



Dear Colleagues:

As another school year begins, Geiger enters its 17<sup>th</sup> partnership year with Montello Elementary School. It is no secret that Geiger and its associates believe in a strong public education system. We have an impressive track record of helping not only Montello School, but many public schools throughout the State of Maine. Since most of you have not been here for 17 years, let me explain the origins of the Geiger Montello Partnership and why your participation is so important.

During the fall of 1987, I traveled to Atlanta, Georgia to promote the **Farmers' Almanac**<sup>™</sup> for Fulton Federal Savings and Loan. Fulton had a business partnership with an inner city Atlanta school, and asked that I speak about the Almanac to the students. I spoke, and walked away with a warm feeling about the ability for a business to bring real life experiences into the classroom. Upon returning to Maine, I was connected with Tom Hood, Principal of Montello School, and the program was established – officially kicked off in September 1988.

The purpose of the Geiger/Montello partnership is to raise the aspirations of all students. During our earliest days, we sponsored a number of projects that caught the attention of the teachers, parents, and more importantly, the community, and eventually, the press. The cornerstones of the program were an Art Gallery and an evening celebrating the best writers, the Montello Anthology.

In 1991, Senator Bill Cohen started to champion the value of the Geiger program, and even spoke to the children at Montello School. That same year, President Bush presented us with the 618<sup>th</sup> Point of Light recognizing the value of this partnership to public education. But, our partnership has never been about awards and recognition except for those involving the students.

Why Montello? From time to time, we discuss whether we should alternate our partnership with different schools. After all, not many Geiger associates have children at Montello, and maybe we should "spread the wealth". It should be pointed out that Geiger and Crestline donate tens of thousands of products to the Share Center, which in turn donates product to school districts throughout Central and Coastal Maine. But, Montello Elementary School with its K – 6 population is the largest elementary school in the State of Maine, and certainly a flagship school for the Lewiston school system. Our feeling has always been that if we can do a good job for Montello School, it will be good for the Lewiston school system and that others would follow. In fact, there are 35 businesses that have adopted schools in Lewiston/Auburn, and we were the predecessor to the Portland School Partnership, involving many dozens of other business/school relationships. In short, the Geiger/Montello partnership has been a symbol of community involvement with public education and the premier example of what is good in public education.



RAISING ASPIRATIONS IN

THE NEW MILLENNIUM

Montello Elementary School, East Avenue, Lewiston, Maine 04240

Geiger, Mt. Hope Avenue, P.O. Box 1609, Lewiston, Maine 04241

As schools open later this month, we will again work with teachers and children in an effort to raise their aspirations and to build on the many successes of the past 16 years. For those new to the organization, there are a number of things that we do that are particularly well regarded by the educators and always appreciated by students. These include In Class Junior Achievement, E-Buddy Program, Job Shadowing (6<sup>th</sup> graders), Santa's Helpers Program, and publishing the Montello Anthology - "Night of the Stars" (May 4, 2005). Then, there are new opportunities to interact with the students. This year, we will formulate a Health and Wellness Program – maybe a Walking Challenge (remember the Reading Challenge?), and we're thinking of producing a school video.

Geiger is served by a committee of 13 individuals who meet and assess various projects. The committee members are listed on this letter, and your mission is to help organize projects, and interact with each of you.

Over the next few months, we'll be asking for volunteers to host Job Shadowers, be E-mail Buddies, and much, much more. For those working in Manufacturing, not all projects are available to you, but there are ways in which you can participate, and you'll hear more as the year progresses. Before I forget, there's some real simple ways to help Montello School. These include putting clean bottles and cans in appropriate containers, clipping education coupons from many General Mills products, and using your Shaws Reward Card (designating Montello School as the recipient).

The success of the Geiger/Montello Program is each of us helping to raise the aspirations of the students. This does not stop with Montello School, but is important for all children in any school throughout Maine. Montello gives you a glimpse of what public education is about, and as with any school, its better when the entire community is involved.

Stayed tuned for volunteer opportunities throughout the year. We have three bulletin boards that contain information about the program located in the Break Room, the Book Bindery and the Wire Bindery areas.

Thank you in advance for your help this year, and please know that the teachers and the children of Montello Elementary School benefit from our involvement, and we are better for the experience.

Sincerely,

Peter E. Geiger

#### **2004 – 2005 Partnership Committee Members**

Brady Ellingwood (Total Care)	Andy Palange (Manufacturing)
Peter Geiger (EVP-Special Markets)	Sherrri Pomerleau (Total Care)
Scott Gooding (Manufacturing)	Izzy Skelton (Shipping)
Ed Greenwood (Graphics)	Andy Smith (IT)
Nancy Lavoie (HR)	Tyla Strout (Graphics)
Blaine Martineau (Finance)	Christine Thurm (Crestline)
Cheryl Morin (PEG Office)	