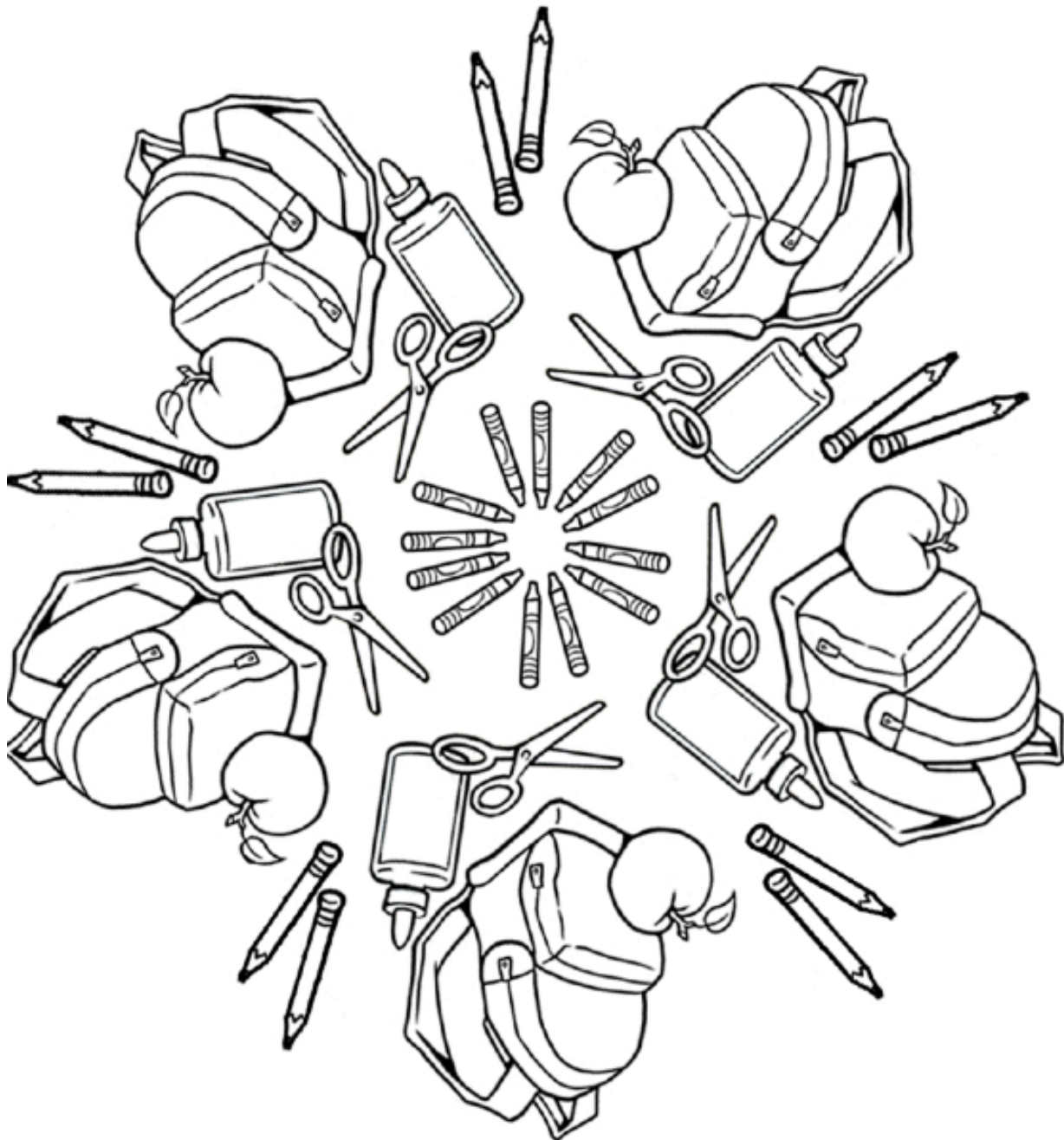
If you don't have a tree identification guide, check one out at the library, or go online to find a guide.

Happy
Hunting!



Diagrams modified from:
Taxonomy of Flowering Plants
by C. L. Porter

A B C D E F G H I J K L M



N O P Q R S T U V W X Y Z