

Spring 2018



Children's Dyslexia Center-Madison News & Happenings

Welcome to this Spring edition of our newsletter!

We hope you find the content informational, inspiring, and fun. Thank you for taking the time to read our latest news!

This is a busy time of the year at the Children's Dyslexia Center-Madison. We are planning special events for fundraising, and our Celebration of Achievement is coming up on May 1st. (More information about our Celebration can be found in Kelly's message below.)

This is the time of year when we do our students' annual progress testing which reveals the success of systematic, sequential, multi-sensory instruction of language that has been championed by the Masonic 32 Northern Jurisdiction. Many of our students have made large gains in many areas, offering relief and success. They are doing better in school and overcoming dyslexia. Staff, tutors, and volunteers involved with our Center are pleased with the successes revealed.

For information on any center closings or scheduling changes please see the calendar on our website. Please note we go on Spring Break March 26th and will resume tutoring on Tuesday, April 3rd. [Link to our calendar.](#)

Journey to Success: A Family's Story

From the time Ian was very young, his parents, Dana and Justin, knew something was different about the way

Ian learned. As a kindergartner, he seemed to struggle with even the basics. Ian grew frustrated as he fell behind, sometimes becoming combative and yelling. His teacher told his parents that he was young and they shouldn't jump to conclusions. But Dana said, "In my heart of hearts, I felt like something was wrong."



*Ian (second from the right)
with his family.*

Finally, Dana and Justin went to their family doctor. The doctor referred them to a neuropsychologist. After months of waiting, they were able to get in and have a series of tests done. The diagnosis came back within days: dyslexia.

Finding the Children's Dyslexia Center

Ian's parents had heard of dyslexia but didn't know much about it or what to do next. Then a friend told them about The Children's Dyslexia Center in Madison (CDC-M). Dana and Justin signed Ian up but were warned it could be a 1.5 to 2 years wait before they got in.

In the meantime, the family did everything they could to help Ian. But nothing seemed to help. "He avoided doing anything that involved reading," Justin explained. "He was aware that it was easier for other people to read—that it just wasn't clicking for him." When Ian tried to read, he often got frustrated and threw his book across the room.

A New Approach to Reading

When Justin and Dana got the call that CDC-M had an opening for Ian, they weren't sure what to expect. Ian's progress was slow at first—but steady. Now, a year and a half into the program, his parents can see incredible progress. "It's a night and day difference," Dana said. "Now he wakes up early and we'll find him lying on the couch, reading a book," Justin explained.

Ian is thriving in his fifth-grade class. He's reading on grade level and set to graduate soon from CDC-M. For his parents, just as important as the impact on Ian's reading has been the impact on his self-esteem. "He used to say, 'I can't get it. I'm stupid,'" Justin explained. "Now after receiving tutoring here, he knows he can do it." Ian, now age ten, sees the difference too. "Some things I do here are hard," Ian said. "But I like it. It helps me think. And things are easier after I come here."

Tutor Spotlight

What is a major ingredient in our recipe for success?

Our tutors!



This month we would like to share some information about our tutor,

Brenna Kunkel

Brenna Kunkel's first experience with dyslexia came several years ago when her nine-year-old son, Jude, was diagnosed with it. Brenna didn't know much about dyslexia, but she knew her son needed help. It wasn't even his difficulty in reading that concerned her most. "His emotional struggle was the hardest part," Brenna explained. "He could see there were things the kids around him could do that he just couldn't—and he couldn't understand why."

Helping Her Children

Brenna began the search to find resources for her son, making phone calls and talking to doctors. Meanwhile, the family's finances were already stretched and she wondered how she would afford help when she did find it. Eventually, she got connected to the Children's Dyslexia Center-Madison (CDC-M). After spending some time on the waiting list, Jude began the program—which is free of charge. Not long afterwards, Opal, Brenna's younger daughter, was diagnosed with dyslexia also and began working with a tutor at CDC-M. "At first, the tutoring sessions—which required hard work and concentration—were challenging for the kids," Brenna remembered. "But it wasn't long before I could see significant improvements."

The Path to Tutoring

When Jude graduated from CDC-M last year, Brenna felt the time was right for her to get involved in a new way—so she signed up for training to be a CDC-M tutor. The training, which began in June, lasts a year and includes classroom hours and a practicum where she tutors two students with mentor support. "Each lesson is tailored to that particular child—which means it takes an incredible amount of time to prepare. But that's what makes it so effective too," Brenna said. Brenna will also complete tests and papers, finishing it all up with a certification test.

Brenna describes her experience like this: "When we found the Children's Dyslexia Center, we were given a gift. There were times that were difficult. But when I hear my daughter reading to herself at night, I realize that it has been worth every moment. Now I want to give back. If I can help someone else can get that same feeling—that feeling of watching their child succeed where there was only frustration before—then I will know I've fulfilled my purpose in tutoring."

Make A Difference!

Help Us Connect With Your Employer

Looking for a way to give back to the Children's Dyslexia Center-Madison? Then, we have the perfect idea for you! Help us connect with your employer. Did you know that many employers in our community have programs in place to make a difference in the community? We feel there's no better way to



make a difference than by changing the life course of a child by helping her achieve her full educational potential. Many of the opportunities available through local businesses require an employee to start the conversation. These opportunities aren't limited to large employers—but may be available in organizations of any size. Here are some things you might ask your employer about:

1) Community Impact Grants/Awards. Many organizations offer small and large grants or awards to groups they feel are making a difference. We are happy to fill out the application.

2) Sponsorships. We are always looking for local businesses to sponsor our annual walk/fun run or other events. Sponsorships are available at a variety of levels and provide benefits to the business also. We have information you could share with your employer on this.

3) Donated Auction Items. The NFL has selected our Center to be the beneficiary of an annual dinner and auction. We keep 100% of the amount raised from auction items we provide. Perhaps your business has an item or gift card to donate. Check with us first to determine if the item will be appropriate for our needs (a minimum value is required for this event).

4) Matching Gifts. Many employers provide matching gifts. This means they may be willing to match the gift you make to our center with a gift equal or even greater value of their own.

If you're interested in talking to your employer but aren't sure how to get started, we're happy to help you. We can provide materials for you that can help you tell our story. Contact Leslie Huber, Development Director, at leslieahuber@gmail.com for more information. Remember that your passion for our organization is the most important ingredient in a recipe for success.

Volunteer with Steve Stricker

Last year, The Children's Dyslexia Center-Madison received a \$10,000 grant from the Steve Stricker American Family Insurance Foundation. We are grateful for their commitment to make difference for children in our community. They are looking for volunteers for this year's events. Please see their announcements below. And remember, if you do volunteer, please let them know that you are with CDC-M!

Volunteer registration is open for the 2018 American Family Insurance Championship, June 18-24, at University Ridge Golf Course in Madison, Wis. Nearly 950 people from 13 states volunteered over 20,000 hours at last year's PGA TOUR Champions event. We welcome your participation as we grow the impact for all the charitable organizations supported by the Steve Stricker American Family Insurance Foundation.

As tournament volunteer, you will receive:

- shirt
- jacket
- hat
- pin
- guest ticket
- meals during your shift
- and more!

To register, click here: <http://events.trustevent.com/index.cfm?eid=2811> Thank you for your time and support of the 2018 American Family Insurance Championship!

[Donations can be made via our website. Click Here.](#)

If you would like a report of donations you have made to the Children's Dyslexia Center-Madison, contact Gail Piper at 608-242-9282 or gailpiper6@aol.com.

A Message from Kelly



Spring is the time for events and celebrations! We would like to invite you to attend our Celebration of Achievement for all students graduating this year. It will take place here at the Madison Masonic Center on Tuesday, May 1, 2018 at 7:00pm. There will be student speakers, a parent speaker, and our featured speaker, Mark Seidenberg.

Mark Seidenberg is author of the book, "Language at the Speed of Sight: How We Read, Why So Many Can't, and What Can Be Done About It". He is a professor in the department of psychology at the University of Wisconsin-Madison. Originally, he was a psycholinguist, which means a cognitive scientist or cognitive neuroscientist. Mark grew up in Chicago and earned his Ph.D. at Columbia University. He taught at McGill University and the University of Southern California before returning to the Midwest in 2001. He's conducted a lot of research on language and reading. Mark's reading research addresses the nature of skilled reading, how children learn to read, and the brain bases of reading and dyslexia, using the tools of modern cognitive neuroscience: behavioral experiments, computational models, and neuroimaging. Recently he's been investigating the causes of chronically low reading among lower income and minority children—so-called "achievement gaps." Mark's primary language research focuses on determining what we know when we know a language, how we acquire this knowledge, and how it's used in comprehending language. He is also researching how language compares to other human capacities, and to the communicative systems of other species.

Mark's message, as well as what is shared by one of our parents and students, is sure to bring awareness and encouragement to those in attendance. As we breathe in Spring and all its freshness, here too will we find our *joie de vivre* again.

Cheers and congratulations to our graduating class of 2018,

Kelly Kuenzie, Director

Walk T-Shirt Artwork Selected!

Thanks go out to all the students who submitted artwork for consideration to be used on this year's Walk for Dyslexia T-Shirts.

Pictured to the right is **Lola's** artwork which was chosen for our shirts this year! We received 12 entries! It is always hard to decide on what to use on the shirts and the walk committee has a hard time making that decision.

Again, thanks to all who helped our 9th Annual Walk for Dyslexia by submitting artwork. We hope you enjoyed creating it as much as we enjoyed seeing your work.



Grins, Giggles, and perhaps Groans



Two windmills are on a date and one asks the other, "What kind of music do you like?"

It replies, "I'm a big metal fan."

Knock Knock
Who's There?

Cows Go.

Cows Go Who?

No, silly, cows go MOO!

There are three types of people in this world.

Those who are good at math and those who aren't.

Famous People With Dyslexia

Scientists, artists, architects, astronauts, musicians, engineers, inventors, business leaders, government officials, -- the list goes on and on. Who is YOUR favorite?

**Walt Disney: Oscar and Academy Award Winner!
And ... creator of Mickey Mouse!**



Born in Hermosa, Illinois, on December 5, 1901, Walt Disney would go on and win 32 Oscars and 22 Academy Awards. With help from his brother Roy, Walt founded what would become one of the most popular motion-picture companies ever, called Walt Disney Productions.

Walt was also an elite cartoon artist, illustrating his work in newspaper comic strips and comic books. Walt Disney created one of the most loved and well known cartoon characters, Mickey Mouse. In 1955, Walt founded the ultra famous theme park Disneyland. He would later open up a similar theme park in the state of Florida called Walt Disney World.

He produced several well known animated features, including Cinderella, Pinocchio, Dumbo, Alice in Wonderland, Peter Pan, Sleeping Beauty, and Lady and the Tramp. Walt Disney became very successful, and he was so popular that two years after his death in 1966, a commemorative U.S. postage stamp with his picture on it was circulated.

WALT DISNEY'S ROAD TO BUILDING THE DISNEY EMPIRE

The road to building the ever so successful Disney empire was certainly not an easy one for Walt Disney. Walt was diagnosed with a learning disability called Dyslexia. Dyslexia is defined as a condition that hampers one's ability to read, write and spell. Many skills are affected if a person suffers from Dyslexia, such as social skills, memory lapses, and time management.

Despite being Dyslexic, Walt Disney was determined to make something of himself. At a young age, while growing up in Marceline, Missouri, with three brothers and one sister, Walt began showing much interest in drawing and painting pictures. He would sell some of his pictures to neighbors and to friends of the family.

When Walt Disney was ten years old, he and his family moved to Kansas City, where his uncle, Mike Martin, worked as a train engineer. Walt got a summer job selling newspapers and snacks with the railroad. And at an early age, he worked as a paperboy delivering newspapers.

Despite suffering from Dyslexia and dropping out of school at an early age, Walt Disney was very motivated to become successful. He wanted to join the Army, but was turned down for being too young. He then moved to France and joined the Red Cross getting a job driving an ambulance. In 1919, he returned from France determined to pursue a career in animation. Back in Kansas City, he landed a job as a cartoonist at Pesmen-Ruben Art Studio. Disney was then hired by the Kansas City Film Add Company and began incorporating his animations into commercials.

Walt then opened up his own animation business and got his own studio.

Walt and his brother then moved to California and opened up Disney Brothers' Studio. Soon after, Disney would use his brilliant mind and create a cartoon character "Mickey Mouse", that is world famous to this day. In 1955, Walt Disney opened up a theme park named Disneyland. It was an instant success, as families could have fun on the rides and meet their favorite Disney characters. Soon after opening, Disneyland started attracting visitors from around the world. Today, Disneyland has branched out to other countries, such as Paris, Tokyo and Hong Kong. Walt Disney didn't waste any time and started plans for a theme park to be constructed in Florida.

Unfortunately, in 1966, Walt Disney was diagnosed with lung cancer and died at the age of 65 on December 15, 1966. His brother Roy would finish the job and opened the theme park Walt Disney World in 1971.

Suffering from Dyslexia, Walt Disney is an inspiration to many, as he did not let adversity slow him down on his passion for success in the cartoon and animated film industry.

Walt Disney once quoted "We allow no geniuses around our studio." This can be deciphered many ways, but perhaps it means only dedicated, hard working individuals who started from the bottom and with hard work, mastered their craft, may work along side the true genius, Walt Disney.

Source: <https://thepowerofdyslexia.com>

Raffle/Silent Auction Items Needed

In 2018 we will have two opportunities to raise money via raffles and silent auctions. Both the Ladies Luncheon in April and the NFL Alumni Association-Madison Chapter banquet in late June are venues where we will have the chance to raise funds for the Center in this manner.

All kinds of items are welcome: gift cards, gift certificates, collectibles, artwork, jewelry, and items of interest to sports enthusiasts and participants. Items valued above \$300 are especially welcomed and will be used at the NFL Alumni Association silent auction.

If you have items valued at \$300 or more, please contact **Steve Underwood at 608-216-4589 or scunderwood@tds.net**.

For all other items you would like to donate as a raffle or silent auction item, please contact **Sharon Mielke at 608-235-7545 or rsmilk@centurytel.net**. [Click Here](#) for the form to submit to Sharon with your items for the Ladies Luncheon raffle.

Upcoming Special Events

Our annual **Ladies Luncheon** fundraiser sponsored by the Ladies of Madison Valley Scottish Rite will be

Our 9th Annual **Walk for Dyslexia-Madison** will take place **Saturday, May 19, 2018, at the Brittingham**

held on **Saturday, April 14, 2018** at the Blackhawk Country Club in Madison. The raffle begins at 10:30am; lunch and entertainment at Noon.

If you would like to be a table hostess, contact Judi Nitzsche at 608-873-6433.

If you have raffle items to donate, contact Sharon Mielke at 608-235-7545. (See previous article.)

[Flyer with Reservation Information](#)



Park Shelter in Madison.

Registration/Check-in begins at 7:30am; walk at 8:30am.

Please note our new location in 2018 is Brittingham Park in Madison. Visit www.walkfordyslexia.org for details. Registration at that site is now open!

We want to thank our walk sponsors for helping to make this event a success. [Link to our 2018 Walk sponsors.](#)

[Walk for Dyslexia Brochure 2018](#)



A Reminder!



Don't forget to bring in your **BoxTop\$ 4 Education** coupons to put in the collection box located in our waiting area. (***Please be sure they are not expired.***) Our Center has raised \$1,770 in the last four years with just those little pieces of paper!



Visit [www.boxtops\\$4education](http://www.boxtops$4education) for more information about this General Mills charitable program that raises money for non-profit organizations.

And, there are coupons on the Boxtop\$ 4 Education website for you to use at the store. Check them out! [Coupon Page](#)

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**We want to recognize and thank
the following sustaining funders of our Center:**

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