



Conejo Valley Unified School District

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Westlake High School PTSA

2004 No Child Left Behind - Blue Ribbon School

March 1, 2005
Robert Fraisse, Ph.D.
Superintendent of Schools

Westlake High School
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Ronald A. Lipari
Principal

Dear High School PTA Leader,

Three years ago, the president of our PTSA at Westlake High School asked me to meet with Jason Moreno, founder of a new company – Eureka One-on-One Review – to discuss a way for us to work together to raise money for our school, while at the same time provide an important service – SAT tutoring – to our student body.

For both the PTSA as a group, and for me personally, it turned out to be one of the most productive meetings I have ever had. Eureka has been providing us with invaluable services ever since. These include:

Mock SATs – We help publicize Eureka and, in turn, Eureka holds a Mock SAT on our campus. There is no work on our end. They brought the exam, proctored the test, and then immediately scored it. After the exam, our parents and students were treated to an entertaining and informative presentation on the SAT and then received their test results on the spot. We charged \$20 per student and all the proceeds went to the PTSA. It has become one of our most reliable fundraisers.

Referral Fees – We also supply Eureka with mailing labels that are used to send our students information about the Eureka program. In return, Eureka donates \$100 to our PTSA for every student who signs up for the course. Last year alone, we raised more than **\$3,000** this way!

College Nights – Eureka hosts a booth at our College Night to answer questions about the College Admissions process.

PTSA Newsletters – Eureka provides us with informative articles that we include in our periodic newsletters.

As you know, college admissions appears to become more competitive with each passing year. With the new SAT, a review course is so important. With so many students taking those courses, I do believe that sending a student to take the SAT **without** a review course is like sending your child into the OK Corral without a gun. The Eureka course does a great job of arming our children for the future. I know because my son took the course and he raised his score considerably.

For all of these reasons, I urge you to contact Jason Moreno, the founder and CEO of Eureka at 1-877-GO-EUREKA (463-8735) to see what he can do for your school. If you have any questions or concerns, please feel free to call me at 805-241-4488.

Sincerely,

Robin Hagey, First Vice President
Westlake High School PTSA