



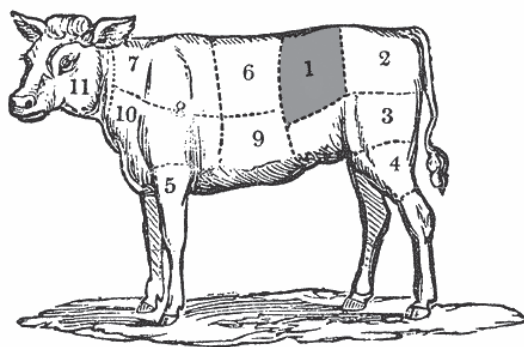
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IN HIS 2003 BOOK **PURPLE COW:**
TRANSFORM YOUR BUSINESS BY BEING
REMARKABLE, MARKETING GURU SETH
GODIN SAYS THE KEY TO SUCCESS IS TO
FIND A WAY TO STAND OUT – TO BE THE
PURPLE COW IN A FIELD OF BLACK AND
WHITE HOLSTEINS.

ECHOES

Standing Out in a Crowd

TED HARRIS, ADMINISTRATOR

What is our brand?

This is a question that we have spent considerable time thinking about lately at Smithville Christian High. Yes, we know, it's a marketing term that applies more readily in the business world. But to fulfill our mission and have it impact a maximum number of people, we need to work hard at marketing. Our staff and board see this as vital in our discussions about our vision.

Our strategic plan has included the development of a marketing plan for the last few years: I took a course this summer which included a strong emphasis on branding, the rest of the staff were brought in on this discussion through internal workshops, and the board is in discussion about Blue Ocean Strategies, which are intended to bring us where our competition doesn't go.

So why are we so busy with all of this? First, our area is in a population decline which will impact our school for six to seven more years. Second, we need greater diversity in our school. Third, we want to be positioned to impact as many lives for the sake of Christ as we possibly can; we would like to be the school of choice for Christian families in our area. *Continued on page 2.*

So what's the big deal about branding? It's a helpful way for everyone to understand what we're doing here and why. We need to communicate the ways in which our program is "remarkable." If you take a drive through the country and pass a thousand cows, would your experience be remarkable? What if one of those cows was bright purple? Would you notice it? Would you tell someone about the experience? Smithville Christian High School wants to be the purple cow that everyone talks about!

So, is this just a surface coat of purple paint? Not at all! The good news is that what students experience at our school is already remarkable. There are so many ways in which the work of our teachers and which the community our students develop make us remarkable. Our branding efforts are for the purpose of making sure that this purple cow gets noticed and talked about in our area, and that we find other ways to be remarkable as we train Christian leaders for service in a world hungry for their skills and perspective.

GRADE NINE STUDENTS EAT BREAKFAST DURING THIS YEAR'S GRADE 9 BLAST, A DAY DEDICATED TO MAKING SURE INCOMING STUDENTS KNOW THEY BELONG AT SMITHVILLE CHRISTIAN.

Belonging

LINDA BOOY-KORVEMAKER, HEAD OF STUDENT SERVICES

In August our staff was introduced to the new three word statement, "Belong. Believe. Succeed." The discussion that followed helped me reflect on some of the things we do in the guidance program at Smithville Christian. Our philosophy as guidance counselors is, and has always been, to not let any of our students "fall between the cracks." While they are at SDCH, we want all our students to belong.

One way that we intentionally foster belonging at Smithville Christian is that we have personal interviews with our grade nine students. Starting in the latter half of the first semester, each student will be called down to the guidance office for a personal interview. The student and counselor go through a list of carefully crafted questions to assess whether or not the student is or feels he or she is successfully becoming part of the Smithville Christian community. For each student this is a different conversation. If there are areas that need support, the student and counselor brainstorm to discover how they can achieve "belonging." Of course for some students this happens easily and for others this is a challenge, but in every case it is intentionally talked about and every student is individually supported.

As a Christian school, belonging has always been an important part of the whole picture of education. One of our strengths at Smithville Christian is that we are relational. If you ask former students about what stands out in their memories of the time they spent here, we often hear the comment "they care." In an age of individualism, isolation and the loss of interpersonal communication, Smithville Christian stands out as a place that intentionally helps students BELONG!



Striving to Make Smithville Christian the Best it Can Be

WAYNE SCHILSTRA, BOARD CHAIR

Just as the school is abuzz with teenager activities and learning, so too the Board of Directors at SDCH is buzzing with activity. No we are not playing basketball or writing tests but we are always trying to do our best for our staff, students, parents and broader community of support. Here are a few highlights of the activity around the board table.

BYLAWS

The Board has been working on re-writing the school's operating bylaws for almost a year now. It has been over 25 years since our current bylaws were written and much has changed. Working with our school's legal counsel, the board is putting the finishing touches on a new set of bylaws which better reflects our school's current operations. We hope to have the new bylaws available for presentation, and your approval, at our upcoming membership meeting on Tuesday, November 24. The meeting starts at 7:30 pm with refreshments and the business meeting starts at 8:00. A copy of the new bylaws can be sent to you anytime prior to the membership meeting – just contact the school office.

NOMINATIONS

We are also currently seeking two individuals to serve on the board of directors. The Board has put together a list of names of individuals who we feel are qualified to assist in governing the school. If you are contacted, please prayerfully consider this opportunity to serve in this corner of God's

kingdom. We have an excellent group of individuals who work well together, who are serious about the work to be done and who are always striving to make Smithville Christian the best it can be. If you or someone you know is interested in a position on the Board, please contact Wayne Schilstra directly at 905-515-8066.

STRATEGY

Finally, I would like to share a few comments about a book the Board has been studying over the last year. The book is called "Blue Ocean Strategy." It is about designing a business plan to create new demand, new market space, and the opportunity for highly profitable growth. The book compares red oceans, where "cut-throat competition turns the red ocean bloody," to blue oceans, which is "unknown market space."

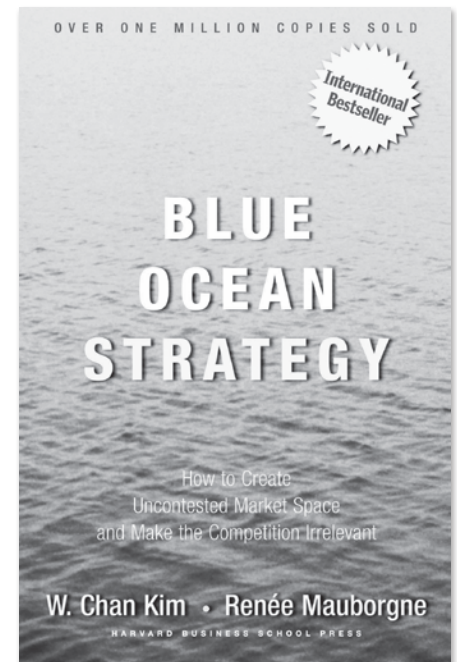
The Board is going to take an in-depth look at this strategy and see if there is a way we can position our school in a "blue ocean." A group of about 15 participants is coming together on Friday, November 13 and Saturday, November 14, to work through the principles of the "Blue Ocean Strategy." SDCH

staff, board members, business and community leaders and several students will be participating. It is our desire to make Christian education the most attractive option for as many families as possible and we hope this process will help us do that.

We covet your prayers as we direct and protect what Christ has entrusted to us.

On behalf of the Board of Directors,

Wayne Schilstra, Chair.



BLUE OCEAN STRATEGY, BY W. CHAN KIM AND RENÉE MAUBORGNE, PUBLISHED 2005, BY HARVARD BUSINESS SCHOOL.



Mourning and Celebration

MARLENE BERGSMA
DIRECTOR OF COMMUNICATIONS AND ADMISSIONS

There's a large painting in the upstairs hallway of Smithville Christian High School that marks a tragedy in the life of our school, but for the family that was devastated by the catastrophe, it has also come to represent the faithfulness of God.

Twenty-five years ago, three students of Smithville Christian were instantly

killed on their way home from school, when their car crossed the centre line of the road and crashed head-on into a transport truck.

The deaths of the Keen siblings, John, 16, Sandra, 15, and Marlene, 13, meant only half of the Keen family remained: parents John and Agnes, and oldest brother, Clarence.

The school was closed for a week to allow Smithville students to grieve the

deaths of their classmates and to attend the visitation and funeral.

Agnes Keen said the crash happened just days before the couple's 25th wedding anniversary, an event that the family had planned to celebrate with a party organized by the children. The event became a sombre open house instead.

Twenty-five years later, as the couple considered their approaching 50th anniversary, Agnes Keen said they agonized over whether to celebrate. John Keen said not a day goes by that he doesn't think of his dead children, but over time "you learn to live with it. You have your ups and downs, but there are still days when it's hard."

"Through God's grace, it was the only way we could get through," said Agnes.

One of the things that John is grateful for is the fact that on the day they died, he had breakfast with the children, something that his chores in the barn seldom permitted him to do.

In the days and weeks after the crash, many of their teachers and classmates told the Keens about the faith and gifts of their children – something that gave them great comfort.

They were also distracted from their grief by a sudden and life-threatening illness that sent Clarence to the hospital in critical condition. Doctors told the Keens that his life was in jeopardy and after several surgeries he spent seven weeks in the hospital before he was able to come home.

Once again, the Keens found themselves

relying on the support of their Christian community.

"People prayed for us all from all over," said John. "And it does help a lot, there is power in prayer, and that pulled us through the first year."

The painting was commissioned by the school in memory of the three students, and painted by St. Catharines artist George Langbroek.

Now that 25 years have passed, and their grandchildren Amanda, Anthony and Nathan have continued the Keens' connection with the school, they are glad to know the painting still marks their children's short lives.

"We thought we would never enjoy life again," said Agnes. "We thought we would never laugh again, but the Lord does give you strength and courage."

On October 10th the Keens celebrated their 50th wedding anniversary with an open house and dinner, attended by hundreds of well-wishers.

"At first we weren't going to celebrate," said Agnes.

"But you have to look at the good things too," said John. "I am really thankful that the two of us pulled through."

Anniversary plaque on the wall in the Keens' foyer:

***"My God will supply all you need according to the riches of his glory in Christ Jesus."
Philippians 4:19***

Join Our Virtual Community

MARLENE BERGSMA, DIRECTOR OF COMMUNICATIONS AND ADMISSIONS

After almost a year of research and development, Smithville Christian launched its new website this fall, with the hope of making it the go-to place for students, families and school supporters.

Of course, it'll be the first thing to check on a wintry morning – just to make sure the school isn't closed due to bad weather, but we're also hoping that families check the site daily to find out what's going on in the school.

The site was developed after an ad hoc committee of about six people visited the websites of over 50 other independent schools in Canada and the U.S., rating the sites according to a series of standards. When we compared notes, we were unanimous in wanting a new website that would be easy to navigate, and easy to update. We wanted the website to do such a good job of communicating the vitality and spirit of our learning community that prospective students and families researching our school would conclude that they wanted to be part of such a friendly, welcoming place too.

Want to know what we're excited about or what happened at this week's assembly? Check the bulletin board. Want to know what tests and assignments are due this week? Check the school calendar. Want to know

how your favourite Storm team is doing? Check Athletics and Activities. Also be sure to visit the photo gallery often for the latest school photos.

If you know of a family that's considering Christian education for their teen, please invite them to visit our site – it's one we can be proud of. In fact, if you love Smithville Christian High School, why not make www.sdch.on.ca your home page? Visit us often and use the information you find there to start a conversation about your favourite Christian High School.



CLASS OF 2013

Smithville Christian High School
Grade 9 Class 2009/2010



Caleb Abraham



Rachel Batenburg



Katelyn Blyleven



Katherine Buist



Abby Buma



Rachel Buys



Emily DeHaan



Benjamin Dieleman



Devin Horinga



Haley Kamping



Amanda Regnerus



Marisa Scholman



Veronica Slappendel



Samantha Sonneveld



Evelina Spyker



Isaac Stansfield



Calvin Thompson



Daniel Tilstra



Victoria Traver



Thomas Vanderlinde



Jordan VanSoelen



Micah Vermeer



Rachel Vermeer



Ryan Vermeer



Dylan Visser



Alexander Voortman



Christina Vos



Nygel Washington-Purser



Kakisa Wilson-DeBoer



Luke Zantingh

International Students

The students and staff of Smithville Christian High are delighted to be joined by students from around the globe.

This year we welcome nine international students from seven different countries, including Grade 9 student, Caleb Abraham, who is from Swaziland.



Jacopo Bibbiani, *Italy*



Dorothee Gangnus, *Germany*



Barne Heimbucher, *Germany*



Lukas Jurk, *Germany*



Pornsiri
Ngampornsawadi,
Thailand



Amelia Wang, *China*



Nico Willemsen,
The Netherlands



Shion Yonenuma,
Japan



MARIA GUTIERREZ GOMEZ, DANIEL MOTTA CALDERON AND LUISA MARVAEZ SILVA AT SMITHVILLE CHRISTIAN HIGH SCHOOL.



LAURA PARDO

INTERNATIONAL STUDENTS

BY MARLENE BERGSMA
DIRECTOR OF COMMUNICATIONS
AND ADMISSIONS

The halls of Smithville Christian high school have been filled with cheery Colombian chatter and warm Colombian embraces as 20 students from Colegio San Bartolome la Merced in Colombia spent the month of October at our school.

Participating in a combination of English language classes, cultural trips and integration into regular Smithville Christian classes, the students were here to improve their English language skills,

as part of their school's vision to become bilingual.

The experience has been a blessing, said Darwin Rodrigo Avila, one of the teachers who accompanied the students to Smithville.

"From the first day we are feeling welcome in your school," said Avila, a philosophy teacher at San Bartolome, who only began learning English six months ago. "Nobody has been bad people to us, they are very respectful with us."

Avila said the students have especially benefited from their relationships with their student buddies and their host families. Red Leaf, the program that

arranged the mini-stay, requires that only one student can reside with each family, to increase the amount of English language exposure.

"In the relations with the people they can learn local culture and activities about the real Canada, about how to live in Canada," said Avila.

He said compared to Bogota, which has a population of almost 7 million, or San Bartolome, which has an enrolment of 1,700, the families of Smithville Christian enjoy "a quiet lifestyle, a peaceful lifestyle."

Avila had high praise for the host families who provided homes for the students and teachers.

"I stayed with Joyce and Jim Koornneef who are great people," said Avila, confessing nevertheless that he has been somewhat homesick for his wife and 11-month-old son. But the Koornneefs "make me feel like one more in their family. Almost like a son."

Laura Pardo, 14, stayed with Lisa and Al Janssen and was also grateful for the warmth of her host family's hospitality.

"My host sisters (Emily, Katelyn and Stephanie) helped me," Pardo

said. "Whenever I don't understand something, they are always trying to make me feel good."

Avilo said San Bartolome is a school founded by the Society of Jesus, and the school's slogan is "To be more, to serve better." It endeavours to teach its students to show compassion and to be sensitive to the needs of others – physically, emotionally and spiritually.

Joanna Kocsis, coordinator for Red Leaf in Niagara, said the first mini-stay at

Smithville Christian has been "wonderful" and she hopes more students from San Bartolome will be able to visit Smithville Christian in the future.

"The very warm attitude and welcoming nature of the school made the students feel super comfortable," said Kocsis. "The open arms of the school made everyone welcome."

"Canadians are good people," Pardo said. "I am having a good time here."

Smithville Christian South Africa Fundraising Dinner

November 14, 2009

6:00 Punch

Donation & Silent Auction



\$10

Support the 14 students, 3 teachers and one alumnus who are planning a mission trip to South Africa next spring, by attending the fundraising dinner. Support their efforts to build a new soccer field and a new intermediate playground at Theocentric Christian College of Limpopo Province. Tickets are available from the school office. Pick up the next issue of Echoes to find out what else the Smithville Christian ambassadors will be doing to spread the gospel in South Africa.

New Year...New Season...New Players and yeah... Some New Coaches!

FRED BREUKELMAN, ATHLETIC DIRECTOR

Well, the 2009/10 sports season is well underway! It is exciting to see the new faces from Grade 9, and the International and Colombian students participating on our STORM teams. This is change. Every year involves transitions; transitions of players, runners, trainers, managers, jumpers, scorekeepers, parent drivers, and coaches. Seeing these transitions gel takes an incredible amount of cooperation and dedication on the part of all involved. Thanks to all!

Mrs. Vandendool has re-joined the coaching ranks and has a very talented Junior Boys' Volleyball team digging up everything she throws at them. Some of the players have been so inspired to the point where STORM volleyball isn't enough!!! They have pursued playing for the Niagara Rapids...a club team! Fantastic fellas! A new face is also coaching the Senior Boys' Volleyball team this year. Although definitely not a stranger to our volleyball program, it is her inaugural season as the head coach. Mrs. Dekker has challenged the boys extensively which has provided very positive results!! Both boys' teams have very favourable regular season records,



JUNIOR BOYS' VOLLEYBALL DEFEAT THE BEAMSVILLE BUCS DURING REGULAR SEASON PLAY IN THE SMITHVILLE CHRISTIAN GYM.

which promises to lead to a fantastic playoff run.

You will see a number of our students scoping out the greater Smithville area at a rather alarming pace. The Cross Country team, coached by Mr. Lammers, has participated in a number of meets already and looks forward to the Zone and SOSSA meets before the end of the month. Great job! A number of personal bests are ready to crumble.

Our ladies on the court are guided by Mr. Harris. If you have not witnessed this STORM at 6488 Smithville Road, it is due time that you check it out!!! At least once a week an opponent tries to change the 14-day forecast only to witness their barometric pressure plummet! Come out and see our ladies basketball team humble opponent after opponent!!! The loss column maintains a reading of '0'!

The STORM is brewing ...

Students' Council

MELINDA BOUWERS
STUDENT COUNCIL ACTIVITIES
COORDINATOR

This year, Students' Council really wants to help the students of Smithville District Christian School get involved and to welcome others. The Students' Council executive for 2009-2010 consists of Scott Vanderwier as president, Stephanie DeHaan as secretary, Robyn DeKlerk as treasurer, Ryan Veldman as vice all, Melinda Bouwers as activities coordinator, and Rachel Vermeer as advertising coordinator.

On September 24th, we drove to Crieff Hills conference centre for our retreat. There, we talked about the many ideas we had for the year, such as Milk Mondays and holding the 30-Hour Famine in November instead of March. We also tried to balance our budget for all our extra curricular athletics and activities – our final budget came to over \$46,000 – so we have a lot to be responsible for this year. One special item outside of our budget was a contribution to the new student weight room. We contributed over half the total cost, but we are excited to be able to give back to the students of SDCH!

We also came up with our theme for the year: S.H.I.N.E. We want to encourage the students at our school to shine for God in everything we do, and to be inviting to others who come to our school. Each letter of shine stands for something different. The S stands for serve: serve God, serve others, serve yourself. We want to give back to the community and help others, to think of others before ourselves, and to ask God for help to do our best in serving others. Make sure you pick up the next issue of Echoes to find out what the other letters stand for.

We as Students' Council are excited for the up coming year and everything we have planned. May God bless this year!

Shine Like Stars

Philippians 2: 15b-16a "Shine like stars in the universe as you hold out the word of life."



STUDENTS' COUNCIL ORGANIZED A PATRIOTIC ASSEMBLY IN OCTOBER. STUDENTS AND STAFF WORE RED AND WHITE AND JOINED MRS. BUMA IN CHANTING HER HOCKEY CHEER: "EH! O! CANADA GO!"



SOME OF THE FITNESS EQUIPMENT BEING DELIVERED TO SMITHVILLE CHRISTIAN'S NEW FITNESS ROOM, WHICH HAS BEEN DUBBED THE PUMPATORIUM.



Remember...

*There is no limit to the good a man can do
if he doesn't care who gets the credit.*

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