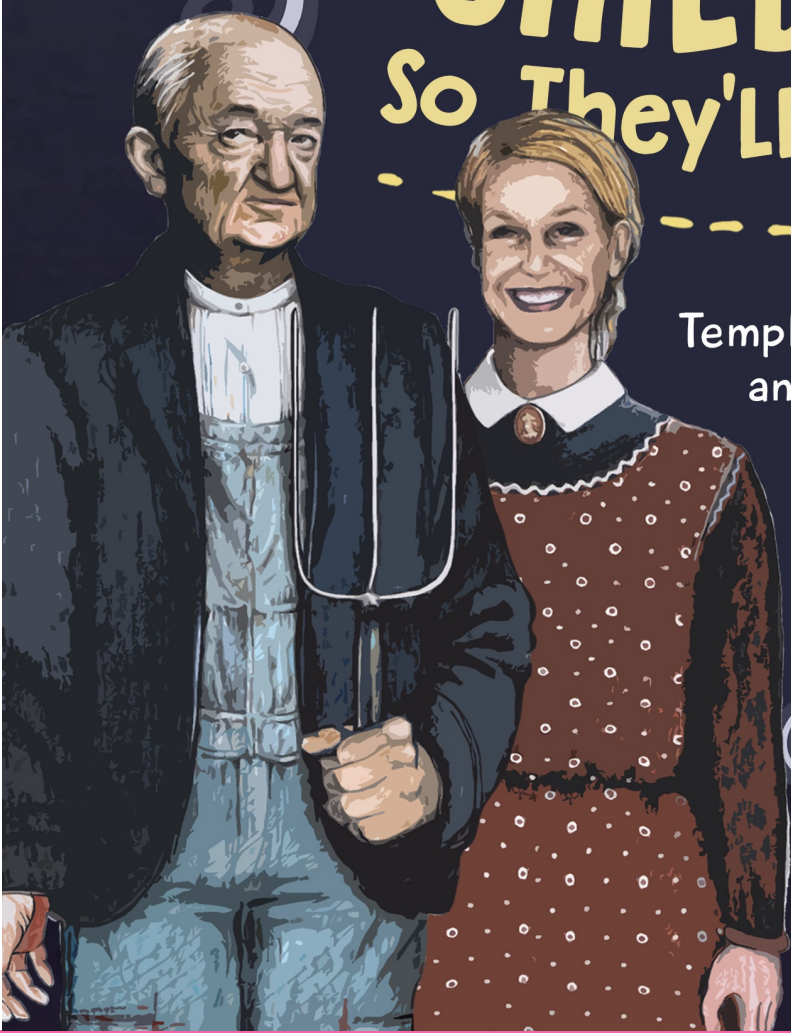


Only 30% of Family Businesses Will Make It to The Next Generation.  
Help Your Family Be One of Them!

How to  
**COMMUNICATE  
VALUES**  
— to —  
**CHILDREN**  
So They'll Love It

Templates, Activities  
and Resources  
for Embedding  
A Positive  
Family Business  
Culture

MITZI  
PERDUE



# How to Communicate Values to Children So They'll Love It

*Templates, Activities, Tips,  
Research, and Resources*

Mitzi Perdue

## **How to Communicate Values to Children So They'll Love it**

by Mitzi Perdue

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*For the G4s and G5s (Generations 4 and 5) of the Perdue Family.*

*They follow in the footsteps of forebears who did everything they could to  
preserve one of the best gifts this earthly life has to offer:  
a loving, supportive family.*







## Family Stories, a Key Ingredient

JACKIE KENNEDY ONASSIS ONCE SAID “IF YOUR CHILDREN TURN OUT WELL, NOTHING else matters. If your children turn out badly, nothing else matters.” When I read this, it made so much sense to me that I memorized it.

Think about it for a moment: what is more important than transmitting to the young people in your life the values that will help them turn out well? Their happiness depends on it. Your happiness depends on it. And the family business depends on it.

Assuming you agree that helping the young people in your life lead fulfilling lives is important (and I hope you do), the next big question is, “How?”

### *Family Stories, a Key Ingredient*

Fortunately, we know a lot about the answer to “How?” According to Dr. Robyn Fivush, Director of the Family Narratives Lab at Emory University, an overwhelmingly important ingredient in high-functioning families is that family members know their family stories.

“We have empirical evidence for the importance of stories,” Dr. Fivush told me recently. She went on to say, “Members of families who know their family stories are more resilient, they’re better off both physically and psychologically, they do better academically, and they’re more satisfied with life.”



### *Why Is This?*

It's from stories that youngsters learn "what it means to be us" and "this is how we do things," and "this is where we came from." Stories help young people become immersed in the family culture.

Of course they're going to be immersed in the family culture anyway, but you can leave this to chance, or you can do it by design. Families that consciously create and live the values that support keeping the family together have a better chance of continuing across generations

And this is where the newsletters come in. It's easy for family members to learn their family stories over the dinner table when it's just one generation. But what about families that are second, third, or more generations? They're probably geographically dispersed. They may never have the chance to sit around the family dinner table and learn the family stories from the founders.

The children's newsletters you'll find here can help keep the stories alive. They're designed to help you communicate the family stories, parables, myths, and attitudes that create a positive family culture. Instead of leaving your family's culture to chance, the newsletters can help you design your family's culture so it supports having a high-functioning family.

### *Why Newsletters?*

My family of origin and my marital family have a combined history of 224 years of experience in staying together. Having watched my two families and many dozens of others during my lifetime, I've come to believe that positive stories are the lifeblood of a positive identity. Stories provide inspiration, meaning, and direction to life. Those who lack these stories, may lack a positive identity and they may have lost sight of their belonging to something bigger than themselves. The results of this deficit can be heartbreaking.

You've probably known of or read about highly successful families that fell apart after one or two generations. They ended up in quarrels or lawsuits and just couldn't work with each other. Seventy percent of business families fail after the first generation and only 3 percent make it to the fourth generation.

Often what was missing is that the children never learned that they were part of something larger than themselves. Maybe they didn't learn that it takes sacrifice to maintain a relationship, and that the effort is worth it. Maybe they never discovered that sometimes you have a choice between being right and having a relationship. Maybe they needed to learn that when you give up a relationship for the ego satisfaction of being right, you give up what makes life most worthwhile—your family.

### *Engaging the Youngest Family Members at an Early Age*

I designed the children's newsletters in this book specifically to help embed a positive family culture from the earliest years. As with the adult newsletters in the companion volume, you'll find sample newsletters and questions that you can use to personalize your newsletters for your own family.

You'll notice that the children's newsletters are built around either very short stories, or questions and answers. Some of the best ways for children to learn are by stories and questions that lead to stories.

Each sample newsletter has a message (such as where the family came from or why the family business is special), a moral value (such as honesty), stories from the oldest members of the family, or descriptions of the philanthropic values of the family.

But there's something else that's big and important. The newsletters come as a package—and they're designed to be *fun*.

### *Why the Emphasis on Fun Activities?*

When I was first planning these newsletters for members of my family, I wanted to make sure that the youngsters would look forward to them. I wanted them to associate learning about the family with having a fun time and feeling good. An important principle of persuasion is that you can get a deeper level of commitment to an idea when it's associated with positive feelings.



To achieve this, I've designed every newsletter so it comes with a fun activity that the young ones can do with mom or dad (or whoever the adult is in their lives). It would be great if it's grandma or grandpa!

For each activity, I've included a list of what's needed. A package might include not only several Ziploc envelopes with the ingredients for children to mix, but also something that makes the activity extra special. For example, for a science experiment, they might receive their own lab coats, goggles, and rubber gloves. In the printed book, the key words to use when searching for an item on Amazon look like this: [Children's lab coats and goggles](#). The PDF version of the book actually contains the links to Amazon. My website ([www.mitziperdue.com](http://www.mitziperdue.com)) also contains links to the items in the various activities.

Almost all the activities have something that "happens," something that the kids can go "Wow!" over.

The activities that go along with the newsletters are a key part of the communication strategy. Please include the activities because:

- A newsletter by itself can seem preachy. If children look forward to getting their newsletters, they'll be in a better frame of mind to absorb the values we're trying to instill. (If you're interested in how persuasion works and why this is a good idea, read Robert Cialdini's classic, *Influence: The Psychology of Persuasion*.)
- Doing activities with parents is not only bonding, it increases the influence of the message. It's harder to forget something when you've spent time on it, as opposed to simply reading about it for a couple of minutes.
- The activities often include costumes, as well as experiments, cooking, artwork, or magic tricks. The "Contents for the Kit" section of each activity, often provides places where you can find such things as chef's costumes, Petri dishes, or interesting minerals to use as part of a "dinosaur dig." You can do any of the activities without the costumes, but trust me, the child or children are more likely to be fully engaged and having fun when they've dressed for the part.
- I've chosen activities that typically have a "wow" factor. This is again to reinforce the persuasiveness of the activity, something they'll associate with family lore and enjoyment.

Most of the activities take less than an hour, and that's because we want to leave the children eager for more.

### *When Is the Ideal Age to Start?*

Children vary, but typically age five or six would be a good time to begin the activities. However, if you look at an activity and think it would be right for your younger child, go for it! You know your child and what he or she is ready for.

As for reading the newsletters to the child, this is a different question. People sometimes ask me, "What age should I start reading the newsletters to my child?" I had originally thought age two would be the youngest.

The children might not understand a word in it, but as Jim Trelease points out in his best-selling *Read-Aloud Handbook*, reading even to a very young child helps them hear sounds and make sense of them. This increases their readiness for reading, improves their vocabulary, and makes them better at reading when they get to school. In addition, children often enjoy being read to, even when they're not understanding the text.

Here's how Trelease concludes his thoughts about how reading aloud helps children become better readers:

Reading is the heart of education. The knowledge of almost every subject in school flows from reading. One must be able to read the word problem in math to understand it. If you cannot read the science or social studies chapter, how do you answer the questions at the end of the chapter? Because reading is the lynchpin of education, one can say it's a safety belt for a long life. When RAND researchers examined all the possible causes of long life expectancy—race, gender, geography, education, marriage, diet, smoking, and even churchgoing—the biggest factor was education.

As I said, I had thought age two would be a good age to start reading the newsletters to kids. But then something awesome happened. I learned from a couple of mothers that they were reading my newsletters to their six-month-old and nine-month-old infants.

The mothers told me that they read the newsletters to their infants, using the same baby-talk intonation they used when reading any bedtime story, and the content didn't even matter. The infants seemed to enjoy it.

After hearing that there are two mothers who enjoy reading the newsletters to their infants, I now have a new answer to the question of, "How old should the child be before we start with the newsletters?" My new answer is, "Start earlier than you might guess!"

If you'll read the newsletter with the same kind of enthusiastic flair and tones that you might use when reading a well-loved nursery rhyme, chances are they'll love it. The thing is, you'll be accustoming them to the idea that reading is nice and enjoyable and something they want to do.

If you haven't already done so, get Jim Trelease's *Read Aloud Handbook*. He'll convince you that reading aloud to your children could play an important part in keeping the family business in the family. He points out that parents who read to their children have children who do better in school, get more degrees, earn more money, live longer, and their grandchildren do better in school. This is something you want as a person associated with a family business.

### *How To Use Sample Letters and Templates*

The newsletters are not in any particular order, but they do fall into two major categories: "Family Business" and "Family Culture." I recommend going back and forth between the two categories so that, for instance, you're not sending out a lot of "Family Business" topics before you touch on "Family Culture."

If you choose one a month, they should keep you going for a year with several to spare. You'll find a sample newsletter, a sample template, and then questions you can use for personalizing the newsletter to meet your family's situation.

There's also information on where to get the ingredients for the activity kits. These should be easy to assemble using Amazon as a source. If you'd like to have the work done for you, subscribe to my "Activity Kit of the Month" program. Write to me at [mitzi@mitziperdue.com](mailto:mitzi@mitziperdue.com) and I'll send you current prices and topics. (Besides, I'd enjoy hearing from you.)

My plan is to write additional newsletters, along with activities, at the rate of one a month. If you have topics you'd like me to include in the next newsletter manual, please, please let me know. I want these to be useful and to address your family needs.

One easy way to distribute your newsletter electronically is to use Revue, software for creating and distributing newsletters (<http://www.getrevue.co/>) They make the process free and easy. Using Revue you can add family photographs or other illustrations to your newsletter as well. Finally, Revue can automate the email distribution of your newsletters. You simply upload the names and email addresses of the people you want to receive your newsletters. From then on, sending your newsletter takes just a click of a button.

I can hardly tell you how much I value feedback on things like what to include, how they're working out for you, and how the newsletters can be improved. Frank

Perdue always used to ask people, “Don’t tell me what’s right with my chickens; I can’t do anything about that. Tell me what’s wrong, so I can improve.”

Frank was a tougher and less ego-driven person than I am, so I’m *utterly fine* with you telling me things you like. But I would also like to know how to improve.

### *A Final Thought*

The goal of the newsletters and activities is for the young family member or members to have a fun and bonding time with their special adults. But the newsletters are also designed to let the young people know that they’re part of something bigger than themselves. In the end, the deepest purpose of the newsletters is to prepare the young people to be good stewards as adults when they will be in charge of passing on one of the most wonderful assets a person can have—a strong, loving, and supportive family.





# 2

## *Family Business Topics for Children*



## What Does Our Family Business Do?

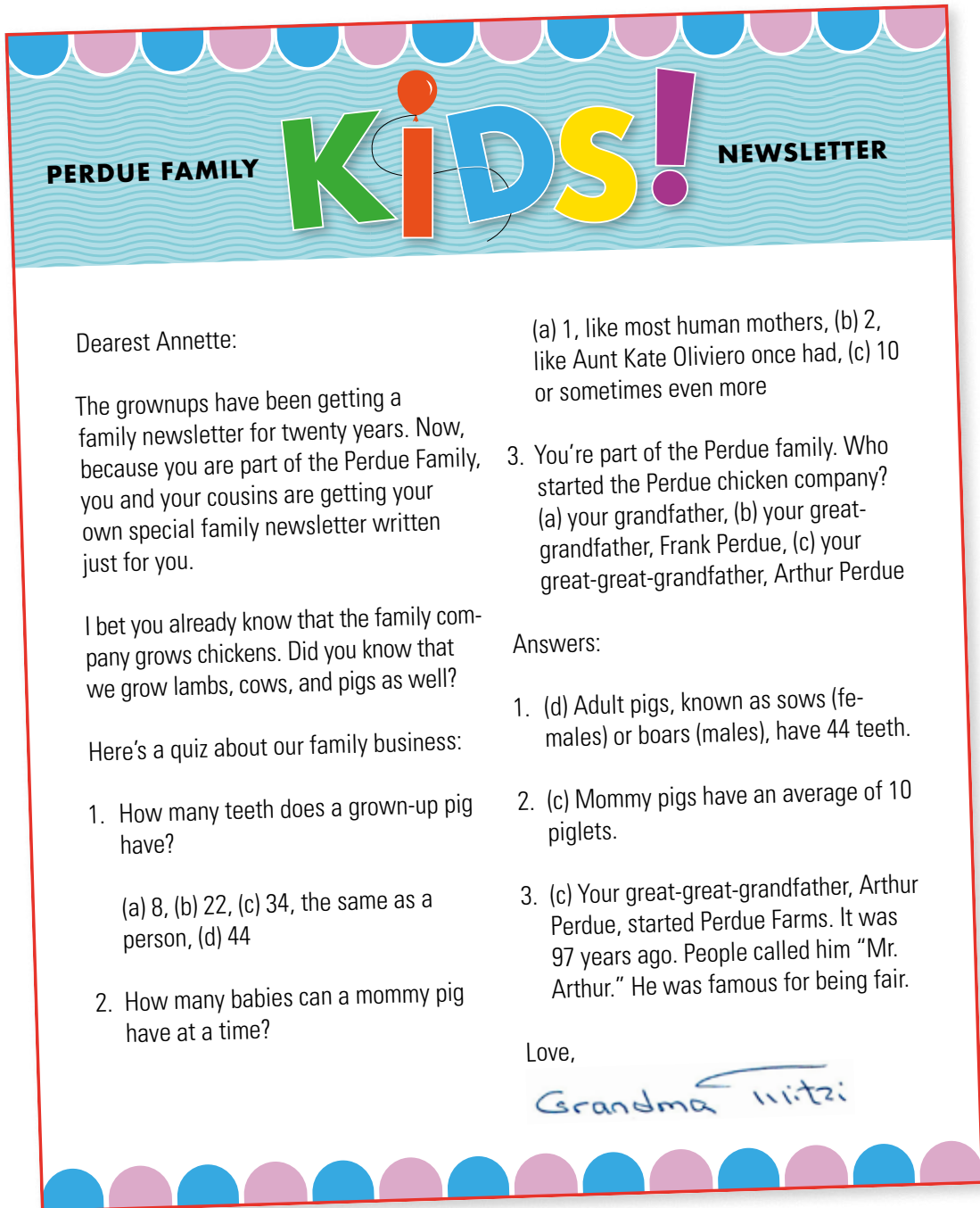
THIS IS THE FIRST NEWSLETTER, SO I'VE INCLUDED AN INTRODUCTION TO THE children for you to read to them, or if they're old enough, for them to read by themselves. One of the purposes of this newsletter is to provide the children with "family anchors" so they know where they fit in the world. Knowing who we are and where we came from, according to family researcher Dr. Robyn Fivush from Emory University, "makes us stronger and more resilient." One newsletter isn't going to make this happen, but it's a start. And the shared experience of the activity, and the talking that goes on along with it, is also important. What you're doing here is laying the groundwork for a positive and sustaining family culture.

The first newsletter is a sample newsletter I used in the Perdue family. It's to show you how a finished newsletter could look. The template is a fill-in-the-blanks approach, but of course feel free to ditch it and do whatever you need to do to make the topic fit your family. Something really important: you don't need to strive for perfection. You'll get 95 percent of the value of the newsletter just by getting it done. The time for endless polishing is when you already have several newsletters done and distributed. My motto for things like this is, "Done is better than perfect!"

### Fill-in-the-Blanks Template

Dearest \_\_\_\_\_:

Because you are part of the family, you and your cousins are getting your own special family newsletter written just for you. You'll get your own newsletter each month. You'll also get directions for a special activity you get to do with the grown-up in your life.



But that's not all! Because we think it's special to belong to our family, we're giving you a gift each month to celebrate being a part of our family. It's an activity kit!

Each month you'll get to do something special, like magic tricks or little "explosions" you can make in the kitchen, or some cool science things that will amaze your friends. But there's even more! You get to dress up when you're doing the activity. If it's a science experiment, you get to wear a scientist's lab coat. If it's a magic trick, you'll get a magician's cape, hat, and magic wand! Besides the fun activities, you'll also get to learn what our family business does. And you'll get to know some of the wonderful people who are part of our family. In one way or another, every family in the world is different from every other family in the world. With these newsletters, you'll be learning "what it means to be us!" Let's find out about our family business. I'm going to start with a little quiz. You may not know the answer, but that's fine because at the end of the quiz, you will know the answer—and you'll know more about our very own family!

Here's a quiz about our family business:

**1. What does our family business do?**

- ☐ We're the ones who created the movie *Frozen*.
- ☐ My mommy is the Queen of England.
- ☐ We \_\_\_\_\_ (*put in the correct answer*).

**2. How old is our family business?**

- ☐ We started everything two weeks ago.
- ☐ We started \_\_\_\_\_ years ago. Our founder was famous for being \_\_\_\_\_. (*Include here some characteristic about him that it would be nice for future generations to copy.*)
- ☐ We began just a little before the time the dinosaurs were roaming the earth.

(The answer to question 1 is \_\_\_\_\_, and the answer to question 2 is \_\_\_\_\_ years ago.)

I hope you enjoy the activity. Ask your parent to send me some photographs of you doing it, and we'll put it in the next newsletter!

Love,

Grandma Mitzel



## Activity: Making Little “Explosions”!

### CONTENTS OF KIT FOR MAKING AN “EXPLOSION”

- ❑ Printed instructions for the “Explosion” activity. It’s titled “Explosion” on the flash drive included with this book.
- ❑ Scientist’s outfit including lab coat, goggles, and gloves. [Children’s lab coat with goggles](#) are available on Amazon. [Multipurpose latex-free disposable gloves](#) are also available on Amazon.
- ❑ ¼ cup of lemon juice (or distilled white vinegar) in a 6-oz jar.
- ❑ 1 teaspoon of baking soda in a 1-oz. jar. (You can vary the amounts of each and it will still work. However, a ratio of 1 part baking soda to 12 parts lemon juice seems to provide the most fizz.)
- ❑ Small glass or plastic jars (4-oz and 1-oz; do not get cork stoppers; jar for lemon juice must be water-tight). [Small glass jars with lids](#) are available on Amazon.
- ❑ Labels for jars. [All-purpose labels](#) are available on Amazon.

### Instructions

*Step 1:* In your Activity Kit, find the little jar with the white powder (it’s baking soda) and the larger jar with lemon juice. Pour the baking soda into the large glass jar with the baking soda. You can stir it with a spoon if you like.

*Step 2:* Notice what happens! Bubbles form! It’s like a little explosion. The bubbles are carbon dioxide, and you get them when you mix baking soda and an acid, like lemon juice.

In one of the other activities that we’ll do in the future, you’ll get to see why being able to form bubbles is important for cooking. If you bake a biscuit or bread without bubbles, the result is heavy and not nice. But we’ll find out about that another time.



*Andrew Ayala, age 6, has just mixed vinegar and baking soda and it “exploded” (foamed). But then he tried adding about a teaspoon of butter and it foamed even more. Let your young ones experiment with small amounts of other kitchen liquids or foods and see what happens. They’ll have fun, and it may encourage their exploratory nature.*



*Little Eva Ayala, enjoying her “explosion.” Kids have fun seeing things happen, especially when they make the things happen.*





# The Person Who Runs Our Company

YOUNG CHILDREN ABSORB ATTITUDES THAT CAN INFLUENCE THEM THE REST OF their lives. Why not direct these attitudes and teach them the things you believe will help them have happier and more satisfying lives? One of the things you'd probably like them to feel, assuming you want the business to continue across the generations, is a connection to the family business. This newsletter's purpose is to help them realize from an early age that they're part of something important—the family business.

## Fill-in-the-Blanks Template

Dearest \_\_\_\_\_:

You know that we belong to a family business, right?

Something that's important for a family business is: Who runs the business?

We have someone wonderful who runs our family business.

His/her name is \_\_\_\_\_. He/she worked for the company many, many years.

In fact that's something important about our company. Often people work for our family business their whole lives!

I hope you get to meet him/her sometime. He/she is very important to all of us!

He/she has a special message for all the younger members of our family.

He/she says, "\_\_\_\_\_!" (*Insert here a message from whomever runs the*

**PERDUE FAMILY**

# KIDS!

**NEWSLETTER**

Dearest Rosanne:

You know that we belong to a family business, right?

Something that's important for a family business is: Who runs the business?

We have someone wonderful who runs our family business.

His name is Randy Day. He has worked for the company many, many years.

In fact, that's something important about our company. Often people work for our family business their whole lives!

I hope you get to meet him sometime. He's very important to all of us!

He has a special message for all the younger members of the Perdue family.

Randy Day says, "You have the good fortune and the responsibility of being part of a very special family with a very special heritage. The company business is almost one hundred years old."

"It has grown and prospered under the leadership of family members, Arthur, Frank and Jim Perdue. The key to success has been, in my opinion, a genuine commitment to our values of quality, integrity, teamwork and stewardship. It is that commitment that made me want to stay here these thirty-seven years!"

Love to all of you,

*Grandma Nitz*

company. Ideally, it's uplifting and supports the culture you'd like to encourage in your family.)

Love to all of you,

Grandma Mitzel

### Activity: Kiddie Champagne Party and Learning a Grown-Up Toast

#### CONTENTS OF KIT FOR KIDDIE CHAMPAGNE PARTY

- ❑ Printed instructions for the “Kiddie Champagne Party” activity. It's titled “Party” on the flash drive included with this book.
- ❑ Chef outfit. [Kids chef outfits](#) are available on Amazon.
- ❑ Sparkling grape juice. Available at supermarkets.
- ❑ Lighted glasses. [Light-up wine glasses](#) are available from LightGod.com.

**Note to grown-ups:** The “Kiddie Champagne Party” involves lighted glasses which you can get from LightGod.com. If your kids are old enough, they may have fun assembling the glasses. When I do this with my grandchildren, I often have a race to see who can assemble the glasses fastest, but the winner of the contest is the one who was most helpful to his or her younger brothers or sisters. You may also need to open the sparkling grape juice if it has a cork.

#### Instructions

For this activity, we're celebrating that we're a family business that has gone on for many years.

Today you're going to learn about something that grown-ups do when they're celebrating. When something is very special, they make a toast about it.

So what's a toast? No, it's not a piece of bread from the toaster.

A toast is when you fill your glass with something to drink. In our case, it's going to be sparkling grape juice. Then you say something nice like, "To your health!" Or "To our family!" And then you clink your glass against someone else's glass!

Today, because this is our own party with sparkling grape juice, our toast is going to be "To our family company!"

The important thing is, to get the toast right, be sure to drink from the glass before you put it down. If you put it down before you drink to the toast, it's not nice. It means you don't agree with the toast!

Sometimes a toast can be much longer than the toast we just made. Sometimes people put a lot of work into getting a toast just right. A toast can be very funny. But most of all, a toast is something people do to show they like each other and enjoy being with each other.

If you ever get to go to a wedding, you'll know what's going on when people raise their glasses and say, "To the bride!" or "To the groom!"



*Andrew, Eva, and Zoe get ready for a toast to the family.*



*Eva Ayala pours “kiddie champagne” for her sister Zoe. The costumes and lighted glasses make it more fun.*



## More of What Our Family Business Does

THIS NEWSLETTER LETS THE YOUNG PEOPLE IN YOUR LIFE KNOW ABOUT THINGS they can be proud of in the family company. Sometimes conversation around the family dinner can focus on problems with the business. This newsletter is to show some of the positive things that are going on as well.

The sample newsletter shows what a finished newsletter can look like. The “Fill-in-the-Blanks Template” is where you can personalize it for your family.

### Fill-in-the-Blanks Template

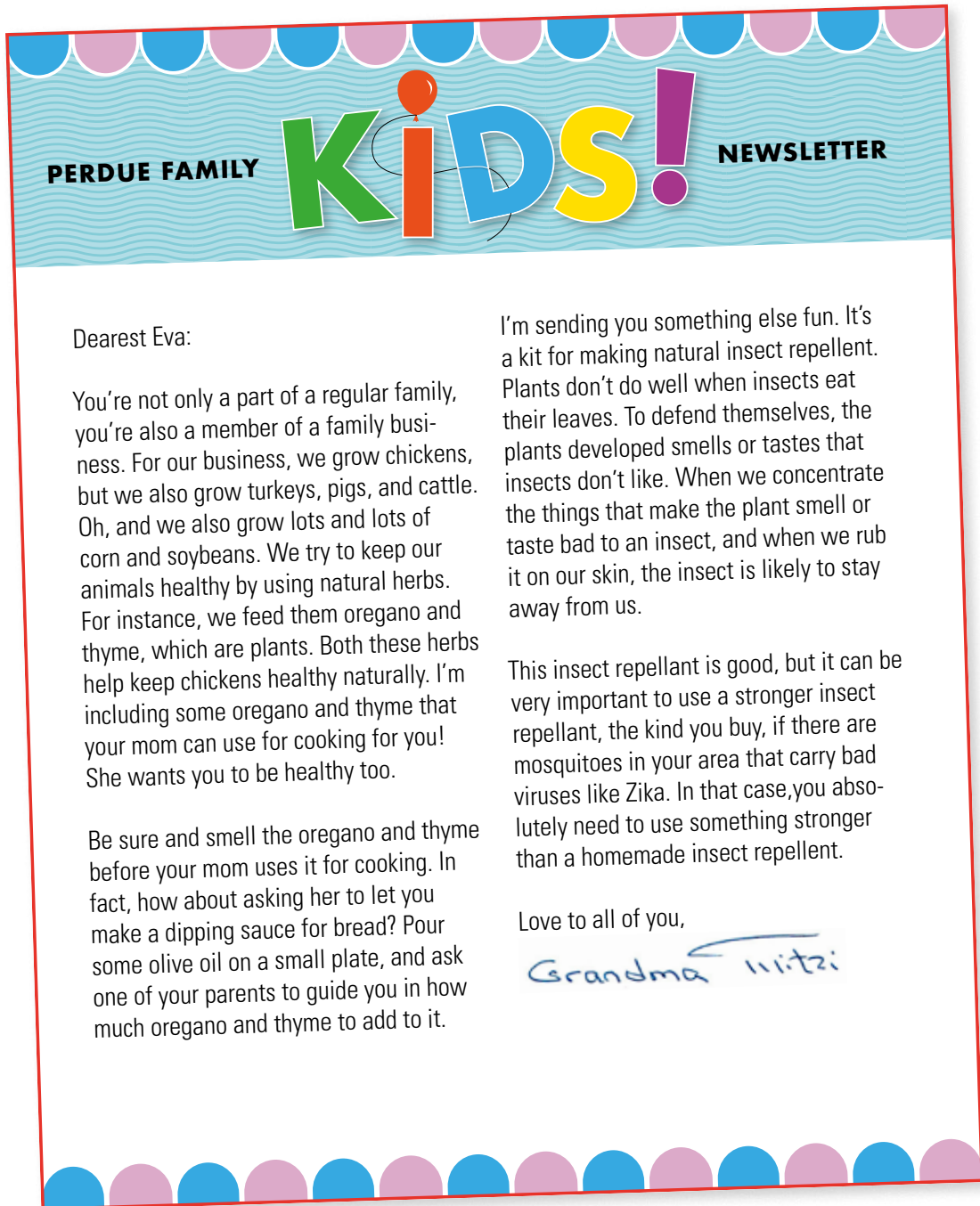
Dearest \_\_\_\_\_:

Because you're a member of the family, you're not only a part of a regular family, you're also a member of a family business. For our business, we \_\_\_\_\_ (*Fill in here what the family business does.*)

There's something that your family has done that you can be very, very proud of! We \_\_\_\_\_ (*Fill in things that the family can be proud of.*)

One of the things we do as a family is that we love to get together and share food. I'm including some oregano and thyme that you and your \_\_\_\_\_ (*Mom? Dad? Aunt? Whomever! In the rest of this newsletter, substitute the right person and gender for “mom,” if it's not mom who will be doing this activity with the young person or persons.*) In fact, how about asking her to let you make a dipping sauce for bread? Pour some olive oil on a small plate, and ask one of your parents to guide you in how much oregano and thyme to add to it. Hint: not too much! A little goes a long way!





**PERDUE FAMILY**

**KIDS!**

**NEWSLETTER**

Dearest Eva:

You're not only a part of a regular family, you're also a member of a family business. For our business, we grow chickens, but we also grow turkeys, pigs, and cattle. Oh, and we also grow lots and lots of corn and soybeans. We try to keep our animals healthy by using natural herbs. For instance, we feed them oregano and thyme, which are plants. Both these herbs help keep chickens healthy naturally. I'm including some oregano and thyme that your mom can use for cooking for you! She wants you to be healthy too.

Be sure and smell the oregano and thyme before your mom uses it for cooking. In fact, how about asking her to let you make a dipping sauce for bread? Pour some olive oil on a small plate, and ask one of your parents to guide you in how much oregano and thyme to add to it.

I'm sending you something else fun. It's a kit for making natural insect repellent. Plants don't do well when insects eat their leaves. To defend themselves, the plants developed smells or tastes that insects don't like. When we concentrate the things that make the plant smell or taste bad to an insect, and when we rub it on our skin, the insect is likely to stay away from us.

This insect repellent is good, but it can be very important to use a stronger insect repellent, the kind you buy, if there are mosquitoes in your area that carry bad viruses like Zika. In that case, you absolutely need to use something stronger than a homemade insect repellent.

Love to all of you,

Grandma Mitzie



Your mom might want to add some other ingredients too, such as fresh pressed garlic or grated Parmesan cheese.

Besides sending you the oregano and thyme, I'm also sending you something else fun. It's a kit for making natural insect repellent. Here's why it works: plants don't do well when insects try to eat their leaves or other parts. To defend themselves, the plants developed smells or tastes that insects don't like. When we concentrate the things that make the plant smell or taste bad to an insect, and when we rub it on our skin, the bug is more likely to stay away from us.

This insect repellent is good, but it's not perfect. Depending on where you live, it may be really important to use something stronger. If there are mosquitoes in your area that carry bad viruses like Zika, then you *absolutely must* use something stronger than a homemade insect repellent.

Love to all of you,

Grandma Mitzzi

### Activity: Making Insect Repellent

#### CONTENTS OF KIT FOR MAKING INSECT REPELLENT

- Printed instructions for the "Insect Repellent" activity. It's titled "Repellent" on the flash drive included with this book.
- Scientist's outfit including lab coat, goggles, and gloves. [Children's lab coat with goggles](#) are available on Amazon. [Multipurpose latex-free disposable gloves](#) are also available on Amazon.
- Plastic shower cap.
- Dried oregano and thyme. Available from a local grocery.
- Lavender and mint essential oils. [Essential oils](#) are available on Amazon.
- Rubbing alcohol (either isopropyl or denatured alcohol). Available in grocery stores or drug stores in 16-oz bottles at 70 percent alcohol by volume.
- 1-oz glass bottles with eyedroppers. [1-oz cobalt blue glass bottles](#) are available on Amazon. Fill the glass bottles halfway with rubbing alcohol.

## Instructions

- Step 1:* Start by putting on the plastic shower cap, the disposable gloves, the goggles, and the lab coat. You don't really need these, but you're going to be working with some pretty strong smells, and you don't want to get the smells on your hands, hair, or clothes. And even if you don't care, your parents might!
- Step 2:* The blue bottle is already half-full of rubbing alcohol. To the blue bottle, add five or six drops of peppermint or lavender oil. You can use one essential oil or both, if you'd like to mix them. The more drops of oil you use, the stronger the repellent will be.
- Step 3:* After you have added the essential oil, fill up the rest of the blue bottle with water, stopping a half-inch below the neck. Don't fill it higher. You need some space for the medicine dropper to fit in without making the bottle overflow.
- Step 4:* Screw the medicine dropper top back onto the bottle and shake it thoroughly.
- Step 5:* When you want to use your insect repellent to prevent ticks, gnats, and mosquitoes, shake it well. Then spread it on areas of your skin that aren't protected by your clothes. Have fun! And get your parents to send pictures! (Remember: If there are bad mosquitoes in your area, like ones that carry the Zika virus or malaria, you'll absolutely need a stronger insect repellent than this homemade one. It's not a choice!)



*Children mixing essential oils. They're wearing shower caps to prevent the strong odors from getting in their hair.*



## Staying Together Across the Generations

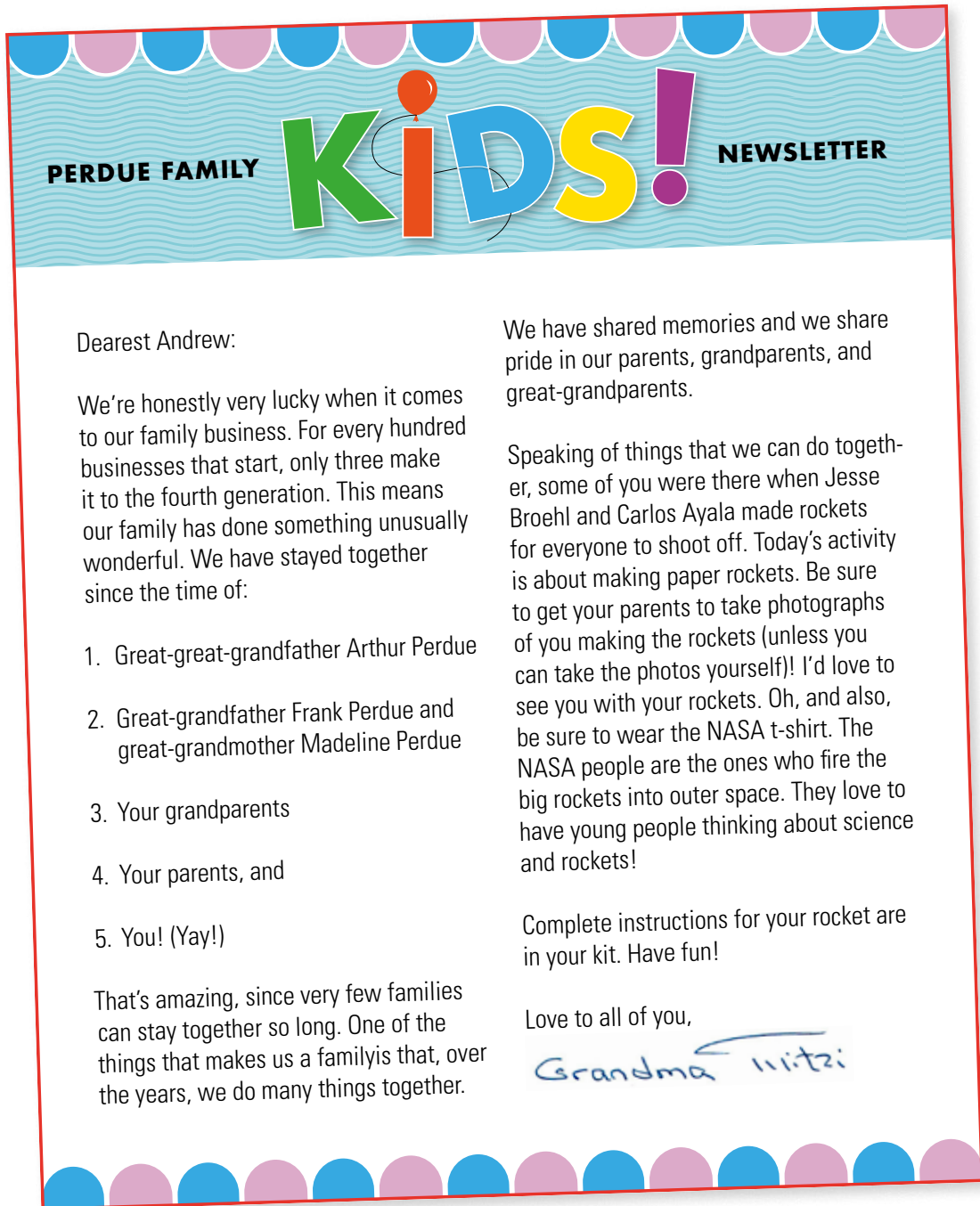
THERE'S AN ABUNDANCE OF RESEARCH SHOWING THAT CHILDREN ARE HEALTHIER, happier and grow into more high-functioning adults when they know about their family's history. This newsletter is designed to give them a sense of where they came from, and that the family business is important in their lives. When you're working on the activity with them (in this case, rockets), talk with the children about your childhood and what you enjoyed doing when you were their ages. If you know stories about their grandparents, tell those stories too!

### Fill-in-the-Blanks Template

Dearest \_\_\_\_\_ :

We're honestly very lucky when it comes to our family business. For every hundred businesses that start, only thirty make it to the next generation. *(Here fill in the figures that apply to your family. Only three out of ten make it to the second generation. Only twelve out of a hundred make it to the third generation and only three out of a hundred make it to the fourth generation.)* This means our family has done something unusually wonderful. We have stayed together since the time of: \_\_\_\_\_ *(Here list the names of the people in the different generations. Follow the sample text.)*

One of the things that makes us a family is that, over the years, we do many things together. We have shared memories and we share pride in our parents, grandparents, and great-grandparents. Today's activity is about making paper rockets. Be sure to get your parents to take photographs of you making the rockets (unless you can take the photos yourself)! I'd love to see you with your rockets. Oh, and also,



be sure to wear the NASA t-shirt. The NASA people are the ones who fire the big rockets into outer space.

Love to all of you,

Grandma Mitzzi

### Activity: Making Rockets

#### CONTENT OF KIT FOR MAKING ROCKET

- ❑ Printed instructions for the “Rocket” activity. It’s titled “Rocket” on the flash drive included with this book.
- ❑ NASA t-shirt. [NASA t-shirts](#) are available from Amazon.
- ❑ Twelve-inch piece of ½" PVC pipe. Available from a hardware store.
- ❑ Sheet of shiny paper for the body of the rocket. (It doesn’t have to be shiny, but shiny is slightly better. If it’s not handy, use regular paper.)
- ❑ Small sheet of shiny paper for wings of plane (Again, plain paper will work.)

***Note to grown-ups:*** You will also need scissors and tape.



*This is a completed rocket ready to set up and fire!*



## Something That Makes the Company Special

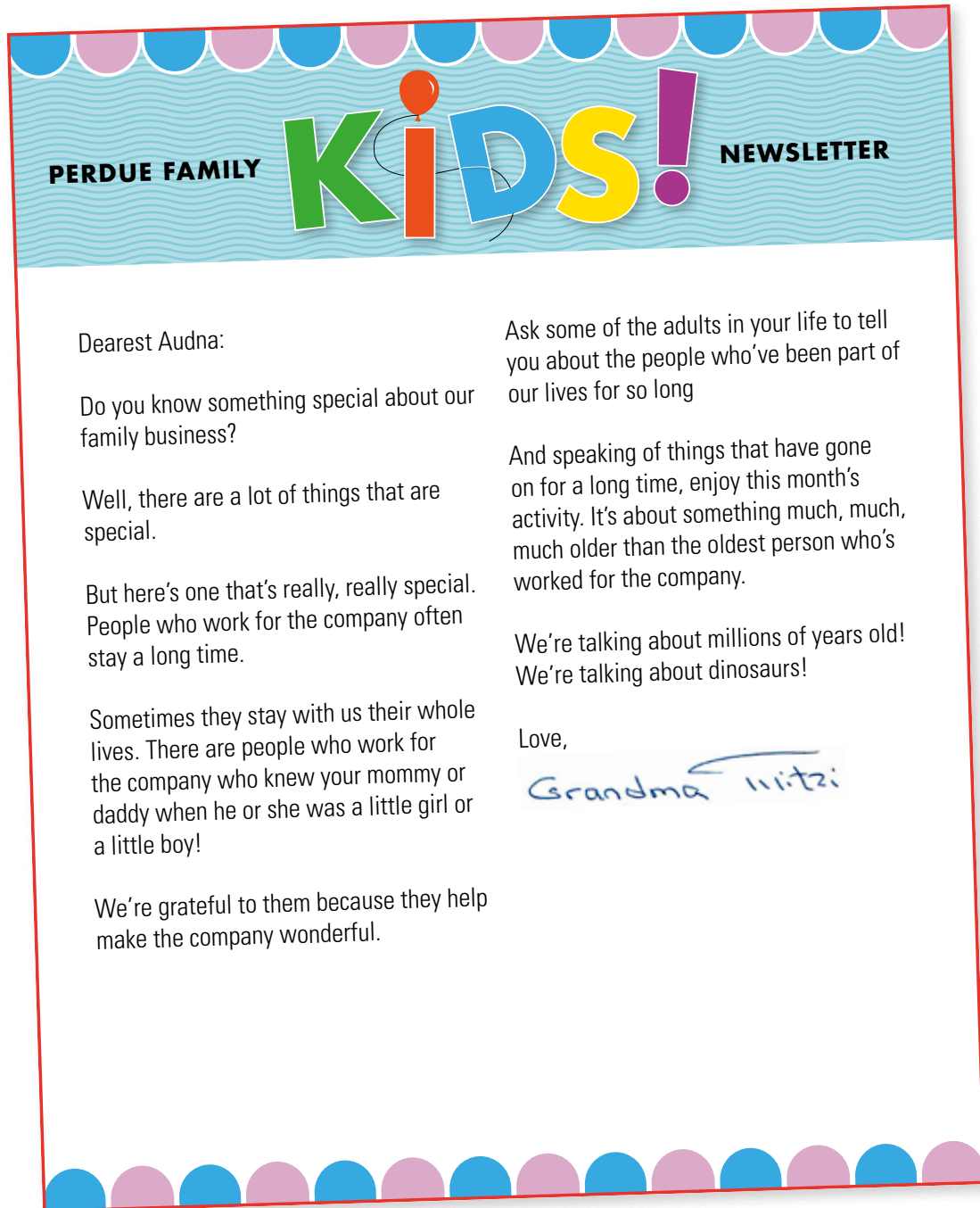
THIS NEWSLETTER IS AGAIN ON WHY YOUNGER MEMBERS CAN FEEL PROUD TO BE A member of your family business. In the sample newsletter that I've used with my family, I focused on the fact that at Perdue, people are often "lifers," and the company must be good if people choose to spend their entire careers there. For your version of this newsletter, pick something that you're proud of about the company and that young people can relate to. The newsletter doesn't have to be long. Sometimes one big idea is all you need to give.

The "Dinosaur Dig" activity is something that they may want to work on for hours. You can buy ready-made kits for children on Amazon. Just look for "Dinosaur Dig Kits" for children. As I write this in 2017, you can get nice ones for under \$20.

However, in favor of making the dinosaur dig kit yourself, you can upgrade the fossils and colored stones and have much nicer ones than you'll find in the kits. You can also include coins or other small objects that will have special meaning for your children. Or if they have a birthday coming up, maybe a surprise gift could be in the dig.

Something else: Your kids may enjoy the fun of making the dig as well as doing the excavating. Since you know them, you can estimate whether they'd enjoy the surprise of working on a completed "dig" or they'd like being a part of assembling it.

Whichever way you choose, remember the point of it all is time spent with the young person(s), letting them know that you care, and that they're part of something bigger than themselves.





### Fill-in-the-Blanks Template

Dearest \_\_\_\_\_ :

You know something special about our family business?

Well, there are a lot of things that are special.

But here's one that's really, really special: \_\_\_\_\_

*(Here fill in something that young people can be proud of about your family company. If people have worked there for a long time, that's a good one, but pick anything that's great about the company—maybe it provides jobs for a lot of people, the product is important to people, it's been going on for many generations, or it has wonderful new products. Whatever it is that the young people will enjoy and relate to, go for it!)*

Love,

Grandma Mitzel

## Activity: Dinosaur Dig

### CONTENTS OF KIT FOR DINOSAUR DIG

- Printed instructions for the “Dinosaur Dig” activity. It’s titled “Dinosaur” on the flash drive included with this book.
- Scientist’s outfit including lab coat, goggles, and gloves. [Children’s lab coats with goggles](#) are available on Amazon. [Multipurpose latex-free disposable gloves](#) are also available on Amazon.
- 2 cups of dry plaster of Paris in a Ziploc bag, labeled “Plaster of Paris.” [Plaster of Paris](#) is available from Amazon and from hardware stores.
- 1 cup of sand in a Ziploc bag, labeled “Sand.” Available from hardware or gardening supply stores.
- Fossils. A [fossil collection](#) is available on Amazon (also available from online specialty stores, but these are often more expensive).
- Colored stones. [Tumbled stones mix](#) available on Amazon.
- Small disposable aluminum bread pan. Available at groceries.
- Magnifier. [LED lighted 5x magnifier](#) available on Amazon
- Small hammer. [Craft and Jewelry hammer](#) available on Amazon.
- Chisel (or heavy nail). [Stone carving chisel](#) available from Amazon.
- Brush for removing dust from fossils (this can be a small paint brush or even a makeup brush). Available at craft stores, paint stores, or hardware stores.
- Paper envelope marked “Special: Do Not Open” containing something small and special that you want the parents to include.

### Instructions

*Step 1:* Mix the plaster of Paris with sand. Mix everything in the aluminum bread pan. You want to mix everything in the aluminum bread pan because when the mixture hardens, it’s like cement, and you would ruin a kitchen bowl if you used one.

*Step 2:* Now add ½ cup of water, or maybe a little more if it doesn’t feel that everything is thoroughly mixed.

*Step 3:* Here’s the fun part. Press some fancy stones and fossils into the mixture and make sure they’re covered up.

*Step 4:* Something fun: I've sent your parents some other things to put into your Dinosaur Dig. Turn your back so you can't see what they're adding! When they're done, everything should be covered up.

*Note to adults:* Add the items from the envelope marked "Special: Do Not Open" and then add the remaining mixture, covering up all the items.

*Step 5:* In half an hour or so, the mixture will have hardened. Turn the bread pan upside down so the mixture is now on a big piece of paper.

*Step 6:* Now my little Paleontologist, it's time to dig out your precious objects! Have someone older help you get started.



*Some of the contents of a dinosaur kit.*



*Eva and Zachary Ayala work on their "Dinosaur Dig."*



*Sand and plaster of Paris mixture.*



*Sand and plaster of Paris with fossils before they're covered with additional sand and plaster of Paris mixture.*



*Eva Ayala uses a magnifying glass to help her excavate the ancient fossil.*



## The Story Behind Our Logo

THIS NEWSLETTER IS ABOUT LETTING CHILDREN KNOW THAT THEY'RE PART OF something bigger than themselves. You may find it too preachy, since I tell kids they've got a responsibility to act in ways that upholds the family business reputation. If that doesn't work for the young ones in your life, please skip it!

On the other hand, it's information they need to have at some point in their lives, since lots of families get in trouble because members weren't aware that community members notice how they behave.

My own feeling is that the younger kids have the idea planted in their heads, the better it is for them. In my case, as a hotel heiress, we were taught pretty much from infancy that we had to behave ourselves in public because people at the hotels would be noticing us. (And, just between us girls, I've often wondered what my parents would have thought of Paris Hilton!) (*What's said in this book stays in this book, right?*)

### Fill-in-the-Blanks Template

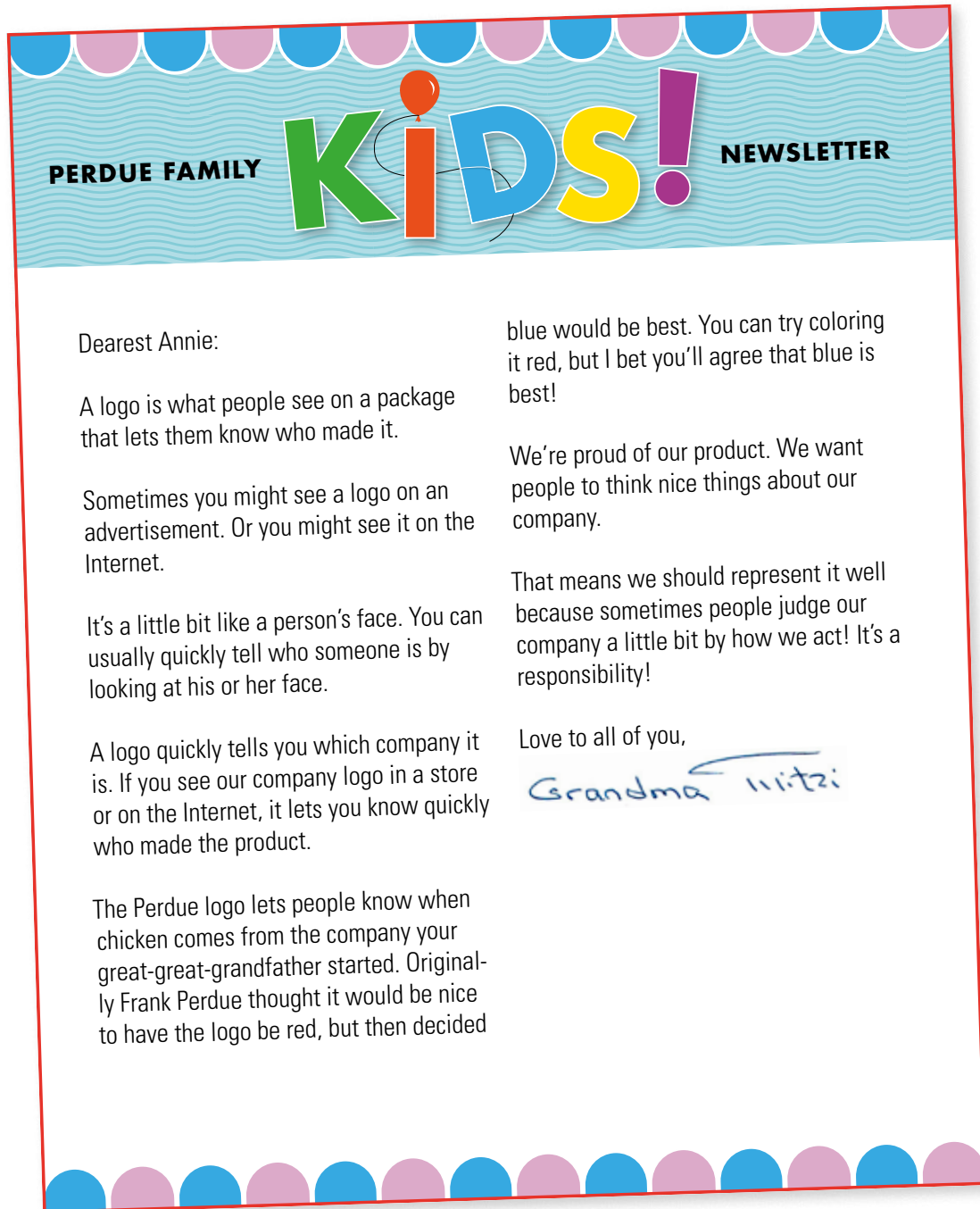
Dearest \_\_\_\_\_:

Do you know what a logo is?

A logo is what people see on a package that lets them know who made it.

Sometimes you might see a logo on an advertisement. Or you might see it on the Internet.

A logo is a little bit like a person's face. You can usually quickly tell who someone





is by looking at his or her face. A logo quickly tells you which company it is. When people see our company logo in a store or on the Internet, the logo lets them know who made the product.

We're proud of our product. We want people to think nice things about our company. That means we should represent it well because sometimes people judge our company a little bit by how we act! It's a responsibility!

**Note to grownups:** *If there's more of a story behind your logo, this is a perfect place to tell it.*

Love to all of you,

Grandma Mitzzi

### Activity: Coloring Our Company Logo

#### CONTENTS OF KIT FOR COLORING LOGO

- Printed instructions for the "Coloring the Logo" activity. It's titled "Coloring" on the flash drive included with this book.
- Large, uncolored drawing of the company logo.

*The Perdue logo you'll see on the next page is what the Perdue grandchildren and great-grandchildren received. Of course, your logo will be different.*

- Fabulous set of crayons, something they'll regard as special. Amazon has some 64-pack [crayons](#) that they're sure to love. Or try the new [Jack Richeson Paycolor Kids Poster Paint 12 Colors](#), also available on Amazon. They're an almost mess-free version of poster paints. (But please remember, I said "almost.")



*Uncolored logo.*



*Colored logo.*

### **Instructions**

- Step 1:* The crayons are for you to color our company's logo. Ask you parents to show you a picture of it.
- Step 2:* You can try coloring it in different colors, but I'll bet you'll agree that the colors we already have for our logo are the prettiest!



# Family Traditions

TRADITIONS ARE THE LIFEBLOOD OF IDENTITY. LIFE MAY SEEM EVER-CHANGING, but traditions anchor us to our history and who we are. Thinking about traditions makes me remember a psychology class I took in college. It was in the early 1960s. Back then, I learned that huge numbers of freshmen would come to college and feel that they were falling apart because college was so new and different that they couldn't cope.

However, according to my professor, the college students who could sail through with the fewest identity problems were the students who grew up with the most traditions. Their sense of identity was deeply-rooted and didn't just peel away when circumstances changed. There were psychologically stronger and better able to cope.

In view of this, I'm strongly in favor of traditions. Cherish traditions and inculcate them from the youngest age. That's what this newsletter is about. Enjoy!

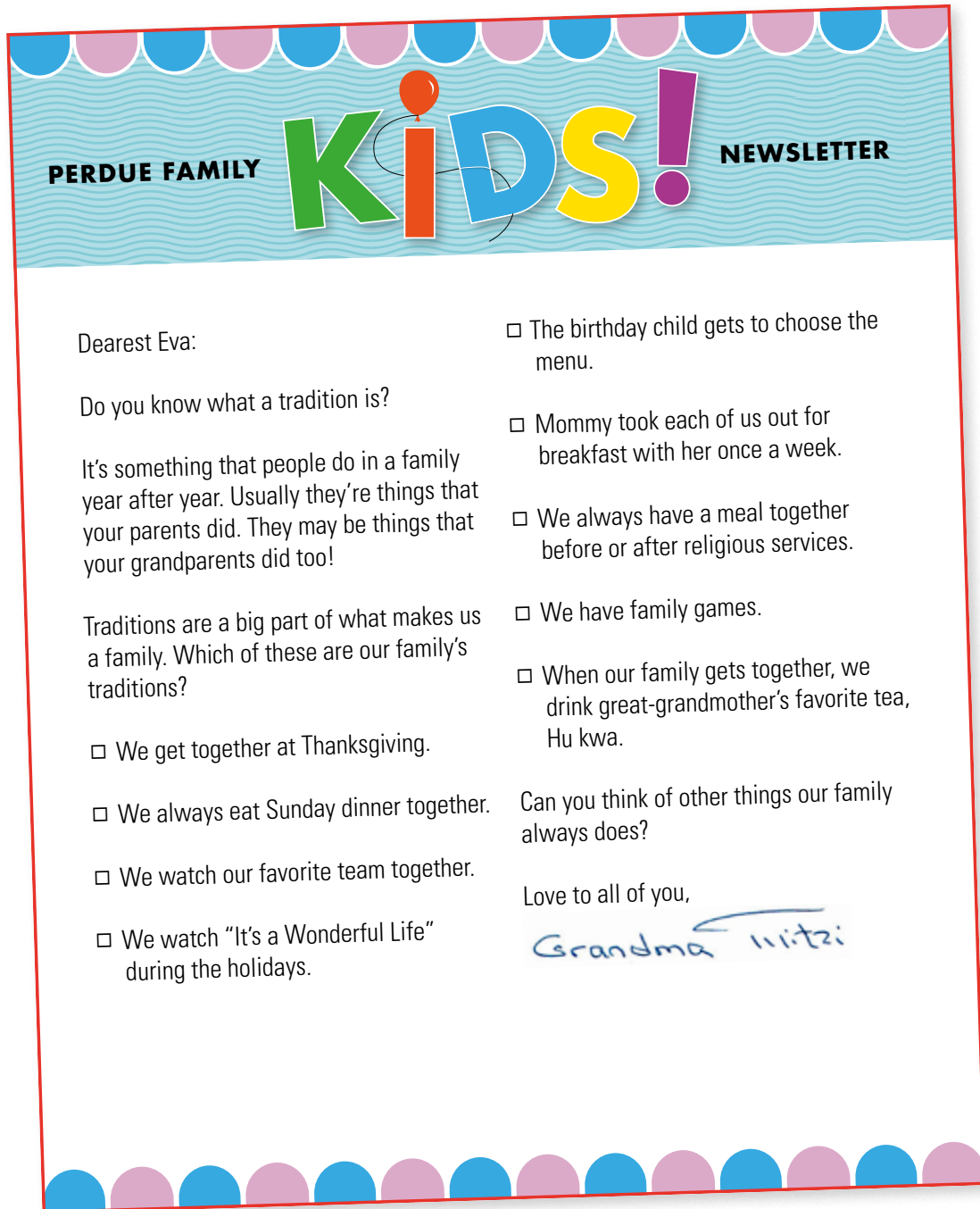
## Fill-in-the-Blanks Template

Dearest \_\_\_\_\_:

Do you know what a tradition is?

It's something that people do in a family year after year. Usually they're things that your parents did. They may be things that your grandparents did too!

Traditions are a big part of what makes us a family. Which of these are our family's traditions?



\_\_\_\_\_ (Fill in a family tradition)  
\_\_\_\_\_ (Fill in a more family traditions to fill the newsletter)

Can you think of other things our family always does?

Love to all of you,

Grandma Mitzie

### Activity: Jelly Marbles

#### CONTENTS OF JELLY MARBLES

- Printed instructions for the “Jelly Marbles” activity. It’s titled “Marbles” on the flash drive included with this book.
- Jelly marbles, [Jelly marbles-clear spheres](#) are available from Steve Spangler Science ([www.stevespanglerscience.com](http://www.stevespanglerscience.com)).
- Melon seeds and mung bean seeds. [Melon seeds](#) and [mung bean seeds](#) are available on Amazon or at a garden supply store. Melon seeds have the advantage of sprouting quickly, and we like instant gratification here! (Well, okay, it’s not instant gratification because it takes a week or so.)

#### Instructions

When you look at the things that look like marbles in your gift package, you probably wouldn’t imagine what they’re good for. Here’s what’s going to happen. When you put them in a shallow pan and then cover them with water, they soak up lots and lots of water. They’ll grow 300 times their size!

When they get large, they’re great for planting seeds. You’ll find some melon seeds in your gift packet. I like melon seeds because they grow fast, but you’ll also find some mung bean seeds.

- Step 1:* Put a few jelly marbles in a plastic cup and add water to fill the cup about three-quarters full. Wait for about twenty-four hours.
- Step 2:* In twenty-four hours or so, when the jelly marbles have soaked up all the water they'll hold, remove them from the plastic cup.
- Step 3:* Ask your parent to take a sharp knife and poke a small hole in the marbles.
- Step 4:* In each of the marbles, poke in a seed. In your kit there are two kinds of seeds and you can use one seed for each jelly marble. Both plants will start to sprout in about a week. It might take a little longer.
- Step 5:* You can plant the jelly marble with its plant right in the garden after the seed has sprouted. But it has to be warm enough outside. There can't be any freezing weather or the cold could kill the plant.

One way to know if it's warm enough to plant outside is whether the leafy trees have some nice leaves growing. I'm not talking about buds, I mean actual baby leaves, maybe an inch and a half long. If the leaves aren't that big, it's probably still too cold for your plants to grow.



*This is what the jelly marbles look like before soaking. Notice their size in relation to a U.S. dime.*



*The little colorless ball is the jelly marble before it soaked in water. It was tiny in comparison to the size of the dime. But when a jelly marble is soaked for twenty-four hours (like the jelly marble on the right), it grows almost 300 times bigger!*





*Children taking the tiny jelly marbles from daddy's hand. The children are about to soak the jelly marbles in water in the plastic cups for twenty-four hours. We labeled each of the plastic cups so we knew which one belonged to each child. Andrew, the guy in the maroon shirt, wanted to see if the marbles would swell faster if he used warm water in his cup.*





# 3

## *Family Culture Topics for Children*



## What It Was Like For a Girl Growing Up Long Ago

YOUR STORY FOR THE OLDEST LIVING FEMALE IS GOING TO BE HUGEY DIFFERENT from mine. Still, whatever you find from interviewing her (and remember, you can do it by phone if you can't do it in person), you'll probably discover enchanting stories that will be part of your family lore from now on.

You'll be making a tremendous deposit in the "Bank of Family Closeness," and you'll be contributing to the family culture and the family's identity. And something else that's sad, but it's also inevitable. She won't be around forever, and you'll be saving her stories for future generations. It's a great service to your family.

If you choose, write this newsletter simply by filling in the blanks. Or start with a clean slate and just start asking your subject about her life.

### Fill-in-the-Blanks Template

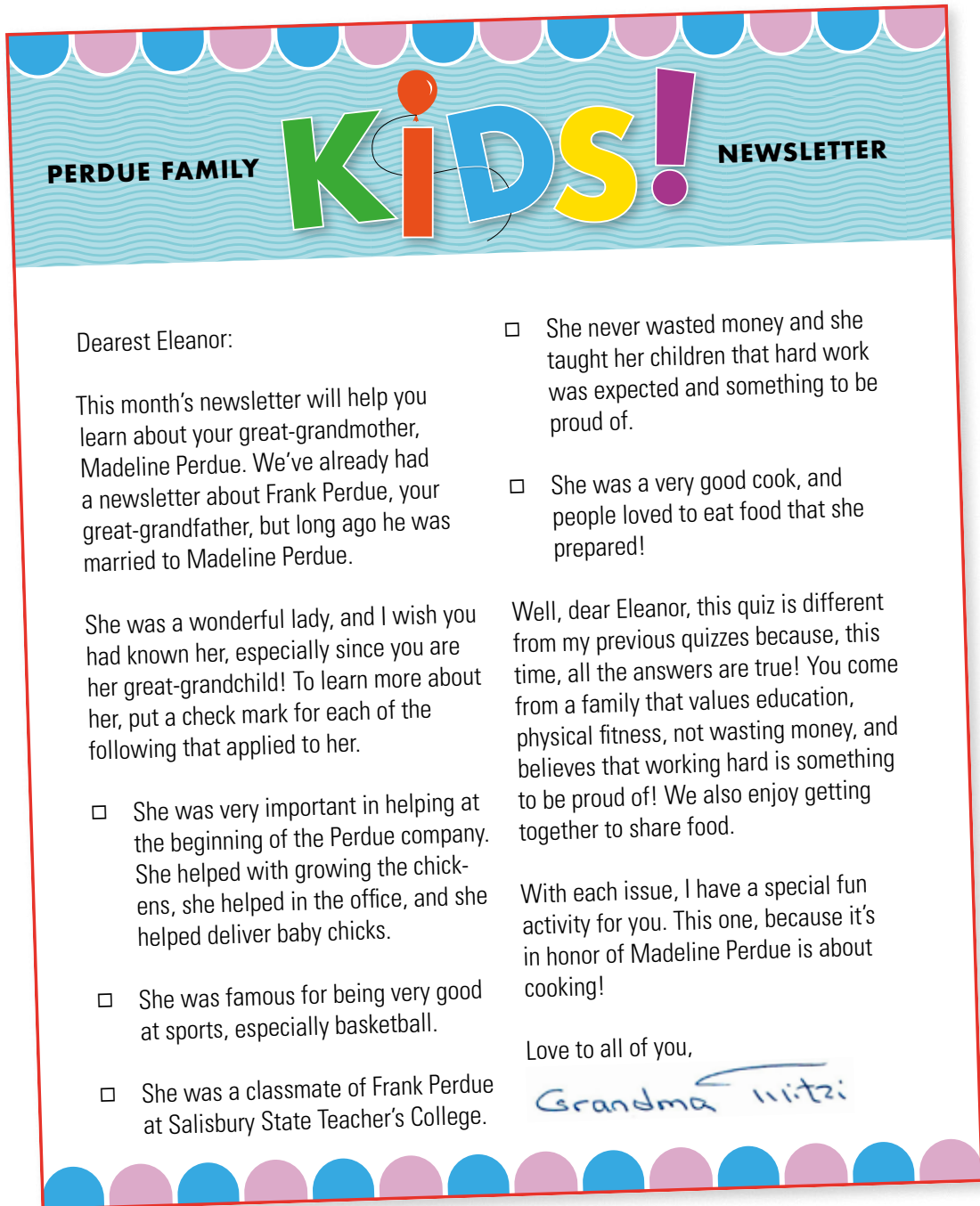
Dearest \_\_\_\_\_:

This month's newsletter will help you learn about \_\_\_\_\_ (*insert female relative's name*) your \_\_\_\_\_ (*Insert who it is: grandmother? great-grandmother?*)

She was a wonderful lady, and I wish you had known her, especially since you are her \_\_\_\_\_ (*granddaughter? great-granddaughter? descendant?*)

To learn more about her, put a check mark for each of the following that applied to \_\_\_\_\_ (*her name*)





- ☐ She was very important in helping at the beginning of our family company. It was she who figured out that we should \_\_\_\_\_, *(Describe a contribution she made to the company.)* and in addition she \_\_\_\_\_. *(If this applies, talk about her contributions and how important they were.)*
- ☐ She was famous for being very good at \_\_\_\_\_. *(Describe something she was good at.)*
- ☐ She met your grandfather at \_\_\_\_\_. *(Tell where she met her husband.)* This was back in \_\_\_\_\_. *(Date?)*
- ☐ She was outgoing and popular and many people loved her. *(Talk here about what she was like.)*
- ☐ She never wasted money and she taught her children that hard work was expected and something to be proud of. *(Again, use this if it's true; otherwise describe something positive about her.)*
- ☐ She was a very good cook, and people loved to eat food that she prepared! *(If this is true, use it; if not, talk about some other characteristic.)*

Well dear \_\_\_\_\_ *(first name)*, this quiz is different from my previous quizzes because, this time, all the answers are true! You come from a family that values \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. *(List parts of the family culture that she exemplified, such as education, physical fitness, not wasting money, value in hard work, or whatever applies to your family.)*

With each issue, I have a special fun activity for you. This one has to do with cooking!

So, put on the special chef costume I sent and discover what makes biscuits nice and fluffy! Oh, and before you start, get your parents to turn the oven on to 450 degrees.

Love,

Grandma Mitzie

## Activity: Making Biscuits, With and Without Leavening

### CONTENTS OF KIT FOR MAKING BISCUITS

- ❑ Printed instructions for the “Making Biscuits” activity. It’s titled “Biscuits” on the flash drive included with this book.
- ❑ Chef outfit. A [Kids chef outfit](#) is available on Amazon.
- ❑ 1 cup of plain flour or cake flour (the kind that doesn’t have any leavening in it). Place in the “Plain flour” bag.
- ❑ 1 cup Bisquick or other biscuit mix. Available in groceries. Place in the “Biscuit Mix” bag.
- ❑ Pam spray (or similar spray) for a baking sheet. (Butter can be substituted.).
- ❑ Baking sheet or aluminum pan.
- ❑ Two sandwich-size Ziploc bags. Label one “Biscuit Mix” and the other “Plain Flour.”
- ❑ Baking sheet or aluminum pan.

**Note to grown-ups:** *You will also need two large measuring cups or medium bowls and water or milk.*

### Instructions

*Step 1:* Preheat oven to 450 degrees.

*Step 2:* One Ziploc bag has a cup of plain flour and the other has biscuit mix in it. Add the plain flour to a glass measuring cup or bowl. Add the biscuit mix to another measuring cup or bowl. Add just enough water or milk to each of them to make a thick paste. It will take about two tablespoons of water or milk for each. (You may need a little more or a little less.)

*Step 3:* You’ll probably need a parent’s help for this part. Grease a baking pan and then spoon the two mixtures onto the baking pan. Your goal is to have two biscuits, one from each mix.

*Step 4:* Bake for around fifteen minutes in the preheated oven or until the biscuits looks a bit brown. Since oven temperatures frequently vary from one oven to the next by as much as fifty degrees, it’s important to go by the color of



the biscuits, not by the time. The best way to tell if your biscuits are done is by their color and when they are starting to smell good. For your oven, that might happen in ten minutes or twenty minutes!<sup>1</sup>

*Step 5:* Look what's happened after the biscuits are baked! Can you describe how they look and feel different from each other?

*Step 6:* Enjoy your biscuits! Notice that the one that made bubbles is light and fluffy, while the other one is heavy and tough. The biscuit mix had in it ingredients that form little tiny “explosions” like the one you made with lemon juice (or vinegar) and baking soda a while ago. It's the bubbles from the “explosions” that made the biscuit made from the biscuit mix light and fluffy.



*Andrew is stirring biscuit mix and milk, Zack watches, and Eva Ayala stirs plain flour and milk.*

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1. I know about this because Frank Perdue had a test kitchen and food scientists there studied how much one person's oven varied compared to the another person's oven. When an oven was set for 350 degrees, a variation of 50 degrees plus or minus happened a lot. In addition, you can't count on your oven being 350 degrees even if you have a thermometer inside the oven and it reads 350 degrees. That's because there can be 20 or 30 degree difference within the oven, depending on whether you're measuring the top or bottom shelf or one of the sides of the oven. All of which is a long way of explaining why I recommend going by color and aroma when baking biscuits!



## What It Was Like for a Boy Growing Up Long Ago

CHILDREN BENEFIT ENORMOUSLY FROM KNOWING ABOUT THEIR PAST. OUR WORLD today is almost unimaginably different from even a couple of generations ago. Knowing that their ancestors were real and were young once and had chores makes the ancestors more real to them.

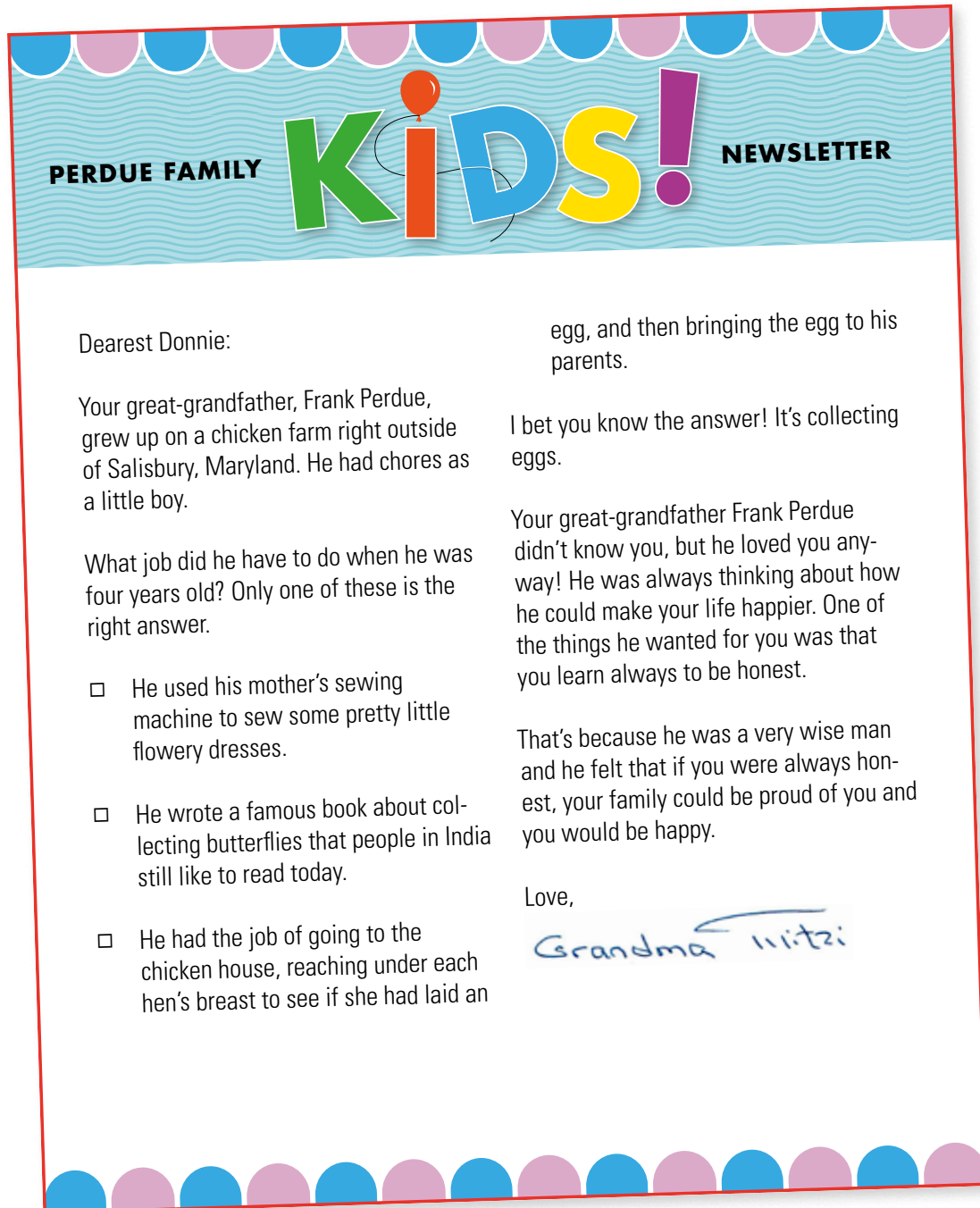
Knowing that their forbearers struggled and overcame problems can help young people develop an attitude that they can also overcome problems. Knowing these stories helps with identity and resilience. It's a gift that you can give them.

So, preserving the family's memory is one of the most important things you can do to keep the family together across the generations.<sup>2</sup>

The simplest approach to writing this newsletter is simply to fill in the blanks. But if you'd like to do something more elaborate, like a full-scale interview, the odds are everyone will be glad you made the effort. We're dealing here with one of the most important aspects of the family: its identity.

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2. If you doubt that memory is important to identity, consider this fact. Whenever bad guys take over a country, almost the first thing they do is burn the books. It's happened repeatedly, most recently when Saddam Hussein invaded Kuwait. He had his soldiers burn the libraries, the government records, and the newspaper archives. Saddam Hussein's expectation was that without a written memory of their culture, within a generation or two, nobody would even remember that there once had been a Kuwait, and instead the area would be thought of as just another Iraqi province. Without memories of their culture, the country could have disappeared. Fortunately, our U.S. Library of Congress had duplicate copies of their newspapers, government records, and books, so Kuwait didn't lose its identity.



### Fill-in-the-Blanks Template

Dearest \_\_\_\_\_:

\_\_\_\_\_ (*Insert your male relative's name*) your \_\_\_\_\_ (*grandfather? great-grandfather?*) was born \_\_\_\_\_ (*number of years*) years ago and grew up in \_\_\_\_\_ (*city and state*). He had chores as a little boy. What job did he have to do when he was seven years old? Only one of these is the right answer.

- ☐ He used his mother's sewing machine to sew his clothes.
- ☐ He wrote a famous book about collecting butterflies that people in China like to read today.
- ☐ He had the job of \_\_\_\_\_ (*Include here what the chore was.*)

The answer is: \_\_\_\_\_ (*Indicate which is the right answer.*)

Back when \_\_\_\_\_ (*Insert name.*) was growing up, there wasn't much money. The family used to save money by:

- ☐ Using the car only when they had to, in order to save the cost of gas.
- ☐ Keeping the temperature in the house really low, so they didn't have to spend so much money on heating.
- ☐ \_\_\_\_\_ (*How did the family save money?*)

The answer is: \_\_\_\_\_ (*Indicate which is the right answer.*)

Your \_\_\_\_\_ (*grandfather? great-grandfather?*) know you, but he loved you anyway! He was always thinking about how he could make your life happier. One of the things he wanted for you was that you learn always to be \_\_\_\_\_ (*Insert the characteristic*). That's because he was a very wise man and he felt that if you were always \_\_\_\_\_ (*Insert characteristic*), your family could be proud of you and you would be happy.

Love,

Grandma Mitzel

## Activity: Color Swirls

### CONTENTS OF KIT FOR COLOR SWIRLS

- ☐ Printed instructions for the “Color Swirls” activity. It’s titled “Swirls” on the flash drive included with this book.
- ☐ Dishwashing liquid.
- ☐ Green 1-oz. jars to hold the dish-washing liquid. [Green 1-oz jars with lids](#) are available on Amazon.
- ☐ Selection of small bottles of food coloring.
- ☐ Q-tip.

**Note to grown-ups:** You will also need about a quarter of a cup of milk. Use whole milk. Skim milk, or reduced fat milk, won’t work for this experiment.

### Instructions

Want to have a fun science experiment you can do with your parents?

- Step 1:* Take a plate that has a rim. Pour some whole milk in it (skim milk or reduced-fat milk won’t work). Pour enough so the middle of the plate is covered by the milk.
- Step 2:* Now take the bottle of food coloring that came in your package. Put about six drops of food coloring in the milk. Notice that the drops don’t spread out much.
- Step 3:* Dip the Q-tip in the little green jar, which contains liquid dishwashing soap. Lay the Q-tip on the edge of the plate where it can touch the milk. Look what happens!

The dishwashing liquid gets attracted to the fat in the milk (which is why you need to use whole milk) and moves it around!

***Notes for Older Kids—and Their Parents:*** Here's why the wonderful patterns form. The liquid soap from the Q-tip does not mix with the milk. Instead it floats on top and spreads over the surface. As it spreads, it grabs the food coloring. Soap is a “degreaser,” so the molecules in it attack the fat in the milk, causing motion that creates the swirling of the colors. Where the colors meet, they combine and form new colors.



*Eva and Andrew are amazed when they see the swirling colors in this soap-milk experiment.*



## Honesty Is Something We Treasure

I ALWAYS WORRY ABOUT SOUNDING TOO PREACHY WHEN I'M WRITING A NEWSLETTER. But I go ahead and do it anyway. I do it because if you're leaving moral precepts to chance, you're taking a chance.

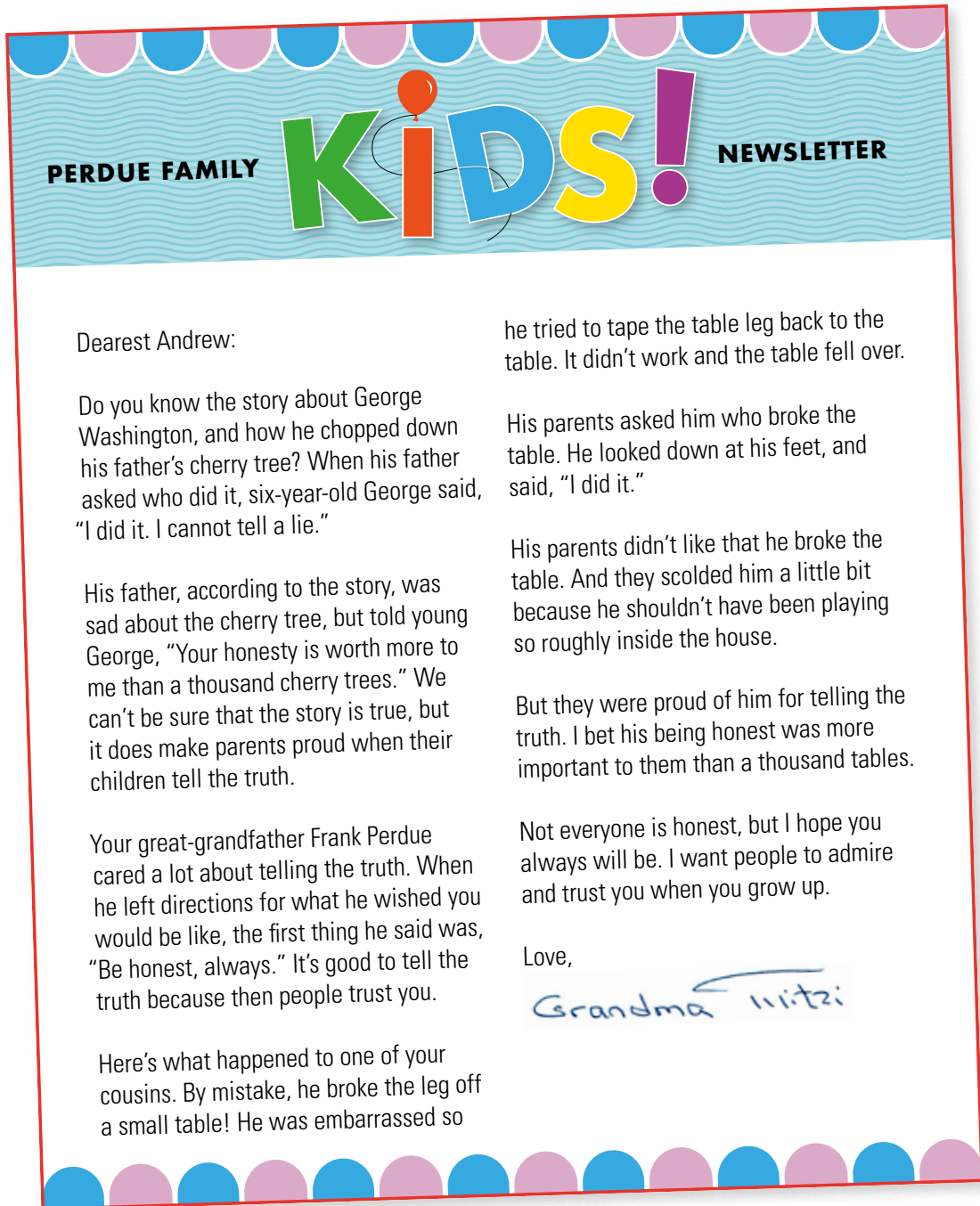
Instead, I'm in favor of simply coming out and teaching right from wrong. And I dearly hope the young ones are getting a similar message in school and, if you're a religious family, in whatever faith-based services they attend. There are also community organizations such as Scouts, 4-H, Future Farmers of America, the Kiwanis K Clubs, and Junior Achievement. My children and grandchildren have all belonged to one or more of these, but there are dozens more as well. The odds are that young people in the family need all the moral support they can get. I say this because they're not getting these messages reinforced in the mass media or social media.

Children want and need the boundaries and structures that come with moral precepts. Ideally, they'll develop an inner core that can help them resist drugs or behavior that will cause them long-term harm. That said, I do believe the medicine goes down more easily if it's in the form of a story.

This newsletter is about honesty. If it's too stark for the young people in your life, soften it or adjust it in ways that are more likely to work for them.

Please don't leave morals and ethics to chance. You and the young people in your life will be happier if you get at least some instruction on self-respect and the ability to get along with other people.





**PERDUE FAMILY**

**KIDS!**

**NEWSLETTER**

Dearest Andrew:

Do you know the story about George Washington, and how he chopped down his father's cherry tree? When his father asked who did it, six-year-old George said, "I did it. I cannot tell a lie."

His father, according to the story, was sad about the cherry tree, but told young George, "Your honesty is worth more to me than a thousand cherry trees." We can't be sure that the story is true, but it does make parents proud when their children tell the truth.

Your great-grandfather Frank Perdue cared a lot about telling the truth. When he left directions for what he wished you would be like, the first thing he said was, "Be honest, always." It's good to tell the truth because then people trust you.

Here's what happened to one of your cousins. By mistake, he broke the leg off a small table! He was embarrassed so

he tried to tape the table leg back to the table. It didn't work and the table fell over.

His parents asked him who broke the table. He looked down at his feet, and said, "I did it."

His parents didn't like that he broke the table. And they scolded him a little bit because he shouldn't have been playing so roughly inside the house.

But they were proud of him for telling the truth. I bet his being honest was more important to them than a thousand tables.

Not everyone is honest, but I hope you always will be. I want people to admire and trust you when you grow up.

Love,

Grandma Nitz

### Fill-in-the-Blanks Template

Dearest \_\_\_\_\_:

Do you know the story about George Washington, and how he chopped down his father's cherry tree? When his father asked who did it, six-year-old George said, "I did it. I cannot tell a lie."

His father, according to the story, was sad about the cherry tree, but told young George, "Your honesty is worth more to me than a thousand cherry trees." We can't be sure that the story is true, but it does make parents proud when their children tell the truth.

\_\_\_\_\_ *(Describe the importance of honesty to your family.*

\_\_\_\_\_ *(Tell a story about someone, preferably a child, in the family being honest in a difficult situation. End with the parents being proud) that the child had been honest.)*

Not everyone is honest, but I hope you always will be. I want people to admire and trust you when you grow up.

Love,

Grandma Mitzie

## Activity: Growing Bacteria in a Petri Dish

### CONTENTS OF KIT FOR GROWING BACTERIA

- ❑ Printed instructions for the “Growing Bacteria” activity. It’s titled “Bacteria” on the flash drive included with this book.
- ❑ Scientist’s outfit including lab coat, goggles, and gloves. [Children’s lab coats with goggles](#) are available on Amazon. [Multipurpose latex-free disposable gloves](#) are also available on Amazon.
- ❑ Petri dish with Agar. [Pre-poured agar petri dishes](#) are available on Amazon (and come with long-handled cotton swabs).
- ❑ Hand sanitizer.
- ❑ Digital indoor thermometer for telling room temperature. (This is nice, but not necessary.) [Digital indoor thermometers](#) are available on Amazon.
- ❑ Magnifier. [LED lighted 5x magnifier](#) available on Amazon.
- ❑ Ziploc bag large enough to hold Petri dish.

### Instructions

1. Dampen the cotton swab and then roll the tip of it on top of a used kitchen sponge.
2. Now open the Petri dish and lightly make a zig zag across the surface with the cotton swab. The stuff covering the bottom of the Petri dish is something called agar. Tiny life forms love to eat agar and they will grow on it.

What you’re doing with the cotton swab is transferring some of the tiny life forms from the sponge onto the agar.

3. Now, put the lid on the Petri dish—and don’t open it again! Put the Petri dish inside a Ziploc bag, seal it, and label it to show today’s date, time, and your name. Don’t open that again either.
4. Store the bag in a warm place like on top of your cable box. That’s likely to be little warmer than the rest of your house, but not too warm.

5. You can use a thermometer to check the temperature. You'd like the temperature to be around 80 degrees, but if it's 70 degrees, it will still work, just more slowly.
6. Now, just to be super safe, put a few drops of the hand sanitizer on your hands. You almost certainly don't need to do this, but why not be extra careful?
7. Now wait a few days!
8. After several days, you'll be able to see things growing in the Petri dish. They look like little stains on the agar, and they may be a different color than the agar. The tiny life forms have multiplied. There are so many that you can see them. How fast this happens depends on how warm the room is. Remember, it's important not to open the Petri dish or the Ziploc bag.

Do you need to worry about things that are growing on the sponge or elsewhere in your home?

Well, a few tiny living things that you find around the house aren't usually a big problem. However, when you get millions and millions of them (as you have in your Petri dish), they could make you sick.

You can think of the bacteria around the house a little bit the way you think of a housefly. You don't like having a housefly in the room. (I sure don't!) But even though you don't like having one there, it's not really scary.

But if there were 10,000 houseflies, you'd be right to be worried.

In the same way, having a few rare bacteria around isn't something you like. But most often you don't have to worry about what's around your house, if there aren't too many of them.

However, if they multiply into huge numbers, like they do in the Petri dish, they could make you sick! That's why it's important to leave the Petri dish closed and sealed in the Ziploc bag. It's also why your parents should throw out the bag with the Petri dish within a day or two after you see that the bacteria have started to grow.

And you know an important thing to learn from this? Wash your hands before you eat or touch food. And something your parents can learn: the kitchen sponge is often the dirtiest item in the house.<sup>3</sup>



*Andrew and Eva Ayala use their magnifiers with electric lights to view some of the icky stuff that grew from a swab that they touched to a kitchen sponge. As an added part of the activity, I taught them how to install the batteries in their magnifiers.*

---

3. One thing I learned from this is that it's a good idea to wash the kitchen sponge in hot soapy water when it gets dirty, pretty much the same way you'd wash a dish that was dirty. It's also a good idea to put the wet sponge in the microwave and zap it for a minute or two. And it's not a bad idea to throw away an old sponge and buy a new one occasionally.



## Mother's Day Memories

THIS IS ANOTHER NEWSLETTER DESIGNED TO ADD TO THE “BANK OF FAMILY Closeness.” Talk with the mothers of the younger family members and have them share memories of their parents. The children will learn more about their own mothers, and their mothers will help preserve family memories.

### Fill-in-the-Blanks Template

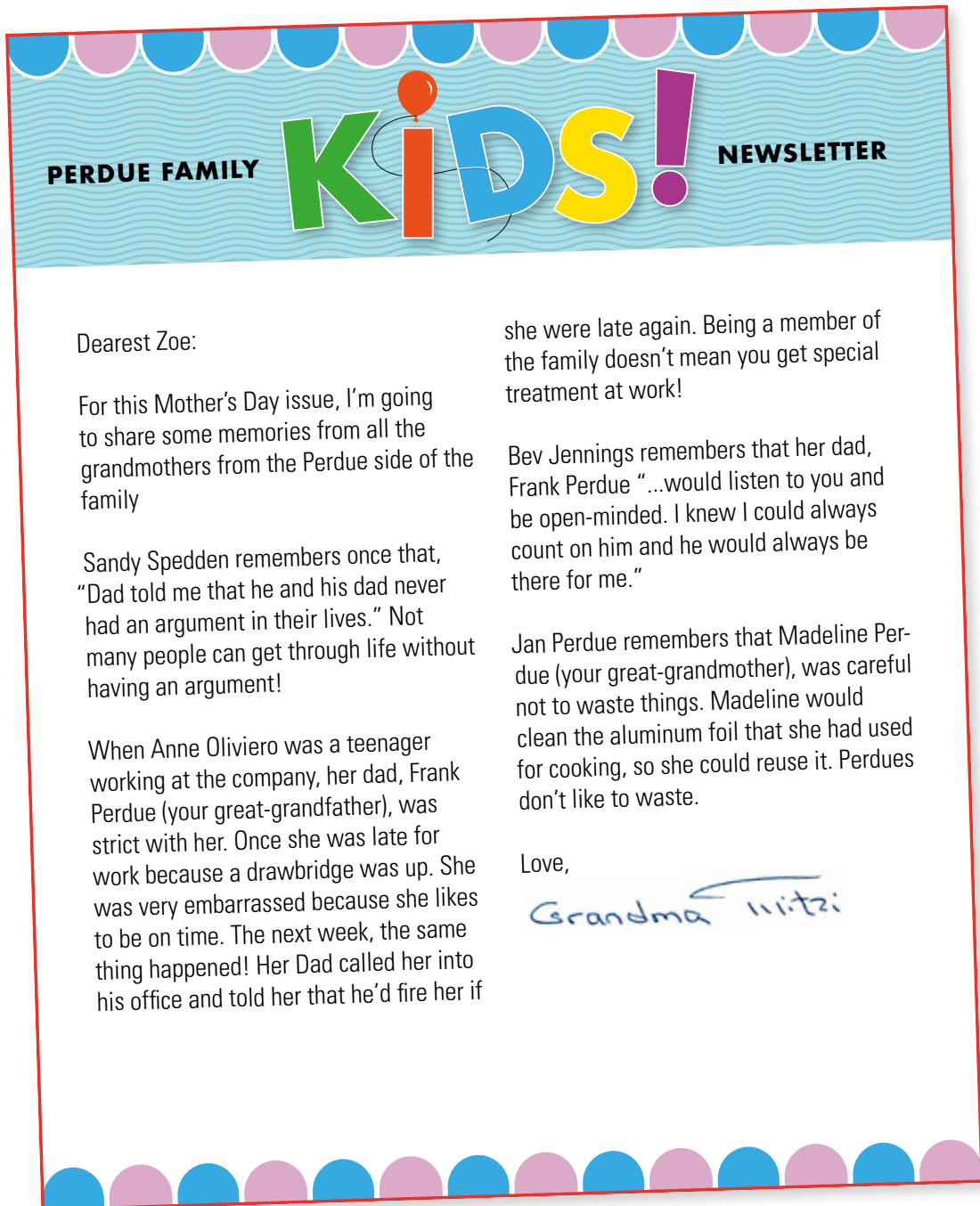
Dearest \_\_\_\_\_:

Today's issue is for Mother's Day. You'll find inside a kit that you can use to make a present for your mom. You might want to make it with a grown-up's help so it can be a surprise present for her. But it's also true that she might like working on it with you.

Since this is about Mothers' Day, I'm going to share some memories from several of the mothers in the family. I chose memories from the grandmothers that have to do with the family business or with your great-grandparents. *(Here ask as many of the mothers as you can to tell you a memory they have that relates to a family member. This works particularly well if you ask the individual for a memory of her mother or father. The goal of this is to give the young person a sense of where they came from—that the family didn't just start with them.)*

Love,

Grandma Mitzzi



Dearest Zoe:

For this Mother's Day issue, I'm going to share some memories from all the grandmothers from the Perdue side of the family

Sandy Spedden remembers once that, "Dad told me that he and his dad never had an argument in their lives." Not many people can get through life without having an argument!

When Anne Oliviero was a teenager working at the company, her dad, Frank Perdue (your great-grandfather), was strict with her. Once she was late for work because a drawbridge was up. She was very embarrassed because she likes to be on time. The next week, the same thing happened! Her Dad called her into his office and told her that he'd fire her if

she were late again. Being a member of the family doesn't mean you get special treatment at work!

Bev Jennings remembers that her dad, Frank Perdue "...would listen to you and be open-minded. I knew I could always count on him and he would always be there for me."

Jan Perdue remembers that Madeline Perdue (your great-grandmother), was careful not to waste things. Madeline would clean the aluminum foil that she had used for cooking, so she could reuse it. Perdues don't like to waste.

Love,

Grandma Mitzzi



## Activity: Bath Salts for Mother's Day

### CONTENTS OF KIT FOR MAKING BATH SALTS

- ❑ Printed instructions for the “Bath Salts” activity. It’s titled “Bath” on the flash drive included with this book.
- ❑ Scientist’s outfit including lab coat, goggles, and gloves. [Children’s lab coats with goggles](#) are available on Amazon. [Multipurpose latex-free disposable gloves](#) are also available on Amazon.
- ❑ Plastic shower cap.
- ❑ 2 teaspoons epsom salts. Available in grocery or drug stores. (Place in a 4-oz. jar labeled “Bath Salts.”)
- ❑ 1 teaspoon table salt in a Ziploc bag, labeled.
- ❑ ¼ teaspoon baking soda in a Ziploc bag, labeled “Baking Soda.”
- ❑ Essential oils that you think might make a relaxing bath salt (rose, lavender, and other flowers are good choices). [Essential oils](#) are available on Amazon.
- ❑ Food coloring. Available at groceries.
- ❑ Small plastic spoon for stirring.
- ❑ 4-oz, clear glass jar. Labeled “Bath Salts.” [Small glass jars with airtight lids](#) are available on Amazon.
- ❑ Snack-size Ziploc bags.

### Instructions

Here’s a Mothers’ Day gift you can put together and give to your mom. It’s bath salts, minerals that are added to bath water to improve cleaning, add fragrance, and make the bath more enjoyable.

*Step 1:* Pour the baking soda (it’s in the small Ziploc bag) into the jar, which contains epsom salts and is labeled “Bath Salts.” It’s going to be bath salts when you’re done, but there are a couple of steps for you to do first.

*Step 2:* Pour the salt into the “Bath Salts” container.

*Step 3:* Add a drop of food coloring to the “Bath Salts” container.

- Step 4:* Now add a couple of drops of the essential oils to the “Bath Salts” container. Put on your latex gloves before you handle the essential oils because once you get some of the oils on your hands, it’s hard to get the fragrance off. Also, be sure to use only a few drops because it will otherwise be so strong that your mom won’t enjoy the aroma. You may need to shake the little vial of essential oil to get a drop to come out. You may need to ask a parent for help. You can use the leftover oils to make more bath salts if you feel like it! Your mom may already have the ingredients at home.
- Step 5:* Use the little spoon to mix all the ingredients that are now in the “Bath Salts” container. You know you’re done mixing when the mixture is all the same color.
- Step 6:* Give your container of bath salts to your mom on Mother’s Day! She can use it to pour in a tub so she can relax in the fragrant water. Or, she can also use the bath salts for soaking her feet. The fragrance, once it’s diluted with the bath water, should be delicate and soothing. It will help make Mother’s Day special for her because you made it for her!



# Cyber Security for Kids

ACCORDING TO THE JOAN GANCE COONEY CENTER FROM SESAME WORKSHOP, ON A typical day, about 30 percent of three-year-old to five-year-old children use the Internet. For six-year-olds to nine-year-olds 50 percent of them use the Internet daily.

That means it's important for children to learn about Internet safety while they're still young. You'll never know what misery you may have prevented by talking with the children in your life about this. Being proactive costs nothing and can save a lot of grief. Plus they'll see you in the act of being concerned and protective.

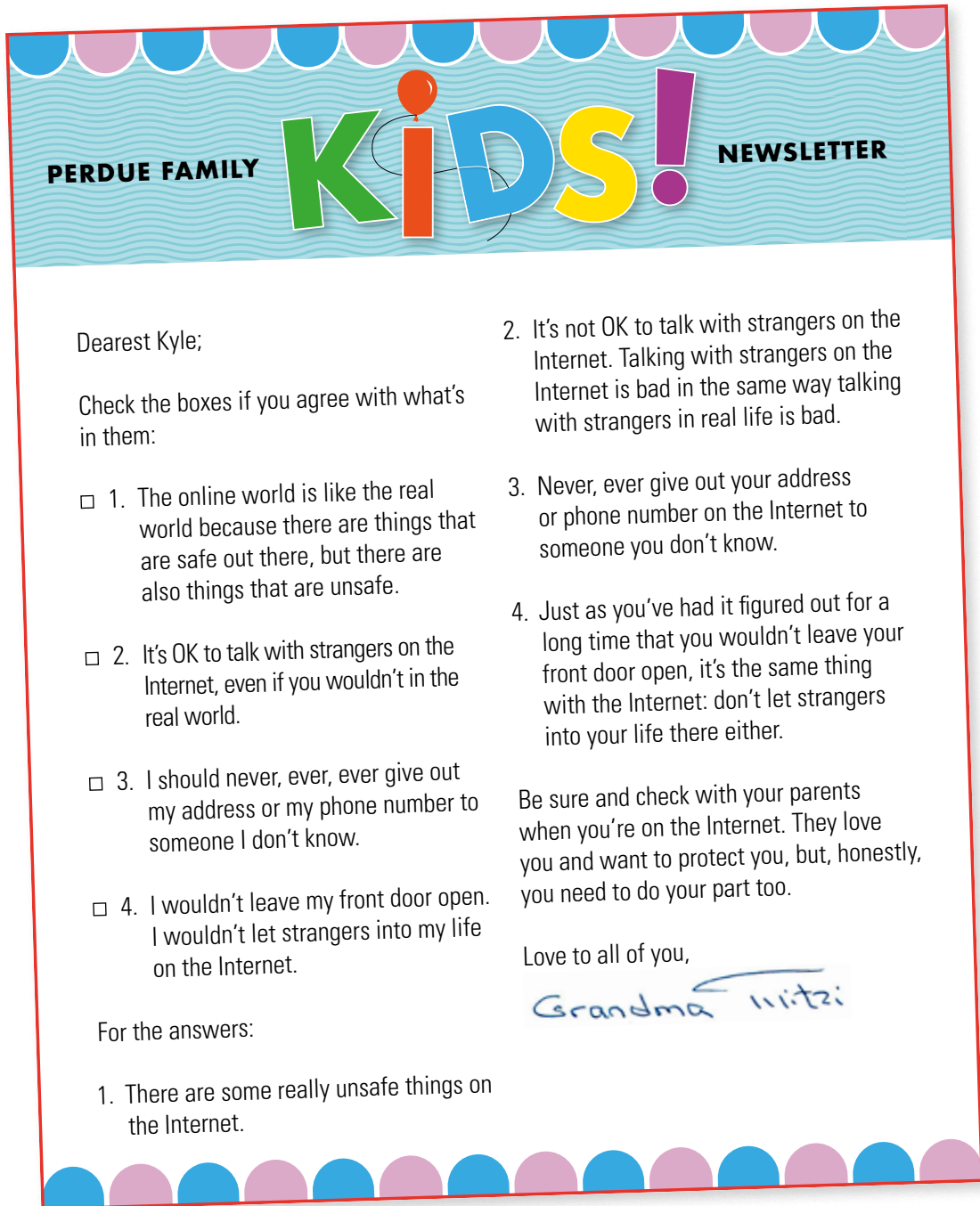
This newsletter is probably one of the easiest ones to use. You can copy it word-for-word, or if you have additional knowledge about kid safety on the Internet, please add it to your newsletter. Because it's generic and can apply to any family, the fill-in-the blanks template has very few blanks to fill in!

## Fill-in-the-Blanks Template

Dearest \_\_\_\_\_:

Check the boxes if you agree with what's in them:

- ☐ 1. The online world is like the real world because there are things that are safe out there, but there are also things that are unsafe.
- ☐ 2. It's OK to talk with strangers on the Internet, even if you wouldn't in the real world.
- ☐ 3. I should never, ever, ever give out my address or my phone number to someone I don't know.
- ☐ 4. I wouldn't leave my front door open. I wouldn't let strangers into my life on the Internet.



For the answers:

1. There are some really unsafe things on the Internet.
2. It's not OK to talk with strangers on the Internet. Talking with strangers on the Internet is bad the same way talking with strangers in real life is bad.
3. Never, ever give out your address or phone number on the Internet to someone you don't know.
4. Just as you've had it figured out for a long time that you wouldn't leave your front door open, it's the same thing with the Internet: don't let strangers into your life there either.

Be sure and check with your parents when you're on the Internet. They love you and want to protect you, but, honestly, you need to do your part too.

Love to all of you,

Grandma Mitzi

#### Activity: Anti-Gravity Soda Can Magic Trick

##### CONTENTS OF KIT FOR ANTI-GRAVITY MAGIC TRICK

- Printed instructions for the "Anti-Gravity Magic Trick" activity. It's titled "Anti-Gravity" on the flash drive included with this book.
- Scientist's outfit including lab coat, and goggles. [Children's lab coats with goggles](#) are available on Amazon.
- Coffee mug. You can get wonderful ones with your family's coat of arms on it by searching on the Internet. I've used CafePress (<http://www.cafepress.com/+coat-of-arms+mugs>) and they're great. Be sure to get a regular-size coffee mug. A larger or smaller cup won't work for this magic trick.
- A standard 12-ounce soda can. Pepsi or Coke or any typical 12-ounce can will do. It needs to be empty.

## Instructions

This is an activity that's also a magic trick. Once you know how to do it, you'll find that it's something fun to do with your friends or other family members.

Here's what you challenge people to do. You take a coffee mug and an empty soda can. Put the empty soda can in the coffee mug with the open end of the can facing up (see the picture), and challenge anyone to make the soda can jump out of the coffee mug. But, there are two rules that are part of the challenge. Nobody can touch the mug and nobody can touch the soda can!

So how do you make the soda can rise up and jump out of the coffee mug without touching either of them?

Here's the secret:

Blow real hard in the space between the soda can and the mug. If you blow hard enough (and it will take some practice), you'll see the can rise up from the mug and fall out! When you really get the knack of it, you make the can pop out of the mug!



*Andrew, Eva, and Zachary Ayala make soda cans pop out of coffee mugs by blowing down the sides of the mugs. You have to blow hard to make this work, but it's fun when you've got the trick of it. They decided to wear their chef's outfits for this magic trick.*



## New Baby and Toad in a Hole

THIS NEWSLETTER INTRODUCES A NEW BABY TO THE FAMILY. IT SETS THE TONE FOR being delighted and welcoming. Sometimes kids don't know how to take the fact that the family is expanding.

From what we know about influence and persuasion, young siblings and their cousins are likely to take their cues on how to react from the older people in the family. This newsletter is designed to foster a culture of being welcoming and enthusiastic.

### Fill-in-the-Blanks Template

Dearest \_\_\_\_\_ :

We have some wonderful news!

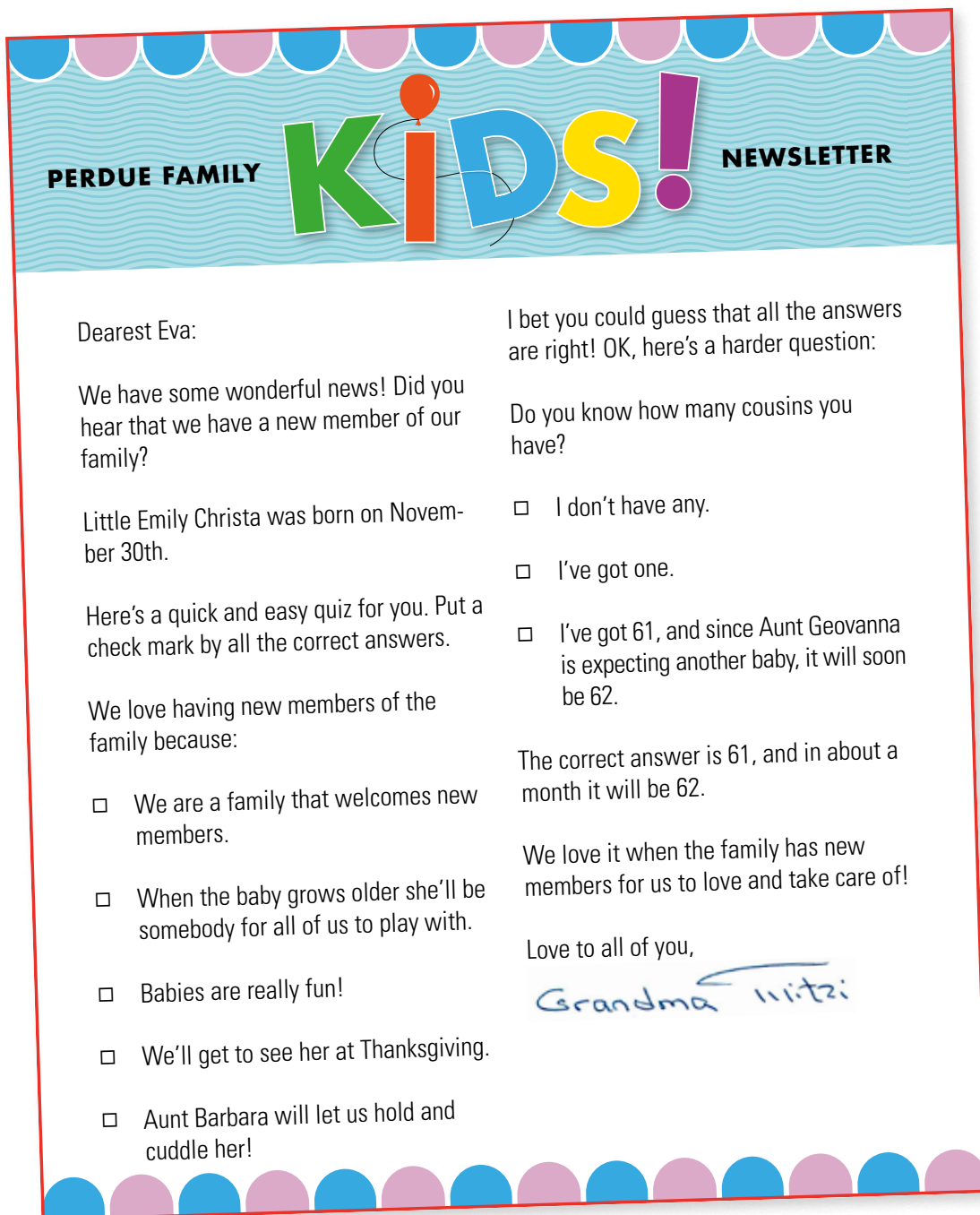
Did you hear that we have a new member of our family?

Little \_\_\_\_\_ (*name of the new baby*) was born on \_\_\_\_\_ (*date*).  
Aunt \_\_\_\_\_ (*her name*) and Uncle \_\_\_\_\_ (*his name*) are so happy that their family is growing. The names and ages of their other children are: \_\_\_\_\_ (*List all the children's name and ages*). Here's a quick and really easy quiz for you. Put a check mark by all the correct answers.

We love having new members of the family because:

- ☐ We are a family who welcomes new members.
- ☐ When the baby grows older, he/she'll be somebody for all of us to play with.
- ☐ Babies are really fun!





- ☐ We'll get to see him/her at Thanksgiving.
- ☐ Aunt \_\_\_\_\_ (*her name*) will let us hold and cuddle him/her!

I bet you could guess that all of the answer are right!

OK, Here's a harder question: Do you know how many cousins you have?

- ☐ I don't have any.
- ☐ I've got one.
- ☐ I've got \_\_\_\_\_ (*correct number*).

The correct answer is \_\_\_\_\_ (*correct number*).

We are so lucky to be part of a big family. And we love it when the family has new members for us to love and take care of!

Love to all of you,

Grandma Mitzie

## Activity: Toad in a Hole

### CONTENTS OF KIT FOR MAKING TOAD IN THE HOLE

- ❑ Printed instructions for the “Toad in the Hole” activity. It’s titled “Toad” on the flash drive included with this book.
- ❑ Chef outfit. A [kids chef outfit](#) is available on Amazon.
- ❑ One cookie cutter, about 2½-inches, but the size isn’t terribly important. There are some interesting [cookie-cutter patterns](#) available on Amazon. I use a rooster one, but there are also dogs and hearts and all sorts of other designs.
- ❑ A small cheese grater. [Cheese graters](#) are available on Amazon. (You can purchase shredded cheese to avoid having the kids grate the cheese. It might save little fingers!)

**Note to grown-ups:** *You will also need to supply:*

- ❑ *A baking pan.*
- ❑ *A fresh egg.*
- ❑ *Two slices of fresh whole wheat bread.*
- ❑ *Butter that has been left out an hour or more so it’s soft.*
- ❑ *A piece of cheese such as Gruyere or cheddar that’s easy to grate and that will melt.*

### Instructions

**Step 1:** Preheat the oven to 375°F.

**Step 2:** Spread both slices of bread on both sides with a thin layer of the room-temperature butter. If you want, you can butter them on only one side, or you can skip the butter altogether, but it won’t be quite as tasty that way.

**Step 3:** Press your cookie cutter into the center of one of the slices of bread. Press it gently, but so it goes all the way through, so that you’ve cut out the center of the piece of bread.

**Step 4:** Set the cut-out piece aside. (You can toast it separately and use it to decorate your Toad in the Hole.)

- Step 5:* Place the slice of bread with the hole in it over the slice of bread that doesn't have a hole.
- Step 6:* Crack the egg and empty it into the hole that's formed by the slice of bread with the cutout and the slice of bread that's underneath it.
- Step 7:* Have your mom help you grate a tablespoonful or more of cheese over the top slice of bread with the egg in it.
- Step 8:* Put the bread with the egg on a greased baking sheet. Put the cut-out piece on the baking sheet as well.
- Step 9:* Bake fifteen to twenty minutes or until the cheese is melted and the egg is set. If your oven is hotter or cooler, it could take a little more time or a little less, so go by when the cheese is melted.
- Step 10:* Eat it and enjoy!

Do you know how having a baked egg in a hole in a piece of bread got its name? I bet you don't because almost no one knows!

Hundreds of years ago, people noticed that toads like to hide in holes and then they jump out to catch an insect to eat. When someone thought of having a piece of meat surrounded by cooked dough, it made them think of a toad in a hole. Then someone thought of using bread and an egg, and named it "Toad in a Hole."



*Above:* The children had the choice of a round cookie cutter, a dog bone-shaped cookie cutter, a musical note, or a rooster. Andrew wanted the musical note, and here it is. You can see the melted cheese on top of the toast and the way that the cut-out piece is used for decoration.

*Left:* Andrew and Zachery grate cheese over their Toads in a Hole.



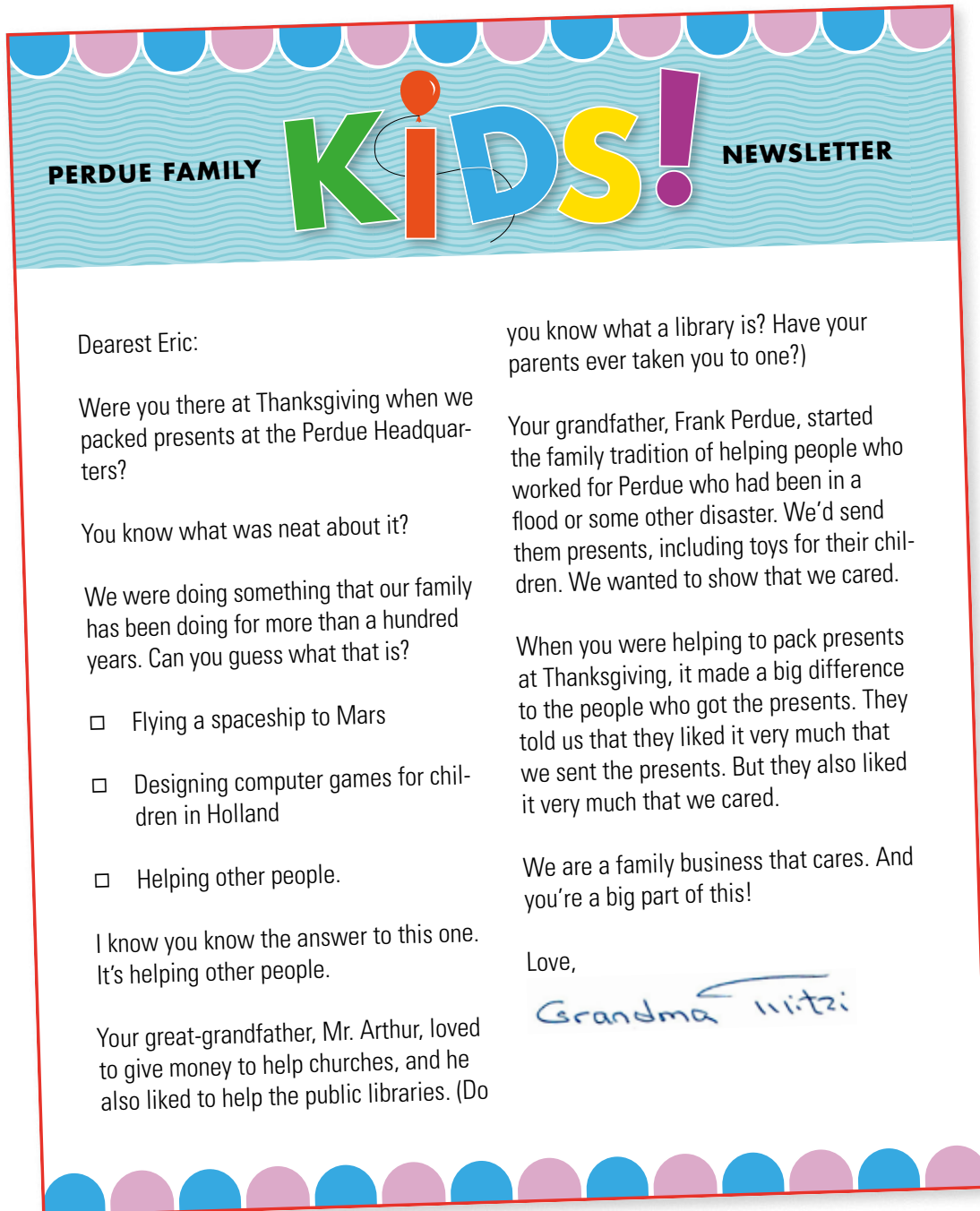
## Giving to Others: It's Who We Are and What We Do

ONE OF THE MOST EFFECTIVE WAYS OF KEEPING A FAMILY TOGETHER ACROSS THE generations is a shared interest in philanthropy. As your family expands and there are more generations and more cousins, it's almost guaranteed that they won't all be working in the business. However, wanting to do something good in the world is something that every cousin can take pride in.

One of the reasons I love to emphasize philanthropy is that I've seen it almost always present in the cases of families that last for generations. Philanthropy is great for the recipients, but it's fabulous blessing for the givers. Families that engage in philanthropy have an inoculation against selfishness.

Choosing to think of someone besides yourself guarantees that you're not focusing exclusively on yourself. And then I think of something from Frank's "Ethical Will," where he told his children and all those who came after him, "If you want to be happy, think of what you can do for someone else. If you want to be miserable, think what's owed to you."

In my opinion the biggest reason 70 percent of family businesses don't make it past the first generation is selfishness. People get into quarrels, they're addicted to being right, and they don't look at something bigger than themselves. These are all hallmarks of selfishness. Give your kids the stupendous gift of unselfishness, and start them down this path as young as possible!





## Fill-in-the-Blanks Template

Dear \_\_\_\_\_ :

Our family has always valued sharing with other people. It's something we can be proud of.

The tradition began with \_\_\_\_\_ (*name of person who started philanthropic tradition*), who used to love to help \_\_\_\_\_ (*name of favorite philanthropy*). See if you know who our family likes to help today:

- ☐ The people who live on Mars
- ☐ Baby dinosaurs
- ☐ \_\_\_\_\_ (*The name of the charity or charities that your family does support.*)

If you guessed \_\_\_\_\_ (*the charity your family supports*), you're you're right. We get together as a family to help \_\_\_\_\_ (*the name of the charity*) because \_\_\_\_\_ (*Explain why this charity is important to your family.*)

Here's what we do for them. \_\_\_\_\_ (*Explain what the family does.*)

We've been doing it for years. \_\_\_\_\_ (*Skip this if it isn't applicable.*)

It means a lot to the people we help because \_\_\_\_\_ (*Explain for young people why the family feels good about helping this charity.*)

We're a family that cares. And you are a big part of it. I hope one day you'll encourage your children to do the same. It's who we are.

Love,

Grandma Mitzel

## Activity: Making Old, Dull Copper Pennies Look New

### MAKING OLD, DULL COPPER PENNIES LOOK NEW

- ❑ Printed instructions for the “Pennies” activity. It’s titled “Pennies” on the flash drive included with this book.
- ❑ Scientist’s outfit including lab coat, goggles, and gloves. [Children’s lab coats with goggles](#) are available on Amazon. [Multipurpose latex-free disposable gloves](#) are also available on Amazon.
- ❑ 5 pennies that look old.
- ❑ 5 little plastic dishes. You can use little plastic picnic dishes, if you like.

**Note to grown-ups:** *You will need to supply:*

- ❑ *Distilled white vinegar*
- ❑ *Four other liquids (which could include lemon juice, dishwashing soap, water, soda, milk, hot sauce, ketchup, etc.)*

Being good to people sometimes involves doing things for them and sometimes it means giving money. At its best, it means giving both time and money. For today’s activity, we’re going to be learning something about copper coins.

### Instructions

Copper coins start out a shiny copper color. Over time they turn a dark coppery brown. In today’s experiment, we’re going to use vinegar to make a dark-colored penny bright and shiny again. I’ve included some extra little square plastic plates so you can experiment and try using things besides vinegar to make the pennies shiny again.

*Step 1:* Put a dull copper penny in a little plastic dish and cover it with vinegar.

*Step 2:* Do the same thing with the other pennies, putting each penny in a plastic dish and then covering it with some other liquid you have around the house. You might try water, soda, ketchup, lemon juice—anything you want.

*Step 3:* Are there any changes in an hour? How about in a day?

Here's what's going on: some liquids like vinegar change the penny's surface and make it turn bright and shiny. Some, like water, make no difference.

When you're older and if you get to take chemistry classes in school, you'll learn more about why the pennies changed their color. It's something to look forward to. You'll discover what's really happening!



*These are the different household liquids we used for soaking the penny. The all worked a little bit, but only the vinegar worked well.*



# 4

*Help! I Want to Be a Better Writer!*



## Tips for Writing Children's Newsletters

WHEN YOU'RE WRITING FOR CHILDREN, THESE PRINCIPALS CAN HELP:

- Use short words, short sentences, and short paragraphs. Short words mean the fewer syllables the better. Short sentences mean fifteen words or less. A short paragraph is two sentences long.
- Use large type. For the youngest children, the parent will be reading the newsletter to the children. Still, as a rule, the younger the child, the larger the type. I generally use an 18-point type font for children under ten.
- Get the children involved by having multiple-choice questions. Have some really absurd answers, partly to make the kids laugh, and partly to make it easier for them to get the right answer.
- Address the child by name at the beginning of the newsletter. If there are a lot of children, use mail merge on your computer so you just press a button and each newsletter is personalized. If you're not familiar with mail merge, you can have someone in the office to set it up for you. It can be frustrating to try to learn mail merge and write a newsletter at the same time!
- If there are several children living at one address, you could send the newsletter and the activities all in one package. However, children often enjoy getting their own mail, and having each one get his or her own package makes it more special.
- Since these newsletters are about embedding the family's values, make a list of values that you care about and then check them off when you've written a newsletter about it. It may take you several years to get through all of them.



Mentioning and celebrating a particular value in a newsletter is valuable. nothing. However, to have the most impact, a value should be something that gets reinforced by how the family acts every day.

Here are some of the values that I care about:

### **My List of Values**

- Be honest.
- Be humble.
- Be kind.
- Be philanthropic.
- Be willing to work hard.
- Care about others.
- Care about the environment.
- Do more than your share.
- Don't be selfish.
- Exercise and eat right.
- Have integrity.
- Know that you can't always be right.
- Listen to and understand other viewpoints.
- Live beneath your means.
- Respect diversity.
- You don't have to be the best there is, but you do have to be the best that you can be.

For a really useful software tool for sending out your newsletters, go to Revue (<https://www.getrevue.co>). If you have just a few newsletters, the service is free. You only have to add the address list once, and it makes it easy to add photographs and other content.



## About the Author



AS AN AUTHOR AND PUBLIC SPEAKER, MITZI PERDUE SPECIALIZES IN SHARING techniques that enable families to stay together across the generations. She has unusual expertise for this: In 1890, her family started the Henderson Estate Company, the forerunner of the Sheraton Hotels, which her father co-founded. The Hendersons recently celebrated their 127th reunion. Perdue Farms, her family by marriage, began as a breakfast egg company in 1920, and will soon be celebrating its 100th anniversary. These families have stayed together for a combined total of 224 years.

The secret for the longevity of both families is that neither the Hendersons nor the Perdues left their family's legacy to chance. Mitzi Perdue believes that investing the thought, time, and energy needed for creating close and enduring family relationships is one of the most important things a family can do.

With the help of templates, checklists, activities, stories, and tips, Mitzi will help you design and maintain the culture that can help your family stay together across the generations!

*Mitzi holds a BA from Harvard University and an MPA from the George Washington University. She is a past president of the 35,000-member American Agri-Women; a former syndicated columnist for Scripps Howard; and her television series, Country Magazine, was syndicated to 76 stations. She's the founder of CERES Farms, the family-owned agricultural real estate investment company that has owned rice fields, commercial and residential real estate, as well as vineyards that currently sell wine grapes to well-known wineries such as Mondavi, Bogle, Folie à Deux, and Toasted Head.*



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“In this engaging book, full of helpful examples and anecdotes from her own family’s experience, Mitzi Perdue offers valuable advice on using communication as a way to promote a strong family business culture. Her wonderful idea of the family newsletter has been a model for many family companies we work with who use it to maintain the connection to the family business and the family. It is an invaluable tool in teaching the next generation the history, culture and values of the family.”

—*Caro U. Rock, Publisher, Family Business Magazine*

“Mitzi has brought to life an invaluable resource to support families in having wealth be a force for good. Her first hand account as a family member of significant wealth along with her enormous commitment to seeing families thrive compel her to share her wisdom and expert skill as a writer. In the pages of these newsletters for children, the reader is taken on a journey that travels the essential stories of families broadcasting the fundamental values that give each new generation their compass. The practical and easy to follow format with sample newsletters and fill-in-the-blanks templates makes the task of ensuring the family legacy endures, an enlightening and entertaining joy!”

*Amy Castoro, Vice President, The Williams Group*

“Mitzi’s wealth of useful suggestions will engage your youngest generations, organically inspiring them to grow into responsible owners. Her ideas are easy to use and fun—and there is no “death by PowerPoint” to torment the little ones!”

*Bill Yoh, Chairman, and 3rd Generation Member,  
Yoh, a Day & Zimmerman Company*

“Any owner of a family business will benefit from Mitzi Perdue’s advice on how to hold the family together and perpetuate the enterprise from generation to generation. The second volume in her three-part series tells how to design a newsletter for the family’s children. And what delightful advice she gives! Her sample newsletters are brief, simple and designed to create a sense of family identity. Each is accompanied by a sample project for the youngsters, such as donning lab coats and making a fizzy “explosion.” When I was a kid, I would have loved getting a letter from Mitzi.”

—*George Melloan, journalist (The Wall Street Journal) and author of  
When the New Deal Came to Town (Simon & Schuster, 2016)*

“Mitzi is my role model. She showed me how important it is to create a culture by design rather than allowing the family culture to come about by default. Her children’s newsletters help accomplish the all-important goal of designing a positive culture. It’s a unique approach and invaluable for any multi-generational family.”

—*Dennis Passis, President, Family Wealth Library*