



Roy Maas' Youth Alternatives, Inc.
 3103 West Avenue
 San Antonio, Texas 78213-4535
 (210) 340-8077

NON-PROFIT ORG.
 U.S. POSTAGE
 PAID
 PERMIT No. 736
 San Antonio, TX

ROY MAAS'

Youth Alternatives

3103 West Avenue, San Antonio, Texas 78213
 (210) 340-8077 www.rmya.org

Volume 33 #3

"A United Way Agency"

September 2009

Change is the law of life. And those who look only to the past or present are certain to miss the future. President John F. Kennedy

President John F. Kennedy once said, "Change is the law of life. And those who look only to the past or present are certain to miss the future." Yes, change is a necessary and healthy part of life, but that certainly doesn't mean it is always easy! On the contrary, as almost everyone can acknowledge, change can be extremely difficult. Just ask the children that we serve, many of whom have been shuffled from relative to relative until Child Protective Services intervened. Others have lived in 10, 12 or even 14 foster homes before arriving at our doors. Still others have never been allowed to remain in the same school for more than one year at a time.

I do not believe in change simply for the sake of change, but I also know that in order to grow and be a better person – a better organization – we must change or we will become stagnant. The child care system has undergone many changes since RMYA first opened our doors in 1976 to help children in crisis. In the past 33 years we have grown from a small agency with a \$100,000 grant to serve 12 boys to an agency that has served almost 65,000 children and their families with a \$6.5 million budget. Along the way, we have had to make changes to meet the shifting rules that govern and regulate us, and more importantly to meet the needs of the children we serve.

While we recognize that change is necessary for growth, there is one thing at RMYA that will never change: our commitment to do everything in our power to help our children have better lives. We strive as an organization to provide structure and consistency in lives that have been overwhelmed by change. We provide stable homes with clear-cut rules and expectations for our children, and as a result, our children thrive and grow.

In the words of Max DePree, author of Leadership is an Art which has sold almost 1,000,000 copies: "We cannot become what we need to be by remaining what we are." The success of our children and of our organization is a testament to this and to the fact that change, while at times uncertain and even difficult, is absolutely necessary in order to reach one's fullest potential.


Gloria Berumen Kelly
 Chief Executive Officer

Ruth's Chris Steak House

Culinary Training Program Graduates Learn the Recipe for Success

Six lucky children from RMYA were offered the once-in-a-lifetime opportunity to learn the ins and outs of running a first class steak house thanks to Ruth's Chris owner Lana Duke, a former foster child herself, and Chris Brooks, the Executive Chef for the Ruth's Chris Steak House at the Concord location, and a former resident at our MeadowLand Campus. They created a summer Culinary Training Program that gave the 16 to 21-year-olds not only valuable culinary skills, but valuable life skills as well. "Without my own troubled childhood, I would never have succeeded and become the person I am today, said Duke who, through her tireless efforts and various programs has been making life better for the children of RMYA since 2005. "I want to help the children of RMYA understand that they too can turn their negative situations into positive, productive lives."

The six Culinary Training Program participants worked side-by-side with Chef Brooks in a condensed version of the Ruth's Chris employee training program that encompassed every aspect of the restaurant business. The students were required to go through an actual interview process before beginning the 11-day programs and from there they jumped right in, mastering new and useful skills daily.

Day one consisted of food handling, safety and sanitation. From there the topics included: food preparation, baking, pantry introduction, short orders, broiling and meat preparation (including the famous Ruth's Chris "sizzle" procedure), expo station, lunch preparation, front desk, reservations, greeting and seating, shadowing a server assistant and finally, shadowing a server. Upon completion of the programs, the young people had a greater understanding and appreciation for the level of commitment and dedication required to operate one of the most successful steak houses in the country. The also were given the advantage of having a head start on a career in the culinary field, should they choose to pursue it.

But even more important than the on-the-job training the Ruth's Chris Culinary Program offered was the confidence and self-esteem it gave these students. By being exposed to the lives led by both Brooks and Duke, the children were given a glimpse into the future and the possibilities it can hold—even for children in the foster care system. They learned that with a little hard work and determination, they can lead productive and successful lives. "Our goal was to give the hope of a bright future to kids who question their futures every day," said Brooks. "In the end I hope these kids walked out of here with confidence, higher self-esteem and possibly a new goal in life."

We hope you will join us in thanking Ms. Duke, Chef Brooks and Ruth's Chris Steak House for their ongoing belief in our programs and our children, and their commitment to helping our children learn to believe in themselves.

MEMORIALS

JESSE POSTON Charlotte Travis Jim and Carolyn Alley Carol Hamilton Joe Carson	EUGENE VALLERIE Lewis & Betty Birdsong	JOE SANTOS, JR. Olivia Santos	DOROTHY SCHOENFELD Jack & Lynn Laurence	MABEL HARRIS Rodney & Belva Williams
AMY BRIEGER Sharon & David Allen	JIM KIRK Peg Courtney	BARBARA SMOUSE Kappa Kappa Iota Sorority, Alpha Theta Conclave	WILLIAM TOWNSEND Jack & Lynn Laurence	SCARLET ANN BREHMER HOKE Debbie & Michael McCollum
FRED FARIAS Bart & Gloria Kelly Kathy Glascock	ALICE HEMPHILL Debbie & Michael McCollum Bart & Gloria Kelly Kathy Glascock	EMMA "BOOTS" RILEY Linda Powers	LAURALEE BROGAN Richard N Brogan	SUSAN RAGSDALE Wilma Ramsay
	KELSEY EMBLEM J.C. Boehringer	DR. COLONEL ROBERT L. BUMP Bart & Gloria Kelly	KEN HUEDEPOHL Jean Huedepohl	DON POMERANTZ Michael Weintraub

JOYOUS OCCASIONS!

CARLOS JONES Richard & Amy O'Neil	MIKE & NANCY BERUMEN HAPPY 40TH ANNIVERSARY Bart & Gloria Kelly	JOHN POSTON Frost National Bank - Buisness Advisory Committee	TRICIA & ISRAEL PENA HAPPY ANNIVERSARY Richard & Ann Hilton Betty Ann Flood	VLADIMIRA & JOHN MILLE HAPPY ANNIVERSAY Eldon & Barbara Roalson
SHELLEY BOEHLING William & Mildred McVey				

Congratulations to NuStar Energy & Ruth's Chris Steak House!

The Association of Fundraising Professionals, San Antonio Chapter will be hosting the annual National Philanthropy Day Awards Luncheon on November 10, 2009. This event honors and recognizes those who contribute their time, talents, financial support and other resources to San Antonio's philanthropic organizations. Such contributions – made by individual donors, corporations and foundations – help schools, libraries, hospitals, social service centers, art and music centers and other institutions enhance the quality of life for all citizens.

RMYA is extremely proud that our two nominees were both selected as honorees:

NuStar Energy LP will be the recipient of the **Outstanding Philanthropic Large Corporation Award** & **Ruth's Chris Steak House** will be the recipient of the **Outstanding Philanthropic Small Corporation Award**. We are grateful for the ongoing support from NuStar Energy and Ruth's Chris Steak House, and their belief in our program and children means so much to us!

CONGRATULATIONS FOR WELL DESERVED RECOGNITION!

Make A Difference Awards

Businesses and individuals in San Antonio now have a new way to recognize their colleagues and friends – the 2009 Make A Difference Awards, in collaboration with the San Antonio Hispanic Chamber of Commerce and Ruth's Chris Steak House. The Make A Difference Awards was inspired by Ruth's Chris Steak House owner Lana Duke's dedication to the children of Roy Maas' Youth Alternatives. Ms. Duke, along with the San Antonio Hispanic Chamber of Commerce (SAHCC), is encouraging other businesses to step up and do the same through the first Make A Difference Award contest. Ms. Duke, a former foster child herself and the SAHCC will challenge other businesses and individuals to share their stories. The Make A Difference Award contest is open to the community, SAHCC members and non-members alike. Nominations will be accepted in three categories: Outstanding Small Business (fewer than 100 employees); Outstanding Large Business (more than 100 employees); and Outstanding Individual. Ms. Duke and a panel of judges from the SAHCC, RMYA and co-sponsors KABB/FOX 29 and NSide Magazine, will select the winners who will be announced at a luncheon on Thursday, October 22 at Ruth's Chris Steak House Downtown, during National Make A Difference Month. Each winner will receive an award commemorating their recognition as the 2009 Make A difference Award recipients. Tickets to the luncheon cost \$50 and a portion of all luncheon proceeds will benefit RMYA. Do you know someone who makes a difference in his or her community? Stop by one of the two Ruth's Chris Steak House restaurants in San Antonio or the San Antonio Hispanic Chamber of Commerce to pick up a nomination form or download the form from the SAHCC Web site, www.sahcc.org. Nominations must be received by the SAHCC by 5:00 p.m. Wednesday, Sept. 16.

RMYA's 33rd Anniversary
CAMINO DE AMOR GALA
Saturday, October 10, 2009

Please join us at
The Westin Riverwalk, 420 West Market St.
Margarita Reception at 6:30 pm
Live Auction, Silent Auction, Raffle, Dinner & Music by The Court Jesters

We hope to see you—help us recognize our honorees for their commitment to RMYA and to our children!

2009 Community Champion for Children Award
 William R. Klesse, Valero Energy Corp. CEO & Chairman of the Board

2009 Community Guardian Angel Award
 Sylvia Rodriguez, Valero Energy Corp., Community Relations

2009 Community Guardian Angel Award
 Mark Morkovsky, RMYA Board Member

Also, attendees can enjoy a room at the Westin Riverwalk for the “RMYA Gala” rate of \$149.

33rd Anniversary “Camino de Amor” Gala - RSVP Form

We are proud to announce that our “Camino de Amor” Gala will once again be held at the Westin Riverwalk, Saturday, October 10, 2009. All proceeds will benefit the children we serve and ensure that Youth Alternatives will continue to be here for children in crisis.

_____ Guardian Angel Table Sponsor @ \$5,000
 _____ Children’s Champion Table Sponsor @ \$3,500
 _____ Children’s Patron Table Sponsor @ \$2,500
 _____ Helping Hands Table Sponsor @ \$1,500
 _____ Individual Ticket(s) @ \$100

- Please send information about underwriting sponsorships & Three Amigo Sponsorships that are available
- Raffle Tickets @ \$10 each - For a chance to win 6 days/5 nights at 3 bed/2 bath in North Padre Island
- I’m sorry, I will be unable to attend the RMYA Gala, but I want to make a difference in the lives of children by making a contribution: \$_____

Company/Contact Person: _____

Address/City/State/Zip: _____

Daytime Phone: _____ Evening Phone: _____

Please Call 210-340-8077 for more information or visit www.rmya.org.

The estimated fair market value is \$40 per seat. Contributions are tax deductible.

Roy Maas’ Youth Alternatives, Inc. is a private, non-profit organization that provides counseling and shelter for abused and neglected children in crisis. Thank you for helping make a lasting difference in the lives of children and in our community.

“Campus Quotes”

“My experience at Ruth’s Chris was unforgettable. I got to meet the heart of Ruth’s Chris steak house, the chefs who showed me how the fine dining business works and key tips on how to be successful wherever you come from.”

--Tony

“My experiences at Ruth’s Chris were very knowledgeable. Since my participation in the training program, the skills I got have been very useful. I got more knowledge on foods and cooking and I improved my social skills and learned how to work hard. I think this program would be good for anyone. It was a great experience and I would definitely do it again.”

--J.D.

Congratulations
TNOYS Award Winners

We are so happy to announce that two of our nominees for Texas Network of Youth Services (TNOYS) Awards were recognized this year! Chelsea Ball, a Master’s level therapist who works with the children placed at the Bridge Emergency Shelter has been with RMYA for five years. She was honored as the 2009 TNOYS Youth Worker for her outstanding commitment and dedication to the children at the Bridge Emergency Shelter.

The 2009 TNOYS Youth Involvement and Development Award recognized the Ruth’s Chris Steak House Culinary Training Program. This brand new program teams our youth with Executive Chef Chris Brooks—who lived at MeadowLand when he was younger—and provides hands-on learning experiences and the opportunity to learn skills that will serve them well not only in the restaurant industry but throughout the rest of their lives. **CONGRATULATIONS FOR YOUR COMMITMENT TO OUR CHILDREN!**

RMYA VIP

If you ever wondered where we come up with some of our fabulous design ideas, including the Heart to Heart logo and the Shoe we recently sent to the Ellen Show (more coming on that in the near future!)? The answer is through the brilliance of Louis Cardenas, an extremely talented graphic designer and owner of Blonde Creative, an award-winning multi-media advertising agency. RMYA has enjoyed a relationship with Louis for more than three years and he has generously donated his time, creativity, energy and the resources of Blonde Creative to create many clever ideas and campaigns designed to help us spread our message and raise awareness for the children we serve. Louis and his wife Pam are adoptive parents and they share our belief that every child deserves a chance. From our Board, our staff and our children, we would like to say **THANK YOU to Louis, Pam and Blonde Creative for their talent, support and dedication to our children.**

MeadowLand Charter School

School is back in session for students of the MeadowLand Charter School. Now in its second year, MLCS, a public school serving grades 7-12 is free and open to any student residing in the Boerne Independent School District. Only 1 of small handful of organizations to be granted a charter in 2008, as well as the recipient of a highly competitive and prestigious nationwide AT&T Aspire Educational Grant, MLCS had a banner first year! The generous contributions of time and resources from various local organizations added to the school's success. Our students had a beautiful and functional environment in which to receive a quality education---and did they ever! We were pleased to see the MLCS students succeed in both academics and in life. An impressive 12 to 1 student/teacher ratio combined with innovative teaching techniques helped accomplish that goal. Incentives such as rewarding students who made the Semester I honor roll with lunch at Chili's encouraged students to study and work hard. But perhaps the biggest incentive for giving their all came from another student, Randy, did very well on his SAT and hopes to attend Texas A&M. Randy served as the student council president and looks forward to studying zoology and marine biology as well as becoming a member of the Corp of Cadets. He proved to his classmates that determination really does pay off.

With such a successful first year, MLCS has firmly established itself as a leader in education. We can't wait to see what the second year holds. For information on enrollment and other questions, call 830-331-4094 or visit www.mlcs.org.

RMYA Goes to Philmont

Philmont Scout Ranch, located in New Mexico, is the Boy Scouts of America's oldest national high-adventure base and provides an unforgettable adventure for scouts. The MeadowLand Boy Scout Troop 143 had three youth and one staff, Laurie Ritter, attend the prestigious camp and they had a great time!

Thank You Dallas Cowboys

August was National Education Month and RMYA was thrilled to have none other than the Dallas Cowboys help us score a touchdown in spreading the message throughout the community about the educational needs of our children. Prior to the Cowboys' practice at the Alamodome on August 12, almost 60 students from our MeadowLand Charter School gathered in the Alamodome parking lot. After a short program led by The Voice of the Cowboys, Brad Sham, on the importance of education, the children released 300 balloons, courtesy of Wingstop, the Official Wings of the Dallas Cowboys. The event was covered by KABB Fox 29 and was designed to raise awareness about the importance of education, and to let our community know that while children around the country are busy doing their back to school shopping, many of the children at RMYA have never had a new box of crayons or a shiny new lunch box. Following the release, the children were lead to reserved seating by Rowdy, the official Cowboy Mascot, to watch the practice as special guests of the Dallas Cowboys. After the practice, the Cowboys presented us with 120 new backpacks for all of our children, AND a football autographed by Patrick Crayton, Cowboy Wide Receiver.

The ball will be auctioned at the RMYA Camino de Amor Gala in October.

SPECIAL THANKS TO WINGSTOP, THE ALAMODOME, KABB FOX AND THE DALLAS COWBOYS FAMILY!