



Cricket Academy, Inc. P.O. Box 270593, Milwaukee, WI 53227
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October 8, 2011

Dear Cricket Community,

Cricket Academy Organizational Change – Call for Action

As anyone who has been part of the Cricket Community knows, Cricket is much more than just a Saturday morning class. It is something special. Being a part of that ‘something special’ is what brought me to Cricket. It is what kept me getting up every Saturday morning when the kids were begging for a ‘jammy’ day, and it is why I have spent many hours dedicated to Cricket as Board Chair.

That ‘something special’ is what I believe keeps many of us here regardless of our family heritage. Fostering a child’s cultural awareness is critically important. Exposing our children to Chinese history, culture, and language through fun and educational programs is vital, not only to our own children’s future, but to the future of our increasingly multi-cultural society.

In spite of the challenges of an economic downturn and the near elimination of adoptions from China, we have continued to expand the reach of our programs. In addition to the Saturday morning classes that are a part of so many of your lives, we have looked for other ways to provide our unique programming to the community. We are excited to have successfully launched an after-school program in the Germantown school district. Our enthusiastic after-school students are quickly becoming our best marketers. The Board firmly believes there is a huge market for our programs in after-school venues in southeastern Wisconsin.

It is truly an exciting and critical time in Cricket Academy’s evolution. This is why the next announcement is so difficult. For personal reasons, both Valerie, as Executive Director, and I, as Board Chair, need to step down from our roles at the end of this school year, no later than May 1, 2012. As such, we are calling out to the Cricket Community for several people who are willing and able to step into leadership roles.

We are in immediate need of an Executive Director, Board Chair, and several board members to guide Cricket Academy’s way forward.

Valerie and I remain committed to Cricket’s mission and vision and will do everything we can to support the new leadership and Board during and after the transition. In order to guarantee a successful transition with minimal disruption to Cricket Academy, its

students and families, we need a new Executive Director and Board Chair identified by December 15, 2011.

For the right leadership team, this is an opportunity to build on the more than ten years of specialized programming, significant board development and ongoing community outreach that has characterized Cricket Academy. You have the promise to take that 'something special' that Cricket represents and bring it to children and families throughout the Greater Milwaukee Area. It will take a significant commitment in time and energy, but the payoff is immense.

Just as Cricket was founded by a dedicated group of parents and volunteers, we need **your** talents and vision to carry us into the future.

Valerie and I are available to answer your questions at the numbers/emails below. Additionally, the Board will be available from 9:00 to 11:45 AM on Saturday, October 15, and Saturday, October 29, to answer questions.

Sincerely,

Sally Winberg
Cricket Academy Board Chair

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