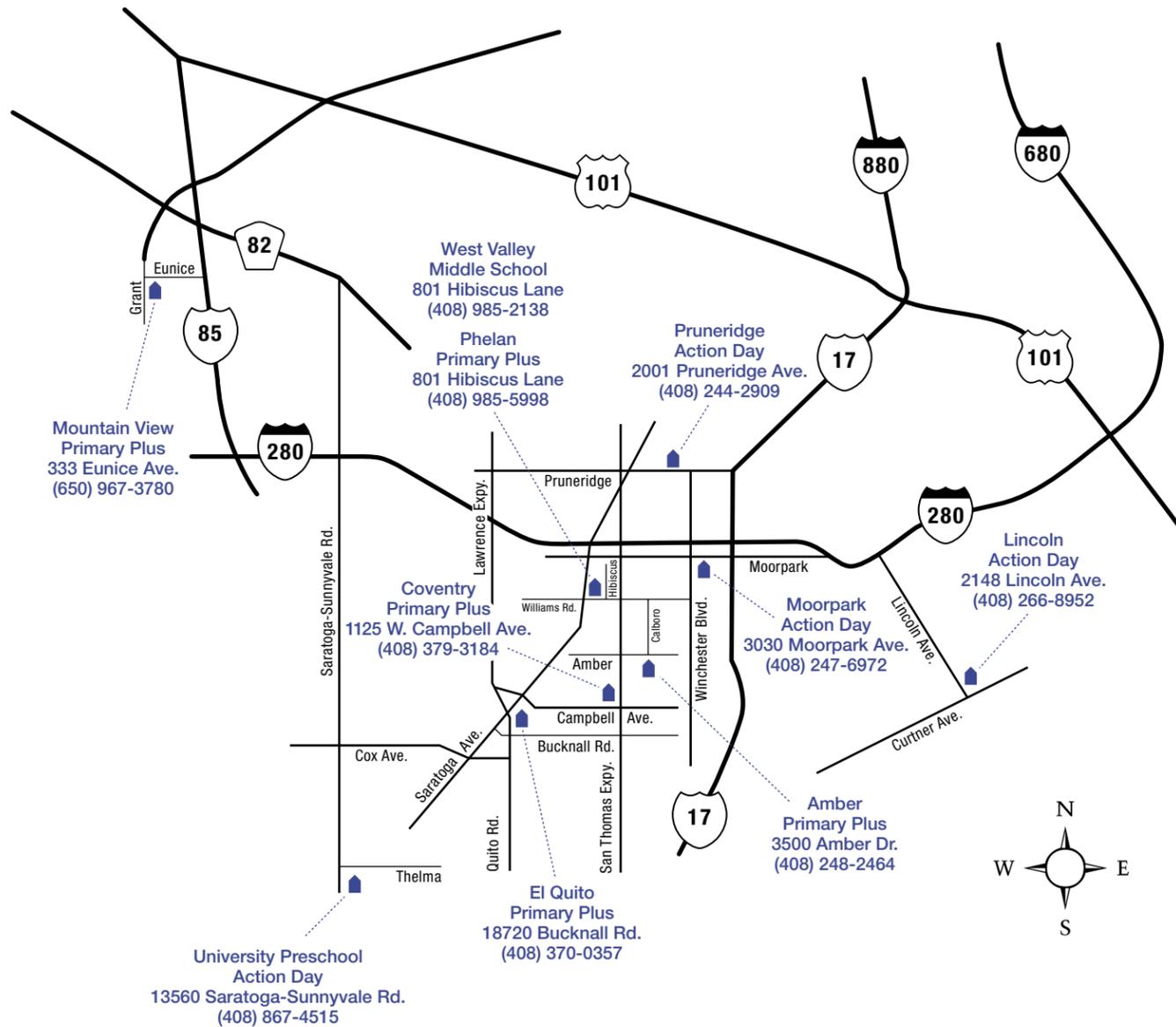


ACTION DAY NURSERY, PRIMARY PLUS, WEST VALLEY MIDDLE SCHOOL LOCATIONS



L E A D I N G T H E W A Y



ACTION DAY NURSERIES

PRIMARY PLUS ELEMENTARY SCHOOL

WEST VALLEY MIDDLE SCHOOL



For more information, visit us online at www.adnpp.com



PROGRAM SUMMARY

Children Enrolled: 3250
 Ages of Children:
 3 mos. – 14 years
 Number of Locations: 9
 Number of Programs: 16

Business Hours
 6:30 a.m. to 6 p.m.
 Monday through Friday

SERVICES OFFERED:

Infant care, Preschool,
 Private Elementary School
 Academic Classes, K-8th grade.
 Extended Daycare, Dance.

Sports Program:

Soccer, Baseball, Basketball.

Enrichment Programs:

Swimming, Tennis, Golf,
 Art, Karate, Computer Education,
 Music, CampFire, Field Trips.

Years in business: 37
 Total employees: 520

Our Philosophy

Young children learn tremendous amounts each year. All of the important loving and guiding experiences of infancy play out during this exciting time. Wishing to experience firsthand that marvel and wonder, our founders opened our doors in 1968. As our students grew, so did our schools. Yet, after 37 years, we still believe we have an opportunity to suggest much of what will happen as our students progress from elementary school to junior high school and into adult life.

Our teachers and staff continue to enjoy the challenge of providing an environment that will assist in maximum development for children. Many things picked up and observed during these early years can be corrected or encouraged, leading to greater success in life.

Throughout the years, we have maintained a philosophy that encourages a “semi-structured program,” developed by our teachers and others. This program sets specific goals each day, week and month, for every enrolled child. Children are “lead to,” not “made to,” take part in these activities. We feel that this allows for both specific growth and individual freedom.

Our philosophy includes a long-standing commitment to choosing a particular kind of adult for our schools: one who genuinely cares about children. Books, lesson plans, and equipment are all important; however, the key factor in any school situation is the adult. It is exceedingly important that each child finds an adult who really, truly likes him or her upon entering the school situation.

It is our hope that each child will leave us feeling confident and equipped to do something they couldn't do before.

Action Day Nurseries, Primary Plus, and West Valley Middle School offer:

- 37 years of experience in providing quality education
- Semi-structured program that allows for specific growth and individual freedom
- Carefully chosen adults who genuinely care about children
- An environment that stimulates positive feelings about oneself as well as a sound curriculum for each child

Early Learning Leads to Future Success

CLASS OF 2004:

Eric Felix is attending Mitty, very successful (A's, B's) and playing football.

Logan Campi is getting A's and B's at Mitty.

David Yore is doing well at Mitty and on the basketball team.

Unsa Suhail is attending St. Laurence, is very successful (A's) and in accelerated courses.

Andy Jenner is doing well at St. Laurence.

Paul Snyder is very successful (A's and B's) at Valley Christian.

CLASS OF 2003:

John Ackerman is doing well (B's) at St. Laurence

Matthew Arensberg is also doing well at St. Laurence and on the basketball team.

Sasha Borodulin is very successful (A's and B's) at Harker, studying American Authors, and creative writing.

Anthony Chan is doing well at St. Laurence and still studying karate.

Michael Doi is doing well (B's) at St. Laurence and on the basketball team.

Robin Frank is very successful (A's and B's) at Valley Christian.

Jason Hamamura is very successful (A's) at Mitty, taking honors and accelerated courses and writes for the school newspaper.

Cassy Johnston is doing fine at Mitty, studying drama and theater.

Patrick Lefaver has been very successful (A's and B's) at Bellarmine

and is enrolled in accelerated courses.

Amanda McDonnell is very successful at St. Laurence and on the basketball team.

Neelaab Nasraty is very successful at Presentation and in accelerated courses.

Spencer Noe is very successful at St. Laurence and on the hockey team.

Jennifer Padwal is very successful (A's) and on the basketball team at St. Laurence.

Robby Sands is doing well at Mitty.

Tyler Wilson is very successful (A's), taking accelerated courses, at Bellarmine.

Mary Dao and **Jonathan Simmons** are also at St. Laurence. **Nicole Emmitt** and **Shelly Saini** are at Mitty.

CLASS OF 2002:

Jake Jennings is doing well at St. Laurence and recently received an award for academic excellence (English).

Charlie Clark is doing well at St. Laurence and captain of the hockey team.

Luis Castillion is also doing well at St. Laurence.

Casey Byler is also at Mitty.



CLASS OF 2001:

Students at Mitty include **Amanda Eccles**, **Matthew Fromm**, **Gary Saini**, and **Kevin Thomson**. **Pat Hooper** is at St. Laurence.

CLASS OF 2000:

Arham Suhail is studying Business at San Jose State after graduating from St. Laurence, and has received numerous awards, including the Santa Clara Youth Hall of Fame.

CLASS OF 1999:

Sunny Saini will most likely pursue a degree in Management Science/Pre-Law/Political Science at the University of California at San Diego, where he still plays competitive Ultimate Frisbee, stemming from the WMS sports program.

Nick Raisch is pursuing a communications degree with an emphasis on public speaking at Humboldt State University, where he also plays soccer and had playing time in the nets, a rare accomplishment for freshmen goalkeepers.

Dennis Emmitt attends San Jose State, where he is pursuing a double major in Political Science and Administration of Justice with a minor in Religious Studies. He hopes these courses will lead to a job with the CIA.

CLASS OF 1998:

Jessica Jennings, a St. Laurence grad, is studying neurobiology, physiology, and behavior at U.C. Davis, with a minor in English.

She wants to pursue a career in Veterinary Medicine, emphasizing in small animal care.

Ashkon Namdar is attending Brooks College in Sunnyvale, where he is majoring in graphic design and plans to specialize in digital ink and photo restoration and correction. His goal is to start his own design business and work for Namco designing characters and boxes for their games.

Christie Miller is working toward a teaching credential at U.C. Davis, holds a B.A. in English and wants to become a novelist.

CLASS OF 1987:

Jennifer (Yarr) Howard, one of the first students to attend and graduate from WMS, has proven what a solid foundation she received at Primary Plus and West Valley Middle School. She received her Teaching Credential and M.A. at Santa Clara University and is currently working on her Ph.D. She recently began her ninth year teaching 4th grade in the Del Mar School District in San Diego. ●



Michelle's Luncheon Serves Up Nutrition For Hungry Tummmies, Hungry Minds

A hunger for knowledge is a good thing to encourage in any student. Hunger for food, however, is not. That's why at Action Day Nursery/Primary Plus and West Valley Middle School, we have been serving well-balanced lunches for the past three and a half years.

Michelle's Luncheon, named after lunch program founder Michelle Freitas, operates out of four school kitchens and currently serves seven of our locations. We provide nutritious hot and cold lunches to children 18 months and older, plus teachers and directors, at Coventry, Amber, El Quito, Moorpark, Pruneridge, Phelan and University. On some occasions, even parents join us for a delicious meal.

One of the central notions of the Action Day Nursery/Primary Plus philosophy is community, and lunchtime provides us with a perfect opportunity to emphasize that ideal. Together, children and adults can enjoy simple fare like sandwiches, meat loaf, and macaroni and



cheese. We also serve fresh salads with a variety of dressings, and a choice of drinks that includes milk, chocolate milk, apple or orange juice, and water. We offer options for vegetarians when requested and for those who have allergies. ●

Students and Parents Make Wishes Come True



Here is a sample of the 176 gifts students and staff collected for the Giving Tree

Charity may start at home, but we believe it continues at school.

In addition to helping our students achieve academic success, it is our goal to foster in them a sense of compassion for their fellow citizens and introduce them to the rewards of community service.

For the past five years, Action Day Nurseries and Primary Plus have teamed with The Family Giving Tree, a nonprofit organization dedi-

cated to the needs of underprivileged children in Northern California. More than 400,000 children in the Bay Area live below the poverty line, and most receive little or nothing during the holidays. Through the Family Giving Tree, social service agencies supply the names and wishes of needy children. A wish card is then printed for each child, detailing their age, first name and their wish for a holiday gift. We joined over 800 Bay Area companies and schools that participate in the program by displaying the wish cards, often on trees, in public areas. By taking a wish card, donors pledge to purchase and wrap a gift for a child in need.

About 500 students in all participated this year. Our Moorpark Pre-school was successful in purchasing all of their Christmas wish gifts. In fact, the day before the gifts were to be delivered, 12 tags remained on the tree. One kind parent took all of the tags and returned with 12 CD players so that no wish would be left unfulfilled. It is that kind of generosity that we hope to promote within our students.

Buying a gift for a needy child means much more than an extra item at the toy store. It is often a first act of community service, one that can inspire a child to continue helping others. ●

Getting To Know Us

Celebrating 37 years of excellence in children's learning, Action Day Nursery/Primary Plus remains dedicated to providing top quality education and enrichment services for infants to eighth graders.

"We're the only organization in Northern California that enrolls children from three months to eighth grade," says President Carole Freitas. "Many children that graduate from eighth grade actually come to us as babies."

That consistency helps children build a solid foundation—intellectually, socially, physically and emotionally—that will serve them well for the years to come. "We're proud of the fact that in a field that traditionally has a high turnover," she continues, "we have a large number of employees that have been with us 10, 15, 20 years or more."

With nine locations and 16 different programs throughout the west side of Santa Clara Valley, Action Day Nursery/Primary Plus is a convenient stop for parents looking for anything from an infant/toddler program or preschool and daycare to private Jr. kindergarten through eighth grade or numerous enrichment activities.



Children ages two years through eighth grade have the option of participating in various dance classes, tumbling, karate, music and arts like drawing and ceramics. Additionally, there is an active sports program that includes competitive soccer, basketball and baseball, plus year-round camps and activities in those sports. Best of all, the activities take place at each school, so parents don't have to worry about shuttling kids to and fro.

Like an extended family, Action Day Nursery/Primary Plus creates a community of happy children and parents, something we've been doing since 1968. ●

Test Scores Reflect Benefits of Individual Attention, Hard Work

TEST SCORE GRADE EQUIVALENT – SPRING 2004 CLASS AVERAGE

GRADE	READING	MATH	LANGUAGE	SCIENCE & SOCIAL STUDIES	TOTAL BATTERY
GRADE 1	2.1	2.0	2.3	1.8	2.1
GRADE 2	3.4	3.3	3.8	2.8	3.5
GRADE 3	5.3	5.2	4.9	7.1	5.1
GRADE 4	7.1	9.4	6.9	7.3	7.5
GRADE 5	6.1	6.6	6.8	8.7	8.4
GRADE 6	7.6	7.3	7.6	8.8	7.5
GRADE 7	9.7	9.9	8.2	8.4	8.3
GRADE 8	11.6	PHS	12.2	11.5	11.6

The first number indicates the grade level. The second number refers to the month (e.g., 3.6 means third grade, 6 month equivalent).

Our school administers the Stanford Early Achievement Test (SAT 9) in the spring of every year. The spring testing is done to measure what the students have achieved as of that date.

These tests measure student knowledge of various broad areas of the curriculum. They have norms and provide a means of evaluating the fundamental academic goals of our school. We have the tests scored by Harcourt Brace. The results of the exams are compared with the norms established by students taking the exams across the United States.

We are proud of the way our students ranked in the testing. Listed are the Test Score Grade Equivalents for each grade. We feel that their scores reflect the benefit of individual attention and a lot of hard work on the parts of the students and teachers, a dedicated staff, and low class size. ●

Professional, Dedicated Adults Make the Grade

CAROLYN MCCALED

Carolyn McCaleb has been with Primary Plus long enough to see her former toddler students graduate from eighth grade. As a kindergarten teacher, she quickly declares that her favorite subject is play because, as the late Fred Rogers said, it gives children an opportunity to practice all of the academic material they have learned. The addition of two Australian tree frogs, Sticky and Hopper, to her classroom has provided a perfect opportunity to learn through play. Although the frogs are a fun element, they also allow students to indulge their endless curiosity about these interesting creatures. Carolyn finds great enjoyment in a child's readiness to learn, which makes her an integral part of the Primary Plus family.

KAREN HARDERS

As a third grade teacher at Primary Plus Elementary, Karen Harders demonstrates to her students the value of experience. Not only has she taught at Primary Plus for 20 years, her resume includes an additional 12 years as teacher or director for kindergarten and preschool of the Head Start program. As if that weren't enough to keep her busy, she has dedicated 19 years of service to the Camp Fire organization as an active leader and committee member. Not surprisingly, her favorite subject to teach is science, which reflects her numerous interests, including the school's large garden, itself a perfect setting for children eager to learn about natural cycles. In 2004, she was selected for inclusion in Who's Who Among America's Teachers.

PAULA SCHROEDER

Since 1978, Paula Schroeder has worked with infants and toddlers through Action Day Nurseries. Now the director of the Lincoln Infant Center, Paula has held a variety of positions over the past 26 years. In that time, she has maintained the idea that caring for such young children presents an opportunity for learning. Even the smallest baby



Carolyn McCaleb instills a love of learning in her students in a fun environment.

can benefit from someone talking to him about what's happening in the world around him. "Involve him in what you're doing," Paula says. "Talk about everything." Doing so promotes language development and interaction. Paula says one of the greatest rewards of her job is seeing daily changes, large and small, whether it's recognizing a new face or taking those first steps.

MARY LOU RODRIGUEZ

After more than 25 years at Primary Plus, Mary Lou Rodriguez has become a fixture here. Not only is she the principal at our Amber location, she also teaches kindergarten. Over the years, she has tirelessly taught music, art, and Spanish, served as a director for preschool, junior kindergarten and kindergarten, and still managed to find time to be an educational consultant for Workshop Express and contribute freelance articles to the educational magazine, The Mailbox. Inspired to teach by her fourth grade teacher, who later became a California assemblywoman, Mary Lou strongly supports the role of teachers in the lives of children. "They are counselors, motivators, coaches, actors, role models, leaders and friends," she says. With that philosophy, it's easy to see how important Mary Lou Rodriguez continues to be to Primary Plus.

TRACI LASZLO

"I love to teach reading," says first grade teacher Traci Laszlo. "I love the doors it opens for learning." In her thirteenth year teaching first grade at Primary Plus, Traci recognizes the many ways reading benefits her students. "It teaches life skills," she says, "and gives them the power of independence. At the beginning of the year, they're starting to read, but by the end of the year, they're reading to learn." She focuses on manners, positive choices and respect—for things, others, and oneself. Her structured classroom includes hands-on activities to help children achieve a better understanding of the material she presents. Traci was honored in Who's Who Among American Teachers 2004.

LORAIN KUPBENS

After a decade of working with mercurial three-year-olds, preschool teacher Loraine Kupbens knows how to run a classroom. She has an amazing knack for keeping large groups of children entertained, organized, and engaged in learning. Loraine helped develop the toddler program, making the curriculum more "hands on." With the idea that it's okay to be messy sometimes, she encourages children to touch, feel and scoop materials like water, rice, sand, and beans, at sensory tables. She attends every school function and takes the initiative when she sees something that needs to be done. Loraine is respected and admired by her coworkers, and former students often visit, a testament to the impact she has made. ●

We've Got Spirit, Yes We Do!

Developing minds benefit from active bodies. That's why we offer a variety of sports activities, revolving around three sports programs throughout the school year, at every grade level.

Camps are held at various preschool locations as well as at the elementary school. Sports covered in the camps included soccer, basketball, and hockey. The last round of camps had participants from each of the nine ADN/PP Preschools.

Primary Plus Elementary School participates in three sports throughout the school year. During the first season, the students participated in basketball through the Southwest YMCA.

The big sport of the year is baseball, run through our own Westside Fearless Baseball League. This year the league had a total of ten teams, split into T-Ball, Minors and Majors. The season started with an Opening Day filled with exciting play and fun activities.

The fall sport is soccer, played through the West Valley Youth Soccer League.

The summer brought many opportunities for sports camps. Camps were run to increase skills in various sports including soccer, dodge ball, flag football, basketball, and hockey.

West Valley Middle School participates in the Silicon Valley Athletic League. The fall season included flag football and volleyball. WVMS had an increase in participants for volleyball and was able to field two separate teams.

The winter season is basketball. This year they doubled their participation by fielding two girls teams and two boys teams.

The Primary Plus and West Valley Middle School sports programs have a bright future. We are looking to expand each aspect of the athletic program by continuing to increase participation and the quality of the programs we offer. ●



20,000 Dancing Feet Delight Young and Old

Under the direction of Director Suzette Alvarado, more than 10,000 children have performed in the dance programs presented by Dance Action, an exciting part of Action Day Nurseries/Primary Plus. The performances of these children have delighted countless parents, grandparents, and friends at annual shows presented at the San Jose Center for the Performing Arts since 1978.

Currently, dance instructors and students are gearing up for the annual, action-packed theatrical extravaganza, "Snow White's Adventures." The dance review will showcase more than 700 students, primarily preschoolers, with back-up performances including infants, principals, teachers and parents.

This year marks the silver anniversary at the San Jose CPA. In the past 25 years, Action Day and Primary Plus Dance Academy has grown by leaps and bounds. Our curriculum now includes karate, tiny tots, yoga, Mommy & me, and more. In 2004, we developed an original dance class, "No Strings Attached," combining puppetry and dance.

Since 1978, our vision of developing a love for music and dance in children continues to flourish. We are proud to mention milestones that mark our dancing footsteps, such as the five outstanding dance instructors that grew up as students in our dance classes. Prince Charming from our first Cinderella is a lighting and sound technician for a local theater company, and many more talented dancers and acrobatic performers dance competitively. ●

