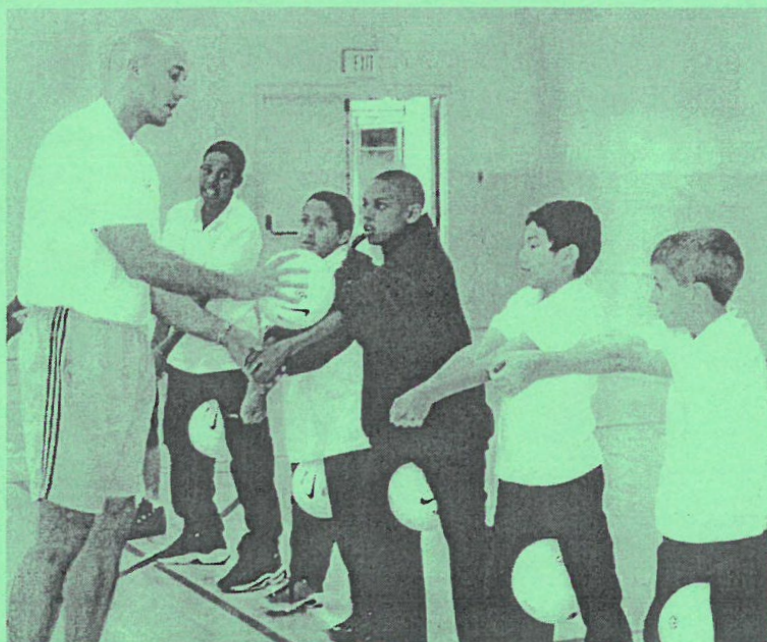


THE TEAM PRIME TIME TIMES

OFFICIAL NEWSLETTER * VOLUME IV * DECEMBER 2001



Team Prime Time Featured on UCLA Athletics Website

Don't hesitate to go to www.uclabruins.com and click on "Departments" then "Community Relations" to learn about the special relationship between *TPT* and the UCLA Athletics Department. Highlighted on the website is the recent visit by UCLA Men's Volleyball Assistant Coach **John Speraw** (pictured above) and returning varsity standouts **Adam Schrader** and **Scott Morrow**. The visit was the second in as many months by UCLA sports teams: Women's Soccer Head Coach **Jillian Ellis** and All-American player **Mary Francis Monroe** came by in October.

Coach Speraw and his players shared a spirited question and answer session with the students. Everything from the hard work necessary to be a successful student-athlete to the opportunities sports can provide was discussed. "They taught us something new and exciting," 6th grader **Allen Hernandez** said, "and they told us how volleyball [through tournaments abroad] took them around the world to see different countries and cultures."

Of course, volleyballs soon began to fly as the UCLA team and the students enjoyed a series of fun and challenging ball-handling drills and team-building competitions. For students like 7th grader **Elijah Palmer**, it was a rare chance to enjoy a sport often overlooked in their PE classes. "I never realized how cool volleyball is," he says. "Now I want to find a league and I can't wait to go to a UCLA game."

Team Prime Time would like to thank **Jill Johnson** for making the visits possible.

Prime Cuts, Special Edition: TPT Goes to the Getty

On December 4th, many of the *TPT* students made their first visit to a museum and had these reactions after exploring and absorbing the Getty's endless exhibits:

"I look at art because its cool to look at, because you can see a lot of faces from the past and artifacts from princesses." -6th Grader Daniel Stinson

"I really liked checking out all the tools artists used to make things and how they discovered new ways to make art." -8th Grader Josh Rembert

"I enjoyed seeing the kids immediately sit down on the floor in front of some of the drawings and just go to work sketching their own versions."

-Guide /Staff Member Kris Kaupico

"Some of that stuff looked ugly, some very expensive, but it all looked like it took a long time to draw and to make."

-7th Grader Chyna Washington

"I liked the drawings-- the new techniques and styles, the way the artists drew, the textures they used."

-7th Grader Juan Gonzalez



Students (clockwise from lower left) Luis, Yusef, Rickey, DeAndre, Jamar, Jennifer, Sandy, and Rachel take time out from their museum tour to enjoy the the Getty's central plaza.

Team Prime Time is a comprehensive after-school program especially designed for public middle schools. We use a unique combination of athletics, academics, leadership training and mentoring to help at-risk children reach their full potential. For more information please contact Executive Director Peter Straus at (310) 458-9252 or on the web: peter@primetimesportscamp.com.

THE TPT TIMES

"FLIP SIDE"

Life as a Student-Athlete-CEO:

TPT Students Build Business Plans

When was the last time someone asked you what you would do with your very own business? We asked six small groups of TPT students exactly that and received some interesting and inspired responses. Each group was asked to plan how they would structure, budget, and market their own companies. They then submitted their business plans to the scrutiny of the *Team Prime Time Venture Capitalist Committee* (aka: the TPT staff), who selected *X-treme Paintball Corporation*, a paintball sport superstore, as the most viable and well-planned business. *X-treme* CEO **Brian Rivas** (8th grade) and President **Alex Rivas** (7th grade) set their company apart with a multi-tiered marketing scheme designed to appeal to all ages. "People of different ages have different ideas and different thoughts," Brian explained, "and they don't all respond to the same things."

Other business plans offered equally intriguing ideas. **Kamrin Kelly** (7th), **Desiree Hersey** (7th), and **Juan Gonzalez** developed *Musik Inc.*, a cleverly designed new-age music café "for people who can't stand one hour without music." *Triple C Computers*, led by sixth grade visionaries **Melinda Allen** and **Question Elliot**, looked to capitalize on the need for new technology. "Our

(continued next column)

TPT Student Profile

Name: Jennifer Luke

Grade: 8th

Favorite Sport: Basketball

Favorite Athlete: Allen Iverson

Academic Interest: Reading ("I love mysteries!")

Ambitions: "I would like to be a lawyer so I could help people who are wrongly accused. I feel both sides of the story should always be heard."



Special thanks to our local sponsors who continue to donate food for the students at Webster:

Hot Diggity Dog **Papa John's**

BurgerKing **TRADER JOES**

General Mills **The Bagel Factory**

computers have more features," Question pointed out, "so they don't get thrown out so quick like the competitor's stuff." Amongst other companies, *All Natural Boards*, a skateboarding equipment and clothing hub spearheaded by sixth-graders **Kwame Boateng**, **Luis Molina**, and **Kenji Igus**, introduced a way to let recreation and personal decoration mesh at one all-inclusive store/skate ramp location. Meanwhile *Jay's Company*, which features a new line of teenager-friendly gear, is guided by directors **Jamar Rembert** (8th), **Allen Hernandez** (6th), **Yusef Muhammed** (7th), and **Sandy Hernandez** (6th), who decided that celebrity endorsement was essential for their marketing mission. Early word is they want Will Smith.



Alex(left) and Brian proudly display their carefully designed logo for *X-treme Paintball Corp.* (slogan? "There's probably one near you.")

FUNDamentally Sound

TPT would like to extend a very special thanks to the following foundations whose generous donations make our program possible:

Vince Hoenigman Foundation

Amateur Athletic Foundation

Norris Foundation

Nike Foundation

Wells Fargo Foundation

William E. Simon Foundation

The Aaroe Associates Charitable Foundation

LAUSD Board of Education

Guests Broaden Horizons

Our students had the opportunity to meet even more remarkable and involved members of the LA community during the months of November and December. SFX Sports Group's **Bob Myers** and **Robert Hinds** stopped by and talked to the kids about marketing and representing pro athletes. Myers, who also broadcasts UCLA Basketball for AM 1150, went on to discuss the importance of being both passionate and honest in everything you do. Hinds, who serves as Director of Sports Marketing, helped the students map out their business plans. *Ebiz Jets'* **Justin Firestone** came by Webster Middle and described how a dedicated work ethic and persistence made it possible for him to realize his dreams. Special thanks to our recent visitors and all those who contribute their time!

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