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Junior Achievement 2005 EXCHANGE CITY

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Jones Walker and Junior Achievement: A Winning Team In the Classroom

35 members tote school bags, leave brief cases at the office to promote innovative economics curriculum

Local law firm Jones Walker is scoring a win for kids and education — not in the courtroom, but in the classroom.

From April 25-29, 35 Jones Walker attorneys and staff will be teaching the Junior Achievement (JA) economics curriculum to kids in grades K-6 at Albert Wicker Elementary School in New Orleans.

Ten partners, 16 associates and nine staff members will arrive the afternoons of April 25th-29th carrying JA totes with lesson plans, pencils, paper, and props to teach all of the classes at the school for a one-hour time period.

Jones, Walker's efforts are part of the Junior Achievement/New Orleans Public Schools K-8 Initiative. (See related story on page 6.)

Jones Walker joined the initiative as one of the first businesses/professional firms to adopt an entire school. The Jones Walker Executive Committee, chaired by Bill Hines, along with Corporate Section Partner Dionne Rousseau, who also serves on the Junior Achievement of Greater New Orleans Board, saw the program as an opportunity for the firm to continue its support of JA, public education, and economic development in New Orleans. The firm also wanted to set an example of how businesses can facilitate their employees' participation in the Kidz Biz 2005 Initiative.

For JA New Orleans to reach the goal of 1,500 volunteers, as the K-8 Initiative ramps up during the first three years of the multi-year commitment to NOPS, it needs firms like Jones Walker to build support within their organizations. To build that support, Jones Walker set two primary goals: to sign up at least 30 volunteers and to adopt a school for a coordinated

team approach and maximum impact for the students. The firm launched an internal campaign using e-mail, the firm's Intranet, a steering committee, and informational sessions to educate lawyers and staff about the Initiative.

Led by younger associates and staff, the firm posted a JA-K-8 Initiative informational page on the firm's Intranet and each week spotlighted one of Jones Walker's JA/NOPS K-8 volunteers. Firm leadership enthusiastically backed the initiative as the first ever firm-wide charitable/community initiative that supports attorneys and staff teaming together to perform community service during work hours. As part of that support, Jones Walker volunteers are receiving their regular pay while volunteering at Albert Wicker Elementary, and the firm is also organizing and paying for transportation to and from the school for the duration of the teaching week.

The firm exceeded its goal of 30 volunteers and adopted Albert Wicker Elementary. In the lead up to the week of the Initiative, Jones Walker took to recruiting other local businesses and professional firms to join in volunteering their time and resources to the JA/NOPS K-8 Initiative.

Jones Walker's efforts are helping make a difference in the lives of our city's children, and to build a prosperous New Orleans.



Teacher volunteers from Jones Walker include, from left to right, top to bottom: Michael McLoughlin, Celeste Rasmussen, Meredith Young, Shelley Sullivan, Rudolph Ramelli, Gita Timmerman, Aimee Quirk, Judith Copping, Joe Lavigne, Alia Zohur, Douglas Currault, Meredith Maxwell, Conrad Meyer, Dionne Rousseau, Jennifer Anderson, Jennifer Melancon, Amy Scafidel, Ophelia Thompson, Gina Watson, Mary Boh, Nicole Tomeny, Christopher Mann, Caroline Westhaven, and Lida Wilson.
Not pictured are Tory Bourgeois, Tim Brechtel, Matthew Brown, Gennie Hartel, Miriam Henry, Bill Hines, Corinne Hufft, Andy Lee, Robert Lemon, Jennifer Melancon, Richard Montgomery, Kelly Simoneaux, and Georgian Spata.