



# *BROWN ELEMENTARY SCHOOL*

*WHITEHOUSE INDEPENDENT SCHOOL DISTRICT*

*104 HIGHWAY 110 NORTH - WHITEHOUSE, TEXAS*

*TELEPHONE 903-839-5610 FAX: 903-839-5607*

*SHERRI RANDALL, PRINCIPAL*

*RANDALLS@WHITEHOUSEISD.ORG - WWW.WHITEHOUSEISD.ORG*

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February 12, 2007

To Whom It May Concern:

For the fourth year, we are broadcasting a story from "The Beginning of a Hero" CD series developed by Jim Lord each Wednesday during our schoolwide morning announcements. It was a great pleasure to have Mr. Lord visit our campus in September to personally introduce himself and his program to all of our students.

Mr. Lord's message to our second graders was both powerful and personal as he emphasized how even second graders can be heroes. He shared stories of his own experiences as well as stories of famous heroes. The students, audience members, and staff were captured and challenged by the ideas Mr. Lord presented.

Also this year, we are airing segments of Mr. Lord's "Bully Alert" series. Students immediately recognize the truth of the statement that "a bully is the opposite of a hero." Our faculty members routinely use this powerful phrase when conferencing with students.

Brown Elementary students and staff have been privileged to observe Mr. Lord for several years and look forward to having Mr. Lord back next school year as he continues to educate and serve our children. His messages are fundamental to the character development of young people. We sincerely endorse both the message and messenger as they are presented by Mr. Jim Lord.

Please contact me if you need further information.

Sincerely,

Sherri Randall

THE WEEKSVILLE SCHOOL  
PUBLIC SCHOOL 243K  
1580 DEAN STREET  
BROOKLYN, NEW YORK 11213  
REGION 8

"Together We Can Make A Difference"

TEL. (718) 953-1658

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Ms. Karen Hambright  
Principal

Ms. Ivy A. Metz  
Assistant Principal

Mr. Jim Lord  
The Character Network  
P.O. Box 8484  
Jacksonville, Texas 75766

Dear Mr. Lord,

I just want to say thank you for bringing The Character Network to our school. Every morning the students and the staff look forward to each new episode. The students are realizing that they can be a great impact on society, too.

The Beginning of a Hero and Bully Alert programs are giving our children the opportunity to learn about choices, good and bad, and to hear examples of each, along with the consequences they produce. All the while, they are learning that famous heroes were once children just like themselves, who chose to help others in very special ways.

Again, I just want to say Thank You.

*Karen Hambright*

**Principal**

*Mary Brunswick*  
Mary Brunswick  
School Counselor



## Jacksonville Independent School District

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*Sharpening Skills. Challenging Minds*

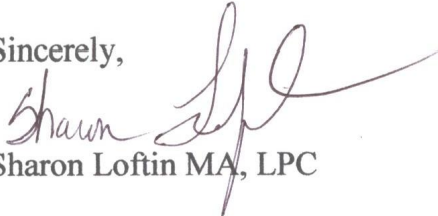
Dear Educators,

I have been so pleased with the response of our students to the Character Network programs, The Beginning of a Hero and Bully Alert. These programs combined have inspired, motivated, and challenged our students all year to help their fellow classmates rather than choosing to hurt them.

As the counselor of an elementary school with a population of students approaching 700, I see the daily stresses, disappointments, sorrows and joys played out within the lives of our students. Listening to the stories featured in The Beginning of a Hero and Bully Alert helps our students understand they are not alone, that other children also face difficulties and choose to find ways to solve them without resorting to violence. As an added bonus, many students request books from our school library with additional information on the hero of the day!

I encourage you, as educators concerned with instilling a school climate of respect, compassion and cooperation to consider this unique program. It has greatly enhanced our character education program and is making a positive impact on our students.

Sincerely,

  
Sharon Loftin MA, LPC



# Andy Woods Elementary

809 Clyde Drive  
Tyler, Texas 75701  
(903) 262-1280

Connie Moore  
Principal

Karen White  
Assistant Principal

February 3, 2007

To Whom It May Concern:

For the past several years, we have had the opportunity to use the *Beginning of a Hero* series from Mr. Jim Lord. This series have benefited our students in a number of ways.

We use the stories each week during our morning announcements which are heard by all 750 of our students. The students listen to the story, respond to a directed question or reflect on what they have learned, and then turn in their responses for a drawing. On Thursday, we announce the names of the students who entries were drawn. The students love the stories because they can relate to them, and they teach a wonderful lesson of character. The teachers use the learning from the morning announcement in their lessons for the next week.

We have also used the biographical hero messages in our PYP Planner for Third Grade. The teachers used these stories to introduce the unit which focuses on setting goals and working to achieve those goals.

The material in the *Beginning of a Hero* series is focused on giving students instruction in making good choices, setting goals, achieving goals, and following the positive example of others. Our students have enjoyed participating in this program because of its relevancy to their daily lives and the guidance that is provides for the choices that they are making now that will influence their future.

Thank you for the opportunity to recommend this program.

Sincerely,

Connie Moore

# Everett Elementary School



Carey Malone, Principal  
Christie Welch, Counselor

The Character Network  
P.O. Box 8484  
Jacksonville, Texas 75766

I am writing this letter to highly recommend Mr. Jim Lord's *Beginning of a Hero*, *Bully Alert*, and his live *Assembly* programs. Everett Elementary has participated in all of his programs, and we have found them to be highly effective with our students. The *Beginning of a Hero* and *Bully Alert* programs are used weekly and played on our school intercom system as part of our announcements. Students often comment to me about the weekly "hero" or "bully" stories and how they have had a similar experience happen to them or how they would like to learn from a particular hero so that they could grow up to be one. Then, I reinforce to the students that all it takes to be a hero is to **help** others, not hurt them, as a bully would do. So, our Everett students have learned that they can all be heroes! Mr. Jim Lord has visited us for his live *Assembly* programs in the past, and the students absolutely love for him to come. The students love to meet the man behind the voice that they hear weekly. In his assembly programs, he reinforces his lessons of what it takes to be a hero, the importance of helping others, and that all of us can be heroes.

In conclusion, I highly recommend all of Mr. Jim Lord's programs. We believe them to be very effective in decreasing our student discipline referrals. Our students and teachers greatly enjoy the weekly stories. If I am ever absent or if the program is not played, the students are the first to remind me that somebody forgot to play our story for this week! If you have any other questions, please feel free to call me at school at (903) 737-2061.

Sincerely,

*Christie Welch*

Christie Welch, Counselor  
Everett Elementary

**NLISD**

# *Eustace Intermediate School*

## **“Exemplary Campus”**

ROBERT REEVE  
PRINCIPAL

205 W. HENDERSON • P.O. BOX 188  
EUSTACE, TEXAS 75124  
PHONE 903-425-5181  
FAX 903-425-5294

CHERRY GAGE  
SECRETARY

February 15, 2007

To Whom It May Concern:

It is my sincere pleasure to recommend The Character Network: The Beginnings of a Hero and Bully Alert! This resource has been an outstanding asset to Eustace Intermediate School students and staff.

Mr. Jim Lord and his Hero stories communicate a rich and encouraging message to our students as they promote good citizenship and leadership qualities. As integrity, self-control, responsibility, and other critical character traits are illustrated, our staff has observed our students demonstrating many of these attributes within the school setting. Our staff appreciates the impact these relevant messages have as they offer hope and understanding of what it truly means to be a hero.

It has been a privilege to have this strong positive character education resource at Eustace Intermediate. If I can be of any assistance, please do not hesitate to call. Thank you.

Sincerely,



Robert Reeve  
Principal



# Bullard Independent School District

*"A Quality Community of Learners"*

318 School House Road  
Bullard, TX 75757

Phone (903) 894-6389  
Fax (903) 894-5937

*Michelle Hurst, Elementary School Principal*

To Whom It May Concern:

I would to recommend "Bully Alert" and "The Beginning of a Hero" programs to anyone involved with children. These programs provide a proactive approach against bullying and a positive personal vision for students. The "Bully Alert" program focuses on real life situations and helps students to understand that bullies hurt and heroes help. "The Beginning of a Hero" uses prominent figures in American history to discuss issues that are relevant to children today. It takes between 2 and 3 minutes of intercom time two days a week to implement these programs.

I have been using "The Beginning of a Hero" program for 5 years and the "Bully Alert" program since it was put together 2 years ago. I truly believe that these programs have made a difference in the number of discipline referrals on my campus and students' ability to discuss and understand the differences between a bully and a hero.

I highly recommend both programs. If you are looking for a program to help enhance your campus climate, this is for you.

Sincerely,

A handwritten signature in blue ink that reads "Michelle Hurst".

Michelle Hurst, Principal



February 13, 2007

Jim Lord  
The Character Network  
P.O. Box 8484  
Jacksonville, Texas 75766

Dear Jim,

I visited in a second grade classroom this morning and had the pleasure of listening to "The Beginning of a Hero" presentation with the children. This morning's hero was Thomas Jefferson and the children were excited about his service to our country. Our second graders, as well as all the students in grades 4K-6th, learn valuable Lifeskills through this program and have gained an understanding of respect by listening to the Bully Alert segments.

Thank you for sharing this awesome program with our school. It is wonderful to know that our world has people who are passionate about the success of our children.

My Best,

Gloria Zapalac  
Head of Lower School

ALL SAINTS  
EPISCOPAL SCHOOL

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