Heathwood Hall
EPISCOPAL SCHOOL
Est. 1951

January 26, 2010

Dear Heathwood Hall Episcopal School Community:

As parents, we naturally love talking about our children and their lives, including their education. I know I almost love it too much. In fact, there's no subject I enjoy discussing more (with the occasional exception of the Jets… that is, until this past weekend).

In my experience, these social conversations sometimes are comparative in nature between our school and another school or district. We share what we know, and what we believe, about our school and other options for our children. At times we are called on to reflect on and then discuss what makes Heathwood Hall different. This is why I'm excited about a new marketing campaign that we believe will *change the conversation* so that as we compare, we may engage in meaningful, focused dialog about what truly sets us apart.

This new campaign simply is called "The Difference."

Starting today, a series of three television commercials will begin airing on WIS-TV. These spots feature -- in a very authentic way -- our own students, alumni and teachers who, along with staff, were introduced to this new campaign at our Jan. 4 faculty workday and have been instrumental in making it reality. The campaign also will include billboards, car stickers, buttons and a web site presence and will be most highly visible in the general public through April.

But the heart of the campaign likely will be found in your sharing of personal stories and ideas that may be sent to a newly-created email address: TheDifference@heathwood.org. Through this address, Kara Sproles Mock, APR, our marketing communication director, will continue to collect such testimony and add it to the long list of positive differences between our school and others. I encourage you think about and share with us "The Difference" that Heathwood Hall is making in the lives of your children, or what makes the experience at our school distinctive.

I will close by adding my offering to the mix: *Heathwood Hall - The Difference between school… and community.*

Respectfully,

Chuck