

WE NEED YOUR HELP RECRUITING NEW MEMBERS

We are 10 members down from our target of 100. Four new members are in the pipeline. So we need at least six more as we start 2013. Please recruit and recommend to Membership Chair Barbara Henshaw at hrehenshaw@fuse.net.



MEET A MEMBER: MARY WELSH SCHLUETER

CRITICAL THINKING? THERE'S AN APP FOR THAT

Chalkboards are relics. Pencils, too. Even the PC is passé.

This is the age of the smartphone. The tablet. The web. The cloud. The mobile app.

The end to substance and rigor in the classroom? Not at all. Rather, the trick is to find ways of connecting traditional learning to the digital age reality.

Mary Welsh Schlueter gets it: If you want to teach today's kids, you have to use today's tools.

It's why she launched her nonprofit, Partnership for Innovation in Education, or PIE, in September 2010 with a commitment to bring "innovation initiatives that accelerate achievement, workforce readiness and economic development."

Still in its start-up phase, PIE is piloting its learning model with an Android-compatible game called Lemon Smash. Lemons fall from the top



In June 2012, Mary Welsh Schlueter (center) rolled out the Lemon Smash App, a financial literacy tool for Androids, at Kilgour Elementary School in Mount Lookout.

of the screen toward a pitcher. If you are fast enough to tap a falling lemon with your finger, it's "smashed" and its juice fills a pitcher below. Fill the pitcher to the brim with lemonade to win. Miss three falling lemons and you lose.

With Mary guiding them, students at Mt. Lookout's Kilgour Elementary School conceived of the game and then built the app

with a hand from students at Northern Kentucky University's Center for Applied Informatics and University of Cincinnati's Economics Center.

"This is not abstract. It has a deliverable," Mary explains. Before they built the app, the Kilgour kids studied the economics of lemons, using a Harvard Business School case study from the 1960s, the Sunkist

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TONIGHT'S MEETING AN OKI UPDATE WITH MARK POLICINSKI

Mark Policinski, Executive Director of OKI (the Ohio-Kentucky-Indiana Regional Council of Governments), will provide us with background, perspectives and motivation relative to current issues of regional transportation including **Build Our New Bridge Now** (the Brent Spence Bridge initiative) and the **OKI 2040 Regional Transportation Plan**.

DECEMBER MEETING CHEERS! OUR HOLIDAY SOCIAL

DECEMBER 11: Watch for the official invitation but mark your calendars. We will gather at 5:30 p.m. at Bromwell's, 117 West 4th Street. Spouses and companions are encouraged to attend.

AHEAD FOR 2013 READY TO ROLL EDUCATION AWARDS, ETC.

NEXT: University Club on Jan. 8; more on regional transportation.

FEBRUARY: Our annual education awards will be at UC. Date and details pending.

LEND YOUR VOICE AS WE SET OUR DIRECTION

We asked our members last year to give the Executive Committee some guidance regarding what they'd like to see our association focus on in the future. In general terms, you told us:

- Concentrate efforts on several significant community issues.
- Become more action-oriented on those issues.
- Also continue to do what we've been doing well.

The Executive Committee has taken these messages to heart. In my President's Messages this year, I'll report to the members on the steps we are taking to meet these goals. I'll start this month with the first point above.

The Executive Committee has spent several recent meetings discussing which community issues merit our attention due to their importance, their fit within our mission, and our ability to have a positive influence. We also looked at what our panels are currently working on. The top issues which we chose to focus on in the near future were:

- Local government cooperation
- Education quality concerns
- Juvenile justice inequities
- Regional transportation
- City Charter amendments

Among other issues we also felt were important, but which space limitations preclude my discussing here, were inner city crime, re-entry of the recently incarcerated, the City's pension plan and other City and County budget problems, slow population growth, hunger, healthcare, and poverty.

While I can't give you detailed plans on these issues, I can tell you that the Executive Committee is focused on moving forward with strategic initiatives in these areas, with help from our panels or, where appropriate, using a special task force of members.

We will be making regular reports this year to the members about these initiatives and also focus most of our membership programs on these topics. The Executive Committee welcomes your input – and particularly your willingness to contribute to our efforts.

PRESIDENT'S CORNER



MARK SILBERSACK

Growers, Inc. Mary took the students through the case, which she had rendered age-appropriate to create a crash course in financial literacy for primary school.

The students learned marketing principles from the Harvard case study and then put them to work developing an app that's now for sale at 99 cents, with profits coming back to Kilgour.

"You can't wait to teach entrepreneurship to an 18-year-old. You have to teach it to 5-year-olds," says Mary, an advocate of "practiceable innovation." That is, she is looking to encourage students from a young age to roll up their sleeves and learn by doing in creative ways.

The model PIE used at Kilgour is one Mary plans to apply at other schools: first studying a subject, then using those lessons to inform the process of developing a mobile app that can be sold to raise money for the participating school.

No one was more quick to appreciate the hands-on learning than Kilgour Principal Angela Cook Frazier.

"Today's students are naturally technologically savvy, and developing the app really reinforced the financial literacy concepts they learned," she said. "It's a real bonus to have the opportunity to use some of the proceeds from the sales to stretch our school budget."

Want to see the app in action? Go to YouTube and search "Kilgour Lemon Smash App" for a demo.

NEWS ... NEWS ... NEWS

FUN (& EDUCATIONAL)

AP photo editor at NKU: The Six@Six Lecture series moves around to different Greater Cincinnati venues. It will be at NKU's Digitorium this week (Nov. 15 at 6 p.m.) and feature AP international photo editor Santiago Lyon talking about the history of photojournalism. Tickets \$6 online at sixatsix.nku.edu.

PARTNERSHIP

Upcoming forum: In May 2011, the Cincinnati Association and the Northern Kentucky Forum partnered for a joint forum with *Cincinnati Enquirer* Editor Carolyn Washburn. We are planning another joint session in 2013 around challenges at CVG. Stay tuned.

MEMBER HONORED

John J. Frank Jr. was honored in October by the American Jewish Committee, Cincinnati Regional Office, with its Community Service Award. John is our past president (2007-08) and heads our task force looking at the possibility of city-county shared services. The committee noted John's "passion for making our community great." *Hats off, John!*