



The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

www.rosedale.org

Fruit trees planted around Rosedale

It doesn't get much better than chomping on an apple fresh off the tree, sitting under the summer sun with an Elberta peach in hand or sharing a cherry pie with close friends. With a small grant from the Neighborhood Self Help Fund of United Way of Greater Kansas City, RDA is helping to make these small pleasures just a bit more frequent.

RDA received a grant for just over \$500 combined with a private donation of \$100 and has put it to use providing fruit trees to local community gardens. With this money, RDA was able to purchase 24 fruit trees along with mulch that was provided to nine different groups which participate in our Healthy Kids Initiative. The locations include area churches, Belrose Manor (KCK Public Housing complex), and community gardens.

The trees will not only provide more variety to local gardens supported by the Healthy Kids Initiative, but help foster a long-term vision of the need to plant neighborhood gardens for many years to come. We hope Rosedale youth will be able to walk down a street, pick a ripe apple, pear or cherry and enjoy



JORDAN PENNER PHOTO

Chris Alliman poses with one of the new fruit trees at the Rainbow Mennonite garden.

the taste of fresh, ripe fruit. If they also begin to better understand where their food comes from and maybe even become involved in local gardens so much the better.

Thanks to United Way of Greater Kansas City and to the many individuals who selected, planted and will now care for these trees. ☺

Congratulations Lucille!

Long time RDA member and community supporter, Lucille M. Maddox Boydston turned 100 years old on May 15. Her centenarian birthday party was held at the Rosedale Congregational Church on May 15 to honor her life. Boydston was married for 60 years to James F. "Budd" Boydston before his death in December, 1986. RDA sends its congratulations to Mrs. Boydston on a life well lived and our hope for her continued health.

George and Monica Mendez

George Mendez says that he has loved sports his whole life. Growing up in southern California, with a period in Mexico after he was ten, Mendez played basketball, soccer, football, volleyball and even did some swimming. Today that love for sports, along with his love for kids has him passing on his passion to the children of Rosedale.

At their house, one can see that this desire to be active is a family trait. George and his wife's three children scream with delight as they kick a soccer ball around even right after their Friday evening soccer practice.

And that, according to George, is the point. George volunteers as a soccer coach for Rosedale youth and says that he will keep coaching, "as long as they can find it fun." With this sort of attitude, it would seem that George will be coaching for a long time.

Parents will be happy about that. Heidi Holliday, community organizer for the Healthy Kids Initiative, says that many parents have specifically asked for their child to be on George's team.

This is probably because not only does George have a wide knowledge of sports, but has a great way of working with kids. George says that he tries to be as patient as possible, but his real secret, he says, is that

he always tries, "to look at things through their eyes."

Not only does Monica support George in his coaching of basketball and soccer, but she enjoys taking part in the community by working in various gardens also. She helps at both official community gardens and a small plot at a neighbor's house.

Monica, who is a teacher, sometimes takes students of hers who do not have a ride home to soccer practice.

George himself has a very friendly demeanor and takes obvious pride in the kids he coaches. He says that it might be bad, but he thinks he might be living vicariously through his players. It seems doubtful that this matters to his players, who not only get George as their coach,

but are rewarded with end of the year pizza parties and trophies. George and Monica have provided these rewards themselves.

George does not just coach for his own fun though. He sees a great benefit for all the kids involved. He says that he believes that if the kids can see how with practice they can improve at soccer and basketball, they can realize that with practice they can be good at anything they want.

George and Monica are both actively channeling their passions into community endeavors that not only improve their lives, but those of a great many around them. And that, like George's Hawks 6-0 record last year, is something this community can be proud of. ☞

Summer Youth Employment set to begin

Entering its 11th year, RDA's Summer Youth Employment (SYE) program will once again give a group of teens a head start on entering the workforce. SYE intends to provide local youth the opportunity to gain job experience at an age when that is normally not possible.

By providing youth —14-16 years old — with this opportunity, RDA hopes to help them achieve the confidence they need to be successful in the job market now and in the future. SYE participants are given real jobs that require real work. They learn appropriate job behavior and good work habits.

Furthermore, the program tries to place the youths into jobs that fit their area of interest. Youths that do have special interests can gain experience in this field and refine their ideas of what they want to do later in life. Those who do not enter the program with clear interests will be encouraged to begin thinking of their future career goals.

No matter what their future goals, all will gain work experience that will teach them the work skills necessary to be a good employee.

One incentive for participants is that they receive minimum wage. That pay is provided through a grant provided by the Board of Public Utilities (BPU) specifically for this program.

Often times, businesses want their

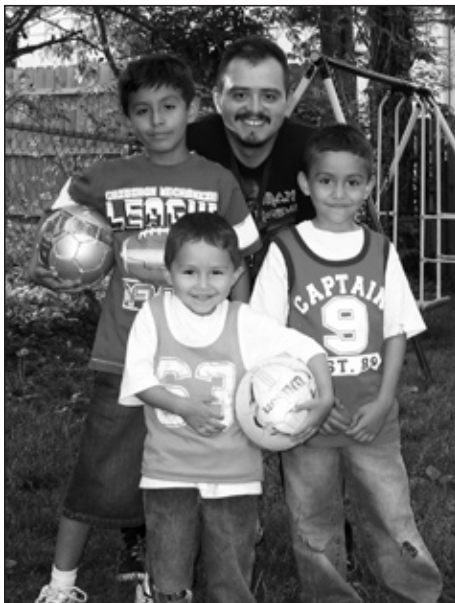
SYE employee the following summer, and in some cases they have been hired outright by the same business.

Carla Morales, for example, has been hired by Southwest Blvd. Family Health Care to work about 10 hours a week during the school year. She works there at the front office doing general office work. According to Kevin Denis, during two summers working through SYE, Morales proved herself to be a competent worker and a quick learner. Her facility with the Spanish language is also an important asset for the clinic.

In addition to receiving great job experience, the participants receive training from RDA. RDA prepares the youth with "nuts and bolts" training about topics such as W2s, filing papers needed for tax returns and basics such as filling out time cards. It also includes personality training and a session with a panel of business people.

Aside from simply teaching students how to handle a job, Linda Wright, the office manager at RDA, says that for many teenagers SYE is a big confidence booster. This confidence can catapult the participants into even better things as they get older.

RDA takes pride in the success of this program, and looks forward to working with another great group of SYE participants. If you or someone you know are interested in applying for this program contact Linda at 913-677-5097 SOON! ☞



JORDAN PENNER PHOTO

George Mendez and his sons George, Gohan and Goten took a break from playing soccer to pose for a picture. The kids kept playing even though they had just finished their second soccer practice of the week with their dad.

Rosedale Summer Planning and Programs

Summer is approaching and RDA is ready for a season full of activities to enrich life in Rosedale. Here are some of the summer activities happening in Rosedale with RDA support:

- 1. Volunteer projects** — Every summer RDA organizes a variety of volunteer projects from clean-ups to minor home repairs. RDA has a number of return volunteer groups who say they enjoy working with us for our ability to provide well-run projects that reward both the community and the volunteers.
- 2. Rosedale Ridge after school youth program** — Phoenix Family Housing, KC Urban Youth and RDA are working together to develop a summer program for 15 elementary age youth from the Rosedale Ridge apartments. The program will involve literacy activities, gardening, field trips, physical education and more.
- 3. Rosedale Farmers Market** — The Healthy Kids Initiative has begun a farmers market in Rosedale. The market is located at the Southwest Family Health Center at the corner of Rainbow and Southwest Blvd.

It will run throughout the summer and into the fall on Sundays from 12 noon to 4 p.m. The market will feature produce from local farmers and gardeners. Activities for children and live music will make the market weekly community event. Visit their website at: www.rosedalefarmersmarket.com.

- 4. Summer Youth Employment** — RDA will once again be providing Rosedale youth the opportunity to gain real employment experience through this long-running program. The program places each youth in a job that matches his or her interest. The youth will be paid and gain valuable experience.
- 5. Rainbow Mennonite CDF Freedom School** — The CDF Freedom School will again be held at its Rainbow Mennonite location this summer. The program runs for 6 weeks in June and July, Monday through Friday from 8 a.m to 3:30 p.m. The program costs \$125 with scholarships available for those who receive free or reduced lunches.

Aside from these programs, RDA is happy to help you or your child connect with programs and camps round Kansas City. If you would like information regarding summer camp opportunities for your child or friend, RDA would be glad to help you find the right

camp, and may be able to provide financial assistance for the youth's camp experience. ☎

Letter from Jeff Smith:

Rosedale Family Day

“Please join the Rosedale, Kansas Community on Saturday June 5, 2010, for its annual Rosedale Family Day. The event will be held at Fisher Park, 39th and Fisher Street, Kansas City, KS 66103, from 12 noon until sunset. Rosedale Family Day is full of fun and fellowship, with activities for all ages. Job Corps representatives will be on site to provide our youth with educational and employment information. We are also asking those individuals who can, regardless of age, to bring canned goods and other non-perishable food items to help support Harvesters. Harvesters, and the Community Food Network provide food assistance to as many as 66,000 different people each week throughout 26 counties in both Kansas and Missouri. Our goal is to fill the Food Donation Barrels. The importance of community is priceless, so, on Saturday June 5, 2010, come early and plan to stay late. This is our opportunity once again to meet and greet each other”.

ROSEDALE DEVELOPMENT ASSOCIATION

Working in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale.

1403 Southwest Blvd.
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 Monday-Friday, 9 a.m.-5 p.m.

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www.lizzardbrand.com

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Board of Directors,
www.rosedale.org/who_board.htm

Membership application

Annual business dues: \$100 ☎ Annual household dues: \$15

 Name of business **or** name of household

 Address City State ZIP code

 Contact person

 Day phone Evening phone Fax

 E-mail address

Please mail application, along with check made payable to:
 Rosedale Development Association
 1403 Southwest Blvd.
 Kansas City, Kan. 66103

Rosedale Business of the Month:

Business of the month: NetStandard

Address: 2000 Merriam Lane, Kansas City, Kan. 66103, **Phone:** (913) 262-3888, **Website:** www.netstandard.com

Most residents of Rosedale probably haven't heard of NetStandard, one of RDA's newest members and an innovative tech business. Founded by long-time friends and engineers Jeff Melcher and Walt Lane, NetStandard is an enterprising organization that wants to do for other businesses what they do best, Information Technology (IT) services.

NetStandard focuses on three areas: managed services, its high-tech data center and business applications. Melissa Thoenen, marketing and public relations, described the services they can supply as basically "outsourcing" IT management. Thoenen says that you get "more bang for your buck," because NetStandard can provide its clients with specialists that most small and mid-size businesses cannot afford to maintain themselves.

Reid Graham, technology account specialist at NetStandard, summed



JORDAN PENNER PHOTO

Reid Graham stands proudly in front of the NetStandard SAS 70 Type II data center.

things up by saying, "NetStandard manages your IT business so that you can focus on managing your business."

An exciting aspect of NetStandard's operation is its SAS 70 Type II data center. Known for being extremely secure, clients can use the data center

to store all their digital information and know that their information is safe from electronic and physical threats.

NetStandard also tries to improve its client's efficiency by suggesting and training businesses to run programs that they host. Through virtualization, they allow clients to pay a small sum to use business applications programs out of the NetStandard data center while sitting in their own office.

Furthermore, NetStandard will train their clients in the best use of these new business applications programs.

NetStandard does not just operate with the latest technology, but with the farsighted understanding that implementing technology is not an end in itself, but a tool that with proper management will provide greater efficiency and therefore, better business. ☞



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